



INFORMATION MEMORANDUM

SUA-22-IM-01

7/6/2021

TO: Subrecipients of the State Unit on Aging

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SUBJECT: Units of Information Services

CONTENT: This Information Memorandum is designed to provide subrecipients of the State Unit on Aging with guidance on tracking and entering units of Information Services.

A service unit for information services should only be reported if (1) the service has an approved budget AND (2) either:

- A. A unique production/creation of a document, video, social media posting, etc. took place, or
- B. There is a "Form A" documented direct or indirect cost associated with the activity.

Included is a list of common information service activities and how to properly record them in PeerPlace.

Physical Document (flyer, pamphlet, brochure, etc.)		
Type	Service Units	Total Clients
Newly created or ordered document	1	Number of printed documents
Updated document	1	
No revision, only reprinted or reordered	0*	

This guidance document is advisory in nature but is binding on an agency until amended by such agency. A guidance document does not include internal procedural documents that only affect the internal operations of the agency and does not impose additional requirements or penalties on regulated parties or include confidential information or rules and regulations made in accordance with the Administrative Procedure Act. If you believe that this guidance document imposes additional requirements or penalties on regulated parties, you may request a review of the document.

Recorded Media (video, radio, etc.)		
Type	Service Units	Total Clients
Newly recorded media	1	Number of viewers, radio listeners, etc.
Airings of previously recorded content	0*	

* May be 1 service unit if there is an associated cost

Due to the nature of social media posts and website hits, one service unit should be recorded for each unique social media platform, if it was utilized during the month, and not with each instance of a post, update, retweet, etc.

Social Media & Website Hits		
Type	Service Units	Total Clients
Monthly social media & website hits (i.e. Facebook, Twitter, YouTube, etc.)	1 (per platform)	Number of post views (or other similar metric)

For example, if a AAA utilizes 3 social media platforms then 3 service units can be recorded for posts/hits to those platforms if each is used during the month. The views garnered during that month would be recorded as total clients.

The example below demonstrates the SUA's use of Facebook in June. Since Facebook was used, at all, we record 1 service unit. All of our posts for the month of June combined had 10,000 views which is recorded as total clients.

The screenshot shows the PeerPlace 'Events Unit Entry' form. At the top right, the user role is 'Program Admin'. Navigation icons for Push Pin, Tickler, History, and Print are visible, along with a Logout link. The form title is 'Events Unit Entry' and a note states 'Required fields are marked with an * asterisk.' The 'Event Details' section contains the following information:

Event Name:	June Facebook	Event Type:	Aggregate Event
Event Location:	SUA	Unit Type:	Contact
Event Manager:		Event Funding Source:	Split Funding
Fee Amount:	0.00	Actual Date of Occurrence (mm/dd/yyyy) *:	06/01/2021
Total \$:	0.00	Total Units *:	1
Total Clients:	10,000		

At the bottom of the form, there are buttons for 'Save', 'Save & Exit', and 'Exit'.

When recording units and total clients served according to the above procedure, typically the number of clients served will greatly outnumber the units of service. This ensures AAA data reports provide evidence for the wide audiences information service activities are able to reach.

Any records entered prior to the release of this IM do not need to be altered and/or corrected. This guidance is purely to be used for correctly entering future information services service units.

If you have questions, please contact Brittany at 402-314-5155, Ben at 402-471-4555 or via email at DHHS.aging@nebraska.gov