



Welcome to the National Sea Grant Office Impacts Webinar. We will begin shortly.

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Impact Statements and Communicating our Value

National Sea Grant Office

Webinar

May 19, 2016





What is an Accomplishment?

- Effectively describes the key actions, activities or products resulting from Sea Grant activities.
- Reflects ongoing activities or key results that may not yet have had a significant economic, societal and/or environmental benefit, but lay the foundation for one.





What is an Impact Statement?

Concise summary of verifiable economic, societal, and/or environmental benefits of Sea Grant's research, extension, education and communication work.





What is an Impact Statement?

They answer the “so what?”

- Change the way a group of professionals does business
- Measurable economic benefit
- Measurable change in fish population due to restoration efforts
- Leveraging funds to receive larger grant





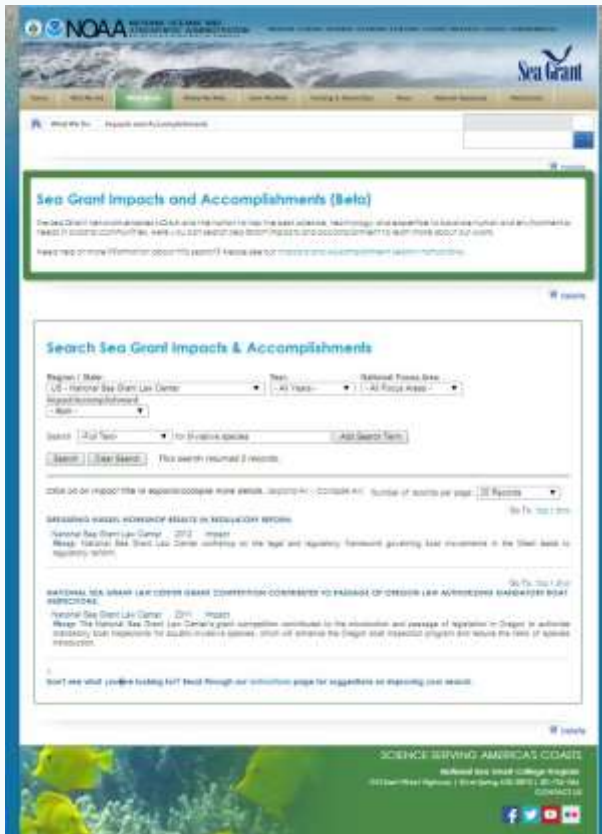
What is an Impact Statement?

- 250 words or less
- Written for a lay audience
- Stands alone





How is an Impact Statement Used?



- They serve as our success stories
- National Office uses impacts to convey value of Sea Grant program on frequent basis





How is an Impact Statement Used?



- National Sea Grant Advisory Board Biennial Report to Congress






How is an Impact Statement Used?

- National fact sheets for Hill and NOAA leadership briefings
- Provide examples that accompany web and social media

A SMART INVESTMENT
in our **COASTAL ECONOMY**

NOAA Sea Grant is a federal-state partnership that turns science into action to ensure our coastal communities remain engines of economic growth in a rapidly changing world. Our nation's economic health is inextricably linked to the stability and prosperity of our coastal communities.

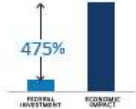


50 years of putting science to work for America's coastal communities


In 2016, Sea Grant celebrates 50 years of using research, outreach, and education to positively impact coastal communities. Sea Grant's work encompasses diverse issues relevant to local, regional, and national priorities, such as healthy coastal ecosystems, resilient communities and economies, sustainable fisheries and aquaculture, and environmental literacy and workforce development.

ECONOMIC DEVELOPMENT

For every two federal dollars, Sea Grant leverages another dollar from state and local entities. In 2015, the Sea Grant program, which was funded at \$67.3 million, delivered:



\$320 million in economic impact, a 475 percent return on federal investment of \$67.3 million in 2015



33
University-based Sea Grant programs in every coastal and Great Lakes state, plus Puerto Rico and Guam

3,000
scientists, engineers, educators, students and outreach experts work on Sea Grant projects

350
Sea Grant extension agents live and work in coastal communities to provide local and subject matter expertise

1,100
Graduate students have participated in the John A. Knauss Marine Policy Fellowship Program since 1979

450
Peer-reviewed scientific journal articles published annually

5,000
businesses created or retained annually

11,300 jobs
created or retained annually





Writing Impact Statements

Body:

- Title
- Recap
- Relevance
- Response
- Results

Other details:

- Focus area
- Focus area goal(s)
- Partner(s)
- Associated Project(s)





Writing Impact Statements – 4Rs

Recap:

- A one sentence, stand alone, recapitulation that captures the essence of the preceding three points.





Writing Impact Statements – 4Rs

Relevance:

- Why did our program conduct this effort?
- What needs were originally expressed for this work?
- What was the situation/problem and why was it a problem?
- What aspects of your current strategic plan are addressed?





Writing Impact Statements – 4Rs

Response:

- What did our program do?
- Who were the principal partners, collaborators, contributors?
- What were the key elements?
- Who was the target audience?





Writing Impact Statements – 4Rs

Result:

- What is the social, and/or economic, and/or environmental payoff of our work?
- Who benefitted?
- How?
- What happened as a result of the work described?
- How was information collected to verify the impacts (surveys, observation, etc.)?
- What was the geographic scope of the impact?





Writing Impacts - How many?

- We recommend up to five outstanding statements per focus area (or to match your effort within focus areas)
- PRPs in 2014 commented that there were too many accomplishments listed as impacts
- 2014 Impacts – 506





Writing Impact Statements for the Web

- Title: Create concise and descriptive titles that are no more than 120 characters (headlines)
- Recap: Clear, one sentence recap in layman's terms (no abbreviations and acronyms), written in 3rd person, that has no more than 500 characters
- Word Count: 250 words or less





“Feature Live” Impact for the Web

- Select up to 20 impacts from 2010 – current
- Impacts can be added at any time
- Change which 20 at any time
- Same guidelines:
 - 120 characters for title
 - 500 characters for recap
 - 250 words or less





NSGO Review of Impact & Accomplishments

- Program Officer has two weeks to review (Annual Report – 30 days to approve)
- Feature Live impacts will also be reviewed by NSGO Communication team
- Looking for sensitive topics that might call negative attention to Sea Grant, NOAA or other federal agencies
 - Examples: political lobbying, advocacy
 - We expect you to catch typos and grammar issues before submitting





Tips

- Accomplishments vs impacts
- Verifiable
- Consistent tense
- Time frame
- Defined Sea Grant role
- Lay audience
- Articulate the significance
- Stand alone





POP QUIZ!

The following are topics that could be written as impacts or accomplishments – which do you think they are?





Impact or Accomplishment?

Sea Grant research leads to first commercial enterprise cultivating edible kelp in U.S.

Impact





Impact or Accomplishment?

Sea Grant supports citizen science programs

Accomplishment





Impact or Accomplishment?

Invasive species research and extension reduces
invasive dune plants by 30%

Impact





Impact or Accomplishment?

Devices on crab pots reduce accidental catch of turtles without decreasing crab catch

Impact





Impact or Accomplishment?

Sea Grant offers training course for coastal professionals

Accomplishment





Impact or Accomplishment?

Fish ID workshop held for teachers

Accomplishment





Impact or Accomplishment?

Sea Grant research on fish disease informs billion-dollar dam-removal process in Big River

Impact





Tips

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Transforming Accomplishments to Impacts

Led training program for community members interested in starting an aquaculture business

Aquaculture training program results in three new businesses in region





Transforming Accomplishments to Impacts

Developed hybrid oysters that possess traits important for survival in polluted and acidic habitats

Hybrid oysters with traits important for survival in polluted and acidic habitats assist growers with production success





How to make good impacts better

TITLE: Arizona Direct Seafood

TITLE: Arizona Direct Seafood **Initiative increases large desert seafood sales by 100%**





How to make good impacts better

TITLE: Multi-trophic aquaculture launched in the Gila River, AZ

RESPONSE: Arizona Sea Grant and UAZ have been investigating small-scale, multi-trophic aquaculture in the Gila River. By integrating the production of cavefish and mussels on the same platform, fishermen can culture two products for sale while having minimal impact to the ecosystem. Initial permitting was established through AZ Fish and Game at six sites. However, the EPA stopped the process due to concerns about adding nitrogen to the already nitrogen impaired river. AZSG engaged state and federal agencies, conducted literature searches and calculated nitrogen mass balance models based on the cavefish/mussel aquaculture concept.





How to make good impacts better

TITLE: **Multi-species** aquaculture in Gila River, AZ **benefits fishermen and water quality**

RESPONSE: Arizona Sea Grant and UAZ have been investigating small-scale, multi-trophic aquaculture in the Gila River, **which introduces two or more species that eat at different places in the food chain**. By integrating the production of cavefish and mussels on the same platform, fishermen can culture two products for sale while having minimal impact to the ecosystem. Initial permitting was established through AZ Fish and Game at six sites. However, the EPA stopped the process due to concerns about adding nitrogen to the already nitrogen impaired river. AZSG engaged state and federal agencies, conducted literature searches and calculated nitrogen mass balance models based on the cavefish/mussel aquaculture concept.





SEA GRANT PUBLIC SEARCH

SEA GRANT PROJECTS SEARCH

[HTTP://SEAGRANT.NOAA.GOV/WHATWEDO/PROJECTS.ASPX](http://seagrants.noaa.gov/whatwedo/projects.aspx)

SEA GRANT IMPACTS AND ACCOMPLISHMENT SEARCH

[HTTP://SEAGRANT.NOAA.GOV/WHATWEDO/IMPACTSANDACCOMPLISHMENTS.ASPX](http://seagrants.noaa.gov/whatwedo/impactsandaccomplishments.aspx)






Sea Grant