

## Instructions for preparing Impact statements

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

### Review, editing and routing

Faculty member sends draft impact statement to district director or department head for review. District director or department head reviews and returns.

Faculty member sends revised draft in the Microsoft Word template to the district director or department head who will send the final draft to Debra Rumford in CALS Communications at [drumford@uidaho.edu](mailto:drumford@uidaho.edu). Debra will review and apply university and UI Extension style guidelines, assign a publication number and post on the [Impact statement website](#). Then she will send the impact statement to the UI Extension director; district director or department head, faculty listed and CALS Communications team. At this time the impact statement is ready for distribution.

### Helpful tips

#### Title/Headline

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

#### At A Glance

- Use sentence form
- 20 words maximum length—limit to four lines
- Summarize the importance of your project; state why it matters

#### 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 and 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

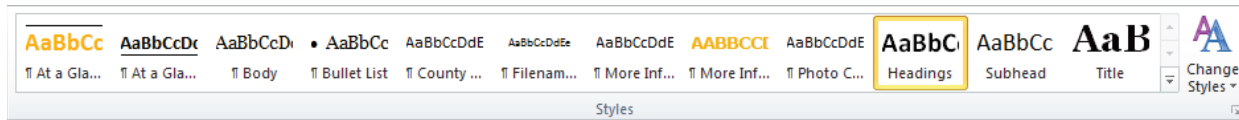
What difference did the program make to participants?

- 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.

## New template and styles

A new impact template created in Microsoft Word has been developed to match University of Idaho's brand standards and be compatible for PC and MAC users.

Change the style of your text by clicking anywhere on the paragraph and select your style under the Home toolbar.



- **At a Glance** (gold lettering with line above, page 1)
- **At a Glance** (black lettering with line below, page 1)
- **Body** (content text)
- **Bullet list** (formatted bulleted list)
- **County** (address at bottom, page 1)
- **Filename month/year** (under For more information, page 2)
- **More information** (content text, page 2)
- **More information** (gold heading, page 2)
- **Photo caption** (caption text for photos)
- **Heading** (The Situation, Our Response and Program Outcomes)
- **Subhead** (optional The Future and Cooperators and Co-Sponsors)
- **Title** (is your headline, page 1)

## Printing

Impact Statements will be converted to a PDF file set as press quality for printing.

Please direct any questions about the Impact Statement template to Debra Rumford at [drumford@uidaho.edu](mailto:drumford@uidaho.edu) or 208-885-6547.

# impact

University of Idaho Extension programs that are making a difference in Idaho.

**Headline in this space; limit to two lines; flush left; uppercase first word**

**AT A GLANCE**  
Summarize the importance of your project; state why it matters; limit to four lines. Summarize the importance of your project; state why it matters; limit to four lines.

**The Situation**  
Describe factors that make the program relevant.  
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**Our Response**  
Describe characteristics of the program that communicate quality.  
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**Program Outcomes**  
What difference did the program make to participants?  
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Include a photo caption that identifies people and programs. Include photo credit if available. Limit to two lines.

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