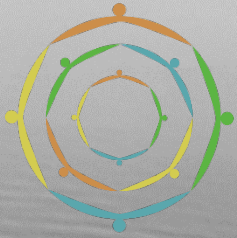


Why Impactful Reporting Matters and How to Do It *Better*

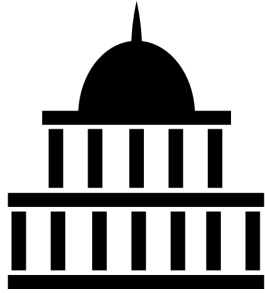


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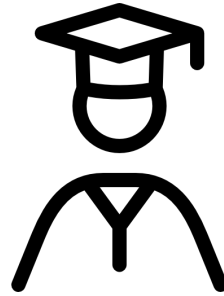
WHAT

is an AA's role in
impact reporting?

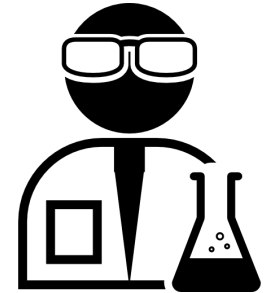
- Explain to participants *why* impact reporting is **important**.



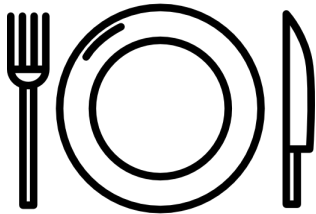
Government Officials



Administration & Students



Scientists



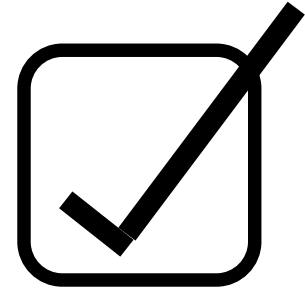
Consumers



Local Communities



Taxpayers



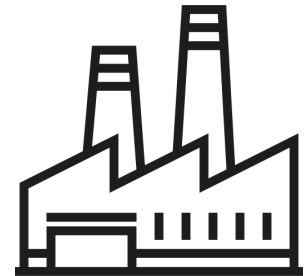
Voters



Producers



Media



Industry

Return on Investment

A REPORT FOR CONGRESSMAN AUSTIN SCOTT

UGA Cooperative Extension is working hard for your constituents. Here is a small sample of successful projects completed in your district this past year:

Improving tomato production

Scientists from the University of Georgia, University of Florida, Clemson University and North Carolina State University worked together over the last two decades to try to alleviate tomato spotted wilt virus.

The **RAMP (Risk Avoidance and Mitigation Program) Project** compiled data showing an estimated \$9 million loss in tomato and pepper crops between 1996 and 2006. Without resistant varieties, Georgia's tomato crop would have been wiped out.

Assisting with income tax planning

UGA Extension conducted community outreach tax credit training, and the Colquitt County Extension agent collaborated with local and state groups to implement a **bilingual VITA site** in Colquitt County. Community agencies that participated in the training helped with the tax credit outreach and VITA initiative.

Agencies made their low-income clients aware of the available tax credits and VITA site locations to have their tax returns prepared for free. VITA site volunteers completed 93 tax returns with refunds totaling \$158,825, without charge to low- and middle-income taxpayers.

Providing quality drinking water

After a few resident well water samples from Monroe County and the surrounding area tested positive for uranium,



2015 IMPACTS

NATIONAL INSTITUTE OF FOOD AND AGRICULTURE



User-inspired science, transforming lives.

TODAY'S PRODUCER



72°

Clear

Weekly Forecast

- Home
- News
- Features
- Livestock Sales
- Sale Bills
- Subscribe
- Ag Pubs
- Weather

Home / News / Crop

Researchers from 20 land-grant institutions recognized for water conservation project



Irrigation TODAY

VOL. 1, ISSUE 3 | January 2017

Soil Moisture Sensing

Comparing the Technologies
 Use of Sensors for Irrigation Scheduling
 One Water-Saving Sensor Too Many?

Selecting a Consultant

Guidelines to Follow
 Offering Valuable Knowledge & Expertise in Projects

- Hold participants **accountable** for submitting good impact statements.

- Provide **resources** on *how to* write impact statements.

- mrfimpacts.org/impact-statements
- usda.gov/media/blog/archive
- landgrantimpacts.org
- mrfimpacts.org/impact-writing-workshops
- bit.ly/impact-writing-handout

WHAT

is IMPACT?

- So what?
- Who cares?



**CHANGE
AHEAD**

Knowledge

Behavior

Condition







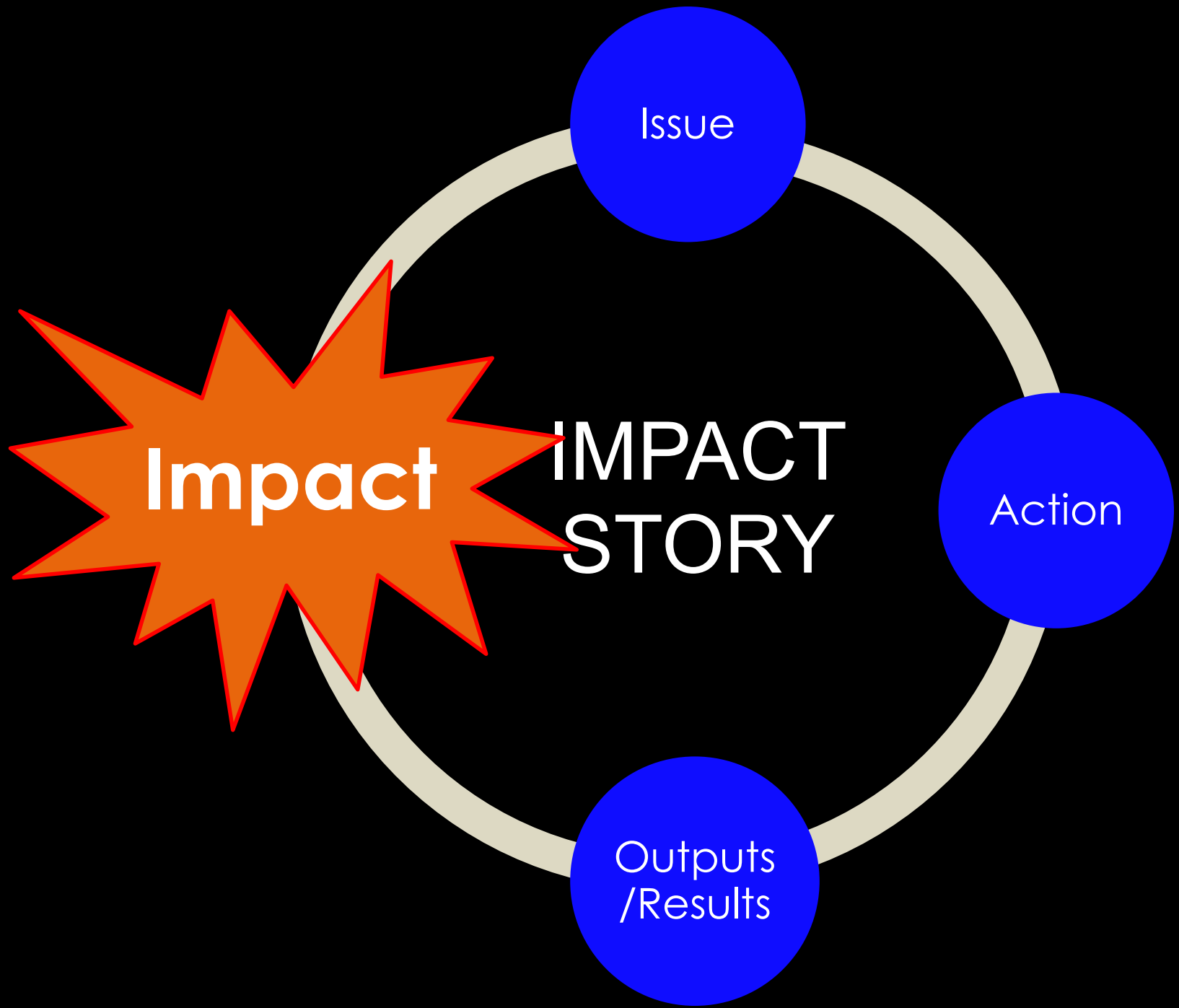




WHAT

is an **IMPACT
STATEMENT?**

- Concise
- Not technical
- Context



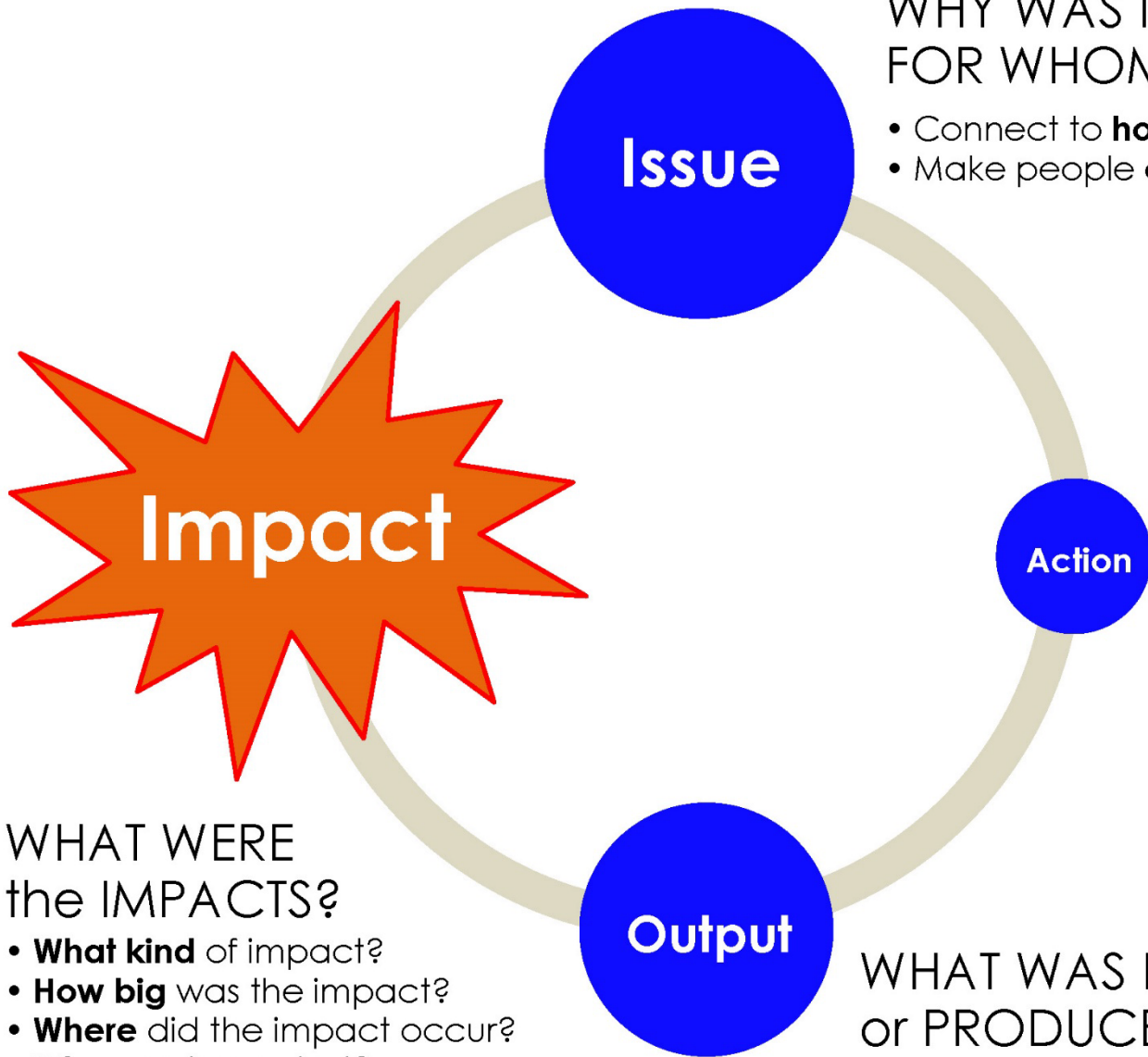
Issue

Impact

IMPACT
STORY

Action

Outputs
/Results



WHAT IS the ISSUE,
WHY WAS IT an ISSUE &
FOR WHOM IS IT an ISSUE?

- Connect to **hot topics**.
- Make people **care**.

WHAT WAS
DONE?

- Describe **major** research/Extension activities.
- Be **brief** and **clear**
- Were **innovative** tools used?
- **Don't** go on and on about methods.
- **Who** was involved?

WHAT WERE
the IMPACTS?

- **What kind** of impact?
- **How big** was the impact?
- **Where** did the impact occur?
- **Who** was impacted?
- Think about **public value**.

WHAT WAS LEARNED
or PRODUCED?

- Share **major** findings.
- Share **important** outputs.
- **Don't** list a bunch of data.

Having **trouble**?



HOW TO

organize **IMPACT**

STATEMENTS in

reports?

- **Complete reports**

Organize activities and impacts by:

- Objective
- Type of impact
- Audience/stakeholder

- Focus on the **highlights**

- **Connect**
researchers/institutions
to the work they did
and their impacts

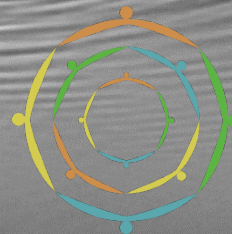
- Include **links** to more information

- Tell the
whole story

- **Work together**

Questions?

sara.delheimer@colostate.edu



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IMPACTS