

Duty/Task:										
K-2 Establish delivery time and pickup points	NOTE: Pick up can be at the farm or at pre-designated points, including home delivery or local farmers' market									
STEPS (Required to Perform the Task)	PERFORMANCE STANDARDS (Observable & Measurable Criteria)	TOOLS, EQUIPMENT, SUPPLIES & MATERIALS (Needed)	REQUIRED KNOWLEDGE AND SKILLS (Math, Science, & Language)	SAFETY (Concerns)	WORKER BEHAVIORS (Important to Worker Success)	DECISIONS (Identify Decisions that Must be Made by the Worker)	CUES (Identify the Data Needed for Making Correct Decisions)	ERRORS (Indicate What May Result if Incorrect Decisions are Made)		
1 Poll customers to identify desired delivery days, times and locations based on where they live or work	1 Polled customer preferences for delivery day/time using phone calls, web chats, customer surveys (on-line or hard copy), or casual conversation to reach a representative sample of customers	1 Computer, phone, printer, copier, website, social media site (e.g. Facebook), survey website such (e.g. Survey Monkey), customer list	1 Communication skills, computer skills, knowledge of spreadsheets, knowledge of survey design, technology knowledge and skills	1 N/A	1 Accurate, clear, thorough, polite, timely	1 What method am I going to use to survey my customers? What information do we want to get from the survey? When am I going to conduct the survey? Who is going to coordinate the survey? Who can I contact to assist with the survey development or review?	1 Time and resources available, survey development expertise, knowledge of the CSA operation, peer group and best practices for survey development	1 Won't objectively identify customer preferences, won't have data on which to establish delivery times		
2 Analyze results of survey or poll	2 Accurately determined customer percentage responses for delivery days, times, and locations	2 Computer with spreadsheet software or calculator	2 Basic math skills, data interpretation skills, analytical skills	2 N/A	2 Analytical, objective	2 What method will I use to analyze the poll data? Who will do it? How do I summarize it?	2 Personal preferences and skills, available resources	2 Won't objectively identify customer preferences, won't have data on which to establish delivery times		
3 Research feasibility of desired delivery or drop locations to ensure it is OK	3 Contacted desired pick up or delivery points to determine if the site would allow it and if the conditions are acceptable (e.g. parking, zoning, temperature control, structure availability such as a building or tent)	3 Phone, list of suggested sites, regulatory agencies contact information, promotional and operational material (number of customers, schedule, space requirements, etc.)	3 Research skills, communication skills, knowledge of cost / benefit analysis, negotiating skills, CSA operational knowledge	3 N/A	3 Discerning, accurate, thorough, realistic, cautious	3 What are the desired pick-up or drop off points? How do I contact those locations to research the feasibility? What are my requirements that must be conveyed to the site manager or owner? What are the costs for using the desired location?	3 Poll results, Phone book, contact with site manager or owner	3 Won't know if desired sites are feasible, may need to locate alternatives		
4 Analyze resources available to deliver or drop off product	4 Accurately determined available staffing (paid and unpaid), vehicles, containers, and temperature control equipment to identify feasibility of delivery	4 Computer with spreadsheet software or calculator, peer contact information, existing staff/farm management	4 Analytical skills, computer skills, knowledge of spreadsheets, communication skills, CSA operational knowledge	4 N/A	4 Analytical, objective, realistic	4 What is my capacity to deliver or drop off product? Will I need to charge for the delivery or adjust membership fees? Can my staff and management support this delivery option? Will I need to make additional investments in infrastructure such as vehicles, containers?	4 Results of analysis, operating budget and cash flow, state of current operation resources	4 Won't know if delivery is feasible based on identified resources and costs, won't have capacity to meet commitments, c could lose customers if can't deliver		
5 Determine cost requirements to deliver at the desired days/time/points	5 Accurately determined the cost requirement of delivery so that a decision could be made	5 Computer with spreadsheet software to identify vehicle cost (including insurance, registration, license, maintenance, gas), staff cost for driver, overhead cost, containers, coolers, etc.)	5 Analytical skills, computer skills, basic math skills, knowledge of spreadsheets	5 N/A	5 Analytical, objective, accurate	5 What will it cost to deliver at this site? Is this feasible given my available budget and resources? Will I need to make additional investments in staffing or equipment to make it work? Will I need additional financing? Where can I get it?	5 Cost analysis results, state of current operation resources, available budget/cash flow	5 Won't know if delivery is feasible based on identified resources and costs, could lose money		
Analyst: John Moser			Specific Relevant References:							
Expert Workers:			1 Extension educators							
Meagan Zeune			2 Farmers' Associations							
Tom Snyder			3 Ohio Dept. of Agriculture							