

Impact Statement Guidelines
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UMERS Template

[First Name] [Last Name]
Impact Report
[Report Start Date] - [Report End Date]

Program Title: [Program Title]

AGNR Strategic Initiatives: [list of [Please check the AGNR Strategic Initiative that is most closely aligned with this impact statement. You can find more information about the AGNR Strategic Initiatives here: <https://agnr.umd.edu/about/strategic-initiatives>] separated by ", "]

Date Submitted: [Date Submitted: Month Date Submitted: Day, Date Submitted: Year]

4-H Youth Development Priority Areas: [list of [4-H Youth Development] separated by ", "]

Agriculture & Food Systems Major Program Areas: [list of [Agriculture & Food Systems] separated by ", "]

Environment & Natural Resources Major Program Areas: [list of [Environment & Natural Resources] separated by ", "]

Focus Areas: [list of [If this impact statement is related to Sea Grant work, please choose the best focus area:] separated by ", "]

Family & Consumer Sciences: [list of [Family & Consumer Sciences] separated by ", "]

Relevance: [Relevance: What was the problem?]

Response: [Response: What was done to address the problem?]

Results: [Results: What Difference did this Program Make for Maryland Residents?]

Keyword(s): [list of [Keyword] separated by ", "]

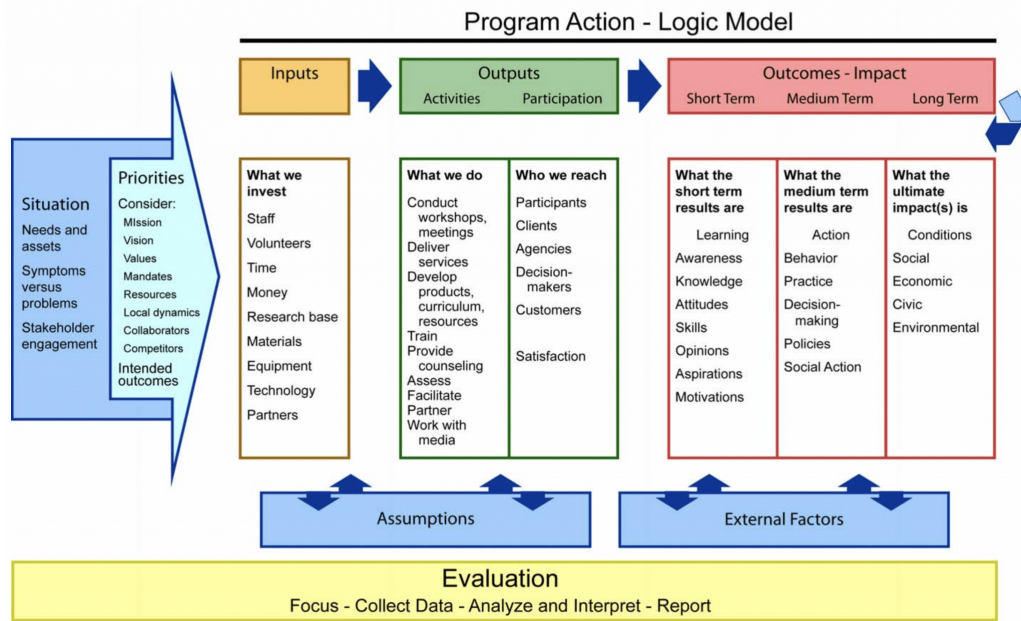
AGNR Strategic Initiatives (<https://agnr.umd.edu/about/strategic-initiatives>)



Logic Model

PROGRAM DEVELOPMENT

Planning – Implementation – Evaluation



Source: <https://inside.ewu.edu/oqrd/pre-award/proposal-development/writing-resources/logic-models/>

Major UME Programs

4-H Youth Development

- Building community & civic engagement
- Developing leadership skills for life
- Nurturing social empowerment and resilience
- Improving college and workforce readiness
- Fostering exploration and creativity in arts and sciences
- Promoting healthy lifestyles and self-acceptance

Agriculture & Food Systems

- Farm and agribusiness management, entrepreneurship
- Fruit and vegetable production
- Livestock
- Ornamental horticulture, greenhouse, landscape and nursery
- Poultry
- Row-crop, forage, and pasture production

Environment & Natural Resources

- Aquaculture, Seafood Production, Seafood Safety
- Climate and Energy
- Forest Resources
- Home Horticulture and Master Gardener
- Land Use and Watershed

Family & Consumer Sciences

- Financial Wellness
- Food Safety
- Health Insurance Literacy
- Health Literacy
- Nutrition, Health, and Wellness

Mapping UMERS template to logic model

UMERS template	Logic model concept
<p>Relevance (What is the problem?)</p>	<p><u>Situation</u>: Issues, needs assessment, goals, target audience, how people will benefit, how activities lead to outcomes</p>
<p>Response (What was done to address the problem?)</p>	<p><u>Activities/Outputs</u>: how your major activities helped you achieve, or make significant progress toward, the goals and objectives? What did you do?</p>
<p>Results (What difference did your program make for the clients/society?)</p>	<p>Data, statistics, analysis, etc. will feature here.</p> <p><u>Outcomes</u> (short/medium/long): describe how your target audience benefited from your project's activities.</p> <p>Briefly describe how the broader public benefited from your project's activities.</p>

Specifications and explanation of each category

Relevance (Situation: What is the problem?):

In lay terms, briefly describe the following

- **The issue and why it is important:** Literature review/needs assessment (**1 solid paragraph of appx 200 words**)
- **Your goals and objectives:** **Provide a list. You can write in sentences too.**
- **The target audiences and how they will benefit:** Whom are you targeting? Population, county, city, state, etc.
How will they benefit? What are they going to get out of your program? (**3-4 sentences**)
- **How your activities will lead to the outcomes** described in the goal statement or objectives: What do you plan to do? How will those activities help achieve your goal? (**3-4 sentences**)

Response (What was done to address the problem?):

- **Activities:** how your major activities helped you achieve, or *make significant progress toward*, the goals and objectives? What did you do? (**It depends on what activities you did in a year. Examples would include, workshops, teaching, training, curriculum development, meeting, any other services, etc. You can list the activities or can elaborate further. Ideally, 1 paragraph**)

This section corresponds to “Output” in logic model

Results (What difference did your program make for the clients/society?):

- **Data**: Statistics, analysis, evaluation data, etc. will feature here (**depends on the amount of data**)
- **Outcomes**: describe how your target audience benefited from your program's activities (**200 words would be great.**)
 - **Short term**: Learning, Awareness, Knowledge, Attitudes, Skills, Opinions, Aspirations, Motivations
 - **Medium term**: Action, Behavior, Practice, Decision-making, Policies
 - **Long term**: Conditions, social, economic, civic, environmental
- **Broader Outreach**: Briefly describe how the broader public benefited from your program's activities. (**1 small paragraph**)

This section is one of the most prominent parts.

Questions? dpatra@umd.edu