

KPI's (Key Performance/Progress Indicators)

1. **Impact and Value** (qualitative and quantitative)
 - a. Success stories (continuous) (PEARS-Success Stories)
 - i. Story title
 - ii. Program Area
 - iii. Comments
 - iv. Attach a photo or other appropriate file
 - b. Impact Statements (annual)
 - i. Public Value Statement: what is the value of the program to society, to the non-participants (PEARS State/Individual Action Plan)
 - ii. The Situation: What was the need, concern or questions that prompted the initiative/program/curriculum (PEARS State/Individual Action Plan)
 - iii. Extension Response: How was the issue addressed (PEARS State/Individual Action Plan)
 - iv. Impacts: This is the reportable, quantifiable/qualitative difference or potential difference a program makes in the life of a participant(s) (PEARS State/Individual Action Plan Outcome)
 - v. Feedback: True personal stories/testimonials from participants (PEARS-Success Stories)
 - vi. Image/Infographic: Nothing enhances a story like a visual image (PEARS-Success Stories)
 - vii. Primary Contact: The faculty person in case someone wants to follow up/contact you (PEARS-State/Individual Action Plan Outcome)
 - viii. Collaborators: (PEARS-State/Individual Action Plan Outcome)
 - ix. Resource Links:
 - c. Curriculum
 - i. Core Programs (PEARS-State/Individual Action Plan Outcome)
 - ii. New Programs, Development or Adaptation (PEARS-State/Individual Action Plan Outcome)
 - d. Peer to Peer Platforms
 - i. Examples: CHIME, On Farm Research, TAPS, Master Gardener (PEARS-State/Individual Action Plan Outcome)

2. **Reach** (quantitative)
 - a. Direct (required) (PEARS-Program Activities, Direct Comments and CRM)
 - i. Direct education contacts: one-on-one, one-on-many (PEARS-Program Activities)
 1. Core Audience Attendees (PEARS-Program Activities)
 2. New Audience Attendees (PEARS-Program Activities)
 - ii. Number of volunteers and hours (PEARS-Program Activities)
 - iii. Partnerships (PEARS-Partnerships, Coalitions and CRM)
 - iv. Collaborations (PEARS-Program Activities)
 1. Internal (Personnel with PEARS ID) (PEARS-Program Activities, included as collaborator)
 2. External (PEARS-Partnerships, Coalitions, UNL/IANR partners that do not have a PEARS ID)
 - b. Indirect contacts (highly encouraged)(PEARS-Indirect Contacts)
 - i. New media
 - ii. Social media
 - iii. Digital media
 - iv. Publications
 1. Discipline Focused
 2. Trade and lay publications
3. **Revenue Generation** (quantitative)(no duplicate counting)
 - a. Grants
 - i. \$\$ value of proposals submitted (Extension portion)
 - ii. \$\$ value of proposals awarded (Extension portion)
 - b. Contracts
 - c. Certification programs (PEARS-State Action Plans)
 - d. Sponsorships (PEARS-Program Activities)
 - i. Foundation deposits
 - ii. Cost-object deposits
 - e. In-kind
 - i. System-wide County support
 - ii. Actual expenditure (PEARS-Program Activities)