**How can Southern Region CES keep its finger on the pulse of communities to ensure continued relevance?**

**Participating States**

* Alabama – Auburn & Tuskegee
* Georgia
* Oklahoma
* Tennessee
* Florida
* Virginia

**What are we doing NOW?**

* Advisory Councils
* Annual Grassroots Meetings
* Extension Leadership System
* Combination
* Quantitative Sorting

**Limitations**

* We are talking to ourselves
* Advisory members appointed by local government
* Vetting advisory membership
* Social Media Approach
* Grasstops
* Online Survey
* Environmental Scanning
* Focus Groups

**What do OTHERS do?**

* Predict issues w/ internal scan team
* Scanning Data
* Trend Analysis
* Monitor Media “Current Scan”
* Hired Private Company
* University Marketing Dept

**Best Strategy**

* One on one interviews
* Local networking
* Intercept Interviews

**Challenges**

* Internet
* Family Dynamics
* Social Media
* Tea Party
* We are our BIGGEST barrier
* Economic Downturn
* We have always had these challenges
* Need to show economic impact
* Show public value

**How have our resources shifted?**

* Hired evaluation specialist
* Need to change culture at county level
* Tie reporting to performance appraisal
* Limited or no consequences
* Role of specialists
* Paradox…academic measures vs. impact measures
* One year contract
* Partners recognize us as their educational arm
* Multi-Year Impact Evaluation
* Activities are NOT evaluated
* IRB Training required
* IRB Exemption limits our communication

**Key Themes**

* Resources
* Culture
* Administrative Support

**Trends (Social Media)**

* Monitoring Tweets
* Respond to Complaints
* Expectation/Part of the JOB
* Technology Policy Limitations
* County Commission Blocks Facebook
* School Tube….to avoid the block

**Largest Barriers**

* **Need to Change Culture at County Level (3)**
* Not tied to performance appraisal (2)
* Limited or no consequences (1)
* We are our biggest barrier (1)
* Economic downtown (1)
* Need to show impact (1)
* We are talking to ourselves (1)

**Big Ideas**

* **Multi-Year Impact Evaluation (6)**
* Trend Analysis (4)
* Monitor Media “Current Scan” (3)
* Need to change culture at county level (2)
* Extension Leadership System (1)
* Intercept Ideas (1)
* Expectation/Part of the Job (1)
* Show Public Value (1)
* Need to show economic impact (1)

**Action Steps**

* Consistent Process w/trend analysis
* Administrators Push Impact Message
* Expectations and Resources
* Consistent Measures in Major Programs
* Solid Methodologies (trash in…trash out)
* Less Blaming…More Planning

**“How can the Southern Region best capture multi-faceted impacts to communicate value?”**

*Amassing multi-faceted impacts to communicate value of Southern Region extension programs will be a challenge primarily due to the inconsistencies in how the data is currently collected. In order to aggregate data to demonstrate greater impact, priorities will have to be set and some standardization will be required.*

**CREATIVE WAYS SOME INSTITUTIONS ARE DEVELOPING AND/OR SHARING IMPACTS:**

* Customized economic impact reports to state legislators (TN)
* Success stories of individuals/companies using services (OK)
* Impact videos posted on web site and quarterly newsletter (NCAT)
* Testimonial videos in database and on discs to share with potential participants and stakeholders (Prairie View)
* Planning and implementing programs in program teams/program focus groups—includes reporting, environmental scanning, development of logic models, county and district and cross county concerns (MS, FL, LA)
* Division-wide, semi-annual, magazine-style 50 page publication distributed to legislators, stakeholders and leader (OK)
* Customer testimonials and summaries of accomplishments reports (AL)
* Hot Topics-Searchable web based display of impact statements; contains both original impact reports and impact reports edited by communications (GA) [www.caes.uga.edu/about/hottopics](http://www.caes.uga.edu/about/hottopics)

**INSTITUTIONS WERE ASKED TO GRADE THE IMPACT REPORTS THEY RECEIVE**

A=0

B=2

C=7

D=0

F=0

**RECOGNIZING THAT THE QUALITY OF CURRENT IMPACT REPORTS IS GENERALLY WEAK, IMPROVING THE QUALITY OF IMPACT REPORTS WOULD REQUIRE:**

* Extensive training in impact reporting
* Solid baseline/benchmark data
* Documented data regarding significant changes made
* Believable data

**OTHER MOVEMENTS IN THE EXTENSION SYSTEM REGARDING IMPACT REPORTING: NOTE-details regarding these two efforts were not complete. It was suggested that we need to clarify the intended outcome of both so that we do not duplicate efforts.**

1. ECOP sub-committee – outstanding impacts based on the excellence in extension database.
2. eXtension Brand Value CoP--Training from extension communicators on how to write impact statements. (Peppers, Gould, Meisenbach, King)

**ACTION STEPS**

1. Determine status of SR-PLN program committees (4-H, FCS, ANR, CRD) on establishing common indicators. FCS says theirs were submitted, but they are not sure what is supposed to happen next with them
   1. Identify next steps for collecting data and/or impact statements based on those indicators
2. Identify key issues facing the southern region, such as water quality/quantity, childhood obesity, and wellness
   1. Develop common goals based on those key issues
   2. Identify a limited number of priority areas (3-4 areas) on which to create impact reports
   3. Form teams consisting of subject matter experts, an evaluator and a communicator to develop high quality impact reports
   4. Consider a database repository for institutions to store impact reports with keyword search capability or tags so that institutions can see examples of existing impact reports
3. Survey SR states to determine the Program Areas and outcome measures identified in the federal report
   1. Identify commonalities around which impact reports could be aggregated
4. Establish a common format for submission of impact reports such as the 3 Rs model—**Relevance, Response, Results**
5. Create a taskforce to continue to flesh out this work