

Using Technology to Streamline Reporting

Beth Holtzman

May 7, 2019



The small print
(disclaimers)

- UVM's new information technology security policy
 - <http://www.uvm.edu/policies/cit/infosecurity.pdf>
 - <https://www.uvm.edu/it/kb/article/technology-review>





Reporting

- Who do you report to?
 - Albert
 - Funders




 - Stakeholders
 - Volunteers
 - Clients
 - Supervisors/colleagues
- What kind of Info
 - Outputs
 - How many (events, people, hours etc)
 - Audience characteristics (demographics)
 - Outcomes
 - Changes in knowledge, skill, attitude, behavior
 - Impacts
 - Changes in social, environmental, economic conditions

Your Interests

Interest level in tools for collecting output/demographic data

Choices	Percentage	Count
Very interested	 30.00%	3
Interested	 30.00%	3
Neutral	 20.00%	2
Somewhat interested	 20.00%	2
Total		10

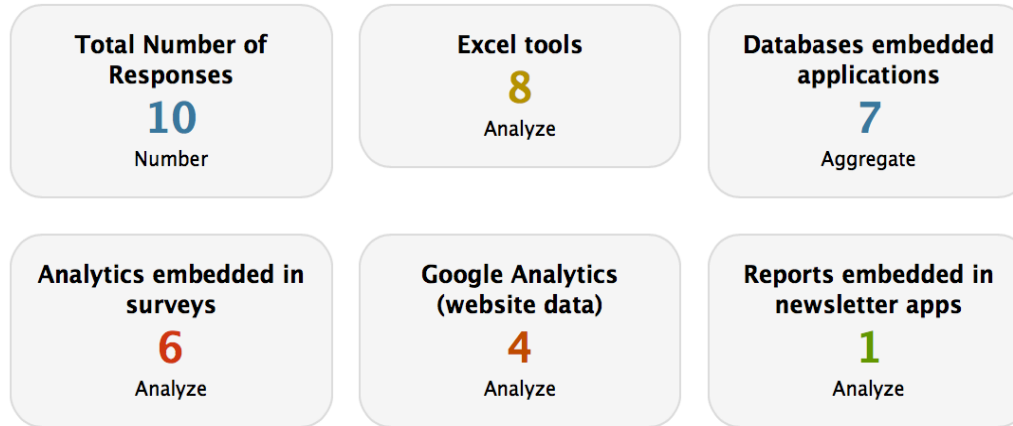
Interest in tools to collect program impact data

Choices	Percentage	Count
Very interested	 70.00%	7
Interested	 20.00%	2
Somewhat interested	 10.00%	1
Total		10

EPIC 2019 Workshop - Current Practice

This report shows the tools respondents are currently using.





Overview








What tools do you use to collect data

Choices	Percentage	Count
Surveys	90.00%	9
Registration or subscription forms	60.00%	6
Observation	50.00%	5
Interviews	50.00%	5
Google analytics	40.00%	4
Completed work (e.g., business, nutrient management and food safety plans)	30.00%	3
Other	20.00%	2
Other	[View]	

What tools do you use to aggregate data

Choices	Percentage	Count
Excel or other spreadsheet application	 80.00%	8
Database(s) built into survey, form-maker or e-newsletter apps/platforms	 70.00%	7
Other	 20.00%	2
Access or other database application	 10.00%	1
Total Entries		10

What tools do you use to analyze data

Choices	Percentage	Count
Excel tools such as sort, filter, pivot tables, graphs & charts	 80.00%	8
Analytics embedded in survey applications	 60.00%	6
Google Analytics tools	 40.00%	4
Reports embedded form-maker applications	 30.00%	3
Reports embedded in newsletter applications	 10.00%	1

Your Challenges:

- Low response rates to follow-up surveys
 - Plus, some audiences resist completing end-of-session questionnaires
- The discipline of planning it out
 - and implementing it!
- Tensions between:
 - Albert:
 - Funders:
 - Stakeholders
 - Participants

My world



One solution: Tools that Multi-Task

Data collection & analysis that helps:

Manage programs

Automate tasks

Conduct outreach

Build relationships

Report to Funders

Report to Albert

And more!



Today's Topics

- Reporting:
 - To whom & why?
- Form builders
 - Collecting data
 - Managing & analyzing data
 - Integrations with other tools
- Electronic newsletter apps
 - & reports on audience behavior
- Google analytics
- Google forms and integrations - Andy
- Adobe Spark – Allison
- Discussion

Online Form Builders



... and many others

<http://websiteplanet.com/reviews/form-builders/>

Important features to consider:

Database, reporting tools, analytics, integrations, collaborations, instructional manuals, cost, customer service

Benefits

&

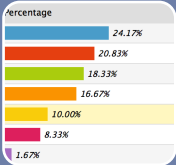
Trade offs



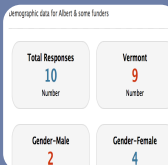
Participants do the data entry for you.



Monitoring needed to assure data quality



Embedded report builders automate many aggregation and analysis tasks.



Form/question design will affect what kind of aggregation and analysis can be done.



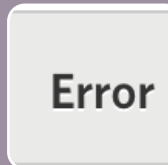
Multiple people from your team can have access to the current data, 24/7.



Security of data/participant confidentiality are concerns. Who will have access to what?




Integrations with other apps can be automated



Attention to detail is critical. Needs to be monitored

Collecting Data:



VERMONT NEW FARMER PROJECT
CULTIVATING HEALTHY COMMUNITIES **EXTENSION**

:: UVM Extension

:: New Farmer Project

- About the New Farmer Project
- Calendar
- Classes
- Contact Us
- Resource Guide
- Service Provider Resources
- Toolshed: Business Management
- Toolshed: Land Access
- Toolshed: Marketing

UVM Extension New Farmer Project Sign-Up

Hi! We're glad you're signing up to receive notices about information and events for beginning farmers in Vermont. Most of the information we request in this form is optional. But the more questions you answer, the better able we will be to lighten your inbox! Some notices will be general interest and sent to everyone. However, if you tell us what type of farming you're interested in, we will try to target emails as much as possible!


Name *

First Last

Email *

County *

Address



VERMONT NEW FARMER PROJECT

:: UVM Extension

:: New Farmer Project

UVM Extension New Farmer Project Sign-Up

Hi! We're glad you're signing up to receive notices about information and events for beginning farmers in Vermont. Most of the information we request in this form is optional. But the more questions you answer, the better able we will be to lighten your inbox! Some notices will be general interest and sent to everyone. However, if you tell us what type of farming you're interested in, we will try to target emails as much as possible!

Name *

First Last

Email *

County *

Address

Street Address

The form is embedded in website, automating branding.

Responsive design – works on desktop, laptop, tablet and phone.

Your Contact Information

Name *

First

Last

Email *

Phone Number *

 - -

###

###

####

We will use the address you provide here to confirm your registration and send you additional information about the class.

Be sure to double-check your email address to make sure it is correct.

Address *

Street Address

City

State / Province / Region

Postal / Zip Code

Country

County/State *

Required fields:

needed to manage the program, communicate with clients, report to funders and Albert.

2. About You

The following questions are optional, but the more information you provide, the better we will be able to meet your individual needs during the course. Your responses to the following questions are kept confidential.

The year you were born.

Maximum of 4 digits. Currently Used: 0 digits.

Gender

- Female
- Male
- Genderqueer or gender non-binary
- Prefer not to answer
- Not specified above - please specify

With which of the following races or ethnic groups do you identify.
You may select more than one.

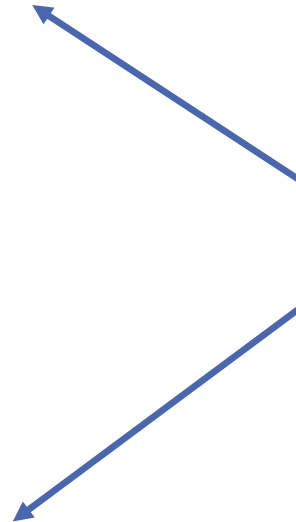
- African American/Black
- American Indian/Alaska Native
- East Asian
- Hawaiian Native/Pacific Islander
- Hispanic/Latinx
- Middle Eastern
- South Asian
- Southeast Asian
- White
- Prefer not to answer
- Other

Note: We ask this question as one measure toward our goal of supporting all people who farm or want to farm.

Are you a military veteran?

- no
- yes
- no

Optional fields: Also help manage and evaluate the program, and in reports to funders and Albert.



Lots of field type choices.
Required & hidden fields.

▼ Add a Field ▶ Field Settings ▶ Form Settings

Standard

- ABC Single Line Text
- 123 Number
- ¶ Paragraph Text
- ☑ Checkboxes
- ⊙ Multiple Choice
- ▼ Dropdown
- Section Break
- Page Break

Fancy Pants

- Name
- File Upload
- Address
- Date
- Email
- Time
- Phone
- Website
- Price
- Likert
- Rating
- DocuSign

EPIC: Using Technology to Streamline Reporting

Please fill out this form to help prioritize topics and make the best use of our 75-minutes together at EPIC.

Name

First Last

Email *

Your Program name

Please select the UVM Extension "Result Areas" that your work contributes to.

- 1 - Sustainable Agriculture Food & Forests
- 2 - Healthy Families
- 3- Capable Communities
- 4 - Natural Resources
- I don't know

State *

County *

Field Label (?) County **6.**

Field Type (?) Drop Down Field Size (?) Small

Choices (?)

- Addison
- Bennington
- Caledonia
- Chittenden
- Essex
- Franklin
- Grand Isle
- Lamoille
- Orange
- Orleans
- Rutland
- Washington
- Windham
- Windsor
- Outside Vermont

Import Predefined Choices

Options
 Required (?)
 Max Quantities (?)

Show Field to
 Everyone (?)
 Admin Only (?)

State *

County *

Your priorities
 Your interests will help determine how we spend our time during this work

Please rate your interest in learning about tech tools that can help you collect, manage and aggregate demographic information about your participants (e.g. where they live, gender, age, etc.)

- Very interested
- Interested
- Neutral
- Somewhat interested
- Not at all interested
- N/A


Please rate your interest in learning about tech tools that can help collect and manage data about program impacts (e.g. changes in knowledge, skill, attitude, decision-making).

- Very interested
- Interested
- Neutral
- Somewhat interested
- Not at all interested
- N/A

Please use this space to share more about the topics you are interested in learning about during this workshops session.

New Farmer Project Newsletter Subscribers

2014 to present

 Export Data

Sign-Ups

431

Number








Female

234









Male

156

Audience

Choices	Percentage	Count
Aspiring farmer (not yet in commercial operation)	 55.71%	234
Beginning farmer (less than 10 years)	 18.33%	77
Land owner	 9.05%	38
Farm employee (includes apprentices)	 6.43%	27
General interest/other	 5.48%	23
Agricultural service provider or educator	 4.05%	17
Established farmer (10+ years)	 0.95%	4
	Total	420
	<i>Unanswered</i>	<i>11</i>

County

Choices	Percentage	Count
Outside Vermont	 29.70%	128
Chittenden	 13.23%	57
Orange	 8.35%	36
Addison	 6.73%	29
Windsor	 6.73%	29
Washington	 5.80%	25
Franklin	 5.57%	24
Other [View]	 23.90%	103
	Total	431

Layout Settings

Report Builder

And thus I clothe my naked villany

[Get Started! →](#)Report
Settings

1.

Select
Data

2.

Add
Widgets

3.

Widget
Settings

4.

Untitled Report

This is my report. View it in all its glory!

No Widgets! You should add some.

This is a **simulated preview** of your report. Currently, **you don't have any widgets**. Use the buttons in the **Layout Settings** above to add visual elements for your report. Click on the widgets to change their properties.

1. Report Settings

2. Select Data

What data would you like to use?

Use from

3. Add Widgets

4. Widget Settings

1. Report Settings

2. Select Data

3. Add Widgets

Click or Drag to add a widget to a zone.

- Graph
- Chart
- 123 Number
- ABC Text
- Datagrid

Select Your Layout

4. Widget Settings

1. Report Settings

2. Select Data

What data would you like to use?

Use from that match of the following conditions :

is after

is before

3. Add Widgets

4. Widget Settings

New Farmer Project Newsletter Subscribers
2014 to present

[Export Data](#)

Sign-Ups
1,234
Number

Female
1,234

Male
1,234

Audience

Choices	Percentage	Count
	50%	50
	25%	25
	10%	10
	5%	5
	2%	2
	8%	8
Total		100
<i>Unanswered</i>		<i>10</i>

2.

Select Data

What data would you like to use?

Use from

2.

Select Data

What data would you like to use?

Use from

that match of the following conditions :

-
-

New Farmer Project Newsletter Subscribers

September 2014 - Present

[Export Data](#)

New Sign-Ups

342

Number

Female

188

Male

120

Audience

Choices	Percentage	Count
Aspiring farmer (not yet in commercial operation)	54.82%	182
Beginning farmer (less than 10 years)	18.67%	62
Land owner	8.73%	29
Farm employee (includes apprentices)	6.33%	21
General interest/other	6.02%	20
Agricultural service provider or educator	4.52%	15
Established farmer (10+ years)	0.90%	3
Total		332
Unanswered		10

County

Choices	Percentage	Count
Outside Vermont	28.07%	96
Chittenden	14.04%	48
Addison	8.48%	29
Orange	7.31%	25
Windsor	6.43%	22
Franklin	6.43%	22
Washington	4.97%	17
Other [View]	24.27%	83
Total		342

New Farmer Project Newsletter Subscribers

FY2018

[Export Data](#)

Sign-Ups

68

Number

Female

40

Male

23

Audience

Choices	Percentage	Count
Aspiring farmer (not yet in commercial operation)	57.35%	39
Beginning farmer (less than 10 years)	16.18%	11
Farm employee (includes apprentices)	8.82%	6
Land owner	8.82%	6
General interest/other	4.41%	3
Agricultural service provider or educator	2.94%	2
Established farmer (10+ years)	1.47%	1
Total		68


County

Choices	Percentage	Count
Outside Vermont	32.35%	22
Chittenden	14.71%	10
Orange	13.24%	9
Washington	11.76%	8
Windsor	7.35%	5
Lamoille	4.41%	3
Rutland	2.94%	2
Other [View]	13.24%	9
Total		68

New Farmer Project Newsletter Subscribers

May 7, 2019 - 8:03 AM

2019 Growing Places Participants

 Export Data

Total Registrations
19
Number

Female
14
Number







Completed payment & in Campus
15
Number

Male
5
Number








Scholarships Awarded
6
Number

Revenue Estimate
\$1,300
(before eXtension fees)

Counties

Choices	Percentage	Count
Outside Vermont	 52.63%	10
Windsor	 15.79%	3
Franklin	 10.53%	2
Washington	 10.53%	2
Chittenden	 5.26%	1
Lamoille	 5.26%	1
Total		19

States

Choices	Percentage	Count
Vermont	 53.33%	8
Massachusetts	 13.33%	2
Arizona	 6.67%	1
Michigan	 6.67%	1
New York	 6.67%	1
Virginia	 6.67%	1
Maryland	 6.67%	1
Total		15
<i>Unanswered</i>		<i>4</i>

Inclusivity Challenges

Race/Ethnicity

Choices	Percentage	Count
White	73.68%	14
Hispanic/Latinx	10.53%	2
African American/Black	5.26%	1
East Asian	5.26%	1
Total Entries		19
<i>Unanswered</i>		<i>1</i>

Participant Information:

Number **Participant Type:** Agriculture: Farmers [Add another response](#)

Total participants: 0

Gender

Male **Female**

Race/Ethnicity

[Add another response](#)

- White; (Not of Hispanic Origin)
- White; (Hispanic Origin)
- Black or African American; (Hispanic Origin)
- Black or African American; (Not of Hispanic Origin)
- American Indian or Alaskan Native; (Hispanic Origin)
- American Indian or Alaskan Native; (Not of Hispanic Origin)
- Asian or Pacific Islander; (Hispanic Origin)
- Asian or Pacific Islander; (Not of Hispanic Origin)
- Native Hawaiian or Other Pacific Islander; (Hispanic Origin)
- Native Hawaiian or Other Pacific Islander; (Not of Hispanic Origin)
- American Indian or Alaskan Native and White; (Hispanic Origin)
- American Indian or Alaskan Native and White; (Not of Hispanic Origin)
- Asian or Pacific Islander and White; (Hispanic Origin)
- Asian or Pacific Islander and White; (Not of Hispanic Origin)
- Black or African American and White; (Hispanic Origin)
- Black or African American and White; (Not of Hispanic Origin)
- American Indian or Alaskan Native and Black or African American; (Hispanic Origin)
- American Indian or Alaskan Native and Black or African American; (Not of Hispanic Origin)

Locat

#

Educa

Descr

More inclusive questions on race, ethnicity and gender get higher response rates, and do a better job meeting organizational diversity and inclusion goals.

But they also mean more work to align with existing reporting categories.

Inclusivity Challenges

Gender

Female

Male

Genderqueer or gender non-binary

Prefer not to answer

Not specified above - please specify



Participant Information:

Number	Participant Type:
<input type="text" value="0"/>	Agriculture: Farmers Add another response

Total participants: 0

Gender

Male	Female
<input type="text" value="0"/>	<input type="text" value="0"/> <input checked="" type="checkbox"/>

Management Opportunities & Challenges

User Management

Uneasy lies the head that wears a crown.

+ New User

Activity Log

Your Users		9
W	wagn <i>Account Creator</i>	
MP	Mary Peabody	[-] [+]
BE	BFRDP Evaluation T...	[-] [+]
LT	Legal Team	[-] [+]
SM	Safety Mechanizati...	[-] [+]
LC	Leadership Content...	[-] [+]
AC	Amanda Cole	[-] [+]
KM	Kate McGowan	[-] [+]
BH	Beth Home	[-] [+]

Mary...

Change User Password

Confirm Your Password * (?)

Name *

Email Address *

Administrator (?)

Company

Time Zone

Save Profile

This User Can Do the Following :

Create New : Forms Reports Themes

This User Can Access :

Forms	Reports	Themes
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Add Permissions

Management Opportunities & Challenges


Please send me updates from the New Farmer Project about additional classes, workshops, and opportunities for new and beginning farmers.

- Yes
- No
- I'm already on your list

Submit

Notification Settings

My words fly up, my thoughts remain below.

 [Subscribe to RSS Feeds](#)

Send Notifications from UVM Extension New Farmer Classes 2017-2018 ...

to My Inbox

Your Email Address (?)

Set Reply To: (?)

Send Me Emails About :

- New Entries
- New Comments

[Customize Notification Email](#)

[Save](#)

to My Mobile Device

Your Cell Phone Number

Your Carrier (?)

Send Me Text Messages About :

- New Entries
- New Comments

[Save](#)

to MailChimp ✕

List Name

New Farmer Master List

List Conditions

If **Yes** is checked, send entry to MailChimp.

Double Opt-In Email


Do not send a double opt-in email.

[Change Settings](#)

Management Opportunities & Challenges

Notification Settings

My words fly up, my thoughts remain below.

 [Subscribe to RSS Feeds](#)

Send Notifications from EPIC: Using Technology to Streamline Reporting ...

to My Inbox

Your Email Address (?)

Set Reply To: (?)

Send Me Emails About :

New Entries
 New Comments

[Customize Notification Email](#) [Save](#)

to My Mobile Device

Your Cell Phone Number

Your Carrier (?)

Send Me Text Messages About :


New Entries
 New Comments

[Save](#)

to Another Application (?)

[Add Integration](#)

EPIC: Using Technology to Streamline Reporting I [#9]

 **Wufoo** <no-reply@wufoo.com>
Beth Holtzman
Thursday, May 2, 2019 at 5:21 PM
[Show Details](#)

Name	Beth Holtzman
Email *	beth.holtzman@uvm.edu
Your Program name	VT-SARE State Program
Please rate your interest in learning about tech tools that can help you collect, manage and aggregate demographic information about your participants (e.g. where they live, gender, age, etc.)	Very interested
Please rate your interest in learning about tech tools that can help collect and manage data about program impacts (e.g. changes in knowledge, skill, attitude, decision-making).	Very interested
What tools do you use to collect data?	<ul style="list-style-type: none">• Registration or subscription forms• Surveys• Completed work (e.g., business, nutrient management and food safety plans)• Observation• Interviews• Google analytics• E-newsletter open, click-through reports

Confirmation Options

Show Text (?)
 Redirect to Website (?)

Thank you for filling out the "Using Technology to Streamline Reporting" form.

[Templating Options](#) | [Template Tags](#)

Send Confirmation Email to User (?)

Send To (?)

Reply To (?)

Confirmation Message

Message

Thanks for filling out the "Using Technology to Streamline Reporting" form. Your information will help me hone in on priority topics and information for the session. See you next week!

Beth

[Templating Options](#) | [Template Tags](#)

Your Name or Company

Include a Copy of the User's Entry

e.g. Wile E. Coyote or ACME Corporation

Thanks for filling out the "Using Technology to Streamline Reporting" form. Your information will help me hone in on priority topics and information for the session. See you next week!

Beth

EPIC: Using Technology to Streamline Reporting I

Name	Beth Holtzman
Email *	beth.holtzman@uvm.edu
Your Program name	VT-SARE State Program
Please rate your interest in learning about tech tools that can help you collect, manage and aggregate demographic information about your participants (e.g. where they live, gender, age, etc.)	Very interested
Please rate your interest in learning about tech tools that can help collect and manage data about program impacts (e.g. changes in knowledge, skill, attitude, decision-making).	Very interested

Collecting & Reporting Outcome Data 1

Choose one of the following two ways of reporting:

Enter the total changed and what locations the change took place.

Enter the number changed by location.

How many changed (total) for all locations:
Number changed:

Available locations:
Bennington
Caledonia
Chittenden
Essex
Franklin
Grand Isle
International

Selected locations:

Required - Results Notes:

Font Family | Font Size | **B** | *I* | U | | | | | | |

Path: p

Related file(s) including evaluation tool, data summary, etc.:

no file selected [Add Another File](#)

Topic Area(s):

[Add another response](#)

Are you ready to submit this for review? Status:

Yes, ready for submission.



VFWF Scholarship Awards – Outcomes – FY2019

This report aggregates outcome data for the current fiscal year.

Total Completed Reports
5
Number

County

Choices	Percentage	Count
Windham	60.00%	3
Washington	20.00%	1
Windsor	20.00%	1
Total		5

Collecting & Reporting Outcome Data -2

Choose one of the following two ways of reporting:

Enter the total changed and what locations the change took place.

Enter the number changed by location.

How many changed (total) for all locations:
Number changed:

Available locations: Selected locations:

Addison
Bennington
Caledonia
Chittenden
Essex
Franklin
Grand Isle
International

>
>>
<
<<

Required - Results Notes:

Font Family Font Size **B** *I* U

Path: p

Related file(s) including evaluation tool, data summary, etc.:

no file selected [Add Another File](#)

Topic Area(s):

[Add another response](#)

Are you ready to submit this for review? Status:

Yes, ready for submission.

Impacts to date.

Please indicate in which areas you have *already* used the education (new information, skills, contacts) you received. *

Planning
 Production
 Business management
 Other (please list below)

Decision-making
 Marketing & sales
 Profitability

Please briefly describe. *

Please indicate in which areas you have *already* used the knowledge you gained.

Choices	Percentage	Count
Planning	100.00%	5
Decision-making	100.00%	5
Production	60.00%	3
Business management	40.00%	2
Profitability	40.00%	2
Marketing & sales	20.00%	1
Other (please list below)	20.00%	1
Total Entries		5

Please briefly describe how you have applied what you learned.

#	Content	Date
28	I have been utilizing the information and resources from the farm transfer workshop to pursue leasing a property to potentially start my own farm. I have been researching different equipment/technologies mentioned by Richard Wiswall in his mechanization/efficiencies workshop. Much of the information I learned is not directly applicable at this point in time, but has been very inspiring and impactful in shaping how I think about acquiring and managing my own farm in the future.	10:57am - 2019-03-21
27	It was affirming and aspiring to see how many small (<2 acre) flower farms there are in zone 5. Sometimes I can be tempted to scale up, but through listening to and networking with other small farmers, it reaffirmed that my scale is appropriate for my market and my needs, abilities, and infrastructure at this time.	9:36am - 2019-03-17
26	I am committed to helping support my local coop. I shop there for my basic and luxury needs. I am trying to stop buying toxic food personally, and I am speaking publicly about the difference between organic and non-organic (i.e., toxic) food. I am committed to producing healthy strong fruit trees, nuts, and berries to help people feed themselves.	6:02pm - 2019-03-09
25	Each of the classes specified in something different which highlighted all the things that I wanted to either try or become better at and I feel I was able to gain that knowledge to achieve that.	10:05pm - 2019-02-21
24	T8D-season just beginning!	7:22pm - 2019-02-05
Total		5

Collecting Impact Data – 3

Additional ways you anticipate using the new knowledge in the future?

Choices	Percentage	Count
Production	80.00%	4
Planning	60.00%	3
Marketing & sales	60.00%	3
Business management	60.00%	3
Decision-making	40.00%	2
Profitability	40.00%	2
Total Entries		5

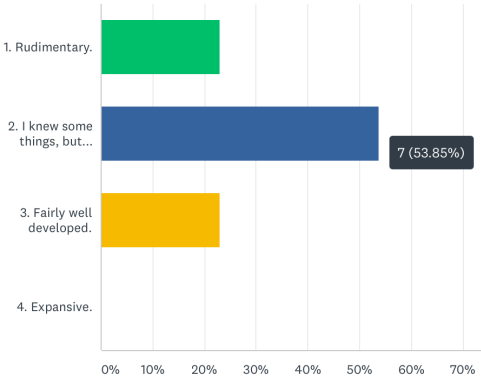
Please briefly describe the ways you *anticipate* using this knowledge in the future.

#	Content	Date
28	I attended a collaborative marketing workshop which broadened my horizons about potential partnerships and ways to spread my own products/business further. I also became acquainted with a number of distribution networks I was previously unfamiliar with. The no-till intensive I attended was very inspiring and very much aligned with my values/ideals. It was a great tangible example of a successful business built upon principles that are often discussed more philosophically rather than practically. Daniel was very open and transparent about his practices and decisions, which I intend to use in my own business planning. In general, I became aware of a number of resources, technologies, organizations, etc. that I was previously unfamiliar with and will be helpful to me in working toward my dream of my own farm.	10:57am · 2019-03-21
27	The spring field crops talk was especially interesting as it focused on perennials and other flowering plants that are not always associated with cutting (ie. shorter stems and shorter vase life). However, these crops help bridge the dreaded "June gap" when bulbs and the first hoop house successions have finished but annuals have not yet begun producing in the field. They're specifically indicated in floral design for events, which is the direction I have been moving the value-added portion of my business. I've returned home with a plant list of tried-and-true varieties to add to my perennial plantings, and the confidence to utilize them.	9:36am · 2019-03-17
26	I will gain confidence in marketing our trees. I understand how to grow more efficiently and productively and teach this to customers.	6:02pm · 2019-03-09
25	Same as above	10:05pm · 2019-02-21
24	I can't think of one are that would not be impacted by the knowledge imparted as outlined in the 'What did you learn' section.	7:22pm · 2019-02-05
Total		5

Collecting Outcome Data

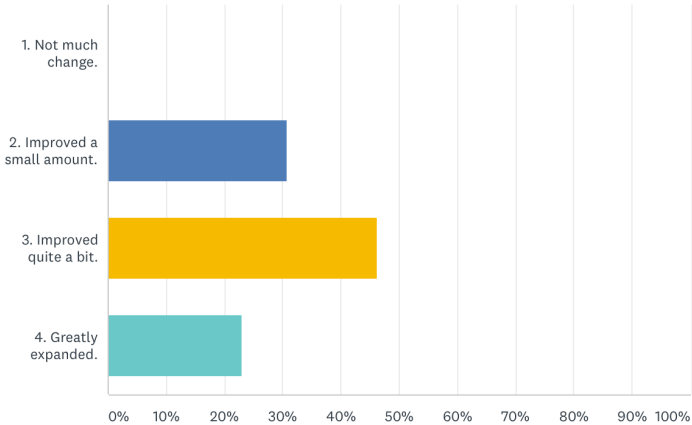
Please describe your level of knowledge about starting an agriculturally based business before participating in Growing Places.

Answered: 13 Skipped: 0



As a direct result of Growing Places, how would you describe your level of knowledge about starting an agriculturally based business?

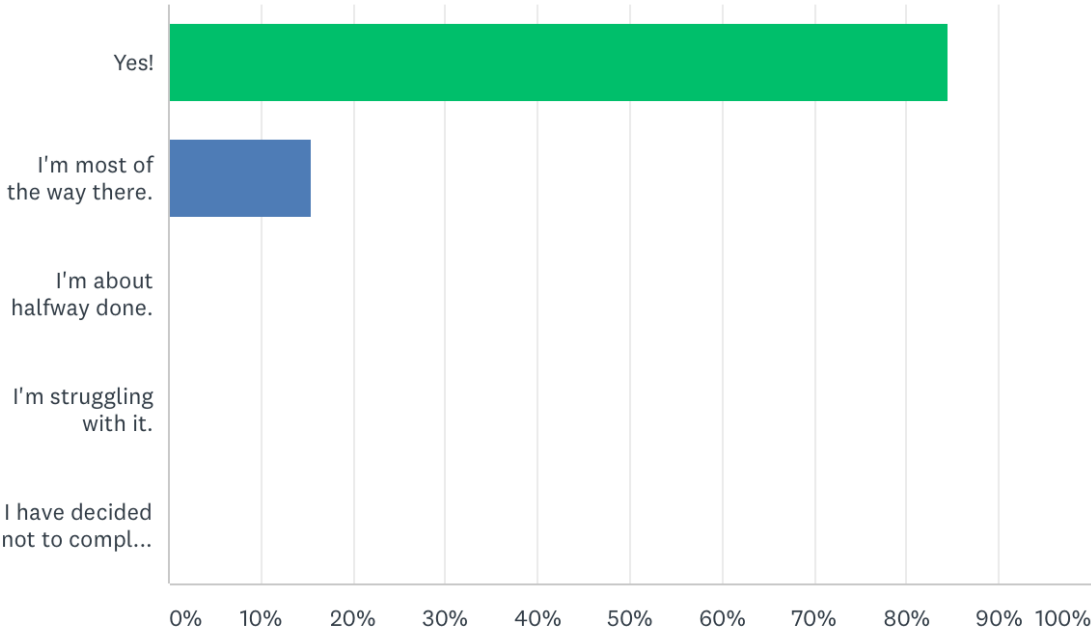
Answered: 13 Skipped: 0



Collecting Outcome Data

Have you written a first draft of your comprehensive goal statement?

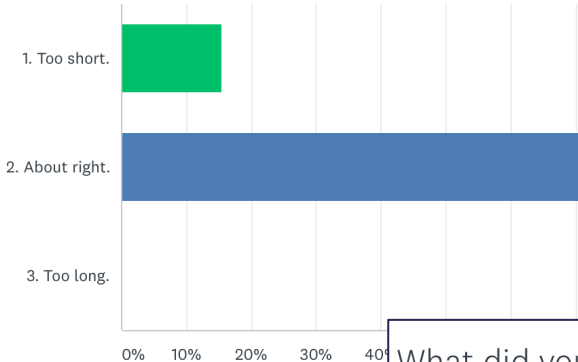
Answered: 13 Skipped: 0



Collecting data to improve programs

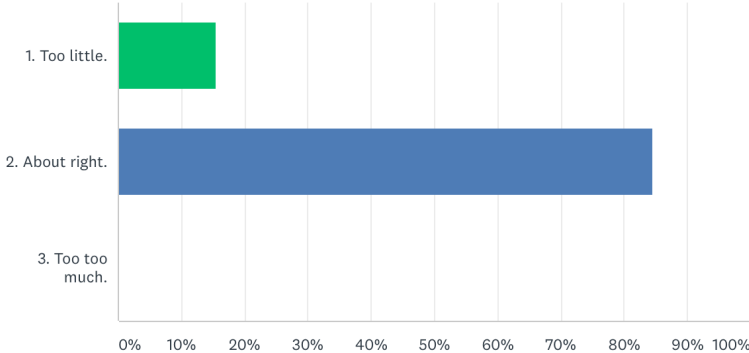
Was the course length about the right amount of time for you to participate an on-line course?

Answered: 13 Skipped: 0



What did you think about the pace of the course -- the amount of reading, discussion, and assignments expected on a weekly basis?

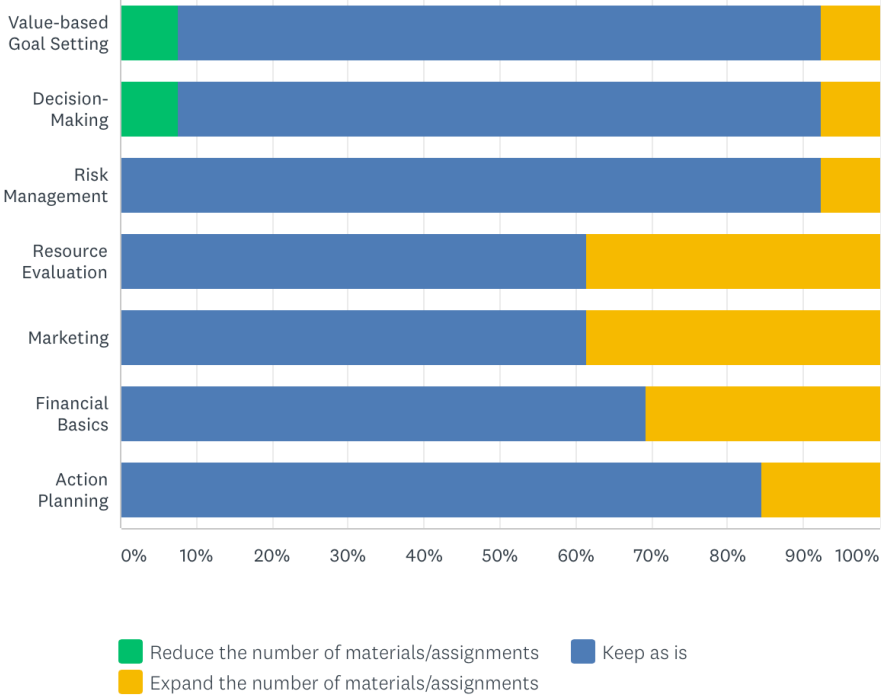
Answered: 13 Skipped: 0



Collecting data to improve programs

If we were to make adjustments to the class, what topic(s) would you change?

Answered: 13 Skipped: 0



How to improve the number and thoughtfulness of responses?

- Promote a sense of accountability from the beginning.
 - Say why you are asking, why their responses are important and how you will use info
- Ask for only what you need.
- Don't wait too long to follow-up – retrieval is harder.
- Give reference points for information retrieval:
 - training events attended, practices recommended.
- Write concise, understandable questions with appropriate context-specific response choices.
- Provide a tool for participants to track/record actions.
- Incentives

Cognitive Steps to Respond to Survey Question about Behaviors



COMPREHEND

1. Understand the question, any instruction, and the intended meaning (may differ from literal interpretation of words)



RETRIEVE

2. Correctly identify the behavior of interest
3. Retrieve relevant instances of the behavior from memory.
4. Correctly identify the relevant reference period.
5. Search this reference period to retrieve all relevant instances of the behavior



JUDGE

6. Correctly date the recalled instances of behavior to arrive at a frequency report
7. Correctly add up and synthesize all the instances to ensure they fall in the reference period



RESPOND

8. Map this frequency onto the response alternatives
9. Candidly provide the result of their recall effort to the survey administrator (it's not always comfortable to be candid)

From *Designing Quality Survey Questions*, Sheila Robinson and Kim Leonard
and *The Qualtrics Handbook of Question Design*, David Vannette

Beyond Questionnaires:

- How else can we collect outcome data?
 - Observation –
 - Recording sheets
 - Photographs
 - Video
 - Assignment completion

New Farmer News Spring 2019

[Switch report](#) ▾

[Overview](#) [Activity](#) ▾ [Links](#) [Social](#) [E-commerce](#) [Conversations](#) [Analytics360](#)

472 Recipients

List: New Farmer Master List (Unsaved segment)

Delivered: Thu, May 02, 2019 9:08 am

Subject: UVM New Farmer Update

[View email](#) · [Download](#) · [Print](#) · [Share](#)

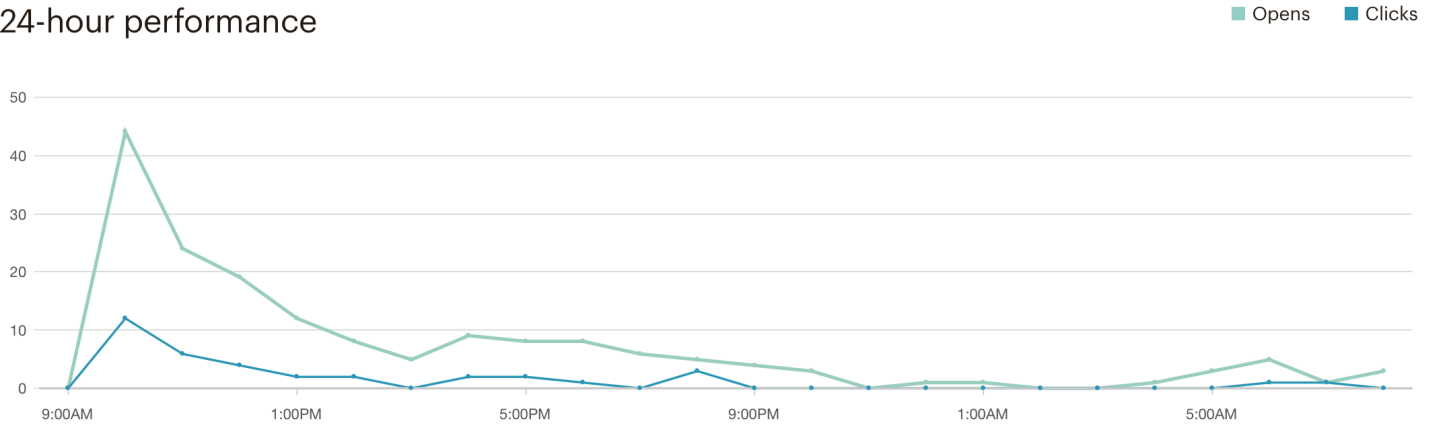
0 Orders	\$0.00 <u>Average order revenue</u>	\$0.00 <u>Total revenue</u>
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Open rate	53.8%	Click rate	10.6%
List average	30.6%	List average	6.8%
Industry average (Non-Profit)	20.4%	Industry average (Non-Profit)	2.5%

<p>254 Opened</p>	<p>50 Clicked</p>	<p>0 Bounced</p>	<p>0 Unsubscribed</p>
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Successful deliveries	472 100.0%	Clicks per unique opens	19.7%
Total opens	345	Total clicks	78
Last opened	5/7/19 6:00AM	Last clicked	5/7/19 6:01AM
Forwarded	0	Abuse reports	0

24-hour performance



GOOGLE TOOLS



The Women's Agricultural Network



Farmer Profile

In 2016, Alisha Utter launched [Arbor Farmstead](#) in the Champlain Islands with her partner, Kyle Bowler. They follow the practices of "veganic" farming, which eschews all animal products/by-products from fish meal to animal manure. A diverse mix of plants and practices, flexibility in responding to customers, and balancing of farm and off-farm employment, all work together to help Alisha and Kyle build their farm's resilience to production, market, and financial risks. [Read more](#)

7.9%

14.6%

Time for a Financial Check-in?

Through April 2019, at 10 different locations throughout Vermont, UVM Extension Business Specialists offer one-on-one with farm, forest and maple businesses on their finances to help farmers develop a balance sheet, update financial statements, and review a business plan. Register [here](#)

3.4%

Women's Farm Equipment Field Day on May 4

University of New Hampshire Cooperative Extension is offering a hands-on workshop is for women farmers looking to improve their skills in farm equipment safety and operation. Learn about tractor safety, driving, hitching on equipment, maintenance and upkeep, basic trailer driving and chainsaw safety. The program includes a crop insurance update. Space is limited, so please register ahead of time online! For special accommodations or any questions, contact [Elaina Enzien](#), 603-679-5616.



Take Care of Your Body this Growing Season

As the number of women principle operators has tripled over the past thirty years, so has their work on farms and ranches. The "[Take Charge of Your Health](#)" fact sheet highlights the unique risk factors for farm and ranch women and provides suggestions to help women stay healthy and productive.

21.3%

Women in Agriculture Learning Network



2016
EVALUATION REPORT
www.extension.org/womeninag

Background



Women are a growing but historically underserved agricultural audience. Farm and ranch women frequently encounter challenges that limit profitability or compromise quality of life.

1. Women comprise 30% of all farm operators, and the number of US farms with a woman principal operator tripled over the last three and half decades, from 5% in 1978 to 14% most recently.

2. Farms where the principal operator is a woman tend to be smaller than farms overall, with fewer acres and lower sales. Only 10% reported more than \$50,000 in gross farm income according to the 2012 Census of Ag.

3. Beginning women farmers may be particularly vulnerable to production, financial and market risks. USDA data suggests these farmers are not utilizing agricultural support programs as effectively as their male counterparts.

The Women in Agriculture Learning Network advances the success of women farmers and ranchers by addressing both business and quality of life topics.



In two years, the network published **100 articles**, reached by women from all 50 states.



Produced 21 webinars that **delivered practical, action-oriented education** to 3300 people



Trained 50 Extension educators on best practices in working with women farmers and ranchers

Making a Difference



Content has consistently focused on issues of high relevance to women farmers and ranchers: marketing; stewardship of natural resources; farm safety, mechanization and ergonomics; time management; labor management; & farm succession and transition.

Farmer Feedback



We have improved our financial and production record keeping. We have also implemented changes in packaging and marketing using information learned through the network.

- *Diversified livestock farmer from Nebraska*

“It helped me price items and market them to the correct groups. We've seen an increase in profitability because of more effective marketing.”

- *Georgia specialty crop farmer who used the network's resources on merchandising and direct marketing.*



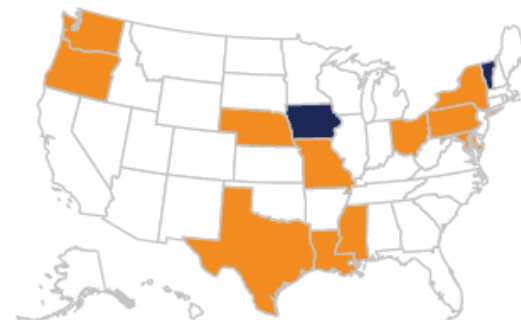
Funding, Leadership & Steering Committee

Funding for the the Women in Agriculture Learning Network's 2014-2016 work was provided by the CHS foundation via the eXtension Foundation.



The University of Vermont Extension and Iowa State University Extension and Outreach provided leadership and staffing for the project.

A steering committee, composed of Extension educators from around the country, provided guidance and direction through monthly teleconference meetings and three in-person work sessions. Steering committee members were from 13 states.



Steering commit

Top right: 2014 network steering committee. Top left table talk during a women in ag conference. Bottom left: the Iowa State Team; bottom right participants in the 2016 professional development seminar.

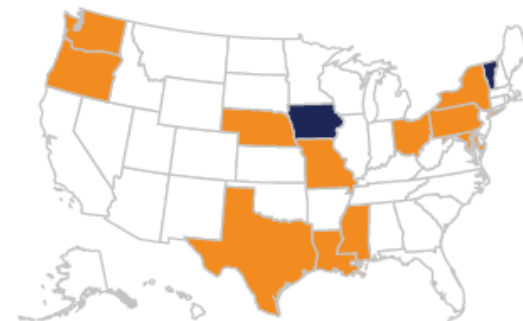
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Impact



Women farmers and ranchers in all 50 states have directly benefited from our work.

1.

Between 2014 and 2016, over 12,000 people directly accessed information and resources from the Women in Agriculture learning network.

2.

Farmers and ranch operators use knowledge and skills they gained to improve business performance, natural resource stewardship and quality of life on farms managing over 30,000 acres of US agricultural land.

3.

The network is also helping aspiring producers launch new agricultural businesses, farm employees advance their careers, and non-farming women land owners manage their land.

Extension professionals are using network information, resources and training to deliver effective and innovative programs for women farmers and ranchers.



In two years, Extension educators across the US have used information from our network in **outreach to 28,000 people**



34 Extension educators incorporated information they gained through the network in **workshops and classes attended by 1700 farm women**



Network resources also helped them conduct **individual consultations with 685 farmer and ranch women and their families**



The network hosted a special three-part webinar series that provided context for the evolving roles of women in agriculture. The series also highlighted successes of women farmers and ranchers and challenges women in agriculture frequently encounter.

Enhancing Extension Impacts



"People I worked with documented improved time management behaviors. People documented successful work with government agencies, better loan applications, and improved book-keeping skills."

Extension educator from Washington

"I used the information on women's changing roles in agriculture with many audiences. I presented on women's changing roles in agriculture at a kick-off dinner to help encourage more women to sign up for a grain marketing course. All the women present signed up!"

Extension educator from Illinois



Other Ways of Reporting

