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Your SARE report

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Wed, Dec 30, 2015 at 11:24 AM

To: "McAllister, Janet" <janet.mcallister@uconn.edu>

Sorry I wasn't more detailed. I wasn't sure how much you wanted.
Also, sorry I over stepped on the estimated financial impact.
See my answers within your email.
Donna

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On Mon, Dec 28, 2015 at 3:43 PM, McAllister, Janet <janet.mcallister@uconn.edu> wrote:

Hi Donna,

Thanks for the thorough report on the SARE poultry science project. It seems like things are going well with the project. People seem to be responding well to the listserv and using that support network, which is great to see.

I do have a few questions about some things that weren't quite clear in the report. The answers aren't critical now, but the questions are about things we'd like to understand better in the final report.

Have you been able to tell how many educators and service providers vs. farmers have viewed the webinars, and were the audiences regional or nationwide? Also, do you have any plans to follow-up with webinar participants to find out if they took any action using what they learned? That kind of follow-up is often challenging and it varies in how fruitful it is.

No current plans to follow-up with these folks since there was no sign-in required of folks who viewed the live or archived versions. Dick did take attendance of APS trainees at a few of the sessions in 2014, I did not note who was online. Archived sessions are anonymous so no way to track or survey participants. I can investigate the feasibility of tracking their information in the future.

Also, I was wondering how many of the people at the 2014 workshop continued to the 2015 workshop and if they will continue in 2016? Are there additional in-person training opportunities planned for 2016?

18 were from 2014 and one was new this year.

In Milestone 3, when you mention products and activities done by team members, do you mean trainees or people who are running the project? I couldn't get a clear sense of what trainees were doing as a result of their participation vs. what the project leadership was doing.

See the Impact by Beneficiary Table that I have attached. 6 beneficiaries or trainees did programs for clients, 14 talked one on one with clients. Both Dick and I did programs and talked one on one with clients.

I guess I have a similar question about activities and participation listed in the cumulative milestone table and Milestone 6. Do the activities listed in the Milestone table include things done by the project team only or by the project team and trainees? Just want to make sure we're interpreting that information as you intend it.

I think the attached chart will help answer that question. The Cumulative Table is mostly about trainees and PIs except the Other - lists the number of clients (adult and youth) who were contacted either in a program or one on one by a trainee or PI.

In Milestone 6, I wasn't sure how some of the examples of producer action were related to the project, e.g. the difference in flock culling and UMaine Animal Health Lab analyses, and it wasn't clear who was responsible for the workshops listed under that Milestone. It would be helpful if you can connect reported producer actions or changes to interactions with the project team and project trainees, and specify more clearly if it is the project leadership team or project trainees who are conducting workshops and producing educational materials.

Again, I think the attached chart will help. When a non project leadership person did a program, they developed the program materials. This coming year we want to try to have a place where we can all share the PowerPoints and other program materials that were developed.

As a result of one-on-one discussions with trainee clients learned how to keep their flocks healthier/disease free so they didn't have to cull the birds due to disease the subsequent year.

One of the trainees also runs the diagnostic lab and so she tried to show how many birds she has impacted since the 2014 training and webinars.

I also had a little trouble following the assumptions and estimates used to come up with total revenues and the financial benefits to producers from changes. It is great to present reported or estimated financial benefits from producer actions where it's appropriate and feasible, but I think it might be best to estimate benefits from actual known/reported farmer actions that resulted from project team/trainee advice, rather than projected, potential farmer actions, and to be really clear about how the numbers in estimates of revenue and financial gain are derived.

I was trying to put a financial impact on the work or interactions of the PIs and trainees. The attached chart shows where the assumptions and estimates were made and where we had harder actual numbers. \$83,000 was actual benefits to clients reported and \$380,886 was the estimate taking a \$5 impact per bird but assumed only 81% of folks would do anything as a result of interactions with PIs and trainees. This 81% was from several backyard poultry post program evaluations.

I hope I haven't overwhelmed you with so many questions, but I like to let people know if there are things that weren't clear in annual reports, so they can make plans to clarify things better by the time of the final report.

If you have any questions about my comments, then just let me know and I'll be happy to talk with you.

Best regards,

Janet

Janet McAllister


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2 attachments

 **Impact by beneficiary Table.xlsx**
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