

R²SCORECARD

Frequently Asked Questions

1. What exactly is the **R²SCORECARD** and how does it benefit faculty members?

- The scorecard provides MU Extension faculty with quantifiable metrics about their programs. The scorecard has two sections - Resources and Reach (R²).
- The Resource metrics provide data on grant activity, salary offset, and fee revenue. It shows a picture of the financial investments the University makes in a faculty member's program.
- The Reach section captures data on Extension events, direct contacts, media visibility, and views/downloads of publications on the MU Extension website. The data for the Reach section mostly comes from your reporting, web views from our MU Extension Integrated Marketing and Communications team, and media mentions from our monitoring services, CISION and NewzGroup.
- Since MU Extension shifted from myExtension to the **Program Evaluation And Reporting System (PEARS)** in January 2025, the scorecard now pulls data from PEARS.

2. How was the **R²SCORECARD** introduced to faculty?

- The scorecard was rolled out in spring 2024. Faculty received an email announcement when the scorecard website was ready. We offered three Zoom sessions that explained the background of the scorecard and how to use it. We recorded these virtual information sessions and you can watch one of them [here](#). The remainder of 2024 was used as a test year for the scorecard. We also provided a [refresher](#) in early 2025.



3. Is this just another reporting system?

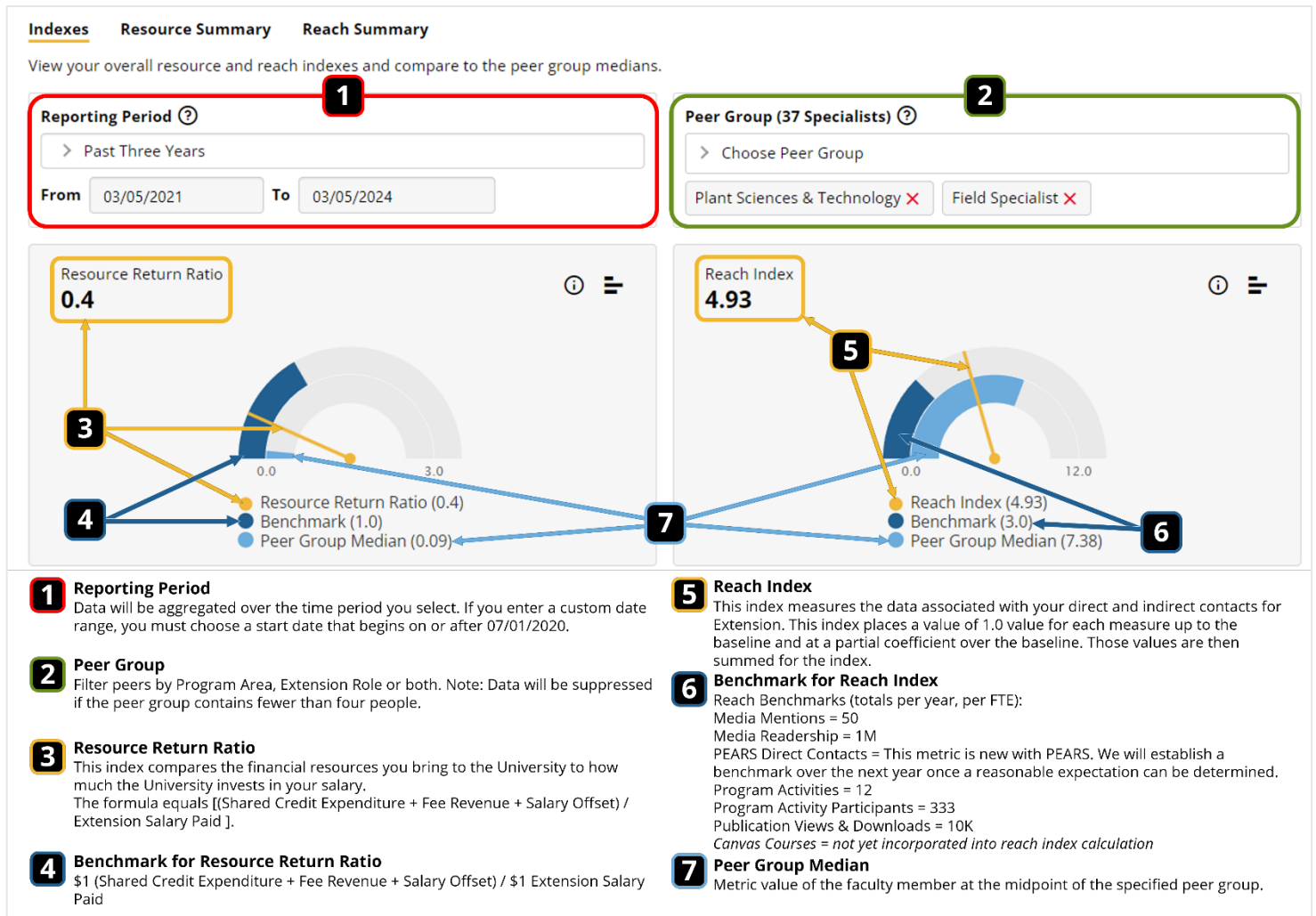
- Nope. We gather the Resource and Reach data from existing resources; you don't need to enter any data that you should not already be reporting elsewhere. It is not a new reporting system. It is a new (and we think better) way to visualize your data. For many of you, it will be your first look at the university financial and reach data associated with your program.

4. How do I log in to the system?

- Go to <https://rsquared.missouri.edu/>. Once there, log in using your MU pawprint and password.

5. How do I interpret the metric descriptions?

- The annotated image below describes the scorecard metrics. There are also tooltips for the metrics embedded in the scorecard. Just look for the  and  symbols.



6. How often are the R²SCORECARD metrics updated?

- Media mentions and readership metrics update monthly. Every other metric updates daily.

7. Are there any performance metrics not included in the R²SCORECARD?

- The scorecard uses key metrics with national recognition, but they are by no means exhaustive. We're open to suggestions for additional metrics that we can capture. Your feedback is valuable for continuous improvement.

8. How accurate and reliable is the data on the **R²SCORECARD**?

- Data accuracy is a priority. Media mentions and readership come from [CISION](#) and [NewzGroup](#), both nationally recognized media monitoring services. Program activity and direct contact data come from [PEARS](#); publication downloads and web visits to MU Extension as well as Canvas course registration data from MU Extension's [IMC team](#). Our office reviews these data frequently. 😊
- Resource data comes directly from PeopleSoft, which is the University of Missouri's official accounting system.
- We encourage reporting any concerns regarding data reliability to the support team, agandenvironmentextension@missouri.edu.

9. Does the **R²SCORECARD** report the impact of my programming?

- No. The scorecard captures activities related to your Extension program. Faculty still need to develop evaluation tools and narratives that describe the impact of their work. That said, few programs become impactful without adequate Resources or Reaching anyone.

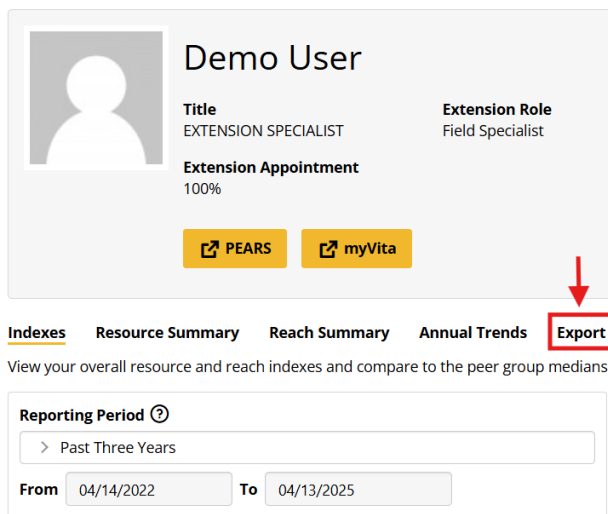
10. I am a new employee. How long should it take me to reach the **R²SCORECARD** benchmarks?

- We find it takes new employees about three years to reach the benchmarks. Your supervisor should be aware of the time it takes to start a new program. That said, feel free to check out the scorecard often, as it gives you near-real-time feedback about your Extension activities.

11. How do I use the Export feature to download my raw data?

- Click on "Export".

My Scorecard



The screenshot displays the 'My Scorecard' interface. At the top, a user profile for 'Demo User' is shown with a placeholder icon, title 'EXTENSION SPECIALIST', extension role 'Field Specialist', and an 'Extension Appointment' of '100%'. Below this are two buttons: 'PEARS' and 'myVita'. A red arrow points to the 'Export' tab in the navigation bar, which also includes 'Indexes', 'Resource Summary', 'Reach Summary', and 'Annual Trends'. Below the navigation bar, a message states: 'View your overall resource and reach indexes and compare to the peer group medians.' At the bottom, there is a 'Reporting Period' section with a dropdown menu set to '> Past Three Years' and date fields for 'From' (04/14/2022) and 'To' (04/13/2025).

- Select a reporting period.

Indexes Resource Summary Reach Summary Annual Trends **Export**

Export the metric data that make up your resource return ratio and reach index.

Reporting Period ⓘ
> Past Three Years
From 04/15/2022 To 04/14/2025

Export

The following data will be included in the export as a zipped collection of CSV files:

- Canvas courses and enrollments
- Fee revenue transactions
- Media mentions and readership
- PEARS Direct contacts
- Program activities
- Publication views and downloads
- Salary offset
- Shared credit expenditures

Select a reporting period and click Start Export to export your data.

Start Export

- Click “Start Export” to export your data.

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Select a reporting period and click Start Export to export your data.

Start Export

- The button will change to "Exporting.." as the Scorecard prepares your data.

 Exporting..

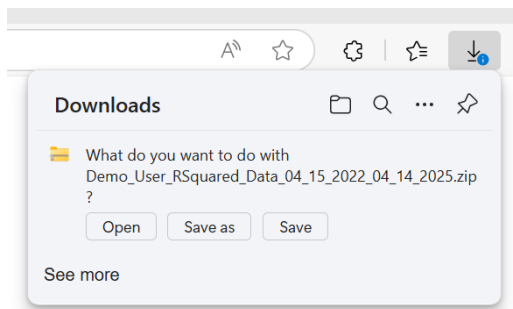
- Once the preparation is complete, you will see your exported data under “Exported Files”.

Start Export

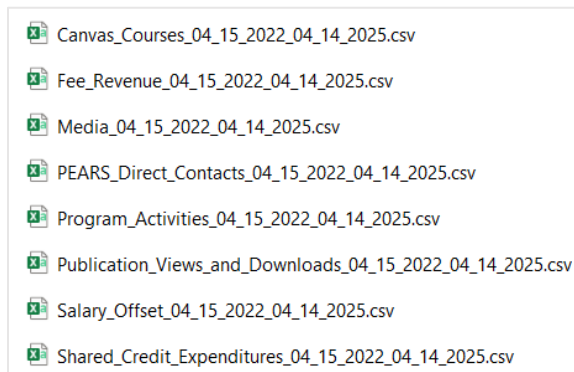
Exported Files

Demo User RSquared Data 04 15 2022 04 14 2025.zip

- Click on the zip file. A window will pop up asking where you want to save the file.



- The list of files in the zip folder should look something like below.



- The data should now be available for you to access using Excel or any other spreadsheet program you prefer.

12. I forgot to add some data to PEARS. Can I still do that?

- We expect everyone to enter data into [PEARS](#) monthly. The scorecard pulls PEARS data daily, meaning that your program activity and direct contact data should appear the day after you enter the participant information, etc. For accurate metrics in your scorecard, regularly update PEARS.
- For those unfamiliar with how to enter data into PEARS, you can find multiple resources on how to do that on the [MU Extension PEARS website](#).

13. I noticed that events and direct contacts aren't reported the same in PEARS as they were in myExtension. How does the **R²SCORECARD** account for that difference?

- We adapted the metrics for the Reach index to align with the categories in [PEARS](#). What were called *Events* in myExtension are now *Program Activities*. *Event Attendance* is now *Program Activity Participants*. We also added a metric for the new category in PEARS, *Direct Contacts*.

14. What publications are included in the Publication Views and Downloads metric? What is excluded from that metric?

- This metric is limited to publications available on the Extension website at <https://extension.missouri.edu/publications>

- Published articles in other outlets (academic journals, outside websites) are not captured by this metric. *Note: we are working on how to fairly and efficiently capture these data for future versions of the scorecard as part of our continuous improvement process.*

15. How do I account for events, podcasts, presentations, etc., hosted by outside entities for my Reach score?

- Add these instances to [PEARS](#). You can find information about what category in PEARS to report these under on the [MU Extension PEARS website](#). If you are unsure of the attendance numbers, work with the event organizer/podcast broadcaster to get the best estimate possible.

16. Are multi-session events or programs counted as one in the Reach metric?

- No. Each session for a multi-session program or event is counted separately, meaning you get credit for each session and its individual attendance.

17. My social media accounts don't use my name. How can I be sure my social media metrics are counted on the **R²SCORECARD**?

- Send all your social media handles to the A&E support team at agandenvironmentextension@missouri.edu. We can then point our media monitoring software to look for items with these handles.

18. How do media searches work? What search terms are used?

- Searches are based on your name or its derivatives and keywords such as "MU", "University of Missouri" or "Extension". Here is an example of a search as it would appear in Boolean language in CISION for our colleague "Truman Tiger" (a.k.a. Truman the Tiger and Tru Tiger):

("Missouri University Extension" OR "Missouri University Extension's" OR "Missouri University Extension's" OR "University of Missouri Extension" OR "University of Missouri Extension's" OR "University of Missouri Extension's" OR "Mizzou Extension" OR "Mizzou Extension's" OR "Mizzou Extension's" OR "MU Extension" OR "MU Extension's" OR "MU Extension's" OR "University of Missouri" OR "University of Missouri's" OR "University of Missouri's" OR "CAFNR" OR "College of Agriculture, Food, and Natural Resources" OR "College of Agriculture, Food and Natural Resources" OR "College of Ag" OR "College of Agriculture") AND ("Truman Tiger" OR "Truman Tiger's" OR "Truman Tiger's" OR "Truman the Tiger" OR "Truman the Tiger's" OR "Truman the Tiger's" OR "Tru Tiger" OR "Tru Tiger's" OR "Tru Tiger's") AND ("Extension Missouri Tiger"~50 OR "University Missouri Tiger"~50 OR "University Missouri's Tiger"~50 OR "MU Tiger"~50 OR "Mizzou Tiger"~50 OR "CAFNR Tiger"~50 OR "Extension Tiger"~50 OR "Extension Missouri Tiger's"~50 OR "University Missouri Tiger's"~50 OR "University Missouri's Tiger's"~50 OR "MU Tiger's"~50 OR "Mizzou Tiger's"~50 OR "CAFNR Tiger's"~50 OR "Extension Tiger's"~50 OR "Extension Missouri Tiger's"~50 OR "University Missouri Tiger's"~50 OR "University Missouri's Tiger's"~50 OR "MU Tiger's"~50 OR "Mizzou Tiger's"~50 OR "CAFNR Tiger's"~50 OR "Extension Tiger's"~50 OR "TrumanTiger@missouri.edu" OR "TrumanTiger@")

19. I downloaded my media data and noticed that an article I saw in media is not listed. What can I do?

- We have worked with Cision and NewzGroup to create a robust, accessible tool to compile media mentions. These services are the best in the industry but, occasionally, they miss an article. If you know of a large-circulation article missed, please provide a web-link for the article so we can update our records.

20. What if I encounter technical issues?

- Please report technical issues to the support team, agandenvironmentextension@missouri.edu, so we can resolve them quickly.

*This FAQ is designed to assist faculty members in understanding and utilizing the **R²SCORECARD** effectively. Your engagement with this tool is vital for its success and continual improvement. We encourage you to provide feedback and suggestions to enhance its functionality and relevance to your professional needs.*