



## Instructions for Preparing Program Impact Statements

Program impact statements are results and successes written for a lay audience (not activity reports of announcements of events). They serve as a way to report to local publics (clientele, advisory groups, county commissioners, commodity groups, state and federal legislators and other stakeholders) who have an interest and need to know how CSU Extension is using public dollars.

### What to include:

**1. Title**• Sentence form: describe outcomes:10 words maximum

### 2. 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? (Actual or projected costs of not solving the problem.)
- Educational solutions proposed to address the problem/issue. (Describe how the educational solution directly relates to the problem and offers a high probability for success.) What prompted the work?
- 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.

### 3. Our Response: What's Been Done?

Describe characteristics of the program that communicate quality (provide brief details of the project that are **meaningful to nonscientists** to explain what you've done) such as:

- 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? 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?

### 4. Program Outcomes: Impact

What difference did the program make to participants?

- What were the desired results?
- What behaviors are needed to achieve those results?
- What learning is necessary to cause behavioral change?
- Are participants satisfied with the program? Do they continue to use the information? Have they changed practice(s) because of what they learned? Do they recommend the program to others?
- How has the situation changed from that described in the relevance statements above?
- Recommendations or plans for future actions.

### 5. For More Information

• Name, title, Colorado State University Extension, County or Department, address, telephone number, fax, email of person to contact for more information. (optional: funding sources)

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*Sources:* University of Idaho Extension, Arizona Cooperative Extension, K-State Extension