

Impact Statements

- The impact statements screen may be completed by Extension Educators, or Faculty and Extension Specialists. The purpose of an impact statement is to highlight how things have changed as a result of Research and Extension efforts. An impact statement is a narrative or story that details the impact that Extension programs have on the people, communities, businesses, operations, environment, economic conditions, etc., in Indiana and beyond.
- Questions? Email DMhelp@lists.purdue.edu or click on “?” in the DM navigation.

How are Purdue Extension impact statements shared?

- A small number of impacts are chosen for inclusion in the USDA NIFA Annual Accomplishments Report and to report to Purdue’s Office of Engagement.
- A few impact statements, along with statewide totals of direct contacts, are reported to Purdue’s Office of Engagement.
- Demographics numbers are compiled from Direct Contacts data for Civil Rights reporting.
- Extension reports on the website - <https://extension.purdue.edu/about/about-us.html>
 - A collection of impact stories may be used to coordinate with other Extension efforts or to generate “client” stories via efforts from Ag Communication to capture the story of someone who benefited from Extension’s program in the ***Extension Annual Report***
 - Impact stories are shared via the Purdue Fundamental and Applied Research and Extension Showcase
 - Quarterly reports are shared of activities and impacts across Indiana
 - Quarterly highlights share information about the work of Extension Specialists
- Some impacts may be selected as resources for PCARET members.
- Some impact statements are posted on the Land Grant University website, www.LGUimpacts.org, and Agriculture is America, www.AgisAmerica.org.
- **You** are encouraged to share! Take the Information from your impact statements and use it to highlight your County or Extension program. Revamp your findings into a marketing approach:
 - Educators may post on their County website,
 - Faculty and Specialists may include on their websites,
 - Print on flyers – paper and electronic,
 - Share via Social Media, and/or

- Educators may present at Annual Meetings for their County Councils, Advisory Boards, etc.

Reporting Impact is an Extension Responsibility

Educators are expected to post a minimum of two impact statements in DM per year, one in the fall around the start of the Indiana legislative year and one in the spring ahead of the legislative budget decision-making process. Once reported, you may take the information and generate marketing and promotion activities - local stories, website, fliers, social media, etc. Impact statements can be either individual or team efforts. For Educators, impact statements often may be: 1) An anecdote about, or testimonial from, a participant experience (identify participant roles but not names), or 2) Results of a program evaluation conducted to determine participant changes as a result of the education effort.

Faculty and Extension Specialists are expected to post at least one impact statement on their Extension program or project annually. Not all programs or projects are at the stage to report impacts, so Faculty and Extension Specialists select the one which is producing outcomes and impact for the year. For Faculty and Extension Specialists, impact statements often may be: 1) Results of a program evaluation conducted to determine participant changes as a result of the education effort, 2) Discoveries or Results of a Research or Extension project.

Impact Statements and Human Subjects Research

Institutional Review Board (IRB) approval is not required to write an impact statement. When Extension personnel report program evaluation results, that activity does not meet the definition of human subject research. However, if for a program/project, there are intentions to share results via professional publication or conference presentation, then IRB would be involved. For most Faculty and Extension Specialists, professional publications and presentations are expected, and with that intention, this would meet the definition of human subjects research. More information is available from Purdue's Human Research Protection Program, <https://www.irb.purdue.edu>.