SAES-422 – NC1214 Annual Report

**Project/Activity Number:** NC1214

**Project/Activity Title:** Integrating Science Communication with Team Science

**Period Covered:** 10/01/2024 to 01/30/2025

**Date of Report:** 02/21/2025

**Annual Meeting Dates:** 02/01/2025

Participants:

* Jacqueline Aenlle – Kansas State University
* Curt Friedel - Virginia Tech University
* Nellie Hill-Sullins – Kansas State University
* Jessica Holt – University of Georgia
* Carley Morrison – Mississippi State University
* Linda Pfeiffer – Purdue University
* Joy Rumble – Ohio State University
* Taylor Ruth – University of Tennessee
* Rebecca Swenson – University of Minnesota
* Jason Ellis (AA) – Kansas State University

Meeting Agenda:

1. [Project overview](https://nimss.org/projects/view/mrp/outline/19124)
2. 2025-26 working plans: Objectives 1-4
3. Leadership election: president, vice president, secretary (2-year terms)
4. Future annual meetings

**Meeting called to order Feb 1, 3:04 pm by Jason Ellis**

**Introduction of attendees**

**Brief history of project development by Jason Ellis**

* Development Committee proposal approved, led to full project development and approval
* The goal was to discover how agricultural communications faculty members can contribute to and be integrated into collaborative, interdisciplinary research projects

**2025-26 working plans: Objectives 1-4**

* Objective 1: Overview – By Jacqueline Aenlle & Nellie Hill-Sullins
  + Linda Pfeiffer had a question on methods for the quantitative phase. These will be decided as a group.
* Objective 2: Overview – By Taylor Ruth
  + Presented the model for ANR science and technology
* *Adjourned to break out rooms for brainstorming on Objectives 1 and/or 2*

**Share out from Objective 1**

* Team will be meeting Summer 2025
* Qualitative project – success indicators, challenges or barriers, and sustainability measures
* Nellie (Western) and Carley (Northeastern) looking for new individuals to participate on Objective 1 work group
* Next Steps: Recruiting individuals from Northeastern and someone from Western – those willing to be on NIMSS project and contribute to Objective 1.
* Will be piloting a quantitative survey in Spring 2026 – engineering, adjacent discipline to AFNR

**Share out from Objective 2**

* Things have changed in 7 years, there is a need to explore factors that impact science comm experience, or variables that play a role. Maybe we shouldn’t be looking at acceptance but rather engagement since it can be applied more broadly.
* The idea right now is to do some initial qualitative testing with undergraduates in university classes, a discussion post of a fast measure to measure how students choose to engage in science topics with follow-up interviews.
* Are there different things to do at different universities? Different topics (ex: climate change) or using different methods – some focus on rapport building, etc.
* This group will reconvene soon to discuss the qualitative portion and will aim to have a survey developed in Fall 2025

**Questions/Comments from the Group**

* Is the project team highly constrained by the scope of the approved project? No, as long as we are working towards the intent of the objectives. Looking both within the team and with external outcomes.
* Jason Ellis recommended sending updates of upcoming meetings to the entire group so others can join if interested.

**Objectives 3 and 4 Overview**

* Discussion led by Joy Rumble – we will focus on these objectives primarily in Year 4 and conduct the work in Year 5
* Terminology
  + JE explains spectrum of terms for team-science projects
    - Uni- multi- inter- trans, are terms that define the kinds of teams and projects we are on, how are they organized and contributed to...progression within these pieces and can we have methods or a framework to understand how to operate in teams

**Open floor for general thoughts**

* First time ever on/in a grant, this will be helpful for how to navigate conversations and advocate for yourself on teams as new faculty – individual impacts on new faculty
* Excited to do research together
* Excited to work with undergrads so they can also see how they will work as teams in the future
* This is a good opportunity to also advocate for the role and value of ag communications as a component of interdisciplinary teams/team science projects

**Officer elections**

* Jason Ellis explained roles and terms, self-nominations allowed
* Taylor Ruth question: Can a person run for the same position twice? Answer: Yes
* 5:04 opens the floor for nominations
  + JE clarifies roles and responsibilities
  + TR shares out her experience as a chair for another multistate
  + LP- is this report different from hatch reports? JE – No and provides examples of questions on the year-end report
  + Kurt nominated Joy for chair – Linda seconded
  + Linda nominated Alexa for vice chair – Nellie seconded
  + Secretary position is TBD
  + Unanimous vote in support of Joy and Alexa

**Future Meetings**

* Typical to schedule it alongside a conference or other meeting for logistics
* Jessica Holt – NACS is good, ACE can be difficult since it conflicts with study abroad
* Rebecca Swenson – Nice to have all multistate meetings at the same meeting so it is more cost-effective
* Timing of meeting at NACS – hard when it starts Sunday morning so might keep it on the day before in the afternoon...or else people need to plan to stay longer

**Additional discussion:**

Why the move to science communication?

* The agricultural communications connotation is more than just ag marketing
* Communicating “ag to ag” is in the business communications realm
* Talking about ag – awareness and understanding of ag – to a lay audience; the ability to influence the agri-sphere toward a willingness to accept broader topics, is a foundation of the science communication in agriculture.
* Often agricultural communications is, or at least viewed as, applied marketing type projects. But, there is also an elevation of the theoretical basis and richness of the field, which is what science communications provides and exemplifies.