

## EXTENDING KNOWLEDGE

# *Changing Lives*

## Instructional Guide

### The County Report to the People

The look and layout of the *County Report to the People* has an appearance consistent with the College of Agriculture, Food and Environment letterhead and the National Extension Branding Initiative. As a result of county requests, the *Report to the People* template is still available in two versions, Publisher® and Word®.

We cannot place enough emphasis on the importance of this report. Having a consistent template utilized across counties over the past few years has proven to be helpful as we share the individual county programming efforts and accomplishments with stakeholders. Since making the reports available online, the use of them in promoting statewide Extension efforts and accomplishments has increased over the years. It is the first place we send individuals, organizations and agencies when they have questions about county programs. This database is now linked to central campus and is used to respond to requests for documentation of University of Kentucky outreach.

### Due Date

The county *Reports to the People* are due from all counties no later than December first (1<sup>st</sup>) of each year, but they may be requested earlier by District Directors. Send a copy of your county's report to Program and Staff Development at [agpsd@ukv.edu](mailto:agpsd@ukv.edu) **as an e-mail attachment by the DUE DATE of December 1.** Your document will not be accepted if you do not use the proper template. If you have additional questions, please contact Pamela Holbrook (Staff Assistant, Program & Staff Development) at 859-257-7193 or [pamela.holbrook@uky.edu](mailto:pamela.holbrook@uky.edu).

### Template

Counties are encouraged to be creative in the way they share results of their programs and to develop other styles and methods of telling their success stories. However, we must request that the *Reports to the People* are prepared using the standardized format presented in the template.

The *Reports to the People* template is provided by Program and Staff Development with detailed instructions (see <http://psd.ca.uky.edu/reportstothepeople>). A sample copy with the proposed layout is also available to help counties with ideas for preparing the report. A few additional reminders are listed below:

- Use the correct format, leaving the header and footer "as is."
- Print only on good quality white (not colored) heavy stock paper (heavy enough to avoid "bleed through").
- Limit the report to a maximum of four pages.
- Headlines and titles of sections should be larger text, uniform throughout and justified to the left.
- Include 1-2 photos per page; photos should be of high resolution (a page with one photo should have a picture no larger than 3"x5", while a page with 2 photos should have pictures smaller than 3" x 5"); Be sure to obtain permission for use of photos when required.
- Most pictures should have a caption to identify people or purpose.
- The template contains text boxes for counties to include testimonials, quotes or public value statements. These are optional, but may provide meaningful information to readers.
- Both black & white and color photos are acceptable.

In order to view a sample of the layout for the revised *Report to the People*, go to the Program and Staff Development website (<http://psd.ca.uky.edu/reportstothepeople>).