

Delivery Method	Definition	Examples	Assumptions	Demographic Data	Method of Contact
Digital Media & Marketing	Distribution of information that contains educational content using digital methods.	Social media, Facebook, Twitter, Instagram; webpage, you-tube, blogs, podcasts, email informational blasts, digital newsletters.	Mass media method. Estimate reach of effort using data from the media outlet	No	Mass Media
Traditional News Media	Distribution of research based educational information via traditional news media sources.	Radio, newspaper, other print media, or TV appearances	Estimate reach using data from media outlet. Mass media method.	No	Mass Media
Outreach	Mass distribution of information to either a public or targeted audience. Intent is to raise awareness or interest in extension programs and services.	Health fairs, festivals, exhibits, livestock shows, trade shows; displays, stand-alone handouts, dissemination or delivery of school curriculum or brochures, mailed newsletters.	Data on the number of people exposed to information is collected. Mass media method.	No	Mass Media
Publications	Scholarly publications or refereed journal articles authored and disseminated.	Educational fact sheets, lesson plans, curriculum, extension publications, or peer-reviewed journal articles.	Estimate reach using data from the media outlet.	No	Mass Media
Industry Articles	Research-based educational articles written and published to a credible resource, organization, or venue.	Research-based articles for the AgCenter or another credible organizations or information source.	Articles are peer-reviewed (externally or internally). Estimated reach using data from outlet.	No	Mass Media
Facilitation	Facilitating community meetings or events involving workgroups, boards, and councils, may include organizing the event, guiding conversations, & summarizing diverse viewpoints.	Stakeholder meetings, working groups, community advisory planning meeting, councils, coalition meetings, taskforces, strategic planning teams.	Attendance data collected; evaluation data is collected.	No	Individual or Group
Group Event	Educational events. May be in assistance with invited experts or volunteers aimed at providing information to help the participants attain new knowledge or skill & lead to behavior change or adoption of a practice. Single or multi-event.	Nutrition lessons, trainings, 4-H club meeting, stencil painting, crosswalk installation, farmers markets, classes, contests, trainings, workshops, conference tours, field trips, camps, clubs, afterschool programs, demonstrations, field days, live webinars. In-person or virtual.	This is an educational event. Participants register and attendance is collected; demographic data is collected; evaluation data is collected.	Yes	Individual or Group
Presentation	Educational training or speaking engagement provided at the request of another organization, person, or group. May be a one-time or ongoing.	Educational training or speaking engagement delivered to an organization or group. May be one-time or ongoing.	This is an educational event. Participants register and attendance is collected; demographic data is collected; evaluation data is collected.	Yes	Individual or Group
Self-Directed	Planned, self-paced activities or experiences developed or assembled for independent study. Participants pick up kits/materials or sign up for self-paced online learning experiences.	Water test kits; soil test kits; radon kits; 4-H kits; garden starter kits; self-paced online learning modules or courses; pre-recorded webinars or video series.	Registration is captured & completion is documented; self-reported participant demographics and evaluation data is collected; activity is planned, organized & marketed by extension.	Yes	Individual or Group
Technical Assistance	In-person, one-on-one, or small group direct client consultations made by extension or trained volunteers in response to a need. Information is shared to answer questions, solve problems, or deliver educational information.	One on one office visits, farm visits, home visits, school visits, site visits, livestock project visits, virtual or video-conferencing visits	Self-reported participation demographic data is reported or collected based on data in client file; evaluation data may be formally or informally collected; may include sampling, testing, or other techniques.	Yes	Individual or Group
Technical Assistance - Electronic	Non face to face client interactions by extension to share research- based information, answer questions, solve problems, or deliver educational information.	One-on-one electronic correspondence, including email and phone calls (NOT MASS), responding to social media questions, or message boards or blog questions.	Demographics are not collected; all communication with client or person to resolve a question/issue is counted as one time.	No	Individual or Group
Grants & External Funding	Activity completed or application submitted to secure external funding or in-kind resources.	Grant or funding applications, donor or stakeholder correspondence or presentation to secure funding or in-kind support.	Purpose of activity is to secure funding or in-kind support for extension activities or programming.	N/A	N/A
Committee Meetings	Participation in professional society or committee meetings.	Internal committees and meetings, community committee meetings.	Use tagging options to categorize as community, institution, or advisory committee activities.	N/A	N/A
Professional Development/Professional Society/Continuing Education	Professional training, professional development, professional society, or conference participation, and/or continuing education.	Webinars or in-person trainings attended, professional improvement, conferences attended, certifications, continued degree, or course work.	Used for documenting engagement or participation, not for individuals planning, organizing, or facilitating training. Use tagging for conference participation.	N/A	N/A
Administrative or Supervisory	For administrative and/or supervisory appointments only. For documenting administrative activities.	To use for parish visits, employee meetings, supervisor, or administrative activities.	Used only for documenting administrative activities.	N/A	N/A
Other- No Contacts	Other activities not covered in any other area.	Other activities not covered in any other area.	This is a non-delivery extension activity.	N/A	N/A

Old Delivery Methods Vs. New Deliver Methods		
Methods of Contact	Old Deliver Method Category	New Delivery Method
Group & Individual Methods of Contact	Group Event Farm, Office, or Home Visits In-person Correspondence Results Demonstration Tours or Field Days Individual Phone Calls and Emails	Group Event One-on-one Assistance One-on-one Assistance Group Events Group Events Technical Assistance - Electronic
Mass Media Methods	Exhibits, Fairs and Festivals News, Magazine, and Popular Press Articles Publications or Referred Journal Articles Materials for Mass Distribution Radio or TV Web or social media	Outreach Industry Articles Publications Outreach or Digital Media & Marketing Traditional News Media Digital Media & Marketing
No Teaching or Audience Contacts Involved	Advisory Committee Meetings Seeking External Funding or Support Professional Meetings & Conferences Professional Society Activities Internal Committee Meetings Other	Committee Meetings -Advisory Committee External Funding Professional Dev./Professional Society Professional Dev./Professional Society Committee Meetings Other

LERS Revised Tags as of 08.1.23	
Tag	Description
Multi-state	Involves a multi-state effort
Service-learning	Educational experience that incorporates service or volunteering
Internal Collaborator	Involves internal partners or partnership
External collaborator	Involves external collaboration or partnership
Volunteers	Involves volunteers
Advisory committee	Advisory committee activities
Internal committee	University committee
Professional society	Professional society or organization
External committee	Community organization or committee
International	Any international activities
Conference Participation	Conference participation

Tags removed

- ~~DEI (diversity, equity, and inclusion efforts and programs)~~
- ~~Research faculty (research faculty participation)~~
- ~~Supervision/Administrative~~
- ~~Snap-Ed~~
- ~~Research faculty~~
- ~~Professional development~~
- ~~Master Gardener~~
- ~~EFNEP~~