
Public and Private Sector Collaboration: Southern Region Risk Management Education Center

**Organized Symposium: Strengthening Research
and Extension Collaboration Within and Between
1890 and 1862 Institutions**

**Cooperative Extension's Partnership for Risk Management
Education**

In the Agricultural Risk Protection Act of 2000, Congress instructed CSREES

- to establish a competitive grants program for the purpose of educating agricultural producers
- about the full range of risk management activities, including:
 - futures, options, agricultural trade options, crop insurance, cash forward contracting
 - debt reduction, production diversification, farm resources risk reduction, and other risk management strategies.



Our Vision

- **To help Farm and Ranch Families Succeed through Targeted Risk Management Strategies**
- **We seek a “return on the investment”**
 - **Return- risk management actions that agricultural producers take as a result of the projects we fund**



Cooperative Extension's Risk Management Education program

- **Focuses on risk management education needs of ALL agricultural producers including**
 - small-scale,
 - minority,
 - new and beginning producers.
- **while giving special consideration to educational needs of producers who have had limited exposure to risk management concepts, tools and strategies.**



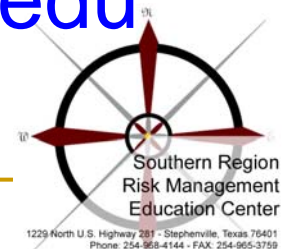
How Extension RME Works

- **CSREES**
Educational funds are appropriated by Congress and passed through CSREES to four RME regional centers and a digital library



What do the RME Centers do?

- **Conduct a competitive process**
 - follows CSREES requirements and protocols
- **Promote public and private partnering**
- **Utilize an on-line application/outcome reporting system www.agrisk.umn.edu**



Each RME Center has an Advisory Council that

- **Ensures**
 - project selection and
 - funding of projects
- **has a broad base of stakeholder support**
- **and meets the educational needs of the region**



Who is Eligible?

- Land-grant colleges
- Cooperative extension services
- Other universities & colleges
- Qualified public and private entities with a demonstrated capacity to develop and carry out educational programs



On-Line Application Process

- **Is intuitive and efficient for applicants, grant panels, and Center personnel**
 - 2 page pre-proposal
 - 6 to 11 page full application not including
 - the CSREES cover page, budget form, and letters of commitment from team members and collaborators
- **On-line grants administration section for the Regional Center's.**



The Application

- **A good application will:**
 - ❑ **identify clear risk management results for the participants;**
 - ❑ **identify how those results will be verified; and**
 - ❑ **convince the panel that the farm and ranch families who participate will achieve the risk management results/Targets by participating in the project.**



Applicant's Targets:

- Are within the parameters and priorities of the program.
- Meet the Congressional intent.
- Are important for the target audience.
- Are the risk management results the panel wishes to invest in.
 - The Advisory Council can set priorities for the kinds of results they are interested in to help applicants know which Targets the Council wishes to invest in.





Thumbnails
Comments
Signatures
Bookmarks

Targets - Describe Participant's Behavior Change

	<u>Target(s) that will happen by end of project</u>	<u>When Measured</u>	<u>Est. Number</u>	<u>How Will You Verify</u>
1	Participant will state that he understands how to write a marketing plan	During session	75	Session evaluation
2	Participant states that he use crop revenue insurance in conjunction with marketing plan	During session	70	Session evaluation
3	Participant states that he will write a marketing plan	During session	50	Session evaluation

	<u>Target(s) that will happen after project</u>	<u>When Measured</u>	<u>Est. Number</u>	<u>How Will You Verify</u>
1	Participant wrote a marketing plan	Six months	15	Mail out survey
2	Participant purchased crop revenue insurance	Six months	50	Mail out survey
3	Participant implemented a marketing plan	Six months	10	Mail out survey

Project Team

Team leader and members:

Team Leader: Robert L. Stevenson, LSU Cooperative Extension Specialist, rls@lsuce.edu, 877-467-9000

George Kargianis, Attorney, gkargianis@k&a.com, 877-455-9876

Project collaborators:

Robyn Williams, Farm Credit Services, robyn.williams@FCS.org, 407-808-9009

Application

- The remainder of the application is used by the selection panel to determine that the project participants have a reasonable chance of learning, achieving, or applying the risk management tools or strategies being taught by the project.



In Addition to a Targets Section, the Application Sections are . . .

- **Participant Description**
- **Project Steps** – The steps, with timeline, from early planning to results verification that the project team will implement. The Project steps are included in the interim reports.
- **Project Description** – 400 word narrative on the project including delivery methods.
- **Team Leader and Members**
- **Tools, curriculum, presenters**
- **Project Team References**
- **Collaborators**
- **Budget and budget narrative** (CSREES budget and guidelines).
- **Brief Description of the Project** (Abstract) – 150 words



The application asks for a

Participant Description

- **In 400 words or less the applicant must answer “Who is the target audience?”**
 - **What are the distinguishing characteristics of this audience that relate to their willingness to participate?**
 - **Where are they located?**
 - **Is there an important risk management need?**
 - **Will they see the need?**



The application asks for a

Participant Description

- **Also, in this section applicant must answer:**
 - **Why will they CHOOSE to participate?**
 - **Establishing a risk management need is not enough. In today's time stressed world, farm and ranch families must choose to use their time to participate.**
 - **If the project is to deliver the risk management results for the producers, then producers must participate.**



Application - continued

- Additional considerations include but are not limited to:
 - ❑ Are the methods and curriculum appropriate to deliver the participant results?
 - ❑ Do the team members, collaborators, and or presenters have the appropriate experience and skills for this project?
 - ❑ Are there collaborators who strengthen the project?



On-Line Reporting

- All reporting is done on-line.
- Parts of the application needed for reporting are copied into the project's on-line report by the “system” and do not have to be re-entered by the project team thereby simplifying the reporting process.
- Reports on the progress of project activities, team member comments, and project materials are also captured.



The results based system requires accountability :

- ❑ **Final reports and project materials are placed in an on-line library and are available for public viewing.**
- **A final reimbursement for project expenses is withheld until the final reporting is completed.**



In Summary

The on-line application, results verification, and reporting system developed by the Centers . . .

- **makes the verifiable risk management results for agricultural producers - the focus of projects and the selection process.**
- **makes accountability not only required**
 - **provides a direct and easy method for reporting the results of the project that are directly tied to the Application.**



And Finally

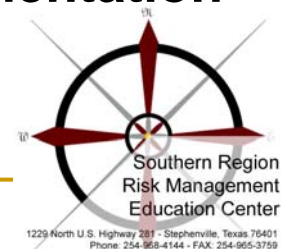
The results based grants program is built on the foundation that . . .

- **. . . the return on our investment in projects, the Targets, are the risk management actions that agricultural producers take as a result of the projects we fund.**



Next Request for Applications:

- **November 1, 2006** Request for Applications released
- **December 15, 2006** Deadline for pre-proposals
- **February 1, 2007** Selection of applications for full proposals
- **March 1, 2007** Deadline for full proposals
- **April 15, 2007** Selection of proposals for awards completed
- **June 1, 2007** Funds available for implementation



Thank you.

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Director

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