

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 of announcements of events). Impact Statements serve as a way to report to local publics (clienteles, advisory groups, county commissioners, commodity groups, state and federal legislators, and other stakeholders) who have an interest and need to know how Extension is using public dollars. At the local level, these brief, popularized reports can be an effective public relations tool.

WHAT TO INCLUDE:

Title

- Use sentence form
- 10 words maximum length
- 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 solutions proposed 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 were participants 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?)
- 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, County Extension or Department, address, telephone number, fax, e-mail of person to contact for more information.

REVIEW AND EDITING

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 to the Associate Director's Office. The Associate Director's Office or designee will review the Impact Statement for proper formatting, assign a publication number, post on the Extension web site, and send a notice with the final version to the appropriate District Director and the faculty member. At this time the Impact Statement would be ready for distribution.

DESIGN AND PRINTING

Specific guidelines are given for margins, typefaces, and type sizes so that we can have as much uniformity as possible throughout the state.

When you start formatting a Statement go to **Page Setup** and set the following information for the format:

The perimeters on the **first page** should be set as follows:

Top:	2.5
Bottom:	1.5
Left:	0.75
Right:	0.75
Gutter:	0
Header:	0.5
Footer:	0.5

On the **second page** the perimeters should be:

Top	1.0
Bottom:	1.5
Left:	0.75
Right:	0.75
Gutter:	0
Header:	0.5
Footer:	0.5

Use a 2-column format.
Do not indent paragraphs.

Within the Statement, the **font used** is **Times Roman** and must be set at:

10pt	County Address line
20-24pt	Title (Bold)
18pt	Sub-titles (Bold & Italicized)
11pt	Text
8pt	File name
8 pt	Month/year submitted (added to the College Library)

LETTERHEAD

Use the official "Impact" letterhead, available from the Associate Director's Office. The letterhead is printed in yellow and black ink on white paper and can be used directly in your photocopier or laser printer.

If you plan to use a photocopier, print a master copy of your text on a laser printer to achieve the best quality lettering. If you have a dot matrix printer, please have your text printed by a neighboring county or your district office.

QUANTITY

Prepare as many copies of each completed Impact Statement as needed to meet your needs locally. Be sure to keep the master of your text available in case you need to print additional copies on letterhead.