

# Issue: Crop Risk Management.

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**Region:** SOUTH    Circle which primary base program it addresses -    ANR

## **Section 1. Relevance**

Relevance is included to provide the reason the educational program should be developed to address the identified issue. Within the relevance section, there are several questions that must be addressed. This section will seek to address these.

### **Where did this issue surface?**

Texas Community Futures Forum

County Committees

Commodity / Industry / Special Interest Groups

Specialist(s)

Other: \_\_\_\_\_ D11 Summit, USDA Researcher, Exp. Station Researcher \_\_\_\_\_

### **What is the issue/problem?**

**Problem size and scope? (How many people does it affect? How wide spread?)**

**Problem severity? (How serious is this issue?)**

Description:

**Target Audience? (Who does the problem impact and how many?)**

What are some general characteristics of the audience this program targets? How will you market this program to others?

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## **Section 2. Response**

Response refers to how Extension intends to address the issue by developing an educational program.

**State the goal of the program.**

**State the outcome objectives.**

<b>Client Change</b>	<b>At the end of this program, will....</b>
<i>Knowledge</i>	increase knowledge on.... BMP, Risk management
<i>Skills</i>	develop skills....
<i>Attitude</i>	change their attitudes pertaining to...
<i>Behavior Change</i>	adopt...
<i>New Technology</i>	adopt....
<i>Best Practice</i>	adopt .....

**Program Design.** In the space below, provide an explanation of the program design. Try to list the topics that could be addressed under this issue. For example, if this was an educational program for new ranch landowners, topics could include: pond management, introduction to beef cattle production, introduction to wildlife management, and general landscaping. How would you deliver the subject matter to address this issue? There are many strategies to deliver information. It could be a newsletter series, a workshop, and a meeting once a week for six weeks to name a few. It could also be a combination of all of these. Also, try and list resources that could be used to help develop or provide existing curriculum to address the issue.

Topic (Subject Matter)	Strategy to Deliver Content (Method)	Existing Resource(s)	Contact Person(s) (Includes CEA's Specialists, Commodity Reps)

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### **Section 3. Results**

The last section deals with evaluation of this program. The evaluation content should mirror the objectives that are outlined in section two. Please try and list some specific questions that should be asked to the target audience to determine if the intended change took place. List as many potential questions as possible. The goal here is to create a question bank for each client change level so that the educator can review these questions to see if any of them are relevant to their program. If they are, then they can use them to measure change in their program. Remember, not all evaluation strategies have to be written questionnaires. They may also be interviews, direct observation, or focus groups. Please describe your method in this section where appropriate.

<b>Client Change Level</b>	<b>Sample Questions</b> (Review the objectives section to help place questions or statements in the space below)
<i>Knowledge</i>	<ul style="list-style-type: none"><li>- Pre Test post approach</li><li>- BMP such as:<ol style="list-style-type: none"><li>1. row spacing</li><li>2. plant pop</li><li>3. conservation tillage</li><li>4. nutrient management</li><li>5. IPM practices</li><li>6. marketing</li><li>7. farm policy education</li></ol></li></ul>
<i>Skills</i>	<ul style="list-style-type: none"><li>- Post test</li><li>- technology</li></ul>

<b>Client Change Level</b>	<b>Sample Questions</b> (Review the objectives section to help place questions or statements in the space below)
<i>Attitude</i>	
<i>Behavior Change</i>	

<b>Client Change Level</b>	<b>Sample Questions</b> (Review the objectives section to help place questions or statements in the space below)
<i>New Technology</i>	
<i>Best Practice</i>	Post Pre (retrospective post) List of BMP you want the producer to adopt

**Economic Indicators.** Are there economic indicators that can be measured concerning this issue?

YES

Please list them below.

Yield, Return pr unit, Quality Premiums

**Interpretation.** The last step in the process is interpreting the results to our stakeholders. List internal and external stakeholders that would be interested in the results of this educational program. Do not forget to think about other state agencies and groups that would be interested in these outcomes.

Internal to Extension Stakeholders	External Stakeholders
Administration Co. Committees Dist. Committees Local Officials Participants	Local Media Commodity Groups Legislators

**Additional Resources.** What additional resources are needed to address this issue? In other words, what is needed to design innovative programs that will impact our audiences? Use the space below or the back if needed.