

2022 Statewide Survey of Stakeholders

Results Report

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Survey

A survey was created to:

- reflect on the Extension vision – delivering practical, research-based information that enhances lives and livelihoods, and on the Extension mission - leading in providing relevant, high-impact educational programs that transform the lives and livelihoods of individuals and communities in Indiana and the world, and
- assess the Extension value and impact on Indiana families, businesses, operations, organizations, and communities.

The survey was created in Qualtrics (Appendix A). Instructions and email texts were provided to CEDs to administer the survey. CEDs distributed the survey link via three emails (invitation 2/9, reminder 2/15, and final reminder 2/21) to their adult stakeholders.

A total of 4,359 stakeholders interacted with the survey (3,684 completed it, and 705 had partial responses).

Demographics

Most stakeholder respondents were white (91.2%), female (70.3%), and over half (59.8%) age 50 or older. For education, over half (61.0%) completed at least a bachelor's degree, Table 1.

Table 1. Demographics of Survey Respondents

	#	%
Race/Ethnicity		
Hispanic, Latino, Latinx, or Spanish	37	1.0%
Middle Eastern or North African	2	0.1%
White	3,286	91.2%
Black or African American	37	1.0%
Asian	12	0.3%
American Indian or Alaska Native	14	0.4%
Native Hawaiian or Other Pacific Islander	1	0.0%
Some other race, ethnicity, or origin	31	0.9%
I don't know, or I prefer not to answer	226	6.3%
# of individuals reporting two or more races	23	0.6%
Gender		
Female	2,533	70.3%
Male	915	25.4%
Non-Binary	1	0.0%
Other	12	0.3%
Prefer not to answer	141	3.9%
Gender Total	3602	100%
Age		
Under 18	12	0.3%
18-19	12	0.3%
20-29	125	3.5%
30-39	411	11.4%
40-49	718	19.9%

50-59	689	19.1%
60-69	791	21.9%
70+ years	679	18.8%
I prefer not to answer	176	4.9%
Age Total	3,613	100%
Education		
Less than a high school diploma	16	0.4%
High school diploma or equivalent	328	9.1%
Trade school	96	2.7%
Some college	474	13.1%
Associate degree	399	11.0%
Bachelor's degree	1,047	29.0%
Some graduate school	176	4.9%
Master's degree	846	23.4%
Doctorate or other professional degree	132	3.7%
Prefer not to answer	102	2.8%
Education Total	3,616	100%

Stakeholder comments to Ethnicity/Race and Gender items:

- **American Indian or Alaska Native – Tribe or Tribes:**
 - a tiny bit of Mohawk
 - Cherokee (2x)
 - Irish American
 - Miami Indians
 - Nanticoke, Miami
- **Some other race, ethnicity, or origin:**
 - American (4x)
 - Appalachian American
 - Caucasian (2x)
 - DNA says the human race
 - Excellence comes in any race. Race identity is racism.
 - German American
 - Haitian, Nigiria
 - Human (6)
 - It doesn't matter
 - White is not a race, I'm Ango
- **Gender – Other:**
 - Married couple
 - sex describes better than gender
 - There are only 2 genders (5x)
 - Issues with non-binary (4x)

The number of stakeholders by County ranged from 0 (Ohio) to 143 (Elkhart), Table 2.

Table 2. Counties of Stakeholder Respondents

County	#	%	County	#	%
Adams	30	0.9	Lawrence	57	1.6
Allen	142	4.1	Madison	46	1.3
Bartholomew	31	0.9	Marion	120	3.4
Benton	14	0.4	Marshall	35	1.0
Blackford	6	0.2	Martin	45	1.3
Boone	16	0.5	Miami	33	0.9
Brown	39	1.1	Monroe	93	2.7
Carroll	76	2.2	Montgomery	24	0.7
Cass	26	0.7	Morgan	4	0.1
Clark	33	0.9	Newton	37	1.1
Clay	27	0.8	Noble	59	1.7
Clinton	40	1.1	Ohio	0	0
Crawford	14	0.4	Orange	12	0.3
Daviess	45	1.3	Owen	3	0.1
Dearborn	22	0.6	Parke	43	1.2
Decatur	10	0.3	Perry	50	1.4
DeKalb	17	0.5	Pike	5	0.1
Delaware	50	1.4	Porter	87	2.5
Dubois	68	1.9	Posey	17	0.5
Elkhart	143	4.1	Pulaski	14	0.4
Fayette	14	0.4	Putnam	40	1.1
Floyd	34	1.0	Randolph	47	1.3
Fountain	4	0.1	Ripley	13	0.4
Franklin	31	0.9	Rush	12	0.3
Fulton	11	0.3	St. Joseph	41	1.2
Gibson	8	0.2	Scott	24	0.7
Grant	13	0.4	Shelby	9	0.3
Greene	56	1.6	Spencer	30	0.9
Hamilton	70	2.0	Starke	47	1.3
Hancock	67	1.9	Steuben	31	0.9
Harrison	8	0.2	Sullivan	5	0.1
Hendricks	114	3.3	Switzerland	25	0.7
Henry	20	0.6	Tippecanoe	108	3.1
Howard	23	0.7	Tipton	34	1.0
Huntington	22	0.6	Union	11	0.3
Jackson	46	1.3	Vanderburgh	14	0.4

Jasper	25	0.7	Vermillion	42	1.2
Jay	15	0.4	Vigo	49	1.4
Jefferson	18	0.5	Wabash	29	0.8
Jennings	28	0.8	Warren	36	1.0
Johnson	104	3	Warrick	43	1.2
Knox	69	2	Washington	14	0.4
Kosciusko	45	1.3	Wayne	54	1.5
LaPorte	56	1.6	Wells	41	1.2
Lagrange	21	0.6	White	29	0.8
Lake	51	1.5	Whitley	54	1.5
			Total	3,488	100

Results

Experience

Most stakeholders (85.8%) rated their experiences with Purdue Extension as Good or Excellent (Table 3).

Table 3. Overall Experience with Purdue Extension

	<i>n</i> (Average)	Poor (1)	Fair (2)	Moderate (3)	Good (4)	Excellent (5)
Overall, how would you rate your experiences with Purdue Extension?	4,341 (4.24)	68 1.6%	139 3.2%	411 9.5%	1,783 41.1%	1,940 44.7%

Customer Loyalty

The Net Promoter Score® (NPS®)¹ is a measure of customer loyalty that helps inform decision-makers of the experiences they are providing. Loyal, passionate customers engage more, are willing to pay more, contribute suggestions, and share praise of the organization to friends and colleagues. Understanding word-of-mouth as the most effective for referral and recruitment for Extension, it is easy to see NPS® is an important metric. When asked how likely they would be to recommend a program to a friend or colleague, participants respond using a scale from zero (not at all likely) to ten (extremely likely). Participants selecting zero to six are considered “detractors” (critics or unhappy customers), those choosing seven and eight are considered “passives” (satisfied but unenthusiastic), and those selecting nine and ten are considered “promoters” (loyal enthusiasts).²

NPS® is determined by subtracting the percentage of detractors from the percentage of promoters and can range from -100 to 100. A positive score is considered a good rating. The larger the positive number, the stronger the level of customer loyalty. Global NPS® standards set any positive score as good, with 50 to 70 being “excellent” and scores greater than 70 as “world-class.” Customer Guru³ reports the average 2020 NPS® of 19 international education organizations is 52.3.

Fred Reichheld, co-creator of NPS®, cautions about using NPS® as a standalone measure of loyalty. Follow-up questions about reasons for a high or low score are vital to understanding in which areas an organization is excelling or where opportunities exist for improvement. Using NPS® to make data-informed decisions that reinforce positives and minimize or resolve issues is vital for successful participant engagement.

¹ Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

² What is Net Promoter? (2017). NICE Satmetrix. <https://www.netpromoter.com/know/>.

³ Customer Guru. (2020). Education Net Promoter Score 2020 Benchmarks. customer.guru/net-promoter-score/industry/education.

The calculated NPS® for stakeholders was +54 (on a scale from -100 to +100) and is considered an excellent rating. A display⁴ of the NPS® is shown in Figure 1.

When asked about the primary reason for their 0-10 rating, responses were given and have been sorted into common themes with a sample of responses.

1) “detractors” (NPS of 0-6) (n= 516)

a. Responses were negative about Extension, staff, programs, communication, and volunteers. Here are common themes with examples.

b. *Issues with Purdue Extension staff –*

- i. unfriendly, rude, not in the office, very poor, ineffective, lack of accountability, don't care, not visible in the community, not a pleasant experience, lack of qualifications/knowledge, not helpful, no knowledge of livestock, poor interactions, no follow through, answer is often “no”, they don't care, maligns community members, and easily influenced by “favorites”.

c. *Limited Interactions with Extension –*

- i. not aware, unsure of all that Extension is or does - have limited experience with Extension, have had bad experiences with Extension, haven't had a lot of involvement, don't know what they do, limited interaction with Extension office, and not familiar with services offered.

d. *Issues with 4-H –*

- i. staff don't help, 4-H is not fun, unnecessary rules/regulations, the club doesn't do anything, agents don't get involved or communicate in a timely way, very difficult 4-H platform, over-complicated, not kid-friendly, leaders not interested, bare minimum effort, additional volunteer training videos not needed or wanted, lack of lessons for clubs, the club should not be part of gender issues, too many expectations on volunteers, don't care about students, Extension forces too much on 4-H policy and not enough on education in rural topics, and just wish it would be a better experience.

e. *Issues with Purdue Extension –*

- i. local Extension not up to par, inconsistent messages, mission and focus have changed, focus not on agriculture but on urban, lack of fairness and leadership, have become very political, pushing inclusion, have lost faith in Extension, staff shouldn't have to raise funds for their salary, doesn't benefit all its participants, support for County staff is lacking, cost added to everything, not relevant with culture and equity, stuck in the past, Educators rarely in the office, Extension doesn't value volunteer opinions, has taken a turn for the worse, stopped listening to stakeholders, no clear direction, liberal teachings, and unorganized.

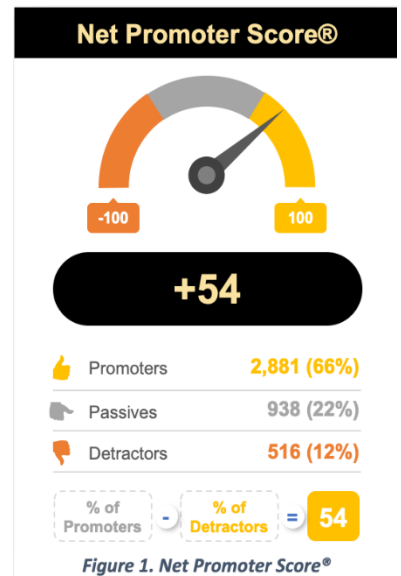


Figure 1. Net Promoter Score®

⁴ “Free PowerPoint Templates.” Retrieved from <https://youexec.com/free-powerpoint-templates>.



f. ***Communication is lacking*** –

- i. no contact with the Extension office, lack of information and services, responses slow, not friendly, rude, program is going downhill, leadership doesn't do work but takes credit, treated like an inconvenience, not welcoming, inconvenient office hours, inconsistent, difficult, and below terrible, lack of communication, unhelpful and not open to ideas from others, and local turmoil has led to communication issues.

g. ***Activities/Programs are lacking*** –

- i. not enough staff, information is outdated, too basic, don't have anything to offer, lack of effort and disciplinary actions, don't view Extension as up-to-date resource for ag issues, Homemaker lessons not very exciting, have not found programs of interest, lack of personal guidance and hands-on practical instruction, and too little action, research and monitoring on environmental impact.

h. ***Issues relating to volunteers*** –

- i. volunteers don't get reprimanded for their behaviors, looks like a program that doesn't care about integrity, the administration has little concern for local clientele, work pushed to volunteers, volunteers not appreciated, more and more training to be "politically" correct, have become a dictatorship in the County, too much paperwork, MG programs don't compare favorably across Counties, Extension doesn't appreciate volunteers, and with current administration little concern with local communities.

2) **"passives"** (NPS of 7-8) (n= 938)

a. Responses about Extension were often mixed: positive and negative. Typical mixed comments are shown in these examples, followed by common themes and sample statements.

- i. "Academics are excellent. Communication and post class outreach is minimal."
- ii. "I have had great experiences with the extension office, you just cannot find the information to get involved."
- iii. "It has a lot to offer. It does have however, have some problems with those in charge of some of the programs."

b. ***Positive comments about Extension*** –

- i. everything good, good information, extension is valuable, quality teaching, programs are beneficial.

c. ***Negative comments about Extension*** –

- i. don't always keep current, director lacks people skills, services are unknown, communication difficult, extension functions have shifted, Purdue's politics, programs not of interest to community partners. not relevant, not always convenient or current trends, inner politics getting in the way, rules and guidelines from Purdue too liberal, Purdue's policies, plans implemented from Purdue have issues, need to be updated with the times, not reaching population/diversity, need to be in time with work schedules of individuals and families, not enough communication, need to seek new ways of gaining members and growing the organization, and the state is getting in the way of excellence.



d. *Positive comments about Extension staff –*

- i. knowledgeable, quality work, organized, source of information, very helpful, answered any questions, positive influence on many kids, great and easy to work with, passionate and energetic, excellent service, beneficial, very good response to messages, friendly, and passionate.

e. *Negative comments about Extension and County staff –*

- i. not everyone in the office is as thorough as others, depending on who you talk to it is hard to get straight answers, starting pay is awful no wonder there aren't many to choose from, too much turnover, lot of head knowledge but lacking the experience to answer practical questions, wonder why we keep losing staff in our area, staff are accessible to people, short-staffed, frequent changes in staff cause things to get dropped or misses, hard to get answers sometimes, not confident in staff, office needs to improve, problems with some in charge of some programs, and unsure of future.

f. *Positive comments about 4-H –*

- i. great learning opportunities, offers life skills for many youth, for ag kids and future growth in ag education, everyone has been friendly and seems to really care about kids, and this statement, "4H saved my teenager from deep depression during the pandemic and has given him something to look forward to".

g. *Negative comments about 4-H –*

- i. communication that comes out is late, multiple newsletters and mailings create confusion, fair board and Purdue Extension have a great divide in power, has become a money pit, not always organized, employees are overworked and underpaid, stressed and short-handed, fair rules are bad, and staff not willing to listen to volunteers or condescending to volunteers.

h. *Limited experience with Extension or not engaged or active –*

- i. do not have good knowledge of what Purdue Extension offers the general public, need to know more about services provided, not involved at the moment, not familiar with services since pandemic, don't use services, not much interaction with Purdue Extension, on the board but not engaged in activities, and new in role and not yet familiar with Extension.

i. *Agriculture and gardening positives –*

- i. room for improvement, but doing very well helping navigate changes occurring on the farm, online resources are well researched, a good source of accurate information for farmers and gardeners, Extension does great, but expertise does not align with interests (sustainable farming, urban farming, ecology), ability to use Extension as a resource for ag, enjoyed MG program,

j. *Agriculture and gardening negatives –*

- i. Master Gardener training could have been so much better, too much due given to corporate ag and not gardeners, lack of consistency in Master Gardner programs from county to



county, wish for more emphasis on ecologically friendly information, and good gardening content and presentation but suited for beginners.

3) “promoters” (NPS of 9-10) (n=2,881)

- a. The majority of responses were positive indicators of Purdue Extension efforts and activities, with a small portion of negative comments.
- b. ***Positive comments about Extension staff –***
 - i. willingness to help, very helpful, positive interactions, always answer questions, knowledgeable, friendly, go above and beyond when working with the community, exceptional interactions, dedicated, easy to work with, professional, excellent program and people, engaged with / care about the community, good/great people, reliable resource, and incredibly responsive.
- c. ***Comments about programs, activities, resources, information, experiences, and events –***
 - i. great programming, availability of resources, breadth of information, educational, excellent resources, programs, and services, great educational opportunities, have learned so much, quality programs, timely and useful information, trust-worthy, research-based, personal experience with Extension, fun and meaningful, and wealth of knowledge and information.
- d. ***4-H Youth Development –***
 - i. teaches youth and adults, values what Purdue Extension brings to youth programming, great for kids and youth opportunities, excellent youth programs, believe in it, alumni of it, important to our family, awesome experience, and like to work with Extension staff.
- e. ***Experience of Volunteers and Leaders/Boards –***
 - i. belonging, identify themselves as members for many, many years, make friends, shared interests, do good work, enjoy working with Extension staff, enjoy meetings and activities, and have learned a lot.
- f. ***Extension is a valued partner with organizations, agencies, and the community –***
 - i. wonderful information source for the entire community, helpful partners for food-related matters, joint program opportunities for youth, extremely beneficial to the community and economic development of each county, programs help communities live better lives, benefits all aspects of a community, not just agriculture, and all age groups and economic status, very good access to collaborative peers and colleagues on community projects, witnessing the willingness to participate, provide unique programming, and make connections between collaborators and the community, actively engaging the community, School involvement & community outreach, and integral part of the community.
- g. ***Comments about agriculture, farming, and gardening –***
 - i. clear, understandable, and readily available information, a valued resource, learned a great deal in Master Gardeners, had a good experience, able to gather information on many Ag issues, and an excellent resource for all sorts of gardening concerns.

h. *Positives about Purdue Extension –*

- i. Extension is instrumental, wonderful, awesome, excellent, great for kids, and quality programming.

Program Areas

Stakeholders indicated having experiences with Purdue Extension programs: 4-H (66.8%), ANR (39.6%), CD (34.0%), and Food, Family, Money, and Health (33.7%), Table 4.

Table 4. Stakeholder Experiences with Purdue Extension Programs*

Program Area	Responses	% of Survey Participants
4-H Youth Development	2,846	66.8%
Agriculture and Natural Resources (ANR)	1,687	39.6%
Community Development	1,450	34.0%
Food, Family, Money, and Health	1,436	33.7%
Other (please specify)	848	19.9%

*Participants were able to choose multiple responses.

Common “other” programs experienced were Master Gardeners and Homemakers.

4-H Youth Development

Over half (56.6%) of stakeholders indicated they were 4-H volunteers (Table 5).

Table 5. 4-H Volunteers

Are you a 4-H volunteer?	Responses	% of Survey Participants
Yes, estimated hours/year	1,535	56.6%
No	1,176	43.4%
Total	2,711	100%

- Estimated 4-H volunteer hours per year ranged from one to 1,000 hours, with an average of 86.2 hours, and a total of 109,054 hours. Outlier values of 1,040 and higher were excluded from the analysis.
- Based on the 2020 value of volunteer time for Indiana (\$25.67 per hour) by independent sector.org, estimated value of volunteer time for 1,535 respondents is \$3,396,577.

Stakeholders indicated experiencing outcomes from 4-H programs: adult volunteers led positive experiences for youth development (79.4%), and youth contributed to the community through service activities (72.0%), Table 6.

Table 6. 4-H Youth Development Impacts Experienced by Stakeholders, Families, and Communities*

Impact	Responses	% of Survey Participants
Adult volunteers led positive experiences for youth development	2,153	79.4%
Youth contributed to the community through service activities	1,952	72.0%
Youth participated in, or sought out future opportunities for, leadership	1,791	66.1%
Youth prepared for a job, college, or career	1,602	59.1%
Other (please specify):	214	7.9%
None	119	4.4%

*Participants were able to choose multiple responses.

Common responses to “other” impacts were life skills and preparation for life, and the fair.

Agriculture and Natural Resources (ANR)

As a result of Agriculture and Natural Resources programs, stakeholders indicated experiencing *agricultural* impacts for their operation or business of connecting or networking with others in agriculture/farming (53.1%), or obtaining certifications, credits, or CEUs (37.1%), Table 7.

Table 7. Agricultural Impacts Experienced by Stakeholder Businesses or Operations*

Impact	Responses	% of Survey Participants
Connection or networking with others in agriculture/farming	782	53.3%
Certifications, Credits, CEUs, License, etc.	544	37.1%
None	268	18.3%
Increased efficiencies	258	17.6%
Other (please specify):	200	13.6%
Improved business plans	183	12.5%
Farm successfully passed on to the next generation	181	12.3%
Increased yields	179	12.2%
Improved marketing plan	135	9.2%
Increased profitability	120	8.2%
Reduced production costs	111	7.6%
Increased local food sales	101	6.9%
Reduced inputs	86	5.9%
Cost savings - Annual estimate \$:	79	5.4%
Increased local food system infrastructures	73	5.0%
Increased financial stability	68	4.6%
Revenue gains - Annual estimate \$:	48	3.3%
Access to grants - Estimate \$:	39	2.7%
Increased annual economic returns - Estimate \$:	26	1.8%

*Participants were able to choose multiple responses.

Annual financial estimates for agricultural impacts were:

- **Cost Savings – Annual estimate \$**
 - Responses ($n=35$) for the estimated annual cost savings ranged from \$100 to \$50,000, with an average of \$7,351 (Median \$27,711) and a total of \$257,300.
- **Revenue Gains – Annual estimate \$**
 - Responses ($n=16$) for the estimated annual revenue gains ranged from \$300 to \$50,000, with an average of \$15,044 (Median \$5,000) and a total of \$240,700.
- **Access to grants – Estimate \$**
 - Responses ($n=14$) for the estimated access to grants ranged from \$90 to \$600,000, with an average of \$65,712 (Median \$1,750) and a total of \$919,965.
- **Increased annual economic returns – Estimate \$**
 - Responses ($n=11$) for the estimated increase in annual economic returns ranged from \$300 to \$400,000, with an average of \$56,845 (Median \$10,000) and a total of \$625,300.

As a result of Agriculture and Natural Resources programs, stakeholders indicated experiencing *natural resources* impacts for their operations, businesses, organizations, or communities of improved soil or water quality (41.3%), improved conservation of resources (37.9%), and use of planning and improved management for land, forest, wildlife, ponds, or natural resources (33.1%), Table 8.

Table 8. Natural Resources Impacts Experienced by Stakeholder Operations, Businesses, Organizations, or Communities*

Impact	Responses	% of Survey Participants
Improved soil or water quality	574	41.3%
Improved conservation of resources	527	37.9%
Use of planning and improved management for land, forest, wildlife, ponds, or natural resources	460	33.1%
Reduced environmental impacts	335	24.1%
Decreased environmental pollution	320	23.0%
None	294	21.2%
Professional certification or license	280	20.1%
Long-term planning for community	277	19.9%
Other (please specify):	87	6.3%
Created and/or maintained natural resources-based business	79	5.7%
Access to grants - Estimate \$:	58	4.2%
Increased revenue - Annual estimate \$:	22	1.6%

*Participants were able to choose multiple responses.

Financial estimates for natural resources impacts were:

- Access to grants - Estimate \$:
 - Responses ($n=22$) for the estimated access to grants ranged from \$50 to \$600,000, with an average of \$59,849 (Median \$2,000) and a total of \$1,316,675.
- Increased revenue - Annual estimate \$:
 - Responses ($n=6$) for the estimated access to grants ranged from \$100 to \$300,000, with an average of \$54,367 (Median \$3,000) and a total of \$326,200.

Community Development

As a result of Purdue Extension Community Development programs, stakeholders indicated impacts for their businesses, organizations, or communities of new leadership roles and opportunities undertaken (40.4%), increased capacity for facilitation for meetings and planning (38.4%), and developed or implemented organization/community plans or policies (30.3%), Table 9.

Table 9. Community Development Program Impacts Experienced by Stakeholder Businesses, Organizations or Communities*

Impact	Responses	% of Survey Participants
New leadership roles and opportunities undertaken	474	40.4%
Increased capacity for facilitation for meetings and planning	450	38.4%
Developed or implemented organization/community plans or policies	356	30.3%
Volunteer hours - Estimate #/year:	290	24.7%
Increased understanding of public finance and/or civic engagement	277	23.6%
Increased capacity to cultural competency	234	19.9%
None	219	18.7%
Other (please specify):	89	7.6%
Grant funding - Estimate \$:	61	5.2%
Business investments - Estimate \$:	23	2.0%
Created or retained jobs - Estimate #:	19	1.6%
Created businesses - Estimate #:	15	1.3%

*Participants were able to choose multiple responses.

Financial estimates given for community development impacts were:

- **Business investments – Estimate \$:**
 - Responses ($n=7$) for the estimated business investment ranged from \$100 to \$20,000,000, with an average of \$3,572,500 (Median \$2,500) and a total of \$25,007,500.
- **Created businesses – Estimate #:**
 - Responses ($n=3$) for the estimated number of businesses created ranged from 1 to 3, with an average of 2.3 (Median 1.5) and a total of 7. Outlier value of 25,000,000 was excluded from the analysis.
- **Created or retained jobs – Estimate #:**
 - Responses ($n=7$) for the estimated number of created or retained jobs ranged from 2 to 2,100, with an average of 601 (Median 1,000) and a total of 4,212.
- **Grant funding – Estimate \$:**
 - Responses ($n=28$) for the estimated access to grants ranged from \$500 to \$6,200,000, with an average of \$391,418 (Median \$10,000) and a total of \$10,959,700.
- **Volunteer hours – Estimate #/year:**
 - Responses ($n=225$) for the estimated number of volunteer hours per year ranged from 1 to 1,000, with an average of 108 (Median 50) and a total of 24,346. Based on the 2020 value of volunteer time in the state of Indiana by independent sector.org of \$25.67 per hour, this is \$624,961 of volunteer time. Outlier values of 2021 and 3200 were excluded from the analysis.

Food, Family, Money, and Health

As a result of Purdue Extension Food, Family, Money, and Health programs, stakeholders indicated impacts on their families, organizations, or communities for improved health regarding foods and nutrition (67.9%), created networks, partnerships, or collaborations (43.3%), and increased physical activity (35.2%), Table 10.

Table 10. Food, Family, Money, and Health Program Impacts Experienced by Stakeholder Families, Organizations or Communities*

Impact	Responses	% of Survey Participants
Improved health regarding foods and nutrition	871	67.9%
Created networks, partnerships, or collaborations	555	43.3%
Increased physical activity	451	35.2%
Increased skills to cope with stress	393	30.7%
Improved child development, parenting, or family communication	360	28.1%
Improved money management	342	26.7%
Developed or implemented organization/community plans or policies (via coalitions or community groups)	282	22.0%
Changed or created organization/community systems (via coalitions or community groups)	212	16.5%
Changed or created organization/community environmental strategies (via coalitions or community groups)	143	11.2%
None	100	7.8%
Other (please specify):	64	5.0%

*Participants were able to choose multiple responses.

Value Added to Communities

Based on their experience, stakeholders (91.1%) indicated that Purdue Extension added value to their communities. Descriptions of the value Purdue Extension were provided.

The value of Purdue Extension to Indiana communities:

1. Education, classes, programs, teaching, and learning,
2. Community, partnership, collaboration, and networking,
3. A great resource, providing valuable information and resources,
4. Programming across topics, interests, categories for all ages, groups, businesses, organizations, and communities,
5. Programs with, and for, students and schools,
6. A serving, giving, supportive organization and staff, and
7. Available to answer questions, or connect to answers.

The value of Purdue Extension by program areas:

1. ANR
 - a. Protecting the environment, nature, conservation, soil and pollinator health
 - b. Providing resources and information, learning, education, programs – linking to food, eating, nutrition, and health,
 - c. Valued partner, asset to community, for the entire community, and as a local connection, and
 - d. Involved and valuable ANR staff.
2. Farming and Agriculture
 - a. There for the rural and city and urban ag communities,
 - b. Connecting 4-H/youth with agriculture,
 - c. Involved with, and resource for, the farm, farming, and farmers,
 - d. Providing PARP and invasives training and credits,
 - e. Give answers to questions from farmers, landowners, homeowners, community, and
 - f. Active with small-scale farming, local food, and farmers markets.
3. Horticulture and Gardening
 - a. MG volunteers learn and share gardening knowledge, contributing and impacting Indiana communities; share a common passion for the environment and gardening,
 - b. Availability of MG classes, gardening education, and programs,
 - c. Provide garden and lawn resources, education, information, help and answers to questions for the community,
 - d. Develop community, display, and demonstration gardens in communities, for learning and beauty,
 - e. Active in many gardening activities across the community,
 - f. Connection youth with gardens and horticulture,
 - g. Production of produce donated to food banks, pantries and other organizations, and reaching underserved communities.
4. 4-H Youth Development
 - a. Develops youth leaders, leadership skills, for the future,
 - b. Provides programs, opportunities, education, and experiences for youth,
 - c. Develops skills and traits in youth,
 - d. Involves youth and adults across communities,
 - e. Have staff who advocate for all youth in the community,
 - f. Adds value to the community,
 - g. Keeps youth involved, engaged, and safe, serving the community, providing for the future of Indiana communities,
 - h. 4-H is valuable to the community,
 - i. Helps youth and families,

- j. Helps build and develop youth, helps them grow,
 - k. Offer good opportunities related to the fair,
 - l. Is a positive place and opportunity for youth,
 - m. Connects youth and agriculture,
 - n. Has adult volunteer leaders helping with programs,
 - o. Prepares youth for work, careers, college, their future, and becoming adults,
 - p. Encourage learning for youth via projects, and
 - q. Provides youth opportunities not available in families and schools.
5. Community Development and Health
- a. Homemakers are active in communities to support youth, underserved, and in schools,
 - b. HHS programs are available for diabetes, better eating, money savings, health, nutrition, cooking, food preparation, Captain Cash, healthier and living
 - c. Community programs are available for grant writing, economic growth, community development facilitation and skill-building, support for non-profits and businesses,
 - d. Programs offered supporting parents, families and children,
 - e. Developing leadership skills for the community, and
 - f. Organizing and building health coalitions.

Importance of Issues to Communities

Stakeholders indicated the importance of Purdue Extension’s “Critical Issues” for their communities. The highest average scores (5-point scale) were shown for these issues:

- Positive Youth Development and 4-H Opportunities (4.69),
- Human, Family, and Community Health (4.31),
- Food Production, Security, and Safety (4.31), and
- Digital Agriculture and Technologies, Broadband Access, Digital Literacy and Inclusion (4.09).

Table 11 shows the importance of issues to communities.

Table 11. Importance of Purdue Extension Issues to Communities

How important are these Purdue Extension issues for your community?	<i>n</i> (Average)	Not at all important (1)	Slightly important (2)	Somewhat important (3)	Moderately important (4)	Extremely important (5)
Climate Change, Natural Resources, the Environment, and Sustainable Energy	3,565 (3.87)	179 5.0%	284 8.0%	705 19.8%	1,051 29.5%	1,346 37.8%
Workforce Development	3,523 (4.09)	85 2.4%	173 4.9%	593 16.8%	1,149 32.6%	1,523 43.2%
Positive Youth Development and 4-H Opportunities	3,585 (4.69)	19 0.5%	32 0.9%	147 4.1%	644 18.0%	2,743 76.5%
Digital Agriculture and Technologies, Broadband Access, Digital Literacy, and Inclusion	3,518 (4.04)	87 2.5%	180 5.1%	611 17.4%	1,263 35.9%	1,377 39.1%
Human, Family, and Community Health	3,560 (4.31)	40 1.1%	113 3.2%	422 11.9%	1,116 31.3%	1,869 52.5%
Food Production, Security, and Safety	3,553 (4.31)	36 1.0%	104 2.9%	428 12.0%	1,138 32.0%	1,847 52.0%
Urban Agriculture	3,513 (3.70)	194 5.5%	393 11.2%	745 21.2%	1,130 32.2%	1,051 29.9%
Diversity, Equity, and Inclusion	3,510 (3.75)	248 7.1%	328 9.3%	722 20.6%	978 27.9%	1,234 35.2%
Commercialization and Entrepreneurship	3,488 (3.76)	98 2.8%	268 7.7%	907 26.0%	1,312 37.6%	903 25.9%

Stakeholders indicated important issues for their community that they felt were missing from this list. Here are the most common themes:

- Gardening, producing food, sustainable practices, and environmental focus,
- Farming and agriculture,
- Childcare, parenting and families,
- Substance abuse and treatment,
- Aging and seniors in our community,
- Volunteers,
- Health and mental health issues,
- Leadership, and
- Connections and community.

Purdue Extension Connection to Purdue University

Half (55.6%) of stakeholders reported that Purdue Extension experiences had created a connection with Purdue University for them or their families (Table 12).

Table 12. Purdue Extension Experiences Creating Connections with Purdue University

	Yes	No	I don't know
Have your Purdue Extension experiences created a connection with Purdue University for you and your family?	2,028	1,047	575
	55.6%	28.7%	15.8%

Stakeholders described how Purdue Extension creates the connection to Purdue University:

- 4-H programs, on-campus events, Roundup, programs,
- Master Gardener program,
- Connecting to and working with Purdue research and researchers,
- Working with Purdue Extension connected to an increased awareness of Purdue University,
- Connection to Purdue University departments, contacts, education, programs, and events,
- A place to go for answers and trusted information,
- Purdue Extension is an important resource to communities and making a difference in Indiana, and
- We are a Purdue family and financially support Purdue.

Purdue's Fast Start Program

Most stakeholders were not aware of Purdue's Fast Start Program (78.5%) or did not know anyone who participated in Purdue's Fast Start Program (91.2%), Table 13.

Table 13. Purdue's Fast Start Program

	Yes	No
Are you aware of Purdue's Fast Start Program?	780	2,852
	21.5%	78.5%
Has anyone in your family, or others you know, participated in Purdue's Fast Start Program?	68	709
	8.8%	91.2%

For those who reported they knew someone participating in Purdue's Fast Start Program, they shared how their family and community had benefited:

- Started degree at Purdue and will complete it in fewer years with cost savings,
- Purdue program opportunity / credits earned for high school students, and
- Sharing information with other families.

Summary

A total of 4,359 stakeholders responded to the survey. Most were white (91.2%), female (70.3%), over half were age 50 or older (59.8%) nearly two-thirds had completed at least a bachelor's degree (61.0%). Stakeholders represented 91 counties.

Most stakeholders (85.8%) rated their experiences with Purdue Extension as Good or Excellent. The calculated NPS® for stakeholders was +54 (on a scale from -100 to +100) and is considered an excellent rating.

- 1) **“promoters”** (NPS of 9-10) (n=2,881). The majority of responses were positive indicators of Purdue Extension efforts and activities, with a small portion of negative comments.
- 2) **“passives”** (NPS of 7-8) (n= 938). Responses about Extension were often mixed: positive and negative.
- 3) **“detractors”** (NPS of 0-6) (n= 516). Responses were negative about Extension, staff, programs, communication, and volunteers.

With a +54 NPS®, an excellent rating, Purdue Extension can be proud of its activities in the communities of Indiana. Stakeholders support Extension and believe in its mission. There are opportunities for improvement relating to the issues raised about campus rules/policies/systems dominating local county input, Educator vacancies and turnover, and Extension staff who are rude and uninterested.

Stakeholders indicated having experiences with Purdue Extension programs: 4-H (66.8%), ANR (39.6%), CD (34.0%), and Food, Family, Money, and Health (33.7%),

Over half (56.6%) were 4-H volunteers. Estimated 4-H volunteer hours per year averaged 86.2 hours. Based on the 2020 value of volunteer time for Indiana (\$25.67 per hour), estimated value for these 1,535 volunteers' hours is \$3,396,577. Outcomes from 4-H: adult volunteers led positive experiences for youth development (79.4%), and youth contributed to the community through service activities (72.0%).

As a result of ANR programs, stakeholders experienced *agricultural* impacts for their operation or business of connecting or networking with others in agriculture/farming (53.1%), or obtaining certifications, credits, or CEUs (37.1%), Annual financial estimates were:

- Cost Savings – Annual estimate \$ - (n=35) from \$100 to \$50,000, and \$7,351 average.
- Revenue Gains – Annual estimate \$ - (n=16) from \$300 to \$50,000, and \$15,044 average.
- Access to grants – Estimate \$ - (n=14) from \$90 to \$600,000, and \$65,712 average.
- Increased annual economic returns – Estimate \$ - (n=11) from \$300 to \$400,000, and \$56,845 average.

As a result of ANR programs, stakeholders experienced *natural resources* impacts for their operations, businesses, organizations, or communities of improved soil or water quality (41.3%), improved conservation of resources (37.9%), and use of planning and improved management for land, forest, wildlife, ponds, or natural resources (33.1%). Financial estimates were:

- Access to grants – Estimate \$ - (n=22) from \$50 to \$600,000, and \$59,849 average.
- Increased revenue – Annual estimate \$ - (n=6) from \$100 to \$300,000, and \$54,367 average.

As a result of CD programs, stakeholders indicated impacts for their businesses, organizations, or communities of new leadership roles and opportunities undertaken (40.4%), increased capacity for facilitation for meetings and planning (38.4%), and developed or implemented organization/community plans or policies (30.3%). Financial estimates were:

- Business investments – Estimate \$ - (n=7) from \$100 to \$20,000,000, and \$3,572,500 average.
- Created businesses – Estimate # - (n=3) from 1 to 3, and 2.3 average.

- Created or retained jobs – Estimate # - ($n=7$) from 2 to 2,100, and 601 average.
- Grant funding – Estimate \$ - ($n=28$) from \$500 to \$6,200,000, and \$391,418 average.
- Volunteer hours – Estimate #/year - ($n=225$) from 1 to 1,000, and 108 average. Of 24,346 hours a total of \$624,961 (independent sector.org, \$25.67).

As a result of Purdue Extension Food, Family, Money, and Health programs, stakeholders indicated impacts on their families, organizations, or communities for improved health regarding foods and nutrition (67.9%), created networks, partnerships, or collaborations (43.3%), and increased physical activity (35.2%),

Based on their experience, stakeholders (91.1%) indicated that Purdue Extension added value to their communities, with these descriptions:

1. Education, classes, programs, teaching, and learning,
2. Community, partnership, collaboration, and networking,
3. A great resource, providing valuable information and resources,
4. Programming across topics, interests, categories for all ages, groups, businesses, organizations, and communities,
5. Programs with, and for, students and schools,
6. A serving, giving, supportive organization and staff, and
7. Available to answer questions, or connect to answers.

Stakeholders indicated the importance of Purdue Extension's "Critical Issues" for their communities. Highest average scores (5-point scale) were:

- Positive Youth Development and 4-H Opportunities (4.69),
- Human, Family, and Community Health (4.31),
- Food Production, Security, and Safety (4.31), and
- Digital Agriculture and Technologies, Broadband Access, Digital Literacy and Inclusion (4.09).

Stakeholders indicated important issues they felt were missing. Most common themes were:

- Gardening, producing food, sustainable practices, and environmental focus,
- Farming and agriculture,
- Childcare, parenting and families,
- Substance abuse and treatment,
- Aging and seniors in our community,
- Volunteers,
- Health and mental health issues,
- Leadership, and
- Connections and community.

Connection to Purdue

- Half (55.6%) reported Purdue Extension experiences had created a connection with Purdue University for them or their families.
- Most were not aware of Purdue's Fast Start Program (78.5%) or did not know anyone who participated in Purdue's Fast Start Program (91.2%).

Most Purdue Extension stakeholders support the mission and vision, programs, activities, and staff, and see the value and impact of efforts, yet room for improvement is evident in staffing positions and interactions.

APPENDIX A

2022 Statewide Survey of Stakeholders

During February 2022, Purdue Extension is seeking input from our stakeholders. We are sending this survey across Indiana with these two purposes:

- To reflect on the Extension vision – delivering practical, research-based information that enhances lives and livelihoods, and on the Extension mission - leading in providing relevant, high-impact educational programs that transform the lives and livelihoods of individuals and communities in Indiana and the world.
- To assess the Extension value and impact on Indiana families, businesses, operations, organizations, and communities.

Please take a few minutes to respond to the following survey items. Thank you.

Overall, how would you rate your experiences with Purdue Extension?

- Poor
- Fair
- Moderate
- Good
- Excellent

On a scale from 0 to 10, how likely are you to recommend Purdue Extension to friends, colleagues, or community members?

0 1 2 3 4 5 6 7 8 9 10

What is the primary reason for your score? _____

Which area(s) of Purdue Extension programs have you experienced? *(Select all that apply)*

- 4-H Youth Development
- Agriculture and Natural Resources (ANR)
- Community Development
- Food, Family, Money and Health
- Other (please specify): _____

Display This Block:

If Which area(s) of Purdue Extension programs have you experienced? = 4-H Youth Development

Are you a 4-H volunteer?

- Yes, estimated hours/year: _____
- No

As a result of Purdue Extension’s 4-H Youth Development programs, which of the following impacts have you experienced for your youth, family, or community? *(Select all that apply)*

- Adult volunteers led positive experiences for youth development
- Youth contributed to the community through service activities
- Youth participated in, or sought out future opportunities for, leadership
- Youth prepared for a job, college or career
- Other (please specify): _____
- None

Display This Block:

If Which area(s) of Purdue Extension programs have you experienced? = Agriculture and Natural Resources (ANR)

As a result of the Purdue Extension Agriculture and Natural Resources (ANR) programs, which of the following AGRICULTURAL impacts have you experienced for your operation or business? (Select all that apply)

- Cost savings – Annual estimate \$: _____
- Revenue gains – Annual estimate \$: _____
- Access to grants - Estimate \$: _____
- Certifications, Credits, CEUs, License, etc.
- Connection or networking with others in agriculture/farming
- Farm successfully passed on to the next generation
- Improved business plans
- Improved marketing plan
- Increased yields
- Increased annual economic returns - Estimate \$: _____
- Increased efficiencies
- Increased financial stability
- Increased local food sales
- Increased local food system infrastructures
- Increased profitability
- Reduced inputs
- Reduced production costs
- Other (please specify): _____
- None

As a result of the Purdue Extension Agriculture and Natural Resources (ANR) programs, which of the following NATURAL RESOURCES impacts have you experienced for your operation, business, organization, or community? (select all that apply)

- Access to grants – Estimate \$: _____
- Created and/or maintained natural resources-based business
- Decreased environmental pollution
- Improved conservation of resources
- Improved soil or water quality
- Increased revenue – Annual estimate \$: _____
- Long-term planning for community
- Professional certification or license
- Reduced environmental impacts
- Use of planning and improved management for land, forest, wildlife, ponds, or natural resources
- Other (please specify): _____
- None

Display This Block:

If Which area(s) of Purdue Extension programs have you experienced? = Community Development

As a result of the Purdue Extension **Community Development** programs, which of the following impacts have you experienced for your business, organization, or community? (Select all that apply)

- Business investments - Estimate \$: _____
- Created businesses - Estimate #: _____
- Created or retained jobs - Estimate #: _____
- Developed or implemented organization/community plans or policies
- Grant funding - Estimate \$: _____
- Increased capacity for facilitation for meetings and planning
- Increased capacity to cultural competency
- Increased understanding of public finance and/or civic engagement

- New leadership roles and opportunities undertaken
- Volunteer hours - Estimate #/year: _____
- Other (please specify): _____
- None

Display This Block:

If Which area(s) of Purdue Extension programs have you experienced? = Food, Family, Money and Health

As a result of Purdue Extension's **Food, Family, Money, and Health** programs, which of the following impacts have you experienced for your family, organization, or community? (Select all that apply)

- Improved money management
- Improved health regarding foods and nutrition
- Increased skills to cope with stress
- Increased physical activity
- Improved child development, parenting, or family communication
- Created networks, partnerships, or collaborations
- Developed or implemented organization/community plans or policies (via coalitions or community groups)
- Changed or created organization/community systems (via coalitions or community groups)
- Changed or created organization/community environmental strategies (via coalitions or community groups)
- Other (please specify): _____
- None

In your experience, has Purdue Extension added value to your community?

- Yes
- No
- I don't know

Display This Question:

If In your experience, has Purdue Extension added value to your community? = Yes

Please describe the Purdue Extension value to your community. _____

Display This Question:

If In your experience, has Purdue Extension added value to your community? = Yes

Is there a specific Purdue Extension program that you found valuable?

- Yes, please give program title: _____
- No

Display This Question:

If Is there a specific Purdue Extension program that you found valuable? = Yes, please give program title:

Please describe the value of {Program Name Provided Previously} _____

How important are these Purdue Extension issues for your community?

	Not at all important	Slightly important	Somewhat important	Moderately important	Extremely important
Climate Change, Natural Resources, the Environment, and Sustainable Energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workforce Development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Positive Youth Development and 4-H Opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital Agriculture and Technologies, Broadband Access, Digital Literacy and Inclusion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Human, Family, and Community Health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food Production, Security, and Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Urban Agriculture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diversity, Equity and Inclusion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commercialization and Entrepreneurship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Are there any issues missing from this list that are important for your community?

- Yes
- No

Display This Question:

If Are there any issues missing from this list that are important for your community? = Yes

Please list the issues that are missing. _____

Have your Purdue Extension experiences created a connection with Purdue University for you and your family?

- Yes
- No
- I don't know

Display This Question:

If Have your Purdue Extension experiences created a connection with Purdue University for you and yo... = Yes

Please describe the connection created. _____

Are you aware of Purdue's Fast Start Program?

(Purdue Fast Start is a partnership with ModernStates.org, a philanthropy dedicated to making a college degree more affordable and accessible. Through Fast Start, Purdue assures admission to students from Indiana who pass a minimum of five CLEP exams and meet the university's standard admissions requirements.)

- Yes
- No

Display This Question:

If Are you aware of Purdue's Fast Start Program?(Purdue Fast Start is a partnership with ModernState... = Yes

Has anyone in your family, or others you know, participated in Purdue's Fast Start Program?

- Yes
- No

Display This Question:

If Has anyone in your family, or others you know, participated in Purdue's Fast Start Program? = Yes

How did your family and community benefit from Purdue's Fast Start Program? _____

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

Which best describes your gender?

- Female
- Male
- Non-Binary
- Other: _____
- Prefer not to answer

What is your age?

- Under 18
- 18 - 19
- 20 - 29
- 30 - 39
- 40 - 49
- 50 - 59
- 60 - 69
- 70 +
- Prefer not to answer

What is the highest level of education you have completed?

- Less than a high school diploma
- High school diploma or equivalent
- Trade school
- Some college
- Associate degree
- Bachelor's degree
- Some graduate school
- Master's degree
- Doctorate or other professional degree
- Prefer not to answer

In which Indiana county do you live?

▼ Adams... Whitley