

## **WP/WA Summary User Guidelines**

The Western Perspective and Western Agenda report was developed by the land-grant university colleges of agriculture (i.e., agriculture, natural resources, etc.) in the Western Region and published in 2015. This one page summary of the report was finalized in 2016.

The Western Perspective and Western Agenda report has been shared with the Western Governors Association, Western Association of State Departments of Agriculture, Public Lands Council, State Directors of Rural Development in the west, Rocky Mountain Farmers Union, Wyoming Stockgrowers Association, West-Central Woolgrowers, and members of the Western Caucus. It is appropriate to share the Report and/or this summary with decision makers and key stakeholders at state, regional, and national levels.

This summary may be used on its own, or with additional, institution-specific material on the reverse side. No changes may be made to the wording or layout of the summary. Institutions wishing to include material on the reverse side may do so. Suggestions for reverse side additions include:

- Information/infographics/statistics about your college/experiment station/cooperative extension/undergraduate and/or graduate education at your institution
- Topic or issue-specific impact story that describes action your institution is taking on a topic or issue highlighted in the report as being of special importance (e.g., water, endangered species, fire, etc.)
- Impact story about undergraduate and/or graduate education at your institution
- Information/infographics/statistics about how your institution is contributing to the economy of the western U.S. or the nation

Please consult with the communications professional(s) at your institution for specific guidance on how to best use this report summary. Questions about the Western Perspective/Western Agenda Report should be directed to Bret Hess (bhess@unr.edu).