

Reporting *Program Impacts* Overview

- Reporting *Program Impacts* is a broad, universal process in UW-Extension. It is not just about having stories for the annual report.
- Each division (COOP, CEE, Public Broadcasting, SBDC) has its own process for program planning and reporting. The UW-Extension *Program Impacts* web-based system collects from the divisional systems. It does not add work or duplicate existing systems.

Impacts to be reported

Five broad impact areas define and categorize UW-Extension *program impacts*:

- Economic
- Human
- Environmental
- Civic
- Value added to the UW system

Each year the vice-Chancellor may designate particular initiatives for impact reporting. These may relate to UW-Extension strategic priorities or be current topics of interest.

Submitting reports

The *Program Impacts* template provides the format for submitting data. This template is available on the web at <http://www1.uwex.edu/impacts>

Each division handles its own process for identifying and selecting programs for reporting and data submission. Submissions are reviewed within the division. Once the submissions are reviewed and finalized, they are posted on the UW-Extension web site.

Submissions must be based on sound and fair evaluation that meet the standards of utility, feasibility, propriety and accuracy.

Evidence of real impacts

The instructions for completing the *Program Impacts* template provide definitions that are useful and understandable.

a) Inputs

What resources did Extension contribute to the initiative? E.g. staff, money, expertise, equipment

b) Outputs

What did Extension do? I.e., number, frequency, type of activity
Whom did we partner with?
Who did we reach?

c) Outcomes

What resulted? What improvements or changes occurred for individuals, families, groups, communities, businesses, environment?

What were the changes in awareness, knowledge, skills, attitudes, motivations, access, decision-making, behaviors, interactions, practices, policies, etc?

Submissions **must** provide credible evidence of benefits resulting from the Extension program. Quantitative and/or qualitative data may be appropriate that result from sound evaluation practice.

Uses of *Program Impacts* reports

- Extension annual report
- Briefings (COOP)
- Critical Analyses (CEE)
- Federal Reports (COOP)
- Tenure documents; performance measurement
- Divisional, state, local reporting

Responsibilities

The UW Vice-Chancellor directs and guides the *Program Impacts* initiative.

Divisional representatives are responsible for ensuring that each Division selects programs for impact reporting, the templates are submitted on time and the reported data are credible and meaningful.