

Communicating Research, Extension and Teaching Outcomes – Impact Statements

There are a variety of means for communicating information within the agbiosciences.

- Peer reviewed publications – refereed and non-refereed works
- Grants
- Popular articles in trade or professional periodicals.
- Extension factsheets
- Whitepapers
- Class materials
- Others

Each of these publications has their own set of criteria and formats for publication. We are trained first and foremost as researchers to present our data in a scientific format, using scientific language. We did this in our undergraduate, graduate and post-doctoral training. Good science is crucial to getting funding for research, outreach and teaching activities.

Most all our activities are funded through public or private funds. As such we are often asked to provide statements of the impacts of our work. Impact statements

- 1, Target different groups – stakeholders, program leaders, legislators, legislative aides and the general public.
2. Have a different language and format - none or a minimum of technical jargon, brief statements, and indicate the difference your project has made. These differences may be quantitative (economic advantage to producers) or qualitative (social change or change in attitude).
3. Impact statements basically answer the questions of “who cares” and “so what”.
4. Impact statements are a mechanism to convey accomplishments and provide support for programs.
5. As far as program officers, stakeholders, legislators and the general public are concern, both applied and basic science have impacts.

References and Sources for Assistance in Preparing Impact Statements

<http://agsci.oregonstate.edu/research/writing-and-reporting-effectively/creating-powerful-impact-statements>

<http://nifa.usda.gov/resource/how-write-meaningful-outcomes>

<http://www.efars.cals.vt.edu/eFARS/documents/WritingImpactStatements.html>

<http://communications.cfaes.ohio-state.edu/resources/marketing-and-brand-strategy/tips-impact-writing>