

**I. Type of grant or which you are applying**

Individual Staff Development

**II. Name of principal applicant; Title; Address; Telephone**

Jolene McCoy, External Relations Specialist  
1200 Grand Avenue, Des Moines, IA 50309  
(515) 235-4643

**III. Name and address of additional applicants involved with this grant**

Not applicable

**IV. Positions held within ISU Extension by all applicants**

Not applicable

**V. Brief problem statement**

To increase visibility and public support, Iowa State University Extension needs to raise awareness about the impact our programs and services have in the lives of Iowans. The External Relations Unit has identified the need to share impacts with stakeholders and decision makers as one goal in its plan of work. As an External Relations Specialist, my goal is to help staff, Extension Councils, and volunteers improve their ability to tell Extension's story. Many staff members are uncomfortable writing impacts statements because they find it difficult to separate the benefits of a program or service from its features. To address this issue, I would enroll in an outline, four-week course, "Storytelling iSchool," that focuses on how to use stories and data together to more effectively educate and persuade target audiences. I will implement the information I learn about impact statement writing and distribution in my own work, as well as in training sessions for External Relations and central area staff.

**VI. Describe need and how it was determined**

The results of Extension-initiated image and marketing studies since 2001 have shown that many Iowans simply are not aware of the breadth and scope of Extension's programs and services. The External Relations Unit has addressed this issue through the development of a visibly plan and marketing tools/resources, as well as the implementation of Extension Week. But more needs to be done to tell our stories to Iowans, particularly stakeholders and decision makers. Our stakeholders hold us accountable; they want to know how their investments in Extension are improving the quality of life in Iowa. We know Extension efforts are making differences in real people's lives. The challenge is to share these impacts in a way that demonstrates the true benefits of our programs and services. As an organization, we need to strengthen our ability to identify, write, and distribute impacts if we are to survive and thrive.

**VII. Proposed Objectives and Expected Outcomes:**

November 2, 9, 26, 30 – Des Moines, Iowa

**Objectives:**

- Learn how to structure impact statements to make them more engaging
- Learn how to build in qualities that make impact statements memorable
- Learn how to avoid common mistakes that undermine telling your story
- Learn how to use impact statements in advocacy, fundraising, recruitment, and other forms of communication

**Expected Outcomes:**

- Increased number and quality of impact statements written/distributed
- Increased name recognition and visibility
- Increased knowledge among stakeholders, supporters, and clients about Extension impacts

**VIII. Describe the method for achieving objectives:**

“Storytelling iSchool: - a four-week, online course (one hour per session, additional assignments)  
November 2006 (Nov. 2, Nov. 9, Nov. 16, Nov. 30)  
Presenter: Andy Goodman, author of “Storytelling as Best Practice”

**IX. Project timeline: begin/end**

November 2006	Take online course
December 2006 – ongoing	Write impact statements in central area
January 2007	Develop training plans for ER and central area staff
February-March 2007	Conduct training sessions for ER and central area staff
Spring 2007 – ongoing	Work one-on-one with central area staff to develop impact statements

**X. Project evaluation**

- Increase number and quality of impact statements written; goal is to write one impact statement per county every six months.
- Survey staff to determine how impact statements are used and to whom they are distributed; ask counties to monitor feedback or inquiries they receive as a result
- Share ideas for impact statements and distribution methods with staff at area meetings.
- Review staff-written impacts and celebrate improvements at area meetings.

**XI. Budget Summary**

<b>Expenses</b>	<b>Amount</b>	<b>Revenue</b>	<b>Amount</b>
Course fee	\$500	External Relations	\$250
Related books/ materials	\$75	Area Office travel	\$75
		Self	\$75
		EIE grant	\$175
<b>Total</b>	<b>\$575</b>	<b>Total</b>	<b>\$575</b>

Total amount requested from Excellence in Extension: \$175

**XII. Please review this with your supervisor and have him/her provide support for this project.**

**XIII. Applicant signature; date:**

(Applicant signature and date supplied by your email program when the message is sent to supervisor)

**XIV. Supervisor Approval:**

(Supervisor signature and date supplied by your email program when forwarded)

I have reviewed this project and support it.