SOUTHERN REGION SARE PROFESSIONAL DEVELOPMENT PROGRAM
2014 SPECIAL CALL FOR PROPOSALS
Cover Crops in the Southern SARE Region
PROPOSAL DEADLINE 11:59 PM CST, January 16, 2015

General Directions for Development and Submission of a Proposal

Proposals must include all of the elements below. Maximum word count is also listed. We recommend that you use the proposal format and outline below to compose the lengthy sections of your proposal in Microsoft Word. Email, mail, or fax a finished copy of the proposal along with a completed signature page *(use the form on page 9 of this document)* to both Sandra Young and Toni DeWitt.

Sandra Young	**Toni DeWitt**
University of Georgia – Griffin	**Kerr Center for Sustainable Ag.**
1109 Experiment Street	**24456 Kerr Road**
Stuckey Bldg., Room 205	**Poteau, OK 74953**
Griffin, GA 30223-1797	**Fax: (918) 647-8712**
Fax: (770) 412-4789	**tdewitt@kerrcenter.com**
youngjs@uga.edu	

The Southern SARE Administrative Council will give considerable weight to reporting records (length of time that reports are overdue, etc.) of previous recipients of SARE contracts or grants when evaluating projects for any future Southern SARE funding. Grant recipients are encouraged to submit reports in a timely manner, as this will affect Administrative Council decisions.

Funding Level

The 2014 Special Call will fund one project and the maximum budget is $130,000.

If you have any questions, you may contact:

> **David Redhage**
> **24456 Kerr Rd**
> **Poteau, OK 74953**
> **Phone: (918) 647-9123, ext. 220**
> **dredhage@kerrcenter.com**

Special Call PRIORITY AREA FOR 2014:

Special Call PRIORITY AREA FOR 2014: Cover Crops in the Southern Region
This Special Call invites proposals that address the status of cover cropping in the Southern SARE Region. This Call follows the successful North Central SARE cover crop conference held in Feb. 2014 in Omaha, Nebraska (http://www.sare.org/Events/National-Conference-on-Cover-Crops-and-Soil-Health)
Proposals should focus on convening a symposium to document the (1) Current Status, (2) Research Needs, and (3) Challenges that producers face in the southeastern United States regarding cover crops and soil health. The output of the symposium should address current knowledge and adoption levels, identify research locations in the South, and outline new areas needing research. The funds may be used to gather a region-wide group of researchers and producers together to develop the output information. There is the potential for sub regional sessions identifying particular challenges associated with the different climate zones and cropping systems in the South. The goal is to provide guidance for future work on increasing the adoption of cover crops in current commodity crop systems, as well as specialty crop systems in the Southern SARE Region.

GENERAL GUIDELINES

Projects should include or involve the following:

- The development of a case for relevancy to southern agriculture and significance to the state(s) involved.

- Participation or support from both 1862 and 1890 land grant universities.

- Effective participatory training methods.

- Systems approach that includes environmental, societal, and economic impacts to the community.

- Interdisciplinary efforts and multi-institutional partnerships that can endure beyond the life of the project.

- Farmer involvement in planning, evaluation, and delivery of training.

- When possible, multiple formats should be used in the delivery of proposal outcomes.

PROPOSAL FORMAT and OUTLINE
A. Title Page – This will include the project title, project director contact information, and institutional administrative contact information.

B. Abstract – (maximum of 250 words) The project abstract should reflect the gist of the proposal by including the following information:

♦ your organization and key partners	♦ activities proposed
♦ project goals and objectives	♦ results expected
♦ the target audience	♦ how results will be evaluated
♦ how the audience will be reached	

Items mentioned in the abstract that are not found in the proposal itself will be ignored.

C. Project Duration & Timetable– (maximum of 500 words) Choose between a 1 or 2 year project. Timetable includes project schedule with anticipated dates of project activities and tasks. Anticipated project beginning date is April 1, 2015.

D. Cooperating Institution Information – List any cooperating institutions who will be receiving funds. <u>A separate budget page must be developed for each institution who will receive funds.</u> If the institution is not receiving funds through a sub-award, do not include in this section.

E. Collaborator Information – List all collaborators who have committed to this project and include their resume. (maximum of 500 words for each collaborator)

F. Justification – (maximum of 1,000 words) Rationale and significance of project to the Southern Region and/or the state(s) involved. Include a review of the pertinent literature.

G. Behavior-based Objectives – (maximum of 750 words) Concise list of project objectives, including desired changes in the behavior of participants. These objectives should become the basis for your evaluation plan.

H. Evaluation – (maximum of 1,000 words) Description of evaluation methods to be used indicating how the effectiveness of project outcomes and processes will be assessed. (See the Evaluation Development Guide on page 7 of this document for more information.)

I. Approaches and Methods[*]– (maximum of 1,000 words) Detailed description of the activities and methods to be used to accomplish the objectives.

J. Detailed Estimated Budget[*] – (See the "Budget Page" on page 8 for categories.) If you have a cooperating institution also receiving funds, you will fill out a budget for each of those institutions also. In addition, you will enter a budget narrative explaining the use of the funds requested. The budget must clearly support the activities proposed. In developing the budget and budget narrative, the project leader and his/her organization are responsible for complying with their own accounting standards. (See the "Required Budgetary Detail Proposal Checklist" on page 7 of this document for USDA and UGA budgetary guidelines.)

K. Lead Institution Track Record – (maximum of 500 words) A description of the capacity and track record of the lead institution. Provide examples of past workshops or conferences hosted.

L. Collaboration Plan – (maximum of 500 words) Describe how collaborators will work together in planning and how each will contribute to the implementation of the project.

M. Leveraging of Funds – (maximum of 200 words) Will receiving these funds enable you to leverage other funds in support of sustainable agriculture? Please describe.

[*]Your work plan and budget should accommodate the following reporting requirements:

1. An annual progress report is due in April for the life of the project.

2. A final report is due upon completion of the project and should focus on the outcomes and impacts resulting from the special call.

Final Report deliverables (training workbooks, handouts, etc.) should be available in hardcopy and web ready formats. Currently the SARE website is accepting .jpg, .gif, .png, .pdf, and .ppt.

TO BE CONSIDERED FOR FUNDING, A PROJECT MUST MEET THE FOLLOWING CRITERIA:

1. **Project outcomes must address economic, environmental, and social issues in agriculture**, focusing on developing sustainable agriculture systems or moving existing systems toward sustainability as defined in the 1990 Farm Bill. The 1990 Farm Bill defines sustainable agriculture as:

   An integrated system of plant and animal production practices having a site-specific application that will, over the long term:
   - enhance environmental quality and the natural resource base upon which the agricultural economy depends;
   - make the most efficient use of nonrenewable resources and on-farm resources, and integrate, where appropriate, natural biological cycles and controls;
   - sustain the economic viability of farm operations;
   - enhance the quality of life of farmers and ranchers, and of society as a whole.

2. **A project's central purpose must be to provide information addressing the special call priority area to land grant institutions; Cooperative Extension Service agents; USDA field personnel from the Natural Resources Conservation Service, the Farm Services Agency, and other agencies; and other educators, including farmers and agriculture industry representatives.** *Research projects and farmer-outreach or farmer education projects do not qualify for this funding.*

PROJECT SCORING CRITERIA (100 points total)

1. There is meaningful **farmer* participation** in the planning, delivery, and evaluation of the project. Farmers and ranchers are not the primary audience of the proposal, but they are the ultimate beneficiaries of information, so they can provide a valuable perspective and should be included in the planning and implementation of the call. Farmers and ranchers, where appropriate, are encouraged to participate in the special call project. *10 POINTS MAXIMUM*

   *For the purposes of SARE grants, a farm is defined as a commercial operation with an established taxable farm income of at least $1,000** from the regular harvest and sale of crop, nursery, livestock, or aquaculture products. Common examples are grain, fruit, vegetable, dairy, and livestock operations.
   (For an expanded definition, visit http://www.nesare.org/Dig-Deeper/Grant-application-tools.)

   **minimum income requirement for farm classification as defined by USDA National Agricultural Statistical Service.

2. A **collaboration of diverse groups** will partner to plan, deliver, and evaluate the project. Collaboration may include non-governmental organizations, community-based organizations, land grant universities, non-land grant universities, colleges, and US Department of Agriculture agencies. You are encouraged to connect with the Sustainable Agriculture State Coordinators at the land grant universities in the states where your project will operate. *15 POINTS MAXIMUM*

3. **Behavior-Based Objectives**: The objectives and outcomes of the proposed project must be clearly defined. Identify the groups participating and the expected change in attitudes, knowledge, educational skills, and most importantly, behavior changes. *15 POINTS MAXIMUM*

4. A **coherent evaluation plan** that demonstrates:
   1) A feedback loop, which is essential to assess the effectiveness of the project results.
   2) A plan to measure realistic outcomes that assess the change in attitudes, knowledge, skills, and actions of participants. *15 POINTS MAXIMUM*

5. The **proposal** is relevant to sustainable agriculture in the Southern SARE service region. Relevance may imply the project contributes to the diversity of agricultural enterprises, diversity of approaches for problem solving, or improving the profitability or economic importance of an enterprise. The project uses systems approaches that include environmental, societal, and economic impacts, including impacts to the community beyond the farm boundary. (Information about the relevance of the project and systems approach should be included in the "Approaches and Methods" section of the proposal.) *15 POINTS MAXIMUM*

6. Define project resources and the abilities of the participating organizations and explain how you plan to **leverage other inputs, multiply outputs, and sustain outcomes in the future.**
   ♦ **Leverage other inputs**—Describe how SARE resources will be used to generate additional support for the project (include use of internal or external resources or funds) (Include in the "Leveraging of Funds" section of the proposal.)
   ♦ **Multiply outputs**—Describe your plan to expand the scope of the project, training opportunities, and educational products.
   ♦ **Sustain outcomes in the future**—Describe your plan to institutionalize your project. Provide evidence that your institution supports your project and is committed to its continuation after the initial implementation. Show how collaborating institutions will be strengthened. (Include this information in the "Approaches and Methods" section of the proposal.) *10 POINTS MAXIMUM*

7. **Educational methodology** is clearly presented and appropriate to achieve the stated project objectives. Effective participatory methods should be used when possible, which may include on-farm experiential learning, interactive multi-media presentations, distance learning, use of **SAN materials**, or training manuals. (Should be included in the "Approaches and Methods" section of the proposal.) *10 POINTS MAXIMUM*

8. The proposed project provides a **realistic timeline and a cost-effective budget** relative to human and other resources proposed. *5 POINTS MAXIMUM*

9. The project builds upon or **develops linkages to a previously funded SARE Research and Education project** or **Producer Grant Program project**. *5 POINTS MAXIMUM*

Southern Region SARE PDP Competitive Grants
Evaluation Development Guide

Use this information to develop your evaluation plan. An evaluation plan will track your project results and impacts.

1. Evaluation will help you learn from your experience so that you can improve your program processes.

2. Evaluation takes resources- time, talent, and materials. Budget for the evaluation based on:
   1) the number of persons conducting the evaluation
   2) the amount of time it will take
   3) the materials needed to complete the work.

3. A <u>Program Logic Model</u> is represented as follows:
   - <u>Inputs</u> – the money, design and implementation of and for your proposed project
   - <u>Activities</u> – the travel, conferences, workshops, demonstrations, meetings, and discussions which are the core of the educational experiences you are programming
   - <u>Outputs</u> – educational and programming materials, curricula, reporting and documentation forms, etc.
   - <u>Results or Outcomes</u> – knowledge, attitude or skills learned by program participants that are then used longer term in some way

4. Our <u>Evaluation Planning Form</u> is designed to help in the planning of project evaluations. The information that follows is built around that form.

5. Our design of an evaluation works backwards from the planned results. Your evaluation plan will start with the <u>results</u> you expect from your project. The key question is, what will participants (know/do) because of their participation in your program? Fill this column in first.

6. List any <u>outputs</u> (educational & programming materials, curricula, reporting and documentation forms, etc.)

7. List the <u>activities</u> that will happen in your project (what will happen, when it will happen).

8. For each of these items (results, outputs, and activities) list the <u>evidence</u> (the actual curriculum, agenda, notes, signup sheets, and questionnaires) you will use to document or show those items of your project. <u>Conduct pre and post evaluations of participants.</u>

9. This completes the evaluation plan except for:
   - Budgeting – Review what you have proposed on the form. What resources should you allocate to do the evaluation?
   - Include the budget requirements for an evaluation in the budget and include an explanation in the budget narrative.

Required Budgetary Detail Proposal Checklist

PERSONNEL SERVICES
☐ Position or Name
☐ % Time / effort on project
☐ Length of time expected to work
☐ What will they be doing?

FRINGE BENEFITS
☐ Total allowable fringe benefits
Provide calculation %.

NON-EXPENDABLE EQUIPMENT
Equipment greater than or equal to $5,000 and has a useful life of more than 1 year.
☐ Type / description
☐ Estimated Cost
☐ Narrative on intended use in project.
*Permanent capital expenditures (e.g. land, buildings, etc.) are NOT ALLOWED

TRAVEL
☐ Purpose of trip
☐ Destination (if known).
☐ Number of travelers
☐ Estimated Cost per trip / person
*International Travel is NOT ALLOWED

PUBLICATION CHARGES
☐ Commercial printing or field related publication charges for brochures & program materials.

COMPUTER (ADPE) COSTS
☐ Line/computer processing usage charges which include internet service provider fees.

MATERIALS & SUPPLIES
Purchases under $5,000 or considered equipment for general purpose
☐ Typical operating supplies: office supplies, software, education or field supplies.
☐ Non-typical supplies – submitted with brief narrative and estimated cost breakdown.

INDIRECT COSTS
INDIRECT COSTS ARE **NOT** COVERED FOR THIS PROJECT

ALL OTHER DIRECT COSTS
☐ Direct project charges not included in other categories. Description and cost must be included in budget narrative for each item.
☐ Other / Miscellaneous all must be detailed and identified.
*The SARE program does NOT typically fund general purpose equipment.

Some examples of direct charges include: *Communications* – mailings, postage, faxes, telephone *Photocopying* – in-house copying (not commercial printing) for materials associated to the program.
Service Maintenance – Maintenance contracts in direct correlation to use of equipment for the project (e.g. 50% use of equipment for project, 50% of service contract applied to budget costs).
Conference / Meetings – includes costs of holding a conference or meeting. (e.g. rental of facilities, equipment for meeting, honorariums, speaker fees, travel and per diems for participants.) Provide detail in the budget narrative.
Speaker / Trainer Fees – Provide speaker information, description of services and fee.
Honorariums – Provide recipient information (if known) or number expected, reason for need, and fee associated with the honorarium.
Subcontracts – Include a plan of work, budget, and detailed budget narrative. Use these same required budgetary detail guidelines.
Consultants – Provide the name & organization of the consultant, a statement of work, a breakdown of funds being charged to the project. (e.g. number of days of service, rate of pay, travel per diem, etc.) Also, provide a copy of the resume or vita.

TUITION
FOR THE SARE PROGRAM TUITION IS NOT ALLOWED

*Note: All proposals must contain these required budgetary details. USDA NIFA issued these requirements in a document entitled Required Budgetary Details modified 08/11/2004. This checklist is provided as a guide for your convenience.

If there is something you wish to budget but have concerns regarding budget placement please contact Jami Sealey at **770-467-6083** or by email at jsealey@uga.edu

SARE PDP BUDGET PAGE

2014 PROPOSAL*

ITEM	SARE Year 1 Funds	SARE Year 2 Funds	Total Funds
PERSONNEL			
Major Participants			
Support Staff			
Hourly Labor			
Fringe Benefits			
Subtotal, PERSONNEL			
NON-PERSONNEL			
Training Materials			
Travel			
All Other Costs:			
Consultants			
Conference/Meeting facility			
Honorariums/Speaker fees			
Subcontract			
Subtotal Non-Personnel			
TOTALS			

*Include detailed budget narrative explaining intended use and justification.
*Matching funds are not required.
*Indirect costs are **not** covered for this project
(See Required Budgetary Detail Proposal Checklist on page 7 for more information.)

Southern Region SARE Professional Development Program
Cover Crops in the Southern SARE Region

2014 Proposal Signature Sheet

Proposal Title: _____
_____
_____
_____
_____
_____
_____
_____

Institution: _____
Principal Investigator: _____
Address (line 1): _____
Address (line 2): _____
City, State, Zip: _____
Telephone: _____
Fax: _____
Email: _____

Total Amount Budgeted: _____
Effective Date: _____
End Date: _____

Organization Administrative
Representative: _____
Address (line 1): _____
Address (line 2): _____
City, State, Zip: _____
Telephone: _____
Fax: _____
Email: _____

Signatures

_____   _____
Principal Investigator   Date

_____   _____
Organizational Administrative Representative   Date