

## ***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, physical appearance and friendliness.

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.

## **Contact Us:**

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 Co-Leader  
OSU Extension Community Development  
Email: [moss.63@osu.edu](mailto:moss.63@osu.edu)  
<http://1stimpressions.osu.edu>

### **Team Members:**

**Myra Moss**, Professor & Extension Educator  
[moss.63@osu.edu](mailto:moss.63@osu.edu)  
**Cindy Bond**, Guernsey County  
[bond.227@osu.edu](mailto:bond.227@osu.edu)  
**Gwynn Stewart**, Noble County  
[stewart.1818@osu.edu](mailto:stewart.1818@osu.edu)

Other community planning sites:  
<http://sustainabledevelopment.osu.edu>  
<https://comdev.osu.edu/programs/community-planning/sustainable-entrepreneurship>

***There is a small fee of \$250 per community for this program.***



**THE OHIO STATE UNIVERSITY**

COLLEGE OF FOOD, AGRICULTURAL,  
AND ENVIRONMENTAL SCIENCES

Special arrangements for the disabled will be made if required in advance. If you require assistance, please call TDD #1.800.589.8292 (Ohio only). All educational programs conducted by Ohio State University Extension are available to clientele on a nondiscriminatory basis without regard to race, color, creed, religion, sexual orientation, national origin, gender, age, disability or Vietnam-era veteran status. Jacqueline Kirby Wilkins, Ph.D., Interim Director, Ohio State University 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

## ***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 tourism or 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*

