

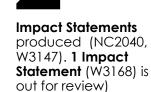
WE SHARE 발IMPACTS

Q1 | January 1- March 31, 2020

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







This quarter, we interviewed Dr. Ali Missaoui (University of Georgia, multistate project NE1710) and began work on **a video and written profile** for the first installment of our new researcher spotlight series.







Faith and Sara participated in the National Impact Database writing team meeting in January. **Many multistate projects were featured in the impact stories and summaries** that were written and shared on the website.

WORKSHOPS & MEETINGS





Impact Writing Workshops for multistate groups: 2 inperson workshops (SERA46, NCERA137) and 1 workshop refresher webinar (NC1193). Planning for upcoming workshops is on hold due to COVID-19 travel restrictions.

Faith Peppers has agreed to deliver a workshop at the upcoming NE regional communicators meeting.



Faith attended the **National** Agricultural Communicators Symposium and promoted MRFimpacts to research and academic faculty.

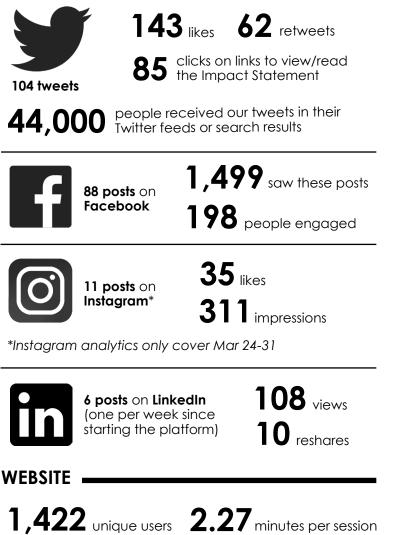
Faith attended the **AHS/CARET meeting** and distributed MRFimpacts postcards for all delegates to include in their packages for Congressional visits.

Faith also led a **focus group conversation on how to improve communications and marketing across the system** and was able to highlight MRFimpacts and encourage engagement with our content, particularly social media.

SOCIAL MEDIA

1.7 pages per session

We connected to many major events and conversations in Q1, including National Nutrition Month, Ag Day, World Water Day, International Day of Forests, and more through social media posts and stories that paired creative graphics with relevant multistate research content. We also started an MRFimpacts LinkedIn page.



OUR TEAM







SARA DELHEIMER Impact Writer SUNDAY MILLER Social Media

FAITH PEPPERS Program Consultant

At the start of Q1, we **welcomed Faith Peppers** to the team. We worked together throughout this quarter to finalize and begin implementing our **2020 strategic plan**.

CONTACT US

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