

## **Reporting “OTHER ACTIVITIES” in Digital Measures (DM)**

### **Instructions for Extension Educators and for Faculty and Extension Specialists**

**October 2021**

## **Other Activities**

- The “Other Activities” screen may be completed by Extension Educators, or Faculty and Extension Specialists. It is used for a select list of actions – consultations, committees, publications, and indirect contacts.
- Questions? Email [DMhelp@lists.purdue.edu](mailto:DMhelp@lists.purdue.edu) or click on “Help” on the DM top navigation.

## **Reporting Expectations for Extension Educators**

- Extension Educators are expected to report OTHER ACTIVITIES monthly. Data entry is due the 5<sup>th</sup> business day of the month.

## **Reporting Expectations for Faculty and Extension Specialists**

- Faculty and Extension Specialists are expected to report on the calendar year – Jan- Dec. Since the Other Activities screen is set up by month, you may choose to report by month in DM, or put totals for the year in the month of December only.

## Step-by-step instructions – Other Activities



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### 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.

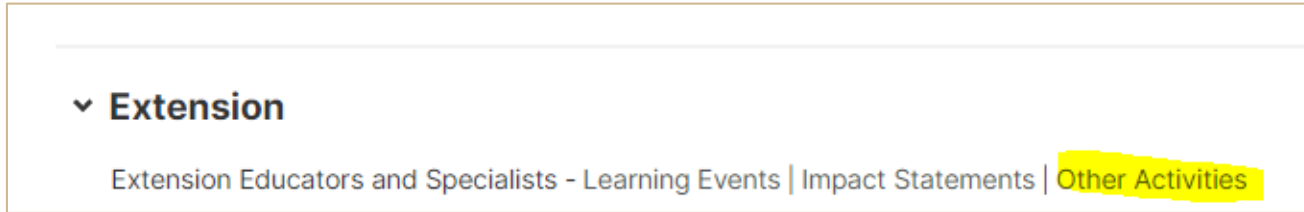
 Login (BoilerKey Required)

 Help Entering Data

 Help Retrieving Data

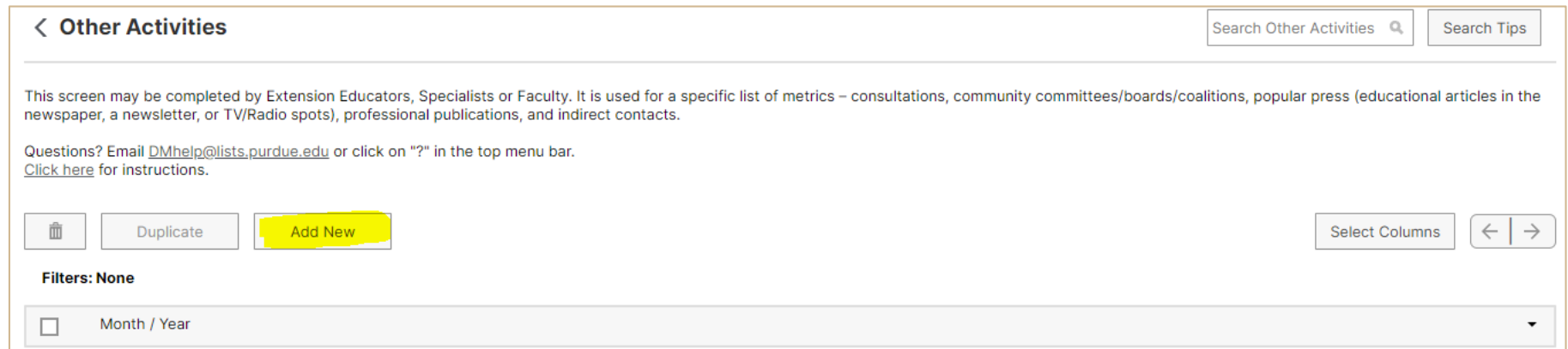
- Instructions, information, and login access are posted on the College of Agriculture DM site: <https://ag.purdue.edu/arge/digitalmeasures/>
- Login using BoilerKey
- If you need help, or have a question, please email [DMhelp@lists.purdue.edu](mailto:DMhelp@lists.purdue.edu).

- Locate the Extension section and select Other Activities

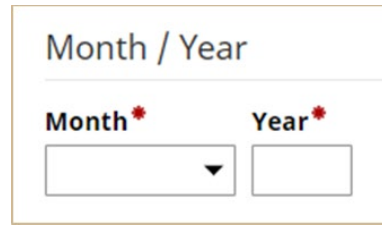


## Add New

- Start your Other Activity reporting by selecting the ADD NEW button.



## Month / Year\*

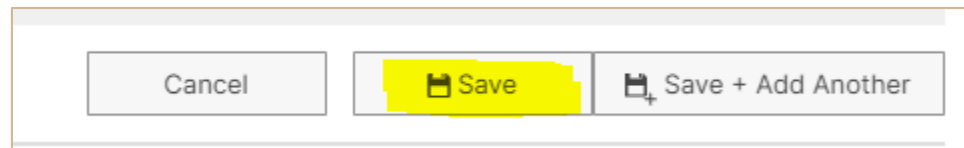


The screenshot shows a form titled "Month / Year". Below the title, there are two fields: "Month\*" and "Year\*". The "Month\*" field is a dropdown menu with a downward arrow, and the "Year\*" field is a text input box.

- Select month from drop down lists.
- Enter the year.

NOTE: Faculty and Extension Specialists **only** may choose to report for the month or to put totals for the year in December.

## Save



The screenshot shows three buttons: "Cancel", "Save", and "Save + Add Another". The "Save" button is highlighted in yellow.

- Save the month in which you are going to report your “Other Activities.”

**< Other Activities** Search Other Activities  Search Tips

This screen may be completed by Extension Educators, Specialists or Faculty. It is used for a specific list of metrics – consultations, community committees/boards/coalitions, popular press (educational articles in the newspaper, a newsletter, or TV/Radio spots), professional publications, and indirect contacts.

Questions? Email [DMhelp@lists.purdue.edu](mailto:DMhelp@lists.purdue.edu) or click on "?" in the top menu bar.  
[Click here](#) for instructions.

**Filters: None**

<input type="checkbox"/>	Month, Month / Year	Year, Month / Year	Created	Last Saved
<input type="checkbox"/>	November	2021	October 20, 2021	October 20, 2021
<input type="checkbox"/>	October	2021	October 16, 2021	October 16, 2021

- Then select that month’s entry to open it and input your activities. This may seem like an extra step to save the month first. But it is helpful to have that month saved first, then move to the next level of entering your activities.

### Edit Other Activities

[Click here](#) for instructions.

Month / Year <sup>H</sup> ⓘ

Month <sup>\*</sup> <sup>H</sup> Year <sup>\*</sup> <sup>H</sup>

I have no activities to report this month. <sup>H</sup> ⓘ

NIFA Critical Issues ⓘ

- > 1 Climate Change, Natural Resources and the Environment, and Sustainable Energy
- > 2 Workforce Development

## I have no activities to report this month.

I have no activities to report this month.

- If none of the activities occurred for you during the month, select this box. Next, click on SAVE and you have completed this screen for the month.
- If you have activities to report, skip this item.

## NIFA Critical Issues

- Choose one of the seven NIFA Critical Issues.
- Descriptions of, and examples for, the NIFA Critical Issues are posted here: <https://puext.in/NIFA-Critical-Issues>

› 1 Climate Change, Natural Resources and the Environment, and Sustainable Energy
› 2 Workforce Development
› 3 Positive Youth Development and 4-H Opportunities
› 4 Big Data, Internet of Things, Broadband Access, Digital Literacy, Inclusion, and Innovation
› 5 Human, Family, and Community Health
› 6 Food Production, Security, and Safety
› 7 Urban Agriculture and Urban Extension

- **Most Faculty, Specialists or Educators will pick just one** NIFA Critical Issue.
  - This depends on your role. If your work involves more than one NIFA Critical Issue, you can select more than one. **However**, please be practical about this. If picking a lot of NIFA Critical Issues and tracking them takes up a great deal of your time, you need to select fewer categories and fit in the work you do.

- Some Extension personnel may select more than one based on their role. Here are some possible examples.
  - ANR Specialists or Educators may report ag efforts in
    - “6 – Food Production, Security, and Safety”, and
    - “1 – Climate change, natural resources and the environment, and sustainable energy”.
  - HHS Educators who are involved with ServSafe will select:
    - “2 – Workforce Development”, but may also have other activities in
    - “5 - Human, Family, and Community Health”.
  - CD Educators, based on their activities, might select these two:
    - “2 – Workforce Development”, and
    - “5 – Human, Family, and Community Health”.
  - 4-H Educators who are also the ANR Educator, may record data in:
    - “3 – Positive youth development and 4-H opportunities” and
    - “7 – Urban Agriculture and Urban Extension”.



## Enter Totals for the Month

<b>WFD 1. # of Educational Consultations (in person, by phone, email, or technology) ?</b> <input type="text"/>		
<b>WFD 2. # of Community Committees / Boards / Coalitions active this month ?</b> <input type="text"/>		
<b>WFD 3a. # Popular Press Educational Articles (Newspapers, Newsletters, TV/Radio spots) ?</b> <input type="text"/>	<b>WFD 3b. Popular Press – Youth (# of Indirect Contacts) ?</b> <input type="text"/>	<b>WFD 3c. Popular Press – Adult (# of Indirect Contacts) ?</b> <input type="text"/>
<b>WFD 4a. Professional – Extension Publications ?</b> <input type="text"/>	<b>WFD 4b. Professional – Research Publications ?</b> <input type="text"/>	
<b>WFD 5. # of Indirect Contacts via technology (posted, static, educational flyers or publications) ?</b> <input type="text"/>		

“Other Activities” are five select EDUCATIONAL actions:

1. Educational Consultations,
2. Community Committees / Boards / Coalitions,
- 3a. Popular Press Educational Articles, 3b. Popular Press – Youth, 3c. Popular Press - Adult,
- 4a. Professional – Extension Publications, 4b. Professional – Research Publications, and
5. Indirect Contacts.

## Consultations with clients (In person, via phone, email or technology)

- Consultations are when clients seek out Faculty, Extension Specialists or Educators to get education/information about a particular issue, need, or concern. It is an “education moment.” These are **not** planned, scheduled events. Some examples may be:
  - A family may visit with an Educator for help in mapping out their farm succession plan.
  - A couple may discuss finances with an Educator to identify ways to increase savings or reduce debt.
  - A Specialist or Educator may go on a farm visit to help a farmer with a livestock issue.
  - An Educator may work with a 4-H high school senior on writing for scholarship or application.
  - A homeowner may bring in a sample of a leaf from the tree in their yard to get help from the Educator to determine what is wrong and what actions can be taken.
  - A Specialist may receive a call or email from a farmer asking for information about drainage systems.
  - A client asks about a topic and you provide them with an Extension publication.
- The following are examples of interactions that are **not** consultations reported in DM:
  - Giving a form, URL for website, or number to client.
  - Sharing instructions on how to enter information, or locate a form, on the website.
  - Discussing online systems, enrollment questions and guidance, or available projects.
  - Communicating with other Purdue Faculty, Specialists, staff, or County staff.
  - Recruitment of members (e.g., going into classrooms to promote 4-H and encouraging youth to join).
- Put the **total number** of consultations (in person, by phone, email or technology) for this month.

## Community committees, boards, or coalitions

- These are **community-based**, or **community-generated**, committees (not Extension committees) on which Faculty, Extension Specialists, or Educators serve as members and represent Extension. Some examples may be:
  - College Success Coalition
  - Soil and Water Conservation District
  - County Park Board
  - Health Coalition
  - Area Planning Committee

- Leadership \_\_\_\_ County
- These are **not** committees that Extension organizes or leads, for example: Fair Board, Homemaker Planning Committee, Master Gardener committees.
- Put the **total number** of committees that were active this month.
- If you didn't have any committees, put a zero.

### Popular Press – educational articles, newsletters, TV/Radio spots/Interviews

- These are for educational efforts or sharing of information / findings. Examples are:
  - Educational articles published in the newspaper.
  - Educational segment/interview on TV, or an educational spot/interview on the radio.
  - Educational newsletters created and distributed to a group of individuals or mailing list.
- These are **not** marketing, promotion, advertising, lists of activities, recruitment, or instructions about where to meet, etc.
- For **each** educational effort, INDIRECT CONTACTS are reported. The media – newspaper, TV, radio – can tell you their “market” or “reach”. Use that number to indicate # of adults (indirect contacts). If you distribute newsletters, you can use the # of youth and/or # of adults to whom you sent the newsletter.
- 3a. # of popular press educational articles via newsletters and/ or TV Radio Spots – **put the total number** of educational newsletters you produced and/or articles/interviews conducted for TV or Radio Spots for the month.
- 3b. # of indirect contacts – YOUTH and/or 3c. # of indirect contacts – ADULT – **put the total number** of youth and/or adults who received your educational newsletter or read the newspaper, or watched the TV program, or listened to the radio spot.
- If you didn't have any popular press, put zeroes.

### Publications

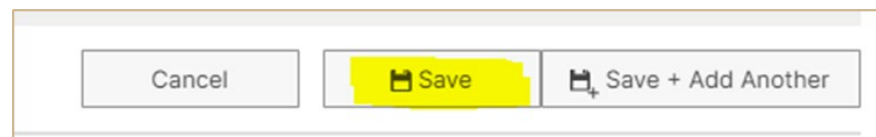
- Extension Publications - education articles or curricula / materials published (new or revised) by Purdue Agriculture Communications or other publishing entity; and
- Research publications - research articles published.

- For publications that were published this month, **put the total number** for:
  - 4a. Professional - Extension Publications, and/or
  - 4b. Professional - Research Publications.
- If you didn't have any publications, put a zero.

## Indirect Contacts

- For educational efforts involving social media and websites, estimate the number of adults and/or youth (under age 18) who may have been reached via educational information that was “static” (i.e., flyer, document, report, publication). In other words, it is an educational effort that has no “minutes.” Any posted recording (e.g., YouTube video, ZOOM recording) that is presented in minutes is documented as a Learning Event. Any “static” education posting is documented as an Other Activity.
- Check the data analytics of the technology (website, social media, Facebook, Twitter, etc.) that you used to post the educational information. Each technology has its own way of capturing and naming data. Choose the data item that shows the largest number reached.
- 5. # of Indirect Contacts via technology – posted, static, educational flyers or publications - **put the total for reach** of all static educational posts for the month.
- If you didn't post static educational information, put a zero.

## Save



- When finished entering totals for the month, click SAVE at the top.