

Retrospective Evaluation



**EXTENSION
RISK
MANAGEMENT
EDUCATION**



ERME Retrospective Evaluation

1. Establishes an ERME Benchmark Metric for “Understanding”
2. Assesses and documents educational impacts across the ERME project portfolio
3. Demonstrates alignment with ERME Aspirational Goals.
4. Provides evidence that necessary pre-conditions are met for achieving longer term outcomes.
5. Is conducted at the end of your project training or workshop series and prior to the completion of your Final Report.
6. Records retrospective evaluation results as part of your Final Report in RVS

***This retrospective evaluation is separate from the evaluations conducted for measuring producer results across the life of the project. (How will you verify?)*



Aspirational Goals

Production Risk: Enhance understanding of yield variability, insurance products, technology, diversification and management systems to control costs and improve farm or ranch income.

Marketing Risk: Improve producer understanding and use of commodity price risk management, product (niche) marketing strategies, differentiated (branding) marketing focus and relationship marketing to enhance farm or ranch viability.

Financial Risk: Grow farmer and rancher capacity to address strategic business planning, production cost management, record keeping analysis, asset management and financial planning to enhance cash flow, profitability and financial performance.



Aspirational Goals Cont.

Legal Risk: Cultivate farmer and rancher ability to address business organization, contracts, regulatory policies and liability issues to manage businesses' legal risk exposure.

Human Risk: Develop farmer and rancher understanding of employee recruitment, retention and management; internal and external business communications; business transition and farm safety systems to improve business and worker success.



ERME Retrospective Reporting Requirement

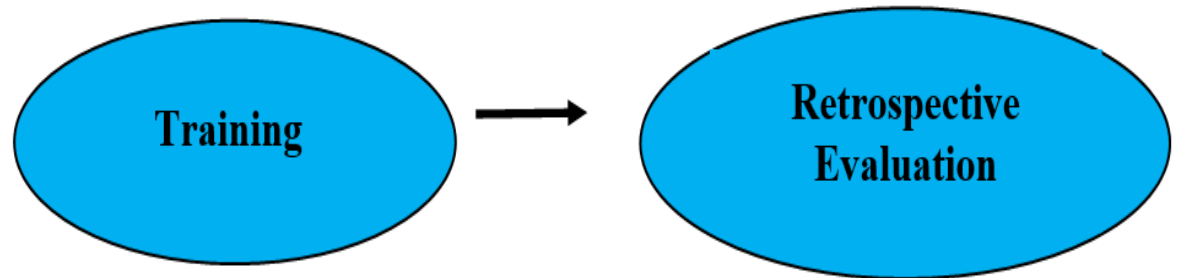
- a) Each project will be asked to assess changes in understanding/knowledge using a retrospective design.
- b) A retrospective evaluation measures participants' *previous versus current* knowledge on a risk topic area(s) at the end of a workshop or training series.

***All ERME projects are expected to conduct this retrospective evaluation at the end of their project training or workshop series and prior to the completion of their Final Report.*



ERME Retrospective Evaluation

All ERME Project Directors are expected to conduct this retrospective evaluation at the end of their workshop or training series.



ERME Retrospective Evaluation across the Project Portfolio

- Prepare a retrospective evaluation for each area of risk that your project covered (from the five broad risk areas).
 - Develop a separate evaluation question for each risk.
- Use a 5 point numbered (Likert) scale:
 - 1 = None
 - 2 = Low
 - 3 = Moderate
 - 4 = Advanced
 - 5 = High
- Administer to participating producers at the end of your project training or workshop series and prior to the completion of your Final Report.



Likert Scale Categories

- 1 = None – Have **no** understanding/knowledge of the content
- 2 = Low – Have **very little** understanding /knowledge of the content.
- 3 = Moderate – Have **basic** understanding/knowledge; there is more to learn.
- 4 = Advanced – Have a **working** understanding/knowledge; can apply most of the content.
- 5 = High – Consider myself to have **complete** understanding/knowledge and can fully apply the content.



Retrospective Evaluation for Measuring “Understanding”

The basic retrospective evaluation question for each risk area is as follows:

How do you rate your understanding/knowledge of ___(insert risk area)___ risk management (including ___(insert relevant topics)___) as a result of participating in this risk management training or workshop series?

Please check the box under the number that indicates your level of understanding/knowledge both before and after completing the course:

- 1 = None – Have **no** understanding/knowledge of the content
- 2 = Low – Have **very little** understanding/knowledge of the content
- 3 = Moderate – Have **basic** understanding/knowledge; there is more to learn
- 4 = Advanced – Have **working** understanding/knowledge; can apply most of the content
- 5 = High – Consider myself to have **complete** understanding/knowledge and can fully apply the content

	None	Low	Moderate	Advanced	High
	1	2	3	4	5
Before Training					
After Training					



Retrospective Evaluation for Measuring “Understanding”

An example of a retrospective evaluation question for Market Risk:

How do you rate your understanding/knowledge of **market risk** management (*data driven price strategy for direct to consumer markets*) as a result of participating in this risk management training or workshop series?

Please check the box under the number that indicates your level of understanding/knowledge both before and after completing the course:

1 = None – Have **no** understanding/knowledge of the content

2 = Low – Have **very little** understanding/knowledge of the content

3 = Moderate – Have **basic** understanding/knowledge; there is more to learn

4 = Advanced – Have **working** understanding/knowledge; can apply most of the content

5 = High – Consider myself to have **complete** understanding/knowledge and can fully apply the content

	None	Low	Moderate	Advanced	High
	1	2	3	4	5
Before Training					
After Training					



Retrospective Evaluation for Measuring “Understanding”

An example of a retrospective evaluation question for Financial Risk:

How do you rate your understanding/knowledge of **financial risk** management (*business plan; enterprise budgets; livestock decision aids*) as a result of participating in this risk management training or workshop series?

Please check the box under the number that indicates your level of understanding/knowledge both before and after completing the course:

- 1 = None – Have **no** understanding/knowledge of the content
- 2 = Low – Have **very little** understanding/knowledge of the content
- 3 = Moderate – Have **basic** understanding/knowledge; there is more to learn
- 4 = Advanced – Have **working** understanding/knowledge; can apply most of the content
- 5 = High – Consider myself to have **complete** understanding/knowledge and can fully apply the content

	None 1	Low 2	Moderate 3	Advanced 4	High 5
Before Training					
After Training					



RVS Online Reporting System

RESOURCES



- Important Information
- Project Information
- Project People
- Progress Notes
- Project Steps
- Promotional Materials
- Educational Materials
- Evaluations and Reports
- Results
- Outcome Analysis**
- Number of Participants
- Project Overview
- Project Comments
- Stories / Examples / Quotes
- Leveraged Resources
- Delivery Area
- Final Checklist

2019 ERME Reporting Demo

OUTCOME ANALYSIS

[Instructions](#)

Report the results of the required retrospective evaluation question. Enter the totals for each risk area identified in the results section displayed below. In this example, this project had results with producer actions in the financial and human risk areas.

How do you rate your understanding of:

Financial Risk

	No Understanding			Complete Understanding		Total
	1	2	3	4	5	
	Prior to the project	50	200	40	10	
After the project	2	25	34	144	95	300

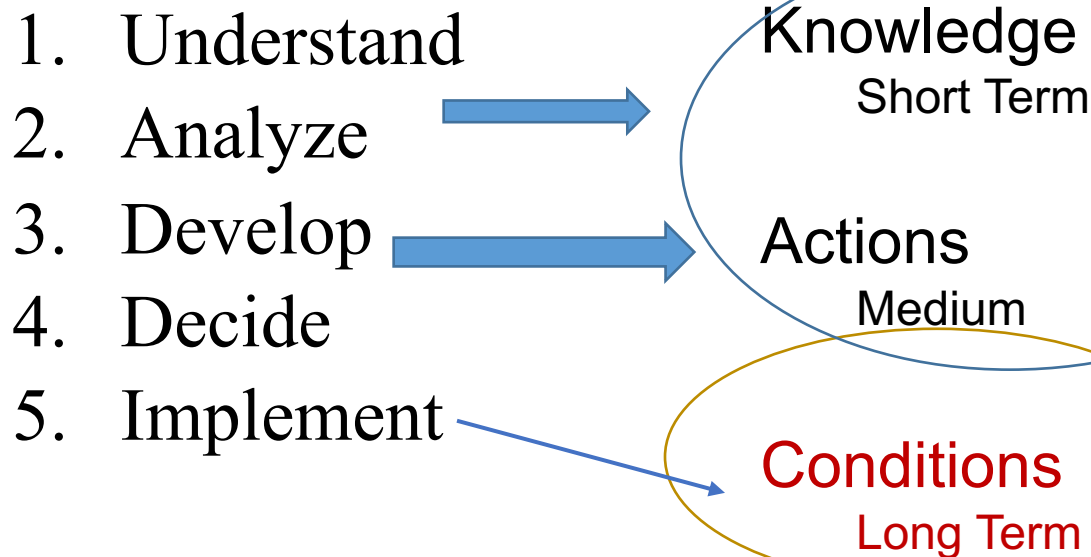
Human Risk

	No Understanding			Complete Understanding		Total
	1	2	3	4	5	
	Prior to the project	50	45	15	0	
After the project	10	20	25	30	25	110

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End Goal for Producer Actions is Improved Profitability

Five levels of producer actions in order of increasing producer engagement:



Evaluation Findings

- Contribute to program development
- Provide:
 - Collection of data that is useful and validates change (measures what is really happening)
 - Producer success stories linked (anecdotal and testimonials) with data for accountability.
 - Opportunity for continuous collaboration with participants to earn their trust.
- **Contribute to ERME's** goal for economic viability
 - Provides justification for ROI of NIFA funds
 - Worthwhile investment of taxpayer dollars

