Today’s Presentation Goals

• Better understand the purpose of the UC Delivers blog
• Build familiarity with where to access resources on writing a UC Delivers blog post
• Understand how the blog can amplify your work across the organization’s efforts
What is UC Delivers?
UC Delivers Overview

• Accessed through the UC ANR Portal
• Highlights impact
• Focuses on measured outcomes
• Connects to UC ANR strategic plan
• Reinforces public benefit of UC ANR’s work
2016 to 2019: 4-H boosts reach with Latino youth by 104%

Author: Steven M. Worker
Author: Lupita Fabregas User
Author: Claudia P. Diaz Carrasco
Author: Lynn Schmitt-McQuitty

The 4-H Latino Initiative achieves positive youth outcomes and advances practices on culturally relevant programming, contributing to UC ANR’s public value of developing an inclusive and equitable society.

The Issue

Over 39% of Californians identify as Hispanic or Latino. Growth estimates project that Latinos will make up half of all Californians by 2060. In the
Tips for Impact Writing
## Focusing on Outcomes

<table>
<thead>
<tr>
<th>Issue</th>
<th>What we invest</th>
<th>What you do</th>
<th>What results</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Situation:</strong> Background, Rationale, Clientele Needs, Goals</td>
<td><strong>Inputs:</strong> Time, Volunteers, Research base</td>
<td><strong>Methods:</strong> Activities, Outputs/Products, Participation</td>
<td>Learning Outcomes: Knowledge, Attitude, Skill</td>
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<tr>
<td></td>
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<td>Action Outcomes: Behavior, Policy</td>
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<tr>
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<td></td>
<td></td>
<td>Condition Outcomes: Economic gain, Societal or Environmental improvement</td>
</tr>
</tbody>
</table>
Writing Impact Statements/Stories

1. Explain the issue
(context, problem being addressed, target audience, identified/prioritized needs, goals)

2. Describe what you did
(methods: activities/outputs, participation, collaboration/partners)

3. Focus on the outcomes/impact
(measured participants outcomes and benefit to the public, include condition change indicator data)

3 R’s of Impact Stories:
1. Relevance
2. Response
3. Results

Texas A & M Cooperative Extension
Table 1. Condition Changes connecting Participant Outcomes to Public Value

<table>
<thead>
<tr>
<th>What is it</th>
<th>Example: Vegetable crops education</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Public Value</strong></td>
<td>Value of a program to those who do not directly benefit from the program</td>
</tr>
<tr>
<td><strong>Condition Change</strong></td>
<td>Long-term outcome: at the environmental, economic or social/health level</td>
</tr>
<tr>
<td><strong>Behavior Change</strong></td>
<td>Mid-term outcome: participants adopt a method/practice or make a policy change</td>
</tr>
<tr>
<td><strong>Learning Change</strong></td>
<td>Short-term outcome: participants gain knowledge or skill, or have attitudinal change</td>
</tr>
<tr>
<td><strong>Condition Change Indicator</strong></td>
<td>Documentation/evidence of condition change</td>
</tr>
</tbody>
</table>

UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources
Condition Changes

- Improved food security

Please select the UC ANR condition changes to which your work contributes.

More information on condition changes

Public Value Statement

- UCANR: Safeguarding abundant and healthy food for all Californians

Please select a UC ANR Public Value Statement that captures the positive impact of your work. This text will appear above the title of your post.

More information on Public Value Statements

Primary Strategic Initiative

- Healthy Families and Communities

Please select ONE Strategic Initiative (SI) in which you do your work.

If you would like to select more than one SI, you can specify them as self-defined tags below.

More information on Strategic Initiatives

Self-defined Tags

*Separate each tag with a comma
UC DELIVERS
How UC ANR is making a difference for Californians

UCANR: Developing an inclusive and equitable society

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Published on: April 27, 2021

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Additional Resources

General:

• Extension Evaluation Resources
• Writing Impact Statements
• Condition Change Indicator Spreadsheet

UC ANR Public Values & Condition Changes:

• Public Value Statements
• Condition Changes
• Putting Condition Changes to Work
• How to Measure Condition Changes fact sheet

UC Delivers:

• UC Delivers Blog
• How do I write a UC Delivers? (style)
• How do I post to the blog? (blog instructions)
Your UC Delivers
Contributions Matter!
How UC Delivers Helps

• Celebrates excellent work

• Provides content for:
  ▪ USDA NIFA reporting
  ▪ UC ANR Annual Report
  ▪ UC ANR strategic communications

• Can be shared through social media
Thank you!

Questions?
Email Leyla Marandi at Leyla.Marandi@ucop.edu