Instructions for Preparing Program IMPACT Statements

Program impact statements are to be developed by planning units or by county units, depending on the focus of the program. These are popularized versions of results and successes (not activity reports or announcements of events). Impact statements serve as a way to report to local publics (clientele, advisory groups, county commissioners, commodity groups, state and federal legislators, and other stakeholders) who have an interest and need to know how University of Idaho Extension is using public dollars. At the local level, these brief, popularized reports can be an effective public relations tool.

REVIEW, EDITING, AND ROUTING

1. Faculty member sends draft impact statement to district director or department head for review. District director or department head reviews and returns.
2. Faculty member sends revised draft in Word or in the Microsoft Publisher template (see Formatting and Printing) to the district director/department head who will forward it to Debra Rumford in the School of Family and Consumer Sciences at drumford@uidaho.edu. Debra will adjust formatting as needed, assign a publication number, and post on the UI Extension website. Then she will forward the final version to the UI Extension directors, appropriate district director or department head and faculty member. At this time the Impact statement is ready for distribution.

Click http://www.extension.uidaho.edu/impacts/impact.asp to view your Impact on the web. Please contact drumford@uidaho.edu if any Impacts are missing.

CONTENTS

County/department address

- Enter county or department name, phone, fax, and address.

Title/Headline

- Use sentence form
- 10 words maximum length—limit to two lines
- Describe outcomes

The Situation

Describe factors that make the program relevant

- What is the problem, issue, or concern? (Social, economic, or environmental relationships.)
- Who is affected? (Characteristics of the people we are serving: who are they, where do they live/work, how are they important to the community.)
- What will happen if nothing is done about the problem? (Actual or projected costs of not solving the problem.)
- Educational options to address the problem/issue. (Describe how the proposed educational solution directly relates to the problem and offers a high probability for success.)
- Role of local people in solving problem (Problem identification, gathering resources, conducting research, encouraging participation, proposing solutions, providing expertise.)
- Individual (economic, health & welfare, quality of life), community (jobs, revenues, infrastructure) and societal benefits (environmental, social, economic) expected from proposed solution.

Our Response

Describe characteristics of the program that communicate quality

- What were our **inputs**? (Faculty, expertise, funding, facilitation, curriculum, teaching methods.)
- What is the research base to support the program? Who are our partners? Who invested? How participants were acknowledged (e.g., certificates)? Did the program meet any regulatory requirements or allow participants to do so?
- What were the **outputs**? (What did we do? Advertising, classes, workshops, printed materials, tours, etc.)
- Who participated in the program? Why did they participate? Do they continue to come? Do they recommend the program to others? Are they satisfied with the program?

Program Outcomes

What difference did the program make to participants?

- What are the desired results?
- What behaviors are needed to achieve those results?
- What learning is necessary to cause behavioral change?
- How has the situation changed from that described in the relevance statements above?
- Recommendations or plans for future actions.

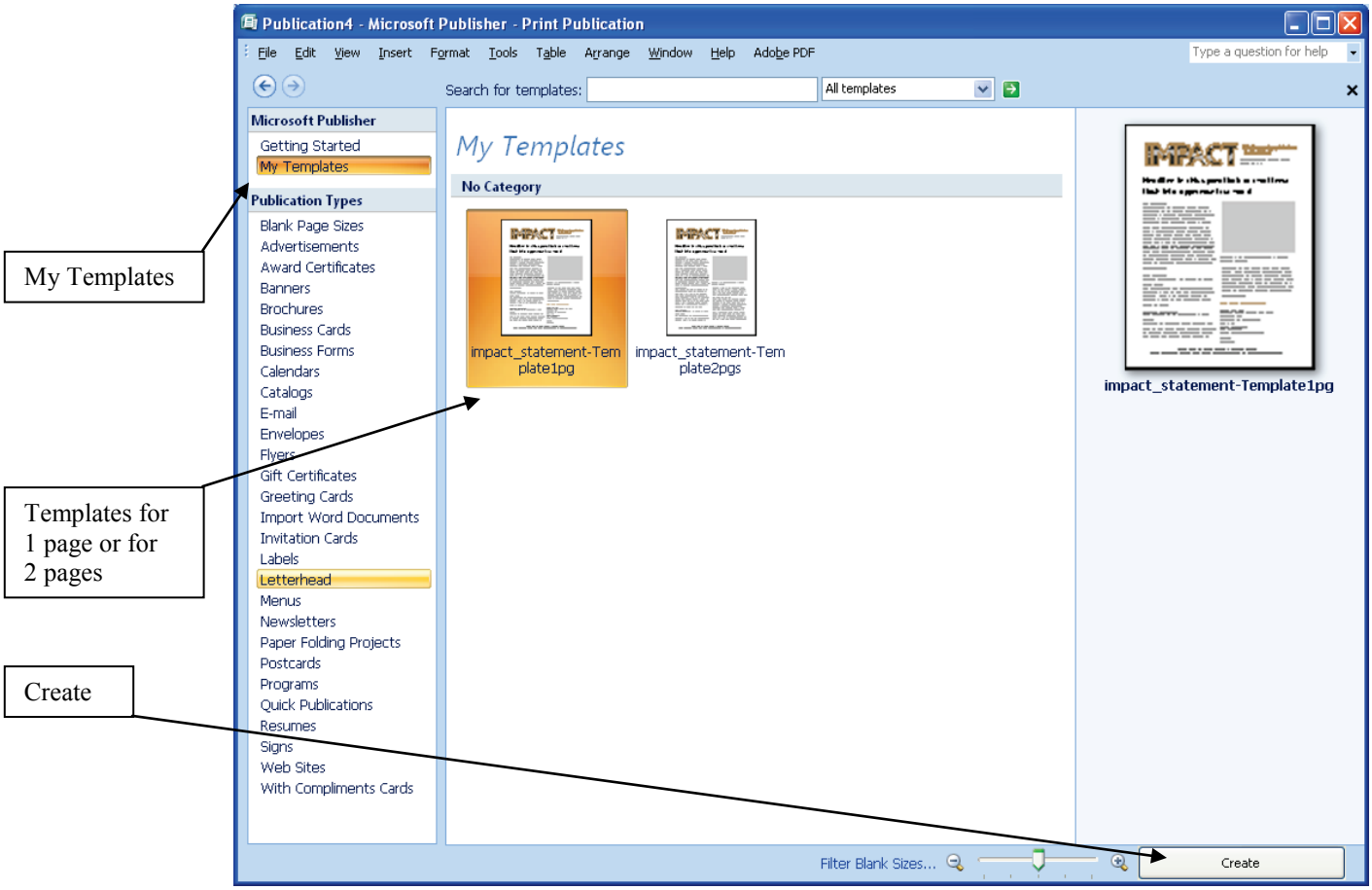
For More Information

- Name, title, University of Idaho Extension or UI, county, or department, address, telephone number, fax, e-mail of person to contact for more information.

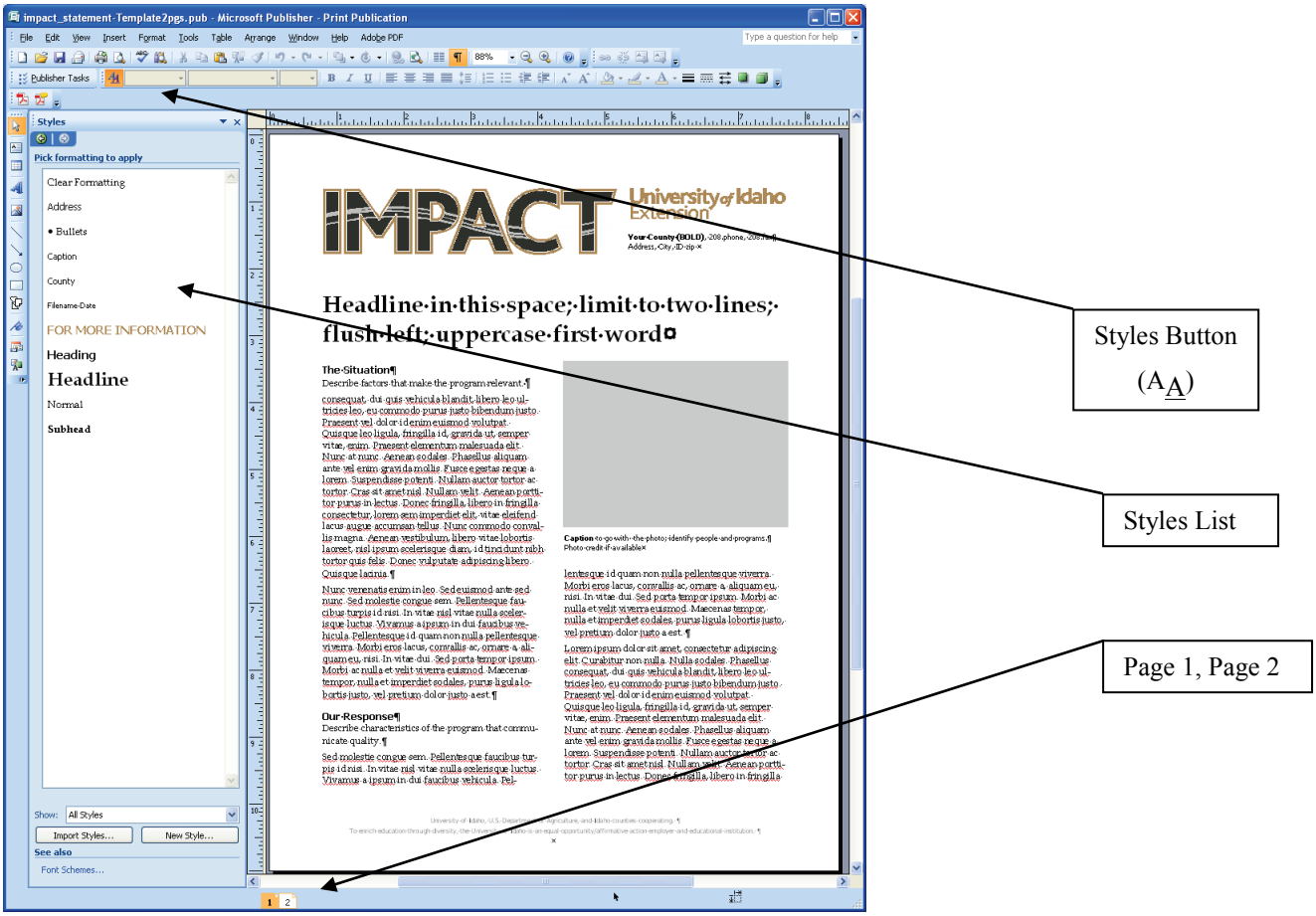
FORMATTING AND PRINTING

A new impact statement template has been developed to match University of Idaho Extension brand standards. The new template was created in Microsoft Publisher http://www.extension.uidaho.edu/branding/templates.asp (Scroll down to Impact Statement). If you need any assistance with Publisher, please contact Debra Rumford, drumford@uidaho.edu or 885-6547. In the meantime, Debra will continue to accept Word documents and enter them into the new template. Eventually, everyone will need to learn how to use the new template.

To save the templates on your hard drive, right click on 1 Page Color (Impact Statement Template 1-pg.pub) or 1 Page Color (Impact Statement Template 2-pgs.pub) and select Save Target As, go to the path C:\Documents and Settings\USERNAME\Application Data\Microsoft\Templates, click Save. Open Microsoft Publisher, click on My Templates, select a template for 1 or 2 pages, and then click on Create.



If copying and pasting your information from Microsoft Word, please utilize the Styles to make sure your formatting is correct. Click on AA to view Styles. Click on 1 or 2 to view your pages. Page 1 has a picture box holder and a text box underneath for a caption. If you are not planning on having a photo, just delete the picture box and text box.



How to use Styles

Each Style will format your entire paragraph with the correct spacing, font, color, and type. For example, if copying text (Arial font size 12) from Word and pasting into Publisher, click on your text then click on Normal under Styles and it will change the font to Book Antique font size 10. After applying a Style to a paragraph you can manually bold or italicize individual words or groups of words.

Styles list for every area of your impact statement:

Address is for your name, address, phone, fax information under heading For More Information
Bullets is for your bulleted lists
Caption is for the text box under the picture box holder
County is for the text box under the University of Idaho Extension logo (manually bold your county/dept)
Filename/Date is for your filename and month/year after your address
FOR MORE INFORMATION is for your heading For More Information
Heading is for all your headings: The Situation, Our Response, and Program Outcomes
Headline is for the title of your impact statement
Normal is for your text.
Subhead is for your subheadings: The Future, Cooperators and Co-Sponsors

Printing

There will not be an official letterhead provided. The Microsoft Publisher files provided after publishing to the web site will be your master copy or you can download a PDF version from the impact statement web site. Please print impact statements in Publisher from a quality color printer or produce in black and white. We've discovered printing errors when using printer drivers from Microsoft Windows; please use your printer drivers from the manufacturer.