

REFINING YOUR PROJECT OUTCOMES

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Nashville

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“RESULTS” SECTION IN RVS

Results

What Producers Will Learn, Achieve, Apply

Outcome	Topic	Producer action	Est #	Act #	When verified?	How verified?
1. Participants' understanding of the solar industry will increase.	Alternative energy investments	Understand	180	8	March - August 2023	Post-workshop evaluation
2. Participants' understanding of potential environmental, community, and wildlife impacts of entering into a solar lease will increase.	Environmental regulations	Understand	180	10	March - August 2023	Post-workshop evaluation



RUN A CHECK ON YOUR OUTCOMES

*The results or changes that occur in **participants** as a direct result of a project's activities.*

“SMART” OUTCOMES

- **Specific**
- **Measurable**
- **Achievable**
- **Relevant**
- **Time-Bound**

Who (the target subject) +

Producer action
(understand/ develop/
implement)+

What (expected
results/ change for
participants)

OUTCOMES THAT DON'T PASS THE “CHECK”

Missing the “what changes for participants as a result of this” component

“Participants will listen to and understand their peers’ experience in using blossom thinning in their orchards.”



“Participants, by engaging with their peers, increase their understanding of the pros and cons of blossom thinning in orchards.”





OUTCOMES THAT DON'T PASS THE “CHECK”

Missing the participant focus

“The Hub will strengthen relationships with dairy farm owners in the state, leading to future collaborations on risk management education.”



**Discuss in “project notes”, “project summary”,
“project reflections” sections of RVS.**

COMMON MISTAKES

Combining multiple outcomes:

“Producers will understand and implement IPM strategies for pest identification and monitoring.”



“Participants **increase their understanding** of IPM strategies for pest identification and monitoring.”

“Participants will **implement at least one new** IPM strategy.”



COMMON MISTAKES

Combining multiple outcomes:

“At least 25 farmworkers will report improved English language communication skills and improved overall well-being as a result of participation in on-farm English classes.”



“At least 25 farmworkers will report **improved English language communication skills** as a result of participation in on-farm English classes.”

“At least 25 farmworkers will report **improved overall wellbeing** as a result of participation in on-farm English classes.”



COMMON MISTAKES

Website visits as outcomes:

“Producers will correspond with the project team via website visits, newsletters, emails, texts, and phone calls for additional education.”



Move to “educational contacts” section of RVS.



Educational Contacts

Total Meetings:	0
Total Meeting Participants:	0
Total Meeting Participant Hours:	0
Total Webinars:	2
Total Webinar Participants:	557
Total Webinar Participant Hours:	557.00
Total Website Visits:	0
Total Online Course Participants:	0





COMMON MISTAKES

Not specific enough:

“Beginning farmers gain practical skills through workshops and training.”



“Beginning farmers learn practical skills **in safely operating heavy machinery** through workshops and training.”

COMMON MISTAKES

Mistaking activities and outputs for outcomes:

“Producers continue to work regularly with an instructor on data gathering, financial benchmarking, and cover crop risk management education.”



“Producers work regularly with their instructors on financial benchmarking in order to improve their financial benchmarking practices.”





COMMON MISTAKES

*Mistaking activities and outputs
for outcomes:*

**“Participants obtain resources to calculate cost of
production and determine product pricing.”**



**“Participants will use the tools/ resources provided
to calculate their cost of production and product
pricing.”**

COMMON MISTAKES

*Not choosing the appropriate
producer action:*

“Participants will improve their skills in recordkeeping
and financial analyses”- IMPLEMENT producer action



“Participants will improve their skills in recordkeeping
and financial analyses”- UNDERSTAND producer
action.

“Participants will use their skills to improve their
recordkeeping practices.”- IMPLEMENT producer
action



PRODUCER ACTION: DEVELOP

WRITE, CREATE, DEVELOP A PRODUCT/ DOCUMENT

Business plans

Crop plan

Marketing strategy/ plan

Record-keeping plan

Farm transition plan

Created a farm website or social media page

Job descriptions

Farm mission and vision statements

Farm budget



PRODUCER ACTION: DEVELOP

“Develop, deliver, and refine organic agriculture classroom curriculum.” –
DEVELOP producer action



Not an outcome

“Develop beginning farmers who understand the science and practice of crop production.” –
DEVELOP producer action



Beginning farmer participants **increase their understanding** of the science and practice of crop production. – **UNDERSTAND producer action**



COMMON MISTAKES

Not choosing the appropriate producer action:

“Producers will learn about the importance of written plans such as grazing management plans, vaccination protocols and herd records to maintain/improve production metrics during transitions.”- DEVELOP producer action



“Producers will **write plans such as grazing management plans, vaccination protocols, and herd records to maintain/improve production metrics during transitions.”- DEVELOP producer action**

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COMMON MISTAKES

Website analytics used as a verification method:

“Participants’ knowledge of farm water management, soil health, and season extension techniques has increased.”

How verified: Pre and post workshop surveys. Document viewer statistics on the website, YouTube Channel, and social media platforms.



Remove website analytics from the “how verified” column. Move this to the “educational contacts” section in RVS.



COMMON MISTAKES

Attendance numbers as a verification method:

“First responders’ understanding of agricultural emergency management has increased. ”

How verified: Pre and post workshop surveys. Number of first responders registered for the project and who attend trainings.



Remove attendance numbers from the “how verified” column.

Record attendance and participation in “educational contacts” and “project participation” sections in RVS.

Project Participation

Total Number of Participants:





COMMON MISTAKES

Attendance numbers as a verification method:

“30 refugee and new American farmers will understand available crop insurance programs, eligibility requirements, and how to access them.”

How verified: Attendance at workshops or 1:1 meetings covering crop insurance



Use a more valid method, such as surveys, observation, etc.

SUMMARY OF COMMON MISTAKES

Combining multiple outcomes

Using website visits/ analytics as outcomes

Outcomes not specific enough

Mistaking activities and outputs for outcomes

Not choosing the right producer action

Using website analytics as a verification method

Using attendance as a verification method



THANK YOU!

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