

MSU Extension First Impressions (FIT) Process		
Phase	MSUE Tourism Educators	Host Community
1. Application, Identification, and Community Leadership Team (CLT)	<ul style="list-style-type: none"> <li>• Application administered to interested communities</li> <li>• Application(s) reviewed and applicant(s) notified</li> <li>• Initial discussion with Primary Contact (PC) and arrange first meeting</li> </ul>	<ul style="list-style-type: none"> <li>• Recruits a minimum of 3 committed people across diverse organizations for the Community Leadership Team (CLT) and completes application by deadline date.</li> </ul>
2. Expectations and Overview	<p>Conduct an orientation and planning meeting with the CLT to:</p> <ul style="list-style-type: none"> <li>• Discuss program background and expectations using <i>Program Goals</i> and <i>Process</i> documents</li> <li>• Provides Service Agreement to CLT or alternative funding agency</li> <li>• Reviews the FI assessment process</li> <li>• Reviews expectations of CLT and MSUE Tourism Team</li> <li>• Identifies potential dates and timeline for the assessment and Community Report Forum.</li> <li>• Identifies existing information/data about the community (if necessary)</li> </ul> <p>~~~~~</p> <ul style="list-style-type: none"> <li>• Recruits assessment team – provide written expectations</li> <li>• Sets dates to meet with assessment team</li> </ul>	<ul style="list-style-type: none"> <li>• Reserves location for Community Report Forum (CRF) meeting</li> <li>• Ensures date and location meets MSU Extension’s requirements for program and ADA accessibility</li> <li>• Pays for expenses as determined</li> <li>• Advertises presentation to residents and organizations using: flyers, print, social media, etc.</li> <li>• Keeps RSVP list; monitor RSVP’s to ensure diversity in people who attend</li> <li>• Tracks demographics of attendees for MSU Extension reporting requirements</li> </ul>
3. Pre-planning and analysis	<ul style="list-style-type: none"> <li>• Provides additional guidelines and materials for the assessors</li> <li>• Ensures Visitors Manual is up-to-date and Qualtrics account is arranged for data</li> </ul> <p>~~~~~</p> <p>Along with Assessors:</p> <ul style="list-style-type: none"> <li>• Reviews assessment materials</li> <li>• Reviews information/data</li> <li>• Does online searches</li> <li>• Determines assessment logistics, such as entry points, geography, etc.</li> <li>• Clarifies overall process</li> </ul>	<ul style="list-style-type: none"> <li>• Locates copies of existing information or previous reports about the community and region and forwards to the Tourism Educators prior to the assessment, including past reports studies, secondary data resources, etc. (If needed and requested)</li> </ul>

<p><b>4. First Impressions Assessment Day(s)</b></p>	<ul style="list-style-type: none"> <li>• Individually conduct pre-visit assessment online</li> <li>• Individuals and/or small groups travel to host community unannounced</li> <li>• Fill out First Impressions Visitors Manual while visiting/touring</li> <li>• Take pictures, visit, and engage as a normal visitor</li> </ul>	<ul style="list-style-type: none"> <li>• No Responsibilities</li> <li>• Communities are not expected to engage with visitors other than with normal day-to-day interactions.</li> </ul>
<p><b>5. Post FI Assessment/Analyze Data</b></p>	<ul style="list-style-type: none"> <li>• Collects and tabulates finding from the First Impression Visitor Manual</li> <li>• Within 24 hours of assessment records findings in Qualtrics and shares pre-selected photos with detailed descriptions to lead.</li> <li>• MSUE Tourism Educator meets via phone (or email) with CLT Lead to confirm CRF date/time and logistics.</li> <li>• MSUE Tourism Team Educator tabulates data and creates community presentation and written report</li> </ul>	<ul style="list-style-type: none"> <li>• Confirms Community Report Forum dates and time with all partners</li> <li>• Invites community members to presentation/generates participation</li> <li>• Issues press release to inform community of Community Report Forum</li> <li>• Organizes and confirms meeting arrangements: refreshments, room, nametags, wifi, etc.</li> <li>• Prepares a short (3-5 minute) presentation about the community's next steps</li> </ul>
<p><b>6. Community Report Forum (CRF)</b></p>	<ul style="list-style-type: none"> <li>• One member from MSU Extension assessment team will lead and facilitate the community presentation based on pre-visit and actual visit.</li> <li>• Compiled data is shared with CRF attendees in PowerPoint format.</li> <li>• Assessment lead surveys attendees based on results and experience with program</li> <li>• Assessment lead enter data into Qualtrics to track outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• Manages meeting arrangements: refreshments, room, nametags, etc.</li> <li>• Confirms with Educator what is needed for presentation</li> <li>• Ensure all electronic equipment is working properly and/or confirmed (based on Educator needs)</li> <li>• Introduces assessor(s) and lead facilitator(s)</li> <li>• Delivers 3-5 minute short presentation about next steps (may provide committee sign-up sheets for community members)</li> <li>• Thanks community for participating</li> </ul>
<p><b>7. Delivery of written report</b></p>	<ul style="list-style-type: none"> <li>• Arranges internal and external review of draft report</li> <li>• Delivers report to the CLT via email</li> <li>• Makes themselves available for any questions from host community after reviewing final report</li> </ul>	<ul style="list-style-type: none"> <li>• Reviews report</li> <li>• Invites interested community members to an action planning meeting (Inviting MSU Extension to be present is optional, but welcomed. Facilitation of this meeting is available.)</li> </ul>

		<ul style="list-style-type: none"> <li>• Recruits volunteers to spearhead implementation of selected items.</li> <li>• Post report on various community websites (if able) Shares progress, outcomes, and impacts with MSU Extension Tourism Team Chair and/or assessors between 6-12 months after presentation</li> </ul>
<p><b>8. Post Program Evaluation</b></p>	<ul style="list-style-type: none"> <li>• Visits with the community 6-12 months after the report is delivered to evaluate the program and identify outcomes and impacts</li> <li>• Writes evaluative impact summary (internal)</li> </ul>	<ul style="list-style-type: none"> <li>• Communities with successes from First Impressions may be asked to serve as leading example for future programs and share outcomes via email, phone, or web.</li> </ul>