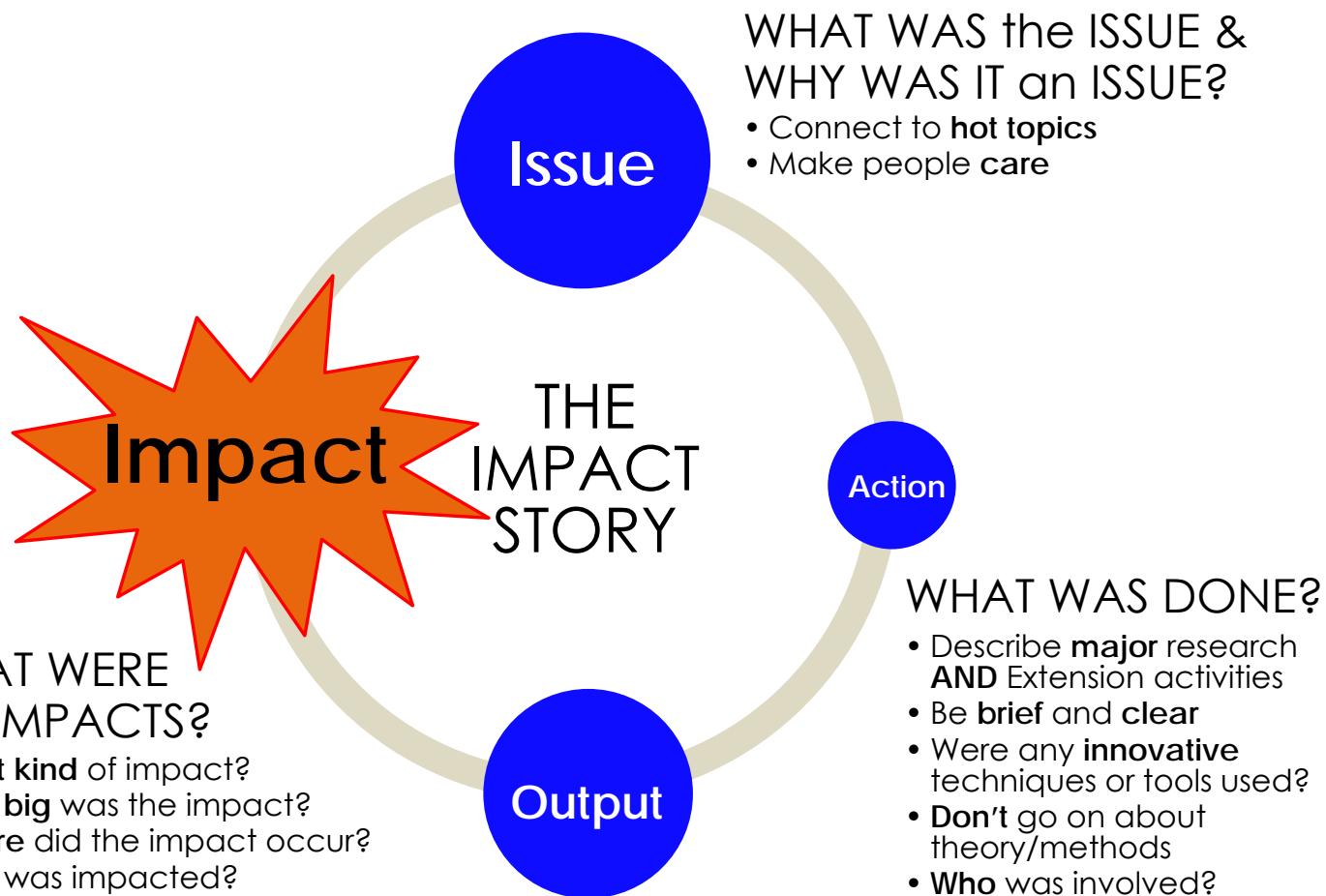


BIG IMPACT

Why Impactful Reporting Matters and How to Do It Better



IMPACT =

- ▲ condition*
- ▲ behavior
- ▲ knowledge

**economic, environmental or social*

Still having TROUBLE?

- Think about **potential impacts**
- Share any **anecdotes**

IDENTIFY THE PARTS OF YOUR IMPACT STORY.

What issue were the researchers trying to address? (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 project/program members do to address the issue? (e.g., studied disease chemistry, hosted field days)

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

Who was involved? (e.g., Colorado State University; Dairy Cattle Association)

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

What kind of impact did this project/program have? (Impact = change in condition, behavior, or knowledge; think about potential impacts, especially if your project or program is new or deals with basic science)

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

Where did this impact occur?

USE THE INFORMATION ABOVE TO WRITE AN IMPACT STATEMENT.

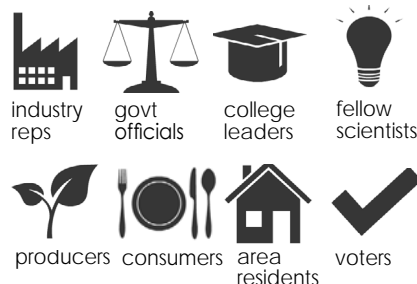
REVIEW YOUR STATEMENT.

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.



Think about where to share your impact.

- databases
- social media
- department leadership
- communications team
- newspapers/magazines
- speeches
- interviews