BIG IMPACT
Why Impactful Reporting Matters and How to Do It Better

THE IMPACT STORY

WHAT WAS the ISSUE & WHY WAS IT an ISSUE?
• Connect to hot topics
• Make people care

WHAT WAS DONE?
• Describe major research AND Extension activities
• Be brief and clear
• Were any innovative techniques or tools used?
• Don’t go on about theory/methods
• Who was involved?

WHAT WAS LEARNED or PRODUCED?
• Share major findings
• Share important outputs

WHAT WERE the IMPACTS?
• What kind of impact?
• How big was the impact?
• Where did the impact occur?
• Who was impacted?

IMPACT = ▲ condition* ▲ behavior ▲ knowledge
*economic, environmental or social

Still having TROUBLE?
• Think about potential impacts
• Share any anecdotes

ISSUE

Impact

Action

Output
IDENTIFY THE PARTS OF YOUR IMPACT STORY.

What issue is being addressed? (e.g., 15% of dairy cow population was lost to disease in 2016)

Who cares about this issue? (e.g., farmers; consumers)

Why do they care about the issue? (e.g., farmers are losing money; consumers want safe, steady dairy supply)

What did the project do to address the issue? (e.g., studied disease chemistry, hosted field days)

Did the project use any unique or innovative methods or tools?

Who was involved?

What were the major results or outputs? (e.g., a new vaccine is 10% effective than others)

What kind of impact did the project have or could it have? (e.g., changes in condition, behavior, or knowledge)

Who was impacted? (e.g., farmers, consumers, local businesses)

Where did this impact occur?

How big was this impact?

USE THE INFORMATION ABOVE TO WRITE AN IMPACT STATEMENT.

REVIEW YOUR STATEMENT.

Did you remember to...
- talk about all parts of the impact story?
- NOT talk too much about methods/theory?
- NOT use jargon?
- use numbers to show magnitude?
- write with an active voice?
- use descriptive language?
- only share meaningful info?
- be concise?

SHARE YOUR STATEMENT.

Think about your audience.
- industry reps
- govt officials
- college leaders
- fellow scientists
- producers
- consumers
- area residents
- voters

Think about where to share your impact.
- databases
- social media
- department leadership
- communications team
- newspapers/magazines
- speeches
- interviews