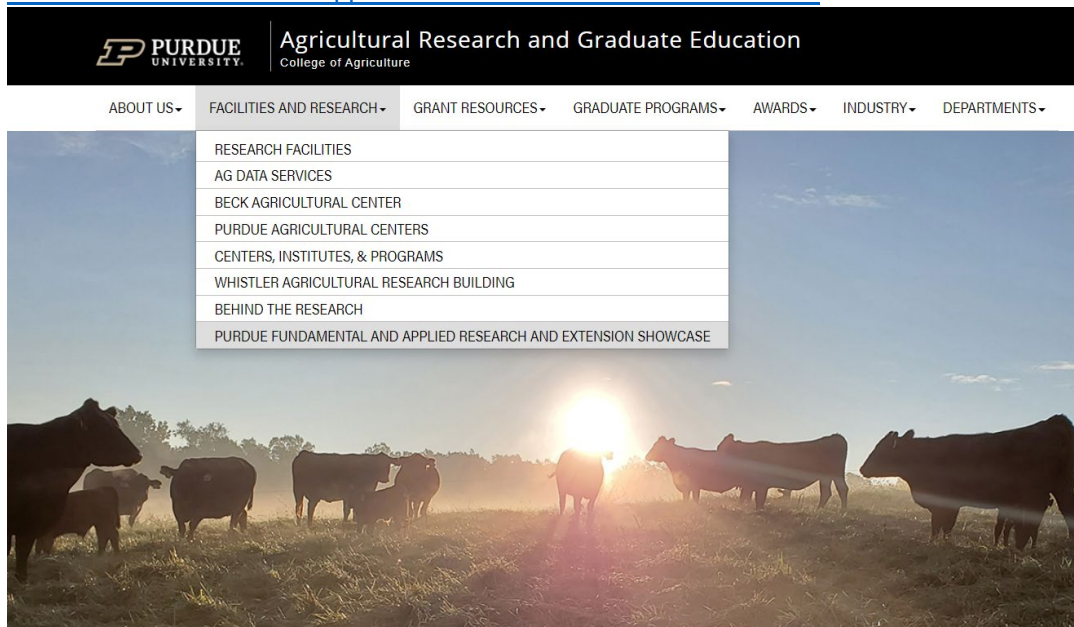


SUBJECT: Faculty USDA Annual Reporting in Digital Measures due February 16, 2021

Dear Faculty,

Just posted, the “Purdue Fundamental and Applied Research and Extension Showcase”, a compilation of the impacts of Purdue research and extension accomplishments, outcomes, and activities which we submitted to the USDA. These impact stories demonstrate the measures taken to bring Purdue’s world-class innovation and expertise to the urban, suburban, and rural areas where they’re needed most. To show the breadth and scope of our outreach, we collected all of these stories to share with a broader audience. Thanks to all of you who shared your work and assisted us in the process of crafting this document. Together, we do great things and we appreciate every single individual’s help in this effort.

[Purdue Fundamental and Applied Research and Extension Showcase](#)



2020 USDA Annual Report

It is time to enter data in Digital Measures for our 2020 USDA Annual Report. It is mandatory for Purdue to submit documentation annually but it also provides a great overview to USDA about the impact of the grant money they provide to you.

This year's due date is Tuesday, February 16.

- [Drop-in sessions](#) are available via ZOOM if you need assistance. All times are Eastern.

- 1/28, 10-12
- 2/1, 10:30-12
- 2/3, 3-4:30
- 2/5, 9-10:30
- 2/8, 3-4:30
- 2/9, 10-11:30
- 2/12, 9-11
- 2/15, 1:30-3:30

Join at the time of the session via ZOOM: <https://purdue-edu.zoom.us/j/93679426921?pwd=NnVMUGRZdnJjNXZR V0xZdkxjTTQ1QT09>

- You may access instructions (“? Help Entering Data”) and the Digital Measures login [here](https://ag.purdue.edu/arge/digitalmeasures/). (<https://ag.purdue.edu/arge/digitalmeasures/>)
- Email your questions to DMhelp@lists.purdue.edu.

Faculty with no Extension role:

In DM, please enter one of your research grants or projects that currently is showing results, and is one you are proud of, excited about or would like to see publicly championed. A shortcut in DM lets you provide a minimum amount of information. You can use a Hatch report or preferably, a report on USDA competitive grant funding that you have already posted in REEport.

- DM instructions for new USDA projects are [here](#).
- DM instructions for ongoing USDA projects are [here](#).

Faculty with Extension role and Extension Specialists

Faculty and Extension Specialists are to report outputs, outcomes, and impacts in Digital Measures. This includes workshops, conferences, events, and recurring programs considered to be structured, educational events for the public.

This also includes those who:

- Receive Smith-Lever funding
- Receive Summer funding (Moving forward, summer funding is at risk if reports are not submitted)
- Publish Extension publications
- Conduct multi-state Extension activities
- Implement the following large Purdue Extension events:
 - Certified Crop Advisors
 - Crop Management Workshop
 - DTC
 - Farm Management Tour
 - Forest Management for Private Woodland Owner / Indiana Tree Farm Landowners Tour
 - Fort Wayne Farm Show
 - Illiana Vegetable Growers Symposium
 - Indiana Green Expo
 - Indiana Horticultural Conference
 - Indiana Small Farm Conference
 - Top Farmer
 - Women in Ag Conference
 - Any other statewide or multi-state events

Extension-related instructions are posted under the [USDA Reporting tab](#).

Thank you for all that you do for Purdue Agriculture and Purdue Extension.

Sincerely,

Bernie Engel
Associate Dean, Purdue Agriculture
Director, Agricultural Research and
Graduate Education

Jason Henderson
Senior Associate Dean, Purdue Agriculture
Director, Purdue Extension