

# AIMS

**U of A**  
 DIVISION OF AGRICULTURE  
 RESEARCH & EXTENSION  
 University of Arkansas System



## AIMS Contact Method Definitions

### **Methods Requiring Demographic Information:**

**Demonstrations-** Demonstrating processes, activities, new technology, etc. with little to no additional educational information delivered. *Example: Ag field demos; Demonstrating healthy cooking techniques during an event.*

**Educational Class: Single session** – An educational activity in which participants are engaged in Extension program on a single day. *Example: Farm to You at a school; PAT session held in a single day.*

**Educational Class: Series, 2 – 4 sessions** – Educational activities in which participants are engaged in in Extension programming for two to four lessons/sessions over multiple days. *Example: 4-H School Enrichment program that occurs once a month for four months.*

**Educational Class: Series, 5 or more sessions** – Educational activities in which participants are engaged in Extension programming for five or more lessons/sessions over multiple days. *Example: Extension Get Fit classes that occur five or more times.*

**Farm/Landowner Visit-** Contacts made at the clientele's farm, residence, etc. with the goal of examining and giving recommendations based on what is observed. *Example: Visits to soybean field for spray recommendations; 4-H livestock project visits.*

**Field Day/Tour/Camp-** An organized event consisting of multiple sessions/teaching methods/topics. *Example: Ag Awareness Events; 4-H County Camp.*

**Meetings-** Contacts made through an organized meeting, either Extension organized or representing Extension. *Example: Giving Extension updates at Quorum Court meeting, Discussing food and nutrition programming at Hometown Health Coalition meeting.*

**One-on-One Consultations-** Contacts made with one individual or a small group that is not part of a meeting, class or other delivery method. May occur in or out of the office. *Example: Office visits, conversations at the grocery store/café/gas station.*

**Staffed Display** – Extension programming is provided via demonstration/staffed display where there is DIRECT contact with participants. *Example: Food demonstration and exhibit at a grocery store; 4-H STEM activity booth at a festival.*

**Train the Trainer Workshop-** Extension programming that delivers program information to clientele who will eventually deliver that program to clientele. *Example: Best Care trainings, 4-H volunteer trainings, Master Gardener Trainings.*

**Web-Based Instruction/Education-** Educational programming that utilizes web conferencing/web meeting technology (like Zoom). *Example: 4-H Volunteer Training delivered via Zoom, Virtual Field Days delivered in real time.* Note: Demographics need to be collected in order to report contacts with this method.  
If you are teaching a program face to face and need to utilize web meeting technology for a few participants, do not separate out those participants here, include them in the program's primary delivery method.

### **Direct Contact Methods Not Requiring Demographic Information:**

**Email-** Emailed contacts in response to a request/question from clientele. This does not include emails sent to distribution lists (see "Newsletters" below). *Example: Responding to emailed question on 4-H Clubs in the county.*

**Mail-** Contacts in which Extension information was mailed to clientele in response to a request. This does not include mail sent to distribution lists (see "Newsletters" below). *Example: Mailing soil sample results with an Extension fact sheet to a client.*

**Phone-** All Extension related phone contacts.

**Social Media-** Contacts in which clientele "engage" with Extension social media content. *Example: Facebook comments, Twitter re-tweets, Instagram likes.* Note: Please see AIMS Help guides for specifics on reporting social media contacts.

### **Indirect Contact Methods:**

**Newsletters/e-newsletters** – Extension printed or emailed materials (flyers, fact sheets, pamphlets) containing articles and information of interest that is distributed to a specific group (general working off an Extension distribution list). *Example: EHC newsletters sent to members; Market reports sent to producers.*

**Educational Resources-** Stand-alone Extension handouts, brochures, materials. These do not include materials supplied as part of a direct contact Extension session. *Example: Extension dairy foods brochure clientele can pick up at DHS. Extension Brucellosis vaccination information clientele can pick up at feed store.*

**Display/exhibits** – Displays/exhibits that provide "learn-while-you-wait" opportunities. The number of displays set up are reported under "number of times method is used. *Example: 4-H Program Displays at fairs/festivals.*

**Mass Mailing-** Targeted Extension mailing to a particular audience/area advertising Extension opportunities. This does not include Extension newsletters sent to distribution lists. *Example: Mailing to make an area aware of a new 4-H Club opening.*

**Social Media/Website-** Contacts in which clientele only view Extension social media or website content, but do not engage (or engagement cannot be measured, such as with the website). *Example: Facebook reach, Twitter impressions, Video/recording views, website visitors.* Note: Please see AIMS Help guides for specifics on reporting social media and website contacts.