**Guidance on Reporting COVID-19-related Work in Project Board**

In response to COVID-19, UCCE responded quickly and creatively to be able to continue to meet clientele’s ongoing needs under the new circumstances.

As an organization, we want to be sure to capture and communicate our ongoing commitment to reach clientele and provide science-based information and solutions. See how to call out your COVID-19 work in Project Board so we can let stakeholders know what we are doing to help make a difference.

Given UCCE’s direct Extension activities have switched to be primarily online direct Extension activities or indirect Extension activities due to the COVID-19 pandemic, see specific guidance on civil rights reporting below.

**CALL OUT COVID-19 WORK!**

**What to report**

* **New activities, outputs, and outcomes achieved specifically in response to COVID-19 and sheltering in place.**
* Include things like:
* Extension activity: How to Use Zoom trainings for partners/clientele
* Websites/blog/social media managed: COVID-19 new section of UC Food Safety website
* Outcome: Helped farmers market stay open during COVID-19 contributed to economic prosperity.

**Project Board how-to**

* **In activities, projects, and themes include “COVID-19” as text in any data field or create a self-defined tag for “COVID-19”.**
* Do NOT tag existing efforts that were pivoted to a different format in response to COVID-19. Please report these as you normally would in Project Board.

**Publications**

* Peer reviewed and non-peer reviewed publications are reported in the ANR Online Bibliography. Include COVID-19 in any of the data fields, (e.g., title, keyword) to call out any new fact sheets or educational materials created about COVID-19 or sheltering in place.

**CIVIL RIGHTS REPORTING**

Many online platforms do not track racial/ethnic demographics or do not provide reliable demographic data; however, **you are still expected to document and report the number of contacts.**

* Capturing the number of contacts will be important to demonstrate the success of virtual reach efforts.
* You can use Zoom polls to collect demographic data; see table below for how-to information.
* No new guidance from USDA NIFA regarding civil rights compliance has been issued.

**How to Report All Reasonable Effort (A.R.E.) when Using Online Platforms**

**It will be particularly important to report A.R.E. activities in Project Board this year given so many delivery methods have changed and collecting demographic information will be not feasible.**

Project Board How To

* Report and summarize A.R.E. conducted by you, your staff, and volunteers.
* Create a Project Board A.R.E. activity type. The four federally-required activity types are located in the Activities section of Project Board; when you click on Create a New Activity, you will see a sub-heading called All Reasonable Efforts (A.R.E.).
* To be in compliance by A.R.E., you need to document that at least three of the four federally-required methods were used for each of your clientele groups.
* Rather than creating a record for every single A.R.E. activity, you can lump several instances of the same activity sub-type for the same clientele group into one activity record. For example, if you advertise in newsletters four times in one year, create one “Promotional Materials” activity record and state in the description that it was delivered four times.

**How to Report Contact Counts when Using Online Platforms**

**Contacts are defined as significant educational exchanges with clientele who are external to UC ANR.**

| **Activity** | **What to Report** | **Expectation** | **Project Board How To** |
| --- | --- | --- | --- |
| **Instagram Live (and other social media platforms’ live streams)** | **Use the number of views as your contacts.**  Note: in Instagram, this number will disappear after 24 hours. | **You report** **for your merit/promotion and for ANR annual reporting.**  Report the number views as contacts with undetermined demographic information. | * Create a “Meetings Organized” activity type. Live streams are similar to webinars and meetings organized. Alternatively, if the live stream is hosted by a partner organization and you are a guest speaker, you can create an “Educational Presentations” activity type. * Remember that you can lump all of your live streams into one activity record, rather than recording each activity. * Report contacts at the bottom of the activity form by first selecting one of your clientele groups that best represents the audience of your live stream. Since Instagram (and likely other) platforms do not offer race/ethnicity demographic information of live viewers, put your totals in the “undetermined” gender, race, and ethnicity boxes. |
| **Zoom Webinars/Meetings (and other online meeting and webinar platforms)** | **Use the number of unduplicated meeting participants at each event as contacts.**  Note: reports are available in Zoom to get this information at any time (no expiration date). | **You report** **for your merit/promotion and for ANR annual reporting.**  Consider using an anonymous Zoom poll to collect demographic information of your contacts. See ANR’s [self-identify form template](https://ucanr.edu/sites/ProjectBoardHelp/User_Manual_-_ANR_MP_/#CRCIV) for language and questions to ask. | * Create a Project Board “Meetings Organized” activity type. If the event is hosted by a partner organization and you are a guest speaker, it can be reported using the “Educational Presentations” activity type. Remember that you can lump multiple meetings/presentations into one activity record. * Report contacts at the bottom of the activity form by selecting one of your clientele groups that best represents the audience of your Zoom meeting. * You can use knowledge of your clientele, polls/surveys, or simply ask the individuals for their demographic information. If this is not feasible, report your contact totals in the “undetermined” gender, race, and ethnicity boxes. |
| **Direct Messages (DMs)** | **Use the number of individuals with whom you direct message as the number of contacts.** | **You report for ANR annual reporting**.  These will not be exported to dossier as they are not required for merit/promotion tables.  Report contacts with clientele when significant educational exchanges occur through Direct Messages from social media platforms like Twitter and Instagram. This is similar to reporting one-on-one technical assistance provided in person or by email/phone. | * Create a Project Board activity type “Individual Clientele Contacts” activity type. Do NOT create an activity record for each direct message; instead, lump them by month or quarter. Example: Create an “Individual Clientele Contacts” activity type and in the description, “May 2020 technical assistance via Twitter and Instagram direct messages.” * Report contacts at the bottom of the activity form by first selecting one of your clientele groups that best represents the individuals in your direct messages. You can use knowledge of your clientele, surveys, or simply ask the individuals for their demographic information. If this is not feasible, report your contact totals in the “undetermined” gender, race, and ethnicity boxes. |
| **YouTube Videos & Podcasts (and other non-live digital media)** | **No new guidance.** | YouTube videos, podcasts, and other non-live digital media such as recorded webinars and blogs can continue to be reported as either: a) “Digital Media” activity type in Project Board; or b) as Popular Press in ANR Online Bibliography if significant educational content is included. **Choose only one place to report it.** Reporting the reach of these activities is not a required field, but may be added to description. You can document the reach of these digital media activities by reporting the number of views of videos or the number of listens of podcasts during a specified time period. | |