**Impact Statement/Story Template**

**The Issue**

Answers -- What’s the problem being addressed by your project/program(s)? Why is it important, and to whom?

* Describe who your clientele/target audience is.
* Provide the rationale for your work. Describe the findings from your needs assessment.

**What has been done?**

Describes -- how you are responding to the issue, including the goals of your project/program.

* Briefly describe how your research, outreach, activities, and outputs/products address the issue.
* Mention participation - # of clientele reached, # of participants.
* Highlight innovative methods and/or strategic collaborations.

**The Impact**

Answers – What difference has your work made? What’s the benefit to program participants and the public more broadly?

* Describe your participant outcomes: changes in learning (knowledge, attitude/intent to change, skills), changes in behavior/practices, and/or policy/decision-making. Include quantified outcome indicators and briefly explain how outcomes were/will be measured.
* Explain how the project/program outcomes contribute to UC ANR’s condition changes and public value. Cite existing research/literature to make a safe inference/connection between measured participant outcomes and longer-term benefits. Include condition change indicator data, can be what you did/will measure or that from other organization or agencies when available, to make a strong statement about how your work contributes to public value.
* Make sure this statement connects back to how your work helped address the issue.