

Which VIRTUAL activities go in Indirect Activities?

1. EMS Booths (Virtual)
2. Pre-recorded curriculum lessons with MediaSpace player impressions viewed <100% (THIS IS OPTIONAL)

Note: if an activity isn't listed on a PEARS cheat sheet, it is not entered into PEARS

1. PEARS → Track → Indirect Activities

2. Filter by Reporting Period and User.

Ex: SNAP-Ed 2022 (October 1, 2021- September 30, 2022) & Caitlin Kownacki

The screenshot shows the PEARS interface with the following elements highlighted by red arrows:

- A red arrow points to the "Search ..." input field at the top.
- A red circle highlights the "Filter" button next to the "Add" button.
- A red arrow points to the "Reporting Period" dropdown menu, which is currently set to "SNAP-Ed 2022 (October 1, 2021 - September 30, 2022)".
- A red arrow points to the "Users" dropdown menu, which is currently set to "Caitlin Kownacki".

GENERAL INFORMATION TAB

Find your existing entry or create a new one by selecting

[+ Add](#)

- ★ **Title:** Only use the booth names listed below. You should only have ONE entry for each of the booth types listed. Each time you do that type of booth, add a new Intervention Channel to the existing entry for that booth.

EMS Booth (Virtual) includes live and recorded:

- Booth/Virtual/Breakfast
- Booth/Virtual/Limit added sugars
- Booth/Virtual/Snacks
- Booth/Virtual/MyPlate
- Booth/Virtual/Beans
- Booth/Virtual/Healthier substitutions
- Booth/Virtual/Physical activity
- Booth/Virtual/Produce

Pre-recorded curriculum lessons with MediaSpace impressions viewed <100%

- Curriculum videos

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

- ★ **Program Area:** SNAP-Ed
- ★ **Intervention Name:** Select "SNAP-Ed Community Network"
- ★ **Unit:** Select the Unit where you primarily deliver programming
 - **Did this activity include a food demonstration/taste test:** Select Yes or No
 - **Intervention topics:** Select all that are relevant
 - **Activity Date Range:** Select 10/1/2021 for the "Start date" and 9/30/2022 for the "End date"
 - **Comments:** Optional
 - **File Attachments:** Optional

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 Goals:** Select all IL SNAP-Ed grant goals your entry is related to.
- ★ **Type:** Select the type of booth you're reporting. This should match the title of your entry.
- ★ **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.

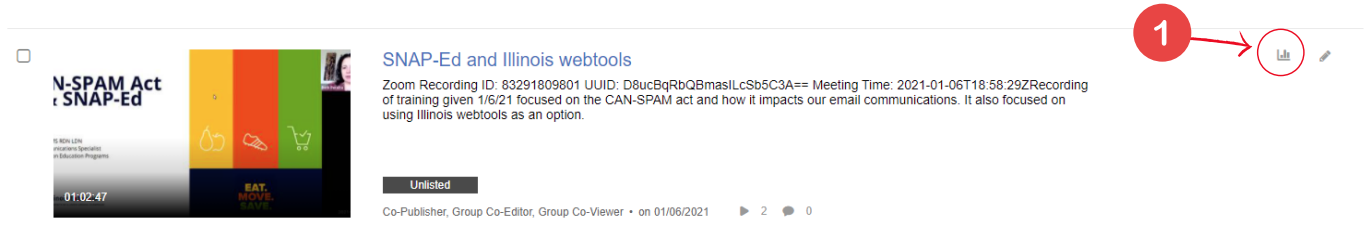
INTERVENTION CHANNELS AND REACH

Select + Add Intervention Channel for each virtual EMS Booth or recorded curriculum lesson with player impressions viewed <100%.

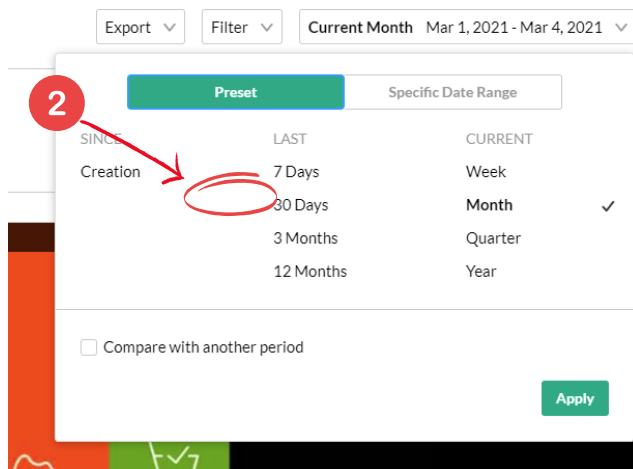
- ★ • **Intervention Channel:** Select Videos (includes CD, DVD, and online video sites like YouTube)
 - ★ • **Description:**
 - **Virtual Booth (Live):** Enter the date (DD/MM/YY) the live virtual booth took place
 - **Virtual Booth (Recorded):** Enter the month & year you're reporting video views for and the name of the video separated with a comma (ex. March 2021, Limiting Added Sugars)
 - **Recorded Curriculum Lessons:** Enter date (DD/MM/YY) recording was shared, name of curriculum, and name of lesson separated with commas (Ex. 3/5/21, OWC, Cheering for Healthy Choices)
 - ★ • **Site:**
 - **Booth Virtual (Live):** Select the partner's site
 - **Booth Virtual (Recorded):** Select your Extension office
 - **Recorded Curriculum Lessons:** Select the partner's site
- *For sites not already in PEARS email ue-inpdocs@illinois.edu. Put "ATTN: New PEARS Site" in the subject line. Put the site name, address, city, and zip code in the body of the email. Eval Team staff will contact you once the site has been added. Do not add sites on your own.*
- ★ • **Estimated # of UNIQUE individuals reached:**
 - **Booth Virtual (Live):** get # of attendees from partner or Zoom report
 - **Booth Virtual (Recorded):** Upload each unique recorded video into MediaSpace only once. Use the same video link to share with partners and for posting in social media groups.
 - i. Each month visit "My Media" and select the bar graph icon next to the video you're reporting for (#1 below).
 - ii. Select the date range of the month you're reporting for, click "apply" (#2 below).
 - iii. Use # of "Player Impressions" (#3 below).

The screenshot shows the MediaSpace interface. At the top, a video titled "Sample Video" is displayed with a description "Put your description here!". Below the video, there are statistics: 0 Player Impressions, 0 Plays, 0 Unique Viewers, and 0 Minutes Viewed. A calendar widget is shown, allowing users to select a date range. The calendar for September 2020 is visible, with a date range of 09/01/2020 to 09/30/2020 selected. The "Apply" button is highlighted. To the right, the "Player Impressions" count is shown as 17, which is circled in red. The "Plays" count is shown as 10.

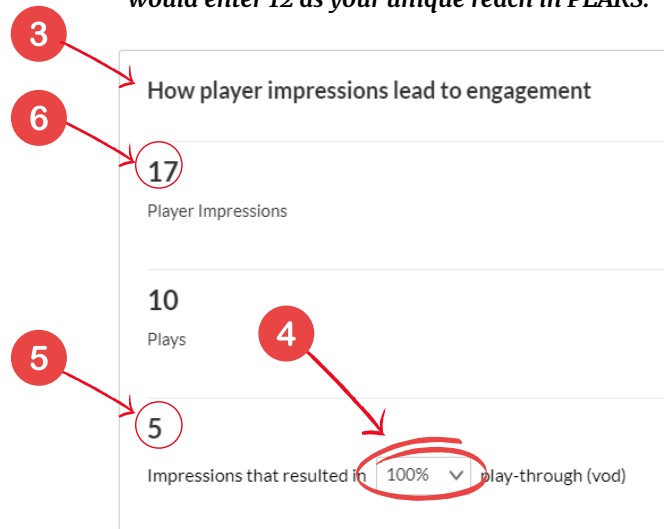
- **Recorded Curriculum Lesson:** In order to know how many impressions were from each specific site/partner/teacher you have to upload the video for each site/partner/teacher and provide them a unique link. If you share the same link with multiple sites/partners/teachers there is no way to know which views are from whom.
 - Select the bar graph icon next to the video you're reporting for (#1 below).
 - Follow the rest of the instructions outlined below.



On the next screen change the date range to "30 days" (#2).



Scroll down to "How player impressions lead to engagement" (#3). Change the % to 100% (#4). Subtract # of impressions that resulted in 100% play through (#5) from the total # of player impressions (#6) and enter that number. In this example it would be $17 - 5 = 12$, so you would enter 12 as your unique reach in PEARS.



- **Estimated # of NEW individuals reached:** Enter zero (0)
- **Source of reach data:**
 - **Booth Virtual (Live or Recorded):** survey of target audience
 - **Recorded Curriculum Lesson:** commercial market data

MARK AS COMPLETE

- ★ ONLY select "mark as complete" at the end of the reporting year (by Sep 30), after all info has been entered for the program year.