

Purdue Extension - Community Development

Impact Indicators			Definition
OUTPUTS			
1a	NCR Indicator	Educational Contacts	Count of persons who received educational services via face-to-face or live distance enabled sessions. Persons participating more than once should be counted more than once.
1b	NCR Indicator	Number of racial minority contacts	Count of contacts (as above) who self-report as non-white
1c	NCR Indicator	Number of Hispanic contacts	Count of contacts (as above) who self-report ethnicity as Hispanic or Latino
DATA-RELATED OUTPUTS			
2	CD Indicator	Number of unique PCR/D/CD generated data items/reports provided to decision-makers	Count of unique data reports generated by PCR/D/CD provided to individuals, organizations or agencies.
3	CD Indicator	Number of organizations/agencies receiving data items provided by PCR/D/CD	Count of organizations/agencies receiving data reports provided by PCR/D or Purdue Extension (such as Data SnapShots, housing data, industry clusters information, local government data, etc.)
4	CD Indicator	Number of individuals receiving data items provided by PCR/D/CD	Count of individuals receiving data reports provided by PCR/D or Purdue Extension (such as Data SnapShots, housing data, industry clusters information, local government data, etc.)
INDIVIDUAL-RELATED OUTCOMES			
5	CD Indicator	Number of individuals reporting increase in their knowledge of current conditions and trends as a result of data items/reports provided	(Learning Outcome - Change in Knowledge) Count of individuals who have reported knowledge gain as a result of receiving data reports (such as Data SnapShots, housing data, industry clusters information) from Purdue Extension.
6	CD Indicator	Number of individuals reporting increase in their awareness/knowledge/skills of the topic presented	(Learning Outcome - Change in Knowledge and Skills) Count of individuals who have reported knowledge/skill gain as a result of participating in at least one of the Purdue Extension CD program activities.
7	CD Indicator	Number of individuals who have taken on new volunteer roles that help improve/strengthen their community	(Action Outcome - Change in Behavior) Count of individuals who have reported taking on a new volunteer role as a result of participating in at least one of the Purdue Extension CD program activities. Examples: Working on a board/commission, volunteering for some service in the community such as grant writing, kick off events, etc.

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8	NCR Indicator Number of participants reporting new leadership roles and opportunities undertaken	(Action Outcome - Change in Behavior) Count of individuals who have reported taking on a new leadership role as a result of participating in at least one of the Purdue Extension CD program activities. New leadership roles may include formal (e.g. board member) or informal (e.g. advocate, group leader).
9	CD Indicator Number of individuals reporting the use of data items provided by PCRCD/CD for decision-making	(Action Outcome) Count of individuals directly using data provided by Purdue Extension/ PCRCD in any decision making capacity.
COMMUNITY-RELATED OUTCOMES		
10	CD Indicator Number of community or organizational plans/policies that used data items/products provided	(Action Outcome) Count number of community, organizational or economic development plans/policies directly using data provided by Purdue Extension/ PCRCD. Includes formally adopted plans by official agencies as well as strategies.
11	NCR Indicator Number of community or organizational plans/policies developed	(Action Outcome) Count number of community, organizational or economic development plans/policies developed as a result of a Purdue Extension CD program activities. Includes formally adopted plans by official agencies as well as strategies.
12	NCR Indicator Number of community or organizational plans/policies adopted and/or implemented	(Action Outcome) Count community, organizational or economic development plans/policies wholly or partially adopted or implemented as a result of a Purdue Extension CD program activities. Includes formally adopted plans by official agencies as well as strategies.
13	NCR Indicator Dollar value of grants and resources leveraged/generated by communities	(Economic Impact) The dollar value of grants, contracts, and in-kind investments garnered as a result of a Purdue Extension CD program activities
14	CD Indicator Number of networks, partnerships or collaborations created	(Social/Economic Impact) Count of formal or informal groups/organizations, partnerships or collaborations that have formed as a result of Purdue Extension CD program activities
BUSINESS-RELATED OUTCOMES		
15	NCR Indicator Number of business plans developed	(Action Outcome) Count of formal business plans and informal strategic changes as a result of Purdue Extension CD program activities.

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16	NCR Indicator	No. of businesses created
		(Economic Impact) Count of new business startups or firms that moved into the area as a result of Purdue Extension CD program activities.
17	NCR Indicator	No. of jobs created
		(Economic Impact) Count of new jobs in the area as a result of Purdue Extension CD program activities.
18	NCR Indicator	No. of jobs retained
		(Economic Impact) Count of existing jobs that were at risk, and were protected as a result of Purdue Extension CD program activities.
19	NCR Indicator	Dollar value of resources leveraged by businesses
		(Economic Impact) The dollar value of loans and investments leveraged by businesses as a result of Purdue Extension CD program activities.
20	NCR Indicator	Dollar value of efficiencies and savings
		(Economic Impact) The dollar value of savings through improved processes and approaches as a result of Purdue Extension CD program activities.
VOLUNTEER INVESTMENTS		
21	NCR Indicator	Number of volunteer hours for community generated work
		(Economic/Civic Impact) Count of volunteer hours directly or indirectly leveraged by individuals participating in the Purdue CD programs.
22	NCR Indicator	Dollar value of volunteer hours leveraged to deliver programs (Independent Sector value)
		(Economic Impact) The dollar value generated by multiplying the hours volunteered by individuals participating in the Purdue CD program by the estimated value of volunteer time (include volunteer hours required for certification). {Total \$ value = (count total number of hours volunteered by individuals)* (estimated value ~\$24.14 [2016 estimated value])}
23	NCR Indicator	Dollar value of organization and/or community-generated volunteer hours (based on Independent Sector hr. value)
		(Economic Impact) The dollar value generated by multiplying the volunteer hours indirectly leveraged by individuals (Example: person receiving training recruits additional volunteers) participating in the Purdue CD program by the estimated value of volunteer time (include volunteer hours required for certification). {Total \$ value = (count total number of hours volunteered by individuals)* (estimated value ~\$24.14 [2016 estimated value])}

General principle: Attribution - Someone from outside Extension must be willing to state the program produced the result.

Independent Sector Value of Time: https://www.independentsector.org/volunteer_time

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