



# Writing Impacts and Accomplishments for Sea Grant Annual Reporting

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February 28, 2019





# Purpose and Scope

This webinar will provide guidance and tips on writing impact and accomplishment statements

NOT this webinar: info on using PIER, performance metrics, any other info on annual reports

Questions about PIER will not be addressed during this webinar.





# Annual Reporting Guidance

<https://seagrant.noaa.gov/insideseagrant/Reporting-Evaluation>

Pages 8-10



  
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# Webinar Goals

1. Provide definitions for impacts and accomplishments
2. Review uses and audiences of impacts and accomplishments
3. Present reporting guidance for writing impacts and accomplishments
4. Highlight changes to annual reporting guidance
5. Answer questions





# Introduction

- Written impact and accomplishment statements provide a method of descriptive reporting for Sea Grant programs.
- They make up one major component of each Sea Grant program's annual report.
- Annual reports are due June 7, 2019 for work completed February 1, 2018 to January 30, 2019.



# Review Process

- NSGO Communications Lead reviews all Impacts and Accomplishments
  - Discussion with programs if needed
  - Validate in PIER



# Definitions



  
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# Definitions - Accomplishments

Accomplishments effectively describe the key actions, activities or products resulting from Sea Grant activities.

Accomplishments reflect 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.





# Definitions - Accomplishments

- Accomplishments document important milestones.
- Accomplishments are Sea Grant outputs.
- Accomplishments feed into impacts.
- Accomplishments answer questions of accountability.



  
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# Definitions - Impacts

Impact statements effectively describe the significant economic, societal and/or environmental benefits of our research, extension, education and communications work.



  
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# Definitions - Impacts

Impact statements answer the “so what?” or “who cares?”

Examples include...

- 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



# Distinguishing the Difference

Accomplishments are what Sea Grant does.

Impacts add additional details that answer the “so what” of Sea Grant’s work with tangible examples of impact to individuals, communities, or organizations outside of Sea Grant. Impacts are direct external results of Sea Grant’s efforts.



# Uses and Audiences





# Uses and Audiences

- Qualitative component of Sea Grant program evaluation
- Used by NSGO to assess progress made toward goals or projects
- May be used for grants progress reports



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## Uses and Audiences: Sea Grant Reporting

- Featured on the national Sea Grant website and searchable by the public
- Used by NSGO to communicate the value of Sea Grant's work, as talking points for Sea Grant and NOAA leadership, to inform legislative activities, and to demonstrate the ability of Sea Grant to take advantage of new opportunities
- Inform efforts by the NSGO to support local or regional partnership efforts at the national level



# Reporting Guidance for Impacts and Accomplishments





# Connected to a Project

All impacts and accomplishments must be connected to a project in PIER.

Note: Not all 2018 projects are showing up in PIER. The NSGO is working to fix issues associated with project uploads.





# Impacts and Accomplishments must be

- 1) concise and clear,
- 2) independent explanations without the need for external information for understanding,
- 3) free of typos or grammatical errors,
- 4) written for lay audiences, and
- 5) that they follow the guidance described below.

Impacts and accomplishments that do not meet these criteria will be returned to programs for correction.



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# Structuring Statements

- 1) Each impact or accomplishment should have three components
  - Title
  - Recap
  - Body
  
- 2) The body of impacts should be broken into **relevance, response, and results.**
  
- 3) The body of accomplishments will have relevance and response sections **but may or may not contain a section on results.**





# Structuring Statements

**Any part of the recap or body may contain written URLs** (not hyperlinks) to

- Webpages
- Photographs
- Video
- Other supplemental content





# Structuring Statements

## **Title (Headline)**

Using microzooplankton abundance to predict harmful algal blooms

## **Recap (Summary)**

Microzooplankton abundance appears to be a robust indicator for prediction of harmful algal bloom occurrence and, when detected by the Imaging FlowCytobot funded by Texas Sea Grant, has provided early warnings for blooms, reducing or eliminating risks to human health.



# Structuring Statements

## **Body of Accomplishments**

Relevance (problem or need): Harmful algal blooms (HABs) are a growing issue for human and ecosystem health, yet the origins and mechanisms of initiation are not well known...

Response (action taken by Sea Grant): Texas Sea Grant funded continued operation of the Imaging FlowCytobot (IFCB) deployed in Port Aransas, which researchers used to study microzooplankton...



## Structuring Statements

**Body of Impacts... includes results too!**

Results (broader impact): Prediction and early warning of blooms... were provided to... enabling the latter to close... oyster harvesting... prevented the need for recalling tainted oysters and reduced/eliminated risk to human health. Data from these events has been used to develop...





# Quantity

Many accomplishments

...highlights of Sea Grant outputs

Few impacts

...recommend no more than five per focus area

...may take several years to realize



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# Best Practices for Impact Statements

An impact statement should focus on the outcomes of the work in addition to the efforts of staff members.

- Focus on the positive change
- Back up with data to show how it was measured, **if available and appropriate**



# Best Practices for Impact Statements

Make sure your program's impact statements are

- Verifiable
- Written in a consistent tense
- Fall within the report period time frame
- Articulate a defined Sea Grant role
- Written for a lay audience
- Attached to a relevant project





# Distinguishing the Difference

Accomplishments are what Sea Grant does.

Impacts add additional details that answer the “so what” of Sea Grant’s work with tangible examples of impact to individuals, communities, or organizations outside of Sea Grant. Impacts are direct external results of Sea Grant’s efforts.



# Distinguishing the Difference

Accomplishment: Sea Grant conducted research on current permitting practices in some community or state.

Impact: Sea Grant research on current permitting practices in some state informs new policies developed by state.





# Distinguishing the Difference

Accomplishment: Sea Grant funds research on cool, innovative, potentially groundbreaking thing.

Impact: Sea Grant funded research on new cool thing results in new business... or results in newly adopted practice by this group of professionals... or results in this better/smarter/easier way of doing things by this group of people.



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# Distinguishing the Difference

Accomplishment: Sea Grant designs and conducts totally awesome public outreach and education campaign.

Impact: Totally awesome public outreach and education campaign results in documented decrease in bad thing... or documented increase in good thing.



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## Featured Work

Sea Grant Programs may select up to 20 impacts and/or accomplishments as “featured work.”

Programs may have up to 20 feature impacts and accomplishments at any given time, and featured work may run across annual report cycles.

Featured work selections are useful when the NSGO needs to identify what your program thinks are its most important impacts and accomplishments in recent years.

# Upcoming Webinars

Reporting to the Sea Grant Library  
Tuesday, March 12, 3 pm Eastern

Performance Measure Reporting  
Thursday, March 21 at 4:00 pm Eastern



  
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The Sea Grant logo consists of a stylized white bird in flight, similar to the one in the NOAA logo, positioned above the text "Sea Grant". The text is in a large, bold, serif font.