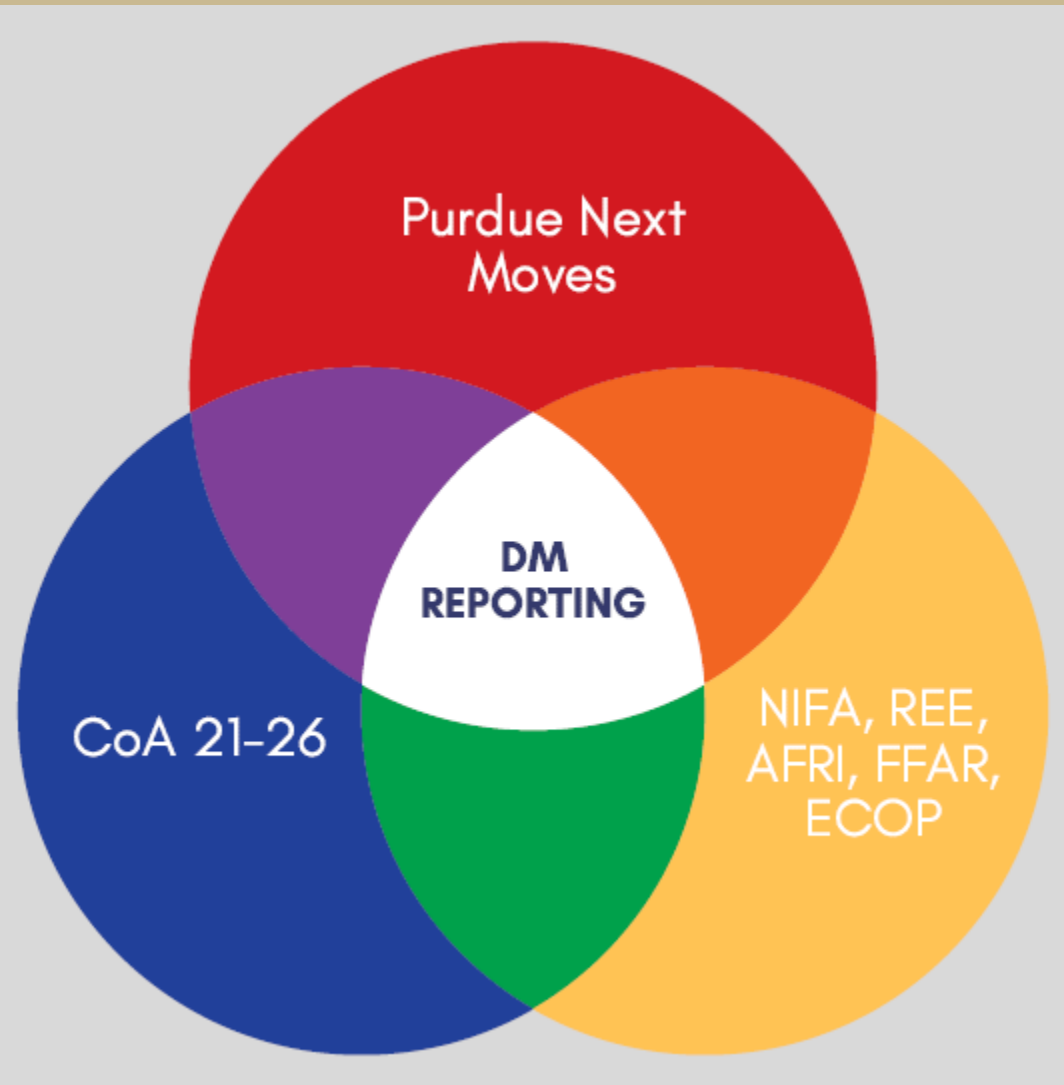


DM UPDATES FOR EDUCATORS

Julie Huetteman, Strategic
Initiatives Coordinator

C. Brad Sewell, Program
Measurement and Evaluation
Coordinator

PDC 12/8/2021



Almost...

Thanks for your patience!

- Other Activities screen is available.
- Learning Events & Impact Statements screens are nearly ready.

The HUB

<https://extension.purdue.edu/hub/>

The screenshot shows the Purdue Extension website's navigation menu and the 'Digital Measures & Demographics' page. The navigation menu includes: Home, Business, Diversity, Equity, & Inclusion, Evaluation, Education Store, Communications, and Learn. A dropdown menu is open under 'Evaluation', listing: Annual Report, CITI & Research, Evaluation Training & Resources, Digital Measures & Demographics (highlighted), Logic Models (highlighted), and Performance Review (staff only). The page content includes a breadcrumb trail 'Home > Digital Measures & Demographics', a heading 'Digital Measures & Demographics', a sub-heading 'Digital Measures', a notice about the rebuilding process, instructions for Extension Educators and Specialists, virtual office hours, and a 'Demographics' section.

Home Business Diversity, Equity, & Inclusion Evaluation Education Store Communications Learn

Staff Directory Faculty & Specialists County Support Annual Report ces PCARET Login

CITI & Research

Evaluation Training & Resources

Home > Digital Measures & Demographics

Digital Measures & Demographics

Digital Measures
Purdue Extension's Specialists and Educators are responsible for their activities.
Digital Measures (DM) is the system we use to report activities.

NOTICE: During DM rebuilding process, all current DM Extension and USDA screens are hidden.
You are not able to enter any data. DM reports are available.

Instructions for Extension Educators (scroll down to the Extension Educators "button")

Instructions for Extension Specialists (scroll down to the Extension Specialists "button")


DM Virtual Office Hours
No office hours scheduled as this time.
Please email DMhelp@lists.purdue.edu if you have questions.

Demographics
New information coming.....
USDA Guidance and Purdue Extension Instructions for Demographic Data Collection Surveys – TBD



Co ADM site


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


 **PURDUE**
UNIVERSITY. | College of Agriculture


[HOME](#)

Digital Measures

Digital Measures is a web-based activity reporting system used to collect and report information about teaching, research and extension accomplishments of faculty, extension specialists and extension educators in an easy-to-use digital format.

 [Login \(BoilerKey Required\)](#)

 [Help Entering Data](#)

 [Help Retrieving Data](#)



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

Putting data in

Digital Measures makes it easy to capture data once and use unlimited times to fulfill all of your reporting needs. When your information isn't readily available, we miss essential opportunities to promote achievements. Collectively, you help us communicate successes, attract students and funding and create annual reports.

Faculty

Extension Specialists

Vet Med & HHS

Extension Educators

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

Getting data out

Stories give data character, and powerful data gives stories context. Understanding faculty and extension achievements enable us to promote key successes to the public and stakeholders.

CV-Based Reports

Annual Activity Review Reports

USDA/NIFA & Extension Reports



HOME

HOME > EXTENSION EDUCATORS

Extension Educators

ANNOUNCEMENTS

NOTICE: During the DM rebuilding process, current Extension and USDA screens are hidden. You are not able to enter any data. DM reports are available.

The new **OTHER ACTIVITIES** screen is available! 11/10/2021 - <https://extension.purdue.edu/hub/new-dm-other-activities-screen-ready-for-data-entry/>

Digital Measures (DM) UPDATES

Join us for open DM sessions via ZOOM = 11/16 and 11/23

Take part in DM updates at PDC = 12/8

Details here: <https://extension.purdue.edu/hub/scheduled-events-for-communicating-dm-updates/>

[DM Updates: Fall Statewide Area Meeting - 11/8/2021 \(slides\)](#)



- Learning Events

Demographics



Extension

YOUTH DEMOGRAPHICS

Program: _____

Date: _____

Location: _____

County: _____

You have been given this survey because you have participated in a Purdue Extension program. Your answers are important, and they will be kept private. But, if you don't want to fill out the survey, you don't have to or if there is a question you don't want to answer, you can leave it blank. There are no right or wrong answers, so please answer all questions honestly. Thank you.

Surveys

- Youth
- Adult
- PDF (Paper)
- Qualtrics (QSF)

1. What is your race/ethnicity? (select all that apply)

- Hispanic, Latino, Latinx, or Spanish
- Middle Eastern or North African
- White
- Black or African American
- Asian
- American Indian or Alaska Native (*Tribe or Tribes:* _____)
- Native Hawaiian or Other Pacific Islander
- Some other race, ethnicity, or origin (_____)
- I don't know, or I prefer not to answer

2. Which best describes your gender?

- Female (girl)
- Male (boy)
- Non-Binary (not a girl or a boy)
- Other (_____)
- Prefer not to answer

3. What is your age?

- Under 18
- 18 or older
- Prefer not to answer



Demographics



Extension

ADULT DEMOGRAPHICS

Program: _____

Date: _____

Location: _____

County: _____

Purdue Extension programs are open to everyone. We are required to report race, ethnicity, and gender of program participants to the U.S. Department of Agriculture (USDA). Only total numbers across all programs are reported so USDA will not be able to identify your individual responses. Your responses are voluntary and help Purdue Extension improve its programming. Thank you.

Surveys

- Youth
- Adult
- PDF (Paper)
- Qualtrics (QSF)

1. What is your race/ethnicity? (select all that apply)

- Hispanic, Latino, Latinx, or Spanish
- Middle Eastern or North African
- White
- Black or African American
- Asian
- American Indian or Alaska Native (*Tribe or Tribes:* _____)
- Native Hawaiian or Other Pacific Islander
- Some other race, ethnicity, or origin (_____)
- I don't know, or I prefer not to answer

2. Which best describes your gender?

- Female
- Male
- Non-Binary
- Other (_____)
- Prefer not to answer

3. What is your age?

- Under 18
- 18 or older
- Prefer not to answer



Report Demographics in Digital Measures

Compilation of demographic survey data

- Sort completed surveys by youth and adult
 - Count the number of youth and the number of adults who completed the demographic survey.
 - Enter totals for youth and adults in DM - “Number of individuals who self-report demographics (race/ethnicity/gender)”
- Tabulate ethnicity & race information (youth / adult)
 - Compile open responses – “Tribe” and “Some other race”
 - Count number of individuals reporting 2 or more races (do not include ethnicities)
- Tabulate gender (youth / adult)
 - Document Gender total numbers of responses
 - Compile open response – “Other”

Demographics



Extension

ADULT DEMOGRAPHICS

Program: _____

Date: _____

Location: _____

County: _____

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- Native Hawaiian or Other Pacific Islander
- Some other race, ethnicity, or origin (_____)
- I don't know, or I prefer not to answer

2. Which best describes your gender?

- Female
- Male
- Non-Binary
- Other (_____)
- Prefer not to answer

3. What is your age?

- Under 18
- 18 or older
- Prefer not to answer



Demographic

DM Learning Events

- Youth
- Adult
- Match demographic surveys

Race/Ethnicity		
Hispanic, Latino, Latinx, or Spanish	Middle Eastern or North African	
123	123	
White	Black or African American	Asian
123	123	123
American Indian or Alaskan Native	Native Hawaiian or Other Pacific Islander	Some other race, ethnicity, or origin
123	123	123
I don't know, or I prefer not to answer		
123		
Tribe(s) responses		Some other race, ethnicity, or origin responses
ABC		ABC
# of individuals reporting two or more races		
123		
Gender		
Female	Male	Non-Binary
123	123	123
Other	Prefer not to answer	
123	123	
Other responses		
ABC		

Demographics G

<https://extension.purdue.edu/hub/>



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CITI & Research

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Evaluation Training & Resources

Digital Measures & Demographics

Logic Models

Performance Review (staff only)

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Demographics

New information coming.....

USDA Guidance and Purdue Extension Instructions for Demographic Data Collection Surveys – TBD

- Impact Statements

- Other Activities

RESOURCES

- DMhelp@lists.purdue.edu
- evaluation@purdue.edu

<https://extension.purdue.edu/hub/>

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

Purdue Extension Hub

The screenshot shows the navigation menu of the Purdue Extension Hub. The top navigation bar includes: Home, Business, Diversity, Equity, & Inclusion, Evaluation, Education Store, Communications, and Learn. A secondary navigation bar includes: Staff Directory, Faculty & Specialists, County Support, Annual Report, Metrics, PCARET, and Login. A search bar is located below the navigation. A 'Quick Links' section lists: Annual Report, Branding & Graphics, Calendar, Cascade, CES Handbook, COVID Safety Plan and Updates (with sub-links for COVID-19 Extension Response and COVID-19 Resources), and Extension Metrics & Digital Measures. A dropdown menu is open under 'Evaluation', listing: Annual Report, CITI & Research, Evaluation Training & Resources, Digital Measures / Extension Metrics (highlighted in yellow), Logic Models (highlighted in yellow), and Performance Review (staff only). A banner for 'Cascade Migration' is visible at the bottom of the menu.



College of Agriculture

HOME

Digital Measures

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