Faculty working for UF/IFAS Extension are often asked to report data about their work. County, state, and federal funding partners are interested in collecting metrics that they can use to guide their decision-making, especially during budget development. Internally, reporting is used for performance review and advancement (e.g. reports of accomplishment), as well as for developing communication pieces that can clearly demonstrate the outcomes and impacts of UF/IFAS Extension's educational programs. The multiple forms of reporting and multiple parties asking for data can lead to confusion. This document is intended to illustrate PDEC's role in reporting and accountability by describing the data sources we use, what data we ask for, and how the data are used.