



WE SHARE THE IMPACTS

Q3 | September 11-December 31, 2019

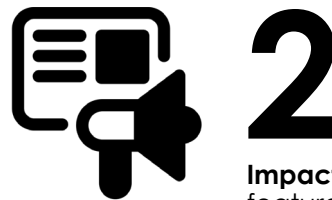
To sustain American agriculture, consumers and policymakers must understand its importance and value—and the impact of the research and Extension programs that support it. The Multistate Research Fund promotes agricultural innovation by providing federal funds to collaborative land-grant university research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

IMPACT STATEMENTS



3

Impact Statements produced (NCERA210, NEERA1306, S1056). 2 Impact Statements (W3147, NC2040) are under review.



2

Impact Statements (NCERA210, S1056) featured in **USDA's NIFA Update**. The S1056 Impact Statement was used in the APLU Awards Ceremony booklet.

SOCIAL MEDIA



89 tweets

67 likes **21** retweets

31 clicks on links to view/read the Impact Statement

27,533 people received our tweets in their Twitter feeds or search results

WORKSHOPS



Worked with regional AES associations to **select groups to receive Impact Writing Workshops**. 2 workshops (SERA-46, NCERA137) are confirmed. Workshops for NE and W groups are still in planning stage.

OUR TEAM



72 posts on Facebook

2,003 post reach

239 people engaged



5 posts, 1 story on Instagram*

32 likes total

*Instagram analytics only cover Dec 24-Dec 31



SARA DELHEIMER
Impact Writer



SUNDAY MILLER
Social Media

Throughout Q4, we worked with the NRSP-1 committee to create a position description for an MRFImpacts **Program Consultant** to start Jan 2020 and began developing a **program-wide strategic plan for 2020**.

WEBSITE

937 unique users

1:19 minutes per session*

2 pages per session

*This is lower than last quarter, but still good considering high number of users.

CONTACT US

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