



**APMC: Documenting IPM Impacts
Web Conference
March 8 2013 1:00 – 3:00 PM**



Meeting Web Link:

<http://illuminate.oia.arizona.edu/scheduleMeetingnonetid.php?sessionId=1345657>

Call-in instructions: 978-964-0031 or 866-295-5950

When prompted, enter the participant code: 4889233

I. Purpose

- Why are we doing this? Importance of documenting impacts
- Extension IPM Program RFA forthcoming (next 3 year grant)

II. Want to be funded in the future?

- Quote from **Marty Draper, NIFA National Program Leader for IPM:**

“The Extension IPM program is not formula anymore, but reporting concerns are the same across the system. **If you want to be funded in the future, report well on your present funding**, especially if you are applying back to the same program. Reporting is a way to assess the value and accountability of the work a grantee completes.

“Often when I read your CRIS reports I get to the ‘Impacts’ section and I read more about your activities and the programs you may have conducted, complete with how many attended the meeting. I would challenge you to rethink what an impact is. Think about outcomes. **Think about the, “So what?” question.**”

- NIFA Presentation
- Comments & Conclusions

III. Group Discussion

- Reporting IPM outcomes and impacts in NIFA terms
- What is the “Public Value” of IPM?
- Levels of outcomes: conditions, actions, knowledge
- What do you measure?
- What can you measure?
- How can we facilitate / improve measurement in the short term? Long term?

IV. Plans for Next IPM Coordinating Committee meeting

- Extension IPM RFA, release is imminent
- Next meeting will be a review, planning & budgeting session for next 3 years
- Potential dates for meeting