Outreach Impact Index

- Challenge
  - Many diverse indicators of extension and outreach
  - How to present outreach impact in a way that is easy to understand and that tells a story about NMSU's engagement with NM residents, communities, and businesses

- Approach
  - Develop an index that incorporates several measures
  - Research what other universities are using to represent extension and outreach impact

Components and Weightings

- Outreach Expenditures (20%)

- Publications & Events (25%)

- Contacts & Community Service (35%)

- Grants, Contracts, and Gifts (20%)

Outreach Expenditures

- Total expenditures on outreach and service to the community
  - Faculty, staff, and student time
  - Non-labor costs
  - Includes internal and sponsored expenditures

Contacts & Community Service

- Contacts with individuals (community members, alumni, K-12 students), community organizations, and businesses
- Measured in numbers of contacts

Publications & Events

- Publications
- Journal articles
- Presentations at conferences and other external events
- Extension publications
- Hosting events, workshops and trainings
- Measured as a count of these items, gathered from digital measures.

Grants, Contracts, and Gifts

- Dollar value of grants, contracts, and gifts that support service and outreach to individuals, communities and businesses outside the university
- Supporting activities and service outside the university
- Measure of new awards, award base, or annualized value of awards

CES Example

2019 and 2020
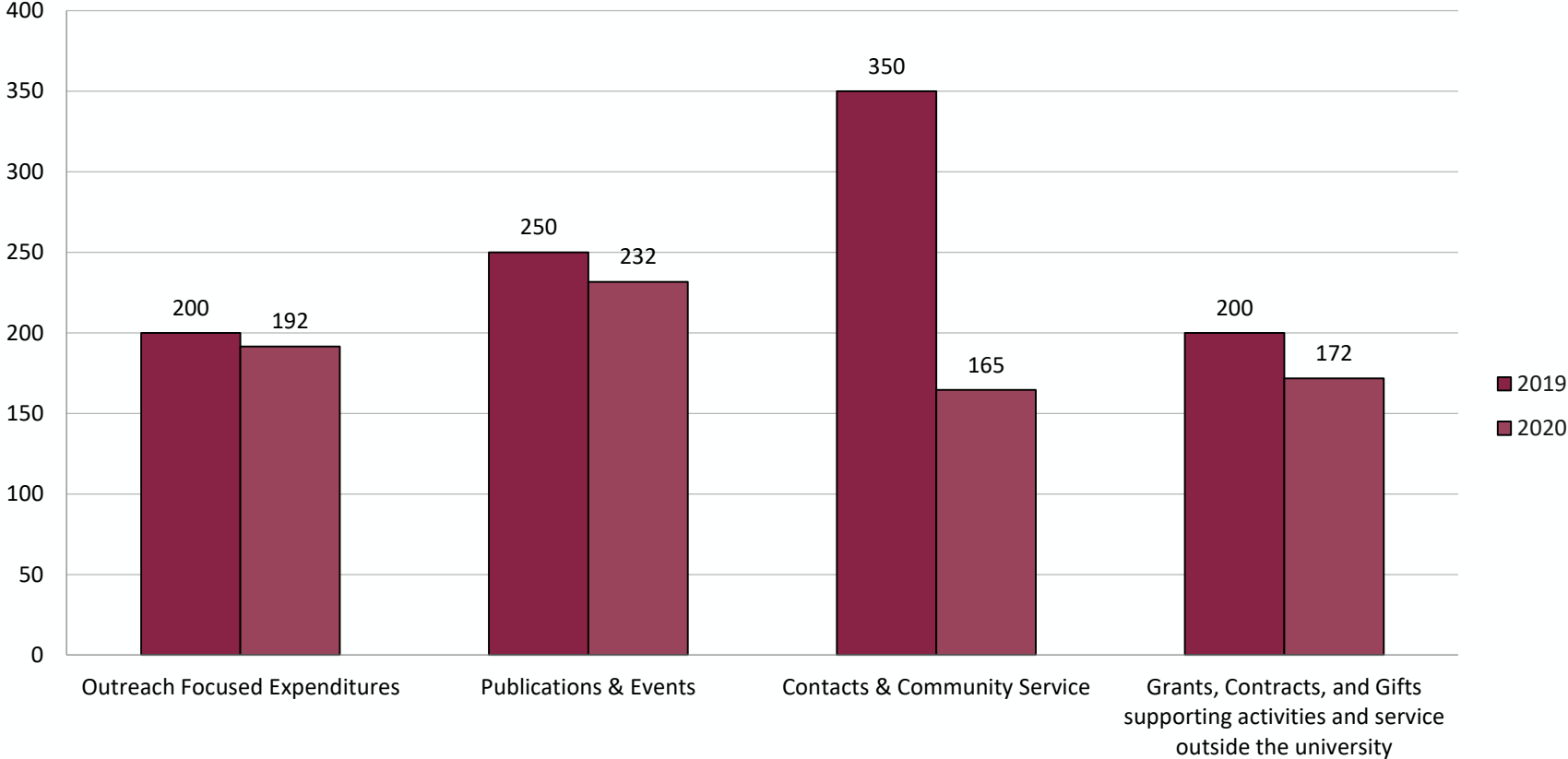
Next Steps

- Get input from all who contribute to extension and outreach
  - Have we missed any important metrics in our index?
  - What should the weighting of the four index components be?
- Computing the outreach index
  - Can Digital Measures serve as the single source of data for this index?
  - Where does redundancy occur and how much of a problem is it?