

Impact Reporting Update

2017 Q4

September 15-December 1, 2017

Impact Statement Work

View/download released Impact Statements at <https://www.multistateresearchimpacts.org/impact-statements>

- 8 Impact Statements released:
 - NC-1186
 - NC-1190
 - NC-1197
 - NCERA-222
 - NEERA-1003
 - S-294
 - W-2112
 - W-2173
- 2 Impact Statements finalized, ready for release:
 - NC-1192
 - NCCC-212
- 3 Impact Statements in draft stage:
 - NCERA-180
 - NRSP-7
 - WERA-89

Impact Statement Dissemination & Reach

- Sara Delheimer uploaded finalized Impact Statements to NIMSS and the Land Grant Impacts Database
- Sara Delheimer emailed all Impact Statements to key individuals at land-grants, NIFA, kglobal, and to all project participants and Administrative Advisors
- Sara Delheimer provided materials that assisted with the development of an article about W-3128 in *Irrigation Times*, the monthly e-newsletter of the Irrigation Association. W-3128 received the Irrigation Association's 2017 National Water & Energy Conservation Award.
- Sara Delheimer provided materials used to developed press release issued by APLU about the 2017 Excellence in Multistate Research Award: <http://www.aplu.org/news-and-media/News/aplu-names-2017-multistate-research-award-winners>
- 3 Impact Statements featured in USDA-NIFA's *Fresh From the Field* e-newsletter or the *NIFA Update*
 - W-2173: <https://content.govdelivery.com/accounts/USDANIFA/bulletins/1c1e7c5>
 - NCERA-222: <https://content.govdelivery.com/accounts/USDANIFA/bulletins/1c509f1>
 - Soil Health: <https://content.govdelivery.com/accounts/USDANIFA/bulletins/1b71164>
- 1 Impact Statement featured on the Ag is America blog, Facebook, and Twitter
 - NC-1190: <http://agisamerica.org/schools-across-the-country-participate-in-project-to-improve-water-quality-nationwide/>
- 29 tweets by @MRFimpacts
 - The following numbers are a modest improvement over other quarters this year
 - 11,800 impressions (number of times tweets appeared in users' feeds or search results)
 - 32 link clicks (number of times users clicked on the URL provided in the tweet)
 - 17 retweets
 - 38 likes
- 526 sessions on the Multistate Research Impacts website (www.multistateresearchimpacts.org)
 - Sessions lasted about 2 mins on average
 - Users visited an average of 2.4 pages per session
 - Most website traffic came from links sent via email, referral links on other websites (most often from NIFA, Ag is America, and Regional AES Association pages) and links in social media posts

Social Media Specialist

- Sara Delheimer and Sarah Lupis created a job posting for the Social Media Specialist on CSU's site for student hourly positions. They also created a process for evaluating candidates and will begin selection process soon with goal of hiring by January 2018.

Impact Writing Workshops

- Sara Delheimer delivered an Impact Writing Workshop to Multistate Research Project S-1062 at their annual meeting in Nashville, TN, on October 9, 2017
- Sarah Lupis delivered 3 Impact Writing Workshops to research and extension faculty, grad students, and staff at Washington State University and the University of Idaho, October 19-20, 2017 (as part of WAAESD scope of work)
- Sarah Lupis delivered 3 Impact Writing Workshops to research and extension faculty, grad students, and staff at Utah State University, November 2-3, 2017 (as part of WAAESD scope of work)
- Sarah Lupis delivered 2 Impact Writing Workshops to research and extension faculty, grad students, and staff at the Ohio State University, November 7-8, 2017 (as a WAAESD consultant)
- Sara Delheimer and Sarah Lupis are developing the details of the process by which multistate groups will be selected for Impact Writing Workshops. Process will be finalized by end of 2017.

Meetings & Professional Development

- Sara Delheimer attended the World Conference of Science Journalists on October 25-30, 2017
 - Networked with fellow science writers and gained new followers on Twitter
 - Learned about new tools for illustrating information/data
 - Learned new skills for writing for all audiences and making science writing accessible