

# Ready! DM Changes on the Learning Events screen to capture delivery via technology

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June 1, 2020

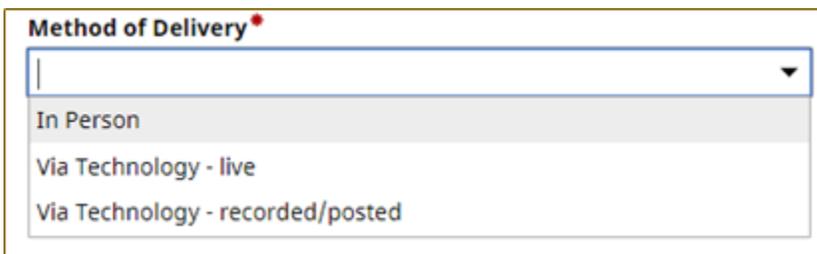
Dear Extension Educators, Faculty and Specialists,

Hope you are safe and well. The DM Learning Events screen has been changed to better report our virtual delivery of programs. It is ready now. This new paradigm for documenting learning events with a heightened focus on instruction delivery via technology will be effective starting January 1, 2020.

- Changes to the *Data Fields* and *Help Tips* are ready on the Learning Events screen. Instructions are below.
- Drop-in help sessions via ZOOM are scheduled and listed at the end of this document.
- If you have questions, please email [DMhelp@lists.purdue.edu](mailto:DMhelp@lists.purdue.edu).

Here are the changes to, and instructions for, the Learning Events screen:

## Method of Delivery \* (this is expanded to 2 types of technology)



The image shows a screenshot of a web form titled "Method of Delivery" with a red asterisk. Below the title is a dropdown menu with a downward arrow on the right. The menu is open, showing three options: "In Person", "Via Technology - live", and "Via Technology - recorded/posted".

Select "in person" if you presented the program face-to-face and live.

- Participants are known through registration, sign-in, evaluation or other process – direct contacts.

Select "via technology – live" if you used a videoconferencing system to “broadcast” the event in real time, where participants could attend and interact (chat, use audio, polls, etc.).

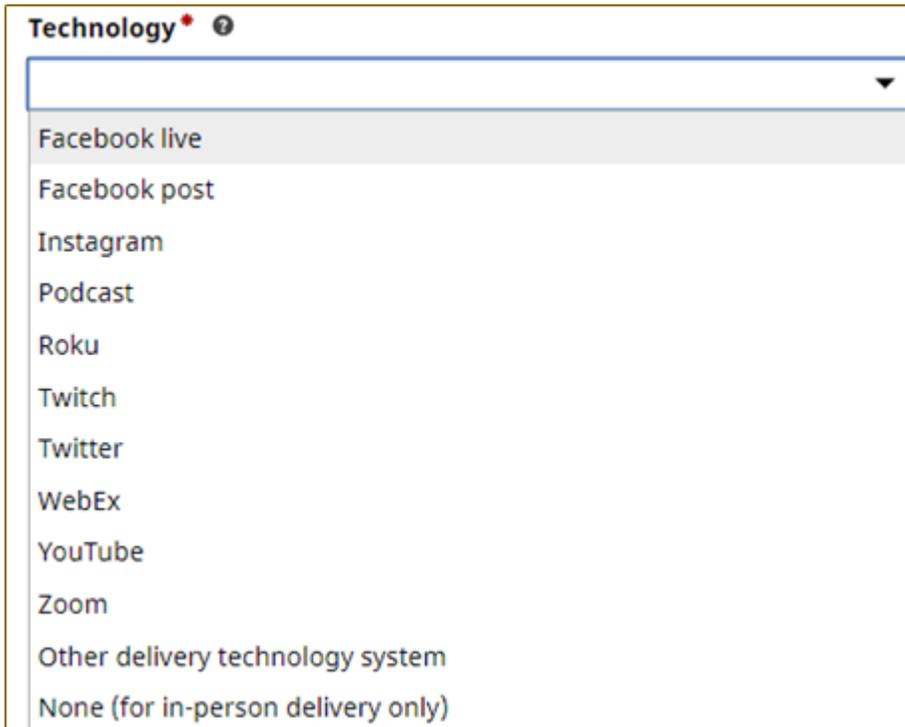
- This is **synchronous** – instructor and participant attending at the same time.
- Participants are potentially known through registration, log-in, evaluation or other process – direct contacts.

Select "via technology – recorded/posted" if you recorded instruction and then made it available online for the public to access.

- This is **asynchronous** – instructor and participant are not together at the same time, that is, online recorded instruction is made accessible and available to participants when they choose.
- Participants are not known – indirect contacts.
- Determine indirect contacts by the number of participants who interacted with the recorded/posted instruction in the month following the date it was posted. Select one of the analytics appropriate to the technology/system that was used to post the instruction - hits, views, likes, comments, shares, etc.

## Technology \* (this is to identify technology used)

Select the technology that you used for instruction delivered “via technology – live” or “via technology – recorded/posted.” For “in person delivery,” select NONE.



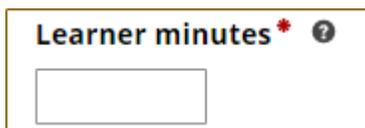
The image shows a dropdown menu titled "Technology" with a red asterisk and a help icon. The menu is open, showing a list of options: Facebook live, Facebook post, Instagram, Podcast, Roku, Twitch, Twitter, WebEx, YouTube, Zoom, Other delivery technology system, and None (for in-person delivery only). The "Facebook live" option is currently selected and highlighted in grey.

## Learner minutes \* (This is a replacement for learner hours)

Put total number of minutes, rounded to whole number, for the instruction provided. This is the amount of time that learners could attend, participate in, or interact with, the instruction you delivered in person, via technology - live, or via technology - recorded/posted.

If you are entering data for multiple learner sessions, you would add up the minutes for each session and put the total minutes. For example:

- If the learner session is 1, the total minutes of instruction would be 30.
- If the learner sessions are 2, the total minutes of instruction would be 60. (2 sessions of 30 minutes each.)



The image shows a text input field titled "Learner minutes" with a red asterisk and a help icon. The input field is empty and has a light blue border.

- These are minutes of instructions provided for the attendees, not the time for you to setup, prepare, etc.
- If reporting a camp, conference or large, collaborative event with breakout sessions or multiple kinds of activities, please focus on the instruction/education time of that event. If on day one, the instruction occurred between 1:00 and 4:00 – that would be 180 minutes (3 hours). Look at the second day, etc., and do the same, then total those minutes. Do not calculate the minutes for social activities, meals, overnight, travel, and so on, as learner minutes.
- The general ratio is 1 session to 480 minutes (8 hours). There are a few exceptions to this (e.g., 4-H statewide events on campus).

## Direct Contacts (for delivery in person or via technology - live) (this is adding "unknown")

- Direct contacts are the number of attendees of your learning event. You are to report youth (under 18 years), adult (18 or older), gender, ethnicity, and race.
- Use your pre-registration, onsite check-in, sign-in sheet, attendance, CVENT registration, log-in, technology/system questions or polls, evaluation, Qualtrics survey or other processes to ask the standard demographic questions to help you gather information. Standard demographic questions are [here](#). A Qualtrics version is available. DO NOT GUESS THE DEMOGRAPHIC INFORMATION.
- If some of your attendees do NOT respond to the standard demographic questions, you will mark them as UNKNOWN. If all your attendees are youth, use UNKNOWN YOUTH to put that number. If all your attendees are adults, use UNKNOWN ADULT to put that number. If you do not know your attendees to be youth or adult, use UNKNOWN to put that number. DO NOT GUESS THE DEMOGRAPHIC INFORMATION.
- You count contacts for every session of your event. If your event met twice this month, you would count contacts at session one and count contacts at session two, add them up, and put the total in this listing. In other words, if attendees were at session one, and at session two, they would be counted twice.
- As you look at your reported numbers in this chart, if you were to total all contacts reported in the Ethnicity section (Not Hispanic/Latino, Hispanic/Latino, Unknown Ethnicity), that total would match the total number reported in the Race section.

Direct Contacts (for delivery in person or via technology - live) <sup>Ⓢ</sup>			
Ethnicity			
Not Hispanic or Latino			
Youth, Male	Youth, Female	Adult, Male	Adult, Female
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hispanic or Latino			
Youth, Male	Youth, Female	Adult, Male	Adult, Female
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Unknown Ethnicity			
Unknown Youth	Unknown Adult	Unknown	
<input type="text"/>	<input type="text"/>	<input type="text"/>	

Race			
White			
Youth, Male	Youth, Female	Adult, Male	Adult, Female
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Black or African American			
Youth, Male	Youth, Female	Adult, Male	Adult, Female
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
American Indian or Alaska Native			
Youth, Male	Youth, Female	Adult, Male	Adult, Female
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Asian			
Youth, Male	Youth, Female	Adult, Male	Adult, Female
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Native Hawaiian or Other Pacific Islander			
Youth, Male	Youth, Female	Adult, Male	Adult, Female
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Some other race			
Youth, Male	Youth, Female	Adult, Male	Adult, Female
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Two or more races			
Youth, Male	Youth, Female	Adult, Male	Adult, Female
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Unknown Race			
Unknown Youth	Unknown Adult	Unknown	
<input type="text"/>	<input type="text"/>	<input type="text"/>	

## Indirect Contacts (for delivery via technology - recorded/posted ONLY) (new category added for instruction that is recorded and posted for asynchronous viewing)

You will determine indirect contacts by the number of participants who interacted with the recorded/posted instruction in the month following the date you posted it. Select one of the analytics appropriate to the technology/system that you used to post the instruction - hits, views, reach, likes, comments, shares, etc. (You would probably choose the largest of those numbers.)

**Indirect Contacts (for delivery via technology - recorded/posted ONLY)**

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Indirect Contacts

NEXT:

Q: What about when I post a document with educational information online? How do I report that activity?

A: That will not be a learning event as there are no “minutes” of instruction to capture. Instead, this will be reported on the Other Activities screen for indirect contacts.

## NEXT DM REVISION IN PROCESS:

And, as a result, the next step in DM revisions is to update the Other Activities screen to better capture indirect contacts via technology for posting static documentation of educational information. This is in process. Thanks for your patience as we work to update our reporting in a live system!

DM LOGIN IS HERE:

<https://ag.purdue.edu/arge/digitalmeasures/>

HELP IS AVAILABLE:

Send an email to [DMhelp@lists.purdue.edu](mailto:DMhelp@lists.purdue.edu) with your questions.

Drop-in sessions via ZOOM

Just stop in ZOOM during the open times and get answers to your questions.

Join Zoom Meeting - <https://zoom.us/j/4584131432?pwd=Q052MIU0Ty9XUVViNXBNN0RaMnZWZz09>

Meeting ID: 458 413 1432

Password: 274688

(All times are ET)

Tuesday - June 2, 10:00 – noon

Wednesday - June 3, 2:00 – 4:00

Thursday - June 4, 2:00 – 4:00

Thursday – June 11, 2:00 – 4:00

Wednesday – June 17 2:00 – 4:00

Thursday – June 25, 2:00 – 4:00

Thursday – July 9, 10:00 – noon

This information is posted on the HUB - <https://extension.purdue.edu/hub/extension-metrics/>