



**National AgrAbility Project
Work Plan and Division of Labor
2012-16**

**Prepared by:
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in cooperation with
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National AgrAbility Project Work Plan/Division of Labor 2012-16

This work plan was initially prepared for the National AgrAbility Project (NAP) grant competition in 2012. Modifications were made based on comments provided by the grant proposal review team, USDA's National Institute of Food and Agriculture (NIFA) staff, and members of the NAP team. It may be further modified based on changes in needs and resources and will be formally updated each year during the grant continuation process. The NAP welcomes input on the work plan and on potential modifications to it.

The Work Plan and Division of Labor for the NAP are combined and organized in outline format under each of the priority areas:

1. Education: Enhance the professional capabilities of State and Regional AgrAbility Project (SRAP) staff and empower rural communities and AgrAbility clients through effective educational programming.
2. Networking: Improve the integration of NAP collaborative partners and complementary organizations to more efficiently share resources and expand the effectiveness of the agricultural disability network of services.
3. Assistance: Increase the capacity of the NAP to deliver the wide range of assistance needs to SRAPs, rehabilitation organizations, and areas not served by SRAPs.
4. Marketing: Provide marketing services to SRAPs to enhance their capacity to reach people with disabilities and also increase the general public's awareness of AgrAbility and its services.
5. Evaluation: Provide an accurate picture of AgrAbility's outcomes and impacts through SRAP quality of life surveys, SRAP customer demographic reports, evaluation of NAP services, and evaluation of specific educational events, such as the AgrAbility National Training Workshop (NTW).

Special emphases include:

1. Building service capacity of SRAPs, including
 - a. Supporting the National Training Workshop
 - b. Core competency training
2. Evaluating SRAP outcomes and impacts
3. Online education, resources, networking, and marketing

For each of the five Program Goals, individual objectives are identified followed by specific activities and the timeline directed towards accomplishing the designated objective. The activities are listed in the approximate order in which they will be accomplished, with greater specificity given to first year activities. Additionally, many identified activities function across program goals and thus, are listed in the most appropriate area. The activity title and description are followed by the NAP personnel and/or partner designated to accomplish that activity (i.e. Division of Labor). The following abbreviations for personnel are used throughout:

PD – NAP Project Director, Bill Field

PM – NAP Project Manager, Paul Jones

EC – NAP Engagement Coordinator, Kylie Hendress

ATS – NAP Assistive Technology Specialist, Stephen Swain

ITS – NAP Information Technology Specialist, Clifford Racz

ITC – NAP Information Training Coordinator, Kate Hamm

GWFL – Goodwill Finger Lakes AgrAbility Coordinators, JoBeth Rath, Dawn Miner, and Judy Gillis
 AFHR – Arthritis Foundation-Heartland Region AgrAbility Coordinator, Amber Wolfe
 AET– AgrAbility Evaluation Team, Bob Aherin and Chip Petrea (University of Illinois at Urbana Champaign) and Bob Fetsch (Colorado State University)
 Consultants – Ed Bell (farmer, former customer) and Rob Stuthridge (ergonomist)
 ASNA – Annual Staff Needs Assessment

Program Goal 1: Education

Objective 1.a: Supporting SRAP Service Capacity through Core Competency Training.

Given the diversity of (1) SRAP staff educational/professional backgrounds, (2) disability types served by SRAPs, and (3) options for agricultural enterprises, it is proposed that the NAP identify and validate core competencies for AgrAbility staff members and deliver training in a systematic way on these competencies via multiple methods. Possible incentives for SRAP staff members to complete the training include CEUs and certification.

Potential areas in which to establish core competencies include: an overview of AgrAbility's mission, structure, reporting procedures, etc.; basics of agricultural production; essential aspects of rehabilitation; selection and use of assistive technology; mental/behavioral health basics; farm/ranch assessment training; prevention of secondary injury; and cultural competency.

1.a.1 Identification of Core Competencies. The NAP believes it essential to solicit input from a variety of sources, including SRAP staff members and other professionals familiar with the program's mission and tasks. **PD, PM, ATS**

Year 1: The NAP will convene an expert panel of approximately 5-7 professionals from inside and outside AgrAbility to identify a preliminary set of core competencies, potential means of training SRAP staff members in these areas, and incentives for encouraging SRAP staff members to complete the training. Online meetings and conference calls will be used, and at least one face-to-face meeting will be used to maximize the synergy of the group.

Years 2-4: The expert panel will be used as a standing advisory group to help evaluate the progress of the core competency training.

Expected Outcomes: At least five initial core competency training areas will be identified, along with recommendations on appropriate training methods, through the expert panel.

1.a.2 Confirmation/Validation of Core Competencies. Once the focus group's recommendations are developed, feedback will be solicited from all SRAP staff members. **PD, PM, ITS, AET**

Year 1: Internet polls and all-staff conference calls will be used to gather input from SRAP staff members. The topic of core competencies will be a significant agenda item during the 2013 NTW. Input will be used to establish initial topics, training methods, and incentives related to core competency training.

Years 2-4: SRAP staff members will be invited to give continued feedback on core competency training via the Annual Staff Needs Assessment (ASNA) and evaluation instruments used for core competency trainings.

Expected Outcomes: At least five initial core competency areas will be validated by the SRAPs through web surveys and conference calls.

1.a.3 Training in Core Competencies. Once feedback on optimal training techniques is gathered from the focus group and SRAP staff members, training will begin. **PD, PM, ATS, ITS, AFHR, GWFL, AET**

Year 1: NTW New Staff Training will be modified based on feedback gathered, and evaluations from this session will aid in continued refinement of core competency training. It is also anticipated that additional core competency sessions, such as farm/ranch assessment training, will be conducted at the NTW and/or the regional AgrAbility workshops described in section 1.b.2. It is expected that remote/online training in core competencies will be developed and launched in Year 1.

Years 2-4: Core competency training will be tailored to the needs of SRAP staff members, based on their feedback from training evaluations and the ASNA. It is anticipated that it will continue at the NTW and regional workshops, and at least two online training modules will be developed and introduced per year. Since substantial training opportunities in AgrAbility-related areas already exist via other organizations, such as RESNA (for assistive technology training), Mental Health First Aid (for basic mental health awareness and referral techniques), and AgriSafe (for a variety of agricultural safety trainings), the NAP will incorporate these outside training sources in the overall core competency curriculum.

Expected Outcomes: SRAPs will receive consistent training in core areas necessary to their mission through a variety of educational methods. Outcomes and impacts will be measured through training evaluations and the ASNA.

Objective 1.b: 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, in-person training is still important for AgrAbility, as acknowledged by the current RFA's emphasis on the NTW. These sessions not only meet educational needs but also help to build networking and community spirit among AgrAbility staff members; they also allow for interaction with non-AgrAbility professionals, including Extension educators, rehabilitation professionals, and assistive technology vendors.

1.b.1 AgrAbility National Training Workshop (NTW). The NAP will build on its record of successful NTW by conducting an NTW each year of the grant. Proposals for sessions will be solicited from SRAP staffs and outside professionals, core competency training will be included, and previously well-received features, such as specialized pre-conference sessions, will be incorporated. External sponsors will be sought to augment the NTW budget and thereby enhance the workshop experience, and the farmer/rancher scholarship program will be continued. The NAP will strive to meet the RFA requirement of using hotels offering lodging at or below the government-approved per diem rate, while still maintaining disability accessibility and providing for ample meeting space. **EC, PD, PM, ITS, ITC, AFHR, GWFL, AET, Consultants**

Year 1: The NAP will collaborate with the AgrAbility NTW Committee (composed of NAP and SRAP staff members), Purdue's Conference Division, and a host SRAP (yet to be confirmed) to conduct the NTW.

Years 2-4: Evaluations from previous NTWs and comments from the ASNA will be used to refine the content and structure of the NTW.

Expected Outcomes: The NAP will conduct annual NTWs with guest speakers and presentations from a competitive proposal process. NTW attendance will increase from the current

average of 184 to 200 during the grant cycle. The AET will measure the NTW success with a questionnaire using the Likert five-point scale and open-ended questions.

1.b.2 Regional AgrAbility Workshops. During the past three years, the NAP has conducted regional workshops to supplement SRAP training. These events, lasting approximately two days, have drawn smaller audiences than the NTW, thus making them excellent opportunities for hands-on sessions, such as on-farm assessment training. These workshops are also an excellent opportunity for professionals from non-AgrAbility states in the given region to receive training to assist customers in their states and build stakeholder groups for submitting an AgrAbility grant proposal. Registration fees are modest, and the regional nature of the workshops makes travel more affordable for SRAP staff members. Working with collaborating partner the Farmer Veteran Coalition, the NAP will include an emphasis on veterans' issues for at least one workshop per year. **GWFL, PD, PM, ATS**

Year 1: Led by GWFL, the NAP will organize and conduct one workshop in a region different from that of the NTW, the content of which will cover such topics as core competencies, assessment training, and specialized topics based on feedback from the NTW and the ASNA. Non-AgrAbility professionals from states near the workshops will be invited.

Years 2-4: The NAP will organize and conduct two regional workshops per year, the content of which will be determined by SRAP training needs in the region.

Expected Outcomes: SRAPs and other professionals will receive hands-on training in necessary areas, including core competencies. Outcomes will be measured through session evaluation instruments.

1.b.3 Regional Arthritis Workshops. The response to previous regional arthritis workshops has been good, and given the previously stated high prevalence of arthritis among AgrAbility customers, it is believed that these workshops merit continuation. **AFHR**

Years 1-4: The NAP will conduct a total of six workshops in SRAP states and five workshops in non-SRAP states related to arthritis and agriculture. SRAP staff members, Arthritis Foundation staffs, rural educators and health professionals, and consumers will be invited to participate.

Expected Outcomes: SRAPs, customers, and other professionals will receive training in arthritis-related topics. Outcomes will be measured through session evaluation instruments.

1.b.4 National Arthritis Conference. In 2010, the NAP conducted the Arthritis, Agriculture, and Rural Life Conference that brought together professionals and consumers from around the country to discuss state-of-the-art research, practices, and applications. Response from conference participants was positive and supportive of the idea that another such event would be worthwhile. **AFHR, EC**

Year 2: The NAP, led by its Arthritis Foundation partner, will begin initial planning for the second Arthritis, Agriculture, and Rural Life Conference. A team of SRAP staff members, Arthritis Foundation staff members, and other rural health professionals will be assembled to assist in the planning process.

Year 3. A call for presentations will be issued to SRAP staff members, health professionals, rural educators, and others early in the project year. The Arthritis, Agriculture, and Rural Life Conference will be conducted later in the project year at a location to be determined.

Expected Outcomes: A national forum will be provided for learning about arthritis and for discussing agricultural factors and prevention/solution recommendations. Attendance numbers and conference surveys will serve as the means of evaluating the effectiveness.

Objective 1.c: Meeting education and training needs through remote/online methods. Advances in technology have made Internet-based education more feasible, cost-effective, and reliable. The NAP will build on its success in this area and continue to pursue a variety of options, including live, interactive training sessions and frequently updated websites.

1.c.1 Collaboration with eXtension (www.extension.org) . The NAP will work with both eXtension administrators and eXtension community of practice leadership (CoP) to enhance access of online AgrAbility-related resources. This will include evidence-based technical content, links to other relevant sites and access to expert technical assistance. See Appendix I for a letter of acknowledgement from the eXtension administration, a letter of support from the Agricultural Safety and Health Community of Practice, and the AgrAbility/eXtension work plan approved by these parties. **ITS, PM**

Year 1: The ITS will become an active member of the Agricultural Safety and Health CoP and participate in the development of both the CoP and the online eXtension resources. Avenues will be explored to link currently available online AgrAbility resources to eXtension without duplication of efforts. The PM will review all current eXtension CoPs to identify areas of current overlap in the information being disseminated and potential areas of collaboration.

Years 2-4: The ITS will attend at least one face-to-face CoP meeting annually to enhance familiarity with the operating procedures of these communities. In collaboration with the relevant CoP leaders, the ITS will also monitor and summarize traffic on eXtension sites that link to current AgrAbility online resources. The NAP staff, in collaboration with eXtension administrators, will assess the need for a new CoP that specifically addresses the needs of farmers and ranchers with disabilities. A dashboard link on eXtension will link to www.agrability.org. FAQs will be refined and expanded for eXtension use.

Expected Outcomes: AgrAbility and eXtension will share relevant information related to disability in agriculture. Web statistics from both organizations will measure impact.

1.c.2 www.agrability.org website. As indicated in previously-cited statistics, the main web portal for the NAP is a highly used resource. Existing pages, such as contact information for SRAPs, require frequent updating; educational resources are added as they become available. **ITS, ITC**

Years 1-4: News pages and SRAP contact lists will be updated frequently, and resources will be added as indicated in such sections as 1.c.5, 1.d.2, and 1.d.3. Additional modifications will be made in accordance with SRAP needs indicated in the ASNA.

Expected Outcomes: www.agrability.org will continue to serve as an accessible, user-friendly resource for referrals, information on a wide range of disabilities, and solutions to enable farmers to continue their work. Web statistics will serve to measure effectiveness.

1.c.3 The Toolbox Assistive Technology Database Online. Part of the www.agrability.org website, The Toolbox is a resource with unique technical considerations and updating processes. **ITS, ITC, PM**

Year 1: The ITS will continue to refine The Toolbox administrative interface to allow for easier addition and editing of assistive technology solutions in the database. He will also begin

the process of developing a “mobile-friendly” version of The Toolbox site to allow for easier access via mobile devices likely to be used by SRAP staff members in the field.

Years 1-4: The Toolbox product approval committee will continue to collect potential products for inclusion, produce write-ups, and add products to the website.

Expected Outcomes: The NAP team will add approximately 20 new solutions monthly. A mobile-friendly version will be developed. Web statistics and the ASNA will help gauge impact.

1.c.4 SRAP extranet. The NAP will continue to refine and expand the SRAP “extranet” site, a password protected section of www.agrability.org available only to AgrAbility staff members. This will allow staff members to share resources more effectively, thereby reducing duplication of efforts and optimizing service capacity. **ITS, PM, ITC**

Year 1: The ITS will continue developing pages on the extranet related to marketing, staff-specific resources, and evaluation materials and statistics.

Years 1-4: New SRAP resources will be added as they become available. Examples include the core competency modules proposed in Objective 1.a and a library of royalty-free photos for marketing and public awareness activities.

Expected Outcomes: The extranet will serve as a valuable source for SRAP resources. Its effectiveness will be measured through the ASNA.

1.c.5 AgrAbility Webinar Series. Given the positive response to past webinar sessions, the cost-effectiveness of Purdue’s Adobe Connect webinar system, and the RFA’s exhortation to conduct remote training whenever possible, the number of proposed webinars will more than triple during the next four-year cycle. **ITS, PM, ITC, GWFL, AFHR, PD**

Years 1-4: Three NAP partnering organizations will conduct two webinars each per year: Purdue/BNG will focus on sessions related to such topics as self-employment business planning for veterans, worksite accommodations, funding for assistive technology, and marketing; Goodwill will conduct sessions on disability-related topics, such as visual impairments and traumatic brain injury; and the Arthritis Foundation will offer webinars on arthritis and agriculture-related topics, such as pain management and arthritis in rural youth.

Expected Outcomes: At least 24 webinars will be conducted on topics relevant to SRAPs, with an average attendance of at least 50. Online polling at the conclusion of each webinar will be used to evaluate participant satisfaction.

1.c.6 Virtual NTW. The NTW has historically been held in the fall, but due to the timing of the current grant cycle and uncertainty concerning who would have the grant, the conference was moved to spring 2013. Therefore, it is proposed that a “Virtual NTW” be conducted in fall 2012 that would incorporate some features of a typical NTW. **PM, ITS, EC, GWFL, AFHR, PD**

Year 1: The NAP will inform the SRAPs of the plan for the Virtual NTW and issue a call for presentations. The expected format of the conference will be a series of webinars and/or conference calls during a one-week period, probably in late October or early November. Topics to cover include an introduction to the new NAP team and work plan, an update from USDA/NIFA, an outline of core competency training, and selected presentations from SRAP staff members. It is anticipated that approximately two webinars will be conducted during each day of the Virtual NTW.

Years 2-4: Based on feedback from the 2012 Virtual NTW, the online conference may be continued, modified, or discontinued.

Expected Outcomes: At least 50 SRAP staff members will receive training through the virtual NTW. Sessions will be evaluated via online polling, and the usefulness of the event will also be measured via the ASNA.

1.c.7 www.arthritis-ag.org website. Some potential AgrAbility customers don't consider arthritis a "disability," and may therefore not access www.agrability.org. The Arthritis and Agriculture site provide an alternate portal for accessing information important to these individuals, as well as professionals working in health- or agriculture-related occupations. **AFHR**

Years 1-4: The site will be updated with such materials as customer success stories, video interviews, and archives from AFHR educational events.

Expected Outcomes: Consumers and professionals will continue to receive ready access to information and resources related to arthritis and agriculture. Web statistics will measure use.

Objective 1.d: Specialized Educational Materials. SRAP staff members, AgrAbility customers, and rural professionals need a variety of educational resources in multiple formats. The NAP will continue to produce, in such formats as print and screen reader-accessible PDF, instruction and reference materials related to the types of disabilities AgrAbility customers face and the kinds of agricultural enterprises in which they work.

1.d.1. AgrAbility Harvest newsletter. This resource, available in print and via online, accessible PDF, won a national award for educational aids and receives positive feedback on the ASNA. **PM, ITC**

Years 1-4: The AgrAbility Harvest will be published annually with 100 print copies given on a complimentary basis to each SRAP, posted online, and sent to a mailing list of approximately 900. Article subjects include SRAP success stories, assistive technology ideas, and new resources available.

Expected Outcomes: SRAPs will continue to receive a valuable educational and marketing tool. Usefulness and quality will be measuring through the ASNA. Circulation will increase by at least 10% each year.

1.d.2. Veterans' resources. Given the large number of veterans returning to rural/agricultural areas and the unique disability and employment challenges facing them, the NAP will commit effort to exploring specific needs, building relationships with veteran-specific organizations, and finding new ways to serve veterans with disabilities in the agriculture community. **PM, PD, ITS**

Year 1: The NAP will work with collaborating partner Farmer Veteran Coalition (FVC) to establish a veterans' resource page on www.agrability.org that will link this population to resources in agriculture, vocational rehabilitation, healthcare, and other areas.

Year 2: The NAP and FVC will begin developing a fact sheet/white paper specifically for veterans with disabilities desiring to engage in agricultural production.

Year 3: The fact sheet/white paper will be posted on the AgrAbility and FVC websites and printed, if sufficient demand exists.

Expected Outcomes: Overall value of the web page and white paper will be measured through web statistics and print circulation numbers. SRAPs will provide feedback via the ASNA.

1.d.3 Specialized technical resources. Based on feedback from the ASNA, SRAP demographic reports, and meetings with SRAP staff members, there is clearly demand for educational resources on specific topics related to disability in agriculture. **PM, PD, Consultants, ITC**

Year 1: According to SRAP demographic data, back impairments are consistently the most prevalent disabling condition among AgrAbility customers. Therefore, the NAP will first revise and update an existing technical paper on back impairments (Plowshares #26 available at www.agrability.org/Documents/Plowshares/ps26.pdf) into a booklet similar to the highly popular *Arthritis and Agriculture* (www.agrability.org/Documents/Arthritis_and_Ag.pdf).

The ITS will begin exploring the demand and technical issues involved in producing a worksite assessment tool appropriate for mobile devices, particularly tablet PCs.

Years 2-4: The NAP plans to produce at least one additional technical resource per year. Current topics under consideration include accessible gardening, hearing impairments in agriculture, ranch-specific issues like livestock handling, and visual impairments in agriculture.

Based on feedback from year 1, the ITS will proceed accordingly on the mobile worksite assessment application.

Expected Outcomes: SRAPs will receive at least one new resource, based on their needs, each year. Effectiveness will be measured by web traffic, print circulation, and the ASNA.

Program Goal 2: Networking

Objective 2.a Networking through collaborating partners. The NAP's team of funded partners and unfunded collaborators represents a network with tremendous networking capacity. Each organization is itself part of a larger system of similar groups, and each interfaces with many individuals and organizations that have relevance to the AgrAbility mission. Potential benefits of these relationships include the leveraging of funds, manpower, and public awareness.

2.a.1 Networking through Goodwill. As part of the larger Goodwill enterprise, GWFL is part of a 140-member network of Goodwill agencies in the U.S., and as such will have access to each of the Goodwill member organizations and Goodwill Industries International's resources, such as internal websites and communication tools. Member-to-member sharing will allow GWFL to reach other Goodwill members that cover agriculturally rich territory in order to share materials, provide awareness of AgrAbility, and educate staff members responsible for career training in assisting agricultural workers with disabilities. **GWFL**

Years 1-4: GWFL will collaborate with other Goodwills to develop webinars listed in Objective 1.a. It 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 call center groups, GWFL will leverage existing relationships with such agencies to increase awareness of AgrAbility and ensure that AgrAbility information is added to their databases. GWFL will conduct one presentation each year at the annual Goodwill Spring Learning Event to increase awareness of AgrAbility among Goodwill staffs around the country.

Expected Outcomes: Each SRAP will receive relevant Goodwill materials. Knowledge gains concerning AgrAbility will be measured by Goodwill conference evaluations.

2.a.2 Arthritis Foundation Networking. The Arthritis Foundation recently restructured into more than 40 offices grouped in 10 regions. AFHR has the only program staff member dedicated specifically to arthritis in agriculture and is therefore in a unique position to communicate the AgrAbility mission to other chapters and facilitate networking between them and SRAPs. **AFHR**

Year 1: AFHR will organize a national coalition of Arthritis Foundation staff members to focus on issues of arthritis in rural America. This group will serve as a vehicle for distributing in-

formation on new AgrAbility resources and events, and will assist in planning the national conference proposed in Objective 1.b.4.

Years 1-4: AFHR will serve as liaison with the Arthritis Foundation National Office regarding AgrAbility programs and services. It will conduct an onsite training or live webinar in two of the 10 regions per year regarding AgrAbility and the impact of arthritis in rural areas. AFHR will also provide a twice-yearly newsletter regarding their arthritis and agriculture project to all AgrAbility staffs, all Arthritis Foundation staffs, and other colleagues.

Expected Outcomes: Networking effectiveness will be measured qualitatively. AFHR will track sales of AgrAbility materials.

2.a.3 Networking through unfunded collaborators. In addition to funded partners, the NAP maintains vital relationships with its unfunded collaborating partners, including APRIL, RESNA, FFA, Farmer Veteran Coalition, RTC: Rural, 4-H, and the Northwestern University Prosthetics-Center. Networking through these groups has already produced significant benefits for AgrAbility, including increased participation by them at the NTW and the opportunity for the NAP and SRAPs to share at their events. **PM, EC, Unfunded collaborators**

Years 1-4: Staff members from almost every unfunded collaborator will participate on the National AgrAbility Advisory Team (outlined in Objective 5.2) to give feedback and guidance to the program. Unfunded 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 RESNA and APRIL, and the National FFA Convention. Information will be shared between the organizations and listed on their respective websites and in their newsletters.

Expected Outcomes: NTW participation by unfunded collaborators will be noted. Overall networking will be measured qualitatively.

Objective 2.b Intra-AgrAbility Networking. Since the NAP's primary function is to provide support to the SRAPs, it is essential that it facilitates networking with and between the state projects. These relationships can result in the exchange of valuable tips for serving specific customer needs, sharing of innovative program ideas, and building of community spirit.

2.b.1 AgrAbility e-Note. The NAP publishes the *e-Note* as a monthly update for SRAPs that includes news from the NAP and SRAPs, staff changes, links to AgrAbility articles in the news, other news related to disability and/or agriculture, and upcoming events. The Internet format of the newsletter allows for rapid dissemination and the inclusion of links to a variety of media.

Past issues are archived at www.agrability.org/News. **ITC, PM**

Years 1-4: The NAP will continue to publish the *e-Note* and encourage SRAPs to share news and success stories.

Expected Outcomes: The NAP will solicit SRAP news and events and then publish the *e-Note* via web and the listserv each month. Web statistics will measure the number of hits on the news items.

2.b.2 Quarterly all-staff teleconferences. During the past four years, these conference calls have included such features as the introduction of new staff members, announcements concerning upcoming events and new resources, and interactive presentations by professionals from non-AgrAbility groups, like the Farmer Veteran Coalition and Farm Service Agency. **PM, ITS**

Year 1: The ITS will explore Internet-based options to traditional conference calls that will allow greater interaction among staff members, including live video of those presenting. Phone connectivity will need to be maintained for those not having access to computers at the time of the teleconference/web meeting.

Years 1-4: Teleconferences/web meetings will continue on a quarterly basis with guest presenters being invited to share on topics of interest to SRAP staffs.

Expected Outcomes: Individual calls will be evaluated qualitatively. Web conferences will be evaluated using online polling. Overall effectiveness will be reflected in the ASNA.

2.b.3 AgrAbility listserv. This email group allows the NAP and SRAPs to instantly communicate important updates, share new technologies, ask for help on customer issues, and other networking tasks with the entire AgrAbility community. **PM, ITS**

Years 1-4: The listserv will continue to be maintained through Purdue's email list system. New staff members will be added when needed, and the system will be monitored for appropriate use and content.

Expected Outcomes: Effectiveness of the listserv will be measured through the ASNA.

2.b.4 Communities of interest (COIs). The NAP supports AgrAbility communities of interest in the areas of arthritis and agriculture, assistive technology, ergonomics, mental/behavioral health, peer support, and vocational rehabilitation. These groups typically hold conference calls on a monthly or bimonthly basis to discuss topics of interest and/or hear presentations from outside speakers. While non-AgrAbility members participate, the vast majority of members are from SRAPs. In total, the six communities list a total of 271 members, with some SRAP staff members belonging to multiple communities. **PM, ATS, AFHR, EC, GWFL, Consultants**

Year 1: The NAP will conduct a web survey to help determine which communities have high demand for continuation and whether new communities should be introduced.

Years 1-4: Based on feedback from the aforementioned survey, the NAP will continue to offer communities of interest on a regular basis.

Expected Outcomes: At least four COIs will be identified through web surveys and facilitated by the NAP. Interest will be reflected by COI call attendance, and usefulness will be judged through the ASNA.

2.b.5 AgrAbility Networking Committee. This committee is charged with identifying organizations and individuals with whom the NAP and SRAPs might network to fulfill mutual missions, leverage resources, and promote awareness. It also develops plans for networking with specific target organizations and produce resource materials, such as lists of organizations with networking potential, which can help the NAP and SRAPs meet their goals. **GWFL**

Year 1: Led by GWFL, the committee will convene via conference calls and/or web meetings to establish new goals and priorities. They will also produce a web-based directory of organizations with networking potential for AgrAbility.

Years 2-4: Based on the priorities and goals set in year 1, the committee will continue to assist the SRAPs and NAP in fulfilling their networking missions.

Expected Outcomes: SRAP networking will be increased through the committee's networking efforts. A web networking directory will be established and specific strategies for networking with select organizations will be developed. Success will be measured via the ASNA.

Objective 2.c 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.c.1 Cooperative Extension Service. As part of NIFA, AgrAbility is a natural partner with the more than 3000 county-level Extension offices. However, it is clear from past experience that many Extension professionals are unaware of AgrAbility and/or how to access its services for their customers. In the past four years, the NAP has made multiple contacts with Extension, including a mailing of the *AgrAbility: It's About Hope* video to every U.S. county office. **PM, EC**

Year 1: The NAP will update its existing database of county Extension office addresses and emails. It will send every office a postcard promoting awareness of The Toolbox AT database online and the www.agrability.org website.

Years 1-4: Every Extension office for which the NAP has an email address will receive notifications about the NTW and AgrAbility webinars. Additional mailings will be considered as finances allow.

Expected Outcomes: Networking with Extension will be measured qualitatively and through participation of Extension professionals at AgrAbility events and webinars.

2.c.2 Vocational Rehabilitation (VR). State VR departments are the primary funding source for such key benefits as assistive technology and home modifications for AgrAbility customers. It is therefore essential that the NAP promote active, positive relationships between VR and SRAPs. **PM, EC, ATS**

Year 1: The VR community of interest will be charged with brainstorming new ideas for more positive relationships with VR. The new, yet unnamed, Commissioner of the Rehabilitation Services Administration, the federal parent agency for VR, will be invited to speak and participate at the NTW. The NAP will collaborate with AgrAbility of Wisconsin – holder of a grant from the National Institute on Disability and Rehabilitation Research to train VR counselors in AgrAbility-related issues – to maximize the benefit of this grant for all the SRAPs.

Years 1-4: The NAP will send at least one mailing, such as the AgrAbility Harvest, to the VR directors of each state to promote knowledge of AgrAbility.

Expected Outcomes: A VR representative will present a session at each NTW to introduce the agency and field questions about building relationships with VR. VR-related activities will be evaluated via the ASNA.

2.c.3 Veterans and organizations serving them. Though AgrAbility has served veterans since its inception, there has been a greater awareness of veterans' issues since 9/11. The current NAP has made strides in serving veterans through education and networking activities. (See Appendix J for a related White House Blog posting.) However, many SRAPs remain unfamiliar with resources to maximize the quality of assistance to veterans, such as the Veterans Administration (VA) and veteran-focused nonprofits. **PM, PD, ITS**

Year 1: The NAP will survey the SRAPs to help determine their knowledge, networking level, and needs concerning the VA. Representatives from the Farmer Veteran Coalition will be invited to participate in the NTW and regional workshops, and its executive director will continue to serve on the NAP advisory team. The NAP will initiate contact with the director of the VA's Vocational Rehabilitation and Employment Service to promote awareness of AgrAbility and explore ways of networking between the VA and SRAPs.

Years 1-4: Through its existing contacts, the NAP will assist each SRAP in finding a viable path for working with the VA and with state government-based veterans' services. The NAP will conduct at least two mailings during the grant cycle to key VA personnel and/or rehabilitation facilities. The NAP will continue to network with NIFA's National Program Leader for Military and Veterans Programs to promote AgrAbility services to veterans and find new avenues for cross-agency networking with VA and other groups. The NAP will also continue to network with university-based groups, like Purdue's Military Family Research Institute (See Appendix A for a support letter), to leverage knowledge and resources for veterans. The NAP ATS will provide assistance, when feasible, to veterans seeking to develop self-employment business plans.

Expected Outcomes: A web survey will be used to determine SRAP knowledge and needs related to VA. SRAP satisfaction with the NAP's veterans' activities will be evaluated via the ASNA. Interactions with VA and veterans will also be evaluated qualitatively.

2.c.4 Major agricultural organizations and corporations. During the past four years, the NAP has made significant strides in networking with groups like Farm Bureau and companies like Cenex Harvest States and Monsanto. The potential benefits of networking with such groups are significant, so additional effort is warranted. **PD, PM, EC, GWFL**

Years 1-4: The NAP will continue to elicit external sponsorships for the NTW and its farmer/rancher scholarship program, an effort that led to approximately \$20,000 in support in 2011. A representative from Farm Bureau will serve on the NAP advisory team, and the AgrAbility Networking Committee will be charged with helping each SRAP develop valuable relationships with Farm Bureau, Farmers Union, and/or The Grange in each of their states. Relationships with corporations will continue to be developed.

Expected Outcomes: Relationships with major ag organizations and corporations will be evaluated qualitatively and through levels of funding and other resources leveraged.

2.c.5 Rural youth. The NAP recognizes that many farm youth have disabilities themselves, while many others could benefit from becoming aware of AgrAbility and its services. The NAP will continue to network with this population through groups like FFA and 4-H. **PM, EC, PM**

Years 1-4: The NAP will continue to sponsor an AgrAbility exhibit at the annual National FFA Convention, an event attended by more than 50,000 rural youth each year. A staff member from the National FFA organization will continue to serve on the NAP advisory team. The head of Purdue's Youth Development and Agricultural Education Department has agreed to act as a conduit to reach 4-H leaders nationwide with AgrAbility resources.

Year 3: In collaboration with the Advisory Team's FFA representative and 4-H, a national symposium will be held on the needs of rural/agricultural youth impacted by disability.

Expected Outcomes: Networking effectiveness with 4-H leaders and with FFA members and advisors will be measured qualitatively.

2.c.6 Hispanic/Latino Farmers, Ranchers, and Farmworkers. The NAP has provided several resources for Latino agricultural workers, including the Spanish language arthritis fotonovela and a webinar on working with this population. Since some SRAPs work heavily with Latinos, continued special emphasis is warranted. **GWFL, PM, AFHR**

Year 1: A yet-unnamed representative from the Latino agricultural community will be invited to participate on the Advisory Team.

Years 1-4: The NAP will participate as an exhibitor in at least one Latino agriculture event annually, sometimes in conjunction with a nearby SRAP.

Expected Outcomes: Greater awareness of AgrAbility will be gained by members of the Latino agricultural audience. Progress will be measured qualitatively.

2.c.7 Rehabilitation Professionals. Members of certain professional groups, such as occupational therapists and physical therapists, can directly benefit AgrAbility by serving as referral sources or as SRAP staff members. The NAP has seen great interest from these groups during its interactions with them. **PD, PM, ATS, EC, GWFL , AFHR, Consultants**

Years 1-4: To maximize networking with rehabilitation professionals, the NAP will continue to host displays, as funds allow, at the American Occupational Therapy Association Annual Convention and/or the American Physical Therapy Association Annual Convention, events that each draw more than 5,000 participants annually.

Expected Outcomes: Interactions with rehabilitation professionals will be measured qualitatively and through the number of contacts and referrals made at conferences.

Objective 2.d: Peer Support. Peer support has long been touted as having great potential benefit for AgrAbility customers, but sustaining viable programs has been difficult for SRAPs. Members of the current AgrAbility peer support community of interest indicate a preference for using regional approaches to peer support recruitment and training, rather than to be required to adopt a "national" approach to these activities.

2.d.1 Peer support networks. SRAPs wish to retain their individuality, but are enthusiastic to share their approaches with the entire AgrAbility network, for example during sessions during the NTW. **EC, PM, Consultants**

Year 1: The NAP will update its list of peer supporters and make it available on www.agrability.org for use by SRAPs in their local/regional efforts while not requiring its use.

Years 1-4: Peer support sessions will be encouraged at the NTW, and SRAPs will be referred to an existing peer support resource developed by AgrAbility at the University of Wisconsin. The NAP will continue to explore options for peer support through social networking. The NAP's rural caregiver website www.ruralcare.info will also serve as a resource for peer supporters.

Expected Outcomes: Outcomes: NTW sessions will be evaluated through conference surveys. Overall SRAP satisfaction will be measured in the ASNA. Web statistics will reflect the usefulness of the caregiver website.

Program Goal 3: Direct Assistance

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

3.a.1 Web-based assistance. Many of the resources on the www.agrability.org website have direct application to customer issues, no matter their location. **ITS, PM, ITC**

Years 1-4: The NAP will continue to update the website with resources that can be useful to customers in non-SRAP states, including The Toolbox and FAQ sections. These customers will be encouraged to participate in the AgrAbility Webinar Series through such means as

website advertising and notices to county Extension offices. The www.arthritis-ag.org and www.ruralcare.info will serve as web-based resources for non-SRAP customers.

Expected Outcomes: Web statistics for all sites will help gauge their usefulness. The ASNA will measure SRAP satisfaction and suggestions for improvements for www.agrability.org.

3.a.2 Toll-free helpline. The helpline has received an average of approximately 980 calls per year during the past decade. The phone number is promoted on virtually all NAP public awareness communications. **ATS, GWFL**

Year 1: To date, the helpline has only been answered during business hours at Purdue; however, with GWFL's existing call center, after-hours calls can now be directed to them for immediate response. Therefore, the NAP will provide training to GWFL call center staff to enable them to effectively function in this role.

Years 1-4: Calls will be answered by BNG and GWFL, referrals will be made to appropriate agencies, including VR, and relevant resources will be sent when feasible.

Expected Outcomes: AgrAbility customers will receive evidence-based information during phone consultations. The extended hours will make personal assistance more readily available and accessible. Basic data on calls will be recorded and summarized annually.

3.a.3 Individual requests via email. The NAP receives numerous requests via email, primarily through the Contact Us page of www.agrability.org. These come from professionals and customers in both SRAP and non-SRAP states. **PM, ATS, PD, Consultants, AFHR**

Years 1-4: The NAP will continue to refer all customers from SRAP states to their respective SRAP and will provide input on questions and issues when appropriate. The NAP will respond to customers in non-SRAP states with information and resources specific to their situations, including expert opinion on technical questions, technology suggestions, and referrals to state and local resources, such as VR, VA, Goodwill affiliates, assistive technology vendors, and others. When appropriate, the NAP will solicit input from the SRAPs via the listserv concerning technical issues of non-SRAP customers.

Expected Outcomes: Responses to email requests will be made in a timely manner. Evaluation of non-SRAP customer satisfaction is further described in objective 5.a.5.

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 Direct assistance through educational events. Customers from both SRAP and non-SRAP states will be encouraged to participate in conferences and workshops sponsored by the NAP. **EC, GWFL, AFHR**

Years 1-4: Customers will be invited to participate in the NTW, and the farmer/rancher scholarship 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), Arthritis Foundation-sponsored events, and workshops sponsored by unfunded collaborating organizations, such as the Farmer Veteran Coalition and APRIL. Promotion will occur through announcements disseminated via SRAPs, www.agrability.org, Extension, unfunded collaborators, general press releases, and other means.

Expected Outcomes: At least 35 customers/caregivers will attend each NTW. Satisfaction with sessions will be measured through conference evaluations.

3.b.2 Direct assistance through AgrAbility staff members. It is sometimes feasible for staff members from the NAP and SRAPs to visit customers in non-SRAP states. **GWFL, PD, ATS**
 Years 1-4: GWFL provides an AgrAbility presence in a non-AgrAbility state. While it cannot provide the level of services of a SRAP, the NAP receives a significant number of direct inquiries from New York, so GWFL will be able to provide visits to some of these customers. NAP staff members are also occasionally able to piggyback visits to non-SRAP customers with other events, such as conferences and meetings in non-SRAP states. Also, SRAPs will be made aware that there is no restriction on them serving customers in neighboring non-SRAP states, and they will be encouraged to seek compensation for such services from groups like VR and VA.

Expected Outcomes: Non-SRAP customers will receive in-person services to improve their employment and quality of life experiences. Evaluation of non-SRAP customer satisfaction is further described in objective 5.a.5.

Program Goal 4: Marketing

Objective 4.a: NAP/SRAP marketing partnerships, assistance, and integration. One of the most common requests from SRAPs on the ASNA has been for assistance in marketing. In addition, for AgrAbility marketing to achieve maximum benefit, an integrated approach should be pursued that creates a uniform marketing brand among the SRAPs and the NAP.

4.a.1 Integrated AgrAbility marketing strategy. The EC has been working in conjunction with the Marketing Committee to develop a strategic marketing plan for the NAP based on marketing principles, such as SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats). This plan has direct relevance to the SRAPs, and the NAP will continue working to maximize its value to them and to encourage its adoption. **EC**

Year 1: The EC and the Marketing Committee will finalize the current marketing plan and make it available to the SRAPs via the listserv and extranet. The EC will then work with those SRAPs that request assistance in customizing the plan for their specific needs.

Expected Outcomes: AgrAbility marketing will be guided by a strategic plan, and SRAPs will have a more coherent, identifiable branded message. The ASNA will gauge satisfaction.

4.a.2 Marketing training sessions. The NAP will provide marketing education to the SRAPs via multiple training venues. **EC**

Years 1-4: At least one marketing-related session will be offered at each NTW. Marketing will also be the topic of at least two webinars in the AgrAbility Webinar Series during the grant cycle. The Marketing Committee will hold monthly calls, and will feature presentations from outside professionals on marketing strategies and success stories from SRAPs.

Expected Outcomes: NTW marketing sessions will be evaluated through conference surveys and webinars through web polling.

4.a.3 Coordination of SRAP and NAP marketing/public awareness materials. An easily recognizable, consistent appearance is essential to any marketing/branding effort. The NAP plans to make available to all SRAPs materials that will reinforce this easily recognizable theme. **EC, ITS, PM**

Year 1: The NAP will provide all SRAPs with the templates, basic pages, and other files necessary to construct a website that clearly projects the AgrAbility brand. The ITS will assist SRAPs with basic questions needed for implementing the site on their web servers.

Years 1-4: The NAP will make available templates for the brochures, banners, displays, and other marketing materials that it produces via the extranet. This will allow SRAPs to customize the materials with their own identity while maintaining consistent AgrAbility branding.

Expected Outcomes: SRAPs will receive tangible, useful resources that reinforce the AgrAbility brand. Satisfaction will be measured via the ASNA.

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

4.b.1 Marketing via www.agrability.org. Web traffic statistics indicate that the main NAP website may have the greatest potential of any single mechanism for marketing AgrAbility. The site is multi-purpose, with much space dedicated to educational resources, while modules like “Current News” and “What AgrAbility Means to Me” provide significant opportunities for spreading public awareness information about the program. **ITS, EC, PM**

Years 1-4: The website will be consistently updated with current news. At least six “What AgrAbility Means to Me” videos, short testimonies by AgrAbility customers and other stakeholders, will be added each year. 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.

Expected Outcomes: New marketing and news materials will be posted regularly. Web traffic statistics will be used to gauge site usefulness.

4.b.2 Social media marketing. The social media explosion has not gone untapped by AgrAbility, as several projects, including the NAP, have established Facebook pages and a presence on YouTube. Further exploration in these and other social media marketing venues is warranted by the high numbers of people using them. **EC, ITC**

Year 1: The NAP will establish a Twitter account to promote a variety of AgrAbility-related initiatives and issues, including new product additions to The Toolbox online database, NAP conferences, and SRAP news. Social media marketing may be expanded into other areas, such as Pinterest, if interest warrants.

Years 1-4: Social media marketing will be a topic for discussion by the Marketing Committee for at least one of its calls each year. The NAP Facebook page will be updated approximately three times per week with AgrAbility success stories, event and resource announcements, and other news related to disability in agriculture.

Expected Outcomes: Social media accounts will lead to a larger, statistically younger audience for AgrAbility awareness. The NAP team will judge popularity by number of members, followers, re-tweets, and reposts.

4.b.3 New AgrAbility Videos. In 2012, the NAP recorded a series of audio public service announcements with a professional voice-over actor. Using the Adobe Presenter plug-in with Microsoft PowerPoint, these audio recordings can be used as the basis for slideshow-like Flash videos that can be used on a variety of media, including YouTube. **PM, EC, ITS**

Years 1-4: The NAP will produce at least one video per year based on these audio PSAs. They will be posted on the NAP website and YouTube site, and will be offered to the SRAPs for customization to fit their needs.

Expected Outcomes: AgrAbility videos will be produced, and demand will be tracked. Web traffic statistics and YouTube hits will verify popularity.

4.b.4 Email marketing. Direct emailing of public awareness materials and announcements continues to be a useful form of marketing. **EC, PM**

Years 1-4: The NAP will continue to email announcements concerning such matters as the NTW, new educational resources, the AgrAbility Webinar series, and regional workshops. Target audiences include past workshop participants, Extension professionals, and media outlets. The NAP will work with Purdue Agricultural Communications, the farm press, and other agencies to prepare press releases for wide media distribution.

Expected Outcomes: New audiences will become aware of AgrAbility resources and events. Participation in NAP events by audiences targeted in email marketing will reflect the effectiveness of the marketing.

Objective 4.c: Marketing through tangible materials. While electronic marketing has many advantages, tangible resources, such as brochures and posters, are still relevant, particularly to an agricultural audience that has a significant percentage of older members who may prefer physical resources.

4.c.1 AgrAbility poster. The former NAP at the University of Wisconsin produced an 11"x17" poster, an appropriate size for community bulletin boards, that was graphically appealing and contained basic information about AgrAbility, including contact information for receiving services. **EC, PM**

Year 1: The NAP will design and produce a poster similar to the aforementioned one and provide 50 complimentary copies to each SRAP. Space will be included for SRAP-specific contact information.

Years 2-4: The poster will continue to be distributed, based on demand, and may be reprinted. Expected Outcomes: The NAP and SRAPs will have a high-quality marketing piece, with satisfaction measured through the ASNA.

4.c.2 25-year report. The NAP produced summary reports to commemorate AgrAbility's five-, ten-, and twenty-year anniversaries. These public awareness resources were distributed to key stakeholders, including VR state directors, key farm organizations, and legislators, and the most recent version was very highly rated in the ASNA for its design and value. **PM, EC**

Year 4: The NAP will produce a 25-year summary report that illustrates the impact of AgrAbility through SRAP success stories, appropriate impact statistics provided by the evaluation committee, and summaries of NAP initiatives.

Expected Outcomes: The quality of usefulness of this piece will be measured by SRAP demand, the ASNA, and any awards that it garners.

4.c.3 Dissemination of existing marketing materials. The NAP has produced a number of public awareness/marketing resources that have been well-received by the SRAPs, AgrAbility stakeholders, and the public. These include the *AgrAbility: It's About Hope* DVD, the NAP AgrAbility brochure, 20-year summary, and a postcard promoting The Toolbox. **PM, EC**

Years 1-4: To achieve the greatest use from these resources, the NAP will continue to disseminate these to SRAPs, stakeholders, and the public. Reprinting/reproduction may take place as demand warrants.

Expected Outcomes: The SRAPs and others will continue to receive quality marketing resources. Satisfaction will be measured through demand and the ASNA.

Objective 4.d: Direct marketing through public awareness events. Select events, such as farm shows, conferences, and conventions, provide excellent opportunities to market AgrAbility to large numbers of people. The NAP often hosts displays with its own staff, but it also collaborates with SRAPs who already have staff members attending the events to achieve AgrAbility presence at the greatest number of events.

4.d.1 Events in the agriculture and rehabilitation communities. Agriculture events have the greatest potential for making contact directly with potential AgrAbility customers, in addition to professionals working in agriculture-related occupations, such as equipment dealers. Rehabilitation events can also yield great impact, since one rehabilitation professional may have contact with many potential AgrAbility customers. **EC, PM, PD, ATS, GWFL, AFHR, Consultants**

Years 1-4: The 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 pick at least one new event per year at which to exhibit, such as the World Livestock Expo or Sunbelt Expo. The NAP will staff exhibits at at least two national rehabilitation conferences per year, sometimes in collaboration with SRAP staff members. Such events may include the American Occupational Therapy Association Convention, the American Physical Therapy Association Convention, and the RESNA Annual Conference. Collaboration with SRAPs to staff exhibits will be sought when geographically advantageous.

Expected Outcomes: Large numbers of professionals and potential customers will learn about AgrAbility. Success will be measured qualitatively and through customer referrals obtained at events.

4.d.2 Updated displays. Eye-catching exhibits draw attendees. Therefore, the NAP will redesign its main tabletop display to make it as appealing as possible. The frame already exists, so only the panels will need to be designed and produced. **EC, PM**

Year 1: Feedback from the Marketing Committee will be solicited about layout, photos, and text for the most effective display. The NAP's freelance designer will develop the design, and a graphics company will produce the panels.

Expected Outcomes: AgrAbility will be represented by professional looking displays, and success will be measured qualitatively.

4.e: Marketing Initiatives via NAP subcontractors. The extensive network of funded partners and unfunded collaborators offer significant opportunities for marketing AgrAbility through their existing channels.

4.e.1 Marketing through Goodwill. GWFL can support AgrAbility marketing via both Goodwill Industries International's national infrastructure and the national network of local/regional Goodwill affiliates. **GWFL**

Years 1-4: GWFL will provide the aforementioned AgrAbility brochure, posters, DVDs, and other public awareness materials to Goodwill community centers and job centers in areas that

serve rural clientele. These community centers host a myriad of meeting types, including job training, family financial education, exercise classes, mental health meetings, etc., so a wide population would gain awareness of AgrAbility. GWFL will share relevant publications and announcements with Goodwill workforce development professionals, and they will continue to publicize AgrAbility through such Goodwill media outlets as *Working!* magazine, the in-tra-staff *Goodwill Today* web newsletter, and the MyGoodwill toolkits.

Expected Outcomes: Goodwill affiliates serving rural customers will receive AgrAbility marketing materials that can expose thousands of potential AgrAbility customers to the program. *Working!* magazine will carry at least one AgrAbility-related story per year, and AgrAbility will receive additional exposure through other Goodwill media. Success will be measured qualitatively and through customer referrals.

4.e.2 Marketing through the Arthritis Foundation. Similarly, the Arthritis Foundation network offers ample marketing opportunities for AgrAbility. **AFHR**

Years 1-4: At least twice per year, AFHR will submit articles or purchase advertising space in *Arthritis Today* magazine or popular agricultural publications. The www.arthritis-ag.org site will be a source of public awareness information on AgrAbility. AFHR will also staff public awareness displays at at least four regional or national events at which their AgrAbility representative is making a presentation. AFHR will continue to publish the Growing Pains newsletter on a semiannual basis and distribute it to SRAPs, Arthritis Foundation staff members, other professionals, and AgrAbility customers.

Year 2: AFHR will produce a radio PSA that can be used by the NAP and customized by SRAPs as well.

Expected Outcomes: At least two PSAs related to arthritis and agriculture will be produced and distributed. Feedback on these resources will be gathered via the ASNA. Direct customer referrals will be noted.

4.e.3 Marketing through unfunded collaborators. These partners have shown willingness to help promote AgrAbility through such means as their newsletters and websites. **Unfunded collaborators, EC**

Years 1-4: The NAP will work with such organizations as RESNA, APRIL, and Farmer Veteran Coalition to expand public awareness of AgrAbility.

Expected Outcomes: AgrAbility will receive greater exposure. Impact will be measured qualitatively and through customer referrals.

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 the program to funders. Efforts in this area include scientifically conducted needs assessments/outcome evaluations concerning the NAP's efforts to increase SRAP service capacity, the SRAPs' successes at increasing customer quality of life, and the NAP's achievements in serving non-SRAP customers.

5.a.1 AgrAbility Evaluation Committee. This existing standing committee, distinct from the AET, consists of approximately 10 representatives from the SRAPs, one representative of the NAP staff, and one representative from USDA. It is chaired by Dr. Robert Fetsch. **AET**

Years 1-4: The committee will review specific evaluation needs, plans, and methods that are proposed by Drs. Aherin, Fetsch, and Petrea. It will also continue to work with 15+ SRAPs that are using the McGill Quality of Life (QoL) adapted survey to assess client quality of life changes from pre- to post-service. It will encourage all SRAPs to conduct quality of life evaluations of their clients and will provide the training and support SRAPs need to collect this data, via the NTW, webinars, and other means. The AET will collect, analyze, and report on all QoL data obtained from states collecting this data.

Expected Outcomes: AgrAbility will gain valuable data about its usefulness that can be used to improve service provision and give support for the program's existence. Training in evaluation data gathering will be assessed by session surveys.

5.a.2 Annual Staff Needs Assessment (ASNA). This survey instrument is one of the main mechanisms used to measure the NAP's success in meeting SRAP needs. Consisting of approximately 40 questions, the assessment asks about such areas as responsiveness of the NAP to SRAP inquiries, quality of NAP resources, and gaps in services. **AET**

Years 1-4: The AET will administer the assessment in a web survey format to every SRAP staff member during the fall of each year. Results will be summarized, provided to the NAP, SRAPs, and USDA, and discussed during all-staff teleconferences and at the NTW.

Expected Outcomes: The NAP will have an ongoing needs assessment process in place that will be sensitive to changing staff and customer needs.

5.a.3 SRAP demographic data reporting. Each SRAP is responsible for reporting basic statistics about the customers they serve, including such data as disability type, agricultural enterprise, gender, etc. This is used to help judge the general scope of AgrAbility's service provision. **AET**

Years 1-4: The AET will continue to collect SRAP demographic data via the web portal it established for this purpose during the current grant period. Statistics will be quantified, analyzed, and provided to the USDA, NAP, and SRAPs.

Expected Outcomes: AgrAbility will have practical data about the number of customers served, disability types, enterprise types, and other information that can inform program direction. The ASNA will provide feedback from the SRAPs about the reporting process.

5.a.4 Evaluation of educational events. Evaluations of specific workshops, such as the NTW, are key to their continued improvement and success. **AET**

Years 1-4: 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 along with evaluations of individual sessions. The use of electronic evaluation devices (i.e. "clicker" classroom response systems) will be explored to streamline the session evaluation process and provide greater response percentages.

Expected Outcomes: The NAP will have data about the quality of its educational training.

Event agendas will be modified in response to SRAP input, thereby enhancing the quality as reflected by increased evaluation scores.

5.a.5 Evaluation of NAP services to customers in non-SRAP states. While the NAP has provided a variety of services to these customers, it has not yet established a uniform system for evaluating the effectiveness of such services. **PD, PM, AET, GWFL**

Year 1: The NAP, AET, and Evaluation Committee will collaborate to develop an effective means of measuring non-SRAP customer satisfaction. Current options being considered include a web survey and follow-up calls coordinated through the GWFL call center.

Years 1-4: The chosen system will be implemented, evaluation results will be collected and quantified, and results will be used to improve NAP services to non-SRAP customers.

Expected Outcomes: A practical evaluation system will provide valuable feedback concerning non-SRAP customers. Usefulness will be evaluated in NAP team discussions.

5.a.6 Publication of evaluation-related papers and reports. In addition to use for internal improvement purposes, the data collected by AET has value for external publications, such as peer-reviewed journal articles, white papers on AgrAbility issues, and fact sheets concerning the impact of the program for use with stakeholders. **AET**

Years 1-4: The AET will publish at least one external publication each year related to some aspect of project evaluation. Potential topics include client demographics and quality of life impact/improvement.

Expected Outcomes: Efforts will increase AgrAbility exposure in professional literature and related publications.

Objective 5.b: National AgrAbility Advisory Team. To date, the Advisory Team, composed of professionals from agriculture, rehabilitation-related organizations, and current/former AgrAbility customers, has functioned as a useful external mechanism for evaluating the effectiveness of NAP activities, engaging in long-term planning, and functioning as a forum for valuable networking. It functions only in an advisory capacity and has no responsibility for personnel oversight, program management, or fiscal issues. **PD, PM, EC, Advisory Team**

Years 1-4: The Advisory Team will continue to meet in-person annually. Conference calls will also be conducted at least twice annually, more often if warranted by specific issues. New members will be considered for addition to the team through NAP discussions.

Expected Outcomes: Input from the team will guide and refine the efforts of the NAP team as they carry out the goals outlined in this proposal.

Added Objective

Determine whether other factors may have contributed to participants' positive outcomes¹ by collecting usable, matched pretest-posttest data from a new *no-treatment control group*.

Method. Robert J. Fetsch, Ph.D., Evaluation Coordinator, and the NAP Evaluation Team at CSUE will continue to support the NAP Evaluation Committee SRAP's who are committed to assessing how effective they are at enhancing their AgrAbility clients' quality of life, ability to live and operate independently on their farms or ranches and in their homes, and employment retention.

¹ U.S. Government Accountability Office. (2012, June). *Employment for people with disabilities: Little is known about the effectiveness of fragmented and overlapping programs* (GAO-12-677). Washington, DC: Author, p. 27.

Between 8/15/2012 and 8/14/2016, Fetsch and his CSUE Evaluation Team will collaborate with SRAP's and the NAP to collect data from an *experimental group*. The *experimental group* will consist of c. 200 new AgrAbility clients who *receive an on-site visit* and who complete and return matched, usable pretest and posttest surveys. Fetsch will partner with the UIL (Bob Aherin and Chip Petrea) to form a *no-treatment control group*. The *no-treatment control group* will consist of c. 100 farm or ranch family members with disabilities who *do not receive an on-site visit or AgrAbility services* and who complete and return matched, usable pretest and posttest surveys.

Members of the latter group will come from three sources:

- 1) Non-funded AgrAbility Affiliate States who were previously funded by AgrAbility but who are not currently funded to provide AgrAbility Services (IA, ID, IL, MI, MT, and PA).
- 2) Farmers and ranchers with disabilities who call NAP's 1-800 telephone number for information from non-funded states.
- 3) Ranchers and farmers with disabilities who call in to currently funded SRAP's but decide not to become AgrAbility clients at this time.

UIL will call or e-mail all no-treatment control group participants, prepare and mail first and second mailings to each person, and follow up with each person one year later to collect usable, matching pretest-posttest data from at least 100 farmers or ranchers with disabilities who do not receive AgrAbility services.

Fifteen-plus SRAP's (AR, CO, KS, ME, MN, MO, NC, NE, OH, OK, TX, UT, VA, WI, and WV) will collect pretest data prior to their initial onsite visits with new clients from June 2007 through August 2016. When they complete their AgrAbility work with their clients, they will collect posttest data from them. SRAP's will participate in bimonthly teleconference calls to coordinate the longitudinal study. They will enter and proof their data into an Excel file according to a protocol provided by Fetsch and will e-mail it to him at CSUE for his Evaluation Team for data entry, proofing, analyses and group comparison of results.

UIL and NAP will do everything possible to identify as many farmers and ranchers with disabilities from across the country who do not become AgrAbility clients for the *no-treatment control group*. NAP will provide names and contact information to UIL for the *no-treatment control group*.

Fetsch, Aherin, and Petrea will develop a protocol for UIL to identify and contact via telephone and/or e-mail 100 plus *no-treatment control group* participants who do not receive AgrAbility services to invite them to join NAP's McGill Quality of Life Study and for mailing a pre-survey letter, McGill Quality of Life Pre-Survey, and a postage-paid return envelope to each *no-treatment control group* member shortly after their initial contact with AgrAbility. If there is no response within two weeks, UIL will send the person a second letter, pre-survey, and return envelope. When UIL receives a completed pre-survey, they will remove the person's name and substitute for it a numerical id number so that the data is anonymous to Fetsch for analysis and reporting. UIL will use the Code McGill Book to enter the data into a SPSS data file and will proof the data perfectly before attaching the *no-treatment control group* data to an e-mail to Fetsch at CSUE at least quarterly. On their one-year-later anniversary date, UIL will mail each

no-treatment control group member a post-survey letter, McGill Quality of Life Post-Survey, and a postage-paid return envelope. UIL will use the same procedure as above with a reminder letter to a non-respondent two weeks later, removal of name and previously assigned numerical id number to match an individual's pre- with post-survey data, data entry and proofing, and e-mail data to Fetsch at least quarterly. The goal is for UIL to collect usable, matched pretest-posttest (1 year apart) data from at least 100 farmers and ranchers who do not receive AgrAbility services, i.e. c. 40 per year.

Fetsch and his CSUE Evaluation Team and Aherin with his UIL Evaluation Team will obtain Institutional Review Board approval for this nationwide expansion of the 15-state study to include a *no-treatment control group* from UIL to compare pre-post McGill Quality of Life Survey results of the *experimental group* ($N = 200$) with the results of the *no-treatment control group* ($N = 100$). Fetsch and his Team will collect, enter, proof, and analyze the data. Fetsch will lead his team in conducting literature reviews, reporting results at National Training Workshops, and writing and submitting for publication two program impact manuscripts between August 2012 and August 2016.