



Empowered to Share: Telling Your Data-Based Extension Story

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A Passion for Ev-*owl*-uation



Ranger Nick – 1994



Ranger Nick – 2017

Think Fast!

- ▶ When you hear the word *evaluation*, what comes to mind?



??

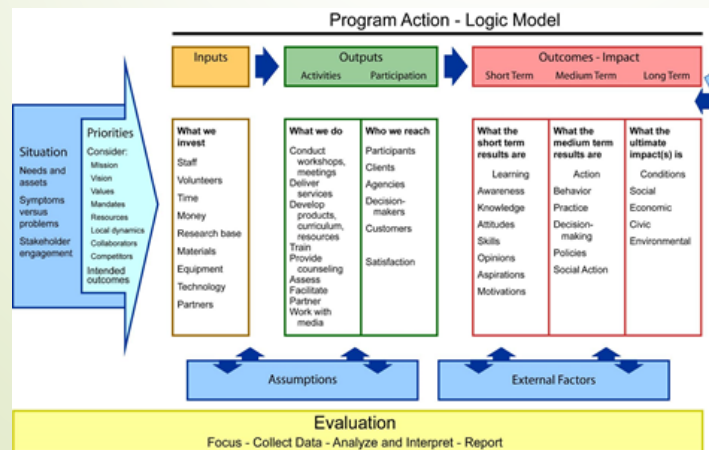



Our Roadmap for Today

1. Identify the link between impact statements and writing for publication.
2. Describe Ranger Nick's five steps to sharing your ***data-based*** Extension story in a publication.

Get the Engines Warmed Up

- Impact statements help us document:
 - Situation
 - Response (inputs)
 - Results (outputs and outcomes)





What do you think?

- ➔ A little audience participation poll!

participoll.



Output or Outcome?

1. A newsletter was distributed to 2,200 parents of young children.
2. An average of 62 people participated in the five-session series.
3. Participants reported fewer visits to clinics and emergency rooms.



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Output

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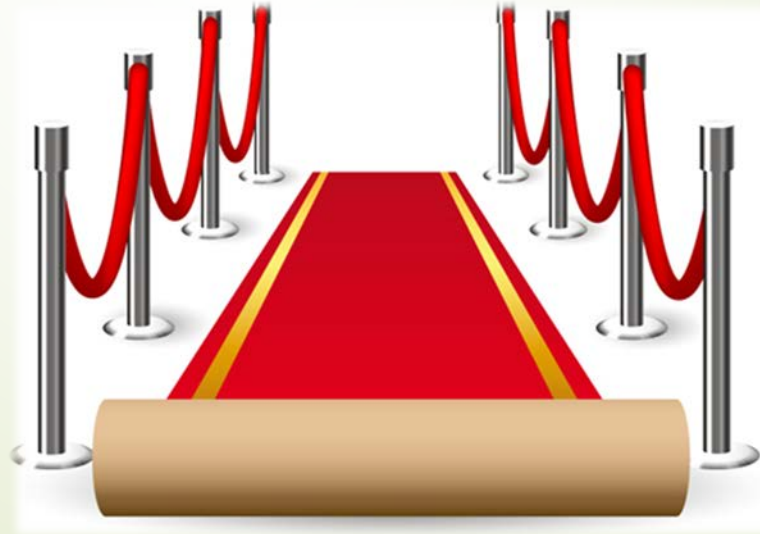
Sharing Your Story: Step #1

- ▶ Start with the end in mind
 - ▶ Notify your university's IRB office?
 - ▶ Consider your story's landing place
 - ▶ "Ideas at Work" in the *Journal of Extension*
 - ▶ *Journal of Human Sciences and Extension*



Sharing Your Story: Step #2

- Harness creativity in evaluation techniques
- Brag about how you know it's a **situation**
 - Crazy example: "Red-carpet interviews"



Animal Analogy Commercial Break

- More than one data source is best
 - Multiple *pictures* describe a *landscape*
 - Pictures → Landscape
 - Scutes → Shell



Sharing Your Story: Step #3

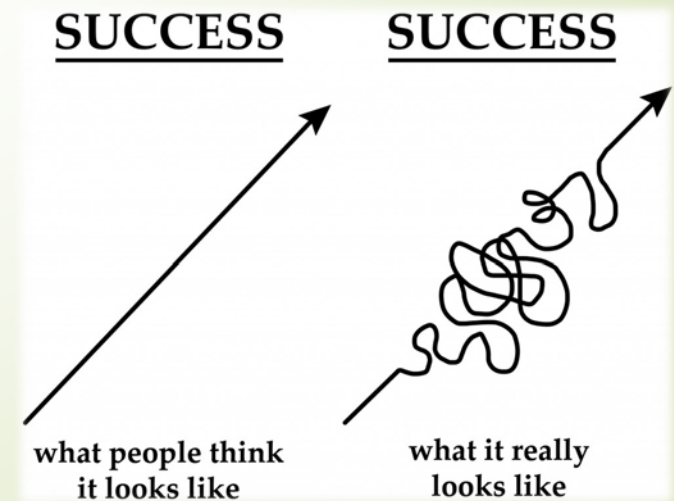
- ▶ Align your impact statement with your publication plans
 - ▶ **Situation** – needs assessment and lit review
 - ▶ **Response** – inputs and outputs
 - ▶ **Results** – outcomes (so what?)



Talk about your "house"

Sharing Your Story: Step #4

- ▶ Recommend suggestions for others
 - ▶ Share successes *and* setbacks
 - ▶ Suggestions for...
 - ▶ Additional research/study
 - ▶ Practice



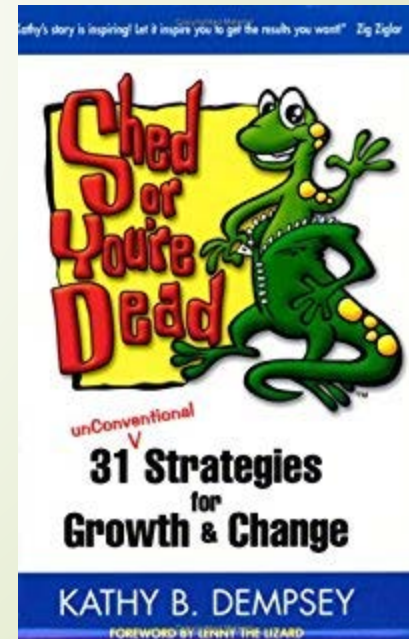
Sharing Your Story: Step #5

- ▶ Empower a colleague to help you
 - ▶ Collaboration makes a stronger story
 - ▶ Find people you *enjoy* working with
 - ▶ Even for proofreading before submitting



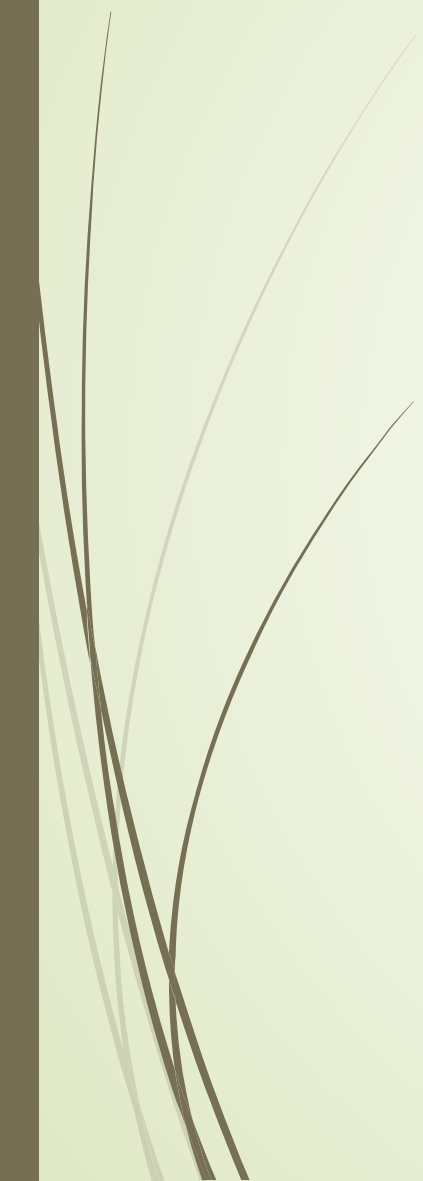
Animal Analogy Commercial Break

- Change is hard—get help!
- Remember, you're *already* sharing (impact statements)
- Shed or you're dead





Looking back...

1. Start with the end in mind
 2. Harness creativity in evaluation techniques
 3. Align your impact statement with your publication plans
 4. Recommend suggestions for others
 5. Empower a colleague to help you
- 



Looking back...

1. **S**tart with the end in mind
2. **H**arness creativity in evaluation techniques
3. **A**lign your impact statement with your publication plans
4. **R**ecommend suggestions for others
5. **E**mpower a colleague to help you

Keep in touch!

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- Facebook: Ranger Nick

