August 6, 2020

Dear Extension Educators,

Hope you are safe and well. With your annual performance evaluation deadline coming soon, and due to all the changes in Digital Measures (DM), I wanted to share some information with you to help you in documenting your work.

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Strategic Initiatives Coordinator

## Digital Measures Help Sessions

Several dates and times are scheduled during August for drop-in help sessions via ZOOM to assist Educators entering data and running reports in DM. Bring your questions and join the ZOOM session that fits your schedule.

ZOOM - https://us02web.zoom.us/j/5182077644?pwd=M051V1RBZmpRMGRmeU4vUGtSa1Y4QT09

(All times are ET)

Aug 11, 10-noon

Aug 18, 10-noon

Aug 20, 1:30-3:30

Aug 25, 10-noon

Aug 26, 10-noon

Aug 27, 1:30-3:30

Aug 31, 10-noon

Aug 31, 1:30-3:30

## Help

- DM Instructions for the Learning Events screen have been updated: https://ag.purdue.edu/arge/digitalmeasures/wp-content/uploads/2020/07/DM-INSTRUCTIONS-Learning-Events.2020.06.30.pdf
- All HELP TIPS on the Learning Events screen have been updated. Click on those question marks!
- Email DMhelp@lists.purdue.edu with your questions.

**LIST OF REMINDERS related to all the changes that have occurred this spring**

## Summary Report

The Summary Report that Educators run in Digital Measures is under construction now, to catch up on all the screen changes we made to the learning events. Anyone running that report will not see the new information, and may see a lot of yellow highlight indicating errors because the report is still being rebuilt. We are expecting the report to be ready soon and will communicate when it is ready.

## January 1, 2020

All changes in DM will be effective January 1, 2020. Educators are encouraged to go back to January 1 and review all data entered on the Learning Events and Other Activities screens to update/correct the information based on the changes made this spring.

## LEARNING EVENTS - Method of Delivery

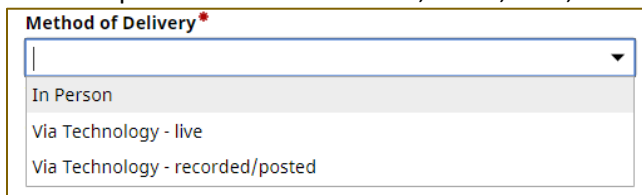Select "in person" if you presented the program face-to-face and live.

• 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.
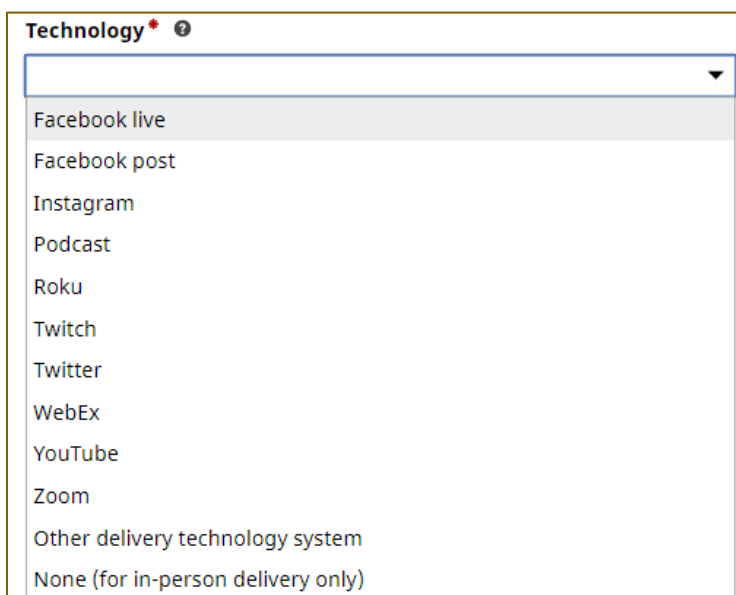
• This is **asynchronous** – instructor and participant are not together at the same time, that is, online recorded instruction is made accessible and available to participants when they choose.
• Participants are not known – indirect contacts.
• Determine indirect contacts by the number of participants 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.

**Method of Delivery** *

| |
|---|
| In Person |
| Via Technology - live |
| Via Technology - recorded/posted |

## Technology

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

**Technology** * ?

| |
|---|
| Facebook live |
| Facebook post |
| Instagram |
| Podcast |
| Roku |
| Twitch |
| Twitter |
| WebEx |
| YouTube |
| Zoom |
| Other delivery technology system |
| None (for in-person delivery only) |

# Learner minutes *

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.)

**Learner minutes** *  ❓

- These are minutes of instructions provided for the participants/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)

- Direct contacts are the number of participants/attendees of your learning event. You are to report youth (under 18 years), adult (18 or older), gender, ethnicity, and race.
- If some of your participants/attendees do NOT respond to the standard demographic questions, you will mark them as UNKNOWN. If all your participants/attendees are youth, use UNKNOWN YOUTH to put than number. If all your participants/attendees are adults, use UNKNOWN ADULT to put that number. If you do not know your participants/attendees to be youth or adult, use UNKNOWN to put that number. DO NOT GUESS THE DEMOGRAPHIC INFORMATION.

**Direct Contacts (for delivery in person or via technology - live)** ❓

**Ethnicity**

Not Hispanic or Latino

| Youth, Male | Youth, Female | Adult, Male | Adult, Female |
|---|---|---|---|
| | | | |

Hispanic or Latino

| Youth, Male | Youth, Female | Adult, Male | Adult, Female |
|---|---|---|---|
| | | | |

Unknown Ethnicity

| Unknown Youth | Unknown Adult | Unknown |
|---|---|---|
| | | |

## Race

### White

| Youth, Male | Youth, Female | Adult, Male | Adult, Female |
| --- | --- | --- | --- |
| | | | |

### Black or African American

| Youth, Male | Youth, Female | Adult, Male | Adult, Female |
| --- | --- | --- | --- |
| | | | |

### American Indian or Alaska Native

| Youth, Male | Youth, Female | Adult, Male | Adult, Female |
| --- | --- | --- | --- |
| | | | |

### Asian

| Youth, Male | Youth, Female | Adult, Male | Adult, Female |
| --- | --- | --- | --- |
| | | | |

### Native Hawaiian or Other Pacific Islander

| Youth, Male | Youth, Female | Adult, Male | Adult, Female |
| --- | --- | --- | --- |
| | | | |

### Some other race

| Youth, Male | Youth, Female | Adult, Male | Adult, Female |
| --- | --- | --- | --- |
| | | | |

### Two or more races

| Youth, Male | Youth, Female | Adult, Male | Adult, Female |
| --- | --- | --- | --- |
| | | | |

### Unknown Race

| Unknown Youth | Unknown Adult | Unknown |
| --- | --- | --- |
| | | |

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

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)**
❷

**Indirect Contacts**

# Number of adult volunteers

If at your learning event, you had ADULT volunteers helping with the activities, you would report the number of volunteers. If you did not have volunteers, leave this blank.

# Number of adult volunteer minutes

If at your learning event, you had volunteers helping with the activities, you would report the total minutes the volunteers worked at the event. For example, if you had

For 3 adult volunteers helping at your learning event that was 120 minutes long, that would be 3 adult volunteers x 120 minutes = 360 minutes.

**Number of adult volunteers** ❓

**Number of adult volunteer minutes** ❓

## COVID

Here are the instructions for tagging your *Learning Events* or *Impact Statements* as being related to COVID -
https://extension.purdue.edu/hub/wp-content/uploads/2020/04/Reporting-in-DM-during-COVID.pdf

## OTHER ACTIVITIES

Indirect contacts are documented as "via technology" or "in person".

**Via technology - Indirect Contacts (HF)** ❓        **In-person - Indirect Contacts (HF)** ❓