

SUCCESS STORIES

Success Stories tell the story of Extension and how our work helps people solve real problems that impact their everyday lives.

Extension stories are intentional, strategic and rooted in our mission to grow North Carolina.

Through stories, Extension can bring life to data, build emotional connections between our organization and our audiences, and reinforce the message that our work is building a more prosperous state.

A well-defined topic

- Shows how Extension improves the lives of North Carolinians and/or grows the state.
- Shows how Extension's people provide high-tech, high-touch service to clients and communities in our state
- Shows how Extension's partnerships position us to benefit the state.
- Shows how Extension develops and/or implements programs that deliver university research into the field to address client needs.
- Shows how Extension provides individualized solutions that empower clients and help them make better-informed decisions.

The **Situation** section convinces the reader of the need for the program by stating the relevant issues in the community. It answers the questions: what is the concern, issue, or problem and why is this important and relevant? Data documenting the need is included.

The **Response** section describes how Extension responded to the concern, issue, or problem; what audience/ community was reached; how many participants were involved; and who the partners were, if any.

The **Results** section focuses on the knowledge/skills that were gained and what the participants are doing differently now as a result of the program and any environmental, economic, or social benefits.

**SHORT-TERM
(Outcome)**

= Learning

- Knowledge
- Attitude
- Skill

**MEDIUM-TERM
(Outcome)**

= Action

- Behavior
- Practice
- Policy

**LONG-TERM
(Impact)**

= Condition

- Economic
- Societal
- Environmental



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Year: 2018

Objective:

Individual report:

County: Wilson

Title:

The title of your story

Situation:

What is the concern, issue, or problem? Why should Cooperative Extension care about the concern, issue, or problem? Includes data documenting need.

Response:

How did Extension respond to the concern, issue, or problem? Who were the partners, if any (e.g., Guilford County Health Department, NC Forestry Service, or Wake County Department of Social Services)? What audience was reached (e.g., Businesses, community organizations, families, farmers, parents, and youth)? How many participants? What communities were reached?

Results:

What were the program outcomes? Who benefited from the program? Use numeric and/or narrative data to describe the program outcomes? Answers "So What" (describes public value).

NC STATE

EXTENSION