



Anatomy of an Impact

Nancy Balcom
Connecticut Sea Grant
May 1, 2014

Anatomy of an Impact: Prepping the Specimens

- Throughout year, staff members send anecdotes, program information, copies of warm & fuzzy emails, grant progress reports, press clippings, etc. for my annual report file
- Research coordinator provides progress and final reports from research and development grants
- Material received is reviewed and grouped by its promise as accomplishment or impact
- In theory *and sometimes actually in practice*, I start to draft impact statements and accomplishments as material is received

Web tool assists with landscaping for shoreline protection

By [Jan Ellen Spiegel](#)
 Wednesday, September 25, 2013

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Madison immediately after Hurricane Irene (on right) and two years later photo by Heather Crawford.

midday watering -- was e.
 n so the waves were th," she said, explaining nd the property beyond ing people that live on thing to do."
 But the

Connecticut's trouble with seawalls

From: [Van Patten, Margaret](#)
 To: [DeGuise, Sylvain](#); [Balcom, Nancy](#); [Pomeroy, Robert](#)
 Cc: [Ebbin, Syma](#)
 Subject: National Ocean Economics Program placement
 Date: Tuesday, September 10, 2013 1:11:22 PM
 Attachments: [71A88FA2-CFF3-49F7-8556-10F1876DAA2Bf41.png](#)

All,
 I wrote to the National Ocean Economics Program people, <http://www.oceaneconomics.org/> at economic evaluation study of Connecticut's coastal economy, and the director said they would
 I think it's a great placement -- if you look around the site you'll see many valuation studies and resources for looking at coastal and ocean economies in the US and globally as well.

peg
[www.usda.gov](#), "Trimmm, Craig - FSA, Washington, DC" <Terry.Hill@wdc.usda.gov>, "Hill, Terry - FSA, Washington, DC" <Kay.Niner@wdc.usda.gov>, "Niner, Kay - FSA, Washington, DC" <Dan.McGlynn@wdc.usda.gov>, "McGlynn, Dan - FSA, Washington, DC" <GJENSEN@nifa.usda.gov>, "Jensen, Gary" <David.Carey@snet.net>, "Jette, Marsha - FSA, Tolland, CT" <Marsha.Jette@ct.usda.gov>
Subject: RE: NAP shellfish values

Tessa,
 The information that you and Bob pulled together on shellfish pricing has been extremely helpful. Currently we are in the process of comparing what you have provided on the various sizes to what individual States established to determine whether or not we should override what States have as established prices so that we have consistency versus provide the information to the States so they can use it as a price resource. Our current policy requires State Committees to establish average market prices however I believe what you have provided is most-likely our best resource. Also, it is our understanding that marketable shellfish also include sizes greater than 50 mm. To accommodate those marketable sizes I would like to ask a favor of you and Bob to continue to assist us in trying to establish market prices up to 80 mm in size. That is, if you concur that marketable sizes can include up to 80 mm in size.

Regarding our NAP policy change, currently we have a decision memorandum going through final clearance for signature addressing the addition of on bottom culture as an acceptable practice for NAP.

After contacting the Connecticut State FSA Office regarding the producer in question, it is my understanding that the Connecticut State Committee requested that the State Specialist request from the producer supporting documentation to validate beginning inventory of mollusk prior to the disaster event. This letter was sent on November 20, 2012, and the State Office has received no response back from the producer. I have

Hi Bonnie, Mike:
 wanted to let you know that earlier this week, Tessa and Anoushka were among those receiving the Northeast Sea Grant Consortium Outstanding Outreach Group Award for their contributions to the Lobster Trade Adjustment Assistance for Farmers program. Along with Maine, Massachusetts, New Hampshire and Rhode Island extension colleagues, they worked with Connecticut lobstermen to submit the application to ensure CT lobstermen were eligible for the program. They then developed and offered introductory workshops to ensure that CT lobstermen became aware of the program, and provided assistance to them as they worked their way through the various phases of the program. Anoushka developed an online course called Alternative Enterprises, which was one of the two most popular online courses of this effort. This workshop was also offered by Anoushka in both MA and ME as well. Of the 4000 eligible lobstermen from the Northeast, more than 84% (including ~ 70 from CT) completed the required hours of online or in-person training and met with a business consultant to develop business plans. Curtis Mahniken of the Center for Farm Financial Management, University of Minnesota, presented survey results of the lobstermen participating in the program at our regional meeting, adding his congratulations for a job well-done. Don Tilman, the TAA Coordinator for the Northeast Region, from the University of Delaware, and Lori Wolinski, the Director of the Northeast center for Risk Management Education were also present.
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www.seagrant.uconn.edu
 Connecticut Sea Grant celebrates 25 years of excellence in research, outreach and education!
 <image003.jpg>

Anatomy of an Impact:

Making the First Cuts

- Review previous impacts to see if critical updates can / should be made
- Review previous accomplishments to see if anything is impact fodder now
- Draft potential impact statements
 - Work with staff member(s) / researchers to dig for relevant information that helps demonstrate / defend impact and separates it from simply being an accomplishment
 - Follow-up or request staff follow-up with industry / resource managers* / others
 - Seek additional data / feedback / clarification* from researchers and development grant recipients
 - Follow NSGO guidelines for format
- Send drafts to Communicator and other staff to review for content accuracy and completeness, readability, relevance, appropriateness, partners

Connecticut Sea Grant continues successful outreach partnership with Coast Guard Auxiliary on marine invasive species

≤ 250 words;
third person

CONCISE & DESCRIPTIVE
TITLE: 120 characters
with spaces

RELEVANCE: Improper disposal of live bait can play a role in transporting marine species to new waterways. An EPA - [Connecticut Sea Grant \(CTSG\)](#) research project investigated the potential for the brown seaweed, *Ascophyllum nodosum*, harvested from the coast of Maine and packaged with the bait worm, *Nereis virens*, to serve as a vector for marine invasive species. The results found 13 species of macroalgae and 23 species of invertebrates associated with purchased bait boxes. Two species of potentially toxic marine algae, previously unidentified in Long Island Sound, were found both prior to and after incubation at various temperatures, indicating these HABs are brought to and can survive in receiving waters.

RESPONSE: An outreach program was initiated by CTSG in collaboration with resource managers, US Coast Guard Auxiliary (USCGAUX), bait retailers and New York Sea Grant [to educate coastal anglers and boaters about best management practices that minimize the movement of marine organisms](#). The program was conducted in 2011 and 2012.

RESULTS: Key outreach messages were shared with coastal boaters and anglers at industry shows and bait retailers, and during courtesy vessel inspections; stickers, key chains, magnets, and signs posted at boat ramps and marinas were also used. In 2012, the USCGAUX in one Division alone discussed the reasons not to dump bait overboard with more than 400 boaters and during 500 program visits to various marinas, bait retailers, and marine dealers. Surveys of 395 boaters and anglers in 2011 and 2012 were completed. Responding to open-ended questions, 95.7% of 231 anglers indicated they disposed of unused live bait and 96.4% of 226 anglers disposed of the seaweed packing material in ways that minimized risks. Only 11% of 359 boaters or boater/anglers could not name a way to avoid accidentally transporting organisms via their boats. In addition, from 2011 to 2012, familiarity with the outreach materials improved from 15-16% recognition and ability to name where and in what form they had been seen, to between 59 and 63% recognition. During 2012, the USCGAUX was mentioned by boaters and anglers as a source of information by about 15% of those interviewed, up from 0% in 2011.

RECAP: [Connecticut Sea Grant](#) outreach partnership with the US Coast Guard Auxiliary successfully brings key educational messages on how to prevent the introduction and spread of aquatic invasive species to coastal boaters and anglers.

So
what?
Who
cares?

RECAP: ≤ 500
characters with
spaces

Connecticut Sea Grant partners on coastal riparian landscaping guide to reduce future salt spray and inundation losses

RELEVANCE: Two major storms cost Connecticut coastal residents \$1000s in damaged landscaping. Flooding killed plants and shrubs immediately; salt spray traveling up to two miles inland damaged or killed grass, shrubs and trees over ensuing weeks. In the absence of deeper rooted riparian buffers, shallow-rooted lawns eroded and septic systems were exposed.

RESPONSE: With EPA support, Connecticut Sea Grant (CTSG) partnered with the UConn Center for Land Use Education and Research to produce the web-based tool, Coastal Riparian Landscaping Guide for Long Island Sound (<http://clear.uconn.edu/crlg/index.html>). Based on exposure, level of protection, and property slope, landscape layouts and native coastal plants are suggested. The layouts, produced by a UConn landscape architecture graduate student, enhance storm protection while maintaining water views and access. Information on riparian corridors and how to prep, plant and maintain a site is provided. A CTSG coastal planting publication serves as a complementary resource for re-planting storm-damaged landscapes (<http://s.uconn.edu/1m7>).

RESULTS: State planners use and promote the tool to local officials. The Nature Conservancy and Avalonia Land Conservancy used it for coastal invasive plant control and re-vegetation guidance. A Bridgeport garden club identified appropriate vegetation for their Ash Creek Estuary master plan with it. Clean Up Sound and Harbors and Mystic YMCA are using it to address an eroding bluff problem. A Guilford beach association is referring to the guide to choose plants for uplands. In 12 months post-Sandy, the planting publication was downloaded 4,559 times; Connecticut's largest nursery association shared it with members to help refine native plant inventories.

RECAP: Homeowners, resource managers, NGOs and beach associations are employing Connecticut Sea Grant web-based tools to help minimize future coastal landscaping losses caused by salt spray, flooding, and erosion.



Impact?

Anatomy of an Impact: Closing Up

- Impacts have to pass the “straight face” test
- Choose impacts to submit*
- Vetted impacts are uploaded into PIER
- Impact (and accomplishment) statements are incorporated by Communicator into Year in Numbers report for University administration, advisory boards, legislators, etc.
- Also used for web site, press stories, basis for Wrack Lines articles

So, why doesn't everyone at Connecticut Sea Grant write impact statements?

- One of primary responsibilities as CTSG AD is to produce the annual report (dedicated time)
- One person means
 - consistent tone, format
 - avoiding necessity of re-writing someone else's content to get consistent tone & format (wasting everyone's time)
 - avoids necessity of re-writing impacts that are actually accomplishments (wasting everyone's time)
 - staff have more time to "do" so we have more to report
 - communicator and staff provide fresh / objective look at drafts

*“We hates reporting, my precious...
why must we do it?”*



NSGO
Annual
Report

Individual Grant
Project Reports

Provost Annual
Report

Department Reports
& Impact Narratives

It's like eating veggies when we were kids – because it's good for us!

- Sea Grant's version of a shameless commerce division™
 - ❖ *Why not? Who else will toot our conch shell?*
- Marketing shtick
 - ❖ *Do we want to remain a great program nobody ever heard of?*
- Pushes us to develop a bunch of accomplishments into impacts
 - ❖ *At the end of the day-month-year-decade, we've accomplished something meaningful*
- Forms a national ice cream cake out of 33 local flavors
 - ❖ *We are local, yet we have strength in numbers*
- Visibility, visibility, visibility
- Decent recent funding levels
- And yup, accountability