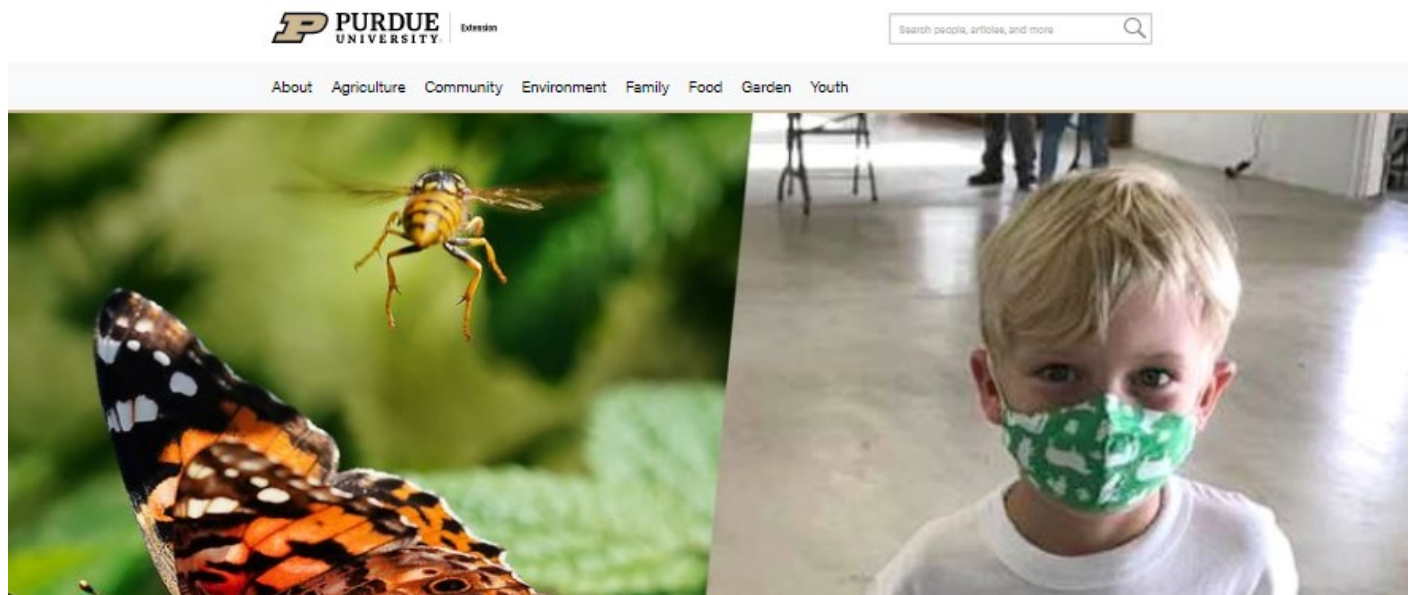


SUBJECT: Extension Annual USDA Reporting for 2020 - Faculty, Specialists to Enter Data in Digital Measures by Feb. 16

Dear Extension Specialists,

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](#)



Recent Stories

- November 17, 2020 | 4-min
Purdue Extension: PCARET President Reflection
- December 2, 2020
Purdue's hemp specialist observes birth of a Hoosier industry
- December 5, 2020
Purdue Center for Commercial Ag to host free December corn and soybean outlook webinar
- December 5, 2020
It is a salamander, no it is a lizard. Are they different?

VIEW ALL STORIES

Purdue Extension Annual Reports

PURDUE EXTENSION ANNUAL REPORT

PURDUE FUNDAMENTAL AND APPLIED RESEARCH AND EXTENSION SHOWCASE

2020 USDA Annual Report

It is time to enter data into Digital Measures for our USDA Annual Report of Accomplishments. I want to thank you for helping transform how we talk about our Purdue Extension work over the last several years. We have an increasingly strong combination of powerful data and personal stories to share; personal stories give data character, and powerful data gives personal stories context. Collectively, you help us communicate successes, create annual reports, and – most importantly – strengthen Purdue Extension’s case for continued / expanded funding. So again, thank you for helping us walk our talk as Indiana’s educational partner for life.

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 of you 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 Hort Conference
 - Indiana Small Farm Conference
 - Top Farmer
 - Women in Ag Conference
 - Any other statewide or multi-state events

It is mandatory for Purdue to submit these activities as an account of the work done with federal funding, but it’s also a great opportunity to inform the USDA of the impact of grant money they provide.

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

Join at the time of the session via ZOOM: <https://purdue-edu.zoom.us/j/93679426921?pwd=NnVMUGRZdnJjNXZRV0xZdkxjTTQ1QT09>

Thank you for all that you do for Purdue Extension and the people of Indiana whom we serve.

Sincerely,

Jason Henderson

Senior Associate Dean, Purdue Agriculture

Director, Purdue Extension