

## 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

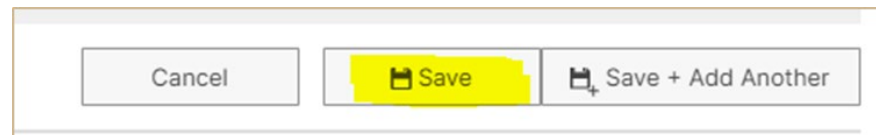
- Extension Publications - education articles or curricula / materials published (new or revised) by Purdue Agriculture Communications or other publishing entity; and
- Research publications - research articles published.

- 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.