1 NEWS & ANNOUNCEMENTS

Graduated Deadlines. Deadlines are listed for counties by SBN/Area Ag Teams (see below) with the intent of reducing data load to the Business Systems.

<table>
<thead>
<tr>
<th>Counties in the following SBN +:</th>
<th>Data Due by:</th>
<th>ED Data Review by:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area Ag Teams</td>
<td>11/30</td>
<td>12/13</td>
</tr>
<tr>
<td>Central North, Tompkins</td>
<td>12/6</td>
<td>12/20</td>
</tr>
<tr>
<td>Finger Lakes, Hudson Valley</td>
<td>12/13</td>
<td>12/27</td>
</tr>
<tr>
<td>Greater Capital, Leatherstocking</td>
<td>12/20</td>
<td>1/3</td>
</tr>
<tr>
<td>NYC</td>
<td>1/3</td>
<td>1/17</td>
</tr>
<tr>
<td>Western, Suffolk</td>
<td>1/10</td>
<td>1/24</td>
</tr>
</tbody>
</table>

Focus on group enrollment (headcount data) rather than individual enrollment (individuals by name). Continue to keep individual registration (in the event of a program audit) but please refrain from uploading individual names/contacts for now.

Race/Gender/Ethnicity totals must match on your participant information. This has always been a requirement of the Civil Rights data documentation – we have added a feature to help you check the data entered. An error message will appear if your total gender count does not equal your total ethnicity or total race.

Printable Draft Local Plan of Work – a snapshot of what you do is generated for each of your local programs based on data entered. This can be helpful to you as you plan programs or it can help you to review/assess data. You can now see full data entered last year and a review of what has been entered to date this year:
Add Volunteer Numbers. **Summary volunteer numbers for master level volunteers (including 4-H club leaders)** will be collected this year in the **Outcome** section of the report.

Each county should report:

1. **Outcomes> 4-H Youth Development > 5.1 Human Development: Youth and Volunteer Leadership**
   - <volunteers> # enrolled active 4-H Club Volunteers
   - <volunteers> # hours of professional development for 4-H Club Leaders
   - <volunteers> # volunteer hours provided by 4-H Club Leaders (total)

2. **Outcomes> 6.5. Land Use and Public & Residential Spaces *Master Gardener Volunteer Program***
   - <volunteers> # enrolled active Master Gardener Volunteers
   - <volunteers> # hours of professional development for Master Gardener Volunteers
   - <volunteers> # volunteer hours provided by Master Gardener Volunteers (total)

2 **FIRST THINGS FIRST:**

**If you have not already...review your Association/Regional Team’s list of locally defined programs.** The full list that shows at [https://apps.cce.cornell.edu/participant/main/program.cfm](https://apps.cce.cornell.edu/participant/main/program.cfm) should agree with your portfolio of major programs. Each program you define should align with statewide CCE plans of work outcomes. This list may be edited as you wish.

**What we collect:**

Cornell Cooperative Extension collects data from each association, regional ag teams, and regional SNAP programs.

For each local program you will need to include:

1. Indirects (count of potential reach per media type)
2. Directs (engaged participants)
3. Outcome Data (impacts based on evaluation)
4. Success Stories

### Indirects vs. Directs

**What does it all mean?**

- **Indirects** (communication efforts)
- **Directs** (includes engaged participants)
- **Impacts & Outcomes**

- **Indirects**
  - Refers to “media” – or any outreach where you don’t know the true extent of your reach (or the names of your audience)

- **Directs**
  - Typical Extension activity – including tours, workshops and newsletters – you know your audience

- **Impacts & Outcomes**
  - Of the participants attending programs – how many are changing behaviors (impact Qs as identified in the statewide PoW)
Why report?
Your reports provide essential data for meeting state and federal reporting requirements. As a member of the Land Grant System, we are expected to develop a plan of work and report against that plan annually to our federal partners. The plan and annual reports are required in order for CCE to receive federal Smith-Lever funding which supports central services and targeted extension projects on and off campus.

The data you provide is also used to meet multiple accountability and program marketing needs. As an affiliate of the State University of New York, Cornell is obligated to report annually in support of SUNY accountability needs. We greatly value the data you contribute and assure you that it is used in multiple ways.

3 COLLECTING & ENTERING DATA

Indirect Contacts/ Media Outlets:

“Indirects” refers to media and outreach. It is collected to demonstrate that Extension works at expanding our audiences. While you could collect all data on how you do this, a summary is good enough. Please complete a summary for each of the media types listed below. See example (fictional) below:

For each local program add your indirect contacts.

For ex. Newspapers. Use the full year for the start and end date. October 1 – September 30

Include the circulation rate, web metrics, etc. for the Individuals (potentially) reached. So for newspapers – add up the circulation for all of the newspapers your releases go out to – counting this just one time for the full year.

For ex. Newspapers 163,000 – what does this mean? It means that you are intentionally, regularly reaching out to 163,000 on program X to build a new audience. You’ll note that there is an expectation that you separate different types of indirect outreach to help you track your outreach efforts.
Example Program: Onondaga County – Agriculture (fictional data used for demonstration purposes)

Entering Direct Contacts:

Direct contacts are Typical Extension activity – including tours, workshops and newsletters – where you know your audience (and can report on their demographics).

Events should be collected and entered per local program. Add data in either event by event using the web form or upload data from a spreadsheet. Either way - it might help to record it in a spreadsheet. Below is an example spreadsheet. This template spreadsheet is available in apps.cce.cornell.edu. A tutorial on how to do this is available as well.

<table>
<thead>
<tr>
<th>Event</th>
<th>Event Type</th>
<th>Delivery Method</th>
<th>Date</th>
<th>Duration (Hrs)</th>
<th>Attendee Type</th>
<th>Female</th>
<th>Male</th>
<th>Hispanic/Latino</th>
<th>Non His./Lat.</th>
<th>White</th>
<th>Black</th>
<th>Native American</th>
<th>Asian</th>
<th>Pacific Islander</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Composting Workshop</td>
<td>Community Outreach</td>
<td>Workshop</td>
<td>6/7/19</td>
<td>1</td>
<td>Youth</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>10</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Invasive Species in my Garden</td>
<td>Community Outreach</td>
<td>Workshop</td>
<td>6/8/19</td>
<td>1</td>
<td>Youth</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>12</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Entering Outcomes:

Outcomes are indications of success. You will need to evaluate programs in order to have data to enter. Outcome data is added directly in PDR. An example is shown below. You can adjust which outcomes you report on. To get to the outcome reporting click on Manage>Outcomes>and then click on your program. A tutorial on how to do this is available as well.
Writing Success Stories:

CCE Success Stories should describe our unique niche in community education – connecting campus based resources to the people who need them (and vice versa). There is a template available in PD&R.

Start with the content you have (most already in the system):

- **Needs**: Articulate local needs, use statistics to describe the need, and talk about research available on the topic.
- **Response**: Include here the number reached, programs offered, participants attending (this can come directly from the Participant Data that you entered): If you need to see what you reported – go to Search Events: [https://apps.cce.cornell.edu/participant/main/event_menu.cfm](https://apps.cce.cornell.edu/participant/main/event_menu.cfm)
- **Impacts**: Evaluation and outcome results should be shared here. An easy way to do this is to look at the outcome indicators you are responding to here: [https://apps.cce.cornell.edu/participant/main/outcome_program.cfm](https://apps.cce.cornell.edu/participant/main/outcome_program.cfm) Include behavior changes that resulted from your program. What evidence do you have and how was it evaluated?

Executive Directors and Area Team Leaders are required to approve success stories along with data approval in the Program Development and Reporting Tool. Success story approval includes clearance to:

- "Unsubmit" stories for further editing
- Directly edit stories as needed
- Provide final approval of stories
- Approved success stories are used in the CCE Organizational Report, and may be used to promote the work of Cornell Cooperative Extension on the [cce.cornell.edu](http://cce.cornell.edu) website. Submitting and approving success stories indicates that you have reviewed the stories, that they are accurate and are a good representation of programmatic work within your association.
**4 Programs with Duplicate Reporting Requirements.**

Programs like EFNEP and 4-H may have additional reporting requirements. We have tried to combine efforts to ease reporting burdens. See below.

**4-H Data:** 4-H participation data in 4-H Online will be automatically imported by the NYS 4-H Office

(Counties will not be required to manually import participant data). This will happen once all data is submitted to 4-H Online (Individual due by October 1; Group enrollment due by 10/30).

Your steps for reporting for the CCE Federal Program Reporting will include:

- Review imported data. Ask Qs or make edits as needed. We will let you know once the data import is complete.
- **In addition to the auto-data transfer**
- Add Indirects (media).
- Add Outcome Data. Outcomes should be based on what you can reasonably claim as impacts made by your program.
- Add success stories.

**EFNEP WebNEERS data will be imported automatically.**

- FNEC team will work with CCE Administration to automatically import your EFNEP WebNEERS participation, outreach and outcome data into the CCE Federal Reporting System. Your approved final year-end WebNEERS will be transferred internally from FNEC to the CCE Administration for import into the CCE Federal Reporting System. You will see EFNEP listed as locally defined programs in the CCE Program Reporting System (apps.cce.cornell.edu) for your county:
  - Your steps for EFNEP include:
    - Review imported data. Ask Qs or make edits as needed. We will let you know once the data import is complete.
    - Direct: WebNEERS demographic data will be imported as “Individual Contact Totals” and be summarized in Individual Contacts.
    - Outcome: WebNEERS behavior data will also be imported – the behavior data becomes “Program Outcome Data” in the CCE Program Reporting System and will be reflected, as appropriate, in the 4.1. Healthy Eating and Active Living (adult and youth), 4.2 Food Resource Management and 4.3 Decision Makers/Policy Education Program Outcomes Area. Discrepancies in the data are not anticipated, given they originate from the approved final EFNEP data. Should any discrepancy be identified, communicate with the FNEC team.
  - **In addition to the auto-data transfer**
  - Add Indirects (media).
  - Add success stories.

**5 FAQs**

- **How should I report newsletters?**
  Newsletters or any correspondence where you can follow up with and evaluate your interaction, is considered “direct”.

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6 | P a g e
• **How should I report fair activities?**
  Most fair or tabling activities will be an “indirect” activity where you are simply guestimating the participation for a moving audience, but where you do not have names and follow up information for participants. That said, if your participants are volunteers, or youth running a booth, their participation is as a direct activity, with measurable outcomes – they can be considered “direct”.

• **How should I report meetings?** We are recording educational outreach in the program reports. This means that we have some activities that are simply not reported – like organizational committees. That said, if you are required to tally that data, you may report it and record it as an administrative activity. Those activities and numbers do not actually tally up and are reported for you, not for the program report.

• **Where do I report farmer’s market activities?** Farmer’s Market activities are much like fair activities. Most farmer’s market activities would be an “indirect” activity where you are simply guestimating the participation and generating an interest from the attending public, but where you do not have names and follow up information for participants. That said, if your participants ask to be added to a mailing list, or are volunteers helping to run the program, they would be considered “direct”.

• **How should I report direct contacts such as farm visits, home visits, or phone calls?** Direct contacts are documented under “Events/direct contacts”. You may use a spreadsheet to track information [Spreadsheet: Individual Direct Contacts](#) or enter the data in the webform through the link: [Enter New Event or Direct Contact](#). If entering data in the webform -

  Choose Individual Direct.

  ![New Event/Direct Contact - Step 1](#)

  Choose single occurrence and your local program.

  ![New Event/Direct Contact - Step 2](#)
Date is not applicable here – as it will calculate individual directs based on your full year of individual directs (see next image).

Add Race, Gender and Ethnicity.

6  **TRAINING OPTIONS.**

- **Webinars:** Live webinars will be held: 9/18 & 10/17 11-12:30pm. [Register from listing on the staff site.](#)
- **Virtual “Office hours” for Reporting Qs** will be held on Fridays – September 27 until November 22 - 11am - noon. Just log in to: [https://cornell.zoom.us/my/celcarmichael](https://cornell.zoom.us/my/celcarmichael)