

County: \_\_\_\_\_

We asked a retired executive secretary to review your county's annual report in depth.

Rating scale:

- 1- This county's annual report can only get better on this aspect.
- 2- Minimally addressed.
- 3- Addressed this issue to some degree.
- 4- Achieved this goal.
- 5- This annual report could be held up as a really good example.

\_\_\_\_\_ Includes language on what the participants learned

\_\_\_\_\_ Focuses on actions and behavior changes of participants

\_\_\_\_\_ Focuses on impact (what difference it made in participants' lives)

\_\_\_\_\_ Tells readers how non-participants- the greater community, county, state, world – benefit from the program (public value)

\_\_\_\_\_ Is free of jargon, empty words and acronyms

\_\_\_\_\_ Is believable

\_\_\_\_\_ Is short

\_\_\_\_\_ Makes the case for public funding

Checklist

\_\_\_\_\_ The report was posted on the county website as of (date) \_\_\_\_\_

\_\_\_\_\_ The annual report includes the Extension logo

\_\_\_\_\_ The affirmative action statement is included in the report

\_\_\_\_\_ The report includes pictures

\_\_\_\_\_ The report was carefully proofread and spell check was used before the document was printed

\_\_\_\_\_ The county and year of report are on the cover

\_\_\_\_\_ Letter from council secretary may be co-signed by council chair and county program director

The strengths of this annual report are:

Things to consider:

Grade awarded \_\_\_\_\_