GUIDE TO CRAFTING AN **IMPACT STATEMENT**

APLU **BOARD ON AGRICULTURE ASSEMBLY**

Land-Grant **Impacts**

TITLE

A short, descriptive title that will help database users know what the impact statement is about.

RELEVANCE

- **WHAT is the issue?**
- **WHO cares about the issue?**
- **WHY do they care about the issue?**

Connect your impact to timely topics. The NIDB team has created a **list of high priority topics** for 2024 submissions.

RESPONSE

- **WHAT was done?**
- **HOW did the program/project address the issue?**
- **WHO was involved?**

Be brief and clear. Mention any innovative tools used, but don't give too much information about methods. Don't use jargon.

RESULTS

- **WHAT were the major results and/or outputs?**
- **WHAT kind of impact did the response have, or could it have?**
- **WHERE did the impact occur?**
- **WHO was impacted?**

Remember to use active voice. Use numbers to show magnitude. Share important tools, products, workshops, and other outputs. Use links to provide additional information.

PUBLIC VALUE STATEMENT

How does this program affect the public or a broader area? What are the impacts beyond just program participants or project site?

TAGS

Select tags. There is no limit to the number of tags you can use, as long as they are relevant.

FUNDING SOURCE(S)

Select funding source(s) from the dropdown menu. You can provide additional information about funding in the body of the impact statement.

URBAN IMPACTS

Was this impact in an urban area?

SUBMISSION YEAR

Select the year you are *submitting* the statement. You can add additional details about the year(s) the project/program took place in the body of the impact statement.

POINT OF CONTACT

Who should be the point of contact for media or other requests?

INTEGRATED STATEMENT?

Was this program/project integrated with another university or unit?

SYNOPSIS

A short blurb that summarizes your impact statement.

LINKS

Add links to any relevant press releases, program websites, or publications.

IMAGE

Add a custom image from your university.

By uploading an image, you are agreeing that you have the legal right to use and distribute the image and that APLU may use the image. APLU may repost these photos on our social media or website (with proper attribution) when spotlighting impact statements. Please do not use AI generated images.

NEED MORE HELP?

🔗 **Interactive "How To" Guide**

✉ **agcomms@aplu.org**