

HEADS UP

UPDATES AND ISSUES

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Do You Know Who Your Extension Audiences Are? Parity in Contact Counting

Our federal partner USDA/CSREES requires that state extension partners collect face-to-face contact information for those clientele served by extension programs. The collection of face-to-face information requires an accounting of contacts for various ethnicities, gender, and those with limited English proficiencies. CSREES guidelines suggest that state extension partners establish "parity goals" to ensure that potentially underserved clientele receive the opportunity to participate in extension programs. "Parity" is defined as having the actual contacts within +/- 20% of the total potential 'baseline' of the clientele established. Contact counting is also now part of the CSREES annual report of accomplishments which is routinely reported in MyFOCIS - the USU web-based reporting system. The new CSREES federal plan of work web-based accomplishment report requires that extension report the numbers of contacts made for both adult and youth in knowledge areas identified in the state's plan of work document.

State Parity Standards

In Utah the goal has been to serve each ethnicity group the same as we serve the state's most dominant group, the white population. That goal is to serve 30-33% of each reported ethnicity. In 2007 we met that goal with White, Black and American Indians but fell short in serving Hispanic and Asian Pacific Islander groups. — See Extension 2007 face-to-face reporting data below.

Ethnic Group	% Utah Total	Utah Ethnic Population	% And Number Population Reached in USU Cooperative Extension Program - 2007 (*Revised USA Census Estimates 2005) Race alone or in combination with one or more races * Fed Stats		
			% Served	No. Served	Gender
White	93.8%	2,316,141	31.4%	728,288	Males
Black	1.0%	23,746	54.9%	13,047	394,295 (47%)
Hispanic	10.9%	268,234	27.4%	73,457	Females
Am. Indian	1.3%	32,942	60%	19,793	450,801 (53%)
Asian/PI	2.6%	64,336	16.3%	10,511	

County Parity Standards

Annually all Utah counties compare the ethnicities served with the current population of the county to establish parity goals helping to ensure that all populations in the county are served equitably. Faculty should routinely check to see that they are contributing to the county contact parity goals by doing a quick ethnicity check of the attendance for programs offered. Tools are available to help accurately record contacts.

Support Tools: Contacts Report Form:

<https://extnet.usu.edu/diversity/docs/ContactsForm.pdf>

Attendance Form:

<https://extnet.usu.edu/diversity/docs/Attendance/pdf>

"Utah State University is an affirmative action/equal opportunity institution."