

Land-grant Engagement Challenge Fund

Instructions for Developing Impact Statement

Please click [here](#) to upload a PDF of your Impact Statement. The statement must be at least one page but no more than 2 pages (12-point font, single spaced) and **must** include the five components described below. [Click here for a recording of the orientation for project leads.](#)

- **Situation/Issue Statement**: Provide a brief description of the issue, situation, need, or opportunity that your engagement program/project addressed. Include relevant data to illustrate the importance/significance of the need for your project.
- **Program Response**: Provide a brief description of what your program/project and partners did to address the situation described in the previous section—that is, the **actual** activities that you developed, implemented/provided as part of your program.
- **Program Partners**: Identify all partners and provide a brief description of their actual roles in the project.
- **Program Reach**: Provide the number and attributes of project deliverables and products, participants, volunteers, and communities served. If available, include gender, age, race, and other demographic descriptions of the participants and volunteers.
- **Statement of Outcomes**: Describe the documented change(s) that occurred in individuals, groups, families, businesses, or in the community because of your program or project. The statement of outcomes **must** include individual-level and/or community-level short-term and/or medium-term outcomes. The table below provides a summary of the types and levels of outcomes.

Levels of Outcomes	Types of Outcomes		
	Immediate (Short-Term)	Intermediate (Medium-Term)	Impact (Long-Term)
Individual Level: Parents, students, business owners, farmers, UK students involved in service learning, etc.	Improved or new awareness, knowledge, aspirations, attitudes, and opinions.	Adoption of new behaviors, actions, practices, choices, and decisions.	Improvements or changes in long-term individual or community situations: <ul style="list-style-type: none"> • Economic • Technological • Social • Political • Environmental
Collective Level: Entire community or organization (e.g., town, school or school system, university, organization, community associations or groups).	Improved or new community opportunities, capacity, empowerment, and assets.	System level changes including new or improved policies, structural changes, and social actions.	

Please note: Your impact report may be used in whole or part for marketing and public relations purposes.