

WELCOME

Before we begin:

- Stay muted until we begin the interactive exercises.
- Hold questions until the end of the presentation.
- If you have a draft impact report, have it handy.





IMPACT MATTERS

Sara Delheimer
mrfimpacts.org

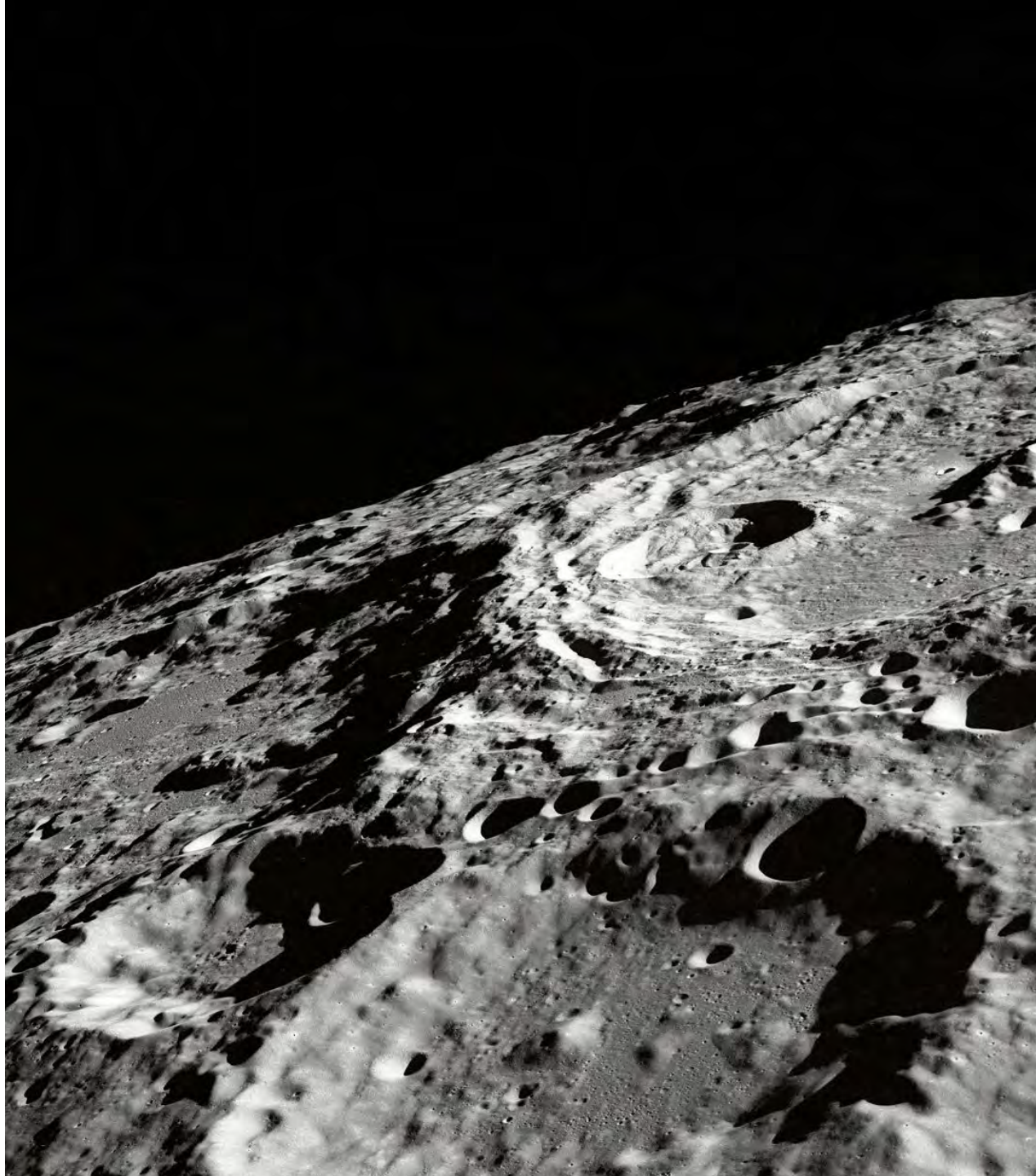




WHAT IS AN IMPACT STATEMENT?

A brief summary of the difference a project or program has made

- So what?
- Who cares?





WHO uses
IMPACT
STATEMENTS?





IANR NEWS NOW



'Not just a job': Immersive experience helps animal science students grow

A student job at the University of Nebraska–Lincoln gives new meaning to working from home. A group of students live and work in the Animal Science Complex on East Campus, caring for the animals in the building. The immersive experience allows the students to contribute significantly to the work in the Department of Animal Science and grow in their knowledge of the field.

'Legacy of Leadership: Faces of Nebraska Women in Agriculture' photo exhibition opening, lecture set for North Platte



I have five generations in Nebraska. I am protecting my family legacy



BeefWatch: Recent articles from Nebraska Beef Extension

Most recent BeefWatch articles

[UNL Feedlot Innovation Center nears completion thanks to industry support](#)

The chute slides shut with a thud, not a clang, safely catching the steer so it can be vaccinated. The steer behind him waits quietly, looking ahead at the alleyway that will take him back to his pen. The only sounds are cattle shifting against the alleyway and the quiet voices of the workers vaccinating the cattle.

[Annual Summer Stocker/Yearling Tour focuses on marketing yearling cattle](#)

The stocker/yearling sector of the cattle industry offers flexibility and an opportunity for new producers to get started in the business.

The Nebraska Extension beef systems team is offering a chance to learn from producers with established stocker/yearling operations July 11 during the fifth annual Summer Stocker/Yearling Tour near Bassett, Nebraska.



July 5, 2024

Crop Damage



[Crop Impacts and Options After Mid-season Flooding](#)

After heavy summer rains have led to flooding in Nebraska, many farmers are facing concerns about how long crops can survive in standing water and implications for the remainder of the growing season.



[Hail Damage to Late Vegetative to Silking Corn and Options](#)

For producers with crop damage from recent hailstorms, the timing of storms, crop development stage, field damage, subsoil moisture and insurance are important factors to consider when deciding the next course of action.



Coming Up On
BACKYARD FARMER





The University of Nebraska-Lincoln serves Nebraskans by providing students a high-quality, flexible education that prepares them to address future challenges facing our state, nation, and world.



IANR faculty are engaged in groundbreaking research and innovative activity across the state, driving growth, prosperity, and quality-of-life in each one of Nebraska's 531 communities.

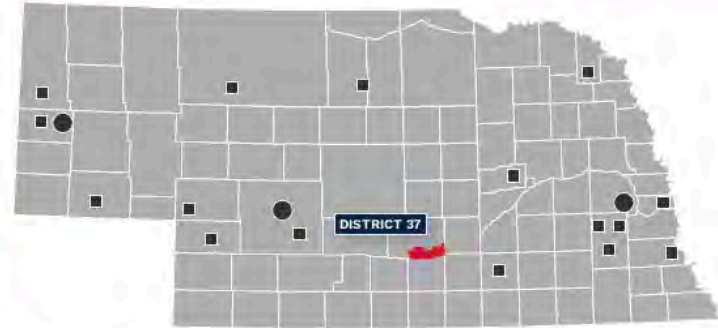
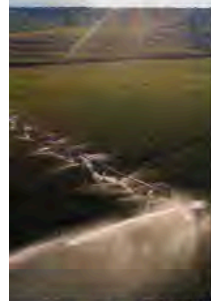
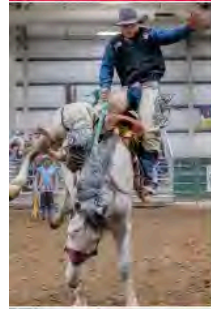
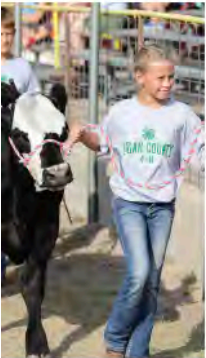
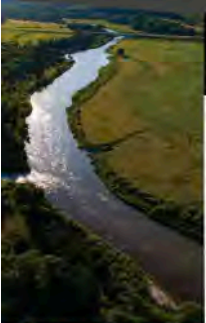
IANR is a global research leader in areas important to Nebraskans, including agriculture and natural resources, bioenergy, ag technology, early childhood education, nutrition and rural public health.

PILLARS OF IANR

- 1** *Grow and strengthen Nebraska agricultural and natural resources ecosystems*
- 2** *Improve the health and well-being of all Nebraskans*
- 3** *Promote progress and prosperity for all Nebraskans*

The university's Institute of Agriculture and Natural Resources strives to innovate new ways to produce food, fuel, feed and fiber for a growing world. We do this through our tri-part mission of teaching, research and extension:

-  **Over 3,300 undergraduate, graduate and professional students** enrolled in academic credentials offered by the 12 academic units within UNL's College of Agricultural Sciences and Natural Resources (CASNR)
-  Cutting-edge research in precision and digital ag; data management; and deployment of new technologies and techniques through the **On-Farm Research Network** and other programs.
-  **Partnerships** between CASNR and K-12 schools, community colleges, tribal colleges, state colleges and other educational entities to expose Nebraska students to careers in ag and natural resources and will ultimately help **grow the state's ag workforce**
-  Presence in **every county of the state** through Nebraska Extension
-  **\$71 million in externally sponsored research** related to agriculture and natural resources in 2022
-  Nebraska is home to one of the strongest 4-H programs in the country. In 2023, **Nebraska 4-H reached 1 in 3 age-eligible youth** across the state through clubs, after-school programs, STEM programming and more.



● Research, Extension and Education Centers ■ Research Sites

In Legislative District 37

- N** In 2023, UNL's Rural Prosperity Nebraska initiative brought together approximately 120 community leaders from Nebraska and Iowa for a day of think-tank-style discussions aimed to reshape community leadership development in Nebraska, focusing on innovative strategies and collaborative approaches. Led by UNL professor Lindsay Hastings, the "Leadership Chatauqua" as the event was called, was intended to brainstorm the future of community leadership – specifically by developing models beyond the typical monthly meeting of a leadership cohort that many leadership development programs use.
- N** Each year, UNL's On-Farm Research Network works with producers from across the state to conduct research on their farms. These experiments are mutually beneficial; farmers work with UNL experts to test and evaluate new technologies and management practices, and UNL researchers can see in real time how new and emerging practices work on a commercial-scale farm. In Buffalo County, one grower looked at using a product called Bio Proven to see if it improved nitrogen efficiency. Other growers across the state looked at seeding rates, success of different crop varieties, cover crop success and more. Each year, between 60 and 80 farm operations across Nebraska participate in the network.

Sharing our impact



Connor Biehler
147 posts

Connor Biehler
@BigRedBeefTalk

Beef Systems Extension Educator in SE Nebraska. Oklahoma State University and University of Tennessee-Knoxville alum.

bigredbeeftalk.unl.edu Joined October 2020

161 Following 175 Followers

Followed by Jessie Brophy, UNL Beef, and 5 others you follow

Posts Replies Media

Connor Biehler reposted

Institute of Agriculture and Natural Resources @UNL_IANR · Sep 25
The Great Plains Heifer Development Program is a Nebraska Extension program that provides data to optimize heifer development and reproductive efficiency. @BigRedBeefTalk talks more about the program on @OfficialRFDTV. >>

mediahub.unl.edu
On RFD-TV: Connor Biehler
Nebraska is one of the top cattle-producing states in the United States, and it has a long history of ...

1 2 184



IANR Vice Chancellor Mike Boehm is here to discuss research that could boost drought tolerance in a variety of crops.



Soybean Gall Midge

Public Value

Agriculture is a complex system of interacting factors where the stability of food production can be maintained with good management practices. When a new pest species emerges, growers are reliant on land grant institutions to identify best management tactics and rapidly disseminate that information to protect their crop and the environment.

The Situation

In 2018, soybean farmers and researchers discovered a new invasive pest species, the soybean gall midge, attacking soybean crops across four Midwestern states. Nebraska Extension led efforts to identify the new species and coordinate collaborative research to address this emerging threat.

Extension Response

Due to limited information about the gall midge in 2019-2020, Nebraska extension faculty organized round table discussions with soybean farmers and industry representatives from multiple states to collect field observations and identify shared research priorities. These discussions informed a communication framework to rapidly disseminate information, guided future research directions, established on-farm research collaborations, and created a data-sharing network on the gall midge.

Impacts

Over the past four years, Nebraska Extension has had significant progress in developing soybean gall midge management tactics and conveying this to farmers. Over 570 clients across 8 Midwestern states and 2 Canadian provinces receive automated alerts (phone, text, and email) to initiate gall midge monitoring and control when the insects emerge each spring. Participants at a 2023 Regional Field Day reported the research-based information shared has provided an educational value of \$4.6 million.

Additionally, the soybeangallmidge.org website has disseminated information to over 11,072 unique

visitors from 49 U.S. states and 72 countries (Fig. 1). UNL's ability to quickly address client needs, document impacts, and establish collaborations has positioned its researchers as leaders in securing federal and state research grants on this issue.

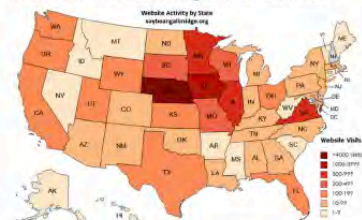


Fig. 1. Website (soybeangallmidge.org) visits by state since 2020.

Participants Feedback

The alert system you've developed for this pest is critical part of how I manage gall midge each year – farmer

Thank you for giving us access to information as it's produced. I know things will change but we feel we are informed and part of the process - consultant

Primary Contact

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Collaborators

Drs. Thomas Hunt, Robert Wright and Ana Velez
Nebraska Soybean Board
North Central Soybean Research Program
USDA NIFA

Extension Big 3 Alignment

- Strengthen Nebraska Agriculture & Food Systems
- Inspire Nebraskans & Their Communities
- Enhance The Health & Wellbeing of All Nebraskans



Nutrition Security-Monthly Meal Kits

Public Value

Nutrition security exists when all people always have physical, social, and economic access to food, which is safe and consumed in sufficient quantity and quality to meet dietary needs and food preference for a healthy and active life. The importance of proper nutrition is greater in children who require adequate nutrition to grow, learn, and reach their full psychosocial potential.

The Situation

Backpack programs are a typical food security effort that exists within schools. As a food security program, emphasis is placed on ready-to-eat and simply prepared foods, rather than on nutritional quality and typically serve elementary age students only, leaving older students vulnerable to hunger. Additionally, these programs provide little to no nutrition education or food preparation instruction. Youth, especially in lower-resource households, are often responsible for preparing food for themselves and younger siblings. Proper education related to food selection and preparation for health and wellbeing is essential.

Extension Response

In 2023, Beth Nacke delivered the Monthly Meal Kits (MMK) program, a nutrition security effort for middle and high school-aged youth. By targeting older youth, MMK addresses the gap in hunger relief and equips students with knowledge and resources to prepare healthy meals. Upon registration, students receive the MMK nutrition education and recipe workbook, up to 10 cooking utensils, and 1 kitchen appliance, providing access to safe food preparation methods. Each MMK is valued at approximately \$50 and includes non-perishable food for 5 nutritionally balanced recipes, and coupons for perishable food purchases.

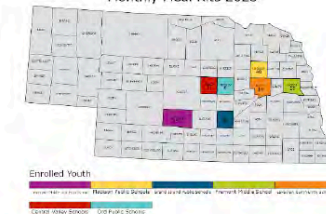
Impacts

Students complete quarterly surveys to determine the impact and assess the effectiveness of the educational

materials. Increased consumption was noted in two areas: fruits/vegetables (92.8%), and lean meats/dairy (77.1%). Overall, 88% of students found the educational materials relevant and helpful. Additionally, \$136,034.24 was infused back into 7 local economies through food orders and coupon redemption in locally owned/operated food stores.

Image/Infographic

Monthly Meal Kits 2023



Participants Feedback

"I'm excited to get my kit every month. I make each recipe with my grandma, it gives us a chance to do something together that's just us." – Student

"The additional \$6,500 in revenue each month is huge for our store." – Store Manager

Primary Contact

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Food, Nutrition & Health Extension Educator
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Collaborators

Michelle Krupa, Kayla Hinrichs, Ashlynn Maier, Carla Byrnes

Extension Big 3 Alignment

- Strengthen Nebraska Agriculture & Food Systems
- Inspire Nebraskans & Their Communities
- Enhance The Health & Wellbeing of All Nebraskans





OUR REGIONAL ASSOCIATIONS



**1890s
Association**

ARD



**North Central
Region**

NCRA



**Northeast
Region**

NERA



**Southern
Region**

SAESSD



**Western
Region**

WAESSD



News, Highlights & Events

All Posts

Impacts

Events

News

Funders



AgInnovation

3 days ago · 2 min



Tennessee State University helps to manage flathead borers

Impacts from the 1890 research program submitted by scientists at Tennessee State University via Association of 1890s Research Directors...



Southern Association of AES Directors

@SouthernAES



Ag Economists Offer Food for Thought to Improve Baby Formula Supply
aaes.uada.edu/news/infant-fo... via [@ArkAgResearch](#) [#SouthernAgResearch](#)



aaes.uada.edu

Ag Economists Offer Food for Thought to Improve Baby Formu
The 2022 baby formula crisis highlighted the precarious balance between regulation, competition and safety, ...



2024 Lunch-N-Learn Series:
**A 10-Year Agricultural Research Roadmap
For America's Security And Future**

TUESDAY, SEPTEMBER 17 • 12:00 PM EASTERN



Dr. George Smith
AGINNOVATION CHAIR &
DIRECTOR OF AGBIORESEARCH
AT MICHIGAN STATE UNIVERSITY





THE UNIVERSITY OF GEORGIA
**COOPERATIVE
EXTENSION**

Return on Investment

A REPORT FOR CONGRESSMAN AUSTIN SCOTT

UGA Cooperative Extension is working hard for your constituents. Here is a small sample of successful projects completed in your district this past year:

Improving tomato production

Scientists from the University of Georgia, University of Florida, Clemson University and North Carolina State University worked together over the last two decades to try to alleviate tomato spotted wilt virus.

The **RAMP (Risk Avoidance and Mitigation Program) Project** compiled data showing an estimated \$9 million loss in tomato and pepper crops between 1996 and 2006. Without resistant varieties, Georgia's tomato crop would have been wiped out.

Today, Georgia's vegetable industry, including the state's tomato and bell pepper fields, is worth \$781 million and accounts for about 10,200 jobs across the state, according to the most recent *Georgia Farm Gate Value Report*.

Assisting with income tax planning

UGA Extension conducted community outreach tax credit training, and the Colquitt County Extension agent collaborated with local and state groups to implement a **bilingual VITA site** in Colquitt County. Community agencies that participated in the training helped with the tax credit outreach and VITA initiative.

Agencies made their low-income clients aware of the available tax credits and VITA site locations to have their tax returns prepared for free. VITA site volunteers completed 93 tax returns with refunds totaling \$158,825, without charge to low- and middle-income taxpayers.

Providing quality drinking water

After a few resident well water samples from Monroe County and the surrounding area tested positive for uranium, local UGA Extension agents and state specialists offered educational programs to raise awareness of the issue and encourage more well water tests.

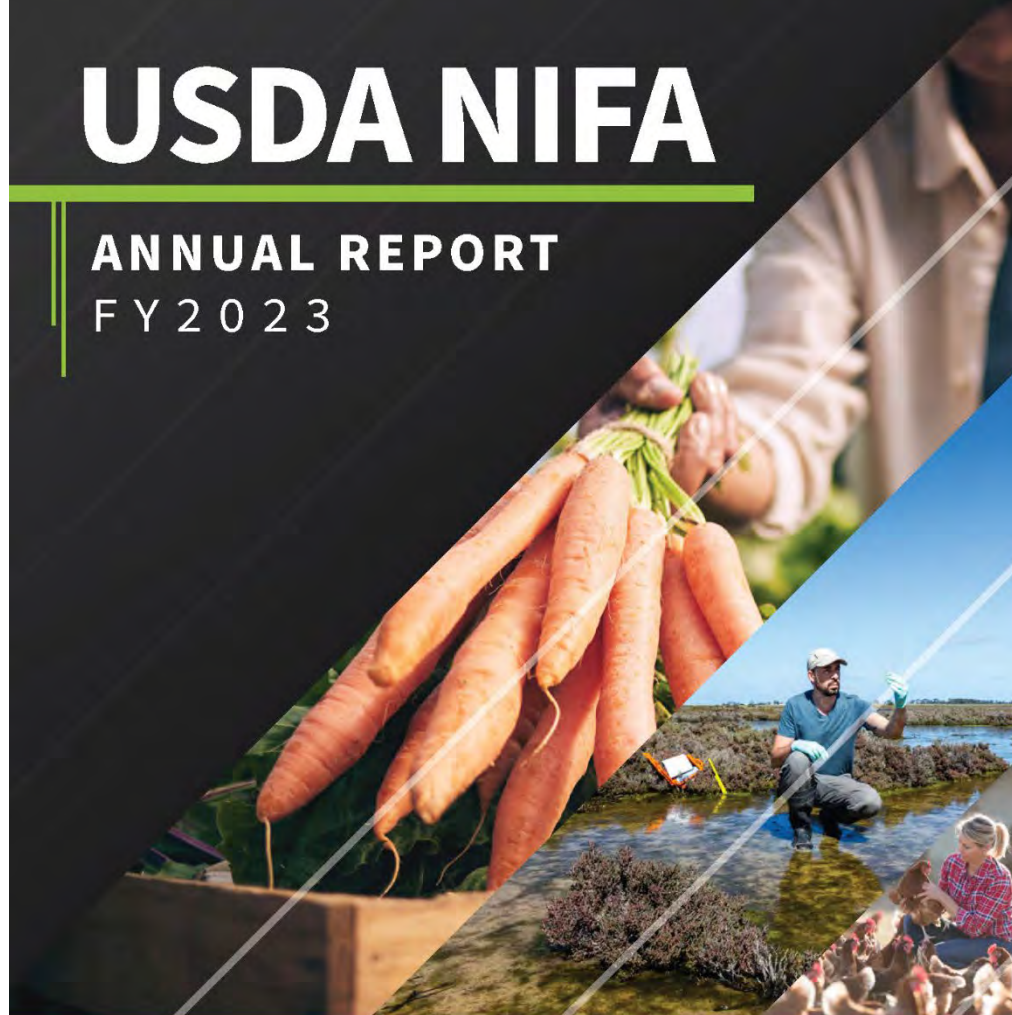
About **800 wells were tested for uranium**, with 39 wells testing positive for higher levels than recommended.



FEEDING PEOPLE, FUELING PROGRESS

USDA NIFA

ANNUAL REPORT
FY 2023





Maggie Lawrence, Editor

November 8, 2023

Impact of NIFA-Funded Research and Outreach What Makes a Carrot Orange?

Research at **North Carolina State University**

(NCSU) is unlocking the answer to the question of what makes a carrot orange. A NCSU study of the genetic blueprints of more than 600 types of carrot

shows that three specific genes are required to give carrots an orange color. Surprisingly, these three required genes all need to be recessive, or turned off. [Learn more](#) about the NIFA supported research and how it sheds light on the traits important to carrot improvement efforts and could lead to better health benefits from the vegetable.



Massimo Iorizzo examines orange carrots to learn more about their pigmentation and domestication.

Photo courtesy of North Carolina State University.



HOME > ABOUT NIFA

Continuing Battle Against Invasive Species

February 27, 2024



Nearly every terrestrial, wetland and aquatic ecosystem in the United States has been invaded by species that are non-native to it and whose introduction and continued presence causes economic, social or environmental harm. A number of invasive species have hitchhiked their way into the U.S. on imported goods and packaging materials. Natural climate events such as hurricanes have also brought some to the country. Additionally, a native plant in one part of the country can become an invasive species in another region.

Recent NIFA Supported Invasive Species Efforts

- Through field and lab experiments — and the help of more than 1,200 community scientists — researchers in Pennsylvania identified native species (including birds, arthropods, reptiles and small mammals) that prey on adult spotted lanternflies, an incredibly destructive pest in the northeastern U.S. **Pennsylvania State University** [project](#) supported by McIntire-Stennis



AMERICA'S PUBLIC & LAND-GRANT UNIVERSITIES

Leveraging Discovery, Education, and Engagement for Climate-Smart Solutions



Land-grant Impacts

Taking Care of America's Forests

Forests purify air, filter water, store carbon, provide food and shelter for a diverse array of plants and animals, and produce natural resources like timber, paper, and medicine. Land-grant universities work to protect forests that are under threats from pests, pathogens, deforestation, and climate change.

Protecting Habitats and Biodiversity

Natural ecosystems provide clean air and water, food and shelter for wildlife, and recreation opportunities. Agriculture, urbanization, climate change, pests, and other stressors put America's landscapes and native species, including essential pollinators, at risk. U.S. land-grant universities are working to restore and protect ecosystems and biodiversity.





APRIL 2024 TOOLKIT

ENHANCING WATER EFFICIENCY AND MANAGEMENT

Water is one of the most important challenges facing agriculture and communities throughout the U.S. Land-grant universities are discovering new ways to increase water efficiency, reduce water use, and protect water quality. For example:

- **Alabama A&M University** is [keeping over 1500 pounds of medication out of the water system.](#)
- **Central State University** is [improving water quality in Ohio watersheds.](#)
- **Kansas State University** is [helping homeowners adapt their gardening practices and conserve water.](#)
- **Michigan State University** is [providing online course to increase lake literacy and protect waterways.](#)
- **Oregon State University** is [helping alfalfa growers in water-depleted areas increased yield.](#)
- **Pennsylvania State University** is [improving Chesapeake Bay water quality.](#)



Agriculture is America

@AgIsAmerica



The [@UF_IFAS](#) [@UFMREC](#) plant diagnostic clinic serves a large central Florida horticulture industry and provides free, science-based, recommendations.

Check out how their advice helped a grower save his \$350,000 poinsettia crop: nidb.landgrantimpacts.org/impacts/show/4... [#NationalPoinsettiaDay](#)



ALT

9:16 AM · Dec 12, 2023 · 601 Views





HOW TO write a good **IMPACT** **STATEMENT?**





QUALITIES OF GOOD IMPACT STATEMENTS

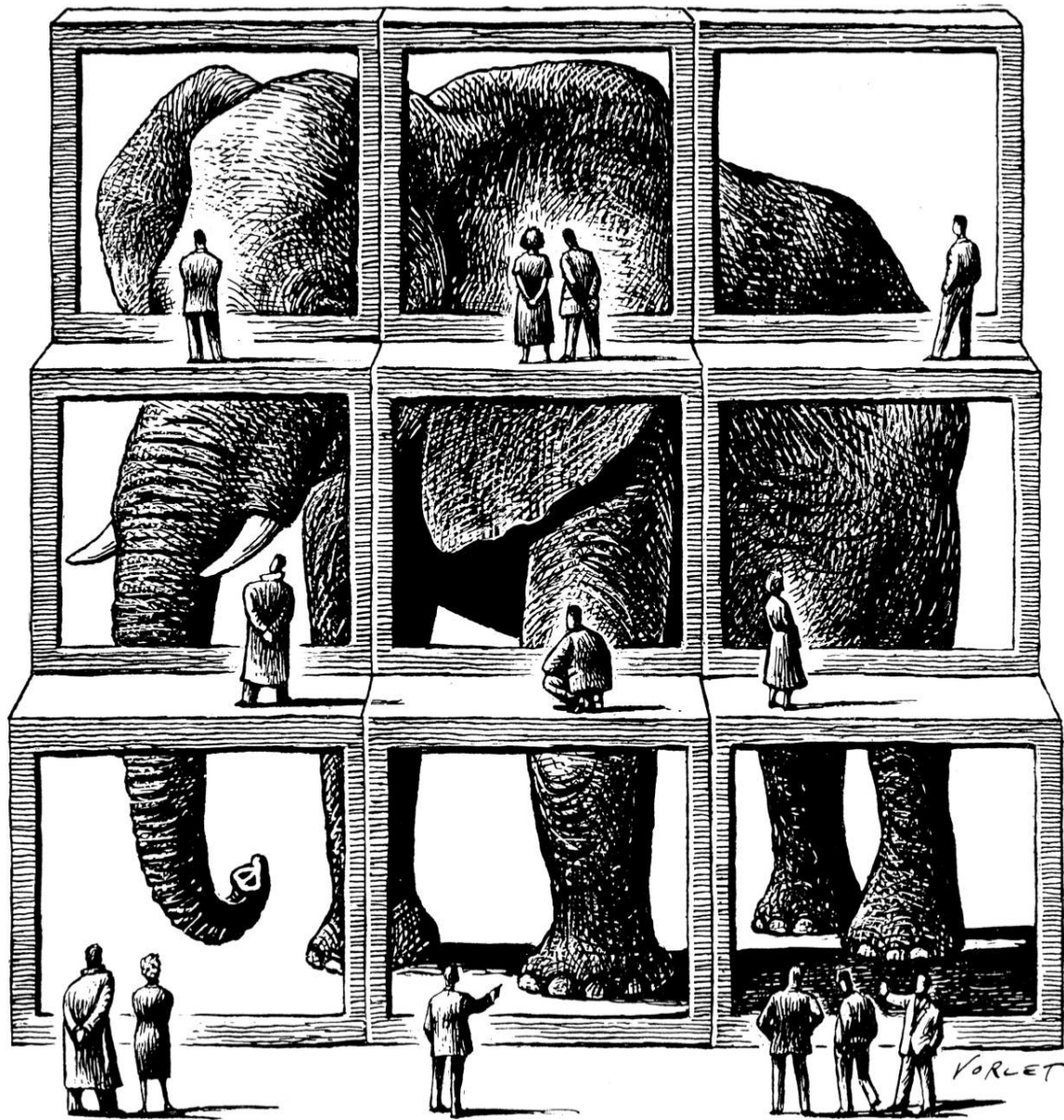
- Focused
 - Highlights
 - Impacts
- Concise, but clear
 - Short sentences, short paragraphs



It's just a mild hyperinsulism due to islet cell hyperplasia with a touch of hepatic insufficiency and glycogen depletion.

QUALITIES OF GOOD IMPACT STATEMENTS

- Written for a general audience
 - Do NOT use jargon



QUALITIES OF GOOD IMPACT STATEMENTS

- Provide context
 - Connect the dots
 - Tell cohesive story

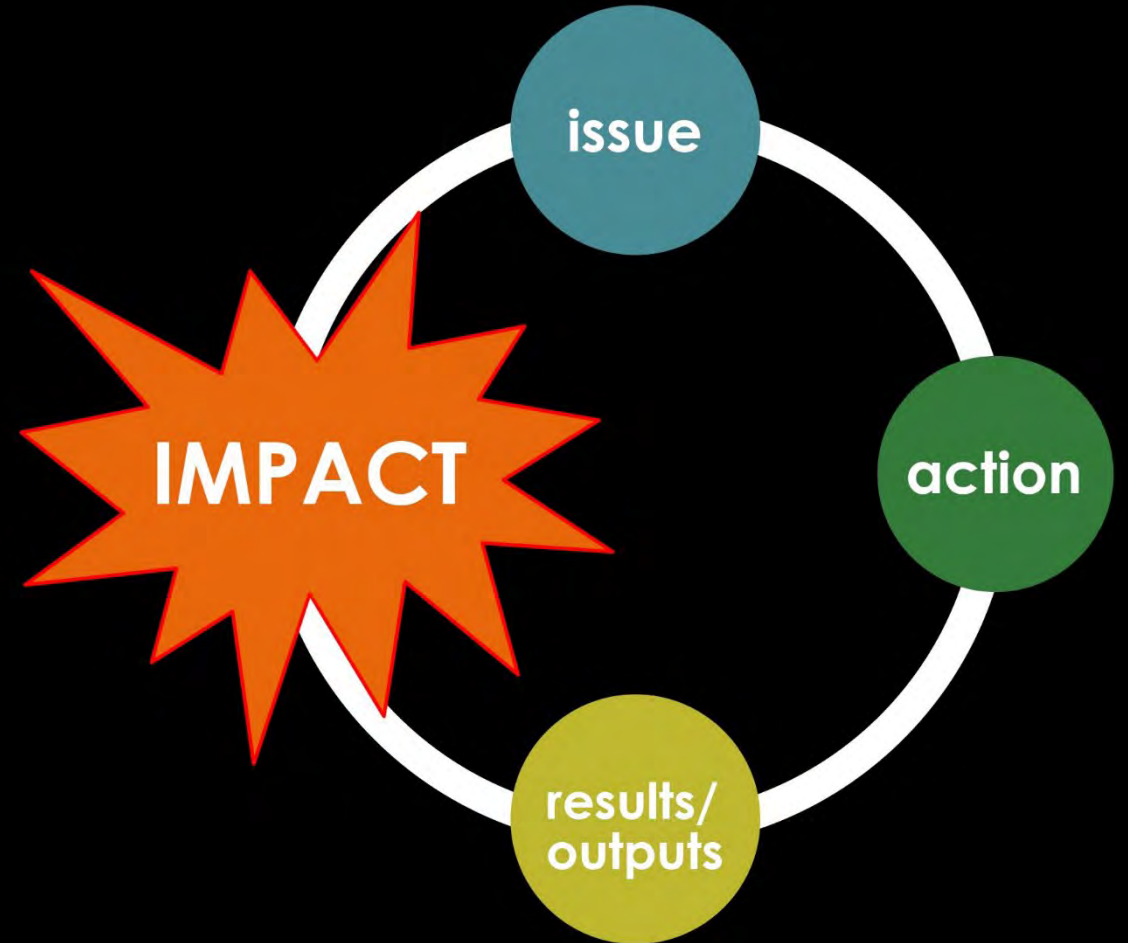


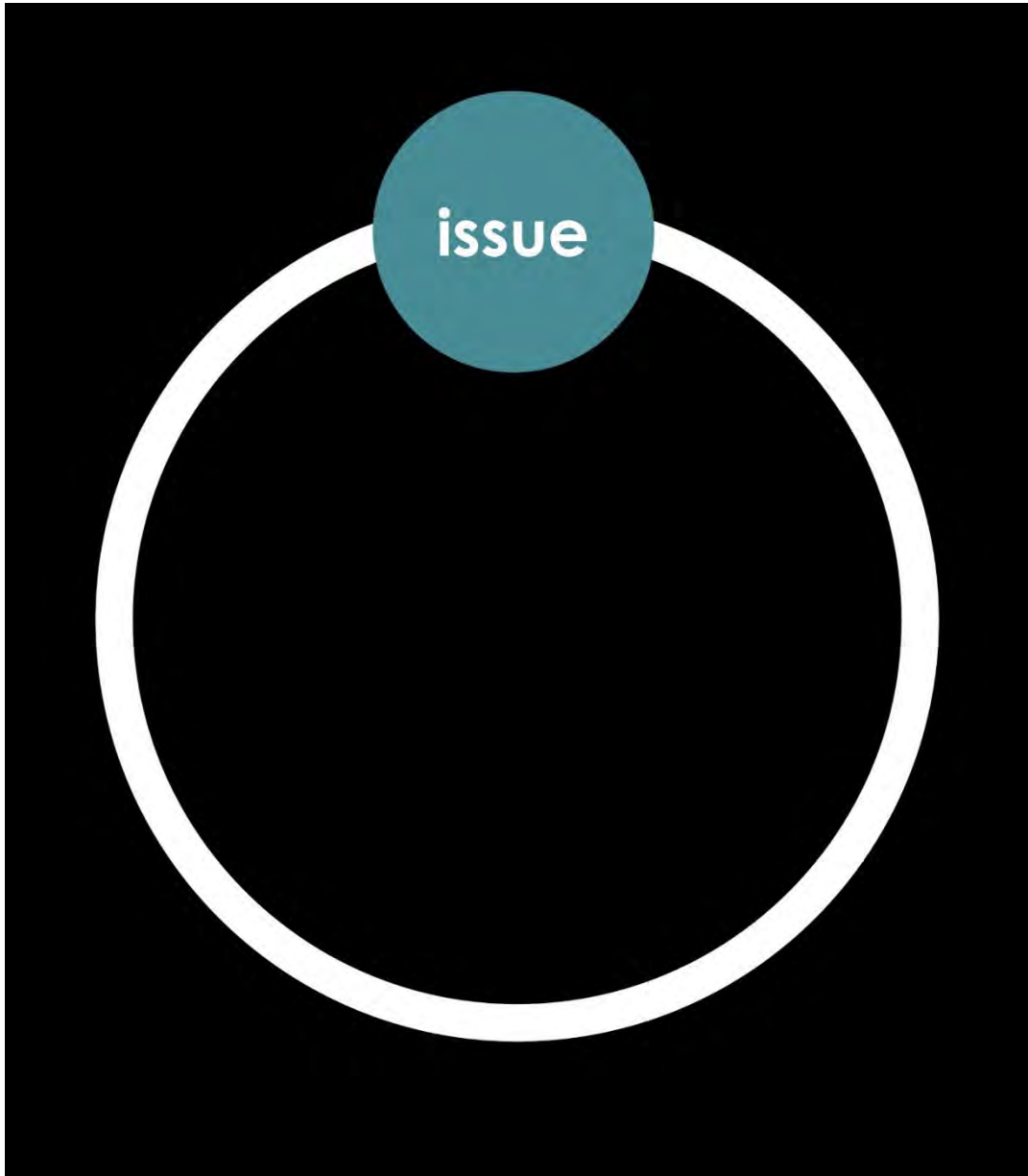
THE PARTS OF AN IMPACT STATEMENT

Connect four parts:

- Issue
- Action
- Findings/Outputs
- Impacts

*Terminology may vary





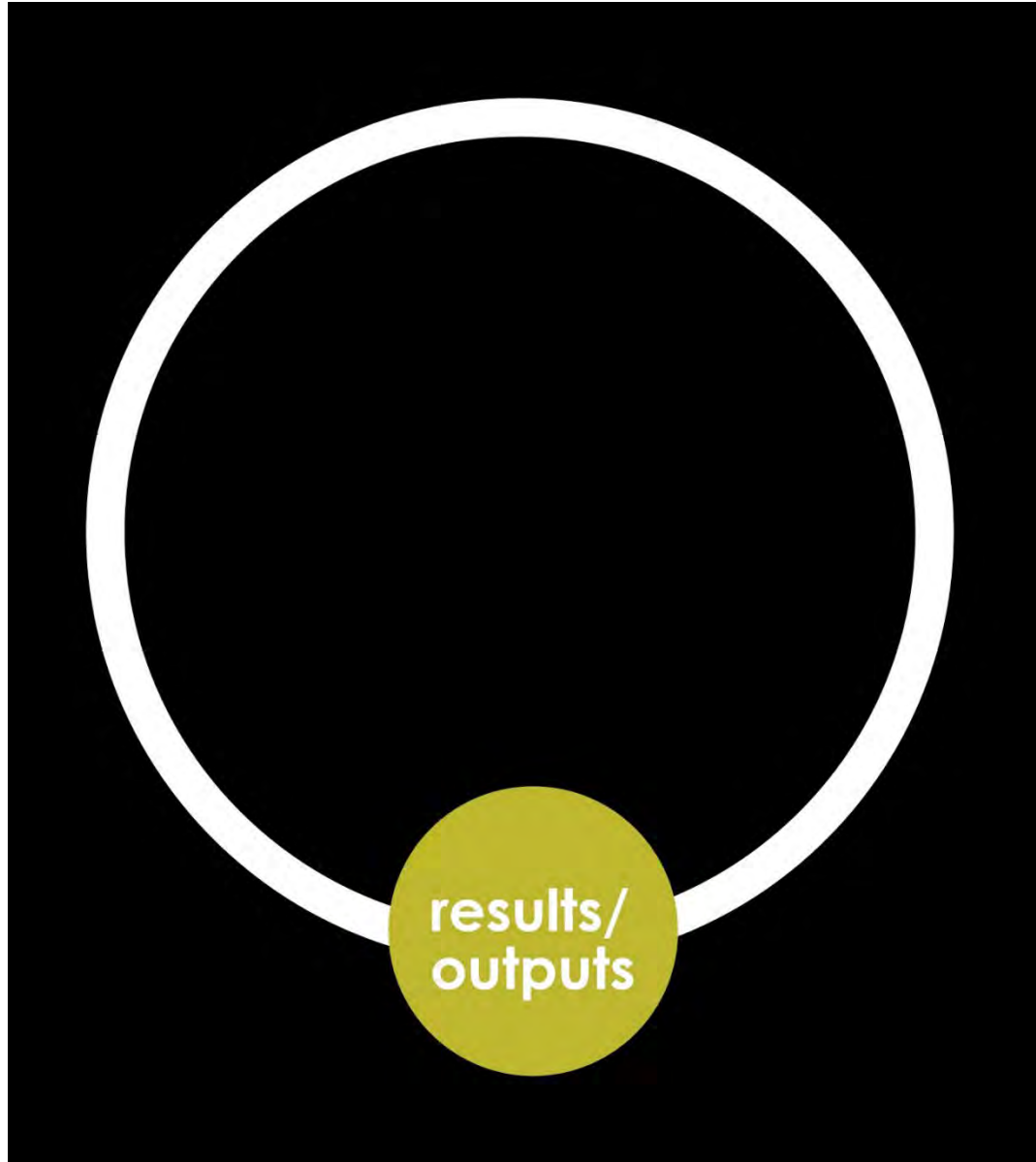
ISSUE

- What?
- Why?
- Who?



ACTION

- What was done?
 - Keep it simple
 - Highlight innovation
- Who was involved?
 - Your role
 - Collaborators



OUTPUTS

- *Major* findings...
- *Useful* models, tools, apps, workshops, educational materials, etc...

...that led to change



IMPACTS

Impact is a change in:

- Knowledge/Attitude
- Behavior/Skills
- Condition (*economic, environmental, social*)

Change can affect:

- Individuals
- Families, communities
- States, regions, nations...



IMPACTS

- What type?
- Who?
- Where?
- When?
- How big?

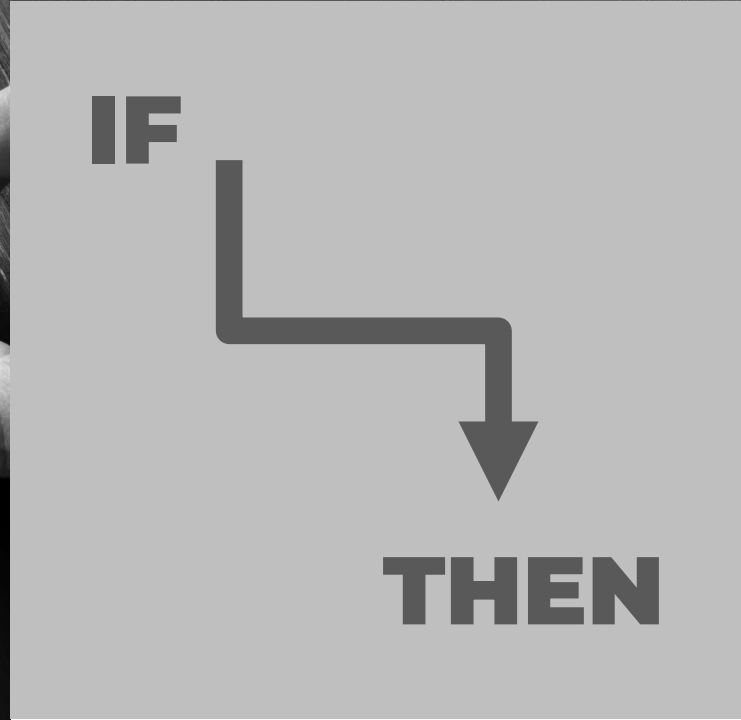


POTENTIAL IMPACT?

Ideally, direct, measured, or observed impacts

Or strong potential

- Predictions
- Estimates





**Qualitative
Data**

A Venn diagram consisting of two overlapping circles. The left circle is a dark gray color and contains the text 'Qualitative Data'. The right circle is a lighter gray color and contains the text 'Quantitative Data'. The overlapping area in the center is white and contains the text 'vs'. The background is a dark, textured gray.

vs

**Quantitative
Data**

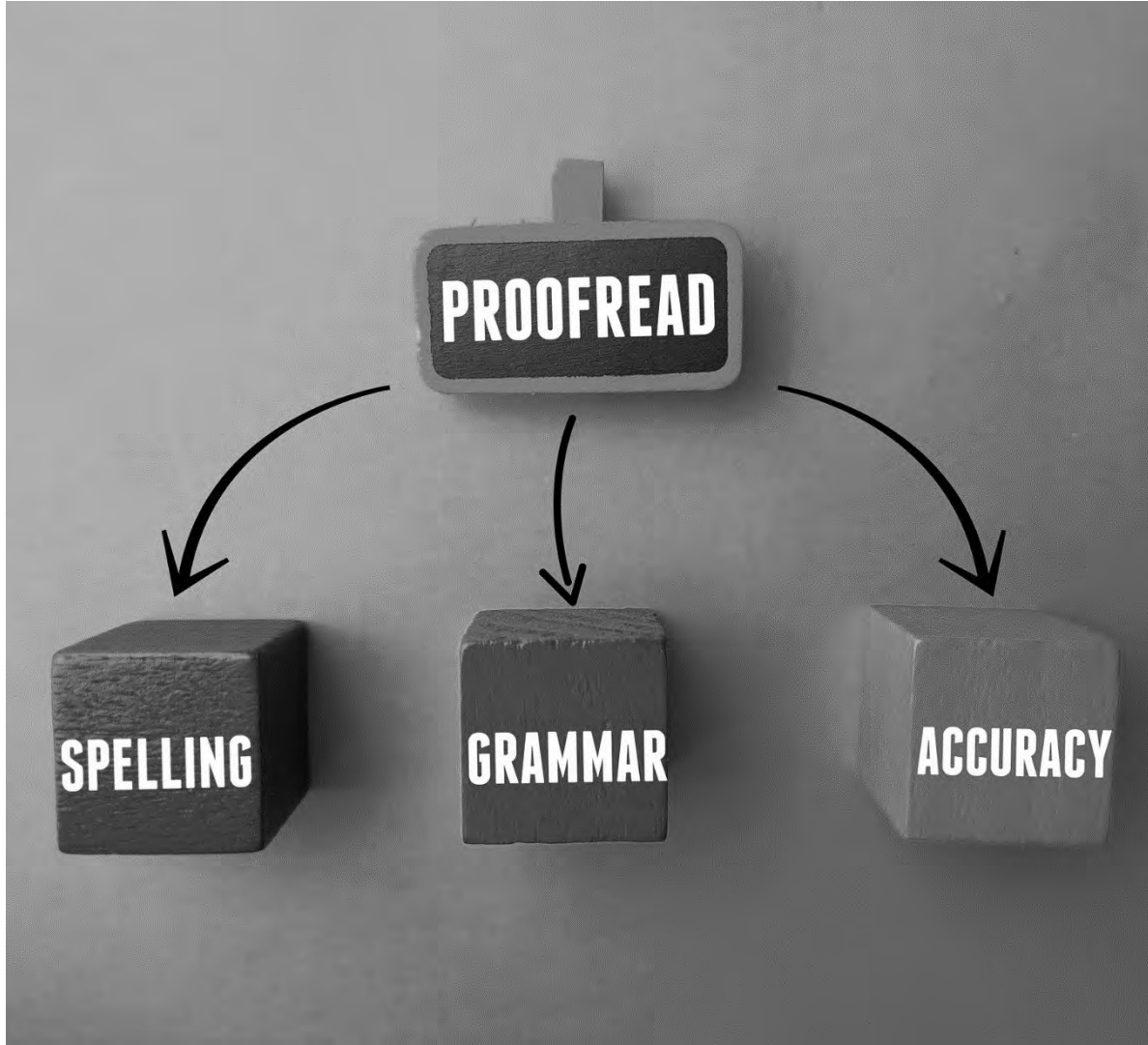


PLANNING TO REPORT IMPACT

- What can you measure—and how?
- Track as you go
- Know how the reporting process works



KEEP
CALM
AND
PLAN
AHEAD



PROOFREADING

- DO follow guidelines
- DO check for typos, readability
 - Do NOT need to be perfectly polished



Impact statements should:

- Answer “So what, who cares?”
- Describe change/difference
- Be concise and easy to understand/remember





EXAMPLES



“Studies showed that RPM influences the inflammatory process expression of IL6, PTGES3, MUC1 and SOD1 in bovine cytological smear samples.”

“Cows fed high Ca and low Ca in a fully-acidified diet prepartum had improved days to first ovulation.”

Currently, dairy cattle are kept in different pens based on production and are fed according to the average needs of that pen, but within those pens, some cows are genetically inferior and require additional nutrients, such as protein, while others will require less than average. The economic impact of these variances is estimated between \$2 billion to \$10 billion yearly in the U.S.

To reduce losses, Virginia Tech animal science researchers created advanced computer algorithms and models to optimize cattle feedings. This self-learning system can identify cows with health or production problems, optimize dietary requirements for each cow, and control feeding at the milking robots.

The system has been tested for about a year now, and farmers who adopted the technology have saved money by not overfeeding or underfeeding cows.

Significant yield and quality losses can occur if farmers dig peanuts too early or too late. Existing tools and methods for determining when peanuts are at the right maturity to harvest can be inaccurate and difficult to use.

As part of a [project](#) funded by USDA NIFA and the Georgia Peanut Board, I worked with [name] and [name] to design the [Peanut Pod Blasting Method](#), an innovative, but simple way to accurately determine peanut maturity and the best time to harvest. Working with Cooperative Extension, my team was able to demonstrate the tool to farmers across the state.

In 2015, farmers using this method saved an average of 300 pounds of peanuts per acre and increased gross returns by \$60 per acre (based on the 2015 contract price of peanuts). Statewide, that's an extra 173 million pounds of peanuts worth an estimated \$35 million.

By developing a new, more accurate method to determine optimal peanut harvest time, we have helped farmers meet growing consumer demand for high-quality peanuts. Georgia is a top producer of peanuts, and sustaining the industry also supports the state's economy.

“In 2022, I conducted 25 EFNEP courses in 19 counties across West Virginia to address childhood obesity. These events reached 1,763 youths.”

In West Virginia, youth obesity is higher than the national average, but many families lack access to knowledge about food and nutrition that can help them make healthy choices.

As part of the Expanded Food and Nutrition Education Program (EFNEP) implemented by West Virginia Cooperative Extension, I led a six-week course to teach 600 high school students in West Virginia about nutrition, meal planning, and cooking skills.

95% of students showed improved nutrition knowledge and skills. One year after the course, a mother reported that her son now helps plan grocery lists, cooks meals at home instead of eating fast food, and is training to be a chef. Over the past year, the family has saved money on food expenses, spent more time together as a family, and had better health reports at their check-ups. “I never dreamed how a simple class could change my family’s daily life and future so much and help my wallet at the same time,” she said.

By teaching high schoolers how to make nutritious choices, my team is supporting the lifelong health and resilience of these individuals as well as their families and communities across West Virginia.

People across the country have become concerned about pollinator health. To raise awareness of how forest managers can enhance pollinator resources in their forests, I developed an online course for Oregon State University Extension Service called Woodland Pollinator Stewards. More than 20 landowners from four counties participated. I delivered over 12 hours of instruction and led weekly discussion sessions. Participants also interacted online and attended three field trips. Afterward, one landowner shared, “The learning was fun, applicable to my goals.”

Pollinators are a key part of ecosystem health and critical for agriculture, but many bee populations have dwindled in recent years. Oregon's private forests provide critical habitat for many native bee species.

To help forest managers protect and enhance bee habitat, I developed an online course with Oregon State University Extension Service called [Woodland Pollinator Stewards](#), which provides landowners with instruction, discussion sessions, and field trips.

After the course, participants reported a 95% increase in knowledge of bee biology and possible pollinator habitat enhancements. Participating landowners have already enhanced habitat on over 1,700 acres with plans for an additional 900 acres within the next five years. Private woodlands make up a large portion of Oregon's forested land, so these outcomes play a vital role in protecting the state's native bees.

Agricultural literacy is essential to understanding how our food systems work, making safe food choices, evaluating news and information about food and agriculture, and encouraging the next generation of farmers. Unfortunately, fewer and fewer young people are exposed to agriculture in their personal lives or educational paths.

Since 2019, I have offered a class on agriculture that is open to all students, but because students are limited in the number of elective classes that they can take, few students outside the College of Agricultural and Environmental Sciences were taking the course. In 2023, I incorporated multicultural elements into the curriculum and got the course approved to fulfill the World Languages and Culture section of the UGA core graduation requirements. This has led to increased class enrollment, and students now come from a wide variety of majors.

The class has greatly improved students' agricultural literacy. Prior to the class, students are given a "test" to evaluate their knowledge of agriculture and related issues. Most students answered fewer than 50% of the questions correctly. After the class, the vast majority of the students answered 90% or more of same questions (and many additional questions) correctly—a huge increase in knowledge.

The class also increased interest in pursuing a career in agriculture or related fields. During the course, the Georgia Farm Bureau sponsored field trips so students could explore real farm operations and meet local farmers. Many students shared that they were impressed by how modern the farms were and by the level of education and excitement the farmers had for their careers. Forty percent of the students in 2023 and 2024 courses said that they would consider agriculture as a career after speaking with a farmer compared to only 6-8% of the students prior to the meetings.

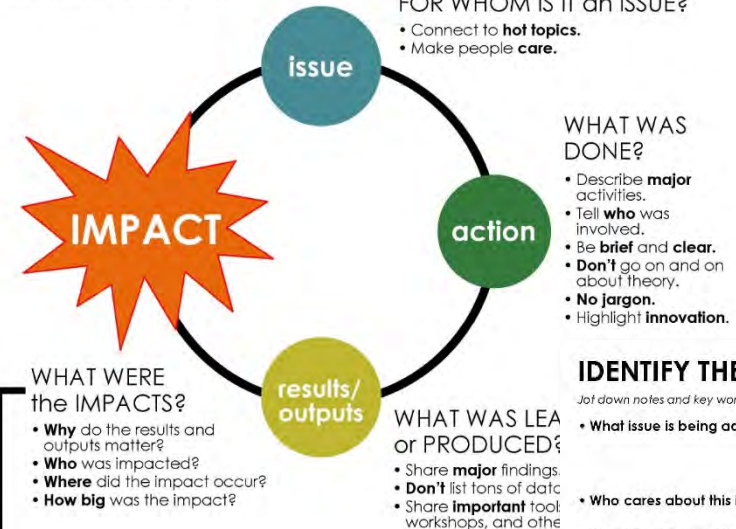


IMPACT WRITING RESOURCES



LEARN THE PARTS OF AN IMPACT STORY.

Some impact reports or forms use different terms than the ones listed here, but the intent of all impact statements is the same: the basic principles outlined here still apply.



IMPACT = CHANGE IN

- Knowledge
- Behavior
- Economic, environmental, or social condition

PUBLIC VALUE

- Go beyond program participants or a specific study site.
- How does the project or program affect the general public or a broader area?

CAN'T IDENTIFY

- Think about **scope**
- Explain how your foundation for **future**
- Describe the **ripple**
- Show how your view certain impacts.
- Share **anecdotes**
- Remember, at the **plan** how you will

IDENTIFY THE PARTS OF YOUR IMPACT STORY.

jot down notes and key words to answer the following questions and start building your impact statement.

- What issue is being addressed?
- Who cares about this issue?
- Why do they care about the issue?
- What did the project/program do to address the issue?
- Who was involved?
- Did the project/program use any unique or innovative methods or tools?
- What were the major results or outputs?
- What impacts did the project/program have or could it have?
- Who was impacted?
- Where did this impact occur?
- How big was this impact?

USE YOUR NOTES TO WRITE AN IMPACT STATEMENT.

DID YOU REMEMBER TO:

- NOT run on about **methods/theory**?
- NOT use **jargon**?
- Write with an **active** voice?
- Be **clear** and **concise**?
- Use numbers to show **magnitude**?
- Include a **link** or **contact** for more information?



**WHAT'S YOUR
IMPACT STORY?**





QUESTIONS or
COMMENTS?

