

2022 Field Days & Other PAC Programs

Guidance & DM Tips

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Take the Lead

Educators

For all PAC-related Field Days and Programs, and for ANY “Field Day” events at locations across the state, Educators will take the lead on planning and implementing this unified evaluation process. These events include:

- Any ANR Program located at a PAC,
- “Field Day” located at a PAC,
- “Field Day” located at any other location, and
- Topics – Field Crops – Livestock – Horticulture – or ANY other

Faculty/Specialists

If there are Extension programs/events at PACs led by Faculty/Specialists where Educators are not involved or active, Faculty/Specialists will need to implement this unified evaluation process.

Planning and Set-up

STEP 1. Will your event provide professional credits?

- PARP - <https://ppp.purdue.edu/private-applicators/educator-resources/>
- CCH - https://www.oisc.purdue.edu/pesticide/cch_approval_worksheet_instructions.html
- CCA - <https://indianacca.org/ApprovalApplicationForms>

STEP 2. Marketing creation and distribution

- How will you register participants?
 - In office, on-site, etc.
 - CVENT - <https://extension.purdue.edu/hub/cvent-resources/>
 - Reminder: Purdue Extension no longer collects demographic information with registration.

STEP 3. *At least 2 weeks BEFORE program STARTS*, email evaluation@purdue.edu to request a custom link be generated for Qualtrics data entry (or for direct entry by participants). Include the following information:

- Organizer
- Date
- County (origination county if virtual) or PAC
- Agenda
- Will professional credits be offered? (PARP, CCH, or CEUs)
- Any event flyers or event website marketing (provide URL)

OPTIONAL - Videos.

- Select the material (“video nuggets”) for your program from the list of available videos:
 - [Listing of Current and Upcoming Field Crop Presentations/Recordings](#)
 - ANR Intranet location of [Field Crop Recordings](#)
- Send an email to the content creator(s) of the material(s) you selected, as a courtesy, to make them aware of:

- The specific videos you plan to use,
- The date(s) their content will be used, and
- How their content will be used (virtual, in-person, or hybrid event).

You will receive an email containing the “Link & Instructions” document with a custom link for Qualtrics post-survey data entry (or direct entry by participants), and a “PDF of the post-survey” for printing. Do not share the custom URL outside of this program, and don’t re-use it for future programs. This custom URL helps sort responses by individual program, and reduces the number of questions participants have to answer by avoiding questions like date, location, instructor, etc.

Demographics

NEW in 2022 – Collect demographic data at the beginning of the program.

- Follow instructions on “USDA Guidance and Purdue Extension Instructions for Demographic Data Collection” - <https://puext.in/demographics>
- Demographics resources - <https://puext.in/Demographic-survey>
 - Review PDC 12/8/21 recording on demographic data
 - Select survey option:
 - ¼ or ½ page PDFs to print
 - Qualtrics Survey File (QSF) to import into your Purdue Qualtrics account - https://puext.in/Importing_QSF_Qualtrics
- Use completed paper demographic surveys to tabulate youth/adult, race/ethnicity and gender according to [instructions](#) (pages 7-9, “Report Demographics in Digital Measures”) to document in DM Learning Events.
- No longer include demographic information in CVENT registration.

Program Delivery

- As you introduce your program, let participants know that you will be asking for their input using a short survey near the end of the program. State that this is important and you would greatly appreciate it if they would take the time to fill it out.
- Near the end of your program, share the post-survey with participants.
 - Put your post-survey URL and QR Code on a PPT slide/screen and/or provide paper copies of the survey.
 - Instruct participants how to respond to the first item: “Did you attend this event to earn professional credits?”
 - If not a PARP/CCH/CCA program, all participants would select “No, I am not attending to earn credits.”
 - Collect the completed surveys.

Wrap-up

- Enter paper post-survey data in Qualtrics (if applicable).
- After all data are entered, attach a cover sheet marking the program date with any paper post-surveys and store them in a locked drawer.
 - Keep the paper surveys until you receive the results report. Check the results report to verify that it represents the completed surveys. If accurate, shred the paper surveys. If results do not match the surveys collected, email evaluation@purdue.edu to arrange a review of the data.
- Email evaluation@purdue.edu when the post-surveys have been entered in Qualtrics. Include the following information:
 - Program Title
 - Date of program

- County location (origination county if virtual) or PAC as appropriate
- Total number that attended (regardless of survey participation)
- You will receive a results report about three weeks later, depending on evaluation team workload.

Statewide Annual Report

A summary of ANR / PAC Field Days will be compiled and shared with the ANR Program Leader and Steve Hawkins. The summary will include information from post-surveys and DM Learning Events. Julie Huetteman will compile the statewide impact statement using the information provided in the annual report.

DM Tips

A table with tips for entering data in DM will be provided with the results report.

Questions

If you have any questions about or suggestions for this process, please contact us at evaluation@purdue.edu.