

The Monthly Statistical Report

The Monthly Statistical Report is used by Extension employees to record the amount of time they devote to various programming efforts. The individual completing the report also reports the number of contacts made with clientele during that time block. All professionals and paraprofessionals are required to submit monthly statistical reports.

The data collected through this system is used to generate a profile of how Extension is utilizing its human resources in terms of days expended toward various programmatic efforts and to document our compliance with civil rights and affirmative action requirements. This information is used for state reports, Public Relations efforts, accountability with University Administration, budget accountability, funding requests and programming plans. It also provides county staff with important data for sharing with local decision-makers.

The monthly statistical report should be submitted no later than the 10th of each month. The Monthly Statistical Report is a part of the KERS web-based reporting system, found among the “Service Log” reports.

How do I quantify my time?

Most Extension employees work on a number of different projects during the course of a single day. But it is unrealistic to expect individuals to report what they are doing every minute of every day. With this in mind, the Kentucky Cooperative Extension Service has selected multiple segments (¼ day, ½ day, etc.) for reporting time in the Monthly Statistical Report. For our purposes, one-half day is considered to be four hours. A morning, afternoon, or evening worked are each equal to one-half day. (Consequently, it is possible to report more days during a given month than there are actual calendar days, i.e., 1 ½ days per day)

But it is not necessary to make a separate entry for each segment of time. Time from several meetings/activities within a days may be lumped together into a single entry. For example, an agent may work on a particular project for one hour in a given morning and another three hours that afternoon. All of that time can be reported as a single entry of four hours in the Monthly Statistical Report.

Tagging Blocks of Time with MAPs and Program Accomplishment Codes (PACs).

Major Areas of Programming (MAPs) are the programming thrusts identified at the county level designed to address local issues or needs. During the development of the county Plan of Work, agents are to identify county MAPs, specify desired outcomes for each MAP, make evaluation plans to measure identified outcome indicators, and plan the activities used to achieve desired outcomes. It is typical for counties to identify 5-8 different MAPs upon which the agents’ work would focus.

Program Accomplishment Codes (PACs) are numerical code numbers associated with the programmatic goals and outcomes of the Kentucky Cooperative Extension Service's state level Plan of Work. This is also the way we sort information at the state level. In addition to codes for each of the programmatic goals, special PACs are assigned to Featured Programs and other high priority programming efforts, as well as staff development, administrative functions, and several specially-funded programs. In theory and in practice, all of the contacts we make and the time we expend should be able to link to one of the program accomplishment codes.

When entering statistical records, the reporting system will ask that you identify the Program Accomplishment Code in which the time being reported is associated. Consequently, each block of time reported has a unique PAC code identifier. For each unit of time devoted to a single project, program, or activity, an individual selects the PAC code that is most closely related and best represents the desired outcomes of the work. Remember, it is not necessary to make a separate entry for each individual block of time. Blocks of time that can be tagged with the same PAC identifier can be lumped together and reported as a single entry within a day.

What is a Contact?

Since the work done in Extension generally involves people, each block of time reported in the Monthly Statistical Report will normally have contacts with clientele associated with it. For each block of time we report, we must be prepared to supply information regarding the number of contacts made during the course of that work. Within our system we report two types of contacts: Direct and Indirect.

Direct Contacts

Generally, a contact is defined as *any interaction with clientele where there is an exchange of educational information and the individual with whom that information was exchanged can be effectively identified and quantified*. Let's take that definition a little further. The first criterion used to determine whether or not interaction with clientele constitutes a *direct contact* is that an exchange of educational information occurred. Being at the same meeting with 200 others does not necessarily constitute a direct contact. However, if you address the audience or make a presentation at the meeting, you are facilitating the exchange of information with those individuals at your presentation, and may then count them as direct contacts.

Indirect Contacts

The second criterion used to determine whether or not an interaction constitutes a direct contact is whether or not the individuals with whom information is exchanged can be identified and quantified. Exchanges of information through meetings, telephone calls, newsletters, e-mail, and office visits are therefore generally considered direct contacts within our system. However, it is often difficult to determine how many people actually hear a radio program you recorded or read a newspaper article you prepare. Consequently, contacts made through media such as newspapers, radio, and television are not generally considered direct contacts for the purpose of our reports because the individuals with whom information was exchanged cannot be effectively identified or quantified. Moreover, it is not possible to accurately determine the race, gender and ethnicity of these individuals. These can, however, be reported as indirect contacts. *Indirect contacts are defined as those individuals exposed to Extension information through sources such as radio, television, websites, web downloads, and indirect interaction at public events*. An example of indirect interaction would be similar to the example above where you have 200 people attending a meeting. If only 30 attended your presentation, then 30 would be reported as direct contacts; the other 170 would be reported as indirect contacts. However, viewers of a satellite program received at various sites may qualify as direct contacts if a roster of who watched the program at the various sites can be produced. Similarly, a webinar through which individuals can identify themselves and request information may also qualify as a direct contact.

In regards to social media, agents, specialists and other Extension personnel are reaching larger audiences through the use of technology. When considering contacts, the previous description of a "direct contact" should serve as the main reference. Contacts from social media outlets (Facebook, etc.) should only be included in the monthly statistical report when there is specific knowledge of who viewed the "educational information." The most logical way to determine this is by counting those who responded to an agent's or specialist's comments, posted feedback or replied to a message, acknowledging their use of the available information located on the website. These are the only "direct contacts" that one can, with some accuracy, identify by race, ethnicity, gender, youth, etc. Attempting to quantify the number of web hits or the number of active users on a site may provide a number of visitors, but it does not inform how many actually accessed, utilized and/or benefited from the educational information provided. If only the number of web hits, visitors or users on a site is obtained, then these numbers can be counted as indirect contacts.

Contacts reported through this system are generally with individuals not employed by the Kentucky Cooperative Extension Service. However, in situations where an Extension employee is involved in teaching, consulting, or presenting information to other Extension employees, then those contacts may be reported through the monthly statistical report. For example, a specialist conducting an in-service training, or agents sharing information at a program planning event may count the participants as direct contacts. If an Extension employee is only participating in a meeting with colleagues, the other participants (Extension employees) should not be counted as contacts.

Contact Program and Staff Development at (859) 257-7193 if you have questions about defining a contact.

Sorting Contacts by Type

The Monthly Statistical Report requires that direct contacts be sorted according to the race, ethnicity and gender of the clientele contacted. In addition, we are now required to report the number of adult volunteers involved (in assisting with the program) as well as the youth participants (18 and under).

Race

Civil Rights and Affirmative Action guidelines suggest that individuals should be allowed to self-disclose the racial-ethnic group that best describes them. However, when individuals do not choose to disclose such information, that data may be difficult to obtain otherwise. That, however does not relieve the Cooperative Extension Service of providing documentation that its programs do not discriminate on the basis of race, ethnicity, gender, and a host of other factors. When information about a person's racial-ethnic group is available, simply report that information under the appropriate racial and ethnic group. Racial and ethnic categories included in the Monthly Statistical Report are:

Race

- White
- Black
- Asian (or Pacific Islander)
- American Indian or Alaska Native
- Other

Ethnicity

- Hispanic
- Non-Hispanic

In regard to race, an individual may identify with several racial groups, some that may not even be listed in our reporting system. In these situations, "Other" can be selected for race. The term "Other" is used to describe those persons of all other races or those self-identifying as a member or two or more racial groups. In those few cases when information about a person's racial or ethnic group is absent, or for some reason, there was absolutely no way of determining race, the individual(s) for whom race is unknown can be reported as "could not be determined."

Gender

The Cooperative Extension Service is also under obligation to ensure that its programs do not discriminate on the basis of gender. In order to meet that obligation, the Monthly Statistical Report requires that the number of contacts with female clientele be reported. When entering the number of female contacts, the total for males will appear in the system automatically.

Methods of Summarizing Statistical Data

As mentioned earlier, the Monthly Statistical Report allows a great deal of flexibility in the method by which the user records data. An individual may enter a few or several screens of summary data per day. This is determined by whether or not the user chooses to lump similar data and enter it as a single entry. For example, someone who reports data in separate hourly blocks will have many more entries than someone who lumps similar work into half-day or full day entries. Similarly, an agent working on five different MAPs may need to make more entries than a specialist with a much more narrow focus to their work.

In order to make a separate entry for each block of time, select the month in which that block falls within the service log. Complete the appropriate information and select a PAC toward which the work is focused, followed by the day/time being reported. Enter the contacts associated with that work by race, gender and ethnicity. Again, the number of entries will vary by individuals.

Entering summary data, however, requires fewer entries but involves more manual or mental summarizing. In generating summary data, many individuals simply use their personal calendar which may include notes about the things they were working on throughout each day or the number who attended a particular meeting. They may also use such data sources as the county phone log or Extension mailing lists to ascertain how many contacts they may have made during a particular day and month. After sorting time (and contacts associated with that time) by PAC code, they

are then ready to input their statistical data in to KERS.

With the emphasis on Featured Programs, we are asking agents and specialists to report as specifically as they can on the appropriate PACs. For example, it would be easier for an individual to report their time under a more general “livestock” PAC code than make extra entries for “Master Cattlemen”. However, we really need to capture the time and contacts on the Featured Programs and more specific programming efforts. We are asking agents and specialists to report as accurately as possible in order to track and aggregate state-wide data, while also aiming to measure state-level impacts.

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