

## National AgrAbility Project Work Plan and Division of Labor: 2021-25

PD	Project Director	OAAA	Osteoarthritis Action Alliance Staff
PM	Project Manager	ASN	AgriSafe Network Staff
VOC	Veteran Outreach Coordinator	CSU	Colorado State University Staff
UPOC	Underserved Populations Outreach Coordinator	WSU	Washington State University Staff
LOC	Latino Outreach Coordinator	NS	Ned Stoller, Consultant
ITS	IT Specialist	SE	Steve Etheridge, Consultant
EOC	Extension Outreach Coordinator	CW	Carla Wilhite, Consultant
GFL	Goodwill Finger Lakes Staff		

Each work plan activity includes its outcomes, evaluation method, and value to SRAPs and other stakeholders. Also see Table 1 for the relationships between goals, objectives, the activities designed to attain the objectives, expected outcomes, desired impacts, and the data sources. See Appendix D for letters of commitment from the funded partners and consultants.

According to the RFA, *“Priority is placed on continuing with main activities of the current NAP, mainly contributions to and oversight of the NAP website ([www.agrability.org](http://www.agrability.org)); technical support, networking, and training for SRAPs; organizing and conducting the annual NTWs; and evaluating the level of outreach, outcomes and impacts of SRAPs and NAP.”* Therefore, the proposed NAP will build on its previous successes in these areas while adding innovative programming to further the AgrAbility mission.

### **Program Goal 1: Education**

**Objective 1.a: Meeting the training needs of SRAP staff members, other professionals, and AgrAbility customers via in-person education and training.** While online education can be a cost-effective means of providing training (and as the pandemic demonstrated, sometimes an essential means), in-person training is still important for AgrAbility, as acknowledged by the current RFA’s continued emphasis on continuing the National Training Workshop (NTW).

**1.a.1 AgrAbility National Training Workshop (NTW).** *Outcomes:* The proposed NAP will continue to facilitate successful annual NTWs, which include plenary sessions, breakout sessions, keynote speakers, and tours. With primary leadership from GFL, NAP will collaborate with the AgrAbility NTW Committee (composed of NAP and SRAP staff members) and SRAPs in yet-to-be-determined host states to conduct the NTW each project year. In 2022, it is anticipated that NAP will collaborate with the Western FR SAN project to hold the NTW in a western state with a special emphasis on farm stress. *Evaluation:* NTW evaluations and ASNA feedback. *Value:* Relevant training for SRAPs; valuable networking for all participants. **GFL, all Purdue staff, OAAA, CSU, WSU, NS, SE, CW**

**1.a.2 AgrAbility regional workshops.** *Outcomes:* NAP will organize and conduct two regional workshop per year, which generally last two days each and have a smaller attendance, which allows for hands-on sessions, like worksite assessment training. Professional development for SRAPs will be the main focus, while outreach to non-AgrAbility states will be promoted by inviting professionals from such states to participate. In years 1&2, NAP will collaborate with the Western FR SAN project to hold one of the annual workshops in the west with focus on farm stress. *Evaluation:* Regional workshop evaluations and ASNA feedback. *Value:* Hands-on professional training for SRAPs; increased networking with non-SRAP professionals **GFL, UPOC**

**1.a.3 Educational outreach to 1890 and 1994 land-grant institutions.** *Outcomes:* NAP will annually coordinate a one-day AgrAbility workshop on the campus of an 1890 historically black institution and one at a 1994 Native American institution. NAP will also collaborate with Purdue's USDA COVID Rapid Response grant project to share AgrAbility materials at 1890 land-grant workshops facilitated by that grant team. In cooperation with the LIFE Project 2501 grant, NAP will provide one webinar relevant to African American farmers during year 1. *Evaluation:* 1890/1994 workshop and webinar evaluations. *Value:* Increased outreach to and involvement with 1890 and 1994 land-grant institutions. **UPOC, EOC, PM**

**1.a.4 Educational outreach to veterans.** *Outcomes:* NAP will continue to dedicate a track at each NTW to veterans' issues and will incorporate such topics into regional workshops. The VOC will provide presentations at national conferences such as the Farmer Veteran Coalition Stakeholders' Conference and other agriculture or veteran-focused meetings. Presentations will focus on: AgrAbility assistance to farmer veterans; beginning farmer veteran resources, including USDA resources; and training programs for both farmer veterans and beginning farmers.

*Evaluation:* Respective workshop evaluations. *Value:* Encouragement and education for farmer veterans and for the professionals working with them. **VOC**

**1.a.5 Opioid misuse prevention.** *Outcomes:* Many farmers and ranchers suffer from chronic pain due to disabling conditions, and this may lead some to misuse opioids. AgriSafe will provide training to NTW participants on this topic and encourage AgrAbility participation in AgriSafe webinars related to opioid misuse. *Evaluation:* NTW evaluations and AgriSafe webinar evaluations. *Value:* Training on a topic important to AgrAbility customers that has not been addressed extensively. **ASN**

**Objective 1.b: Meeting education and training needs through remote/online methods.** The NAP will enhance its already strong virtual presence through a variety of means, including live, interactive training sessions and frequently updated web content. The pandemic necessitated expanded use of virtual environments, so lessons learned will be incorporated.

**1.b.1 Monthly Zoom sessions.** *Outcomes:* NAP began using Zoom during the pandemic and found it to be an effective, interactive virtual option. Therefore, NAP plans to hold monthly Zoom sessions – a hybrid of education and networking. Potential topic areas include marketing, veterans, sustainability, assistive technology, mental/behavioral health, and outreach to special populations. NAP will facilitate discussions during these sessions, but input from SRAP staff members and group discussion will be at the forefront. *Evaluation:* Qualitative feedback and ASNA feedback. *Value:* Interactive forum for discussing issues important to SRAPs. **All Purdue staff, GFL, OAAA, NS, CSU**

**1.b.2 www.agrability.org website.** *Outcomes:* As indicated previously, the main web portal for the NAP is a highly used resource with global impact. Specific resources will be added as indicated in Objective 1.c., and news pages and SRAP contact lists will be updated frequently. SRAP resources will be added to the password-protected “extranet” pages for marketing, staff-specific resources, and evaluation materials. To assist individuals from non-AgrAbility states, NAP will develop an online “roadmap to services” database that provides listings of resources in each state – such as VR agencies, centers for independent living, etc. – relevant to agricultural workers with disabilities. NAP will also collaborate with the Indiana Prepared project www.inprepared.org to link emergency preparedness resources for agricultural workers with disabilities. *Evaluation:* Web statistics and ASNA feedback. *Value:* Wide range of resources on disability and agriculture available worldwide. **PM, EOC, ITS**

**1.b.3 The Toolbox Assistive Technology Database Online.** *Outcomes:* The most heavily visited section of the website, *The Toolbox* currently contains more than 1625 assistive technology (AT) solutions for agricultural workers with disabilities. *The Toolbox* product approval committee will continue to collect potential products for inclusion, develop write-ups, and add approximately 10 products to the database monthly. Special emphasis will be on low-tech, potentially homemade solutions along with a dedicated table of contents for these devices. In addition, prior to the dissolution of the AbleData assistive technology database in 2020, NAP was able to acquire the data entries for the more than 51,000 AT products in the database (and many images). Staff will work to glean the most helpful products for entry into *The Toolbox*. *Evaluation:* Web statistics and ASNA feedback. *Value:* SRAPs and worldwide audience continue to have valuable AT examples and contact information. **PM, UPOC, NS, ITS**

**1.b.4 AgrAbility Webinar Series.** *Outcomes:* In collaboration with the North Central FRISAN project, NAP personnel are scheduled to conduct four webinars per year related to farm stress. NAP will conduct at least two additional webinars per year related to such topics as veterans' issues, worksite issues, disability-specific subjects, and assistive technology. While SRAPs will be a main target audience, the webinars will be advertised widely and posted on the eXtension connect.extension.org web portal. OAAA will provide at least one additional webinar related to arthritis and agriculture. NAP will collaborate with the LIFE Project to provide one webinar related to African American farmers during Year 1. In addition to webinars provided by Purdue, NAP partner AgriSafe will conduct its own webinar series with many topics relevant to AgrAbility staff and customers. These will be promoted through all relevant NAP channels and partners. *Evaluation:* Online polling and ASNA feedback. *Value:* Professional education relevant to SRAPs and customers. **PM, EOC, OAAA, ASN**

**1.b.5 Virtual NTW.** *Outcomes:* Between 2012 and 2020, NAP conducted an annual three-day Virtual NTW web conference. This event will again be held during each year of the proposed grant period to provide professional training to SRAP staffs, consumers, and personnel from other organizations, such as Extension. Use of interactive platforms, such as Zoom, will be incorporated. *Evaluation:* Online polling during webinars and ASNA feedback. *Value:* Professional education on topics relevant to SRAPs and customers. **PM, EOC**

**Objective 1.c: Specialized educational materials.** SRAP staff members, AgrAbility customers, and rural professionals need a variety of educational resources in multiple formats.

**1.c.1. AgrAbility Harvest newsletter.** *Outcomes:* The *AgrAbility Harvest* newsletter will be published annually with 100 print copies given on a complimentary basis to each SRAP, posted online, and sent to mailing lists of approximately 1,240 (paper copies) and 4,600 (PDF). Staff will explore options for changing from PDF to an accessible e-magazine format. *Evaluation:* Qualitative feedback and ASNA feedback. *Value:* Public awareness tool for SRAPs to use with customers and professionals. **PM**

**1.c.2. Veterans' resources.** *Outcomes:* NAP is scheduled to produce a video featuring Davon Goodwin, farmer veteran from North Carolina and national speaker. The NAP website veterans' resource page is visited more frequently than any other page on the website, except for the homepage and *The Toolbox*. It will be updated as needed to include new resources for this rapidly expanding population, and NAP personnel's participation in the AgVets and LIFE Project grants and collaboration with FVC will provide added avenues of information for the web page. *Evaluation:* Web statistics and ASNA feedback. *Value:* Veterans receive information on agriculture directly from web or through SRAPs. **VOC, PM, EOC**

**1.c.3: Enhanced worksite assessment tools and training resources.** *Outcomes* NAP will produce and provide to SRAPs several short videos related to conducting worksite assessments and will produce an electronic version of the worksite data collection tool that can be used by professionals in the field. *Evaluation:* User stats and ASNA feedback. *Value:* Visual aids for SRAPs on conducting assessments and user-friendly data collection tool. **PD, PM**

**1.c.4 Arthritis-related resources.** *Outcomes:* OAAA will complete, distribute, and analyze a survey to explore the educational needs of individuals in the agricultural community relative to the prevention and management of osteoarthritis. Based on the results of the survey, agriculture-related arthritis education materials will be developed. One potential resource relates to the joint health of youths in agricultural settings. *Evaluation:* User statistics and ASNA feedback. *Value:* Resources on prevalent condition of AgrAbility customers. **OAAA**

**1.c.5 Farm stress resources.** *Outcomes:* NAP will collaborate with the four USDA/NIFA FRSAN projects to make available and promote the use of clearinghouse materials from each FRSAN project to enhance the mental/behavioral health of agricultural workers. NAP will collaborate, as appropriate, with the FRSAN projects in developing new resources. *Evaluation:* Web statistics and ASNA feedback. *Value:* Leveraging of FRSAN stress resources for the benefit of AgrAbility customers. **PD, PM, EOC, UPOC, CSU**

**1.c.6 Other specialized technical resources.** *Outcomes:* NAP has been updating its technical reports, called *Plowshares*, and will continue to update approximately one per year. In addition, NAP advisory team member Richard Brzozowski began a “fact sheet working group” in 2020 with support from NAP. So far, the group has identified more than 190 AgrAbility-related publications and is categorizing them in a database. Also in 2020, NAP consultant Carla Wilhite began a working group to develop a professional education curriculum for occupational therapists and physical therapists (OTs and PTs), and other professionals who ought to know about AgrAbility and rehabilitation issues of farmers and ranchers. NAP will continue to contribute to Brzozowski’s and Wilhite’s groups. Kimber Nicoletti-Martínez will translate select publications into Spanish and explore the development of new technical resources for Spanish-speaking farmworkers and others. *Evaluation:* Distribution statistics for publications and web stats. ASNA feedback. *Value:* Increased number of resources for SRAPs, consumers, and professionals on variety of topics. **PM, CW, LOC, EOC, PD**

## **Program Goal 2: Networking**

**Objective 2.a: Intra-AgrAbility networking.** Information exchange among AgrAbility projects can result in the exchange of valuable tips for serving specific customer needs, sharing of innovative program ideas, and building of community spirit.

**2.a.1: Virtual office hours.** *Outcomes:* NAP will hold regularly scheduled Zoom office hours during which any SRAP may log in and discuss issues or ask questions. NAP staff members will rotate facilitation of these office hours. Initially, virtual office hours will be held every other week, but depending on usage, the frequency may be adjusted. *Evaluation:* Qualitative feedback and ASNA feedback. *Value:* Consistent networking for SRAPs and NAP. **All NAP staff**

**2.a.2 AgrAbility e-Note.** *Outcomes:* The *AgrAbility e-Note* has served as a consistent vehicle for SRAPs and NAP to share news, events, success stories, and encouragement. NAP will continue to publish the *e-Note* each month and encourage SRAPs to participate. Past issues will continue to be archived at [www.agrability.org/News](http://www.agrability.org/News). *Evaluation:* Up-to-date information about NAP and SRAP activities and successes. **UPOC, PM**

**2.a.3 Quarterly virtual all-staff meetings.** *Outcomes:* All-staff Zoom meetings will continue on a quarterly basis to introduce new staff members and new SRAPs, announce upcoming events and new resources, and provide interactive presentations to enhance NAP/SRAP networking and

education. NIFA staff will be invited to participate in every all-staff meeting to share updates.

*Evaluation:* Qualitative feedback and ASNA feedback. *Value:* SRAPs will receive regular updates from NAP and NIFA plus education and networking opportunities. **PM**

**2.a.4 AgrAbility listserv.** *Outcomes:* This email group allows the NAP and SRAPs to instantly communicate important updates, share new technologies, ask for help on customer issues, and engage in other networking with the entire AgrAbility community. The listserv will continue to be maintained through Purdue's email list system. New staff members will be added when requested, and the system will be monitored for appropriate use and content. *Evaluation:* ASNA feedback. *Value:* SRAPs will have an opportunity to receive immediate feedback on project and customer issues and to share news/events. **PM**

**Objective 2.b: Networking with target audiences.** Certain audiences and organizations hold special interest and networking potential for AgrAbility. Therefore, these groups will receive added emphasis in order to maximize relationship building and benefits for all parties involved.

**2.b.1 Cooperative Extension Service.** *Outcomes:* County Extension educators deliver grassroots agricultural and health programming to customers in SRAP and non-SRAP states and are, therefore, a prime vehicle for disseminating AgrAbility-related information. NAP will plan to attend and exhibit at the annual meeting of the National Association of County Agricultural Agents (NACAA). NAP will also partner with Purdue's USDA COVID Rapid Response grant project to distribute AgrAbility materials in a mailing to all county Extension offices. *Evaluation:* Qualitative feedback and number of Extension contacts. *Value:* AgrAbility resources to and through Extension for stakeholder benefit. **EOC**

**2.b.2 Vocational rehabilitation (VR).** *Outcomes:* State VR agencies are essential for providing assistive technology to AgrAbility customers. Steve Etheridge, a retired longtime Indiana VR counselor, will continue to function as a consultant to SRAPs on VR-related issues. NAP will also continue to maintain a working group on VR issues composed of NAP and SRAP staff members plus administrators from state VR agencies and staff from the Council of State Administrators of Vocational Rehabilitation (CSAVR). Working group outputs will be disseminated to SRAPs. *Evaluation:* Qualitative feedback and distribution statistics for VR resources. *Value:* Increased access to essential VR services for customers. **PM, SE**

**2.b.3 Veterans and organizations serving them.** *Outcomes:* NAP has established relationships with many veteran-serving organizations and with the USDA Military Veterans Agricultural Liaison. Though progress has been slow in finding a viable path for working with the Department of Veterans Affairs (VA), some advances have been made, and NAP will continue efforts in this area. The NAP project director (PD) will continue to serve on the board of directors of the FVC, and the FVC's executive director and its former executive director will serve on the NAP Advisory Team. NAP will continue to encourage SRAPs to collaborate with their FVC state chapters or promote development of chapters in states without them. *Evaluation:* Qualitative feedback and ASNA feedback. *Value:* Veterans and professionals working with them will be more aware of important resources. **VOC, PD**

**2.b.4 Networking with underserved populations and related organizations.** *Outcomes:* NAP will continue to encourage partnerships between existing AgrAbility projects and 1890 and 1994 institutions in their states. A representative from an 1890 land-grant and one from a 1994 land-grant have committed to participating on the AgrAbility Advisory Team to provide insights and feedback. NAP will continue to collaborate with the Alcorn Policy Research Center as appropriate. NAP will also continue to participate in the annual, national gathering of the Amish/Old Order disability community and participate in other events related to these groups. *Evaluation:* Qualitative feedback. *Value:* Continued growth in relationships between AgrAbility and 1890/1994 institutions and with Old Order Anabaptist communities. **UPOC**

**2.b.5 Major agricultural organizations and corporations.** *Outcomes:* NAP has engaged in significant networking with groups like CHS Foundation, Farm Credit, Butcher Box, and Bayer. It will continue to elicit external sponsorships for the NTW farmer/rancher scholarship program and other activities, efforts that led to over \$950,000 in contributions during the past 13 years. *Evaluation:* Qualitative feedback and through levels of funding and other resources leveraged. *Value:* Increased ability for AgrAbility to leverage resources and provide opportunities like NTW travel stipends. **PD, PM**

**2.b.6 Latino/Latina farmers, ranchers, and farmworkers.** *Outcomes:* Networking opportunities for Latino stakeholders will be greatly enhanced by the addition of Kimber Nicoletti-Martínez, who has extensive experience in working with farmworkers and the organizations that serve them. Her bilingual capabilities will eliminate the language barrier as she shares AgrAbil-



ity's mission and services nationally. She will also network with SRAPs that serve Latino farmworkers to help facilitate their services, participate in the NTW, and attend at least two Latino agriculture events annually. *Evaluation:* Qualitative feedback and demand for Latino resources.

*Value:* Greater awareness of AgrAbility by members of the Latino agricultural audience. **LOC**

**2.b.7 Rehabilitation professionals.** *Outcomes:* To maximize networking with rehabilitation professionals, the NAP will continue to host displays at the American Occupational Therapy Association Annual Convention and/or the American Physical Therapy Association Annual Convention. Professor Carla Wilhite, Doctor of Occupational Therapy and SRAP staff member, will serve as a consultant to reach OTs nationwide. NAP has also hosted six OT interns during the past eight years and will continue to do so as opportunities and resources allow. *Evaluation:* Qualitative feedback at conferences and evaluations from interns. *Value:* Rehab professionals are more equipped to serve agricultural workers with disabilities. **PD, CW**

**Objective 2.c: Networking through collaborating partners.** The proposed team of funded partners and non-funded collaborators represents a group with immense networking capacity. Each organization is itself part of a larger system of similar organizations, and they interface with many individuals and organizations that have relevance to the AgrAbility mission. Potential benefits of these relationships include leveraging of funds and greater public awareness.

**2.c.1 Networking through Goodwill.** *Outcomes:* GFL will facilitate communication and collaboration between SRAPs and local Goodwills to produce better services for customers, and it will conduct at least one session during the NTW to help meet this goal. As a member of national information/referral networks, GFL will increase awareness of AgrAbility among such agencies. *Evaluation:* Qualitative feedback and referrals to/from Goodwill affiliates. *Value:* Awareness for both organizations of helpful resources available from each. **GWF**

**2.c.2 Networking through Osteoarthritis Action Alliance (OAAA).** *Outcomes:* As a coalition of organizations concerned about arthritis issues, OAAA's 131 member organizations represent tremendous networking potential for furthering the AgrAbility mission among organizations that address one of the most prevalent disabling conditions facing AgrAbility customers. NAP will participate in online and in-person meetings with OAAA collaborators and explore expanded relationship with them. *Evaluation:* Qualitative feedback and monitoring of resource leveraging. *Value:* Leveraging OAAA member resources to expand AgrAbility mission. **OAAA**

**2.c.3 Networking through AgriSafe.** Outcomes: AgriSafe maintains an international network of nonprofit organizations and corporate sponsors that can enhance the delivery of AgrAbility resources and services. Opportunities include utilization of AgrAbility resources in trainings and identification of AgrAbility resources and services in newsletters and other communications. Evaluation: Qualitative feedback and monitoring of resource leveraging. *Value:* Leveraging AgriSafe member resources to expand AgrAbility mission. **ASN**

**2.c.4 Networking through non-funded collaborators.** *Outcomes:* Non-funded collaborating organizations will continue to be invited to attend the NTW and give presentations, and NAP staff members will continue to attend such events as the annual conferences of FVC and APRIL plus expos sponsored by ATAP. Information will be shared between the organizations and represented on their respective websites and newsletters. *Evaluation:* Qualitative feedback and monitoring of resource leveraging. *Value:* Expanded opportunities to create synergy and resource sharing between AgrAbility and like-minded organizations. **PD, PM, NS, VOC**

### **Program Goal 3: Direct Assistance**

While the primary goal of the NAP is to support the SRAPs, NAP also provides limited, on-demand SRAP-type services in geographic areas without SRAPs.

**Objective 3.a: Assistance through remote means.** A variety of remote assistance methods can be used to assist customers in non-SRAP states, given that geographic distance and limited travel funds restrict NAP's ability to make on-site visits to these individuals.

**3.a.1 Web-based assistance.** *Outcomes:* NAP will continue to update the website with resources that can be useful to customers in non-SRAP states, including *The Toolbox*. The new "roadmap to services" database mentioned in Activity 1.b.2 will provide a listing of resources for producers in non-AgrAbility states. These customers will also be encouraged to participate in the AgrAbility Webinar Series. *Evaluation:* Web statistics. *Value:* Valuable resources for customers at all times in all geographic areas. **PM, ITS**

**3.a.2 Toll-free helpline.** *Outcomes:* 800-825-4264 is promoted on virtually all NAP public awareness communications. Calls will be answered by BNG during office hours and by GFL's call center during all other hours. Referrals will be made to appropriate agencies, including VR and ATAP affiliate programs, and relevant resources will be sent when feasible. SRAPs will be contacted to provide direct assistance to those in states with a SRAP. *Evaluation:* Phone records. *Value:* 24/7 access to talk with professionals about customer needs. **PD, PM, EOC, GFL**

**3.a.3 Individual requests via email.** *Outcomes:* NAP will continue to refer all customers from SRAP states to their respective SRAP and will provide input on questions and issues when appropriate. NAP will respond to customers in non-SRAP states with information and resources specific to their situations and areas. When appropriate, NAP will solicit input from the SRAPs via the listserv concerning technical issues of non-SRAP customers. *Evaluation:* Evaluation instrument described in 5.a.5. *Value:* Individualized information based on customer needs and location. **PM, EOC, NS**

**3.a.4 Exploration of tele-health opportunities.** *Outcomes:* NAP has had discussions with Apportis and its partner Global TeleDoc about the potential for tele-health services for AgrAbility customers; Apportis also gave a presentation during an AgrAbility all-staff virtual meeting. Given the rise of tele-health due to the pandemic and rural isolation issues, NAP plans to continue dialoging with these groups about potential funding opportunities for a NAP tele-health pilot project. *Evaluation:* Number of and funding for tele-health proposals. *Value:* Potential for tele-health services to customers in isolated areas. **PD, PM**

**Objective 3.b: In-person assistance.** While remote assistance for non-SRAP customers may be the norm, there are also opportunities to serve them directly.

**3.b.1 Pilot project: consultants for non-funded states.** *Outcomes:* In years 1-3, NAP will budget funds to hire consultants to assist with select cases in states without funded AgrAbility projects. Consultant services could include conducting site assessments and connecting producers with social services and assistive technology suppliers. Cases will be chosen based on the availability of consultants and the likelihood that services will result in positive outcomes. In some cases, NAP may ask SRAP staff members in neighboring states if they would be willing to serve as consultants for non-AgrAbility states (paid by NAP). *Evaluation:* Web survey of those receiving services. *Value:* Direct services to customers in states without SRAPs. **PD, PM**

**3.b.2 Direct assistance through educational events.** *Outcomes:* Customers will be invited to participate in the NTW, and the farmer/rancher travel stipend program will be continued and expanded to allow more customer participation and networking with AgrAbility staff members. An NTW track specifically dedicated to agricultural producers will be continued. Customers will also be invited to participate in regional AgrAbility workshops (some of which are planned for

non-SRAP states), and workshops sponsored by non-funded collaborating organizations. *Evaluation:* Workshop evaluations & number of stipends. *Value:* Opportunities for customer education, networking, and peer support. **GFL, UPOC**

**3.b.3 Assistance to organizations in non-AgrAbility states.** *Outcomes:* It is common for NAP to receive inquiries from professionals in non-AgrAbility states who are interested in providing AgrAbility-type services. NAP will continue to provide such individuals with information about requirements for starting a USDA AgrAbility project and point them to resources, such as those on [www.agrability.org](http://www.agrability.org) that can be used to assist agricultural workers with disabilities. *Evaluation:* Qualitative interactions with professionals. *Value:* Support for professionals providing services in non-SRAP states. **PD, PM**

#### **Program Goal 4: Marketing**

**Objective 4.a: Marketing through electronic and print media.** The multitude of media options provides great opportunities for cost-effective marketing to widespread audiences.

**4.a.1 Marketing via [www.agrability.org](http://www.agrability.org)** *Outcomes:* The website will be consistently updated with current news and customer success stories/videos, such as the “What AgrAbility Means to Me” customer testimonials that are typically recorded at the NTW. Other features, such as the Project Contacts page, will be updated regularly to ensure that potential AgrAbility customers are able to easily contact their respective SRAPs. *Evaluation:* Web statistics and ASNA feedback. *Value:* Greater awareness of AgrAbility resources, events, and news. **PM, ITS**

**4.a.2 Social media marketing.** *Outcomes:* The NAP Facebook page and Twitter account will be updated approximately three times per week with AgrAbility success stories, event and resource announcements, and other news. New videos will be added to YouTube, like the 15 “What AgrAbility Means to Me” videos that were added in 2020. *Evaluation:* Analytics from respective platforms. *Value:* Dissemination of AgrAbility public awareness to mass audiences. **GFL, PM**

**4.a.3 AgrAbility Virtual State Fair (VSF).** *Outcomes:* Because of inaugural VSF’s success, NAP will continue to coordinate this month-long event that features a different AgrAbility project each day. Input into VSF structure will be garnered from the NAP Marketing and Media Community of Interest. *Evaluation:* Analytics from respective platforms. *Value:* Focused public awareness event highlighting SRAPs and NAP. **GFL, PM**

**4.a.4 New AgrAbility videos.** *Outcomes:* NAP is scheduled to continue its “AgrAbility: Renewing Hope, Restoring Productivity” video series with the aforementioned video about Davon

Goodwin (see Activity 1.c.2). At least one more video in this series is scheduled for production during the grant cycle. NAP will also explore other video options, such as promotional pieces for the NTW and AgrAbility's 30<sup>th</sup> anniversary. *Evaluation:* Distribution statistics and web analytics. *Value:* High-quality success stories and information available worldwide. **PM**

**4.a.5 AgrAbility 30-year summary.** *Outcomes:* NAP has produced 5-, 10-, 20-, and 25-year AgrAbility summary reports, and is scheduled to produce a 30-year summary in 2021. These public awareness resources will be distributed to key stakeholders, including Extension educators, VR staff, key farm organizations, and legislators. *Evaluation:* Distribution statistics and ASNA feedback. *Value:* Concise collection of success stories and program information. **PM**

**Objective 4.b: Marketing training and resources.** NAP has provided a variety of marketing training opportunities to SRAPs during the past 13 years and will continue to do so.

**4.b.1 Marketing training sessions.** *Outcomes:* At least one marketing-related session will be offered at each NTW. Marketing will also be a topic of at least two webinars during the grant cycle. *Evaluation:* Conference and webinar evaluations. *Value:* Direct guidance to SRAPs on marketing best-practices. **GFL, PM**

**4.b.2 Marketing and Media Community of Interest.** *Outcomes:* This community of interest was launched by NAP in 2018 and has made significant contributions to AgrAbility marketing/media efforts and to improved skills on the part of its members. It will continue to meet quarterly. *Evaluation:* Qualitative interactions and ASNA feedback. *Value:* Opportunities for SRAPs to share ideas and learn from each other. **PM**

**4.b.3. Marketing toolkit.** *Outcomes:* The Marketing and Media Community of Interest has been developing a toolkit for SRAPs. The current draft contains templates, examples, and resource lists. NAP will post the toolkit on the extranet and keep it updated. *Evaluation:* Feedback from ASNA and community of interest. *Value:* Resources for enhancing SRAP marketing efforts. **PM**

**Objective 4.c: Other marketing efforts.** Select events, such as farm shows, conferences, and conventions, provide excellent opportunities to market AgrAbility to large numbers of people. The extensive networks of funded partners and non-funded collaborators offer significant opportunities for marketing AgrAbility through their existing channels.

**4.c.1 Events in the agriculture and rehabilitation communities.** *Outcomes:* NAP will continue to staff exhibits at such events as the National Farm Machinery Show, the National Farm Progress Show, and the National FFA Convention. It will collaborate with SRAPs to be present at

events such as Ohio Farm Science Review and World Dairy Expo (Wisconsin). NAP will staff exhibits during at least two national rehabilitation conferences per year, such as the Rehabilitation Engineering and Assistive Technology Society of North America (RESNA) annual conference, sometimes in collaboration with SRAP staff members or OT interns. *Evaluation:* Qualitative interactions at events. *Value:* In-person contact/public awareness with stakeholders/customers. **PD, PM, UPOC, VOC, EOC, GFL**

**4.C.2 Marketing through partners and collaborators.** *Outcomes:* GFL will support the National AgrAbility Project social media presence, posting with regular frequency across platforms to share relevant information. GFL will utilize Goodwill channels such as *Goodwill Today* and listservs to share pertinent AgrAbility information and will share NAP publications and communications including, but not limited to, *AgrAbility Harvest* newsletters and event information with Goodwill associates. OAAA and AgriSafe will share AgrAbility news and events when relevant and/or timely, across various digital media platforms (e.g., websites, social media, e-newsletters, or similar). Non-funded collaborators like APRIL and FVC will be encouraged to share AgrAbility news and events through their outlets. *Evaluation:* Qualitative interactions and feedback from partners & collaborators. *Value:* Leveraging of existing marketing power by partners and non-funded collaborators. **GFL, OAAA, ASN, non-funded collaborators**

### **Program Goal 5: Evaluation**

**Objective 5.a: Evaluating the outcomes and impacts of SRAPs and the NAP.** Appropriate program evaluation is essential to providing overall direction to AgrAbility, improving services offered by the NAP and SRAPs, and justifying the need for program funding.

**5.a.1 AgrAbility impact evaluation.** *Outcomes:* The AgrAbility Evaluation Committee (AEC) consists of representatives from the SRAPs and is chaired by Dr. Robert Fetsch. He, Dr. Brian French, and Mr. Chuck Baldwin will assist SRAPs in conducting the NAP Quality of Life (QOL) and Independent Living and Working (ILW) surveys and with other evaluation-related issues. The AEC will collaborate via quarterly teleconference calls or virtual meetings. At the NTW, AEC and contributing SRAP evaluators will offer to report results annually, SRAPs will receive training on evaluation procedures, and NAP, SRAPs, and NIFA will be able to dialog about evaluation needs, challenges, best practices, etc. *Evaluation:* ASNA feedback and NTW evaluations. *Value:* Evidence-based support for AgrAbility's value. **UPOC, CSU, WSU**

**5.a.2 Annual Staff Needs Assessment (ASNA).** *Outcomes:* Dr. Brian French will continue to use the ASNA survey instrument, consisting of approximately 50 questions, to measure NAP's success in meeting SRAP needs. He will administer the assessment through a web survey to every SRAP staff member during the fall of each year. Results will be summarized, provided to NAP, SRAPs, and USDA, and discussed during all-staff meetings and at the NTW. *Evaluation:* Response rate on ASNA. *Value:* Feedback to NAP on its services and resources. **WSU**

**5.a.3 SRAP demographic data reporting.** *Outcomes:* NAP will continue to assist all funded SRAPs with collecting and reporting demographic data on customers, such as disability type, farm enterprise, age, etc., to help gauge the general scope of AgrAbility's service provision. Results will be analyzed and reported back to SRAPs and NIFA. Findings will be submitted for publication in an archival journal at least once during the grant period. At least one monthly Zoom session per year will be dedicated to assisting SRAPs with the demographic data reporting process. *Evaluation:* ASNA feedback and qualitative feedback. *Value:* SRAPs and user-friendly reporting process and stakeholders have valuable information on services. **UPOC**

**5.a.4 Evaluation of educational events.** *Outcomes:* An evaluation of each NTW, regional AgrAbility workshop, and other related events will be conducted to assess participant satisfaction and usefulness of subject matter. For the NTW, an overall evaluation of the workshop will be conducted, and speakers will have the option of evaluating their own sessions.

*Evaluation:* Response rate and qualitative evaluation of survey responses. *Value:* Enhanced event quality based on evaluation feedback. **WSU**

**5.a.5 Evaluation of NAP services to customers in non-SRAP states.** *Outcomes:* NAP will continue to solicit evaluation feedback from customers in non-SRAP states through the web survey developed during the 2016-21 grant cycle. *Evaluation:* Qualitative interactions and feedback from partners & collaborators. *Value:* Leveraging of existing marketing power by partners and non-funded collaborating organizations. *Evaluation:* Qualitative evaluation of survey responses. *Value:* Opportunity to improve NAP services based on evaluation feedback. **PM**

**5.a.6 Publication of evaluation-related papers and reports.** *Outcomes:* In addition to use for internal improvement, data collected by AEC has value for external publications, such as peer-reviewed journal articles, white papers on AgrAbility issues, and fact sheets on the impacts of the program for use with stakeholders. NAP staff will publish at least four external publications

related to project evaluation during the grant cycle. Potential topics include quality of life impact/improvement and exploring customer profiles to gain a better understanding of the group using SRAP services. *Evaluation:* Number of papers published. *Value:* Archived, evidence-based literature about AgrAbility impact. **CSU, WSU, PD, PM, UPOC**

**5.a.7 Evaluation of web-based resources.** *Outcomes:* Statistics for [www.agrability.org](http://www.agrability.org) are currently analyzed using WebLog Expert, which interprets and categorizes information from the raw web logs on the server. Google analytics will be embedded into the pages to provide a cross-check of web statistics. Analytics from NAP Facebook, Twitter, and YouTube pages are generated by the respective platforms. Data from all web sources will be incorporated into a single annual report provided to NIFA, the NAP Advisory Team, and stakeholders. *Evaluation:* Web statistics and platform analytics. *Value:* Feedback on effectiveness of NAP web presence. **ITS, PM**

**Objective 5.b: NAP Advisory Team.** *Outcomes:* The Advisory Team, composed of professionals from agriculture and rehabilitation-related organizations, current/former AgrAbility customers, and SRAP representatives has functioned as a useful external mechanism for evaluation of NAP effectiveness, strategic planning, and valuable networking. The Advisory Team will meet in-person annually, and virtual meetings will be conducted at least twice annually. Long-time members will continue to contribute, while new members will be added, including annually rotating SRAP and customer representatives. *Evaluation:* Qualitative feedback. *Value:* Feedback from external group familiar with and invested in AgrAbility. **PD, PM**

### **Program Goal 6: SRAPs' Sustainability**

Since USDA funding is not guaranteed, both because of the competitive nature of the AgrAbility grant process and because of uncertainties about future federal budgets, sustainability is an important issue for both the NAP and SRAPs to incorporate into their projects.

**Objective 6.a: Resources for AgrAbility sustainability.** *Outcomes:* Based on sustainability efforts during the 2016-21 grant cycle, GFL will develop an extranet resource page on [www.agrability.org](http://www.agrability.org) listing resources to support SRAP sustainability efforts. GFL will continue to add resources to this page during the 2021-25 grant cycle using feedback from the sustainability training listed below and additional research. *Evaluation:* ASNA feedback and qualitative feedback. *Value:* Resources for SRAPs to augment their sustainability efforts. **GFL**



**Objective 6.b: Sustainability training for SRAPs.** *Outcomes:* Sustainability sessions will continue to be offered annually at the NTW, including group discussions to solicit and share successful strategies. At least two monthly Zoom sessions annually and at least two webinars during the grant cycle will be dedicated to sustainability efforts. *Evaluation:* NTW and webinar evaluations. *Value:* Training and opportunities for discussion related to sustainability. **GFL, PM**

**Objective 6.c: Referrals to the AgrAbility Foundation.** *Outcomes:* The AgrAbility Foundation was formed in 2019 with input from the AgrAbility Advisory Team and other stakeholders. This organization is distinct from USDA-funded AgrAbility projects; however, it holds significant potential for enhancing the sustainability of the USDA projects. Part of the foundation's mission is to raise funds to support SRAP initiatives and customer needs, and NAP will publicize such opportunities. *Evaluation:* Number of referrals to the foundation and ASNA feedback. *Value:* Additional funds for SRAP programs and customers. **All NAP Staff**

**Objective 6.d: NAP funding sustainability efforts.** *Outcomes:* NAP will continue to seek funding for AgrAbility activities from such organizations as CHS Foundation, Bayer, Farm Credit, and Farmer Veteran Coalition. Support of travel stipends for farmers to attend the NTW will be a priority. NAP will also continue recruiting Advisory Team members who can help with such efforts. *Evaluation:* Amount of contributions. *Value:* Additional funds for supporting initiative like NTW travel stipends. **PD, PM, Advisory Team**

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