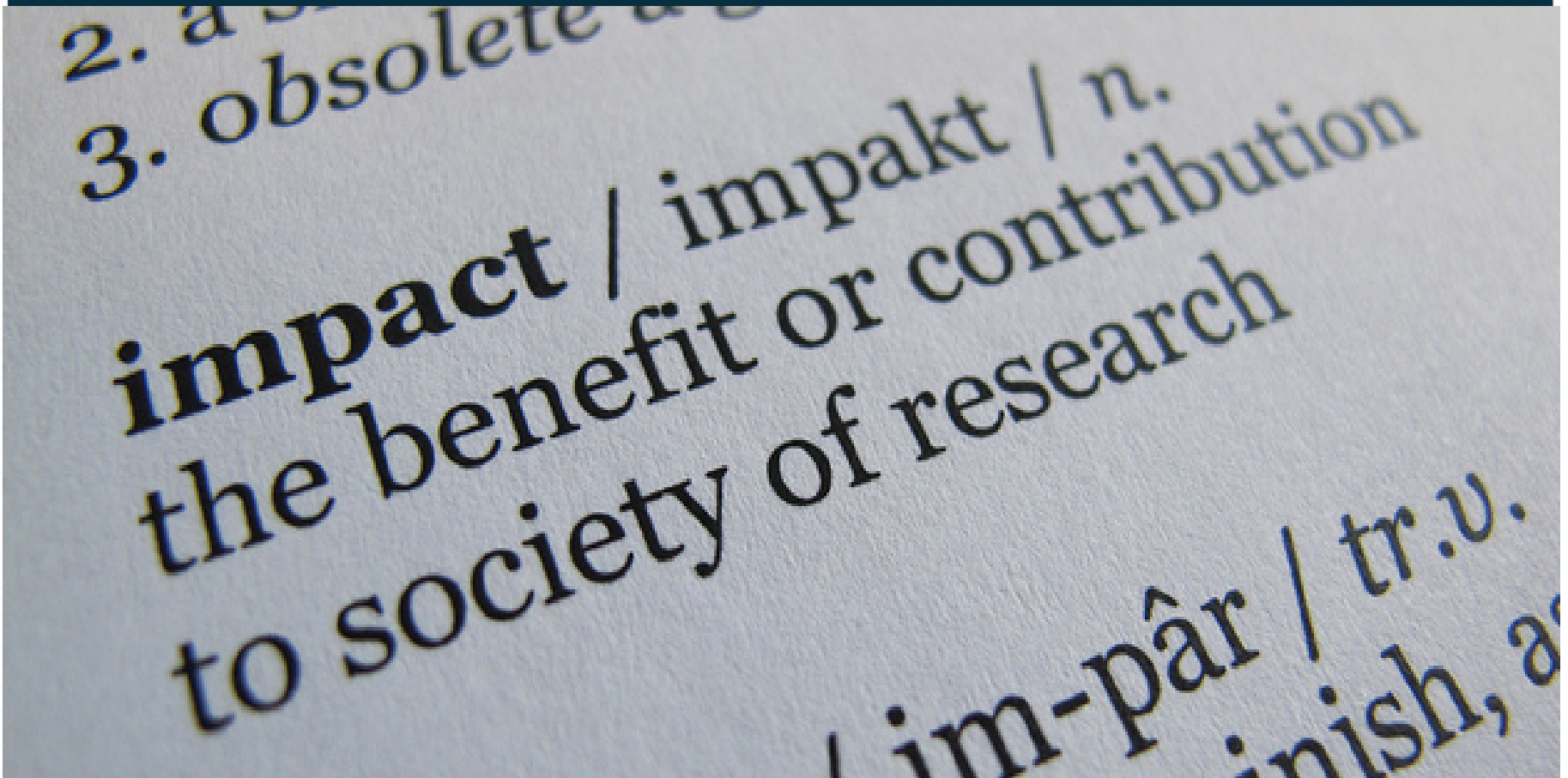


# Writing About Impact

Tiffany Woods, EESC news leader



# What is an impact statement?



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# Why do you want to document impact?



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# For whom are you writing impact statements?



Photos by Lynn Ketchum, [ODOT](#) (Flickr [CC BY 2.0](#)) and [Bill Roehl](#) (Flickr [CC BY-NC-ND 2.0](#))

# How do you write an impact statement?



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## Use a 3-paragraph formula

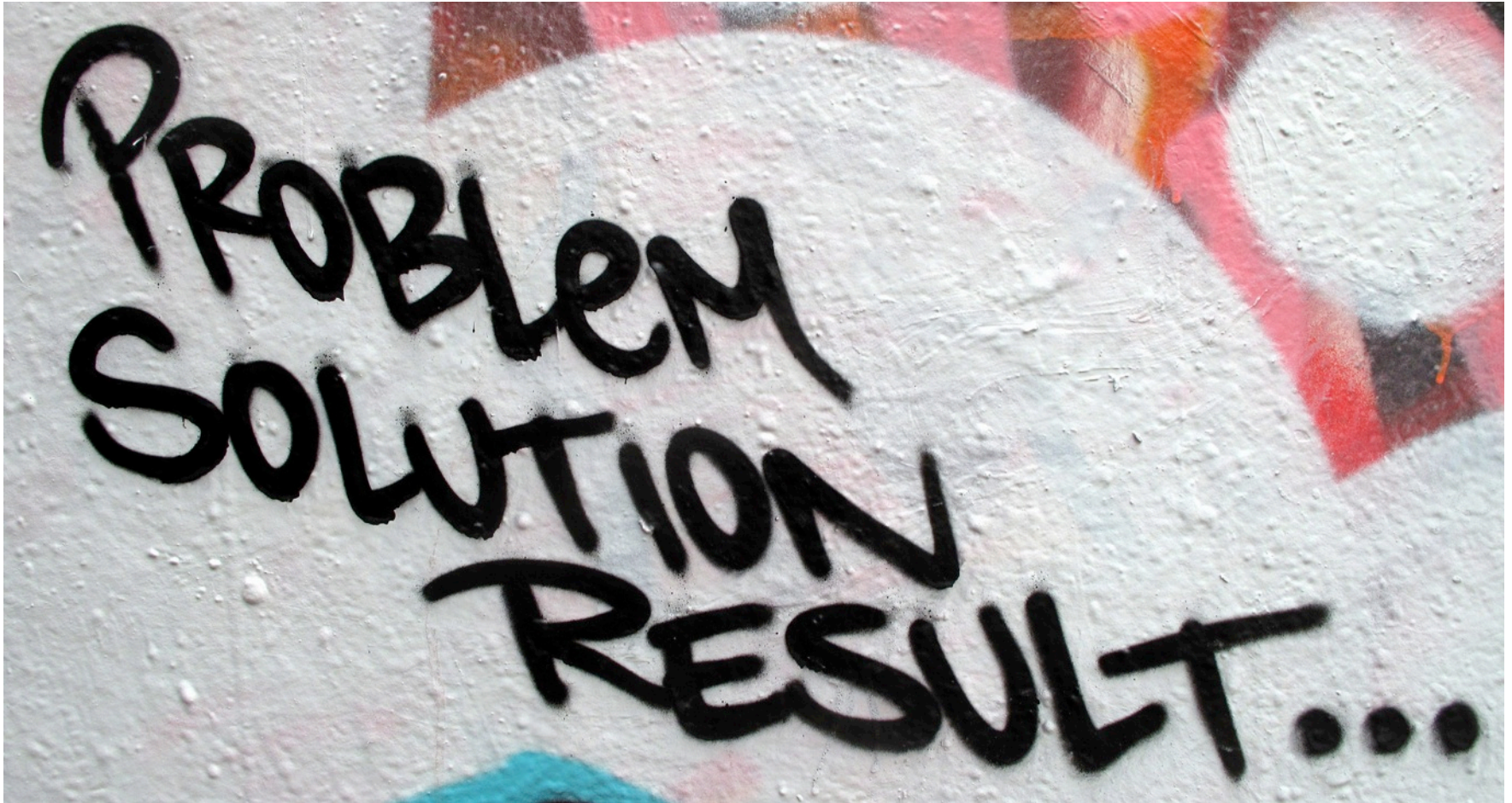


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# Convey impact through numbers



Photo from Flickr by [Katey](#) (CC BY-NC 2.0)

# Convey impact through before-and-after examples

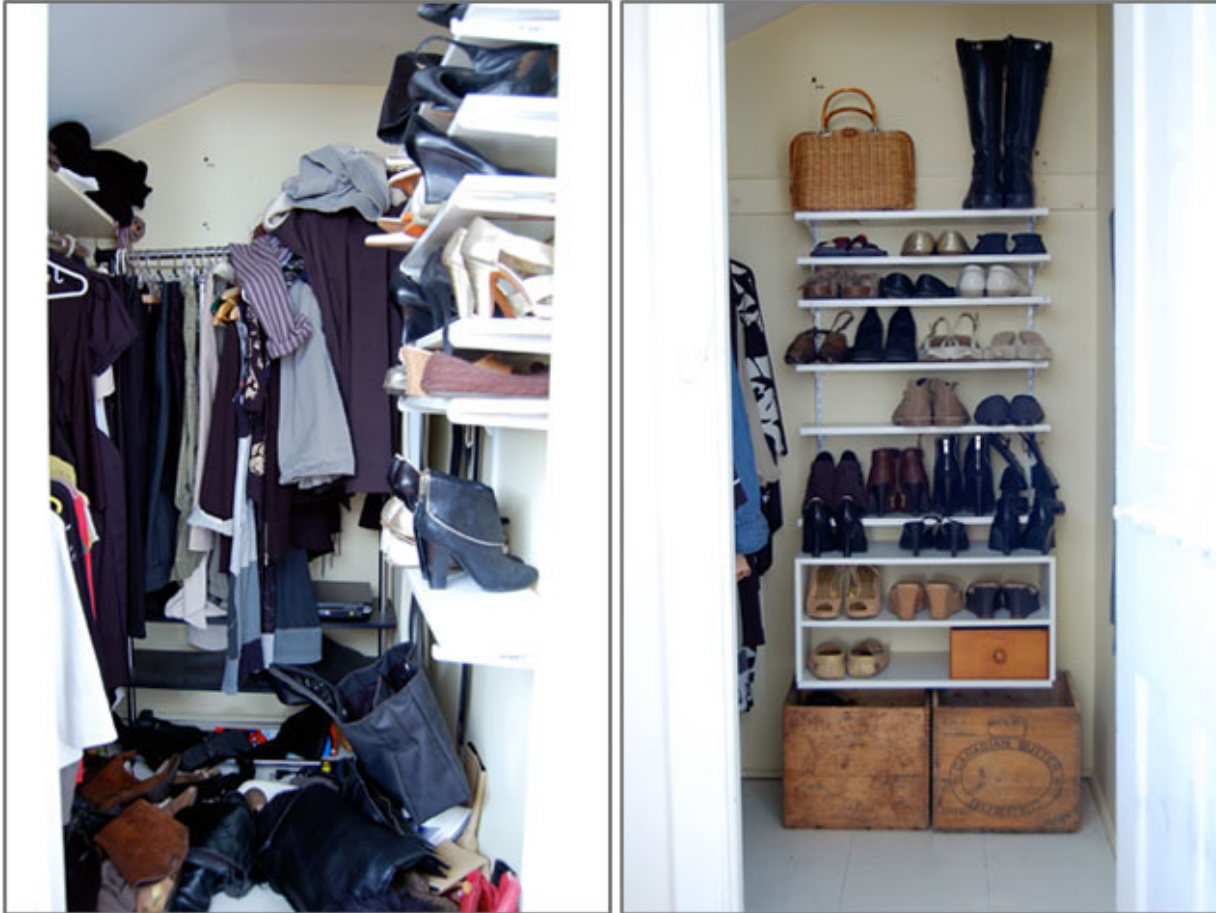


Photo from Flickr by [The Art of Doing Stuff](#) (CC BY-NC-ND 2.0)



# Convey impact through personal testimonies



Photos by Lynn Ketchum

# Where can you find examples of impact statements?

The screenshot displays the Oregon State University Bridges website. At the top left is the OSU logo. The main header features the text "OREGON'S Land Grant University" and "is Helping Build bridges to prosperity" with a collage of images. Below the header are two main columns: "What we have done for you lately" and "Who we are".

**What we have done for you lately**

- Oregon's Educated Workforce**
  - 4-H develops future scientists and other critical thinkers**  
Extension's 4-H program enhances science competitiveness for Oregon's future  
[Learn more »](#)
  - Bilingual outreach keeps agricultural businesses sanitary**  
Nurseries, farms and Christmas tree growers benefit  
[Learn more »](#)
  - Aspiring urban farmers gain practical skills with OSU program**  
66 students have completed the Portland training since 2011  
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**Who we are**

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- Forest Research Laboratory**
- Contact Us**

Search our stories

Search by topic, commodity (wheat, wine, hazelnuts), location, etc.

[Search](#)

<http://extension.oregonstate.edu/bridges/>

# OSU calculator helps organic farmers use fertilizer efficiently

Free online tool compares the nutrient value and cost of cover crops, fertilizers and compost

problem

Organic farmers use cover crops, fertilizers and compost to add nutrients to their soil. But they don't always know if they're getting the most bang for their buck.

solution

Now they do. An online tool from the OSU Extension Service does the math so that organic farmers can figure that out more precisely. It's called the **Organic Fertilizer and Cover Crop Calculator**.

numbers

Over 2,400 people have registered to use the free, spreadsheet-based resource, more than 450 of whom are from Oregon. ~~Users hail from at least 60 countries~~ and manage more than 160,000 acres. If they save or earn \$50 per acre through reduced fertilizer costs or increased quality and yields on just a quarter of those 160,000 acres, that would mean an extra \$2 million in their pockets each year.

estimated economic impact

examples of people using it

Educators in Oregon, Washington, North Carolina and other states use the calculator to teach students nutrient management concepts, while conservationists in Oregon and California have used it to develop nutrient management programs under the Organic Environmental Quality Incentives Program. In addition, OSU Extension has published a **23-page guide** explaining the science behind the calculator. It has been downloaded over 3,000 times (approximately 200 times per month) and is one of the more popular nutrient management publications in OSU Extension's catalog.

uses web analytics to measure impact

**Source:** Nick Andrews, small farms expert with OSU Extension



Cover crops, like this rye, add nutrients to soil. (Photo: Lynn Ketchum)

## 4-H prepares Latino youth for high-tech future

*'Tech Wizards' learn skills in web development, video and podcast production, GPS technologies and robotics*

### problem

Jobs in science, technology, engineering and math (STEM) are important to the United States' economic strength. But some are concerned about whether today's youth have the skills to fill these careers. Of particular concern is the underrepresentation of Latinos in the STEM field. Of Latino college freshmen who began a four-year STEM degree in 2004, only 22 percent completed it within five years.

### solution

The Oregon State University Extension Service's 4-H program is trying to change that through a program called **Tech Wizards**. Launched in 1998, this bilingual afterschool program teaches technological skills to low-income students, particularly Latinos, in grades 9 through 12 who are considered at risk of dropping out of school. Students in the program learn to create websites, produce videos and podcasts, make computerized maps and build robots. They are also required to perform 30 hours of community service each year in tech-related fields.



Tech Wizard students learn to create websites, produce videos and podcasts, make computerized maps and build robots.

### tracked participants

The program has been so successful that OSU Extension is now in its fourth year of helping to replicate it in 115 counties in 21 states. In Oregon, about 1,000 students have participated in the program. About 95 percent have graduated from high school, and about 70 percent of those have pursued more education in science, technology, engineering or math.

### personal story

Fabian Jimenez is one of them. He joined the Tech Wizards as a freshman at Sunset High School in Beaverton. He recruited other students to the program and shared his knowledge with younger participants at summer camps, capstone programs and at a robotics lab. He also met with various elected officials, including U.S. Rep. Suzanne Bonamici, to explain the importance of STEM-related activities in afterschool programs.

### impact

The first in his family to attend a four-year university, Jimenez is now a freshman at George Fox University, where he studies mechanical engineering. Fabian is also an assistant coach for the robotics team. His goal is to mentor and coach the next generation of scientists and engineers.

**Source:** Octaviano Merecias-Cuevas, 4-H Tech Wizards coordinator in Washington and Multnomah counties

# Extension teaches Portland area's Hispanic population about healthy eating

*Program includes recipes in Spanish, and pictures for those who can't read*

People of Hispanic origin comprise 12 percent of Oregon's 3.9 million people. Because of limited English or education, some don't understand the dietary dangers of too much sugar, fat and sodium.

So with help from local partners, the OSU Extension Service provides nutrition and food safety education to low-income Hispanic families in Multnomah, Clackamas and Washington counties. Teaching tools include **bilingual pictorial recipes**. Through its Metro Hispanic Nutrition program, Extension reached more than 3,000 limited-income adults and youths in 2012-13, three-quarters of whom were Hispanic.

One of the families was referred to the program by a local health department because their 11-year old boy was overweight and had high cholesterol. So Lucy Lores, an Extension nutrition educator, taught the whole family to drink fewer sugary beverages and to cook at home using healthier ingredients, including vegetables, fruits and skim milk. Upon completion of the course, the boy's cholesterol was normal and he had lost 16 pounds. In addition, the entire family added more physical activity to their daily routines.

The mother of the boy said, "Thanks to the nutrition education classes, we made many changes in my house for the whole family, not just for my son. I am now using oil with less saturated fat, using less oil in cooking and no longer frying anything. My husband, my children and I eat healthier now, drink more water and feel better."

View a [narrated slideshow about the program](#).

**Sources:** U.S. Census Bureau; Lynn Steele, director of OSU Extension's Metro Hispanic Nutrition program.

problem

solution

numbers

Change  
in  
behavior

testimony



Extension's Lucy Lores leads a cooking demonstration in Portland. (Photo by Lynn Ketchum.)

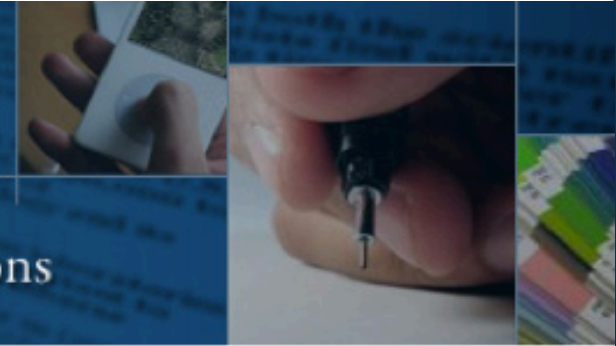
# Extension and Experiment Station Communications

Extension Service

Agricultural Experiment Station

## EESC

Extension and Experiment Station Communications



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## Woods, Tiffany

Public Issues Education Leader

*Professional Faculty*

Extension and Experiment Station Communications  
422 Kerr Administration Building  
Corvallis, Oregon 97331

**Phone:** (541) 737-2940

**Fax:** (541) 737-0817

[Email contact form](#)

**Oregon State**  
UNIVERSITY

# Where can these impact statements be used?

The screenshot displays the Oregon State University Bridges website. At the top left is the OSU logo. The main header features the text "OREGON'S Land Grant University" and "is Helping Build bridges to prosperity" with a collage of images including a woman, produce, a child, a horse, and a city skyline. Below the header are two main columns: "What we have done for you lately" and "Who we are".

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[Search](#)

<http://extension.oregonstate.edu/bridges/>

# Reports

*OSU Extension connects Oregonians to research-based knowledge. We're solving real problems for real people where they live and work – strengthening communities and economies, sustaining natural resources and promoting healthy families and individuals.*

## Extension develops future scientists and other critical thinkers

Only about one in five U.S. high school seniors is proficient in science, meaning that many young people are not prepared with the necessary science skills to compete in the 21st century workforce. The OSU Extension Service's 4-H program emphasizes science, technology, engineering and math (STEM) in educational activities for youth throughout the state. In 4-H, where kids learn by doing, positive experiences in the sciences during the developmental years help open doors to science-related careers later in life. In Curry County, 4-H offers surfing clubs and camps as a gateway to teach youth about marine science as well as how to carve waves. A dozen such camps have reached over 250 youth. In the Columbia River Gorge, more than 400 students in K-12 participate in 4-H science programs. They build and program robots that operate on land and underwater and showcase their skills in competitions. In partnership with others, 4-H also offers the Inner City Youth Institute. Through school-year activities in Portland and summer camps in Salem and Corvallis, the institute encourages Portland youth to explore higher education and careers in the natural sciences.



## OSU Open Campus increases access to education

Oregon's rural residents don't always have access to the educational opportunities that urbanites do. Or they may need training that's tailored to jobs specific to their locations. That's why in 2010, Oregon State University launched OSU Open Campus, which builds on the foundation of the OSU Extension Service. The program has benefitted over 2,600 learners in seven counties.



When a Jefferson County small business owner faced closure because of a lack of qualified welders in the area, OSU Open Campus coordinated a plan: a local high school offered use of a welding lab for an 8-week course, Central Oregon Community College provided an instructor and a charity-funded equipment and gear. Eight high school students and nine adults took the course. All the adults now have good-paying jobs as welders, two small businesses were saved, and one participant finished his GED and enrolled at COCC.

OSU Open Campus also coordinates the bilingual Juntos program, which aims to increase the high school graduation rate of Latinos and prepare them for college. Over 400 people in 10 communities have participated. Since it started in 2012, all participants have gone on to college.



# Speeches



Photo by Stephen Ward

# National database of impact statements

Sort by:

Oregon 2013 | Youth, Family, & Communities

## 4-H Tech Wizards prepare Latino youth for a high-tech future

Jobs in science, technology, engineering and math (STEM) are important to the United States' economic strength. But...

Oregon 2014 | Agricultural Systems

## Aspiring urban farmers gain practical skills with OSU program

Some urbanites are choosing farming over office jobs, but not all of them have agricultural backgrounds. To educate...

Oregon 2013 | Youth, Family, & Communities

## Extension helps coastal communities prepare for The Big One

There's a 37 percent chance that a major earthquake will hit between Newport, Ore., and northern California in the...

Oregon 2014 | Environmental Stewardship

## Extension helps Oregon's woodland owners manage their land

About 70,000 small woodland owners hold title to nearly 5 million acres, or 40 percent, of the state's private...

Oregon 2013 | Youth, Family, & Communities

## Extension's 4-H teaches financial literacy to youths

When the Oregon State University Extension Service asked 51 representatives from community organizations in Columbia...

# Ag is America campaign



**AGRICULTURE  
IS AMERICA**

[HOME](#) [NEWS](#) [RESOURCES](#) [FEATURES](#) [INSTITUTIONS](#)

## Extension Website Encourages Oregonians to Eat Healthier

OSU Extension Service created the website Food Hero. When OSU surveyed about 1,200 Oregonians eligible for federal food assistance, over 80% said they wanted to more balanced meals and nearly half wanted to find healthy food information online. As a result, Food Hero was created as a resource for affordable and easy recipes as well as cooking tips. The website is hugely popular with nearly 327,000 visits in 2013.

Read more [here!](#)



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[O&E newsletter](#)

[Metro Master Gardener newsletter](#)

[Beaver Nation PDX](#)

[Newsletters for legislators](#)

[Extension Metro Connection](#)

[Synergies newsletter in CPHHS](#)

# Websites



Photo by Tiffany Woods

# Social media



# Pitches to reporters



Photo by Tiffany Woods

# Grant proposals

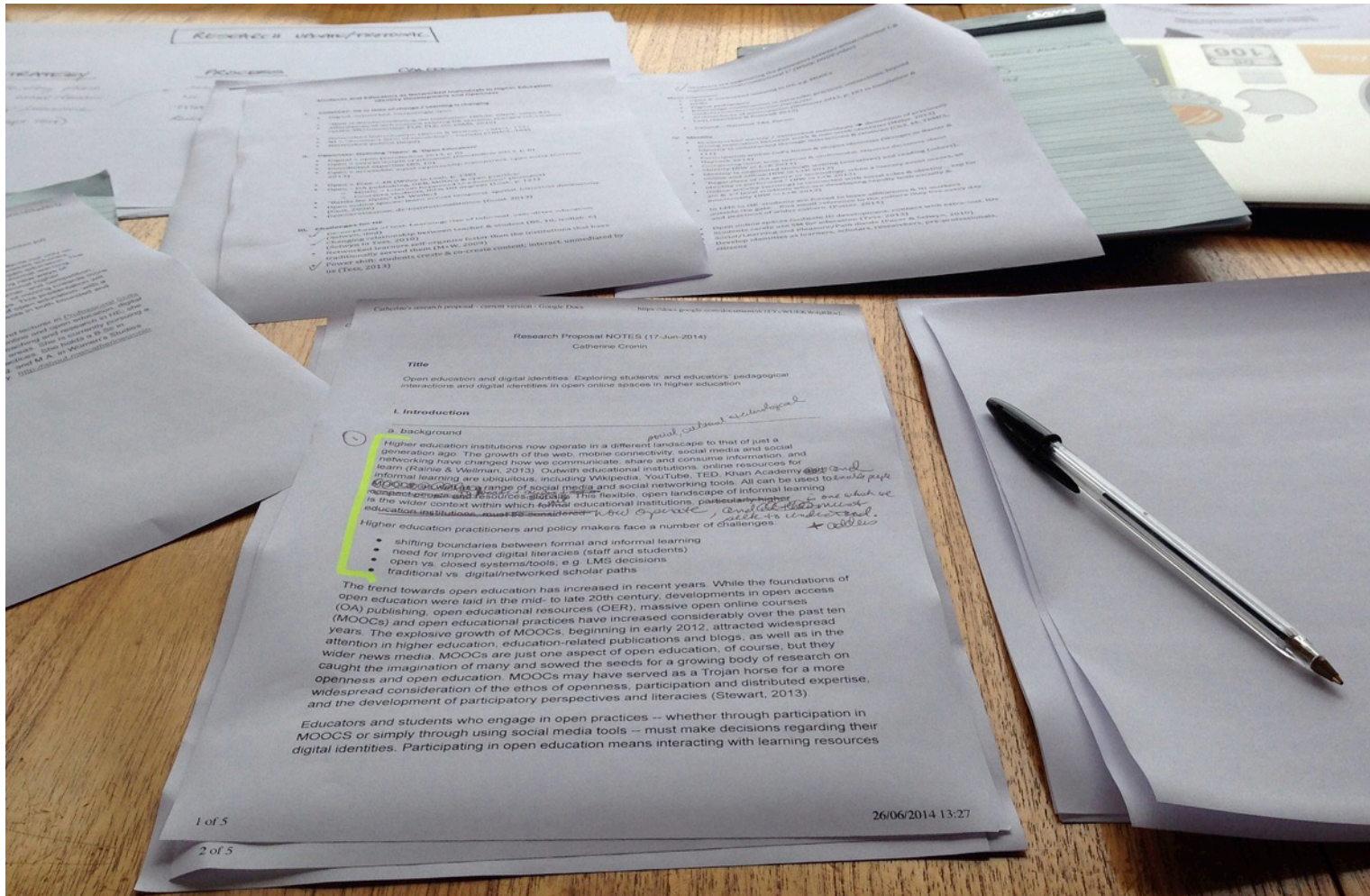


Photo from Flickr by [catherinecronin](#) (CC BY-SA 2.0)



# Where can you get more training?

The screenshot shows the Oregon State University (OSU) Professional and Continuing Education website. The header includes the OSU logo, navigation links for 'Outreach and Engagement', 'Extended Campus', and 'Extension', and a search bar. The main content area features a video player for the course 'Impact Statement Reporting' with a play button icon. Below the video player is a navigation bar with 'Introduction', 'What you can expect', and 'Advisory Board' options. A detailed course information table is located on the right side of the page.

OSU Oregon State UNIVERSITY

Outreach and Engagement Extended Campus Extension

Professional and Continuing Education

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Search courses... Q

Catalog / Business, Entrepreneurship, and Leadership

## Impact Statement Reporting

Communicate the public value of Extension and non-profit programming to policy makers, funders and the taxpaying public.

Introduction

What you can expect

Advisory Board

Designed For	Extension educators, researchers, communicators, administrators, non-profits, foundations, NGOs and government organizations.
Dates	May 2015
Delivery	Online, self-paced

### ★ Introduction

Your work benefits the local and global communities, the economy, the environment and more. Learn to communicate your impact and help your organization be sustainable.

Impact statements are useful tools for nonprofit groups and for Extension researchers, educators and communicators. This course gives you the tools to learn what impact

**Tiffany Woods**  
**EESC news leader**  
**541-737-2940**  
**[tiffany.woods@oregonstate.edu](mailto:tiffany.woods@oregonstate.edu)**