Why Impactful Reporting Matters and How to Do It Better

Multistate Research Fund
IMPACTS
WHAT is an AA’s role in impact reporting?
• Explain to participants *why* impact reporting is important.
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 (Rutabaga and Avoidance Mitigation Program) Project compiled data showing an estimated $3 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 $158,821, 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.

Irrigation TODAY
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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

Researchers from 20 land-grant institutions recognized for water conservation project.
• 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?
Knowledge
Behavior
Condition

Change Ahead
WHAT is an IMPACT STATEMENT?
• Concise
• Not technical
• Context
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?
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