



DRAFT Checkoff Evaluation Committee Meeting Minutes

Tuesday, August 10, 2021 ▪ 9:00 AM – 12:00 PM (CT)

Funded by the Beef Checkoff

Members Present

CBB

Cheryl DeVuyst, Chair
Rich Brown
Randall Debler
Jeff Isenmann
Torri Lienemann
Turk Stovall

Federation

Katie Brenny, Vice Chair
Barb Downey
Joe Horstman
Chris Jeffcoat
Becky Walth

Members Absent

CBB

Federation

Jeff Rudolph

Staff

CBB

Greg Hanes
Beka Wall

Federation

Todd Johnson

Guests

David Rockland - Rockland Dutton Research & Consulting
Emily Peet - Rockland Dutton Research & Consulting

Call to order

Cheryl called the meeting to order at 9:00 am (CT). Beka Wall facilitated roll call and it was determined there was a quorum. Cheryl and Katie welcomed committee members and guests.

Approval of Agenda

Katie asked if there were any additions or corrections to the agenda. Cheryl DeVuyst stated that she would like to make an addition to the agenda to include the Q3 Evaluation Report update. Rich Brown moved to approve the agenda with the addition of the Q3 Evaluation Report update. Torri Lienemann seconded. Motion passed.

Review Meeting Minutes

Katie asked if there was any discussion or questions regarding the minutes taken during the April 14, 2021 meeting. She reminded the committee that no action was needed as the minutes were distributed via email and approved.

FY21 External Program Reviews

Rockland Dutton Research and Consulting presented their findings and conclusions for each of the FY21 External Program Reviews. The reviews highlighted areas of consideration where collaboration and sharing of resources among programs could further leverage Checkoff funding. The committee had discussion on how collaboration could be enhanced among contractors. Overall, committee members felt the external program reviews provided valuable feedback.



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FY2021 Q3 Checkoff Program Report

Cheryl asked Beka to present the report. Beka reported that quarterly reports from all contractors were received on time and most programs are on target. In addition, Beka also highlighted a couple of program areas where measurable objectives and/or PEM goals will not be met. Beka visited with the program managers and reported that although goals will not be met, activities still took place and valuable/usable information was obtained.

Evaluation & Performance Efficiency Measures (PEM) Review

To gain a better understanding of how program evaluation measurements are used by contractors, Beka (along with Rockland Dutton Research & Consulting) spoke with each of the program managers. Based on the feedback received, Rockland Dutton Research & Consulting presented recommendations for committee members to consider. The committee will be implementing some of the recommendations for FY22 to include the addition of the Voice metric on quarterly reports as well as enhancing communication between contractors and committee members.

A main objective of evaluation measurement is to drive continuous program improvement, so the committee will continue to assess evaluation measurements and processes at future meetings.

FY22 External Program Reviews

The committee would like to send out request for proposals (RFPs) for the following External Program Reviews:

- NCBA – Beef Advocacy Training & Engagement Tactic
- NAMI Prepared Beef AR
- MICA/NEBPI – Northeast Consumer/Supply Chain Information AR
- Comprehensive Review of Checkoff-funded Sustainability Communications

CBB staff will send out the RFPs and report back to the committee.

Other Business

Cheryl called for other business. No other business came before the committee.

Adjourn

The meeting of the Checkoff Evaluation Committee adjourned at 12:15 pm (CT).