

To: N.C. Cooperative Extension Employees
 Date: May 25, 2016
 Subject: Updates to Mass Media Reporting Section | Employee Reporting System (ERS)

Extension colleagues,

The Extension Reporting System (ERS) is being redesigned with a new look and feel for the 2017 reporting year. The One Stop Shop Committee, a team comprised of Extension specialists, district directors and administration, is working with our Extension Information Technology group (EIT) on this project.


































The Mass Media Program section of ERS is also being revamped as part of this project. Specifically, we are working to refine the types of information collected, incorporate new media/outreach analytics tools, better connect reporting features with our organizational mission, as well as be more conscientious of your time.

The Mass Media Program report is not part of statewide ERS reporting this calendar year (2016), but employees have the option to record their efforts locally. We still value these efforts, which is why we're making sure to dedicate the time and resources necessary to optimize the media reporting function in the long-term. We also understand that some of you would like to track and report your mass media activities, or have been asked to do so by a supervisor.

As an option, you may download and complete an Excel spreadsheet to record your media activities for 2016. The spreadsheet is available at the bottom of the [ERS data entry page](#), labeled as "Mass Media Activity Tracker."

Extension Reporting System

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Mass Media Activity Tracker - Mass Media data is not being collected on a statewide basis this year. As an option, you may download and use this Excel spreadsheet to keep your own record of your mass media activities for 2016.



We appreciate your understanding and will share updates about the new ERS as the project progresses. If you have any questions about using the Mass Media Activity Tracker spreadsheet, please contact the CES Help Desk at 919-513-7000 or email ces_help@ncsu.edu.

All the best,
 Justin

Justin Moore
 Director of Marketing and Communications
 N.C. Cooperative Extension Service | NC State University
tjmoore3@ncsu.edu