From its public launch in 2008, eXtension has provided information capturing the breadth and scope of its efforts about the activities of and benefits to its internal users (i.e., Cooperative Extension System staff) and engagement and benefits that accrue to its Communities of Interest (i.e., users of the eXtension resources). The digital environment has changed significantly since 2008 with less focus on content development and more focus on social media and curation. Consequently, we have introduced new metrics driven by the 2011-2014 Strategic Roadmap, formulated by a task force of Extension directors/administrators and approved by the Governing Committee, to document progress toward our goals.

**CRITICAL SUCCESS FACTOR 1**

eXtension provides system-wide expertise to respond to client questions, leveraging Cooperative Extension System subject matter knowledge for institutions.

**Ask an Expert (AaE) is a robust application that allows the collective resources of the Cooperative Extension System to respond to questions from users of the eXtension public website. Research indicates that 29% of the people using AaE had never heard of Cooperative Extension and an additional 27% had heard of Cooperative Extension but had not accessed it previously. These data suggest that AaE is a powerful tool for states to implement to reach new audiences and respond to current clients in new ways.**

The total number of questions resolved through Ask an Expert in 2012 was 37,138. This represents a 35% increase in resolved questions over 2011 (27,593) and brings the total number of resolved questions from 2006-2012 to 104,940.

**Experts residing in the state from which the question originated answered 24,532 questions (66%). Experts residing outside the state from which the question originated answered 12,606 questions (34%).**

While any state or territory can answer questions, the most active states answering AaE questions are Alabama, Minnesota, Oregon, North Carolina, Ohio, Texas, Colorado, and Michigan. Figure 2 shows the number of questions asked from and answered by the top states.
CRITICAL SUCCESS FACTOR 2

eXtension fills gaps in disciplinary expertise that may not be available in individual institutions and can enhance existing programs.

Communities of Practice collaborate across institutions to develop content that can fill disciplinary gaps in institutions. The collective expertise of the CoPs gives local educators a place to find experts across disciplines, which can be especially helpful as emerging issues develop, or disaster strikes.

In 2012, 50 CoPs submitted standardized annual reports for the first time. These reports asked the CoPs “to what extent does eXtension fill gaps in your CoPs content that may not be available in individual institutions?” CoP responses indicate that:

- eXtension CoPs help fill gaps by enhancing collaboration of experts with a breadth and depth of knowledge that no one institution can sustain. This is particularly evident in cross-disciplinary efforts such as the work of the Extension Disaster Education Network or the Wildfire Information Network. It is also evident in emerging issues such as the spread of new invasive species into states that do not have experts in those species (plants, feral hogs, fire ants).
- eXtension provides a place where reliable, up-to-date information on their subject matter can be found.
- eXtension fills gaps by providing technological resources in the form of webinars, Moodle courses, and social media that extends the reach of state efforts to a national level audience.

CRITICAL SUCCESS FACTOR 3

Collaboration with colleagues in other institutions and organizations improves quality of educational products.

This metric focuses on the extent to which the collaborative development of content improves the quality of educational products. The CoPs integrative, multi-state efforts are important links between research and educational programs that benefit the public.

In 2012, CoPs were asked “to what extent have collaborative educational products developed by your CoP been used in state/local Extension programs.” While the question does not explicitly ask about improving the quality of educational programs, many of the responses indicate improvements in quality through the collaborative process.

- Collaborations between Minnesota and Ohio through the Consumer Horticulture CoP resulted in online Ask an Expert training modules that can be used by any state or local program.
- The Diversity, Equity & Inclusion CoP has developed learning modules to provide training to new and existing employees.
- Specialists working with Extension Disaster Education Network (EDEN) in Minnesota and North Dakota developed a toolkit that supplemented existing content and content developed by individual states.
- During this year’s fires in Colorado, New Mexico, Oregon, and South Dakota, Extension personnel were assisted with their post fire education by use of information from the eXtension Wildfire Information Network (eWin) website.
- The Land Use Planning CoP has developed and updated two educational curricula for Extension courses in partnership with the North Central Regional Center for Rural Development and the National Network for Sustainable Living Education.

Collaborative products as of Dec. 30, 2012 for all CoPs

- 15,263 Articles Published
- 14,425 FAQs Published
- 214 Webinars conducted by CoPs with 14,539 participants and 159,602 views

In 2012, the Wildlife Damage Management CoP published the final edition of the National Wildlife Control Training Program developed in cooperation with representatives of Cornell University.

Data documenting use at the local level is also an indicator of the quality of the educational products. Five CoPs provided evidence of use of their educational products on the local level (Farm Safety and Health, Feral Hog, Grape, Just in Time Parenting and Livestock Poultry and Environmental Learning Centers/Animal Manure Management).
eXtension enhances outreach opportunities of the Cooperative Extension System through grants received by Communities and USDA/NIFA competitive grants, including an eXtension component.

Since 2007, 114 grants supporting up to 33 Communities of Practice have been funded by a combination of private, state and federal entities. The majority of these funds (86%) have been used to enhance Communities of Practice, the remainder (14%) focused on creating new Communities of Practice. Approximately 95% of the funds have been or are going to Extension faculty at member institutions.

### Table 1: Grants for Communities of Practice

<table>
<thead>
<tr>
<th>Year</th>
<th># of Awards</th>
<th>Total Amount of Awards</th>
<th>Amount to Communities of Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>3</td>
<td>$2,078,352</td>
<td>$153,477</td>
</tr>
<tr>
<td>2008</td>
<td>11</td>
<td>$5,270,654</td>
<td>$1,099,165</td>
</tr>
<tr>
<td>2009</td>
<td>17</td>
<td>$14,190,921</td>
<td>$3,573,031</td>
</tr>
<tr>
<td>2010</td>
<td>20</td>
<td>$80,404,725</td>
<td>*$9,218,967</td>
</tr>
<tr>
<td>2011</td>
<td>29</td>
<td>$28,252,683</td>
<td>$1,392,248</td>
</tr>
<tr>
<td>2012</td>
<td>32</td>
<td>$16,649,994</td>
<td>$2,424,487</td>
</tr>
<tr>
<td>Total</td>
<td>114</td>
<td>$146,847,329</td>
<td>$17,861,345</td>
</tr>
</tbody>
</table>

*Significant aberrations in this chart are due to NIFA’s change in strategy regarding the number and size of grants awarded in a given year.*

In 2012, when counting all contracts, sponsorships, donations, course revenue, and grants received, including the New Technologies for Ag Extension award, the Cooperative Extension System received $1.69 of additional funds for each $1 invested by Cooperative Extension Directors and Administrators. Since eXtension was established, the Cooperative Extension System has received $1.62 of additional funds for each $1 invested.

### Critical Success Factor 5

Communities of Practice provide educational content and opportunities in appropriate web-based venues from which users do benefit.

This critical success factor focuses on the outcomes and impacts that result from CoPs utilizing appropriate web-based venues to engage users in educational programs. In 2012, 11 CoPs documented and reported outcomes achieved with their clientele through webinars and learning lessons (another 11 CoPs focused on process-oriented evaluations). In addition, 11 CoPs reported 214 (up 27% from 169) webinars in 2012 with 14,539 participants (up 67% from 8,722). CoPs also reported 159,602 (up 1,000% from 14,447) people watched recorded webinars.

eXtension Communities of Practice have documented changes in awareness, knowledge, skills, and practices by people participating in their educational programs or using their educational resources. For example:

- DAIReXNET documented increases in knowledge on specific topics such as nutrition and heat stress as well as savings that producers attribute to strategies learned in webinars.
- Increases in knowledge of the link between building design and construction and wildfire safety and firewise landscaping after attending eXtension Wildfire Information Network webinars.
- Weight loss, inches lost, increased exercise, and improved diets were reported by users of Families Food and Fitness resources.
- Increased knowledge of the history and biology of feral hogs, with an economic impact of that knowledge valued at $21,200, was reported by participants.
- The Grape CoP documented increases in knowledge of grape production, increased efficiency in production, and increased profitability.
- HorseQuest documented increases in knowledge of topics related to horses.
- Just in Time Parenting documented improved parenting skills in respondents using their newsletter and other resources.
**Critical Success Factor 6**
eXtension facilitates and enhances professional development through the Learn framework (learn.extension.org).

This critical success factor focuses on the added value that eXtension brings to the Cooperative Extension System in the area of professional development for both internal and external audiences. In 2012, there were 423 learning opportunities (up from 261, a 62% increase) included in Learn for professional development as well as further learning, discussion, and sharing. In addition, 251 webinars were archived. While the length of the sessions ranged from 15 to 480 minutes, the most frequent length was 60 minutes.

**TABLE 2: LEARN METRICS**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webinars</td>
<td>261</td>
<td>423</td>
</tr>
<tr>
<td>Participants</td>
<td>3,741</td>
<td>25,493</td>
</tr>
</tbody>
</table>

**Critical Success Factor 7**
eXtension facilitates and enhances professional development and user education through Moodle (campus.extension.org), a shared common platform for delivery of online courses.

This critical success factor also focuses on the added value that eXtension brings to the Cooperative Extension System in the area of professional development for internal and external audiences. Please note that the LEARN system (CSF 6) provides professional development in the form of short webinars, whereas Moodle provides professional development in the form of online courses that require more time to develop and complete.

From December 1, 2011, through September 30, 2012, the total number of courses available and under development in Moodle was 424. Registered active users numbered 14,214. There were 10,958 certificates of course completions granted. There were 385 faculty developer’s creating/delivering courses from 41 different institutions, 2 Federal Agencies, and 5 State/Local Government entities.

**TABLE 3: MOODLE METRICS**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Users</td>
<td>12,490</td>
<td>14,214</td>
</tr>
<tr>
<td>Certificates Issued</td>
<td>4,216</td>
<td>10,958</td>
</tr>
<tr>
<td>Instructors/Developers</td>
<td>340</td>
<td>385</td>
</tr>
<tr>
<td>Courses Active or Under Development</td>
<td>445</td>
<td>424</td>
</tr>
<tr>
<td>Institutions</td>
<td>40</td>
<td>48</td>
</tr>
</tbody>
</table>

People enrolling in courses during the January-August 2012 time frame were invited to respond to a survey. Highlights from the survey (N=184) include the following.

- While nearly half the respondents (47%) said they enrolled in the specific course because they were interested in the topic, 37% of them said they were able to complete some required training through the course they took.
- 80% of the respondents indicated that the course they took was Useful or Very Useful to them; while 72% said they were able to apply the information they learned to their work or life.
- 90% were sufficiently satisfied with the course that they would recommend it to others.
- Campus is reaching new audiences, as one-third (34%) of respondents said they did not know about the Cooperative Extension Service before taking the course.
Communities of Practice are using social media to extend their reach and engage users.

Social media has become part of the way we do business in Cooperative Extension, and eXtension has helped lead the way to broadening our reach and engagement through social media. Data from 2012 indicates growth in social media reach and engagement by eXtension and our CoPs; 36 CoPs reported 3,567,454 overall social media contacts. The 2012 data examines social media use by reach and engagement rather than overall contacts to help us understand not only how many people we are reaching but how we are reaching them and if clients are responding and connecting more deeply.

### TABLE 4: SOCIAL MEDIA ENGAGEMENT METRICS

<table>
<thead>
<tr>
<th>Engagement Metric</th>
<th>2011</th>
<th>2012</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Total Reach</td>
<td>8,517</td>
<td>378,202</td>
<td>4,340%</td>
</tr>
<tr>
<td>Facebook Engaged Users</td>
<td>N/A</td>
<td>20,439</td>
<td>N/A</td>
</tr>
<tr>
<td>Facebook People Talking about This</td>
<td>209</td>
<td>12,396</td>
<td>5,831%</td>
</tr>
<tr>
<td>Facebook # of Stories Created</td>
<td>N/A</td>
<td>14,761</td>
<td>N/A</td>
</tr>
<tr>
<td>Second Life Visitors</td>
<td>N/A</td>
<td>7,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Twitter Amplification Rate</td>
<td>12%</td>
<td>35%</td>
<td>191%</td>
</tr>
</tbody>
</table>

**Reach metrics** are an important gauge of overall exposure and tell us how many people we are reaching.

- **YouTube Views:** Total number of times videos on YouTube have been viewed.
- **YouTube Likes:** Total number of people who have clicked “like” on a YouTube video.
- **Twitter Followers:** Total number of people following all reported Twitter accounts.
- **Facebook Likes:** Total number of people who have “liked” one of our Facebook pages.

**Engagement metrics** tell us more about how many people we are interacting with and responding to our outreach.

- **Facebook Total Reach:** The number of unique people who have seen any content associated with one of the reported pages.
- **Facebook Engaged Users:** The number of unique users who engage with one of the reported pages through clicking on a post or story or creating a story.
- **Facebook People Talking About This:** The number of unique people who have created a story about one of the reported pages. This includes liking a page, posting to a wall, commenting, or sharing a story.
- **Facebook Number of Stories Created:** The number of stories created about one of the reported pages; Different from people talking about this because it may include one user creating several stories.

![Figure 3: CoP Social Media Reach 2012 vs. 2011](image-url)
Other Social Activities

In 2012 eXtension staff provided leadership and expertise in the greater community of educators practicing in virtual worlds, collaborated on projects with 19 universities, hosted over 7,000 visitors, and offered more than 30 training sessions, videos, and presentations. Additional information is available at www.extension.org/3d

National eXtension Conference Twitter Activity
One strategy to engage people who attended the National eXtension Conference as well as those who could not attend was to emphasize social engagement. The primary platform chosen for social engagement was Twitter; the tweet stream was broadcast during conference-wide events, and followers and attendees were encouraged to tweet using #NeXC2012. The hashtag and the official account reached 120,593 people through 1,674 tweets by 196 different people (accounts). Total impressions were 1,596,440 from this one conference.

Critical Success Factor 9
Access to extension.org extends the reach, discoverability, and engagement of Extension organizations.

eXtension engages users in a variety of ways. Connecting with users involves activities such as visits to various web sites, social media activity, and views of YouTube videos. Engagement is a more in-depth interaction between the user and eXtension, such as using the Ask an Expert system, participating in live and recorded professional development sessions, and more interactive aspects of social media. The table below presents the various forms of eXtension engagement for 2012.

Online advertising - eXtension was chosen to participate in the Google for Nonprofits program and receives $10,000 per month ($120,000 annually) of free Google AdWords advertising on Google search page results. Three Communities of Practice (Dairy, Families Food and Fitness, Just in Time Parenting) continue to participate in this effort. The ads were shown 2,873,881 times in 2012. People clicked on the ads to go to the public website 31,752 times for an overall click through rate of 1.10%. The range of click through rates was .22% to 1.94%. A click through rate of 2% is considered to be average.

**Table 6: Summary Metrics**

<table>
<thead>
<tr>
<th>Category</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of Participants Receiving Course Completion Certificates in Moodle</strong></td>
<td>4,216</td>
<td>10,958</td>
</tr>
<tr>
<td><strong>Learn Visits</strong></td>
<td>3,741</td>
<td>25,493</td>
</tr>
<tr>
<td><strong>Resolved Ask an Expert Questions</strong></td>
<td>27,593</td>
<td>37,138</td>
</tr>
<tr>
<td><strong>Social Media Contacts</strong></td>
<td>3,473,695</td>
<td>3,574,454</td>
</tr>
<tr>
<td><strong>Visits to Extension.org</strong></td>
<td>2,632,834</td>
<td>3,165,495</td>
</tr>
</tbody>
</table>

3% CHANGE

20% CHANGE

6,938,325 PAGE VIEWS (+35%)