

## **IMPACT STATEMENTS**

After reporting to the outcomes, next you need to add more information to be able to write an impact statement.

### **These are the current resources available on how to write Impact Statements:**

- Marketing Training at Area/District meetings held during the spring 2016
- Recorded Marketing Training (Blackboard course) on the Extension Intranet -- <https://intranet.extension.purdue.edu/SitePages/Home.aspx>
- DM instructions document for impact statements (Extension Intranet>Reporting>Metrics AND embedded on Impact Statement screen in DM – look for Click here for instructions, or click on the ? for a help box )
- eXtension’s online course on writing impact statements (posted with Marketing Training and in DM instructions)

### Focus your efforts when preparing impact

- Look to your largest programs – # of participants; hours of instruction
- Work with a team and coordinate efforts
- Focus on those workshops/programs that fit with Purdue Extension Goals
- Be selective. Do not expect to create an impact statement on every workshop you offer.
- If it is a one and done --- an hour-long workshop --- never to be repeated or extended, don’t plan to write an impact statement on it.
- Be strategic about what you offer. If everything you are making available is a one-time workshop, you may need to plan for something more than that.
- If several of you are doing your own “workshop” or “tour” or anything else, get together and add to your ability to report on this by coordinating and sharing.

## **Parts of the Impact Statement**

### **Title \***

Type the title of your impact statement. This is more than simply the title of your program. Think about creating a news headline. Share a glimpse of the story you are going to tell.

### **Issue (Who Cares and Why) \***

In about three sentences, state the issue or problem addressed. Describe the problem. Explain the relevance of this issue. Why is it important? Information provided here demonstrates what the issue is or what the needs are. This section is about why the program is needed. Introduce any statistics that may illustrate the problem / issue in the state or among the population. Share any needs assessment data you have gathered to indicate the prevalence or importance of this issue.

### **What Has Been Done \***

In about three to five sentences, describe what you or your team did. What was your response to the issue / problem? What did you do to address the problem? How did your work resolve the problem? Describe program activities that were conducted. Explain the key elements of your program. Describe the target audience. Describe the delivery of your program / project. Include the quantity of these activities (e.g., four-session weekly series; 59 childcare providers; six communities, etc.). Provide a description of the program / project. You might describe what was taught and why, who was the audience (e.g., how many attended, etc.), and how was it implemented (e.g., nine-week series of workshops).

### **Results \***

• Now, share results from the program / project from the perspective of the participants or attendees. What did they get out of it? What did they learn? If a follow-up evaluation was used, report on what actions they have taken or changes

they have made since attending the program. Include numbers or percentages to report your evaluation. Include economic indicators if appropriate. Include a narrative about, or from, the attendees.

- As appropriate, combine quantitative data (e.g., number, percentage, dollars, etc.) and qualitative data (e.g., anecdotes / narratives or quotes from participants on program evaluation. (Don't share names but do include their titles / roles, such as, for example, parents, producers, childcare providers, etc.).

This is the most important part of your impact statement and most likely the longest section. Tie the results back to the problem set in "Issue" above. Describe what happened as a result of the efforts described in "What Has Been Done." What changed as a result of the Extension effort? What difference did this make for Indiana residents? What are the benefits? What is the impact of this effort? For short-term changes in knowledge, attitudes, skills, and aspirations, consider including a statement about what that change does for, or means to, participants. Describe the difference your program / project made for the people of Indiana, and the state's communities, families, businesses, environment, etc.

Thoughts for ANR:

1. Answer this -- What does that **adopted practice** do/impact/make better? For example, what does the practice of "applying less fertilizer" do to soil, water, crop, etc.? This is where you show that your program is working to address the issue you shared at the beginning.
2. Step back and look at the big picture – Describe how the **economic impact** that occurred is beneficial to agriculture or horticulture or natural resources or to the people, businesses, or economy of Indiana.

#### **Dos and Don'ts: What you can do to improve your impact statement:**

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Don't

- I did this.... I did that....

Do

- The program was a 6-week series that provided instruction and demonstration...

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Don't

- List questions from evaluation with the percentages of responses alone.
  - 100% of the participants reported that they changed a practice for their operation.

Do

- Put responses into a sentence.
  - All participants (100%) indicated that they changed a practice for their farm operation, including: NOTE put their comments/listed responses in here to give context about how it was useful and more detail on specifically what was helpful. Find a way to elaborate on that evaluation response or outcome statement.
  - Also, you may be selective. Every response from the program evaluation does not have to be reported in the impact statement. Choose the ones that give you the most information to share.

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Don't

- Put participants in the RESULTS section.

Do

- Provide details on how many participants attended/participated, and any other demographic information, or details on their roles to explain who was in your audience, in the WHAT HAS BEEN DONE section.

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Don't

- Use bullets, columns, tabs, etc. to format arrangement of text.

Do

- Write in paragraph form. If you have a list of items, use this format and approach: 1) first item, 2) second detail, and 3) final information.