

# Writing County Impacts: Telling Our Extension Story

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The image displays six screenshots of program impact reports from the University of Arkansas Extension website. Each report follows a similar layout:

- Header:** Program/Impact Name, County or Unit
- Overview:** Total [Program Name] Overview, Educational Contacts, Members, Value of Volunteer Hours (\$), # of Site Visits, # of Demonstrations.
- Highlights:** A list of program highlights with dropdown menus to select specific items.
- Results:** A section for adding additional photos, quotes, or testimonials to highlight the year's impact.
- Footer:** University of Arkansas Extension logo and contact information for the County or Unit.

The reports shown are for:

- FY2017 4-H Youth Development Impact** (Green header)
- FY2017 Community & Economic Development Impact** (Blue header)
- FY2017 Family & Consumer Sciences Impact** (Teal header)
- FY2017 Agriculture & Natural Resources Impact** (Red header)
- FY2017 SNAP-Ed Impact** (Orange header)
- FY2017 SNAP-Ed Impact** (Orange header)

## Key Points to Remember

- Impact represent the entire county's effort, not just one individual
- Each county must submit at least one impact per program area
- Due October 5<sup>th</sup> into AIMS

## Why Impacts?



- Accountable for resources
  - Financial
  - Time
  - Support
- Accountability demonstrates our stewardship

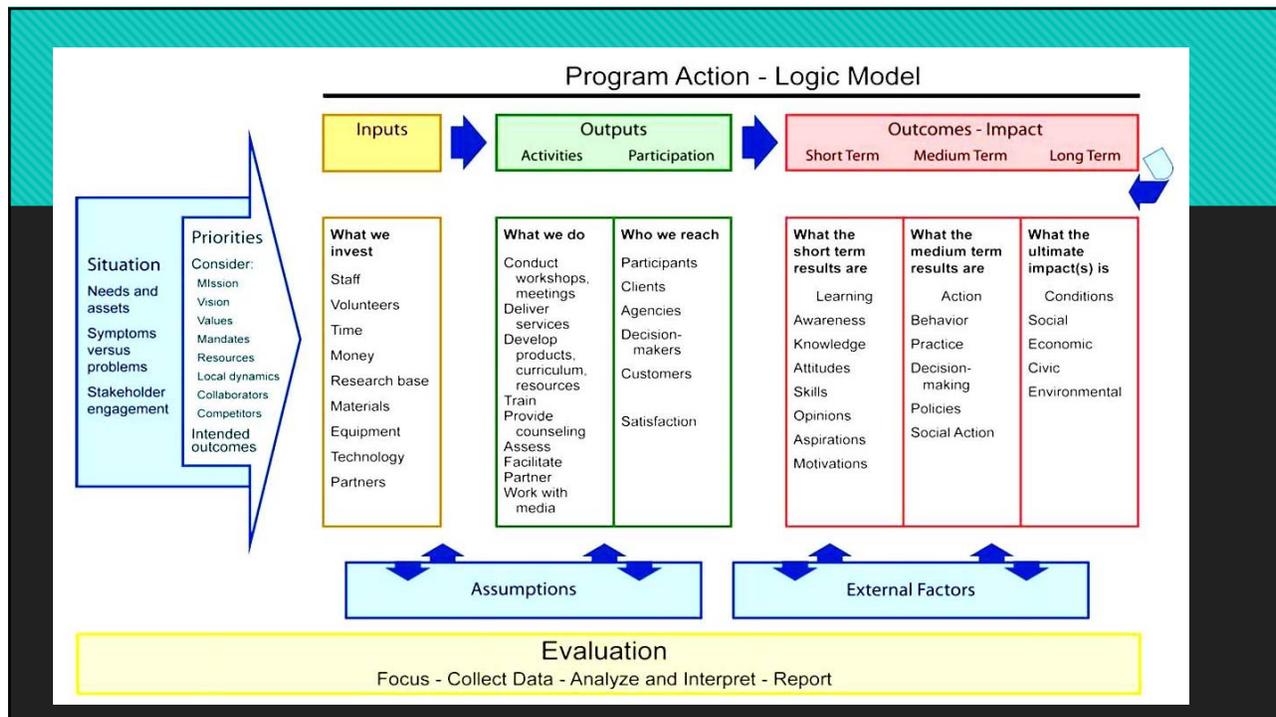


## Why Impacts?

- Internal accountability
  - Evaluation of programs
  - Ensures high quality, effective, and timely programs

## Who Cares?

- Extension- Us!
- Stakeholders
  - Program Participants and volunteers
  - Program Supporters
  - Program Funders



## Why?

- Justifies continued efforts
- Shows responsibility with resources
- Assists in expansion and development efforts
- Garner support for program

## So Where is all this Info Going?

- Extension Impact Templates
  - <https://uaex.edu/aimshelp>
  - Extension Templates- MISC 097
- Completed Template uploaded into AIMS before 4:30 p.m. on Oct. 5<sup>th</sup>
- Each county must have at least one impact per program area

FY2017 4-H Youth Development Impact

Program/Impact Name \_\_\_\_\_

County or Unit \_\_\_\_\_

Total 4-H Program Overview	
4-H Members	832,954
4-H Clubs	656,987
4-H Volunteers	\$185,416
Value of Volunteer Hours	75,416

**Highlights**

Choose a Program Highlight -> 664154

Choose a Program Highlight -> 564165

Choose a Program Highlight -> 541654

Choose a Program Highlight -> 216354

Choose a Program Highlight -> 416413

Choose a Program Highlight -> 136465

(521 characters including spaces)

Add additional photos, quotes or testimonials in this space to highlight your impact.

**One Optional Photo Goes Here**  
Landscape Works Best Here

**One Photo Goes Here**  
Portrait Works Best Here

(108 characters including spaces)  
Photo description here.

**Relevance**  
(130 characters including spaces)

**Response**  
(643 characters including spaces)

**Results**  
(712 characters including spaces)

UVA DIVISION OF AGRICULTURE  
RESEARCH & EXTENSION  
University of Arkansas System

County or Unit Name  
Physical Address  
Phone - Web address  
Facebook Address

## How the template works

- Program Overview
- Highlights
- Impact Report/Story
- Photos

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County or Unit \_\_\_\_\_

Total 4-H Program Overview	
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## How the template works

Total FCS Program Overview	
Educational Contacts	832954
Volunteers	1,097,339
Value of Volunteer Hours (\$)	\$1,654,168

- Total educational contacts for ENTIRE county program
- How many volunteers assisted your program?
- How much is their time worth?
  - Number of Hours X \$24.14

## How the template works

Highlights	
Choose a Program Highlight	664164
Choose a Program Highlight	564165
Choose a Program Highlight	541654
Choose a Program Highlight	216354
Choose a Program Highlight	416413
Choose a Program Highlight	136465

- Indicators of Program Success
- Should come from AIMS data
- Strongest highlights
- Have ability to enter in your own highlight

# Impact Report/Story Basics

Now what goes here??

**Relevance**  
(330 characters including spaces)

**Response**  
(643 characters including spaces)

**Results**  
(712 characters including spaces)

# Impact Report/Story Basics

- Three Basic Parts
  - **Relevance**- What need is present?
  - **Response**- What did Extension do in response?
  - **Results**- What change occurred? So What?
- Content of each may change with the situation

## Relevance

- AKA- Issue/Need/Problem Statement
- Why does our program matter?
- What are we trying to address?



## Relevance

- Outline evidence of need
  - Health Stats
  - Current issues facing clients
- Figures strong, but not always required



# Relevance

- Data Sources
  - U.S. Census
  - Ag Census
  - Department of Health
  - School District data
  
- Others- check validity of source



# Relevance- FCS Example

In rural areas of Desha, many families and individuals are facing difficult economic times. Layoffs and business restructuring continue within the county. When, and if, citizens find new jobs, they are often for lower wages and benefits. Many forced off welfare rolls are struggling to make ends meet with minimum wage jobs with no benefits. Citizens are increasingly responsible for financing their own retirements, but few have basic knowledge or skills.

## Relevance- CED Example

A county struggling to overcome 20 years of limited economic development, change, or improvements for itself. Faced with vacant store fronts, declining population, and a stagnant economy, community leaders are searching for ways to re-invent Cleveland County and make it the talk of south-central Arkansas.

## Response

- What did we do in response to relevance/situation?
- What did we put on to address issues?
- Output numbers

Outputs	
Activities	Participation
<b>What we do</b>	<b>Who we reach</b>
Conduct workshops, meetings	Participants
Deliver services	Clients
Develop products, curriculum, resources	Agencies
Train	Decision-makers
Provide counseling	Customers
Assess	Satisfaction
Facilitate	
Partner	
Work with media	

## Response

- Only section to put thing likes:
  - Number of programs conducted
  - Number of attendees
  - Materials created
  - Volunteers trained
- Output numbers

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Activities	Participation
<b>What we do</b>	<b>Who we reach</b>
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## Response- ANR Example

Madison County Extension planned and implemented a year long multi-faceted educational program to address the issues local producers face. There was a multi session pasture management field day, forage testing and feeding seminar, Beef IQ short-course, two herbicide application field days, a nutrient management course and other educational events where area producers and other respective clientele were able to gain knowledge making their operations more sustainable in the ever changing agriculture environment. The goal of these educational efforts were to help clientele increase efficiency.

## Response- 4-H Example

Hands-on learning is the essence of 4-H. With that in mind, six monthly engineering activities featuring the Junk Drawer Robotics Curriculum, six monthly science technology activities and six monthly computer coding activities featuring the Hour of Code and other hands-on curriculum were conducted with 107 students in the 5th and 6th grade at Gurdon and 144 students in the 6th grade at Arkadelphia. Students worked in teams during the engineering and science technology activities and individually during coding exercises.

## Results- Key Piece!

- Answering the "So What?"
- What changes occurred because of your program?
- Move from outputs to outcomes and impacts

Outcomes - Impact		
Short Term	Medium Term	Long Term
<b>What the short term results are</b>	<b>What the medium term results are</b>	<b>What the ultimate impact(s) is</b>
Learning	Action	Conditions
Awareness	Behavior	Social
Knowledge	Practice	Economic
Attitudes	Decision-making	Civic
Skills	Policies	Environmental
Opinions	Social Action	
Aspirations		
Motivations		

# Results- Key Piece!

- Anyone can hand out things, talk to a group, etc.
- What is setting your program apart?
- What is the overall impact your program has on that situation you outlined?

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# Results- Key Piece!

- Include dollar figures, if appropriate
  - Only use in connection with actions
  - Adoption saved producers \$X per acre
  - Participation in Extension Wellness classes saves the county \$X in healthcare costs
- Contact your specialists for those economic impact figures

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## Results- Key Piece!

- Show the biggest impacts
  - Behavior changes are stronger than knowledge gain
  
- Remember, no participant numbers, sessions, etc.

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<b>What the short term results are</b>	<b>What the medium term results are</b>	<b>What the ultimate impact(s) is</b>
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## Results- FCS Example

Participants in the Weight Loss Boot Camp lost 114.5 pounds, walked 2,543 miles with 50% decreasing blood pressure, 25% decreasing blood glucose and cholesterol. The 284 participants in Walk Across Arkansas exercised 485,363 minutes which potentially saved \$41,000 in health care costs; 35 participants lost 187 pounds. Results from the Extension Get Fit program indicated a cost savings of \$629,711. Yoga for Kids with 749 participants reported they were stronger, more flexible, and felt less stressed. The participants in the nutrition education programs reported an increase in knowledge and skills with 70% intending to make positive dietary changes.

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## Results- ANR Example

The first demonstration 45 head received two Corothon ear tags at a cost of approximately \$4.00 a head. Pre-tag horn fly counts were near 150, face flies were at 5, and 13 treated for pinkeye. At 11 weeks the counts have dropped to 20 horn flies, 1-2 face flies, and zero pinkeye treatments. In the second demonstration, 35 head were treated with Co-ral 1% dust bags. (Horn fly counts started at 300-350, face flies 9, with 10 cases of pinkeye.) As of week 11, counts average 45 for horn flies, 3 face flies, and no new cases of pinkeye. The second method cost about \$3.75 a head. Producers recorded near \$24.00 per head pay increase on treated calves vs. non-treated calves.

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## Pictures

- Same as a 4-H Recordbook
  - Show action
  - Side by side comparisons- ANR demos
  - Avoid staged photos
  - Avoid certificate pictures
  - Supports message/impact



## Pictures- Good Clear Caption

*A Lawrence County Extension Wellness Ambassador helps a young participant in a cooking class with proper measuring techniques. Twelve Extension Certified Babysitters learned how to cook healthy meals and snacks for the kids that they care for and their own families.*



## Pictures- Good Clear Caption

*Local Pesticide Dealers were invited for a scouting, identification and control field visit on the first soybean field in Arkansas that needed control for Kudzu bugs. Dr. Nick Seiter conducted an infield demonstration to show the how and when to control this new pest to these decision makers.*



## Helpful Tips- Audience

- Different audiences value different things
  - Money
  - Education
  - Health
  - Environment
  
- Convey that in impact statements

## Helpful Tips

- Utilize data already collected
  - Evaluations
  - AIMS data
- Quotes, stories, etc. from participants
  - Reader will relate more
- Pictures!

## Common Errors to Avoid

- No Impact Reported.
- Impact of activity reported was very small.
- Dollars reported are not focused on the intended outcome of the program.
- Not showing economic impact when formulas are available or can easily be figured.

## Common Errors to Avoid

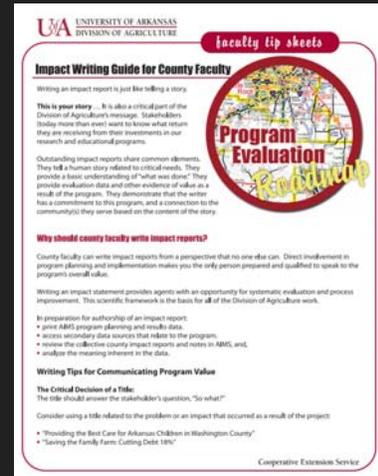
- Title lacks description or creativity.
- Not proof-reading before submitting.
- Giving more credit to other organizations and agencies.

## Common Errors to Avoid

- Writing in first person.
- Using acronyms or program names.
- Drawing an impact from a single activity.

# Where to find Templates & More Help

- Everything is housed in [OneDrive folder](#)
  - Link to AIMS Help Page
  - PDF of this presentation
  - Tip Sheets
  
- Utilize Communications as needed



A few last words....