Report to the People

August 2016

College of Agriculture, Food and Environment
Program and Staff Development
What is the Report to the People?
This is an annual report, completed by each of the 120 counties in Kentucky, that communicates the impact/successes that result from each location.

Why do we need the Report to the People?
This report is how Extension communicates the positive role it plays as a way of building community support.

What information goes into the Report to the People?
The Success Stories written and submitted to KERS are expected to be used as the foundation for the Report to the People.
Who is the audience for the Report to the People?

Individuals or groups within or outside of Extension that have a stake or interest in it as a whole or in a particular program. Below are just a few examples of who this may include:

- civic groups
- county officials
- taxpayers
- advisory council members
- grant providers
- volunteers
- other USDA agencies
The First Steps:

1. Access documents on the Program and Staff Development Report to the People website, including the most recent Instructions, FAQs and the Formatting Checklist.

*Read through each of these BEFORE you begin.

These are PDF documents that can be downloaded or viewed in a browser.
The First Steps continued:

2. Download the current template from the same menu on the [PSD Report to the People](#) website.
   a. Templates are available in Microsoft Word and Publisher formats.
   b. *View the [Report to the People Comments](#) file to see specific instructions on a Report to the People Template.*

* Note that if looking at the Current Year Reports link, these examples will be outdated to the current template. Please instead choose the [Report to the People Comments](#).
The Templates:

1. Templates are available in Word and Publisher formats, in three different colors: blue, green, and a neutral option. These colors cannot be altered as they meet the graphic standard requirements for Extension.

**Official Colors**

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS Blue 286C, 286U</th>
<th>CMYK: C=100, M=84, Y=11, K=3</th>
<th>RGB: R=26, G=71, B=140</th>
<th>Hex: #0033a0</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK Blue</td>
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<tr>
<td>KSU Green</td>
<td>PMS Green 356</td>
<td>CMYK: C=95, M=0, Y=100, K=27</td>
<td>RGB: R=0, B=133, G=63</td>
<td>Hex: #00853f</td>
</tr>
</tbody>
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For more information from Ag Communications on the changes to graphic standards for the Cooperative Extension Service, [click here](#).
E X T E N D I N G  K N O W L E D G E
Changing Lives

IN (YOUR) COUNTY

Extension provides practical education you can trust by helping individuals, families, businesses, and communities solve problems, develop skills, and build a better future.

INCLUDE PHOTO HERE

Caption for photo image

Introduction

1. Put correct date at the top of this page where it says “Today’s Date”.

2. Change instances of “YOUR” to your county name. Also, update the contact information at the end of page 2.

3. This report is to be no longer than 4 pages.

4. Highlight a minimum of 2 programs in your county Plan of Work that focus on county-based issues. Include programs that reach across program areas.

5. Insert 1-2 photos per page at most. (details on size and resolution, In checklist)

6. Data for the Priority Program Efforts box can be obtained from your county priority indicators (i.e., KERS report).

Choose a minimum of 5 of the 9 indicators listed.

7. When adding numbers in the Priority Program Efforts box, bold the numbers and leave the remaining text unbolded.

Priority Program Efforts

- A total of _______ people are now involved in addressing significant community issues
- _______ youth made an impact in their community through service projects
- _______ local residents implemented practices that promote sustainable agriculture
- _______ Producers reported an economic impact (i.e., increase in agricultural productivity, increase in higher returns, decrease in expenses) in their agricultural operations
- _______ youth indicated an increase in leadership skills, knowledge of confidence through participation in Extension-related leadership programs
- _______ citizens (youth & adults) acknowledged utilizing the skills learned through Extension programming
- A total of ______ individuals reported making lifestyle changes (diet, exercise, managing stressors, healthy home practices, etc.) for the purpose of improving their health
- A total of ______ youth and adults demonstrated informed and effective decision-making skills
- ______ individuals incorporated new or additional conservation practices.

Educational programs of Kentucky Cooperative Extension serve all people regardless of race, color, age, sex, religion, disability, or national origin.

Include photo here

Caption for photo image

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AVENIR NEXT LT PRO REGULAR – To use within the text of a document.

HELVETICA NEUE 55 ROMAN – To use within the text of a document.

MERCURY DISPLAY ROMAN – Specifically for lockups (logos) in adding your county name on the box on the last page.

* If you do not have any of these fonts installed on your computer, please let your County office tech support know so they can upload them for you.
The Final Step:

1. Access the [Formatting Checklist](#) on the PSD Report to the People website.
   
a. I recommend printing this checklist out and going through each step to ensure requirements are being met.

<table>
<thead>
<tr>
<th>Complete</th>
<th>Description</th>
<th>Additional Note</th>
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<tbody>
<tr>
<td></td>
<td>Download current template from website. Your document will not be accepted if you do not use the proper template.</td>
<td><a href="https://psd.ca.uky.edu/reportstothepeople">https://psd.ca.uky.edu/reportstothepeople</a> Templates are in Word and Publisher format.</td>
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<tr>
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<td>Report cannot be longer than 4 pages.</td>
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<td>Do not make any formatting changes to the items included in the template already, only edit text for content, such as county name, date, and contact information.</td>
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<td>Choose only one of these fonts to use throughout the body of the report: Avenir Next LT Pro Regular, Mercury Display Roman, Helvetica Neue 55 Roman.</td>
<td>If none of these fonts are available to you, please contact Pamela Holbrook at <a href="mailto:pamela.holbrook@uky.edu">pamela.holbrook@uky.edu</a>.</td>
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<td></td>
<td>Use a font size no smaller than 11 for the body of the report.</td>
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<td>Use no form of Word Art or effects to format text or headings (e.g., shadows, 3-D, or gradient).</td>
<td>If you have a question as to whether or not a format meets this guideline, please contact Pamela Holbrook at <a href="mailto:pamela.holbrook@uky.edu">pamela.holbrook@uky.edu</a>.</td>
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<td>Headlines and titles of sections need to be:</td>
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<td>• The same font used in the body</td>
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<td>• Can be bolded and/or underlined only</td>
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<td>Include only 1-2 photos per page and ensure they are of a high enough resolution to print clearly, but no more than 500KB in size.</td>
<td>Image file size is very important. Please use a maximum of 8 images and ensure each of these images is less than 500KB each.</td>
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<tr>
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<td>Make sure to caption a picture to identify the people or purpose.</td>
<td>Be sure to obtain permission for use of photos when required.</td>
</tr>
<tr>
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<td>A page with 1 photo should have a picture no larger than 3” x 5”. A page with 2 photos should have pictures smaller than 3” x 5”.</td>
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<tr>
<td></td>
<td>Due Date: December 1st of each year.</td>
<td>Please upload the original, editable file in addition to a PDF. Each file can be a maximum of 40 MB.</td>
</tr>
</tbody>
</table>

Updated 8/9/16
The Final Step:

2. To submit the final documents to PSD, you will click here and follow these steps:
   a. Choose the **County** you are representing.
      ![County Selection](image)
   b. Click **Choose File** for File 1 (must be less than 50 MB in size). Select the working document (Word or Publisher) from your computer, then click **Upload**.
      ![File Upload](image)
   c. Repeat the previous step for File 2, except choose the PDF you created from your working file, then again click **Upload**.
   d. Scroll to the bottom of this page and click **Submit**.
You’ve submitted your final report, this is what you can expect:

1. Your report will be reviewed for format and content issues. If any are found, I will let you know and ask that you make the changes and resubmit the document.

2. After the report is approved, it will be uploaded to the Extension website for public access until the next year. Copies of previous years reports are stored electronically by Program and Staff Development, but only the current report is available on the website.
Contact Information:

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Admin Support Associate I  
Program & Staff Development  
700 Garrigus Building  
Lexington, KY 40546-0215  

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Fax: (859) 323-8696  
pamela.holbrook@uky.edu