



WE SHARE THE IMPACTS

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



2

Impact Statements produced (NC2040, W3147). **1 Impact Statement** (W3168) is out for review)



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.



1

Impact Statement (W3147) featured in **USDA's NIFA Update**.



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



3

Impact Writing Workshops for multistate groups: 2 in-person 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

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.



104 tweets

143 likes **62** retweets

85 clicks on links to view/read the Impact Statement

44,000 people received our tweets in their Twitter feeds or search results



88 posts on Facebook

1,499 saw these posts

198 people engaged



11 posts on Instagram*

35 likes

311 impressions

**Instagram analytics only cover Mar 24-31*



6 posts on LinkedIn (one per week since starting the platform)

108 views

10 reshares

WEBSITE

1,422 unique users **2.27** minutes per session

1.7 pages per session

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

- mrfimpacts.org
- mrfimpacts@colostate.edu
- @MRFimpacts