WSU CAHNRS and Extension Impact Reports 2019

Overview
Impact reports are concise reports on research, teaching, and engagement from CAHNRS and WSU Extension programs. Each report has three main text sections:

1) Issue – describes the situation/why the work was undertaken;
2) Response – describes what was done to address the issue (outputs); and
3) Impacts – documents actual outcomes such as changes in knowledge, action, and condition of participants or a community.

The image below shows how your content will be organized on a finished report (yellow denotes optional components).

(There is room for approximately 300 words of plain running text on each page, in the main text sections.)

Graphics in a WSU Extension Impact Report
Logo
Your program’s logo or the general WSU Extension logo for counties or units is to be placed in the top left corner of the first page.
Images
Each impact report should include four images. All images must meet minimum size requirements in order to produce high quality print results. Images that are not proportional to the required dimensions may be used, but will be automatically cropped, which may yield undesirable results in some cases.

Page 1
The Featured Image is displayed at the top of the page, to the right of the logo. This image should be at least 1370 pixels wide by 450 pixels tall.

Page 2
The First Banner Image goes in the top left-hand corner, and must be at least 550 pixels wide by 450 pixels tall.
Both the Second Banner Image and Third Banner Image must be at least 677 pixels wide by 450 pixels tall.

Sections of the Report
Issue
The Issue section describes the context, conditions, or problems that existed and that prompted initiation of the project. (Target word count: 150)

Response
The Response section describes the work done in response to the issue. This may include grant funds sought and secured; partnerships developed, workshops organized and delivered; publications, web sites, decision tools and other media created, etc. (Target word count: 150)

Impacts
The Impacts section outlines the documented effects of the project. “Impacts” are also referred to as outcomes and include short term changes in knowledge or awareness (learning), intermediate term changes in practice (adoption), and long term changes in conditions (economic, environmental or social) (Target word count: 300)

By the Numbers
The By the Numbers section is a bullet list of quantitative results of the project such as number of participants, grant dollars, workshops, resources affected (acres, miles of stream, etc.), and other outputs. (Target word count: 120)

Quotes
The Quotes section highlights supporting testimony of the project. These can be direct quotes from participants via surveys or other evaluation instruments, or paraphrased statements from project leaders. This is not a narrative section; it is meant for stand-alone quotes. (Target word count: 120)

Additional
The Additional section is optional. It is for any further information and acknowledgments, such as funding partners, grants, donors, etc. The title of this section may be customized.

Footers
The Footer is for listing contact information for the leader of the program or project ± a URL for the program or project.