

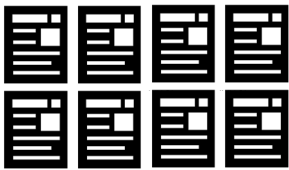


WE SHARE THE IMPACTS

Q3 | June 1, 2018 - September 30, 2018

To sustain American agriculture, consumers and policymakers must understand its importance and value—and the impact of the research and Extension programs that support it. The Multistate Research Fund promotes agricultural innovation by providing federal funds to collaborative land-grant university research and Extension projects. We communicate the importance and value of these projects to the American people and give researchers and Extension specialists the skills and knowledge to share their science.

IMPACT STATEMENTS



8

Impact Statements written, designed, and distributed. That's 2 per month!

“Your skills made the project impact come to life.”

—Adel Shirmohammadi, NE1335 Administrative Advisor and Director of the Maryland Agricultural Experiment Station

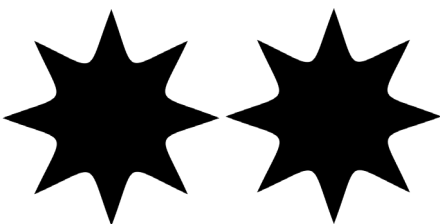


4

Impact Statements featured in **USDA-NIFA** and/or **AgIsAmerica** newsletters, blogs, and/or social media. **6 Impact Statements** are being considered for inclusion in **NIFA's 2018 Annual Report**, which is shared with Congress, the news media, producers, and the American public.

*“I use the **Impacts Statements** for the **NIFA weekly newsletter...and to highlight specific states for Congressional Testimony. [They] have been well-received by a national audience.**”*

—Falita Liles, USDA-NIFA Communications



2

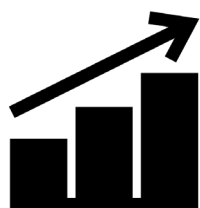
Special feature impact stories

..... **Article** about a project on ecosystem services will be featured in **Rural Connections**, Fall 2018. This magazine directly reaches over

800 readers.

..... **Topical Impact Statement** about Extension's impacts on nutrition

SOCIAL MEDIA



This quarter, most of our key social media stats are **5x higher** than the previous quarter!



303 likes **113** retweets

140 clicks on links to view/read the Impact Statement

110 tweets

62,200 people received our tweets in their timelines or search results



82 posts on Facebook

222 likes and shares



40 followers on Instagram in just 2 months and **10-22** likes per post

734 views of *Extension's Impacts on Nutrition* video on YouTube and social media



144 shares, likes, clicks, and other engagements

This video was one of our **highest performing** posts. We are working with CSU graduate students to create more MRFimpacts videos.

WEBSITE

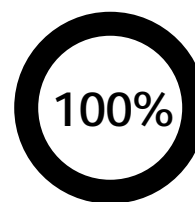
In Q3, we updated our website to create consistent brand and created new **Contact Us** content.

No data for Q3 due to Google Analytics issue (resolved)

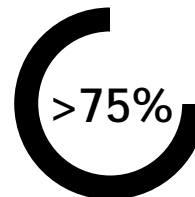
WORKSHOPS

4

Impact Writing Workshops for **1 Multistate Research Project**, **2 land-grant universities**, and 1 other group, reaching **111** research faculty, Extension specialists, staff, students, and agriculture professionals



of surveyed participants **satisfied** with the workshop and **presenter** knowledge



of surveyed workshop participants improved their **level of knowledge**

"It was great to over over the tips of how to communicate public-facing materials. The exercises were great and got our group really thinking about our project in a way we haven't in a while."

PROFESSIONAL DEVELOPMENT

Team members attended **ACE 2018** and learned how to:

- Create a unique **brand**
- Plan and track work (we've since adopted **Trello**)
- Ensure **accessibility**, **cultural sensitivity**, and **inclusion**
- Highlight our best **stories** on social media
- Increase **engagement**
- **Design** appealing layouts

OUR TEAM



SARA DELHEIMER
Impact Writer



SARAH LUPIS
Program Director



SUNDAY MILLER
Social Media

Visit us at mrfimpacts.org or @MRFimpacts



Multistate Research Fund
IMPACTS

Icons from the Noun Project:

- Magazine by Nate Eul
- Star by ruliani2018
- Announcement by Ramesha
- Increase by Anastasia Latysheva