Extension Risk Management Education
Competitive Grants Program

2023 RFA
Applicant Webinar
October 4, 2022

Outline

• Risk Management Overview
• Request for Applications
• Evaluation Criteria
• Completing the Application
Risk Management Overview

Risk:
Possible adverse event that has the potential to interfere with:

- Business entity’s financial stability
- Ability to achieve mission
Risk Management Overview

**Universe of Risk:**
- Production
- Marketing
- Financial
- Legal
- Human

Available in English and Spanish on the following webpage: https://ncerme.org/about-risk-management-education

**Risk Management**

- Tools and strategies reducing financial effects of risk
- Ability to run a business in rapidly changing business environment
Risk Management Overview

Extension Risk Management Education

Mandate and Mission

• Agricultural Risk Protection Act of 2000
  • Education for producers in the “full range of risk management activities”

• 2018 Farm Bill
  • Education for producers underserved by Federal crop insurance

Program Goal:
To help farm and ranch families improve their economic viability through targeted risk management education.

• Participants in education programs achieve specified risk management outcomes
Risk Management Overview

What are Proposed Risk Management Outcomes?

• Measurable and verifiable risk management actions that participants understand, develop, or implement
• Within 6 to 18 months

Proposed Outcomes and the Theory of Change

• How will your project lead farmers and ranchers to the desired risk management outcomes?
• What are your assumptions and rationale?
  • Why will your efforts/activities make a difference
  • What gaps does your project aim to fill
  • Why is this significant
Risk Management Overview

Proposed Outcomes and the Theory of Change

• Why does your project matter?
  • Improved risk management outcomes for farmers and ranchers
  • Improved project performance
  • Increased impacts for broader risk management education efforts

Risk Management Overview

What are the Long-Term Impacts?

• Projects help participants learn, achieve, or apply “best risk management practices”
• Methods and indicators that measure the use of these practices help document long-term impact
Risk Management Overview

A grant awarded is an investment made by the North Central Extension Risk Management Education Center to help producers achieve the proposed risk management outcomes.

Return on investment: changed behavior or actions taken by participants resulting in increased ability to manage risk.

The Extension Risk Management Education program is committed to:

• Fostering risk management outcomes with real impacts for producers
• Documenting impacts through comprehensive, retrospective evaluation efforts
• Demonstrating impacts through evaluation results, success stories, and outstanding projects
Request for Applications

2023 RFA

- Two Program Areas
  - Education Grants (incl. Exploratory Projects)
  - Producers Underserved by Crop Insurance Grants
- Released on September 15
- Applications are due no later than 5:00 PM CST on November 17, 2022
- All applicants will be notified by February 10, 2023
Request for Applications

Education Grants
- Education for producers in the “full range of risk management activities”
  - Education Projects
  - Exploratory Projects

Producers Underserved by Crop Insurance Grants
- Education for producers underserved by federal crop insurance
  - Identification and justification of targeted producer audiences left to applicant

Request for Applications

Education Grants
Education Projects: can address any of the five risk areas
- Programs should provide decision tools, practices, and other risk management strategies that producers can adopt to manage risk and improve their economic viability
- Consider emphasis on North Central Center regional priorities
- $50,000 maximum
- Project timeline is April 1, 2023 – September 30, 2024 (18 months)
- No extensions
Request for Applications

Education Grants

Exploratory Projects: for planning, development, or piloting efforts

- Goal of establishing an educational program, delivery plan, and collaboration that leads to an application for competitive grant funding in a future RFA
- $5,000 maximum
- Project timeline is April 1, 2023 – September 30, 2024 (18 months)
- Abbreviated application template
- See instructions: https://ncerme.org/erme-rfa (see Step 7)

Request for Applications

Education Grants Priority Language

- Farm and Ranch Family Well-Being
- Underserved Producers
- Weather and Climate Resilience
- Business and Enterprise Management
- Land Access and Transition
- Communication
Request for Applications

Producers Underserved by Crop Insurance Grants

• Projects can address any relevant risk area, recognizing that funding is specifically designated for the delivery of risk management education to agricultural producers underserved by crop insurance
  • Programs should provide decision tools, practices, and other risk management strategies that producers can adopt to manage risk and improve their economic viability
  • Consider emphasis on the North Central Center regional priorities
  • $100,000 maximum
  • Project timeline is April 1, 2023 – September 30, 2024 (18 months)
  • No extensions

Request for Applications

Producers Underserved by Crop Insurance Priority Language

• Underserved Producers
• Business and Enterprise Management
• Crop Insurance Decisions
• Risk Management for Livestock, Dairy, and Poultry Producers
Request for Applications

Please note that there are some important changes to the 2023 RFA

• Proposed Results are now Proposed Outcomes
• Limit of 12 maximum Proposed Outcomes
• Three levels of producer actions in order of increasing producer engagement
  • Understand
  • Develop
  • Implement

Evaluation Criteria
# Evaluation Criteria

## Education Grants

- **Proposed Outcomes**  40%
- **Regional Priorities**  10%
- **Outcomes Verification**  10%
- **Producer Demand**  15%
- **Team/Organizational Capacity & Collaborators**  15%
- **Review of Past Projects, Innovative Approach and Wide Application**  10%

## Producers Underserved by Crop Insurance Grants

- **Proposed Outcomes**  40%
- **Regional Priorities**  10%
- **Outcomes Verification**  10%
- **Underserved Audience**  20%
- **Team/Organizational Capacity & Collaborators**  15%
- **Innovative Approach and Wide Application**  5%

## Proposed Outcomes – 40%

- Single most important factor in funding decisions
- Clear statement of what you “anticipate producers will understand, develop or implement’
- Realistic and attainable producer numbers
- Relative level of rigor associated with producer actions
- Specific actions, measurable and verifiable
Evaluation Criteria

Looking at Proposed Outcomes

• What is the risk management improvement for producers?

• What is the producer action?
  1. Understand Knowledge
  2. Develop Actions
  3. Implement Change/Conditions

• Plan outcomes to get the strongest actions possible

Looking at Proposed Outcomes

What is farm or ranch economic viability?

• To improve profitability
• To increase opportunities for equity growth over time
Evaluation Criteria

Regional Priorities – 10%
• The degree to which proposed outcomes address regional priorities as identified in the RFA
• Caveats
  • If addressing regional priorities, ensure they are an integral part of the project
  • Projects that do not address regional priorities are still valued and will be considered

Evaluation Criteria

Outcomes Verification – 10%
• How effective is the plan for evaluating and tracking producer progress toward achieving the proposed risk management outcomes?
  • How and when will outcomes be measured
  • How will you verify risk management outcomes were achieved
  • How will you establish & identify indicators for long-term outcomes
Evaluation Criteria

Why verify?
Think about the why measure question as you create the what to measure plan.
• Serve interests/relevance to producers
  • Measure changes in producer knowledge
• Serve interests of your program and the overall ERME program
  • Improve program planning and performance
  • Demonstrate impacts and public value

How will you verify?
What methods and questions will allow you to verify your outcomes and impacts?
• Make sure proposed outcomes are measurable or have measurable indicators (this impacts not just your evaluation plan but also the validity of your proposed outcomes)
• Consider evaluation and verification steps when planning education efforts
• Frame questions to appropriately and effectively deliver evaluation measures
• Plan for additional standardized, retrospective evaluation question on “understanding”
Evaluation Criteria

**Education Grants**

**Producer Demand – 15%**
- Document the willingness of producers to participate
- Survey results; follow-up evaluations from prior workshops; benchmark information on participants’ knowledge level and attitude
- A statement of risk management needs without any evidence of actual producer demand will not meet the requirements of this criterion.

**Producers Underserved by Crop Insurance Grants**

**Underserved Audience – 20%**
- Evaluation based on the ability to define:
  - Who the producers are that are underserved by crop insurance
  - Why there is a low level of crop insurance participation and availability
  - Why existing crop insurance products do not provide an effective risk management tool
  - Why these producer types are not normally reached through other risk management tools of education offerings; this may include targeted underserved producer groups as identified in the RFA.
- Demonstrate how this audience will achieve access and participation through the proposed risk management education.

**Team/Organizational Capacity & Collaborators – 15%**
- Equal value to team and collaborators
- Skills, knowledge, and experience of team and organization to effectively deliver risk management education projects
- Important to identify your project team and project collaborators and the specific role each will have in the project.
Evaluation Criteria

Team/Organizational Capacity & Collaborators – 15%
• Evaluate how well-engaged collaborators will increase the likelihood of farmer/rancher participation and strengthen the project
• Collaborators provide technical expertise/knowledge
• Collaborators provide access to your target audience

Evaluation Criteria

Education Grants
Review of Past Projects, Innovative Approach & Wide Application – 10%
• The ability to build upon or collaborate with at least 2 previously funded ERME projects or alternatively, how it is a unique and innovative project
• Innovative approaches to develop or deliver training, materials, or tools
• Potential application of program, materials, and techniques to other areas, audiences and situations.

Producers Underserved by Crop Insurance Grants
Innovative Approach & Wide Application – 5%
• The extent to which a project employs innovative approaches to develop or deliver training, materials or tools
• The extent to which program might have wide application; including adopting materials to specialized audiences, marketing and promotion techniques, eliciting high interest in crop insurance strategies with new methodologies, etc.
Completing the Application
The 2023 ERME RFA is now OPEN.

Recent needs assessment reports provide some insight into issues and challenges facing agricultural producers at the present time and some supporting material behind the priority issues identified in the RFA.

- NCERMEC Producer Risk Management Education Needs Assessment - September 2022

How to Apply

1. RFA: Download and read the 2023 North Central ERME RFA thoroughly depending on your plans for submission.
2. Resources: View the [Application Resources](http://rvs.umn.edu) which have been developed to help applicants prepare a successful proposal, and which provide a full explanation for every item requested in the application. Applicants are especially encouraged to utilize the Application Tutorial.
3. Registration Information: If you are already registered in the RVS, skip to step 4. To register, use this link to access the Extension Risk Management Education Results Verification System. Select "Create New Account" and complete the form in order to create a new account. A registration confirmation containing a link to be sent via email. (If you do not receive the confirmation email within 15 minutes, please check your spam folder.) To complete your registration, visit the specified link.
4. RVS: Login to RVS (http://rvs.umn.edu) using your email address and password, which will take you to the "My Projects" page. To begin a new Application, select "Start New Project Application" to see all available funding opportunities. Click the "North Central ERME" tab to see all North Central funding opportunities.
5. Category: Select the appropriate grant category (2023 Education Projects, 2023 Exploratory Projects, or 2023 Producers Underwritten by Crop Insurance Projects) and click "Apply for Grant!"
6. Enter the project information, including: Project Title, Project Director email, Institution Making Address, and Financial Contact. You will have the opportunity to edit or update this information once you have created the application.
7. Complete each section in the Table of Contents on the left sidebar and follow the instructions accessible on each page of the application via the question mark (?) icon.
   - [Exploratory Project Instructions](http://rvs.umn.edu): If you are completing an Exploratory Project application, review these special instructions to assist you in completing the application.
8. Whenever you wish to continue working on your Proposal, return to the Extension Risk Management Education Results Verification System, and log in. Your active projects will be listed on the "My Projects" page. You may edit your proposal by clicking on the pencil icon.

Results Verification System

http://rvs.umn.edu

RVS is designed to help organizations:

- Manage grant programs
- Submit grant applications
- Revisit accomplishments

About RVS

The Results Verification System is an integrated grant application and reporting system designed to facilitate reporting the accomplishments of funded projects.

For grant making organizations, RVS allows you to create a grant application template, set-up evaluation criteria and save screen, establish reporting requirements, accept reports and the project reports and generate summary reports from the awards in a funding pool.

For applicants, RVS is designed to create a simple approach to applying for a grant that also facilitates reporting and outcomes. A significant portion of the grant application is information reporting to make the application process easier.

The Results Verification System was developed and is maintained by the Center for Farm Financial Management at the University of Minnesota.
Completing the Application

• **Register** and log back into the system
• **My Projects**: click on “Start New Project Application”

### Results Verification System

- **My Projects**
- **Evaluation Panels**
- **Start New Project Application**

<table>
<thead>
<tr>
<th>Year</th>
<th>Project</th>
<th>Project Director</th>
<th>Stage</th>
<th>Status</th>
<th>Funding</th>
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</thead>
<tbody>
<tr>
<td>2023</td>
<td>2023 New ERME Education</td>
<td>Curtis Harline</td>
<td>Application</td>
<td>Late (Dec 15)</td>
<td>E D</td>
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<td>2023</td>
<td>TEST-2023 Underinsured</td>
<td>Curtis Harline</td>
<td>Application</td>
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<td>E D</td>
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<td>2023</td>
<td>TEST-2023 ERME Exploratory</td>
<td>Curtis Harline</td>
<td>Application</td>
<td>Late (Mar 15)</td>
<td>E D</td>
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</tbody>
</table>

### EXTENSION RISK MANAGEMENT EDUCATION

Completing the Application

- **New Project Application**
- **Step 1**: Choose Funding Opportunities
- **Step 2**: Initiate Application
- **Step 3**: Enter Application Details

- Select the correct funding opportunity
- Initiate project by completing the Project Title, Project Director and Financial Contact Details

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Review these valuable resources and the Help tab available on each application section in RVS.

http://extensionrme.org/Resources.aspx#RVS
Multiple people can have access to the application by adding them to the Project People page -- must be registered in RVS.

**You will be able to enter up to 12 outcomes maximum**

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Topic</th>
<th>Producer Action</th>
<th>Est. #</th>
<th>When Verified?</th>
<th>How Verified?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Participants will understand the multiple components of a farm succession plan</td>
<td>Transition and estate planning</td>
<td>Understand</td>
<td>100</td>
<td>Immediately after program</td>
</tr>
<tr>
<td>2</td>
<td>Participants will understand the need for effective communication and goal setting as it relates to successfully implementing a succession plan</td>
<td>Health, stress, family &amp; business relationships</td>
<td>Understand</td>
<td>15</td>
<td>Immediately after program; Prior to end of grant</td>
</tr>
<tr>
<td>3</td>
<td>Participants will develop a succession plan for their operation</td>
<td>Transition and estate planning</td>
<td>Develop</td>
<td>50</td>
<td>During program; Prior to end of grant</td>
</tr>
<tr>
<td>4</td>
<td>Participants will enter at least one new communication tool to improve family communications</td>
<td>Health, stress, family &amp; business relationships</td>
<td>Implement</td>
<td>45</td>
<td>Prior to end of grant</td>
</tr>
<tr>
<td>5</td>
<td>Participants will implement the actions needed to have a legally recognized succession plan to serve the needs of their farm and family</td>
<td>Transition and estate planning</td>
<td>Implement</td>
<td>25</td>
<td>Prior to end of grant</td>
</tr>
</tbody>
</table>
Completing the Application

Proposed Outcomes

Questions to ask yourself:

• Do the proposed outcomes that I have listed have a direct relationship to the producers’ ability to manage risk?

• What is the producer action?
  • Is it identified correctly related to how the outcome is written?

• Are the proposed outcomes specific, measurable and verifiable?
  • Make sure it is not a project step

See list of topic area definitions on the Help page, RFA and Tutorial

Pre-test
Auto response system
Post test, or retrospective
Follow-up surveys, consultations, etc. after workshops or trainings

Surveys, phone calls, individual consultations
Completing the Application

**Project Outcomes Narrative (400-word limit)**
- Describes rational for project
  - Identifies risk areas related to proposed outcomes
  - Demonstrates appropriate educational approach for target audience
  - Estimates anticipated economic impact
  - Addresses contingency planning

**Project Overview (200-word limit)**
- Describes estimated number of participants/workshops/locations/risk topic areas/outcomes

**Project Steps**
- Plan of work with an accurate and realistic timeline for program delivery (how will these activities lead producers to the desired outcomes)
- Timeline for Evaluation (when completed date)

**Tools and Curriculum**
- Describe educational tools and curriculum
- Describe delivery methodology

**Audience Emphasis**
- Check up to 3 primary farmer and rancher audiences your project will intentionally target
Completing the Application

Project Team
The Project Director (co-PD) and all others who will actively participate in the development, delivery, and management of the project – whether from the applicant organization or not.

- Letters of commitment are not required unless the person is a consultant or part of a sub-award
  - Any required documents will need to be uploaded on this page at the time of entry. The contributor cannot be saved until the consultant/sub-award materials have been uploaded

Completing the Application

Project Collaborators
People or organizations who will bring expertise or provide access to your target audience, but who are not involved in the day-to-day management of the project.

- A letter of commitment is required from every collaborator (letters are not required for Exploratory projects)
- The collaborator cannot be saved until the required letters/documents have been uploaded to this page
Completing the Application

**Letters of Commitment**
- Letters are required from those listed as Project Collaborators, and all consultants/sub-awards
- Must identify their specific responsibilities and/or contributions
- Form letters will *not* be considered
- Signed and dated letters must be written on the letterhead of the collaborators’ organization, addressed to Dr. Bradley Lubben
- Upload as PDF

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**Sub-Award**
- Not to exceed 49% of the requested budget
- Separate Budget
- Separate Budget Narrative
- Letter of Commitment from the subcontractor organization that also includes a clear Scope of Work outlining their portion of the work to be completed
Completing the Application

Consultants

• Letter of Commitment that also outlines their Scope of Work, rate of pay, hours to be paid, travel, etc.
  • See the allowable rates of pay as identified in Appendix A of the RFA
• Abbreviated 2-page resume or CV for each consultant
Completing the Application

Budget Narrative

• The budget narrative should provide an explanation of how the proposed expenditures support your project
• Refer to the budget instructions for required information for each line item
  • Resources or Appendix A of the RFA
  • Sample Budget Narrative
  • Make sure amounts on the budget and budget narrative correspond

Completing the Application

Budget Narrative

• Please budget for estimated travel expenses to attend the Project Director Training Workshop to be held in conjunction with the 2023 ERME National Conference
• All new Project Directors (PDs) are required to attend this training and we encourage all PDs to attend when possible

  PD Training Workshop
  Chicago, Illinois
  March 29, 2023
  Approx 12:30 – 5:00 PM Central

We also encourage you to budget to attend the 2023 ERME National conference as well, which will be held March 28-29, with a pre-conference beginning at 1:00 PM on March 27, 2023.
Completing the Application

FAQ about the Budget

Can we claim Indirect Costs (Facilities and administrative costs)?

• Indirect Costs on awards under this program may not exceed the lesser of the institutions official negotiated indirect cost rate or the equivalent of 30% of the total Federal funds awarded
  • The 30% of total Federal funds limitation is equivalent to 42.857% of the total direct costs of an award
  • If your organization does not have, nor ever has had, a federally negotiated indirect cost rate, then a F&A rate of 10% Modified Total Direct Cost will be allowed

FAQ about the Budget

Can we use grant funds for food/meals?

• Generally, no. Only if it is a working meal conducted in a business atmosphere and maintains the continuity of the meeting and to do otherwise will impose arduous conditions on the meeting participants
  • Solution - use registration fees to cover these meal expenses or have a sponsor
  • Meals consumed while in official travel status do not fall in this category
Completing the Application

Required Documents

- ERME Cover Sheet (SF424) signed by Authorizing Official
  - Must be downloaded and opened in Adobe
  - Need a certified electronic signature or actual signature scanned in
- Completed ERME budget form
- Upload as PDF files
- Other Required Docs
  - Letters of Commitment
    - Upload on Project Collaborators page
  - Consultant/Sub-Award documents
    - Upload on Project Team or Project Collaborators page as appropriate

Completing the Application

- Project Information
- Project People
- Project Overview
- Proposed Outcomes
- Project Outcomes Narrative
- Project Steps
- Audience Emphasis
- Producer Demand
- Organizational Capacity
- Project Team
- Project Collaborators
- Tools & Curriculum
- Review of Past Projects
- Additional Regions
- Amount Requested - Budget
- Budget Narrative
- Required Documents
- Final Checklist – identifies any missing portions of applications

When completely done with your application click Submit for official submission. You will receive an email confirmation.
Thank you for joining us!

North Central ERME Center
303 Filley Hall
University of Nebraska-Lincoln

Brad Lubben, Director, blubben2@unl.edu, 402-472-2235
Christine Lockert, Grants & Administrative Specialist, clockert2@unl.edu, 402-472-2039
Sheila Johnson, Communications Specialist, sheila.johnson@unl.edu, 402-472-2757