

# What is Success?

## ■ What are the major success factors?

### GROUP 1

Needs to be a behavioral change – actual change  
Does the program have legs – so that it is transferable?  
Number of attendees

### GROUP 2

Quality program  
Farmer participation  
Timing – teachable moment, people who needed it were able to come  
People feel accepted  
Targeting a specific audience – recognizing and addressing their needs

### GROUP 3

Identify what farm families really need – it's really easy to assume  
Conduct focus groups inside counties  
Need to see behavioral change, sometimes difficult to see. May take up to 3 years.  
Short term - use numbers. Expresses interest in project. Identified that they have the need.  
Would participant recommend it to others?  
If someone comes back and recommends for someone else to come too  
Each project will have its own success factor

### GROUP 4

Collaborative effort to share problems and programs  
Effective communicators  
Do your homework to address “excuses” - why people don't participate  
Help people achieve what they want to achieve  
Social and entertainment

## ■ What works to generate interest in projects?

### GROUP 1

Word of mouth – needs to be a perceived value, incentives  
Personal invitation  
Social interaction  
Producers on the planning committee  
Involve stakeholders  
Need to hear something seven times – written, human form (in-person, phone call)

### GROUP 2

Telling a lot of people  
Working with maximum number of collaborators  
Emailing professionals to get word out  
Call campaigns  
Sponsor model to generate interest, as they have a buy-in

### GROUP 3

- Publicity – must directly affect the participant
- Don't just rely on letters and email – there's a need still for one-on-one correspondence
- Partnering with other groups to get the words out, regular emails, list serves, newsletters
- Need to determine what they need. Look at alternative ways to draw people in
- Need input from peers – they have more credibility
- Use field staff and volunteers to disseminate information out to groups
- Mainstream organizations needs to reach out to more groups that are underserved

### GROUP 4

- Provided incentives
- Steering committee
- Save the date sticker to be placed on postcard and then on calendar
- Effective combo of word of mouth and traditional media

## ■ What are the priority educational needs?

### GROUP 1

- Niche marketing
- Global issues, marketing
- Futuring –thinking ahead
- Support networks in rural areas

### GROUP 2

- Insurance – (health, crop) how to compare, what are needs, networking for further reference
- Estate planning, transition issues, generational transfer, decision-making transfer
- Stress management
- Family communication – values, needs, pitfalls
- Legal issues – estates, family
- Cost of production – evaluation of the land, records
- Safety – employer training about employee safety

### GROUP 3

- Need to look at each state, region individually
- Need to be more inclusive of other groups.
- Address the five areas of risk – production, marketing, financial, legal, and human resource
- Know your targeted audience
- Reach out to new farmers

### GROUP 4

- Transitional needs
- Post card surveys of educational needs
- Women needs
- Stress management
- Communication

## ■ What can the Center do to try to respond to your needs?

### GROUP 1

- Funding
- More networking of grantees
- Keep promoting from the center
- Keep website up to date
- Resources

### GROUP 2

- More money
- Ag risk library – sharing resources
- Sharing ideas and programs in more workshops like this
- Notification about national conferences
- Legislative letters are a good idea
- Help telling the success stories to keep funding in place
- Keep hounding us for those success stories
- Influence crop insurance legislative lobbyists who influence crop insurance budgeting
- Press releases about specific projects to the state

### GROUP 3

- Link between groups that are doing the same kind of things – don't reinvent the wheel
- Meetings after project is completed to discuss what went well, problems, current needs
- Sharing ideas – need to know who is doing what
- More communication – did you know that this is going on?
- Create a list serve