



MEANINGFUL CONNECTIONS

EXTENSION COUNCIL CONFERENCE

GATEWAY HOTEL & CONFERENCE CENTER | AMES

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How Can MyData Help Councils Program Plan, Set Goals, and Evaluate?

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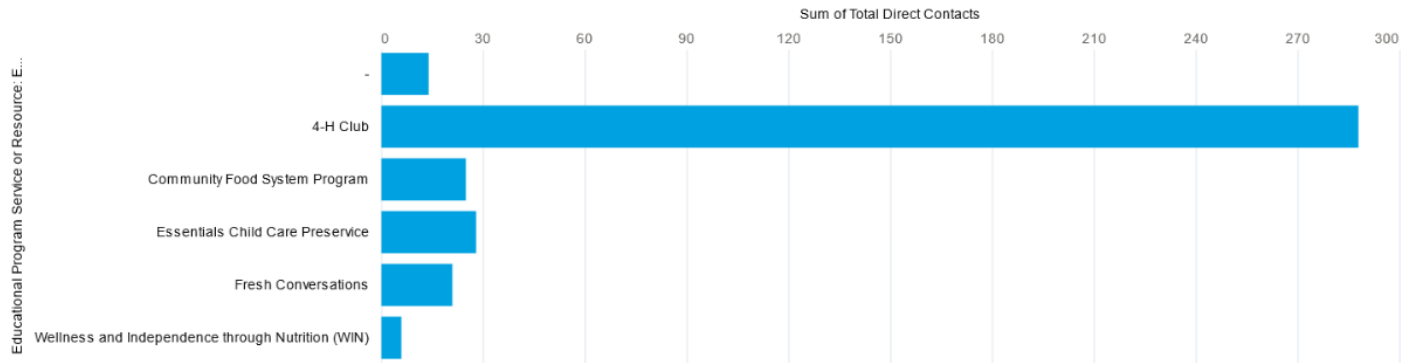


What is it?

- Centralized Database:
 - Information on programs offered and attendance
 - Contacts (participants, media, etc)
 - Partnerships
 - Client Relationships
 - Program Outputs/Impact Measurements

What is it?

MY DATA



<input type="checkbox"/> Educational Program Service or Resource: Extension Products ↑ ▾	Sum of Direct Adult Contacts	Sum of Direct Youth Contacts	Sum of Total Direct Contacts	Record Count
<input type="checkbox"/> -	14	0	14	2
<input type="checkbox"/> 4-H Club	36	252	288	1
<input type="checkbox"/> Community Food System Program	25	0	25	1
<input type="checkbox"/> Essentials Child Care Preservice	28	0	28	28
<input type="checkbox"/> Fresh Conversations	21	0	21	1
<input type="checkbox"/> Wellness and Independence through Nutrition (WIN)	6	0	6	1
Total	130	252	382	34

All direct educational contacts (touchpoints) and associated programs for a single county in a single month

What's the value?

The logo consists of the word "MY" in a small, yellow, sans-serif font, followed by the word "DATA" in a larger, white, sans-serif font, all contained within a red rectangular background.

- Streamlines data collection making reporting easier.
- More accurate measurement of educational outcomes and impact.
- Real-time Data

What's the value?



Example data dashboard showing events and educational contacts during current and previous time periods from the perspective of a regional director

Program Planning Decisions

- Program Catalog – What's possible?
- Which programs have been offered?
 - Number, what and which program area
- Were programs well-attended?
- What's working/what isn't?

Program Planning Decisions

IOWA STATE UNIVERSITY
Extension and Outreach

Search

Program Catalog

Search 4-H Youth Development Agriculture and Natural Resources Community and Economic Development Human Sciences

Iowa State University Extension and Outreach has hundreds of programs available to Iowans. Use this resource to find programs you are interested in. Most programs include a link to detailed information about that program.

Search Term

By Program Area

Search

Managing Farm Finances
Farm Business Management

Women Managing Cattle: Economic Decisions
Women in Agriculture

Women Managing Farm Finances
Course participants will discover their attitudes towards money and compare farm record keeping systems. Women will learn how balance sheets, income statements, and cash flow budgets are put together.

Screenshot of upcoming Program Catalog website using curated records of every named educational program that is stored in MyData

Program Planning Decisions



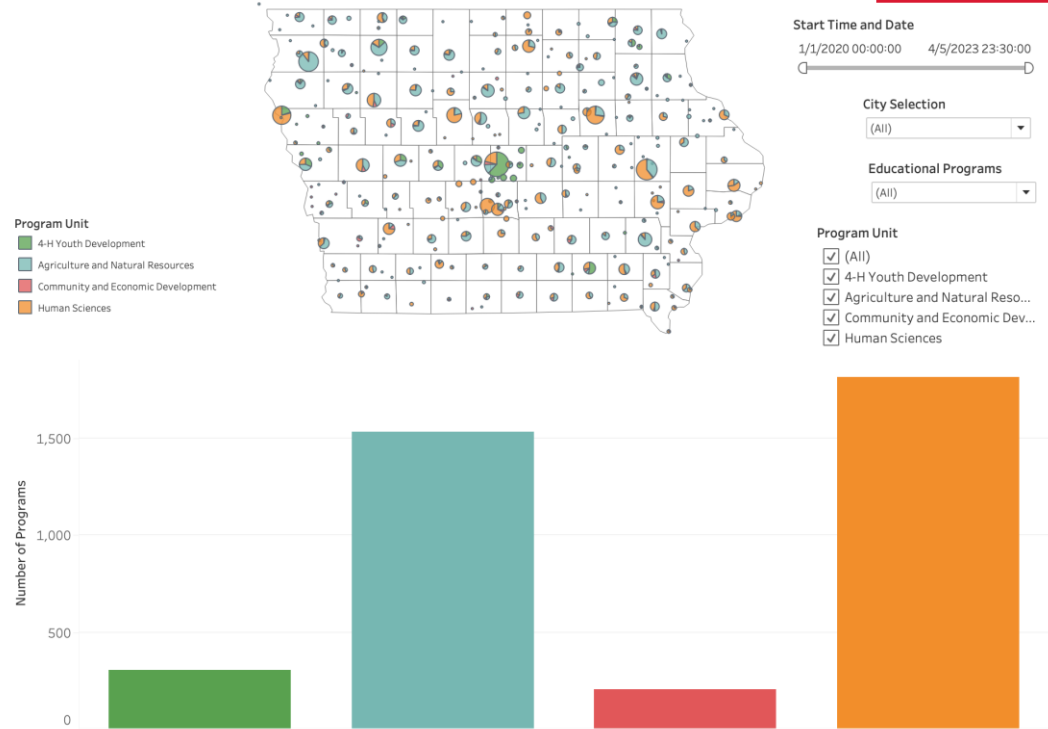
- Are there neighboring counties doing similar programs?
- May include Impact/Evaluation data
- Does not replace good communications within the organization

Program Planning Decisions



Screenshot of upcoming data visualization tools under development. This view is showing the location of all educational programs entered into MyData.

Number of Educational Programs by Program Unit

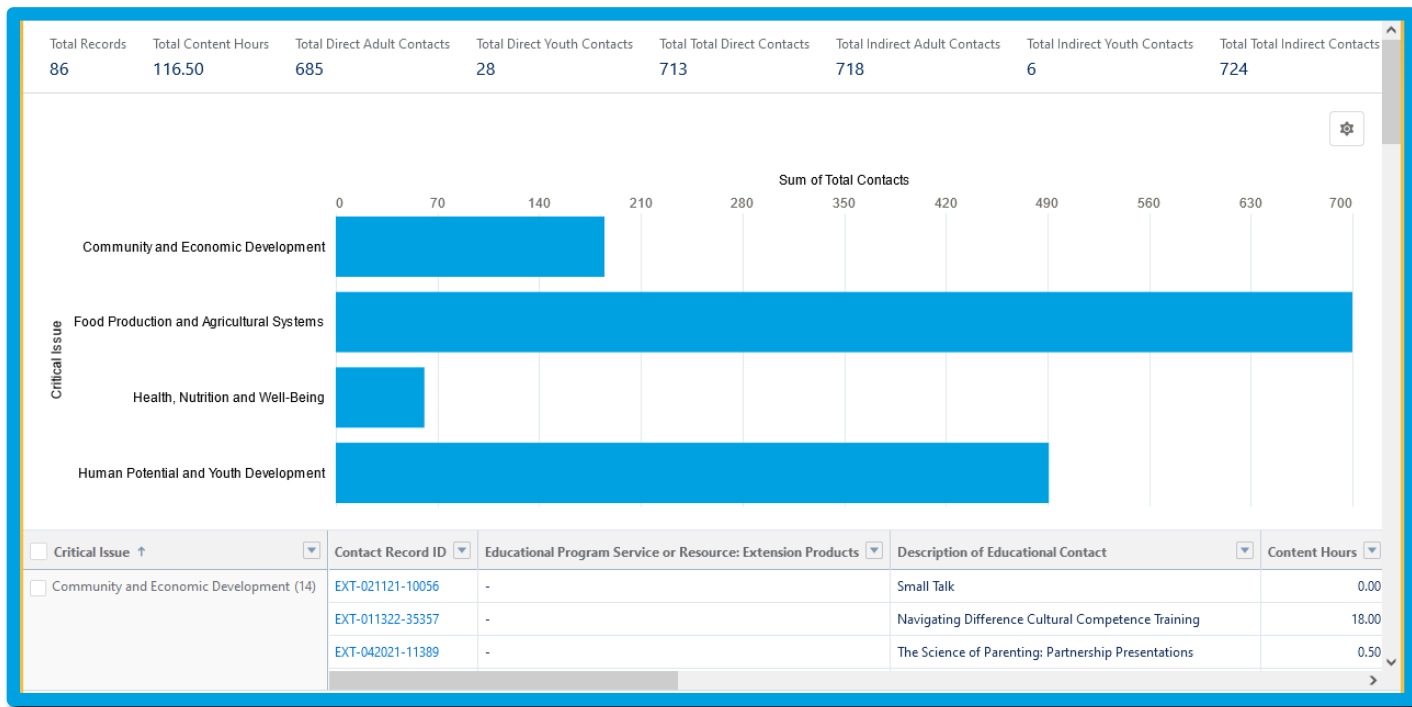


Entries

- Normally the organizer enters information
 - Each educator speaking is credited
- May include client information, including county of residence
- Communication is key on who enters what

Entries

DATA



Example performance evaluation report for an individual field specialist. This report includes all records they are tagged in.

Client Data Base



- Privacy is paramount – policies to protect
- Collecting client-selected demographics
- Not every meeting will include client information (beyond numbers)

Client Data Base

MY DATA

The screenshot displays the MyData Client Data Base interface. At the top, there is a navigation menu with options like Extension, Home, Program Offerings, Contact Records, Output & Outcome Measures, Accounts, Clients, Attributes, and Contribution Records. A search bar is located next to the menu. Below the navigation, the client's name 'Phil [redacted]' is shown. The account name is 'Boone County Extension'. The 'Related' section indicates that no potential duplicates were found. The 'Attributes (4)' section lists four roles: '4-H Volunteer Club Leader 2020-2021', '4-H Volunteer Project Leader 2020-2021', and two more '4-H Volunteer Project Leader 2020-2021' roles. The 'Extension Connections (1)' section shows a connection to 'Youth Mental Health First Aid' under 'Human Sciences' on '9/30/2021'.

Attribute Name	Description	Start Date	End Date
4-H Volunteer Club Leader 2020-2021	Club Leader - (Direct & O...	10/5/2020	9/30/2021
4-H Volunteer Project Leader 2020-2021	Project Leader - (Direct & Ongoing)	10/5/2020	9/30/2021
4-H Volunteer Project Leader 2020-2021	Project Leader - (Direct & Ongoing)	10/5/2020	9/30/2021
4-H Volunteer Project Leader 2020-2021	Project Leader - (Direct & Ongoing)	10/5/2020	9/30/2021

Extension Connection Number	Connection Description	Connected Unit	Connection Date
ExtCon-093021-41791	Youth Mental Health First Aid	Human Sciences	9/30/2021

Screenshot of a client record in MyData. Attributes are records about the individual's role within Extension. Connections are records about the individual's participation

Outcomes

- For some specific programs, combining outcomes data from across the state
 - Changes in behavior or knowledge
 - X% adopted a practice
 - Understanding of X increased from 2/5 to 4/5
 - Value
 - \$/cow, \$/acre, etc

Outcomes



Report: Output and Outcome Indicators with Output & Outcome Measures and Related Contact Record

Outcomes & Outputs: Story County (PRY)

Search, Add Chart, Filter, Refresh, Edit

This report shows all reported outputs and outcomes connected to Story County in the previous reporting year (PRY).

Total Records

225

<input type="checkbox"/> Program Unit ↑	<input type="checkbox"/> Outcome Indicator Name ↑	<input type="checkbox"/> Output and Outcome Indicator...	Sum of Qualitative Measure ...	Sum of Change Number	Average Percent Changed	Record Count
<input type="checkbox"/> 4-H Youth Development	Percent of 4-H youth with improved animal science and agriculture related skills.	Outcome Indicator	112	103	90.21%	9
	Percent of 4-H Youth with improved knowledge of communication topics.	Outcome Indicator	219	214	98.61%	9
	Percent of 4-H Youth with improved knowledge of healthy living topics.	Outcome Indicator	188	179	93.33%	25
	Percent of 4-H Youth with improved knowledge of leadership topics.	Outcome Indicator	82	82	100.00%	10
	Percent of 4-H youth with improved knowledge of STEM topics.	Outcome Indicator	3,043	3,040	99.92%	171
<input type="checkbox"/> Community and Economic Development	Number of Strategic or Goal-Setting Plans Developed	Output Indicator	1	1	100.00%	1

Examples of Outcomes and Outputs reported by 4-H and CED in during the pilot phase of outcome (and output) measurement.

Example Impacts (ANR)

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- Soil Fertility Short Course
 - Increased profit \$126,500 on 11,500 acres
- Advanced Calving Clinics
 - 9 clinics with 350+ attendees
 - Average benefit of \$7.56 per cow
 - Total benefit of \$375,900

Example Impacts (ANR)

The logo consists of a red square containing the text "MY DATA" in white, bold, sans-serif font. The "MY" is smaller and positioned to the left of "DATA".

- Ag marketing clubs
 - Improved crop marketing knowledge resulted in improvement of \$21/acre or \$1.7 million total
- Forest management
 - 238 people applied what they learned to 11,444 acres

What reports are possible?

- Phil Heckman

