

UPDATED - SUMMER 2020

Purdue Extension - Community Development				
Impact Indicators		Definition		Questions
OUPUTS				
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.	https://extension.purdue.edu/hub/extension-metrics/
1b	NCR Indicator	Number of racial minority contacts	Count of contacts (as above) who self-report as non-white	https://extension.purdue.edu/hub/extension-metrics/
1c	NCR Indicator	Number of Hispanic contacts	Count of contacts (as above) who self-report ethnicity as Hispanic or Latino	https://extension.purdue.edu/hub/extension-metrics/
DATA-RELATED OUTPUTS				
CD2	CD Indicator	Number of unique PCRD/CD generated data items/reports provided to decision-makers	Count of unique data reports generated by PCRD/CD provided to individuals, organizations or agencies.	Monitoring/Recordkeeping
CD3	CD Indicator	Number of organizations/agencies receiving data items provided by PCRD/CD	Count of organizations/agencies receiving data reports provided by PCRD or Purdue Extension (such as Data SnapShots, housing data, industry clusters information, local government data, etc.)	Monitoring/Recordkeeping
CD4	CD Indicator	Number of individuals receiving data items provided by PCRD/CD	Count of individuals receiving data reports provided by PCRD or Purdue Extension (such as Data SnapShots, housing data, industry clusters information, local government data, etc.)	Monitoring/Recordkeeping
INDIVIDUAL-RELATED OUTCOMES				
CD5	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.	<p>Q: As a result of receiving the ____ Data Report(s) from Purdue Extension, I learned something that I didn't know before. SD D N A SA</p> <p>Report to Outcome: Count the Agree and Strongly Agree responses.</p>
CD6	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.	<p>Q: As a result of this Purdue Extension CD program, I learned something new that I didn't know before about _____. SD D N A SA</p> <p>Q: As a result of this Purdue Extension CD program, I learned new skills of _____ that I didn't know before. SD D N A SA</p> <p>Report to Outcome: Count the Agree and Strongly Agree responses.</p>
CD7	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.	<p>Q: As a result of participating in the Purdue Extension CD Program, in the ____ months since that program, have you taken on a new volunteer role?</p> <p>__ No, I have not taken on a new volunteer role.</p> <p>__ No, but I have been thinking about taking on a new volunteer role.</p> <p>__ Yes, I have taken on a new volunteer role.</p> <p>If yes, what volunteer role have you been doing? _____</p> <p>Report to Outcome: Count the "Yes, I have taken on a new volunteer role" responses. (Use the "what volunteer role have you been doing" to add narrative about types of volunteer roles in your impact statement.)</p>

UPDATED - SUMMER 2020

Purdue Extension - Community Development

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NC8	NCR Indicator	Number of participants reporting new leadership roles and opportunities undertaken	<p>(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).</p> <p>Q: As a result of participating in the Purdue Extension CD Program, in the ____ months since that program, have you taken on a new leadership role? <input type="checkbox"/> No, I have not taken on a new leadership role. <input type="checkbox"/> No, but I have been thinking about taking on a new leadership role. <input type="checkbox"/> Yes, I have taken on a new formal leadership role (e.g., board member). <input type="checkbox"/> Yes, I have taken on a new informal leadership role (e.g., advocate, group leader). If yes, you have a role, what leadership role have you been doing? _____</p> <p>Report to Outcome: Count the "Yes, I have taken on a new (formal AND informal) leadership role" responses. (Use the "what leadership role have you been doing" to add narrative about types of leadership roles in your impact statement.)</p>
CD9	CD Indicator	Number of individuals reporting the use of data items provided by PCR/D/CD for decision-making	<p>(Action Outcome) Count of individuals directly using data provided by Purdue Extension/ PCR/D in any decision making capacity.</p> <p>Q: As a result of participating in the Purdue Extension CD Program, in the ____ months since that program, have you used data provided by Purdue Extension/PCR/D in any decision making capacity? <input type="checkbox"/> No, I have not used the data. <input type="checkbox"/> No, but I have been thinking about using the data. <input type="checkbox"/> Yes, I have used the data for decision making. If yes, you have used the data, what decisions were you making? _____</p> <p>Report to Outcome: Count the "Yes, I have used the data for decision making" responses. (Use the "what decisions were you making" to add narrative about types of decision making in your impact statement.)</p>

UPDATED - SUMMER 2020

Purdue Extension - Community Development			
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COMMUNITY-RELATED OUTCOMES			
CD10	CD Indicator	Number of community or organizational plans/policies that used data items/products provided	<p>(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.</p> <p>Q: As a result of participating in the Purdue Extension CD Program, in the ____ months since that program, have you used data provided by Purdue Extension/PCRCD to develop plans or policies? <input type="checkbox"/> No, I have not used the data. <input type="checkbox"/> No, but I have been thinking about using the data. <input type="checkbox"/> Yes, I have used the data for developing plans/policies.</p> <p>If yes, you have used the data, what plans, policies or strategies have you developed? <input type="checkbox"/> community plans, policies or strategies <input type="checkbox"/> organizational plans, policies or strategies <input type="checkbox"/> economic development plans, policies or strategies <input type="checkbox"/> other _____</p> <p>Please describe the plans/policies/strategies you have developed. _____</p> <p>Report to Outcome: Count the "Yes, I have used the data for developing plans/policies" responses. (Use the "what plans, policies or strategies have you developed" and "please describe" to add narrative about the types of plans/policies/strategies developed in your impact statement.)</p>
NC11	NCR Indicator	Number of community or organizational plans/policies developed	<p>(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.</p> <p>Q: As a result of participating in the Purdue Extension CD Program, in the ____ months since that program, have you developed any plans or policies? <input type="checkbox"/> No, I have not developed any plans or policies. <input type="checkbox"/> No, but I have been thinking about developing plans or policies. <input type="checkbox"/> Yes, I have developed plans/policies.</p> <p>If yes, you have developed plans/policies, what plans, policies or strategies have you developed? <input type="checkbox"/> community plans, policies or strategies <input type="checkbox"/> organizational plans, policies or strategies <input type="checkbox"/> economic development plans, policies or strategies <input type="checkbox"/> other _____</p> <p>Please describe the plans/policies/strategies you have developed. _____</p> <p>Report to Outcome: Count the "Yes, I have developed plans/policies" responses. (Use the "what plans, policies or strategies have you developed" and "please describe" to add narrative about the types of plans/policies/strategies developed in your impact statement.)</p>

UPDATED - SUMMER 2020

Purdue Extension - Community Development

Impact Indicators			Definition	Questions
NC12	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.	<p>Q: As a result of participating in the Purdue Extension CD Program, in the ____ months since that program, have you adopted/implemented any plans or policies? ___No, I have not adopted/implemented any plans or policies. ___Yes, I have partially adopted/implemented plans or policies. ___Yes, I have wholly adopted/implemented plans or policies.</p> <p>If yes, you have adopted/implemented, what plans, policies have you adopted/implemented? ___community plans, policies or strategies ___organizational plans, policies or strategies ___economic development plans, policies or strategies ___other _____</p> <p>Please describe the plans/policies/strategies you have adopted/implemented. _____</p> <p>Report to Outcome: Count the "Yes, I have (partially AND wholly) adopted/implemented plans or policies" responses. (Use the "what plans, policies or strategies have you adopted/implemented" and "please describe" to add narrative about the types of plans/policies/strategies adopted/implemented in your impact statement.)</p>
NC13	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	<p>Q: What is the dollar value of grants, contracts and in-kind investments garnered as a result of the Purdue Extension CD Program? \$ _____</p> <p>If you have grants, contracts or in-kind investments, please describe. _____</p> <p>Report to Outcome: Total the amount reported. (Use the "please describe" to add narrative about the types of funds received in your impact statement.)</p>
CD14	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	<p>Q: How many formal or informal groups, organizations, partnerships or collaborations have been formed as a result of the Purdue Extension CD program activities? # _____</p> <p>If you have formed groups, organizations, partnership or collaborations, please describe. _____</p> <p>Report to Outcome: Total the number reported. (Use the "please describe" to add narrative about the types of funds received in your impact statement.)</p>
CD14a	CD Indicator	Number of community or organizational systems changed or created	(Social/Economic Impact) Count of formal or informal community or organizational systems that have been changed or created as a result of Purdue Extension CD program activities	<p>Q: How many formal or informal community or organizational systems have been changed or created as a result of the Purdue Extension CD program activities? # _____</p> <p>If you have changed or created community or organization systems, please describe. _____</p> <p>Report to Outcome: Total the number reported. (Use the "please describe" to add narrative about the types of funds received in your impact statement.)</p>

UPDATED - SUMMER 2020

Purdue Extension - Community Development

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CD14b	CD Indicator	Number of community or organizational environmental strategies changed or created	(Social/Environmental Impact) Count of formal or informal community or organizational environmental strategies that have been changed or created as a result of Purdue Extension CD program activities	<p>Q: How many formal or informal community or organizational environmental strategies have been changed or created as a result of the Purdue Extension CD program activities? # _____</p> <p>If you have changed or created community or organizational environmental strategies, please describe. _____</p> <p>Report to Outcome: Total the number reported. (Use the "please describe" to add narrative about the types of funds received in your impact statement.)</p>
BUSINESS-RELATED OUTCOMES				
NC15	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.	<p>Q: How many formal business plans or informal strategic changes have resulted from the Purdue Extension CD program activities?</p> <p># _____ formal business plans</p> <p># _____ informal strategic changes</p> <p>If you have formal business plans, please describe. _____</p> <p>If you have informal strategic changes, please describe. _____</p> <p>Report to Outcome: Total the number of formal business plans and informal strategic changes reported. (Use the "please describe" to add narrative about the plans and strategic changes in your impact statement.)</p>
NC16	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.	<p>Q: How many new business startups or firms have moved into the area as a result of the Purdue Extension CD program activities?</p> <p># _____ business startups</p> <p># _____ business firms</p> <p>If you have business startups, please describe. _____</p> <p>If you have business firms, please describe. _____</p> <p>Report to Outcome: Total the number of business startups and firms reported. (Use the "please describe" to add narrative about the business startups and firms in your impact statement.)</p>
NC17	NCR Indicator	No. of jobs created	(Economic Impact) Count of new jobs in the area as a result of Purdue Extension CD program activities.	<p>Q: How many new jobs have been created in the area as a result of the Purdue Extension CD program activities?</p> <p># _____ new jobs</p> <p>If you have new jobs, please describe. _____</p> <p>Report to Outcome: Total the number of new jobs reported. (Use the "please describe" to add narrative about the new jobs in your impact statement.)</p>
NC18	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.	<p>Q: How many existing jobs that were at risk, have been protected as a result of the Purdue Extension CD program activities?</p> <p># _____ jobs protected</p> <p>If you have jobs that have been protected, please describe. _____</p> <p>Report to Outcome: Total the number of protected jobs reported. (Use the "please describe" to add narrative about the protected jobs in your impact statement.)</p>

UPDATED - SUMMER 2020

Purdue Extension - Community Development			
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NC19	NCR Indicator	Dollar value of resources leveraged by businesses	<p>(Economic Impact) The dollar value of loans and investments leveraged by businesses as a result of Purdue Extension CD program activities.</p> <p>Q: What is the dollar value of loans and investments leveraged by businesses as a result of the Purdue Extension CD program activities? \$ _____ loans \$ _____ investments</p> <p>If you have loans and investments leveraged by businesses, please describe. _____</p> <p>Report to Outcome: Total the amount of loans and investments reported. (Use the "please describe" to add narrative about loans and investments in your impact statement.)</p>
NC20	NCR Indicator	Dollar value of efficiencies and savings	<p>(Economic Impact) The dollar value of savings through improved processes and approaches as a result of Purdue Extension CD program activities.</p> <p>Q: What is the dollar value of savings through improved processes and approaches as a result of the Purdue Extension CD program activities? \$ _____ savings</p> <p>If you have savings through improved processes and approaches, please describe. _____</p> <p>Report to Outcome: Total the amount of savings reported. (Use the "please describe" to add narrative about savings through improved processes and approaches in your impact statement.)</p>
VOLUNTEER INVESTMENTS			
NC21	NCR Indicator	Number of volunteer hours for community generated work	<p>(Economic/Civic Impact) Count of volunteer hours directly or indirectly leveraged by individuals participating in the Purdue CD programs.</p> <p>Q: How many volunteer hours have you completed for community-generated work as a result of participating in the Purdue Extension CD Program? # _____ volunteer hours directly completed for community-generated work # _____ volunteer hours indirectly leveraged for community-generated work</p> <p>If you have directly completed or indirectly leveraged volunteer hours, please describe. _____</p> <p>Report to Outcome: Total the volunteer hours reported. (Use the "please describe" to add narrative about volunteer hours in your impact statement.)</p>
NC22	NCR Indicator	Dollar value of volunteer hours leveraged to deliver programs (Independent Sector value)	<p>(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])}</p> <p>Q: How many volunteer hours have you completed to deliver programs as a result of participating in the Purdue Extension CD Program? # _____ volunteer hours to deliver programs</p> <p>If you have completed volunteer hours to deliver programs, please describe. _____</p> <p>Report to Outcome: Total the volunteer hours reported and multiply by the Independent Sector value for Indiana for the year. See the website: https://independentsector.org for current year value. (Use the "please describe" to add narrative about volunteer hours in your impact statement.)</p>

UPDATED - SUMMER 2020

Purdue Extension - Community Development

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NC23	NCR Indicator	Dollar value of organization and/or community-generated volunteer hours (based on Independent Sector hr. value)	<p>(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])</p> <p>Q: How many volunteer hours have you indirectly leveraged for organization and/or community-generated work as a result of participating in the Purdue Extension CD Program? # _____ indirectly leveraged volunteer hours for organization and/or community-generated work</p> <p>If you have indirectly leveraged volunteer hours, please describe. _____</p> <p>Report to Outcome: Total the indirectly leveraged volunteer hours reported and multiply by the Independent Sector value for Indiana for the year. See the website: https://independentsector.org for current year value. (Use the "please describe" to add narrative about volunteer hours in your impact statement.)</p>

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](https://www.independentsector.org/volunteer_time)