Empowered to Share: Telling Your Data-Based Extension Story

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A Passion for Evaluation

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!
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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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.
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
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1. Start with the end in mind
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Keep in touch!

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