



EARS- EDUCATION AND ADMINISTRATIVE REPORTING SYSTEM FACT SHEET

EARS-WHAT IS IT?

The EARS Form

- Provides descriptive not outcomes data
- Annual report of prior fiscal year information
- EARS is a reporting form not a data collection tool.

What Will It Accomplish

- Inform management decisions
- Support policy initiatives
- Provide documentation for legislative, budget and other requests
- Support planning functions

What EARS Will Not Do

- Replace the annual year end reports
- Provide information about all aspects of SNAP-Ed
- Provide evaluation data

EARS is one of several actions FNS has taken to enhance our understanding of State and local SNAP-Ed activities...It will not tell us every thing.

The Education Administration Reporting System (fondly called EARS) is a new form designed to provide uniform data and information about the activities of all States participating in Supplemental Nutrition Assistance Program Education (SNAP-Ed) Activities.

Data collected under this reporting system include demographic characteristics of participants receiving nutrition education benefits, topics covered, educational delivery sites, education strategies and resource allocation.

States use the EARS reporting form to describe prior year SNAP-Ed activities in four areas

- Direct Education
- Social Marketing
- Indirect Education
- Summary of Financial Expenditures

States will submit data

EARS IMPLEMENTATION TIMELINE	Training & Briefings
General Implementation	
EARS Implemented between FY 08 - 10	Ongoing FNS Trainings and briefings
State agencies submit a timeline (Template 9 in SNAP-Ed Guidance) for implementing EARS in their State.	Technical assistance as needed
FY 2008 Year 1 Implementation	
Template 9 outlining State implementation plan for remaining items on EARS form	Technical Assistance as needed
Financial Data (items #9 and 10) due December 31, 2008	National training conference call on FM reporting
FY 2009 Year 2 Implementation	
States implement items based on Template 9 timeline submitted with FY 2008 SNAP-Ed plan	Technical assistance as needed
FY 2010 Year 3 Implementation	
Full EARS implementation on all applicable items	Ongoing monitoring, feedback and technical assistance

EARS Implementation Timeline

using a web based online reporting system. This system is a component of the Food Program Reporting System (FPRS) and the National Data Bank (NDB) database system.

A BRIEF HISTORICAL PICTURE OF EARS

After a four year development and testing phase (FY 2003 to be more specific) the Education and Administrative Reporting System (EARS) form was approved by the Office of Management and Budget (OMB).

FNS used a collaborative

approach to develop the reporting system by forming a work group of diverse experts. The EARS Work Group consisted of stakeholders who brought a wide range of skills and expertise relevant to this task, including representatives from State, local, and fed-

eral levels, as well as academia.

This reporting system will enable FNS to get a national picture of the reach and scope of SNAP-Ed and inform management decisions on ways to improve services.