

NRSP1 Management Committee Call MINUTES

Date: 1/8/2021

NRSP1 Management Committee Members
Steve Loring (AA; Chair), WAAESD Jeff Jacobsen (lead AA), NCRA William Miller (AA), NERA Keith Owens (AA), SAAESD
Chris Hamilton (NIMSS lead), NCRA Bret Hess, WAAESD Rick Rhodes, NERA Gary Thompson, SAAESD David Leibovitz, NERA Donna Pearce, SAAESD Cindy Morley, SAAESD Alton Thompson, ARD Julie Estrada (NIMSS User), Purdue University Robin Williams (NIMSS User), Clemson University Lynn Khadiagala (PARS Office), NIFA Liaison Sara Delheimer (ESS Impact Writer), Ex-officio Faith Peppers (NIFA Director of Communications), NIFA Liaison
Email list: nrsp1@escop.info Committee Page: http://escop.info/committee/nrsp-1-management-committee/

Participants: Steve Loring, Cindy Morley, Lynn Khadiagala, David Leibovitz, Faith Peppers, Julie Estrada, Robin Williams, Gary Thompson, Sara Delheimer, Bret Hess, Bill Miller, Keith Owens, Jeff Jacobsen, Chris Hamilton (recorder)

Call Agenda/Notes:

1. Roll call and Welcome to our new member, Cindy Morley - Steve
2. [NIMSS Updates from Q4](#) – Chris
3. Impact Program 2020 Successes and Challenges – Sara
 - a. Addition of Faith as the NIFA liaison really helped to extend the reach of the program.
 - b. All four impact writing workshops were completed in 2020, two in-person in early 2020 and two via Zoom in December.
 - i. Steve noted that impact statements have really started to improve across the board because of these trainings.
 - ii. Online workshop feedback was similar to in-person and allowed more engagement with attendees that normally wouldn't have traveled, but also had participation limitations (which may have been specific to a given committee)
 - iii. Recorded sessions available? Not formally, unless committee recorded something themselves. If they did, it should be included with project annual report so they can refer back as reference. Modular format? For these trainings, such a format might be well-received. Might be a good idea to create these,

going forward. AAs might need to be trained first, then they can share with committee members.

- c. Launched “Researcher Spotlight” effort, which did very well on social media and increased followers.
 - d. Impact program newsletter being shared via Mail Chimp. Open rate is double of the NIFA newsletter, although only about 67 subscribers. Faith has been sharing the newsletter around REE and helping NIFA become more familiar with this effort. Faith will be hiring a social media specialist to interact with Sara very soon, too.
 - i. Need more subscribers for the newsletter. What can the AAs do? Consider forwarding the newsletter to regions, esp. if a regional project is highlighted. Regional offices can help with this also.
 - ii. Nice to show multistate groups that their efforts are indeed being shared and making impacts. Sara continues to share all this back to committees as much as possible.
 - e. Increased social media engagement this year, especially because of NIFA engagement, researcher spotlight.
 - f. Q: Did you engage with professional societies to increase knowledge of Capacity funds? Yes, in a way. Societies were tagged in the posts. This is something valuable to continue to do.
 - g. 2020 challenges:
 - i. Harder to manage the team while working remotely. Working to alleviate these for 2021.
 - ii. Fluctuations in program leadership made it harder for Sara to nail down expectations in the program. Faith praised Sara for keeping the project so organized using “Trello”. Things have begun to settle down more recently, though.
 - h. Lynn K. mentioned in chat that for new NIFA reporting system, they are structuring the “non-technical summaries in the initiations and the summaries in the reports so they align with how Sara and Faith train.”
4. Impact Program Plans for 2021 – Sara
- a. Would like to have NRSP1 meetings in person quarterly to touch base more with leadership.
 - b. Making 2021 content calendar now. Every quarter Sara will tell this group about planned topics so we can discuss/add others as needed. Seasonal and holiday themes. Jeff mentioned that climate and infrastructure are very hot with Biden admin themes now. Projects involving work on racial inequities, as well, could be highlighted. Faith knows priorities 30 days out for REE and draws up talking points, pulls from what Sara is doing, to double up on the messaging.
 - c. More engagement with 1890s planned.
 - d. Need to also choose committees for the impact writing workshops, might remain mostly virtual in 2021. Sara will send out a request soon for regional nominees, with end of January as the likely deadline.
5. NRSP1 Renewal Plan Discussion (renewal is due January of 2022) – Steve, Jeff
- a. Likely to start effort this summer/fall.

- b. Will feature the future of impact program and NIMSS, going forward.
 - c. Continue to keep impact program and NIMSS together in NRSP1 for this next renewal.
 - d. New CMC effort, we can see where we fit in with that, too. Might be things that come out of research working group, as well.
6. Other Items, as needed.
- a. New chair needed for this committee. Steve is retiring in three weeks, so we need new chair for NRSP1. Bret will take over for W region rep, new chair should probably not be an ED. Keith added that he too will be retiring at the end of June and Bill Miller is not yet prepared to take over such a role. We'll need to think on this and find a new chair relatively soon.
 - b. Jeff thanked Steve for all his service over the years with this committee, as well as all the other ways he has served the system.

Call adjourned at 12:01 CT.

NIMSS Q4 Updates:

- Added updates to the midterm review forms
- Added the new NRSP review form PDFs for download
- Fixed an edge case bug in updating users
- Fixed issues in the station directors' search
- Cleaned up project/proposal outline PDF formatting
- Fixed errors in appendix J2 and NRSP region edit reviews to display correct statuses
- Applied miscellaneous updates to changes in NIFA users



WE SHARE THE IMPACTS

Q4 | October 31 - December 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



1 Impact Statement produced (NCERA137) **1 Impact Statement** (W3190) out for review.



1 Researcher Spotlight released* featuring Lori Yancura (University of Hawaii, NC1171). This did well on social media: **47 views** of the full interview on YouTube, **76 views** on Q&A clips on Instagram, **39 likes/shares** on Twitter, Instagram, and Facebook.

**This RS was produced earlier in the year*



2 Impact Statements shared with NIFA Secretary and Undersecretary in response to request for food safety talking points. Our team continues to seek other opportunities to feature projects in blogs, social media, data calls, etc. Faith encouraged AFRI and SoAR partners to follow us on social media and sign up for our newsletter.

NEWSLETTER

67 people received our second issue of *MRFImpacts News* released in August. **47.8% opened** the newsletter (average open rate for our "peers" is 46%).

WORKSHOPS



2 Impact Writing Workshops for multistate research project groups (W3173 and NE1731) conducted via Zoom. All feedback received was positive and indicated that participants increased their knowledge and will follow our tips and guidelines in future impact statements.

Faith and Sara highlighted the MRF Impacts program and resources during **2 other impact writing trainings** (University of Arkansas and Virginia Tech)

SOCIAL MEDIA

We shared Impact Statements and connected to events and conversations through social media posts and stories. In Q4, we highlighted food safety for the holidays, World Soil Day, Veteran's Day, and more.



61 likes **40** retweets

43 clicks on links to view/read the Impact Statement

60 tweets

14,400 people received our tweets in their Twitter feeds or search results



62 posts on Facebook

673 saw these posts

119 people engaged



31 posts, 4 stories on Instagram*

165 interactions

726 impressions

**Instagram analytics cover November 27-December 27*

WEBSITE

375 unique users **1:43** minutes per session

1,245 page views

CONTACT US

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