How to Make the Most of the 4-H Common Measures Impact Report Template

Thanks to all of you who are using 4-H Common Measures as part of you 4-H programming! To help you make the most of the data you've collected, a reporting template has been developed to help you to easily upload a Qualtrics data file into a web application, and with a click of a button, create a summary report. This document is a guide for how to make best use of this reporting template.

The Report Template Webpage

The webpage to create your report can be accessed at http://walsh-lab.sfcs.cals.arizona.edu/4H (or the shortcut http://go.unl.edu/cmreportingtemplate can be used)
The page at this link will help you upload data and create a report using Qualtrics data. If you are comfortable with the Qualtrics reporting tools, you may instead elect to use the Qualtrics reporting tools to create a custom report to your exact specifications. If you prefer to generate a report automatically, the tool on this webpage will provide a standard summary report.

1. *Downloading Raw Data from Qualtrics*

In order to use this tool, you will first need to download the results of your survey from Qualtrics into a CSV format. For instructions on how to download your data, please refer to the Qualtrics documentation here (http://www.qualtrics.com/university/researchsuite/reporting/download-data/downloading-survey-data/).

When you download your data, you must download it in the CSV (Comma Separated Values) file type. During this process, please ensure that you select **Choice Text** for the Show Answers As option in Qualtrics. If you select the Coded Values option instead of Choice Text, your report will display numbers for respondent answer choices rather than phrases. (Please note, when utilizing the Report Template only one Qualtrics CSV file can be used to generate a report. If you would like to summarize multiple 4-H program data files together in one impact report, you will need to manually merge this data into a single data file prior to using the Report Template web application).

2. *Report Template Webpage Requested Fields*

On the Report Template webpage, you will enter the name of your 4-H Program, which will appear on the Cover Page of the report and as a running footer. You will also need to designate a Program Date. It is suggested that you enter the date range that the program ran, be it one course, or data covering a year's worth of courses; that way you have a quick reference for

what data range of 4-H programs are covered in the report. Any fields left blank on the Reporting Template Webpage will remain blank on the generated Summary Report. Edits to the date and title can be modified and edited after the summary report has been generated.

3. Uploading Qualtrics CSV Data File into Report Template Webpage

You will then upload your Qualtrics CSV data file. As a reminder, the uploaded data file must originate from Qualtrics and be a Choice Text, Comma Separated Values (CSV) file type. All questions included in your CSV file will be included in your generated summary report.

4. Uploading a Custom Cover Page Image

If you wish, you also have the option to upload a cover page image. If you do not upload a cover page image, a high resolution image provided by National 4-H will appear on the cover page of the report. For best results, the cover image you choose should be a landscape orientation image of high resolution. Images above at least one megapixel in resolution are a good choice. Your cover image will be automatically cropped and resized as necessary to fit within the cover page. You may use the image format of your choice, though best results will be with JPEG or PNG format.

5. Uploading a Custom Logo

The 4-H Common Measures logo will also appear on the Cover Page of the report, and you may choose to upload an additional logo that represents your 4-H program or Land-grant University. The logo image you choose should be a high-resolution copy of your program or Lang-grant University's logo. It will be resized as necessary to fit in the appropriate location.

Once you have named your program and uploaded your data, and possibly an image and/or logo, simply press the "Build Report Template" button and your report will appear.

Your Report

After you build your report, either the report will appear or a box asking you to save your report file. The file will be named with the text you entered for "Program Name." Once open or saved, you may continue to edit your report. The remainder of this document provides tips and guidance on how to adjust or edit your report.

Report Sections

1. Cover Page

Each report will have a Cover Page which will contain an image on the top half of the page, either the standard 4-H image or an image you have uploaded. Text in the middle of the Cover page will consist of the Program Name you have entered, the standard text "4-H Common Measures Impact Report", then the Program Date you entered on the creation webpage. You may make edits to this text as needed. Below this text will be either one or two logos; the standard 4-H Common Measures logo and any logo you uploaded on the creation webpage.
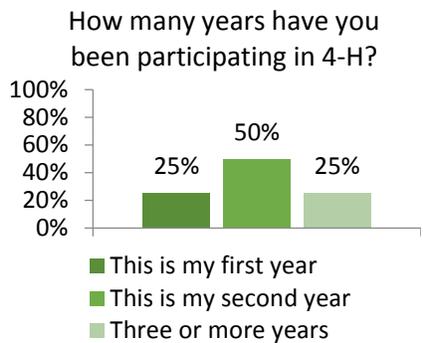
2. Introduction

The top of page two will be labeled "Introduction" and will contain standard text created by National 4-H. You may add to this text if needed to better describe your 4-H program.

3. Demographics

This paragraph will contain information summarized from your data, e.g., the # of participants (youth) who were in your program, participant characteristics, the program name, etc. Portions of this text are "piped in" from your data file so that you will not need to summarize this information yourself. (Figures in the latter end of the report will also present participant characteristics so you may choose to delete those latter figures, if you feel the introductory section is a sufficient description of your program participants.)

4. Figures

At the end of the participant paragraph will be the sentence, "Results are shown in the figures that follow". The figures that follow will summarize your 4-H program participants' responses to each question from the Common Measures included on your survey. Below is an example of a figure that represents a single item from the Common Measures.

How many years have you been participating in 4-H?

- This is my first year
- This is my second year
- Three or more years

When possible, more than one survey question is summarized in a single figure to reduce the length of the report. These figures include horizontal bars, and some readers may have difficulty interpreting these figures. A suggestion for the report is to add a tip on how to read these figures. For example, see the figure below and the note included below the figure.

As a result of my experience in this 4-H program or project …
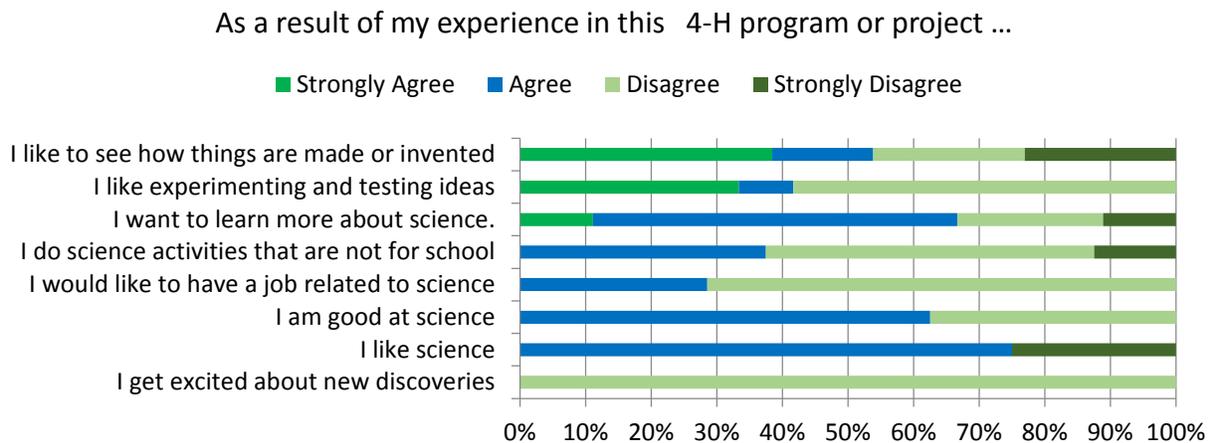
How to read the figure above: The first row in the figure above shows that 38% of participants "strongly agreed" that as a result of their experience in this 4-H program, "I like to see how things are made or invented", while 23% "strongly disagreed" with the same statement.

In addition to items that are standard to the Common Measures, any custom items that you created on your survey and were included in your survey data file will appear in the generated report. Items that had numeric responses will have a figure created similar to those shown above with the question text above the title. If you created open-ended questions, the report may produce a graph of the comments participants gave only if it's a small response size and clean data. However, most qualitative data will be excluded from the repot, but a summary can be manually added in by the creator. For most custom questions, the automatically generated graphs will be appropriate. If your custom questions contained a very large number of possible responses, you may need to edit the legend size or plot area of your figures. Instructions for this process are given further in this document, under General Report Editing Tips.

When the report is generated, there is no text generated that describes the information contained in the figures. As you view the figures you may notice results that you'd like to call to the reader's attention. You may want to do this by writing a summary paragraph highlighting key findings after all the figures, or perhaps by including some text summaries following each figure. Results that may be worthy of a note in the text include percentages that are higher than others, e.g. "Almost all participants agreed or strongly agreed that they like science as a result of their experience in this 4-H program" or "More than two-thirds of participants agreed that "Being active is good for me" and "Physical activity will help me stay fit." Results where percentages are lower than others also might be worthy of a mention, e.g., "Only 10 percent of participants reported that they never exercise 60 minutes a day."

Other results that may be important to mention in text are those that relate directly to the objectives of your 4-H program. If there are key Common Measures items that address your curriculum specifically to highlight, such as nutrition, leadership, or community service, it might be a good idea to highlight the results for those questions below the figures that contain those items. You may also choose to highlight specific key results by inserting a text box, and adding that result next to a figure. (Tips for editing reports, including adding text boxes, are included under General Report Editing Tips.)

5. *Conclusion*

Following the presentation of all Common Measures survey results, a concluding section will appear with standard text created by National 4-H. Again, you may choose to add to this text to more fully summarize the results presented in this report. For example, you may wish to remind the reader in this section of the results you find most interesting, e.g., X% of participants felt they could explain why things happen in an experiment after participating in this 4-H program, or X% of participants agreed or strongly agreed that they would eat more fruits and vegetables after being in this 4-H program.

General Report Editing Tips

As you work through you report you may find that you wish to move or resize a figure, add a picture, or add a text box to highlight a result in text. This section provides some tips on how you may best do those things.

To add a picture while editing your report, click the **Insert** tab, and select **Picture** from the ribbon**.** A dialog box will open, asking you to select the image file you wish to add. Once you've selected your image, click the **Insert** button.

To resize a graph or image, click the item you wish to resize. A number of draggable handles will appear at the corners and sides of the item. You may click and drag these handles in order to resize the item within the page.

To add a text box, click the **Insert** tab, and choose **Text Box** from the ribbon. A popup will offer a number of text box styles to you. Once you have chosen one, your text box will appear within the document. You may add notations by typing in this box, or resize it using the same instructions given above.

To highlight text, you may select a region of text by clicking and dragging your mouse. Once you've selected the appropriate region of text, you may change the colors of the selected region using the color selection tools in the **Font** section of the **Home** tab.

Questions?

If you have questions about how to use the Common Measures Report Template or the web application, please contact Jessie Bauman at Jbauman4@unl.edu or 402-472-2854.