

# Program Activities - VIRTUAL Direct Ed FY22

**What is Direct Ed?** Direct education takes place when a participant is actively engaged in the learning process with SNAP-Ed for a **minimum of 20 minutes**. An approved curriculum **MUST** be used. The following VIRTUAL direct ed. activities are recorded in the Program Activities module:

1. Virtual sessions where all components of the lesson are delivered live.
2. Hybrid session where the Anchor and Add elements of a session are recorded and participants watch it on their own. Then, SNAP-Ed hosts a live session where questions are answered and the Apply and Away elements of the lesson are delivered. Recording + live session must total a **minimum of 20 minutes**.
3. Pre-recorded curriculum lesson lasting a **minimum of 20 minutes**.  
**\*ONLY DONE IF REQUESTED BY SITE.**

## Should I enter my program as a series or a stand alone session?

**When SNAP-Ed is the host:** Always market programs as a series and report as a series.

**When Partner is the host:**

- If you and the partner agree that the lessons will be marketed and delivered as a series, then record as a series. In this case, participants ARE under the impression they should attend multiple sessions.
- If you're filling slots on the partner's calendar, report as a single session (ex. monthly Head Start parent meetings). In this case, participants ARE NOT under the impression they should attend multiple sessions.
- If you're delivering sessions for WIC always report as a single session.

1. PEARS → Track → Program Activities
2. Filter by Reporting Year and User (at least).  
For example: 2022 and Caitlin Kownacki
3. Click **+ Add** to start a new Program Activity entry. To add a session to an existing entry click on the Program Activity that you already created.

The screenshot shows the PEARS interface. At the top, there is a 'Search ...' bar, a 'Filter' button (circled in red with an arrow), and a '+ Add' button. Below the search bar, there are three dropdown menus: 'Reporting Year \*' (set to 2022), 'Reporting Period' (set to '-----'), and 'Users' (set to 'Caitlin Kownacki'). Red arrows point to the 'Filter' button and the 'Reporting Year' and 'Users' dropdowns.

## GENERAL INFORMATION

- ★ **Program activity name:** Give your program activity a unique name that will help you find it if you need to add to it later. It should be easy to remember and find. If you are doing 2 different curriculums at the same site make 2 different Program Activity entries.
  - Examples: Garden Hills Elementary/OWG/Mr. Smith or Hope Center/MPMF/Group#1
  - If you're sending a pre-recorded lesson we recommend naming your video upload in MediaSpace similar to your PEARS program activity entry so it is easy to find.
- ★ **Program Area:** SNAP-Ed
- ★ **Site:** Select the site where the program activity occurred. Hint: search by the site's zip code, not its name. Then, look for your site in the list. If you can't find your site, email [uie-inepdcs@illinois.edu](mailto:uie-inepdcs@illinois.edu). Put "ATTN: new PEARS Site" in the subject line and the site name and address in the body of the email. Do NOT enter new sites on your own.
  - For virtual programs delivered in partnership with an organization, select the partner's site.
  - For virtual programs not delivered in partnership with an organization, select your Extension office.
- ★ **Unit:** Select the County where the program occurred. If you did a multi-county program and an equal number of participants came from more than one county then select the county or unit that fits best.
- ★ **Method used to deliver the program:** Select Webinar/online.
  - **Volunteers:** Enter # of volunteers who helped (most of the time you will enter "0").
  - **Total hours:** Enter the TOTAL # of hours volunteers helped (most of the time you will enter "0").

★ **Important fields for the IL SNAP-Ed grant**

- ★ • **Sessions:** Enter each session taught. If you scheduled a session but no one showed up delete that session.
  - **Start Date & Time:** Put the day and time you taught the session.
- ★ • **Length (min):** Put the total amount of time spent actually teaching. This must be AT LEAST 20 minutes.
- ★ • **# Participants:** Put the total # of people who attended your session. If you are setting up a Program Activity entry to get your survey links/QR code leave this blank. Go back and enter # of participants after the lesson.
  - Live virtual session (SNAP-Ed hosts): use "Zoom Registration Report" to track attendance
  - Live virtual session (partner hosts): get attendance list from partner
  - Recording + live session: use "Zoom Registration Report" to track attendance or get from partner
  - Pre-recorded lesson: First try to get the # of people the video was shown to from the partner (ie. how many kids in the class if it was shown during the school day). If unable, use # of MediaSpace impressions that resulted in 100% play-through. Go to MediaSpace and follow the steps below to get this number. In the example below you would enter "5". It is recommended to do this at the end of the month to allow time for your audience to view the video.
    - In order to know how many impressions were from each specific site/partner/teacher you have to upload the video for each site/partner/teacher and provide them a unique link. If you share the same link with multiple sites/partners/teachers there is no way to know which views are from whom.
    - If you would like, you can record the # of impressions viewed less than 100% in Indirect Activities, but this is not required. See the Indirect Activities cheat sheet. In the example below you would enter "12" in the Indirect Activity entry. (Total # of impressions - # of impressions at 100% = 12).

The screenshot shows the MediaSpace interface for a video titled "N-SPAM Act & SNAP-Ed". The video is 01:02:47 long. The interface includes a "SNAP-Ed and Illinois webtools" section with a Zoom Recording ID and a "Unlisted" status. A red circle with the number 1 points to the "Info" icon in the top right corner.

Below the video player, there is a section titled "How player impressions lead to engagement". This section displays the following metrics:

- 17 Player Impressions
- 10 Plays
- 5 Impressions that resulted in 100% play-through (vod)

A red circle with the number 2 points to the "Preset" button in the date range selector. A red circle with the number 3 points to the "30 Days" option in the date range selector. A red circle with the number 4 points to the "100%" dropdown menu in the "Impressions that resulted in" section. A red circle with the number 5 points to the "5" value in the "Impressions that resulted in" section.

On the next screen change the date range to "30 days".

Scroll down to "How player impressions lead to engagement". Change the % to 100%. Record this # as your # of participants for the lesson.

- **Using IM:** Don't use this field.
- **Comments:** If you delivered a virtual program to participants from multiple sites across the same organization enter the names of the individual sites here. Ex. Kids in classes across a school district watched the same session. Use the district as your site and write the names of each school in the Comments field.
- **File Attachments:** Optional: Upload program forms if you would like (ie. Class Roster, zoom registration, etc.)

## COLLABORATORS

You will automatically be added as a collaborator to entries you create. Click [+ Add Collaborator](#) to add other staff to your entry. Check the box if the user helped with the work you're reporting.

- **Access:** If another staff member helped you give them "View Only" access.
- **What role/contribution did user offer?:** Enter the date(s) the staff member assisted with your activity.

## CUSTOM DATA

- ★ **IL SNAP-Ed Grant Goals:** Select all of the IL SNAP-Ed grant goals this entry is related to.
- ★ **Total \$ Value of Donations Received:** Enter the total \$ value of all donations received this program year (combined) to support the work reported in the indirect activity. Only include those from sources outside the University and if the total of the donation is \$20 or more. If none, enter "0" or leave field blank. If you received physical items (water bottles, plates, t-shirts, etc.) estimate the \$ value of the items. Each time a new donation is received add the value of it to the running total for the year.
- ★ **Special Projects:** Select all SNAP-Ed special projects that the work reported in this entry is part of (if any).

## SNAP-Ed CUSTOM DATA

- ★ **Template:** Select the name of the curriculum you used.
  - The following fields will auto-populate for you, do not change them
    - intervention name
    - priority indicators
    - target audience
    - primary curriculum
    - objectives
- ★ **Setting:** The setting auto-populates based on the site you selected. Make sure the setting is correct and matches where the majority of participants attended the program.

Eat	Learn	Live	Play	Shop	Work
Congregate meal sites Senior nutrition centers Fast food chains Mobile vending Food trucks Restaurants Soup kitchens Other places people go to eat outside the home	Before/after school programs Early care/education facilities (Head Start, etc) Schools (K-12) Schools (college/univ.) Extension offices Family resource centers Libraries WIC clinics Mobile education sites Other places people go to learn	Community orgs. Emergency shelters/temp housing Faith-based centers Group living Health clinics/hospitals Individual Homes/Public housing Residential treatment centers other neighborhood settings where people live or live nearby	Bike/walking paths Community/Rec Centers Gardens Parks/Open spaces State/County fairgrounds Youth organizations Other places people go to play	Farmers markets Food assistance sites, pantries, banks, etc. Large food stores/retail Small food stores/retails (3 or less registers) Other places people go to shop for or access food to prepare at home	Adult education, job training, TANF, veteran service sites SNAP offices Worksites with low-wage workers Other places people go to work

- ★ **Intervention Topics:** Select all the topics you discussed at any point during your class(es).
- **Food Demonstration:** Not a required field.

## EVALUATION


- ★ **Did you perform any evaluations of this program activity?:** Select "Yes" if using a PEARS link/QR code to collect participant demographics and Eat.Move.Save sign-ups. If you're **not** using a PEARS link/QR code skip to "**DEMOGRAPHICS**" below.
- ★ **Attach surveys by clicking:** [+ Attach Survey](#)

**IMPORTANT** - You must create your Program Activity entry AND attach surveys BEFORE you begin class to generate a link /QR code for you to use in class. Use the same PEARS link/QR code for each session within the same Program Activity entry (ie. series). Use a different PEARS link/QR code for different Program Activity entries.

- ★ • **Survey:** Use the survey names listed below:
  - Demographics: SNAP-Ed Participant Questions
  - eNewsletter and Text Program sign-ups: Eat.Move.Save. Sign-up
- **Type:** Select "Pre"
- **Date:** Select the day of your class. If this was a series select the day of your first class.
- **Name:** DO NOT change the name that auto-populates.

## DEMOGRAPHICS

If you collected demographics using a PEARS link/QR code click the **AUTO-CALCULATE** button.

 Auto Calculate

- If this is a school, box #1 (right) will appear. If you want to use pre-loaded ISBE demographic data because you couldn't get it from the school/teacher, select "Site-wide demographics for XXX", then "I would like to add new demographic data..." in box #2.
- If this is not a school, box #2 (below) will appear. Select "I would like to add new demographic data...". This will pull all responses from your survey into the demographic fields.
  - You can click Auto-Calculate after each lesson in a series to add info for NEW participants. If you re-share the survey link for new participants after the first lesson make sure to tell previous participants not to fill it out again!

1

### Auto Calculate

How would you like to compute demographic totals?

- ☐ Site-wide demographics for Jefferson Elem School  
☒ Survey responses attached to this program

Continue

2

Auto Calculate Using Survey Responses

This method computes participant demographics based on survey response data recorded in the survey: SNAP-Ed Participant Questions

☒ I would like to add new demographic data to existing demographic values instead of replacing them.

Yes No

- ★ • **Total:** Enter the total # of UNIQUE participants for your class/series.  
 \*HINT: The UNIQUE number of participants is the number of individual people that attended a class/series counted only once.  
 Example: If Jamal attends 3 sessions in a series he is only counted as 1 unique participant for the series.
  - Use the Zoom Registration Report or Class Roster Form to track attendance.
  - If you used a PEARS link/QR code to collect demographics double check that your Total # matches the total number of UNIQUE participants you had. If it doesn't, enter the correct number.
- **Method used to determine demographic makeup:** See below. It is best to do an Actual Count when possible.
  - **Actual Count:** Select if you used a PEARS link/QR code or if the agency provided demographic info to you.
  - **Estimated Count:** Select if you used the "Auto-Calculate" button for a school, or because you couldn't get from partner, or if you did a visual estimate.
- **Source of Data:** See below
  - **Commercial market data:** Select if you used the "Auto-Calculate" button for a school.
  - **Survey of target audience:** Select if you collected the info with a PEARS link/QR code.
  - **Visual Estimate:** Select if you guessed the demographic info of participants.
  - **Site-provided demographics:** Select if the site provided the demographic information to you.
  - **Other:** DO NOT USE THIS OPTION.
- ★ • **Age & Sex, Ethnicity, and Race:** Fill out based on data from the agency. If you used a PEARS link/QR code to collect demographics and you had to update your "Total" field above, go through the demographics fields and add "Prefer Not to Responds" until each category matches your Total # above.

**MARK AS COMPLETE:** Once you have entered ALL sessions for your Program Activity select

Mark as Complete