

## NRSP1 Management Committee Call AGENDA

Date: 4/12/2021

Time: 2 pm ET, 1 pm CT

NRSP1 Management Committee Members
Keith Owens (Chair; AA), SAAESD Paula Agudelo (Incoming Chair and AA), SAAESD Bret Hess (AA), WAAESD Jeff Jacobsen (lead AA), NCRA William Miller (AA), NERA
Chris Hamilton (NIMSS lead), NCRA Rick Rhodes, NERA Gary Thompson, SAAESD David Leibovitz, NERA 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 Program Coordinator), Ex-officio Faith Peppers (NIFA Director of Communications), NIFA Liaison
Email list: <a href="mailto:nrsp1@escop.info">nrsp1@escop.info</a> Committee Page: <a href="http://escop.info/committee/nrsp-1-management-committee/">http://escop.info/committee/nrsp-1-management-committee/</a>

**Attendees:** Aton Thompson, Gary Thompson, Rick Rhodes, David Leibovitz, Sara Delheimer, Cindy Morley, Lynn Khadiagala, Julie Estrada, Bill Miller, Robin Williams, Paula Agudelo, Bret Hess, Keith Owens, Jeff Jacobsen, Chris Hamilton.

### Call Agenda/Notes:

1. Roll call and Welcome to our new member and incoming chair, Paula – Keith
  - a. Chris was late being active on the call due to internet issues, so Item 2 was presented after Item 3.
2. NIMSS Updates from Q1 ([below](#)) – Chris
  - a. Most of the updates were bug fixes, server upgrades, and other security measures.
  - b. NIMSS 2.0 will come online soon, Chris will share that information with the group as soon as we learn when this will happen.
  - c. Jason/Austen from Clemson YLI will join our next call and we'll have them speak a little bit about what they envision for the next 5-year NIMSS cycle with NRSP1.
3. MRF Impact Program Q1 Update – Sara
  - a. Refer to Sara's update included as an attachment. Facebook #s are incorrect, they are better than they look. Sara will send an updated document to Chris for inclusion with this report in NIMSS.
  - b. Scheduling workshops right now. Still working on nomination for S region, as the first project selected didn't work out.

- c. Getting some requests for college of ag impact writing workshops and Sara needs more clear guidance on if this. Is it something she should do, how to handle expenses? Gary indicated that at PSU, they paid for Sarah L. to come, so it seems appropriate for the host institution to pay. Call participants agreed with this model. Sara will look up to see how Sarah billed for her time. We'll pilot this effort for now and see how it goes. With the pandemic, it's difficult to say how in-person workshops will work. Virtual isn't ideal but can be done. The time involved for Sara is still an issue, even without travel. How to handle all the requests can be challenging, which groups are included or excluded, do we extend trainings to all groups not selected in the past, etc. Members on the call suggested she handle training requests one by one, depending on the circumstance and her schedule.
- d. Bret mentioned that a group in the W region was thinking of having a virtual workshop. Might be useful for new director training. Sara and Faith will move forward on this so that Bret's new directors can attend this. The group discussed opening this up to other regions or having other regions schedule their own training. Consensus was to just have one national session, rather than separate them out by region.
- e. Two hours is the usual time needed for this training.
4. MRF Impact Program Social Media Student hourly position – Sara ([below](#))
  - a. Keep the pay rate and hours the same or increase it to be competitive? Our budget can handle continuing what we have, which is \$13/hour and 15 hours a week and is what Sara would prefer. This is over the \$6500 we have, but would work for the rest of this term and then we could increase the rate with our next NRSP1 budget iteration.
  - b. We should make the position renewable in the description, update also for June 1, 2021 through September 30, 2022. Sara will make these changes.
  - c. If we need a search committee, make it small, have Sara and Faith on it with maybe one other social media person to consult.
5. Approval of a rotating NRSP1 2-year chair position – Jeff
  - a. Paula will become NRSP1 chair this summer after Keith retires.
  - b. Chair needs to be a director, so right now, that's just Paula or Bill Miller, NERA.
  - c. The group agreed that a 2-year term is reasonable and Paula was fine with that.
  - d. The group agreed that a 2-year chair term is acceptable.
6. Other Items, as needed.
  - a. Lynn: End of May is the target for new research initiation module. REEport will be turned off on May 3, 5 pm ET for new projects to allow for project migration.
  - b. Bret: Should users wait to join multistate projects? Lynn: Let's schedule a separate call about this. Lynn will set something up for this week.

## 2021 Q1 NIMSS Updates

- Rebuilt NIFA auto approval feature of appendix Es to work with the provided guidelines
- Fixed various pages to accurately show all active appendix Es
- Updated appendix E process to allow invites at any stage of the project
- Fixed error with the project participation list that was including rejected submissions
- Updated the security certificate for the website



## Social Media Manager I—Campus Student Hourly Position

**Start date:** June 1, 2021 (flexible)

**End date:** September 1, 2022 (flexible)

### Job Description

The Multistate Research Fund Impacts Program is seeking a Social Media Manager to play an active role in maintaining and enhancing the program's social media strategy and content with the goal of growing our community and improving our online influence. The Social Media Manager will be responsible for regularly creating and posting content for various target audiences on Twitter, Facebook, Instagram, and Linked In that utilizes up-to-date social media tools and leverages trending topics in agricultural sciences to share the importance and impacts of Multistate Research Projects.

### Responsibilities:

- Team Coordination:
  - Work with the Program Coordinator and USDA-NIFA Liaison to research, develop, and maintain an effective strategy for communicating on social media about the impacts and importance of the Multistate Research Fund and the projects it supports
  - Participate in weekly team meetings to discuss upcoming content
- Research:
  - Monitor social media and news articles related to agriculture and agricultural research and Extension
  - Monitor trending topics, hashtags, etc.
  - Identify relevant accounts to follow and engage with
  - Stay up-to-date on social media tools and strategies
- Content Creation:
  - Find images/create graphics and compose text for posts about the importance of:
    - Multistate Research Projects based on the Impact Statement documents provided by the Program Coordinator (see [mrfimpacts.org/impact-statements](http://mrfimpacts.org/impact-statements))
    - Regional/national issues in agriculture
    - Agricultural research
    - Land-grant universities
  - Schedule posts to best connect the content to key holidays, events, trending topics, etc.
  - Engage with our followers and accounts we follow
- Analytics and Reporting:
  - Use in-platform tools to assess performance of social media accounts on a monthly or quarterly basis or as needed
  - Report performance to Program Coordinator on quarterly basis
  - Make recommendations for revising strategy and/or content as needed

## Qualifications:

- CSU undergraduate or graduate student studying Agriculture, Environmental Science, Journalism, Communications, Marketing, Advocacy or related field
- Familiarity with agriculture, research, and related topics
- Thorough understanding of Twitter, Facebook, and Instagram and scheduling tools like Hootsuite or similar
- Strong reading comprehension skills
- Strong writing skills
- Creative
- Attentive to detail
- Comfortable working remotely
- Reliable access to a computer, Internet, and other hardware/software that enables completion of all responsibilities in a timely manner
- Available to work ~10 hours per week
- Must be available for one hour between 8am and 4pm MST one day each week for team Zoom meeting
- Commitment to advancing the program's diversity and inclusion
- The following skills are not required, but are preferred:
  - Ability to create attractive, professional infographics and videos using Adobe Creative Cloud products or other software (for examples, see [mrfimpacts.org](http://mrfimpacts.org) and [bit.ly/mrf-youtube](http://bit.ly/mrf-youtube))

## Student Hourly Qualifications

Any undergraduate or graduate student who is enrolled in *at least one credit* and *admitted to a degree-seeking program* is eligible to work in a campus hourly employment position. Students enrolled in an upcoming Fall Semester are eligible to begin work as early as the end of the preceding Spring Semester. The student must be in good standing and able to demonstrate eligibility to work in the United States by completing Form I-9.

- Graduate students who are "continuously registered" may be employed as student hourly employees. Continuous Registration must be completed before the census date for both Fall and Spring semesters in order for the individual to be employed as a student.
- During the summer, students are not required to register for credits if they were registered the prior Spring Semester and are registered for the coming Fall Semester, or have been admitted for Fall Semester.
- Undergraduate students who are registered in "Planned Leave" may be employed as student hourly employees the term immediate preceding the Planned Leave term and during the Planned Leave term itself. The deadline to request Planned Leave is 12:00 PM MST (noon) on the Thursday prior to the start of classes each term.

## Compensation/Benefits:

- \$12.32/hour
- Flexible schedule
- Experience working with national network of agricultural scientists, Extension agents, educators,

- administrators, and communication professionals, including those at federal agencies
- Opportunity to build portfolio
- Part-time employees are not eligible for benefits or time off (paid or unpaid) such as vacation, sick leave or paid holidays
- Students registered below half-time status are still subject to withholdings for the [Student Employee Retirement Plan](#)

**Location:** The Multistate Research Fund Impacts Program operates remotely. No office space is provided.

**Supervision:** Student employee reports to the Program Coordinator (Sara Delheimer) for day-to-day task management, editorial supervision, and timesheet approval. Student employee will log hours using TimeClock Plus. Student employee will work with the Program Coordinator and USDA-NIFA Liaison remotely via email, Zoom, and shared files. The Colorado State University Ag Business Center provides Human Resources services. AgHelp provides IT assistance.

**To apply:** Submit cover letter, resume, and the names, email addresses, and phone numbers of two contacts who can speak to your professional skills. If you have no prior work experience, please list references who can speak to your ability to perform the responsibilities listed above. A background check and I-9 completion are mandatory.\*

**Application deadline:** TBD; open until filled

*\*Colorado State University (CSU) strives to provide a safe study, work, and living environment for its faculty, staff, volunteers and students. To support this environment and comply with applicable laws and regulations, CSU conducts background checks. The type of background check conducted varies by position and can include, but is not limited to, criminal (felony and misdemeanor) history, sex offender registry, motor vehicle history, financial history, and/or education verification. Background checks will be conducted when required by law or contract and when, in the discretion of the university, it is reasonable and prudent to do so.*

*Colorado State University is committed to providing an environment that is free from discrimination and harassment based on race, age, creed, color, religion, national origin or ancestry, sex, gender, disability, veteran status, genetic information, sexual orientation, gender identity or expression, or pregnancy and will not discharge or in any other manner discriminate against employees or applicants because they have inquired about, discussed, or disclosed their own pay or the pay of another employee or applicant. Colorado State University is an equal opportunity/equal access/affirmative action employer fully committed to achieving a diverse workforce and complies with all Federal and Colorado State laws,*

*regulations, and executive orders regarding non-discrimination and affirmative action. The Office of Equal Opportunity is located in 101 Student Services.*

*The Title IX Coordinator is the Executive Director of the Office of Support and Safety Assessment, 123 Student Services Building, Fort Collins, CO 80523 -2026, (970) 491-7407.*

*The Section 504 and ADA Coordinator is the Associate Vice President for Human Capital, Office of Equal Opportunity, 101 Student Services Building, Fort Collins, CO 80523-0160, (970) 491-5836.*

*Colorado State University acknowledges, with respect, that the land we are on today is the traditional and ancestral homelands of the Arapaho, Cheyenne, and Ute Nations and peoples. This was also a site of trade, gathering, and healing for numerous other Native tribes. We recognize the Indigenous peoples as original stewards of this land and all the relatives within it. As these words of acknowledgment are spoken and heard, the ties Nations have to their traditional homelands are renewed and reaffirmed.*

*CSU is founded as a land-grant institution, and we accept that our mission must encompass access to education and inclusion. And, significantly, that our founding came at a dire cost to Native Nations and peoples whose land this University was built upon. This acknowledgment is the education and inclusion we must practice in recognizing our institutional history, responsibility, and commitment.*



# WE SHARE THE IMPACTS

Q1 | January 1- March 31, 2021

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



**4 Impact Statements produced** (NRSP9, S1067, W3190, WERA103). **2 topical Impact Statements** featuring MRF projects on water and nutrition research. **2 Impact Statements** (NE1545, NC1187) in draft stage.



We are reevaluating our **Researcher Spotlight** process due to departure of our social media intern (Sunday was our primary interview editor).



Faith shared new Impact Statements across NIFA and with the **REE and USDA Public Affairs Directors** and used material from Impact Statements and @MRFimpacts social media in various agency **talking points** and **presentations**.

Per Alton Thompson's request, Sara provided impact statements featuring LGU research/multistate research projects addressing **COVID-19** for Moses Kairo to use at the **AHS/CARET meeting**.



**4 Multistate Research Projects** featured in summaries and stories produced by Land Grant Impacts Database writing team in February (W4001, NC1171, W3004, W3168). Sara co-chaired the NIDB writing team meeting with Frankie Gould. Faith also participated.

## NEWSLETTER

Our first issue for 2021 will be released on April 6, 2021 (we plan to release them quarterly this year).

## WORKSHOPS



Sara provided impact writing training materials for regional AES spring meetings.

**4 Impact Writing Workshops** in planning stage: NC170 (August), WERA102 (September), NE1640 (September), NC1180\* (December). We are waiting on a second nominee from Southern Region.

*\*This project was selected randomly to receive "extra" workshop this year.*

## SOCIAL MEDIA

We shared Impact Statements and connected to events and conversations through social media posts and stories. In Q1, we highlighted HBCU impacts, nutrition, water, snack foods, frozen foods, chocolate, cherries, and USDA themes shared by Faith.



**204** likes **159** retweets/replies

**91** clicks on links to view/read the Impact Statement

**116** tweets

**55,700** people received our tweets in their Twitter feeds or search results

*\*These numbers are some of our highest ever for a single quarter!*



**93** posts on Facebook

**2,084** impressions

**200** engagements



**86** posts on Instagram

**361** interactions

**338** average accounts reached/month

## WEBSITE\*

**1,912** users

**1:00** minutes/session

**2.26** pages/session

**2.73** sessions/user

*\*Website analytics are adjusted to exclude bot traffic*

## TEAM

On March 9, 2021, Sara was granted request to change position title from Impact Writer to Program Coordinator to better recognize the responsibilities. Our social media intern's last day was March 28, 2021. Sara and Faith issued formal exit letter and Sara removed Sunday's access to shared drives and accounts. Sara will cover all social media responsibilities until a new social media intern is hired (new hire must be a student at Colorado State University).

## CONTACT US

- [mrfimpacts.org](http://mrfimpacts.org)
- [mrfimpacts@colostate.edu](mailto:mrfimpacts@colostate.edu)
- [@MRFimpacts](https://twitter.com/MRFimpacts)