

## NRSP1 Management Committee Call AGENDA

Date: 4/10/2023

Time: 3 pm ET, 2 pm CT, 1 pm MT, 12 noon PT

NRSP1 Management Committee Members
Paula Agudelo (Chair and AA), SAAESD Bret Hess (AA), WAAESD Jeanette Thurston (lead AA), NCRA William Miller (AA), NERA
Chris Hamilton (NIMSS lead), NCRA Rick Rhodes, NERA Gary Thompson, SAAESD David Leibovitz, NERA Cindy Morley, SAAESD Jennifer Tippetts, WAAESD Alton Thompson, ARD Julie Estrada (NIMSS User), Purdue University Robin Williams (NIMSS User), Clemson University Sara Delheimer (ESS Program Coordinator), Ex-officio Faith Peppers (NIFA Director of Communications), NIFA Liaison Alexis Nazario-Negron (NIFA PARS Director), 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:** Paula Agudelo, Gary Thompson, David Leibovitz, Cindy Morley, Jennifer Tippetts, Alton Thompson, Julie Estrada, Robin Williams, Sara Delheimer, Faith Peppers, Alexis Nazario-Negron, Jeanette Thurston, Chris Hamilton (recorder).

### Call Agenda/Notes:

1. Roll call and Welcome – Paula, Chris – Done, see attendees list above.
2. NIMSS Update ([see below](#)) – Chris – Chris referred the group to the NIMSS update list below and asked if there were any questions or NIMSS issues. None were
3. NIFA PARS Update (staffing, NIFA reps, etc.) – Alexis
  - Annual report for FY22 due May 1.
  - Alexis and NIFA PARS team will be attending NERAOC.
4. MRF Impact Program Q1 2023 Update – Sara
  - Sara led the group through her report, included below.
  - Jeanette and EDs asked if Sara can write impact statements for regional Excellence in Multistate Research award, in addition to the one selected for the national award. They would go into Sara’s normal workflow and be used on the new AgInnovation website, aligning them with the ESS Roadmap Grand Challenges (which will be provided by the winning committees). Sara indicated that she’s happy to do that and will start thinking about the appropriate order of creating and releasing them, based on holidays, events,

etc. Gary said we can get her all the regional winner titles by the end of April. In chat, Jeanette let the group know that NCERA137, Soybean Diseases, is the NC regional winner for 2023 again, same as in 2022. There already is an impact statement for this project, so it may just need some updating.

5. NIFA Communications Update – Faith

- Faith and her team have been using a lot of Sara’s materials in NIFA communication efforts.
- Monthly NIFA communications town halls happening and showcased AgInnovation website at the last call.
- Work across REE mission areas to coordinate communications, kicking off this effort over the next 6 months, so expect to see more on that as the year progresses.
- Chris asked Faith about the status of the NIFA lyris email lists, as many have not been working or sending message as expected. Faith indicated that Kelly Sprute manages those lists, and they are aware of the issues. Jenn Tippetts has been in contact with Kelly and said that he’s looking into it. Chris asked Jenn to mention that many NIMSS emails are directed through the list, and she can work with the Clemson team if there’s anything on the NIMSS end that can be done to facilitate Chris sent a test message to the national AES lyris list last week, but it never went through, so she will check with Kelly on this.

6. Other Items, as needed – None identified.

Call adjourned at 2:23 pm CT.

**NIMSS Q1 Updates (1/1/2023 to 3/31/2023)**

- Updated create proposal page to have no region selected by default, to prevent accidental incorrect region choice.
- Fixed an issue with technical responses not submitting if they had more than 15,000 characters.
- Fixed an issue preventing editor notification emails from being sent when adding the first editor to a project.
- Updated existing project list when creating a revision/replacement to show projects that the user is an editor of if their region has no projects.
- Minor text changes here and there throughout NIMSS.

# WE SHARE THE IMPACTS

Q1 | Jan 1 - March 31, 2023

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



Sara finalized **3 Impact Statements**: NC1193 (carryover from 2022), S1075, S1071. W4122 is out for review. All impact statements have been uploaded to the NIDB and NIMSS.



A reporter reviewed our video about the impacts of 1890s land-grants as part of her research for a story for the **USA Today agriculture supplement**.

The MRF Impacts newsletter was shared with **CARET** delegates (via Chris Hamilton and Flannery Bethel)

Impact Statements were repurposed by **APLU FANR** in the FANR Focus newsletter and social media toolkits as well as on Ag Is America platforms (social media, website).

Impact Statements were repurposed by the **NIFA Communications team** in reports, talking points and in the NIFA Update newsletter and on their Blog and Impacts webpages:

- [NC2040 in NIFA Update](#) (86,609 recipients, 141 unique clicks, 262 total clicks)
- [NC2040 on the NIFA Impacts website](#) (228 visits by 213 visitors; 6th most popular NIFA blog in January)
- NC2040 post on LinkedIn had the 8th highest engagement rate among all NIFA posts in January
- [W3150 in NIFA Update](#) (86,609 recipients, 50 unique clicks, 74 total clicks)
- W3150 post on Twitter was NIFA's most popular post in January
- 6 posts on LinkedIn (142 engagements; average 768 impressions per post)
- 17 posts on Twitter (311 engagements, 13857 total impressions)
- 1 post on [NIFA facebook](#), World Water Day March 22 (10 engagements, 176 impressions)
- NIFA used potato Impact Statements in talking points for the Office of the Secretary in February. Faith said, "... your impacts were a HUGE help!"
- NIFA used drought Impact Statements extensively in March. Faith said, "Thanks for the save!"
- NIFA plans to feature multiple Impact Statements as part of a collection they are developing.

## MEETINGS & NETWORKING

- Co-led the **NIDB writing team** meeting February 3-4
- Attended the **National Agricultural Communications Symposium** February 5-7
- Invited to serve on the writing team for the **\$1095 proposal** (a multistate project supporting ag comms research and teaching/training)
- Invited to join the **APLU Communications and Marketing Committee** as an ex-officio member; attended first monthly meeting in February
- Attended monthly **Western Region** and **Southern Region communicators meetings**; shared relevant Impact Statements
- Attended monthly **NIFA Communicator Town Hall**
- Met with Erica (Pivot Creative) about the ESS **AgInnovation** brand and website

## IMPACT WRITING WORKSHOPS



- Led Impact Writing Workshop for NC246 on January 24, 2023 (project was a 2022 nominee)
- Workshop planned for National Resource Center on Nutrition and Aging (Iowa State University) in May
- Currently planning workshops for NC1210 and W1196 in 2023

## SOCIAL MEDIA

In Q1, we highlighted research related to National Nutrition Month, National Ag Day, National Milk Day, World Water Day, pest management, cherries, strawberries, almonds, and more! We shared communications toolkits with NIFA, APLU, and project participants to help them promote multistate projects on social media.



**96** likes    **64** retweets/replies

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

~70 tweets

**12,400** people received our tweets in their Twitter feeds or search results



~60 posts on Facebook

**177** reached

**6** interactions



~24 posts on LinkedIn\*

**5,818** impressions

**114** engagements

## WEBSITE

**1,213** sessions    **6:28** minutes/session

**898** unique visitors

\* This quarter we pivoted from sharing posts on Instagram to amping up our posts on LinkedIn. So far, analytics suggests we are getting more views and engagement on LinkedIn.

## NEWSLETTER

Our Q1 newsletter will be released on April 4. Our previous newsletter for Q4 of 2022 had 116 opens and 234 clicks!