

Contact Us

What is the First Impressions Program?

Ever wonder what impressions a visitor has when they first visit your community? We all know what is special about where we live, but do shoppers, tourists, or business travelers share our feelings?

The First Impressions Program provides an opportunity for you to discover a first time visitor's image of your community. A visitation team from another community tours your community and reports their impression based on a number of criteria. Included is cleanliness, access to and availability of services, friendliness and physical appearance.

The purpose of the program is to help community leaders assess the impact of their efforts to be an attractive community to shoppers, tourists, business travelers and potential employers.

Currently there are three surveys: a general community survey, a downtown survey and a corridor (byways) survey.

If your community would be interested in exploring the possibility of a First Impressions Program with Ohio State University Extension, please contact the team coordinator for further information:

Myra Moss, Team Coordinator
Ohio State University Extension
Phone: 740.732.2381
Email: moss.63@osu.edu

Team Members:

Terry Tamburini, Washington County

Amy Grove, Morgan County

Bill Grunkemeyer, Program Leader, Community Development

There is a small fee per community for this program.



Special arrangements for the disabled will be made if required in advance. If you require assistance, please call 740.732.2381 or TDD #1.800.589.8292 (Ohio only).

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Keith L. Smith, Associate Vice President for Ag. Admin. and Director, OSU Extension TDD No. 800-589-8292 (Ohio only) or 614-292-1868

Ohio State University Extension

FIRST IMPRESSIONS



Promoting Community Self Awareness

The model of this program was developed by: Andy Lewis, University of Wisconsin Extension Services, and James Schneider, Grant County (Wisconsin) Economic Development Director.

HOW CAN THE FIRST IMPRESSIONS PROGRAM BE USED?

The First Impressions Program is used to gather insight to assist on-going community planning and goal setting efforts. It can also be used to initiate the planning process. Information gained through the First Impressions process will help to:

- ◆ Evaluate the success of your development initiatives
- ◆ Identify how to strengthen community services
- ◆ Create an enhanced image to the outside world

- ◆ Focus your development efforts



HOW DOES THE FIRST IMPRESSIONS PROGRAM WORK?

Extension community development professionals help match your community with one of similar character.

Visitation Teams are formed and trained in each community. They visit each other anonymously and record their first impressions of the community on survey forms developed by Extension.

Each community then shares these reports and the results of their visit with the other community. The results can then be used by local leadership to improve the image they present to the outside world.



STEPS IN THE FIRST IMPRESSIONS PROCESS

Extension's First Impressions Program has five steps:

- 1. Identify a sponsoring group for the program*
- 2. Community is paired with another similar community*
- 3. Visitation teams are created and trained*
- 4. Visits are conducted*
- 5. Results are shared*

