

04/20/2015

## Outcome Indicators in Digital Measures

### Short term with Learning Events

“Outcome Indicators” are statements created from the Outcomes/Impacts posted on logic models. These indicators are used to capture key results of Extension efforts.

Select outcome indicator(s) only if event is complete and results are in hand as reported for this month, and enter the number. If learning event has multiple sessions over time greater than a month, you may choose to put outcome indicators only in the month with the last reported session of the learning event, or, you may report the outcome indicators with an impact statement.

### Medium and Long-term with Impact Statements

Select the outcome indicator(s) for this program or project and provide the number, but don't duplicate these if you have or another team member has already reported outcome indicators elsewhere.

### Outcome Indicators

Pulling from the logic models for the Program Area Themes, here is a listing of outcome indicators.

### ANR

Short-term ANR outcome indicators are written to capture the knowledge that participants gain, the understanding of skills and practices, and their intent or plan to take action or change behavior.

For short-term ANR outcome indicators, look to report them in LEARNING EVENTS in Digital Measures.

<b>ANR - Outcome Indicators</b>
<b>Diversified Food and Farming Systems</b>
# of programs directed at diversified farming
# of programs for diversified ag resulting from coordination within Purdue Extension (campus & field) and with outside agencies
# of farmers/food producers joining networks including FB, Mail Chimp, Food Hub Listserv, etc.
% increased attendance at Small Farms Conference and other related events
# of new producers at Small Farms Conference and other related events
# of farmers/food producers who learn about diversified farming
# of partner agencies coordinating with Purdue Extension on available assistance for diversified ag
# of farmers/food producers who learn about available assistance
# of people who learned about role of diversified agriculture in a local food system
# of farmers/food producers using online and other means to source local food for use, either personally or commercially, such as Indiana Grown, food-hub.org, locallygrown.org
<b>Field Crops</b>
# of participants informed about field crops
# of youth informed about field crops
# of participants informed about crop production issues
# of participants informed about agronomic issues
# of participants informed about agronomic technologies
# of participants informed about agronomic management practices
<b>Livestock</b>
# of participants informed about livestock
# of youth informed about livestock
# of participants informed about modern livestock production issues
# of participants informed about livestock technologies
# of participants informed about livestock management practices
# of individuals who learn about food safety (prevention, detection, control and intervention technologies) with livestock and poultry

<b>Farm &amp; agribusiness management</b>
# of participants informed about financial management of agricultural operations
# of participants informed about risk management strategies for their operations
# of participants informed about commodity marketing strategies
# of participants informed about developing effective written leases and contracts
# of participants informed about starting new agricultural business ventures
# of farms informed about succession planning
<b>Natural resources</b>
# participants gain knowledge in ecosystem services & functions literacy in terms of products, regulating services, cultural services, and social services
# participants gain knowledge in different management options when restoring, conserving, and over-using ecological resources
# of first detectors trained in early detection & rapid response of plant pests, animal pests and diseases (e.g. invasive plant species)
# participants gain knowledge in sustainable energy, woody biomass, biofuels
# of new biofuels technologies developed
# of participants increased knowledge of biofuels production / harvesting / storage systems
# of new biofuels production / logistic practices developed
# of participants gain knowledge in management practices for biofuels production / harvesting / storage systems
# participants aware of how to assess ecosystem health and sustainability to monitor ecosystem services, and to communicate the results
# participants who intend to adopt ecosystem practices
# participants who indicate they can apply a decision-support tool to make decisions and take actions on ecosystem health and sustainability
# of decision tools available for sustainable biofuels and bioproducts systems
# of producers gained knowledge of decision models for sustainable biofuels and bioproducts systems
# of policy makers gained knowledge of decision models for sustainable biofuels and bioproducts systems
# of new assessment and management tools developed, including models and measurements of greenhouse gas emissions
# of climate relevant social media products, web-based products and communication tools (smart phone apps, Facebook, Twitter)
# of new climate relevant databases, monitoring systems, and inventories managed or under development
# of participants that increase knowledge of management practices under climate variability and change
<b>Horticulture</b>
# of participants informed about horticulture, turf, and the environment
# of participants informed about leadership skills
# of participants informed about strategies for protecting/improving the environment
# of participants informed about recognizing food safety risks and solutions
# of participants with increases in networking and communication
# of new or improved innovations developed for food enterprises
<b>Food &amp; Farm Safety/Security</b>
# of youth informed about farm safety
# of participants informed about farm safety
# of youth informed about safe food handling & processing
# of participants informed about safe food handling & processing
# of growers, producers, and food workers completing GAPs, GMPs, HACCP, food safety certification (like ServSafe), and on farm BMP programs to increase food safety
# of youth informed about farming opportunities or resources for individuals with special requirements
# of participants informed about farming opportunities or resources for individuals with special requirements
# of food producers, processors, and handlers informed about food safety issues
# of youth informed about Agriculture Emergency Plan Development
# of participants informed about Agriculture Emergency Plan Development
# of communities informed about Agriculture Emergency Plan Development
# of youth informed about who to contact if a food safety issue arises at their farm/facility
# of participants informed about who to contact if a food safety issue arises at their farm/facility
# of participants informed about emergency response and their possible roles

Medium and Long-Term – Through follow-up evaluation efforts, ANR outcome indicators capture the adoption of practices or changes in behaviors. Long-term outcome indicators refer to condition, social, economic, civic and environmental impacts.

For ANR medium or long-term, look to report these outcome indicators in IMPACT STATEMENTS in Digital Measures.

<b>ANR - Outcome Indicators (Medium and Long-Term)</b>
<b>Diversified Food and Farming Systems</b>
# of producers (and other members of the food supply chain) that have increased revenue
# of new or improved value-added products leading to greater food system diversity that can be sold by producers (and other members of the food supply chain)
# of commodity farms that diversify into local market farming enterprises
# of acres that incorporate ecosystem services and/or biodiversity considerations
# of producers indicating adoption of recommended practices
# of producers reporting reduction in fertilizer used/acre
# of producers reporting increased dollar returns per acre or reduced costs per acre
# of acres in conservation tillage or other BMP
# of innovations adopted in food enterprises including production, allied services, processing, and distribution
# of new or improved innovations developed for food enterprises
# of new or improved value-added products that can be sold by producers (and other members of the food supply chain)
# of new or improved innovations developed for food enterprises
# of existing farmers markets that expand and/or improve their offering of healthy foods
# of existing corner stores that expand and/or improve their offering of healthy foods
# of existing school food programs and other food options (vending machines, school events, etc.) that expand and/or improve their offering of healthy foods
# of existing grocery stores that expand and/or improve their offering of healthy foods
# of other existing systems/access points, not noted, that expand and/or improve their offering of healthy foods
# of total existing systems (if not reported above), that expand and/or improve their offering of healthy foods
# of new farmers markets offering healthy foods
# of new corner stores offering healthy foods
# of new school food programs and other food options (vending machines, school events, etc.) offering healthy foods
# of new grocery stores offering healthy foods
# of other new systems/access points, not noted, offering healthy foods
# of total new systems (if not reported above), offering healthy foods
# of new or improved innovations developed for food enterprises.
# of new or improved value-added products that can be sold by producers (and other members of the food supply chain)
# of food councils and institutes created to promote practical food systems policies
# of producers who used training from Purdue, and other institutions to develop technical skills (i.e. Vermont Food Hub manager training; Farmer's Market Manager Badges)
# of research and extension advisory councils and boards
# of food policy decisions informed by university research and extension
# of constraints removed in food production, processing, and distribution by policy makers
# of incentives implemented for food production, processing, and distribution by policy makers
# increased successful and # diversified farm operations tracked by Ag Census, food businesses by state data, success will need to be measured by survey
# increased access of beginning farmers to more experienced farmers via participation and long-term support from Purdue for beginning farmers – initial three year program, identification of 'beginning' label, etc.
# of producers (and other members of the food supply chain) that have increased revenue
Increased # of Indiana products in supermarkets, number of vendors at farmers' markets, CSA's, food hubs, greater purchasing by institutions, restaurants, grocers and consumers
Increase in direct sales \$ value in Ag census and subsequent local food surveys by USDA
Increased # jobs in distribution, storage, marketing, sales and production of local food
# of food councils and institutes created to promote practical food systems policies
# of research and extension advisory councils and boards
# of food policy decisions informed by university research and extension
# of constraints removed in food production, processing, and distribution by policy makers
# of incentives implemented for food production, processing, and distribution by policy makers
Increased # coordination of education and technical support from campus to county, county to client and campus to client, unified online presence for assistance, research being performed in local food systems, interdisciplinary work for local food research and teaching on campus
<b>Field Crops</b>
# of participants who self-report that they adopted a recommended practice for their operation

# of participants who self-report that they adopted fertilizer and pesticide recommendations for field crops
# of participants that adopted changes to their farm to make them more resilient to climate change
# of producers indicating adoption of recommended technologies for agronomic crops
# of producers indicating adoption of recommended management practices for agronomic crops
# of reduction in pesticide spills or drift complaints
# of producers indicating increased dollar returns per acre and/or reduced costs per acre due to adopted agronomic practices
# of producers indicating increased dollar returns per acre due to overall crop quality improvement
# of routine water quality tests of major water bodies and tributaries showing a decrease in soil particles and agriculturally-related chemicals of concern
<b>Livestock</b>
# of participants who self-report that they adopted a recommended technology for their farm/business
# of participants who self-report that they adopted a recommended management practice for their farm/business
# of youth seeking careers in livestock industry
# of improved prevention, detection, control and intervention technologies adopted
# of participants who self-report an expanded network of contacts/resources
# of producers reporting decreased production cost per unit of output, increase value per unit of output, and increase profitability
# of participants reporting improved livestock and poultry wellbeing
# of producers reporting they have started a new operation or have expanded their operation
# of producers reporting adopted technologies and practices assisted them in remaining/becoming compliant
<b>Farm &amp; agribusiness management</b>
# of participants reporting they adopted a practice to monitor financial ratios
# of participants conducting risk assessments
# of participants reporting a new or revised commodity marketing strategy
# of participants reporting the adoption of written land leases
# of participants evaluating new business ventures
# of producers reporting improved financial position
# of contingency plans written
# of participants reporting better tenant/landlord relationships
# of successful new ventures formed
# of farms successfully passed to next generation
<b>Natural resources</b>
# of ecosystem service valuation plans created or revised
# of participants adopt use of decision-support tool for ecosystem service valuation
# of management plans created for financial and ecological value of "free" services provided by ecosystems
# of participants / stakeholders adopted best management practices for biofuels production / harvesting / storage systems
# of acres incorporate ecosystem services and/or biodiversity considerations
# of participants employ climate adaptation strategies in natural ecosystems, including strategies for biodiversity
# of acres under recommended adaptation strategies for natural resources management
# of landowners / agencies adopt best management practices for maintenance of locally-valued ecosystem services
# of participants adopt recommended adaptation strategies for natural resources management
# of agencies / organizations / communities incorporate climate-based management practices in community development
# of participants adopted recommended climate mitigation practices (e.g., water use efficiency, carbon sequestration, reducing carbon and energy footprint)
# of acres under recommended climate mitigation practices (e.g., water use efficiency, carbon sequestration)
# of acres employing best management practices for ecosystem conservation
% of privately owned agricultural acreage retained during landowner succession due to educational interventions. Refers to working lands, nonworking lands, and other landscape components, like rangeland, forestland, cropland, conservation lands, wetlands, water bodies, riparian areas, etc.
# of graduate students working in biofuels labs
# of biofuels workers trained
# of visitors to local open spaces, parks, etc.
\$ of property values increase adjacent to parks / open spaces
\$ of local/county investment in management and conservation of natural resources
# of businesses (eco-tourism/recreation/forestry)
# of policies and guidelines that reflect the conservation and management of ecological resources for future generations
# of agencies / organizations / communities that adopted recommended climate mitigation practices and policies (e.g., applied water conservation policies)
<b>Horticulture</b>
# of participants adopt recommended practices for horticulture and the environment
# of participants who volunteer

# of participants who grow leadership ability
% increase in number of and membership in associations
% increase in number of volunteers
# of viable technologies developed or modified for the detection and characterization of food supply contamination from foodborne threats.
# of children and youth who reported eating more of healthy foods
# of participants adopting best practices and technologies resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
Reduced negative environmental impact due to horticultural operations
Increased quality and supply of Indiana-produced horticultural products
<b>Food &amp; Farm Safety/Security</b>
# of participants who self-report that they adopted a recommended safety practice
# of food producers, processors, and handlers self-report they assess their farms or respective areas of activity for risks of microbial contamination
# of food producers, processors, and handlers who self-report they assess their farms or respective areas of activity for critical control points (this includes chemical, physical, and biological contamination) contamination
# of participants self-report they develop Farm Emergency Plans
# of communities that develop/enhance their ESF-11, Agriculture and Natural resources component of their Comprehensive Emergency Management Plan
# food producers, processors, and handlers implement interventions and processes that reduce risk of microbial contamination
# of communities participating in ag-related emergency exercises