University of the Virgin Islands
School of Agriculture
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RESEARCH | EXTENSION | TEACHING

Guidelines for Reporting Direct Educational Contacts

All SOA CES professionals (agents, specialists, administrators, etc.) are required to report their direct educational contacts. This information is very important as it is used to obtain our annual federal funding, as well as to showcase our efforts to our local, area, territorial and federal stakeholders.

Direct educational contacts are when both the SOA CES professional and the client/receiver are linked together at the same time and/or place for educational purposes. Examples include:

- Individual consultations in the field or office
- Face-to-face interactions in workshops, field days, staffed displays, classrooms, clinics, etc.
- Individual correspondence by letter, email or phone
- Interactive conference calls and webinars
- An email, text, or social media message with educational interaction between the educator and learner(s).
- Educational contacts made by volunteers
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Indirect educational contacts are not required to be reported at this time. An indirect contact is any time you don't know exactly who is viewing or reading your information. For example, you can send newsletters to 1000 people, but you can't be sure it is being read by everyone. Newsletters, radio, TV, and most social media are considered an indirect contact.

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- Total contacts by gender must equal the total contacts by race.

- Do not count mass media, newsletters (even to a target audience), news columns or radio and television spots. There is no way of knowing who actually read your article or watched/listened to that segment. You can count any follow-ups that occur as a result of those efforts.

- More than one contact with the same individual during a single day can occur if the individual participates in different program areas.

- Contacts related to SOA CES business (non-educational in nature) between SOA CES staff members or between SOA CES staff members and volunteers are considered to be internal contacts and should not be reported. Examples include board meetings, staff meetings, Advisory Committees, 4-H Council meeting, etc.

- Face-to-face educational programming contacts between SOA CES staff members and volunteers should be reported when they are educational in nature, i.e. 4-H Leader Training.

- Program assistants make many contacts with clientele. Program assistants should keep records of those contacts and submit them to their respective supervisor.

- Contacts by Volunteers: Direct educational contacts made by volunteers (i.e., 4-H and other Volunteers) and the volunteer hours need to be recorded. Indicate the program as a program activity and add a note that volunteers taught the class.

FREQUENTLY ASKED QUESTIONS

Q. How should we count program participants in a workshop series?
A. SOA CES professionals who teach a workshop series can count the participants every time they attend one or more sessions.

Q. What if two SOA CES professionals are making presentations at the same event? Who counts the numbers?
A. Only the SOA CES lead professional should report the direct educational contacts.

Q. As an SOA CES Specialist, I am often invited by an SOA CES Agent/Assistant to present a portion of the program. Should I count those contacts or should the SOA/CES Agent/Assistant that invited me to make a presentation count the contacts?
A. The SOA Agent/Assistant should only report those contacts. If the SOA Agent/Assistant is not involved or providing assistance, the SOA CES Specialist should report those contacts.

Q. I am an SOA CES Specialist and often provide training to SOA CES Agents/Assistants. Do I report that?
A. While providing professional development/training for SOA CES staff is of great value to our organization, this would be considered an internal audience and not counted as a direct educational contact.

Q. As an SOA CES Assistant Director, I am responsible for working with volunteers. How do I report those contacts?
A. Volunteers are focused on SOA CES business and would not be counted as contacts.

Q. So how do I report contacts for fairs or similar large community activities?
A. Direct educational contacts would include judges and others who attend an orientation session taught by staff or discussions with individuals who have questions about our exhibits and programs. Youth engaged in conference judging can be reported as volunteer contacts. Please do not report total attendance at the fair nor the number of individuals who just walk through the exhibits.

Q. SOA CES offers awareness programs to the local schools. It is an outside event that involves a large number of participants. How should I report the contacts?
A. If there is no practical means to collect the data on each individual youth, then you can rely on information that can be provided by the school. The school has data on the cumulative demographic make-up of its student body that they should be willing to share with you.

Q. How should I report soil tests, etc.?
A. If you provide the recipient with educational information about their test results, you can count each of those instances as a contact.

Q. Should we count the number of phone calls from clientele asking about the time and place of events?
A. Contacts that are of an SOA CES "business" nature should not be counted. If a client is asking for the date and time of an extension program, information on how to sign up their child for 4-H camp or to find out the telephone number of another organization in your community, the contact is considered of a business nature and should not be counted.

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