2024-2025 Report to the People Preparation Guidelines

Creativity

- This year counties have again been given the opportunity to create their own unique Report to the People (RTTP) that is more creative and user friendly, but most importantly, allows for county creativity in sharing impactful programs with Extension supporters and with people in their community. The purpose of these guidelines is to help county offices generate ideas on creating their RTTP.

Content Requirements

- While counties can create and design their own report, the report should be comprehensive of all program areas capturing successful and impactful programs, events, and activities sponsored through the Extension office. Agents and staff should keep the following in mind while creating your report:
  - Counties have to ability to design their own format allowing creativity in completing the report. There is no one format counties must use.
  - Counties are welcome to use past versions of the RTTP format.
  - Pictures and graphics must be included. Counties can utilize their own photos/graphics which are county specific and/or program specific. Agents will need to be sure to use appropriate pixel quality for uploading.
  - A video presentation can be utilized if a county wishes to prepare one and uploaded on Social Media outlets- Office Website, YouTube, Facebook, etc. It may include a snapshot of program participants, promotional video highlighting all program areas, and testimonials from Extension leaders, supporters, and program participants.
  - A video presentation is acceptable. However, counties will still need a hard copy to share with stakeholders. Therefore, a link to the video should be included in the written format. Not everyone utilizes technology or has access to the internet.
  - A county may choose to create a newspaper style version of the RTTP.

- A QR code can be utilized to direct people where to find the report.
- Program Impacts should be Included in the report. Success Stories can be gathered from the 2024 or 2025 program year.

County Specific

- The report should include all program areas and agents' input. Please provide the information below in the report:
  - Provide an interesting fact about your county on the front page with an appropriate photo/graphic.
  - Title of Success Story or Program Impact should be highlighted. It is recommended to have an image included and to have a word count of 150-160.
  - Submit an image with the report when it is complete. Make sure you provide an appropriate pixel quality photo/graphic when uploading with an appropriate caption.
  - List the office website URL, social media, and video links: Facebook, YouTube, Twitter, TikTok, Snapchat, etc.
  - Provide contact information for your office.

Collaboration

- Agents and staff are to work together to decide on an appropriate format and program impacts to be included in the report.
  - Program Impacts should capture the following: Importance of Program/ Need, Inputs: Who was involved? Evaluation Method and Outcome.
  - The report should include UK and KSU Extension Programs. Counties with KSU Agents will need to work closely with those agents to include KSU programming efforts.

Timeline

- The AED's will work with agents on reviewing rough drafts approving the final draft report for submission.
  - The first rough draft will be due to the AED by **February 1, 2025.**
  - The final draft will be due **March 1, 2025.**

Basic Guidelines

UK Cooperative Extension Service

Logos *Download at marketing.ca.uky.edu*

KENTUCKY COOPERATIVE EXTENSION
UK MARTIN-GATTON COLLEGE OF AGRICULTURE, FOOD AND ENVIRONMENT
KSU COLLEGE OF AGRICULTURE, COMMUNITY AND THE SCIENCES
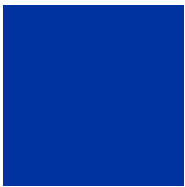
Preferred joint branding

UK Cooperative Extension Service

Alternate

Colors *Pick 1 main color, 1-2 others to use sparingly*

Wildcat Blue
HEX 0033A0

Midnight
HEX 1B365D

Bluegrass
HEX 1E8AFF

Goldenrod
HEX FFDC00

Fonts *Pick no more than 2, use bold and italics to add more interest and differentiate sections*

Arial   **Arial Bold**

Georgia   **Georgia Bold**

Usual   **Usual Medium**

ALTERNATE GOTHIC (only use in bold and all caps, great for numbers or headlines)

NOTE: All fonts are available for Extension use. Arial and Georgia are found on most computers pre-installed. Usual and Alternate Gothic can be downloaded from Adobe. Contact your REITC for help.