Roadmap To Success for Small Farmers and Ranchers

Presented By:
Marcie Kirkpatrick
Extension Associate
FACT Coordinator
How Do I Get Started: The Planning Process
Clientele

- Decide on your target audience.
- Who do you want to serve?
- Identify the problems they are having with background information.
Mission

• Establish goals and objectives for your program.
• What do you want to accomplish?
• Describe your program and the problems that you want to address for your targeted audience.
Vision

• Create a mental picture of what you see happening as a result of the goals and objectives you set.
Personnel

• Identify who you need (campus and county staff, professionals, governmental and non-profit organizations, partners, stakeholders) to assist you in accomplishing your mission.

• Develop program guidelines for recruiting clientele, eligibility requirements.
Conduct an Assessment

• Survey, questionnaire or use focus groups to find out problems and needs of your targeted audience.
• Internet dial-up and Broadband access statistics.
Analyze the Assessment

• Tally your assessment in order to guide you as to where to start with the targeted group.
Identify Geographic Area(s) Where There is a Need

- What counties and communities are in need of your project.
Identify State or Provincial Statistics

• Collect data that applies to the specific problems in your state.
Decide on Your Program Delivery Method

• How do you plan to train?
• **One-on-one**
• Group
Decide on Location of Training

• Where will your targeted audience be trained?
Funding Method

• How will the program sustain?
• Where will you get the money to continue your program.
Building Relationships

- Co-workers
- Partners
- Stakeholders
- Targeted Audiences
Conduct Meetings and Workshops

• Meet with all participating stakeholders and persons assisting you with your project to discuss their roles in the project.
Piloting

• Field-test your project one-on-one for at least three years to help participants gain self-confidence and overcome fears of using computers
Evaluate your Project

- Identify the pros and cons to find out if it is feasible to continue or beneficial to the targeted audience.
- Measure your progress.
- Where there any successful outcomes and impacts.
- Develop a Case Study from your trainings.
Preparations for Group Trainings

• Recruit targeted audience with the assistance of county agent and county extension director.
• Contact partners to inform them of the interest of targeted audience.
Identify:
• Centers of Influence
• Cooperative Extension Faculty
• Regional Program Coordinators and District Directors
• Community College Instructors and Administrators
• Respected Local Farmers
• Individuals, Partners and Organizations
Meeting with Agents

- Issues, Self-Esteem, Confidence, Cultures, Connection and Relationship Building.
Meetings/Trainings

• Establish Organizational Meetings and Roles
• Identifying Locations and Times
• Public Announcements
• Availability and Requirements for Fundamental Computer Classes
• Writing Press Releases
• Class Announcements
• Contact Small Farmers
• Final Preparation
Training Delivery

- Training Objectives (Hands-on)
- Facilities and Equipment
- Computer Hardware
- Computer Software (Programs and Websites)
- Instructors
- Course Content
- Course Outline
Course Delivery

- Prerequisites and Recommended Hours
- Class Discussion and Materials
- Eliminating Farmers Challenges with Computer Skills
- Preparing Course Contracts
- Course Completion and Evaluation
- Evaluation Methodology
- Grading and Minimum Passing Criteria
- Attendance Requirement
Computer Donation and Distribution Program

• Potential Sources of Donations for Computer Equipment
• Refurbishing Hardware
• Sources of Funding
• Installation of Operation Systems and Software
• Distribution of Equipment to Participants
Program Evaluation and Assessment

- Specific Forms, Collection, Procedures and Reporting
- Community College Specific Forms and Reporting Procedures
- Expected Results
Measure your Progress
Evaluation Methods

• Check for on-going increase of knowledge to measure successes and impacts of the program.
  – Follow-up sheets (every 6 months or yearly)
  – Check lists
The FACT Program Today
What’s Next?

• Taking it to a higher level.
  – Web-page Design
  – e-Marketing (Internet Marketing)
  – e-Extension/(USDA e-Forms and resources)
  – Web Listings of farm businesses using E-mail (Example: Craig List)