

Q4/2015 Report



**A COMMUNICATIONS AND MARKETING INITIATIVE
OF THE
ADMINISTRATIVE HEADS SECTION
COOPERATIVE EXTENSION SECTION
EXPERIMENT STATION SECTION
OF THE
APLU BOARD ON AGRICULTURE ASSEMBLY**

Table of Contents

I. EXECUTIVE SUMMARY	3
II. TRADITIONAL MEDIA	6
III. DIGITAL MEDIA	9
IV. MONTHLY NEWSLETTER	16
V. EVENTS	17
VI. MISCELLANEOUS	18
VII. APPENDIX	19

I. EXECUTIVE SUMMARY

During this quarter, kglobal continued to bolster our traditional and digital media efforts to meet our primary goal: educating our audiences — namely, members of Congress, industry leaders, and the media — about the importance of the American land-grant university system and its contribution to all facets of society. Our tactics, from interviewing Extension educators and researchers to organizing Twitter Town Halls, represent ways in which we increase the overall awareness of AgIsAmerica and highlight our themes of health, nutrition, and water security. Our activities provide a single voice for the land-grant system and call attention to the direct impact that Colleges of Agriculture, Agricultural Experiment Stations, and Cooperative Extension have on the American people and more broadly, the livelihood of our country. This report showcases kglobal’s activities over the past quarter as broken down into five categories:

- Traditional Media
- Digital Media
- Monthly Newsletter
- Events
- Miscellaneous

TRADITIONAL MEDIA HIGHLIGHTS

We coordinated with researchers, scientists, Extension educators, and communications specialists to draft and place numerous land-grant stories. These stories showcased local, regional, and national research, teaching, and Extension efforts by land-grant universities and institutions. We shared the stories with our audiences using our monthly newsletter, website, and social media platforms. Next quarter, we will maintain our aggressive traditional media strategy to continue to demonstrate the value of Experiment Station, Cooperative Extension, Colleges of Agriculture, and the land-grant system.

In particular, we assisted with writing and copyediting of two articles that appeared in the Fall issue of Rural Connections, a publication by the Western Rural Development Center. The articles explored water safety and quality through micro-irrigation as well as teaching, research, and Cooperative Extension through a volunteer weather monitoring service.

TRADITIONAL MEDIA



Land-grant stories were placed in numerous local and national media outlets.

682 National and Local Media Hits

351 MILLION Impressions
measured by circulation numbers and website traffic

top stories: Rural Connections

Crowdsourcing climate data: Multistate research and extension project coordinates volunteer weather observer networks

Microirrigation for sustainable water use: A multistate research project to conserve water

DIGITAL MEDIA HIGHLIGHTS

Our digital media strategy continued to emphasize the identification and recruitment of influential followers who are likely to engage with our content. To identify them, we continued to test audience segmentation tactics to reach specific regions and demographics. To recruit them, we continued to execute an enhanced social media strategy with refined, targeted copy. As a result of our efforts, we dramatically increased engagement across our digital platforms.

Hosting Twitter Town Halls represents one way in which we aim to recruit and maintain an organic following. This quarter, we hosted two Twitter Town Halls. In October, we collaborated with Kansas State University, North Dakota State University, the University of the District of Columbia, and the Southern University Research & Extensional Agricultural Center (SUAG) to highlight their Cooperative Extension programs. In December, we coordinated a Town Hall with SUAG.

Next quarter, we will continue to increase digital media traffic and engagement by placing additional focus on engaging with agricultural professionals, students, and academics, connecting with federal and state officials, and sharing social media copy that better leverages the news hooks identified in our master editorial calendar.

MONTHLY NEWSLETTER HIGHLIGHTS

We issue a monthly newsletter that recaps our efforts and includes some of our most popular content. We reach internal and external audiences, send the newsletter via email, post it on our website, and share it across our social media platforms. Since re-implementing this newsletter, we have seen a tremendous growth in organic signups from our website. Next quarter, we will continue to expand our newsletter outreach strategies to include more internal and external audiences.

DIGITAL MEDIA



Key metrics trend up month over month.

Website Page Views	5,093
Twitter Impressions	243.8K
Facebook Reach	45.7K
Twitter Town Hall Impressions	4.7M*

*NEDA & SUAG Town Halls combined.

NEWSLETTER



Our newsletter reach continues to expand.

Newsletter List (2012)	86
Newsletter List (Present)	450
Website Subscribers	92
Newsletter Growth	500% +
Newsletters Issued in Q4	6
Average Open Rate	32.3%
Average Click Rate	13%

EVENTS HIGHLIGHTS

We attended two events where we discussed the importance of AgIsAmerica, shared best branding and messaging practices, and updated internal stakeholders, from communications specialists to deans and directors, on AgIsAmerica's efforts. In October, we attended NEDA where we organized a live Twitter Town Hall. NEDA attendees were invited to submit questions and follow the conversation. In November, we attended the APLU Annual Conference where we represented AgIsAmerica and discussed the importance of this communications initiative. Next quarter, we will continue to explore innovative ways to highlight AgIsAmerica's efforts.

MISCELLANEOUS HIGHLIGHTS

We worked with the North Central Cooperative Extension Association (NCCEA) to call attention to a recent study prepared by research group Battelle about Family Consumer Sciences. We created and shared a variety of collateral from a press release to social media graphics.

We continued to work closely with USDA-NIFA to better highlight the importance of NIFA funding and how it contributes to the overall land-grant story. As a result, we saw a tremendous increase in engagement during our October Twitter Town Hall. Next quarter, we will continue to coordinate with USDA-NIFA, explore ways to elevate our existing partnerships, and develop new ones.

In addition, we continue to serve on the National Impact Database Committee and participate in committee meetings. Specifically, we continue to promote the Land-Grants website and National Impact Database with every instance of the hashtag #LGUimpact. This hashtag was initially created as an original hashtag for the Database's public launch. In order to reiterate the importance of the Database, we use the hashtag with every story we share from the Database or website on our platforms. We also encourage other land-grant institutions to use the hashtag. Next quarter, we will continue to support the Committee and promote the Database and its corresponding website.

II. TRADITIONAL MEDIA

We implemented an aggressive traditional media strategy, encompassing print, broadcast, and corresponding online news sites. We shared stories highlighting research, teaching, and Extension with national audiences; better established scientists, Extension educators, and researchers as credible messengers and sources of information; and furthered our relationships with university communications specialists and the media. Our efforts resulted in 682 media hits with 351 million impressions as well as significant engagement with media contacts and influencers.

MEDIA LISTS

We continue to expand our media lists and strategically engage with journalists and reporters on social media. Our media lists reflect both location and beat, or a reporter's topic of interest and areas of expertise. We sent traditional media pitches and interacted with reporters over social media. By doing so, we both reinforced the AgIsAmerica brand and increased the cohesiveness of our traditional and digital media campaign.

Next quarter, we will continue to create more regional and state-specific media lists with local, national, and trade contacts. Using these lists, we will continue to invite media to engage with AgIsAmerica, including but not limited to up for our newsletter or participating in our Twitter Town Halls.

RELATIONSHIPS WITH THE MEDIA

We continued to increase our interactions and correspondence with members of the media. During the quarter, we engaged with numerous media contacts and as previously discussed, greatly expanded our media lists.

We have interacted with members of the media via traditional media and social media, especially on Twitter. Specifically, we sent personalized emails or direct messages; crafted personalized tweets; favorited media content; and retweeted media content. We also shared more examples of trending content, which we call engagement articles, on our platforms. These engagement articles include USDA-NIFA blogs, articles by target reporters, Extension recipes, teaching highlights, and research success stories. By doing so, we create additional opportunities for organic engagement.

In addition, sharing trending content demonstrates that our campaign is tapped into local, regional, and national media conversations surrounding agriculture, Extension, and higher education. Overall, our engagement article strategy continues to enhance recognition of both the AgIsAmerica brand and the land-grant system.

EDITORIAL CALENDAR

To guide our traditional and digital media efforts, we updated our editorial calendar with local, regional, national, and evergreen news hooks from October through December. During this quarter, we also created a draft 2016 editorial calendar, outlining evergreen news hooks for the entire year.

Our editorial calendar follows the legislative calendar, highlights national observances, and includes university-specific events, such as Extension workshops and research milestones. It also helps us prioritize content and coordinate our messaging across all platforms.

Our editorial calendar intentionally highlights national news hooks that align with the news topics listed on AgIsAmerica website. This helps us synchronize our traditional media pitches with our digital branding. Since the news topics on our website also reflect the topics on the Land-Grant Impacts website, we indirectly synchronize our brand with the website and National Impact Database. Most importantly, our editorial calendar highlights news hooks related to our themes of health, nutrition, and water security.

We also align university stories with our news hooks. By doing so, we help insert land-grant universities into timely, relevant conversations occurring in traditional media as well as on Twitter, which is the social media platform where reporters, bloggers, and news affiliates congregate, and Facebook – the largest social media platform.

In addition, we continue to share our editorial calendar with university communications specialists on a monthly basis. On the one hand, this communication effort enables us to encourage universities to engage with AgIsAmerica. On the other, we establish credibility with the communications specialists and encourage cross-marketing between AgIsAmerica and their respective land-grant universities.. Overall, we continue to receive positive feedback as several communications specialists have asked to receive the news hooks, sent us content, and/or incorporate the recommended news hooks into their own collateral.

To view sample news hooks from our editorial calendar, please reference Appendix A. To receive our news hooks and editorial calendar, please email ashley.hawn@kglobal.com.

RELATIONSHIP WITH COMMUNICATIONS SPECIALISTS

We identified and regularly communicated with representatives at every land-grant university in our designated districts. By fostering these relationships, kglobal receives more content for AgIsAmerica, which results in more traditional and digital media engagement opportunities.

Sharing our editorial calendar and campaign updates are prominent ways we build relationships with university contacts. In response monthly email, university communications specialists share additional news hooks and/or relevant stories, which are then reviewed for traditional media and digital media opportunities. Our email listserv has greatly expanded since we first implemented this monthly email correspondence last year. To date, we have organically recruited over 80 contacts.

LINK	TITLE	HOOK	POST DATE	SUBJECT	LGU
http://news.ucdavis.edu	Pumpkin science at UC Davis		12/2/15	Resources	UC Davis
http://nature.com	Berkeley to Lead \$12.3M Study of Crop Drought Tolerance	2015 International Year of Soils	12/3/15	Water Security	Berkeley
http://www.ksr.com	Holiday foods: Homemade and mail order gifts are welcome		12/4/15	Food Safety	Kansas
			12/5/15		
		Hanukkah	12/6/15		
http://www.ksr.com	Kansas State University researcher seeks new ways to battle Johnsongrass	Hanukkah	12/7/15	Agricultural System	Kansas
http://nifa.usda.gov	Family & Consumer Sciences Extension: Making a difference	Hanukkah	12/8/15	Youth, Families & Communities	
https://www.agcenter.gov	NDSU to hold irrigation workshops		12/9/15	Water Security	NDSU
http://www.extension.org	Iowa State University: Online nutrition and food safety lessons address needs of older Iowans		12/10/15	Health, Nutrition	Iowa State
http://www.ksr.com	Holiday foods: Heeding the labels on food gifts	Hanukkah	12/11/15	Food Safety	Kansas
		Hanukkah	12/12/15		
		Hanukkah	12/13/15		
http://cfaes.osu.edu	Ohio State: Make water festive for holiday gatherings	Hanukkah	12/14/15	Health, Nutrition	Ohio
http://news.uga.edu	UGA Agricultural economist recognized by APLU for excellence in teaching		12/15/15	Agricultural System	Georgia
https://landgrant.org	2015 Nutrition education combating obesity		12/16/15	Health, Nutrition	Alaska
http://www.enr.com	OSU Coop Extension given USDA dollars for irrigation project	National Maple Syrup Day	12/17/15	Water Security	Oklahoma
http://www.wa.gov	Multistate project manages invasive weeds in wheat		12/18/15	Agricultural System	Numerous
http://agriculture.com	New soil measurement could boost production, conservation	2015 International Year of Soils	12/19/15	Resources	Auburn
			12/20/15		
http://agriculture.com	Agriculture project helps Auburn earn national innovation award		12/21/15	Agricultural System	Auburn
https://www.delnr.com	Delaware State University awarded almost \$900,000 in USDA grants		12/22/15	Agricultural System	Delaware
http://ag.fvsu.edu	Fort Valley State University professor selected to chair the 1890 Association of Research Directors		12/23/15		FVSU
http://apps.gae.edu	University of Georgia: Poinsettia history	Christmas Eve	12/24/15		Georgia
http://www.extension.org	Iowa State University: Caring for Poinsettias	Christmas Day	12/25/15		Iowa State
http://augustafarm.com	VT Professor awarded \$1.4M for agroforestry projects		12/26/15	Agricultural System	Virginia Tech
http://www.ksr.com	Kansas State University: Holiday time means cookie time		12/27/15	Health, Nutrition	Kansas
http://agriculture.com	Auburn University: New soil measurement could boost production, conservation		12/28/15	Water Security	Auburn

In addition to sharing our editorial calendar, we re-implemented a regular newsletter – Why Ag Matters. By cross promoting the newsletter’s content on all of our platforms, we fulfill a two-fold mission: encourage more university professionals to sign up for our newsletter and encourage more university contacts to send us content. We will discuss the newsletter in greater detail later in this report.

TRADITIONAL MEDIA EFFORTS

Our traditional media efforts spotlight multiple land-grant universities and institutions in our designated districts. We garnered 682 media hits and over 351 million impressions measured by circulation and website traffic.

We worked with land-grant university communications specialists, Extension educators, researchers, and other contacts to develop and share land-grant stories that aligned with national narratives already occurring in the news, such as 2015 declared International Year of Soils. By calling attention to timely, relevant multistate or regional teaching, research, and Extension efforts, we showcased the importance of the entire land-grant system and its impact that often crosses state lines.

October Feature Story: Four Land-Grant Institutions Celebrate Cooperative Extension Innovation with Twitter Town Hall

To view this feature story in full, please reference Appendix B.

November Feature Story: Cooperative Extension Works to Improve Individual Health

To view this story in full, please reference Appendix C.

December Feature Story: Multistate Research Project Conducts Critical Wetland Soil Research

To view this story in full, please reference Appendix D.

III. DIGITAL MEDIA

WEBSITE

We increased user activity on the website by delivering regular and high-quality content. As part of our strategy, we continue to create new content and refine content copy. In order to maintain current traffic and drive new traffic to the website, we will continue to improve our content aspects as well as emphasize cross-platform promotion.

The AgIsAmerica website continues to act as the primary digital platform for coordination between the land-grant system, the Colleges of Agriculture, Agricultural Experiment Station, and Cooperative Extension. Our website hosts external content, projects brand consistency, and highlights our feature stories and original initiatives, such as Meet the Extension Educator/Researcher.

Between October 1, 2015 and December 31, 2015, we added a total of 53 new stories, such as the “Family & Consumer Sciences Extension: Making a Difference” story below. We categorize these stories according to the following topics: Water Security; Nutrition & Health; Food Security; Youth, Family, and Communities; Environmental Stewardship; Agricultural Systems; and Energy & Bioproducts. These categories align with those listed on the National Impact Database to demonstrate cohesion and consistency across platforms and brands.

Family & Consumer Sciences Extension: Making a Difference

The North Central Cooperative Extension Association (NCCEA) has released a new study, prepared in conjunction with the research organization Battelle, that showcases the importance of Family & Consumer Sciences (FCS) Extension.

FCS Extension offers programming by Cooperative Extension, which provides non-formal education from the nation’s land-grant universities to help Americans develop skills to live healthier and more productive lives.

Read more [here!](#)

Posted on December 29th, 2015 by Ag Is America

The website received a total of 5,093 page views across 2,039 web sessions. In other words, the average visitor read 2.49 pages per visit, which is indicative of compelling content that keeps our website visitors' attention.

We use our website to highlight the important work being done at land-grant institutions, and we welcome videos, blog posts, and news articles to share with our audiences. To send suggested AgIsAmerica content, please email ashley.hawn@kglobal.com.

AGISAMERICA FEATURES SECTION

To increase awareness of AgIsAmerica and the land-grant system, we continue to populate our website's Features section, which functions as a unique newsfeed. This section hosts our monthly newsletter, our monthly feature stories, and content relevant to our goals and objectives. Since October 1, 2015, we have shared 10 new pieces of collateral, which include the following:

1. **October 2015: Four Land-Grant Institutions Celebrate Cooperative Extension Innovation With Twitter Town Hall**
2. **October 2015: Ag Is America's Innovation Showcase Twitter Town Hall**
3. **October 2015: Innovation Showcase Twitter Town Hall – Meet the Extension Educator from University of D.C.**
4. **October 2015: Innovation Showcase Twitter Town Hall – Meet the Extension Educator from Kansas State University**
5. **October 2015: Innovation Showcase Twitter Town Hall – Meet the Extension Educator from Southern University Ag Center**
6. **November 2015: Cooperative Extension Works to Improve Individual Health**
7. **November 2015: AgIsAmerica and the Southern University Agricultural Research and Extension Center to Host Twitter Town Hall**
8. **November 2015: Q&A with Southern University Ag Center**
9. **December 2015: Q&A with Deb Gebeke (NDSU) and Paula Peters (KSU)**
10. **December 2015: Multistate Research Project Conducts Critical Wetland Soil Research**

One of our most recent features, the Q&A with program directors from the Southern University Agricultural Research & Extension Center, represents another way we validate the creditability of scientists, researchers, and Extension educators as messengers – a lesson garnered from our 2015 message testing research. Since this Q&A feature aligned with our December Twitter Town Hall, this exemplifies one way we cross promote our content. “Meet the Researcher(s)” or “Meet the Extension Educator(s)” will be a unique regular feature, aiming to highlight a researcher or Extension Educator each month. All of our Q&As are shared via traditional and digital media efforts.

To suggest AgIsAmerica features, please email ashley.hawn@kglobal.com.

SOCIAL MEDIA

We focused our efforts on increasing engagement between AgIsAmerica and key influencers, some of whom we identified through audience segmentation. Since social media is an active, ever-changing conversation, we continuously analyze our engagement strategies in order to stay relevant and influential in our thought space. Using our analysis, we adopt the most effective tactics for grassroots, grasstops, and influencer outreach.

Across our social media platforms, we shared numerous land-grant stories, blog posts, and impact statements that aligned with our editorial calendar. We also shared content that capitalized upon local news hooks and larger national conversations. Since investment and engagement in trending conversations is vital to the growth and continued success of the campaign, we regularly participate in ongoing, industry-specific conversations. To help our efforts, we creatively use trending hashtags and reference current events.

This strategy served two purposes. First, by providing this information to our follower base, we promoted the multifaceted efforts from land-grant institutions, ensuring a united voice for the land-grant system across the entire campaign. Second, engaging influencers in these conversations helped to drive organic, sustainable traffic to our digital media platforms, which in turn raised the profile of member universities and institutions.

To share and suggest research, teaching, or Extension updates, please email ashley.hawn@kglobal.com and elliott.carter@kglobal.com.

TWITTER

AgIsAmerica launched its Twitter account on September 12, 2011 and has gained over 22,000 followers to date. Since Twitter is the leading “live” social media platform, it is important for AgIsAmerica to maintain a consistent newsfeed as well as effectively recruit and engage with followers. Our approach has evolved from a recruitment strategy to an engagement strategy in order to strengthen relationships with stakeholders and establish brand loyalty with influencers. During this quarter, we continued to utilize direct engagement tactics with federal elected officials.

Previously, we focused on recruiting a mass of followers. Now that we have thousands of followers, it is imperative that we target our content to activate them. By doing so, we can amplify our signal, allowing information to be dispersed to an even wider audience.

We also used Twitter to cross-promote our other digital media platforms and traditional media efforts. Part of this increased engagement involved retweeting and engaging in conversations with other influencers and organizations. By doing so, we carried traditional dialogues and relationships into an online setting.

We also engaged in conversations with unaffiliated Twitter users who responded favorably to our news items. Although unaffiliated users usually do not have high social media influence scores, called Klout scores, this engagement represents a long-term strategy of creating informal dialogue that will increase brand awareness and loyalty over time.

All of our key performance indicators have trended up month-over-month, including views, mentions, retweets, favorites, and click-throughs to the AgIsAmerica website. Averages for active days include:

Key Metric	Q1	Q2	Q3	Q4
Impressions	92,830	168,790	148,313	227,449
Engagements	1,617	2,085	1,564	2,006
Retweets	253	327	232	362
Link Clicks	519	489	441	415
Favorites	215	277	290	367

During the quarter, we continued to refine our Twitter Town Hall strategies and tactics. Last quarter, we hosted one Twitter Town Hall with the Northeastern Integrated Pest Management Center based at Cornell University. This quarter, we hosted two Town Halls. Our goal behind these Town Halls is to improve engagement tactics, utilize audience segmentation tactics, and implement our message testing findings.

NEDA Twitter Town Hall

To promote the Town Hall and encourage engagement, we issued a promotional, call to action engagement newsletter at the onset of the event. We issued the promotional content to our newsletter list. The promotional newsletter titled “Happening Now: Twitter Town Hall” resulted in a 31% open rate and 13% click-through rate. We also shared this collateral with the communications specialists, deans, and directors who receive our regular editorial calendar.

Overview

The goal of this Twitter Town Hall was to establish credibility and raise awareness about the AgIsAmerica brand while simultaneously fueling interest and discussion surrounding land-grant universities and Cooperative Extension innovation. We used carefully structured messaging and audience segmentation tactics to achieve these goals.

Our Results

We used the hashtag #agischat to coordinate all of our Twitter Town Halls for consistency and for brand recall. The research scientists for this Twitter Town Hall were:

- Dr. Sabine O'Hara, University of District of Columbia
- Barbara Stone, Kansas State University
- Gina Eubanks, Southern University Ag Center
- John Nowatzki & Bob Bertsch, North Dakota State University

We were able to create significant buzz around the event and our hashtag. The experts themselves, whom we profiled with our "Meet the Extension Educator" Feature generated additional interest amongst Twitter followers. By coordinating with high-profile universities, we furthered our campaign's credibility and name recognition.

Below are the topline engagement metrics:

KEY METRIC	#agischat
Impressions	3,230,657
Reach	157,232
Total Tweets	565

Topics

The Twitter Town Hall focused on issues related to:

- Youth Development
- Gardening
- Nutrition
- Unmanned Aerial Systems

Takeaways

This was our most successful Twitter Town Hall to date. We demonstrated that AgIsAmerica is an active, engaged brand and has embraced Twitter as an important vehicle for connecting with followers. We also sharpened our model that we will expand on for future social media engagement. The same goes for the four participating land-grant universities.

We gained significant insight into the audiences that are most responsive to the messages we promoted. The convergence of the agriculture industry and social media is a very dynamic mechanism and will only continue to grow as we continue to progress through the digital age.

Southern University Agricultural Research & Extension Center Twitter Town Hall

Overview

The goal of this Twitter Town Hall was to establish credibility and raise awareness about the AgIsAmerica brand while simultaneously fueling interest and discussion surrounding the Southern University Agricultural Research & Extension Center (SUAG). Working with SUAG, we identified two primary topics for the event: Health & Nutrition and the Fast Track Gardening Program. Although we highlighted SUAG's Fast Track Gardening program during the NEDA Twitter Town Hall, we were happy to highlight this effort again as it exemplifies successful Extension outreach tied with a universal topic – gardening.

To promote the Town Hall and encourage engagement, we issued a promotional at the onset of our Town Hall to our newsletter list. The promotional newsletter “Happenig Now: Twitter Town Hall” resulted in a 30% open rate and 10% click-through rate. We also shared this newsletter with the communications specialists, deans, and directors who receive our regular editorial calendar.

Our Results

The experts for this Twitter Town Hall were:

- De'Shoyn York
- Dr. Fatemeh Malekian
- Stephanie Elwood

Because of the number of questions we received, our event spanned two hours. While the majority of participants were centralized in Louisiana, users from across the United States engaged during the event. Additionally, as a result of our Q&A Feature, our researchers generated online traction. They greatly contributed to the conversation and the overall success of the event by repurposing AgIsAmerica content.

Below are the topline engagement metrics:

KEY METRIC	#agischat
Impressions	1,531,716
Reach	36,744
Total Tweets	163

Topics

The Twitter Town Hall focused on issues related to:

- Southern University's Fast Track Gardening Program for incarcerated youth
- Health & Nutrition

Takeaways

Because of the number of questions we received, we believe this event was a success. We gained significant insight into the audiences that are most responsive to the messages we promoted. One difficulty identified during the Town Hall was the live communication between AgIsAmerica staff in Washington and Southern University staff in Louisiana. However, the lessons learned during this event provided ways to better streamline future communication .

FACEBOOK

Established on November 16, 2012, our AgIsAmerica Facebook has amassed 12,937 fans. While this platform itself has lost a significant share of general usage in comparison to other social media platforms, it remains the largest. Thus, having an active, popular, and growing Facebook is integral to cementing a successful brand.

Like Twitter, our strategies focused on user engagement and the application of our message testing findings. For example, toward the end of 2014 Q4, geotargeting posts became available on Facebook. Geotargeting posts allow us to pick where we would like Facebook users to view our post, and when appropriate, we used this tool as an audience segmentation and engagement tactic. Throughout the quarter, we honed in on topics that resonated with followers and thereby, would increase our organic reach. As we continue to develop stronger relationships with universities and share content of interest to our audiences, we will continue to see a great deal of user-end engagement and amplification of our posts.

IV. MONTHLY NEWSLETTER

We re-implemented a regular newsletter strategy to meet three primary goals:

- Call attention to land-grant teaching, research, and Extension efforts;
- Highlights stories that resonate with our internal and external audiences;
- Tap into another audience network.

The newsletter is sent on behalf of AgIsAmerica and via email through a program that allows us to analyze its metrics in real time. We share every newsletter on our digital media platforms.

This quarter, we shared six newsletters, including three promotional newsletters for our Town Halls, with the average open rate of 29.1% and the average click rate of 10%.

We issued a promotional newsletter in anticipation of our NEDA Twitter Town Hall on October 7 and garnered a 29.4% open rate and 10.9% click-through rate.

To view this newsletter, please reference Appendix E.

We issued a promotional newsletter about our NEDA Twitter Town Hall on October 12 and garnered a 30.2% open rate and a 8.3% click-through rate.

To view this newsletter, please reference Appendix F.

We issued our November monthly newsletter on November 2 and garnered a 32.4% open rate and a 13.2% click-through rate.

To view this newsletter, please reference Appendix G.

We issued a promotional newsletter in anticipation our Twitter Town Hall with the Southern University Ag Center on November 23 and garnered a 27.9% open rate and a 8.9% click-through rate.

To view this newsletter, please reference Appendix H.

We issued our December monthly newsletter on December 1 and garnered a 30.4% open rate and a 14.8% click-through rate.

To view this newsletter, please reference Appendix I.

We issued a promotional newsletter about our Twitter Town Hall on December 3 and garnered a 24.6% open rate and a 4.6% click-through rate.

To view this newsletter, please reference Appendix J.

To date, our newsletter list consists of over 450 contacts. Of these contacts, 102 contacts subscribed organically through the AgIsAmerica website. However, we will execute an aggressive external marketing rollout strategy to test the right time and days to best reach our subscribers as well as to expand our subscription list to members of the media, industry experts, and Capitol Hill staff, among others.

To sign-up for our newsletter, please email ashley.hawn@kglobal.com or visit agisamerica.org.

V. EVENTS

We attended two events where we discussed the importance of AgIsAmerica, highlighted best branding and messaging practices, and shared AgIsAmerica updates with internal stakeholders, from communications specialists to department heads. Next quarter, we will continue to explore innovative ways to highlight AgIsAmerica's efforts and encourage internal engagement at these conferences.

In October, we attended NEDA where we helped to facilitate a live Twitter Town Hall. NEDA attendees were invited to submit questions and follow the conversation. As a result, we saw the most organic engagement to date during a Twitter Town Hall.

In November, we attended the APLU Annual Conference. We represented AgIsAmerica and discussed the importance of this communications initiative.

Next quarter, we will continue to attend various events that help us better connect with land-grant universities. Overall, our goal is to develop better working relationships with universities in order to better highlight their research, teaching, and Extension efforts.

VI. MISCELLANEOUS

NORTH CENTRAL COOPERATIVE EXTENSION ASSOCIATION

This quarter, we worked with the North Central Cooperative Extension Association (NCCEA) to call attention to a recent study, prepared by research group Battelle, about Family Consumer Sciences. We helped create and share a variety of collateral from a press release to social media graphics. We shared this collateral on our website, social media platforms, with USDA-NIFA, and in our newsletter. As a result of our efforts, USDA-NIFA issued a blog post about the study, linking to the AgIsAmerica press release on Reuters' website.

USDA-NIFA

We continued to work more closely with USDA-NIFA to better highlight the importance of NIFA funding and how it contributes to the land-grant story. We saw a tremendous spike in engagement during our October Twitter Town Hall. Next quarter, we will continue to coordinate with USDA-NIFA as well as explore ways to elevate our existing partnerships and develop new ones.

Last quarter, we had a positive meeting with the communications team. One of goals is to work together to partner on opportunities, and share collateral and strategies. Specifically, kglobal will share our editorial calendar with the communications team, highlight USDA-NIFA's funding role in more stories, promote USDA-NIFA's hashtag #NIFAimpacts, and better showcase USDA-NIFA's efforts on our platforms, from spotlighting a USDA-NIFA blog post in our newsletter to engaging with USDA-NIFA on social media.

NATIONAL IMPACT DATABASE COMMITTEE

We continue to support the National Impact Database Committee and promote the Database. We have regular, bi-monthly check-in calls with the National Impact Database Committee and provide relevant feedback and updates. We continue to promote the Database by using the unique hashtag #LGUimpact we developed during the launch. Specifically, we connect this hashtag to any story we pull from the Database and repurpose on our platforms. That way, we continue to associate the hashtag with the Database beyond its launch. Last quarter, we helped the Committee write a fact sheet about these resources for deans and directors to encourage usage of the Database and its corresponding website.

VII. APPENDIX

Appendix A: Sample Editorial Calendar

Appendix B: October 2015 Feature Story

Appendix C: November Feature Story

Appendix D: December Feature Story

Appendix E: October Newsletter (1 of 2)

Appendix F: October Newsletter (2 of 2)

Appendix G: November Newsletter (1 of 2)

Appendix H: November Newsletter (2 of 2)

Appendix I: December Newsletter (1 of 2)

Appendix J: December Newsletter (2 of 2)

Appendix A: Sample Editorial Calendar

2016 JANUARY ED CAL

- January 26: MSU: Set healthy priorities to balance life, work **1 comment** Loren Long · Tue, Jan 26
- January 27: NDSU: Prairie Fare: Eating a Variety of Foods Can Be a Victory for Your Health **1 comment**
Loren Long · Wed, Jan 27
- January 28: NDSU: Ski to Better Health This Winter **1 comment** Loren Long · Thu, Jan 28
- January 29: UCANR: Research can help Californians live safely with wildlife **1 comment** Loren Long · Fri, Jan 29
- National Slow Cooker Month
- National Soup Month
- [Add a to-do](#)
- January 25: UC Davis: An endive endeavor **1 comment** (Completed by Elliot Carter on 25 Jan)
- January 21: UNL: January = Egg Month **1 comment** (Completed by Elliot Carter on 20 Jan)
- January 20: UC Davis: National Cheese Lovers' Day **1 comment** (Completed by Elliot Carter on 20 Jan)
- January 18: K-State: This winter, use firewise thinking **4 comments** (Completed by Loren Long on 19 Jan)
- January 19: UF: Researchers share \$4 million USDA grant to attack citrus greening **9 comments** (Completed by Loren Long on 19 Jan)
- January 15: MSU: Stop, think, and put it in the trash, not down the drain **4 comments** (Completed by Loren Long on 14 Jan)
- January 14: NDSU: Take Steps to Manage Mindless Eating in the New Year **7 comments** (Completed by Elliot Carter on 14 Jan)
- January 13: UNL: Freezing Peppers for Future Meals **1 comment** (Completed by Elliot Carter on 13 Jan)
- January 11: Berkeley: Berkeley to Lead \$12.3M Study of Crop Drought Tolerance **1 comment** (Completed by Elliot Carter on 12 Jan)
- January 12: Oregon State Extension: Get Indoor pests to bug off without chemicals **1 comment** (Completed by Elliot Carter on 12 Jan)
- January 9: National Apricot Day (Completed by Elliot Carter on 8 Jan)
- January 8: MSU: Researchers find Montana producers who grow cover crops cite soil health as main reason **1 comment** (Completed by Elliot Carter on 8 Jan)
- January 7: UMD CP: Reflecting on 2015 and Food Preservation **1 comment** (Completed by Elliot Carter on 7 Jan)
- January 6: National Bean Day (Completed by Elliot Carter on 5 Jan)

Appendix B: October 2015 Feature Story

FOUR LAND-GRANT INSTITUTIONS CELEBRATE COOPERATIVE EXTENSION INNOVATION WITH TWITTER TOWN HALL

WASHINGTON, D.C. - Extension educators and researchers from the University of the District of Columbia, North Dakota State University, Kansas State University, and the Southern University Ag Center (La.) will partner with Agriculture Is America, a national communications initiative aimed at highlighting the nation's land-grant institutions, to host a joint Twitter town hall on Wednesday October 14th from 9:30 am – 10 am CT. The experts will answer questions regarding youth development, gardening, nutrition, and unmanned aerial systems, among other agricultural topics.

These institutions were chosen to participate in the town hall for their innovation and outstanding leadership in their communities. The University of the District of Columbia sponsors Urban Food Hubs, which tests the feasibility of small-scale food systems in urban communities in order to address food insecurity in our nation's capital and beyond. Kansas State University helps rural and minority families connect with 4-H and Extension offices to learn more about higher education and join community clubs. North Dakota State University is one of six FAA national test sites for unmanned aerial systems, and university research and Extension specialists are performing field tests to assess crop and livestock sensing and monitoring. Southern University hosts a fast track gardening program that gives incarcerated youth the opportunity to use gardening as a tool to learn more about agriculture and nutrition. The four projects will be acknowledged at the 2015 National Extension Directors and Administrators (NEDA) and Cooperative Extension Section Annual Business Meeting next week in St. Louis.

A Twitter town hall, like a public meeting or seminar, gives the opportunity for live question and answer periods. To follow the conversation or submit a question, include the hashtag #agischat in your tweet. All agriculture-related organizations, industry leaders, friends, and supporters are invited to join the discussion.

The participating Twitter handles include:

@agisamerica
@KState
@suagcenter
@UDC_CAUSES
@NDSUExt

About Agriculture Is America (AgIsAmerica)

Agriculture is America. In short, the agriculture industry – sustained in large part by the American land-grant university system through Colleges of Agriculture, Agricultural Experiment Stations, and Cooperative Extension – is integral to jobs, national security, and health. To learn more, visit <http://agisamerica.org>.

Appendix C: November Feature Story

COOPERATIVE EXTENSION WORKS TO IMPROVE INDIVIDUAL HEALTH

WASHINGTON, D.C. – The North Central Cooperative Extension Association (NCCEA) issued a new study, prepared by the research organization Battelle, that highlights the importance of Family & Consumer Sciences (FCS) Extension. FCS Extension offers programming by Cooperative Extension, which provides non-formal education from the nation's land-grant universities to help Americans develop skills to live healthier and more productive lives. The study, titled Analysis of the Value of Family & Consumer Sciences Extension in the North Central Region, demonstrates the impact of FCS programming and prevention education by Cooperative Extension educators.

“Over 45 million Americans live in poverty; almost 79 million Americans are obese; and more than 117 million Americans face chronic health conditions. Since research-based prevention education programs are the cornerstone of our philosophies and methodologies, Extension educators and more specifically, FCS programs, are uniquely positioned to address these 21st century economic and health challenges,” said Dr. Chris Boerboom, Cooperative Extension Director at North Dakota State University and Regional Chair of NCCEA.

Nearly 40 percent of Americans worry about having enough money to pay their bills, and nearly 30 percent have saved less than \$1,000 for retirement. FCS Extension helps Americans develop basic financial management skills to assist with immediate financial problems and decision making. In 2014, Kansas FCS Extension provided education to Medicare beneficiaries to help them save \$26.69 on medical and prescription costs for every dollar spent on the program.

Innovative FCS Extension programs have also resulted in substantial economic returns for the Region. The Strengthening Families Program: For Parents and Youth 10-14, developed by Iowa State University Extension, works to treat substance abuse before it becomes ingrained behavior. A paper published in the Journal of Studies on Alcohol and Drugs showed that the program generated long-term societal savings of \$9.60 for every \$1 spent.

Nationally, Cooperative Extension has been helping families make healthy choices since the late 1960s. The federally funded nutrition assistance program, Expanded Food and Nutrition Education Program (EFNEP), is delivered by Extension across the country and in 2014, assisted nearly 63,000 individuals in the Region. The program cost \$14 million, and resulted in long-term cost savings over \$86 million. Through EFNEP and other nutrition education programs, FCS Extension likely reaches more people with nutrition education than any other source in the nation.

“FCS Extension employs a ‘train the trainer’ approach that focuses on sharing prevention education with service providers, teachers, and parents. By doing so, FCS multiplies its impact through a network of locally-based Extension educators,” said Daryl Buchholz, Associate Director of Extension at Kansas State University.

By training local community members who also provide assistance to target populations, FCS Extension maximizes the resources available in local communities. For example, the University of Nebraska-Lincoln developed an early learning program to help childcare professionals ensure that young children have the best possible learning environments. To date, more than 2,600 childcare professionals have participated, allowing them to bring the program to tens of thousands of children.

FCS Extension also coordinates with a vast network of government, non profit, and educational partners in local communities. FCS Extension is supported, in part, through funding from the U.S. Department of Agriculture's (USDA) National Institute of Food and Agriculture.

The study reviewed the impact of 107 of FCS Extension programs and was organized around three primary areas of impact: Family and Human Development; Food, Nutrition, and Health; and Family Resource Management. FCS Extension programs help individuals, families, and communities change behavior, increase their life knowledge, and develop useful life skills, from stress management techniques to making healthy food choices for a family on a limited food budget. To read learn more about the study, please visit the North Central Cooperative Extension Association (NCCEA) or [click here](#).

For more information about the report:

Dr. Chris Boerboom, NCCEA Regional Chair, and Director North Dakota State University
chris.boerboom@ndsu.edu
(701) 231-8944

Dr. Daryl Buchholz, Associate Director, Research and Extension, Kansas State University
dbuchhol@ksu.edu
(785) 532-5820

Dr. Robin Shepard, Executive Director, NCCEA
nccea@uwex.edu
(608) 890-2688

About Agriculture Is America (AgIsAmerica)

Agriculture is America. In short, the agriculture industry – sustained in large part by the American land-grant university system through Colleges of Agriculture, Agricultural Experiment Stations, and Cooperative Extension – is integral to jobs, national security, and health. To learn more, visit <http://agisamerica.org>.

About The North Central Cooperative Extension Association (NCCEA)

The North Central Cooperative Extension Association (NCCEA) is comprised of the Cooperative Extension Systems within the Land Grant Universities from the 12 north central states that include: University of Illinois, Iowa State University, Kansas State University, Michigan State University, University of Minnesota, University of Missouri, University of Nebraska, North Dakota State University, Ohio State University, Purdue University, South Dakota State University, and University of Wisconsin-Extension. NCCEA facilitates communication among its members, represents regional needs with their federal partners, and coordinates regional and multistate Extension activities.

Appendix D: December Feature Story

MULTISTATE RESEARCH PROJECT CONDUCTS CRITICAL WETLAND SOIL RESEARCH

WASHINGTON, D.C. – Soil scientists from 10 land-grant institutions are working across state lines to improve soil identification and soil resource management through extensive research on soil hydrology – the movement, distribution, and quality of water among soils. The data collected by Multistate Research Project NE-1038 Hydromorphic Soils (NE-1038) has been used widely by federal, state, and local stakeholders.

“Comprehensive data about wetlands soils, from their physical composition to their chemical characteristics, is crucial for wetlands management and restoration, environmental stewardship, and responsible infrastructure planning,” said Jon Wraith, Administrative Advisor for the project, Dean of the University of New Hampshire College of Life Sciences and Agriculture, and Director of the New Hampshire Agricultural Experiment Station.

NE-1038 scientists measure soil characteristics and observe landscape position and behavior to properly identify soil types and their management implications. NE-1038 scientists analyze three types of soil: hydromorphic soils; hydric soils (soils that are permanently or seasonally saturated by water); and subaqueous soils (soils that form in the presence of excess water and are permanently submerged).

“At work sites across the Northeast and Mid-Atlantic, NE-1038 researchers investigated the impacts of human practices like aquaculture and fracking on wetland soil hydrology and how soil conditions affect the amount of carbon that can be stored by wetlands. This work, in particular, helps us assess the impacts of global warming on coastal communities,” said Wraith.

The information gathered by NE-1038 has benefitted a range of organizations including the U.S. Department of Agriculture (USDA), Army Corps of Engineers, and Environmental Protection Agency. The group has also played an important role in educating and training soil scientists, land and resource managers, and regulatory agency personnel to better monitor soil and hydrologic changes and to appropriately comply with regulatory policies.

NE-1038 was supported in part through funding from the USDA’s National Institute of Food and Agriculture (NIFA). Although NE-1038 ended, members are working on a new multistate research project focused on vernal pools and their role in the ecosystem.

To learn more about NE-1038, please [click here](#). The 10 participating land-grant institutions include:

Alabama A&M University
California Cooperative Extension
University of Delaware
University of Kentucky
University of Maryland
University of Massachusetts
Pennsylvania State University
University of Rhode Island
Virginia Polytechnic Institute and State University
West Virginia University

About Agriculture is America

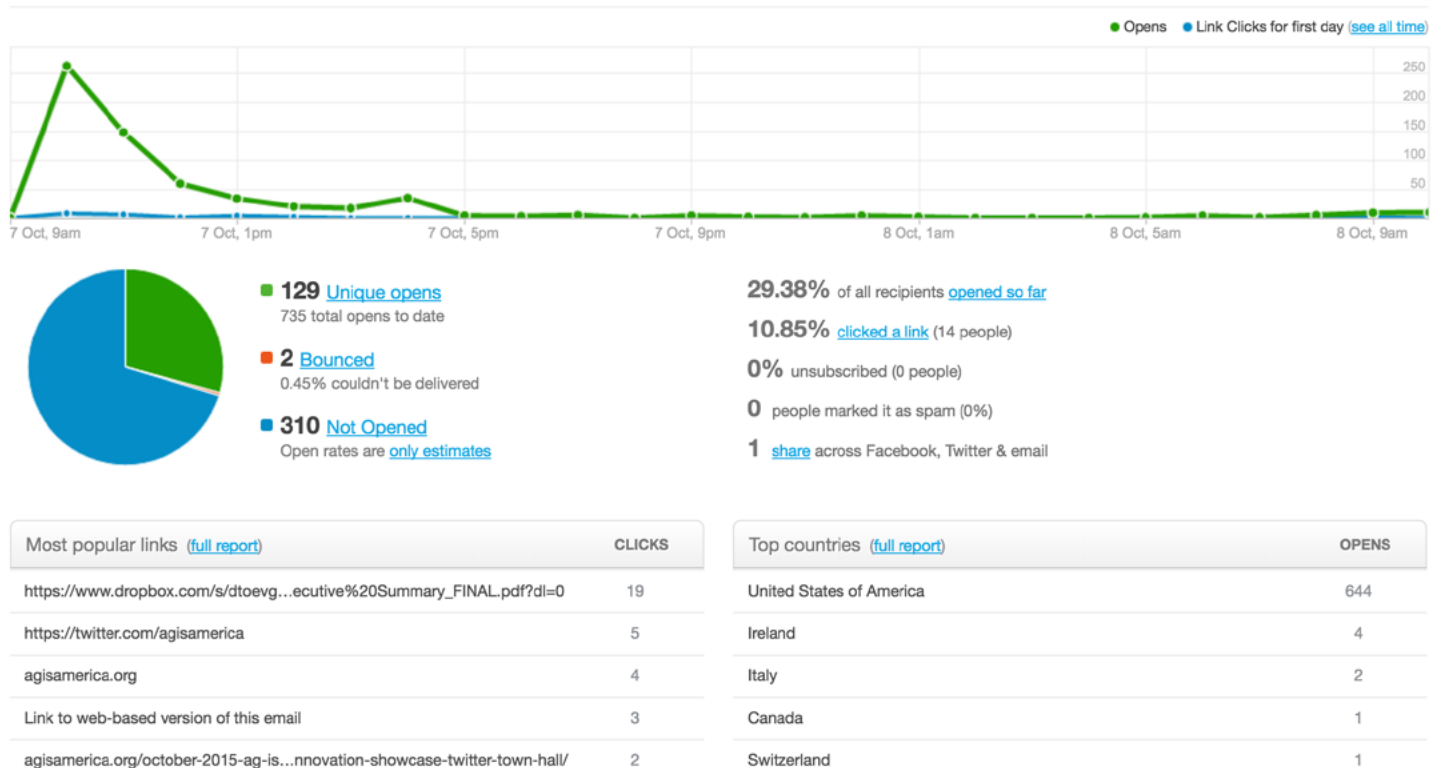
Agriculture is America. In short, the agriculture industry – sustained in large part by the American land-grant university system through both Agricultural Experiment Stations and Cooperative Extension – is integral to jobs, national security, and health. To learn more, visit <http://agisamerica.org>.

Appendix E: October Newsletter (1 of 2)

#agischat: Next Twitter Town Hall

Next Wednesday October 14th, Agriculture Is America will host a Twitter Town Hall with the University of the District of Columbia, Kansas State University, North Dakota State University, and Southern University’s Ag Center. These institutions are among eight that will be showcased at the upcoming 2015 National Extension Directors and Administrators (NEDA) and Cooperative Extension Section Annual Business Meeting next week in St. Louis for their innovation and leadership in their communities. An inventory of more than 150 Cooperative Extension innovations is expected to be published later this year. The meeting’s executive summary is available here.

The Town Hall will occur 9:30 – 10 am CT. You can submit a question now using the hashtag #agischat to @AgIsAmerica. Extension educators and researchers from each institution will be on our panel of experts to answer questions about youth development, unmanned aerial systems, health, nutrition, urban agriculture, and more. Hope you will engage with us!

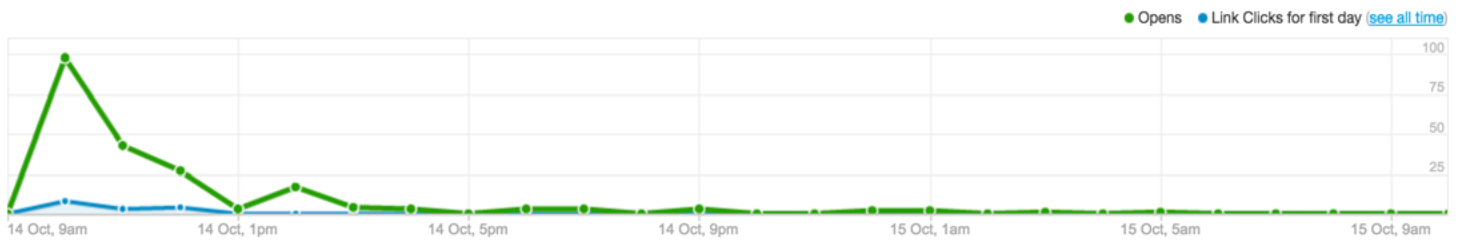


Appendix F: October Newsletter (2 of 2)

#agischat: Twitter Town Hall Happening Now

Agriculture Is America is hosting a Twitter Town Hall with the University of the District of Columbia, Kansas State University, North Dakota State University, and Southern University's Ag Center. Extension educators and researchers from each institution will be on our panel of experts to answer questions about youth development, unmanned aerial systems, health, nutrition, urban agriculture, and more.

The Town Hall is happening now and will end at 10 am CT / 11 am ET. You can submit a question using the hashtag #agischat to @AgIsAmerica. Hope you will engage with us!



133 Unique opens
234 total opens to date

3 Bounced
0.68% couldn't be delivered

307 Not Opened
Open rates are [only estimates](#)

30.23% of all recipients [opened so far](#)

8.27% [clicked a link](#) (11 people)

0% unsubscribed (0 people)

0 people marked it as spam (0%)

1 [share](#) across Facebook, Twitter & email

Most popular links (full report)	CLICKS
https://twitter.com/agisamerica	10
agisamerica.org	4
agisamerica.org/october-2015-ag-is-innovation-showcase-twitter-town-hall/	2

Top countries (full report)	OPENS
United States of America	181
Turkey	9
United Kingdom	2
Italy	2
China	1

Appendix G: November Newsletter (1 of 2)

Why Ag Matters

Your monthly snapshot of the extraordinary work from our land-grant universities, institutions, and Colleges of Agriculture compiled by Agriculture is America.

#agischat: Twitter Town Hall Highlights Cooperative Extension

On October 14th, AgIsAmerica coordinated our third Twitter Town Hall in conjunction with North Dakota State University (NDSU), the University of the District of Columbia (UDC), Kansas State University (K-State), and Southern University (SU) Agricultural Research and Extension Center. Our goal was to highlight Cooperative Extension and its impact on our communities as well as the agriculture industry. Thank you for engaging with us, and stay tuned for our next Twitter Town Hall!

To read more about AgIsAmerica's October Twitter Town Hall, please [click here](#).

Meet the Extension Educators

As part of our October Twitter Town Hall, AgIsAmerica connected with Extension Educators at UDC, SU, and K-State to learn more urban food hubs, nutrition, gardening, community outreach, and Extension educators. Here's what Cooperative Extension means to them:

"Cooperative Extension means community outreach and service. It means teaching everything I've learned to a community or individual that can benefit from it."

Dr. Gina Eubanks, VC for Extension of Southern University Ag Center

"Providing relevant knowledge and education to help youth, families, businesses and communities across Kansas."

Barbara Stone, Department Head and Assistant Director of Kansas 4-H Youth Development at Kansas State University

"...We've translated the term Cooperative Extension into 'community outreach' and 'community education.' Our mission is to offer research based academic and community outreach programs that improve quality of life and economic opportunity that improve the quality of life and economic opportunity of people and communities in the District of Columbia and beyond. This is precisely what Cooperative Extension programs are supposed to be doing."

Dr. Sabine O'Hara, Dean and Director of Land-grant Programs, the College of Agriculture, Urban Sustainability and Environmental Sciences of the University of the District of Columbia

What does Cooperative Extension mean to you? Tell us by tweeting @AgIsAmerica with the hashtag #coopext!

Highlights in Research, Teaching, and Extension

North Dakota State University: NDSU Using Sensors to Identify Weed Infestations
 Alabama A&M and Auburn Extension: Cucumbers to Pickles: Pickling Basics 101
 UC Davis: Keeping it Fresh

Fun Fact

According to the USDA, last year, U.S. farmers produced 1.3 billion pounds of pumpkins across Illinois, Michigan, New York, Ohio, Pennsylvania, and California.

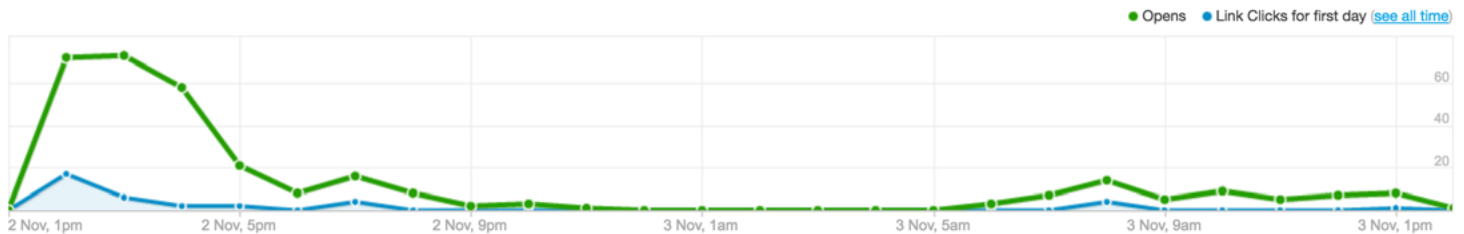
This is a monthly email highlighting some of the content featured on Ag Is America. Our goal is to share the land-grant story with you.

What has your local land-grant university or institution done to impact jobs, the economy, national security, water security, health or nutrition research and education?

We'd love to hear from you. We're particularly interested in updates from the Colleges of Agriculture, research accomplishments, and extension efforts. Send your ideas and questions to @AgIsAmerica with the hashtag #LGUimpact.

We also invite you to help communicate the value of land-grant institutions by:

- Sharing this newsletter
- Following AgIsAmerica on Twitter and encouraging others to do the same
- Retweeting content from @AgIsAmerica
- Mentioning us in your own tweets and linking to stories on agisamerica.org



144 Unique opens
 357 total opens to date

5 Bounced
 1.11% couldn't be delivered

300 Not Opened
 Open rates are only estimates

32.43% of all recipients opened so far

13.19% clicked a link (19 people)

0.23% unsubscribed (1 person)

0 people marked it as spam (0%)

1 share across Facebook, Twitter & email

Most popular links (full report)	CLICKS
agisamerica.org/october-2015-ag-is-...nnovation-showcase-twitter-town-hall/	12
agisamerica.org/news/ndsu-using-sensors-to-identify-weed-infestations/	6
Link to web-based version of this email	6
agisamerica.org	5
agisamerica.org/news/cucumbers-to-pickles-pickling-basics-101/	5

Top countries (full report)	OPENS
United States of America	329
Guam	2
American Samoa	1
Germany	1

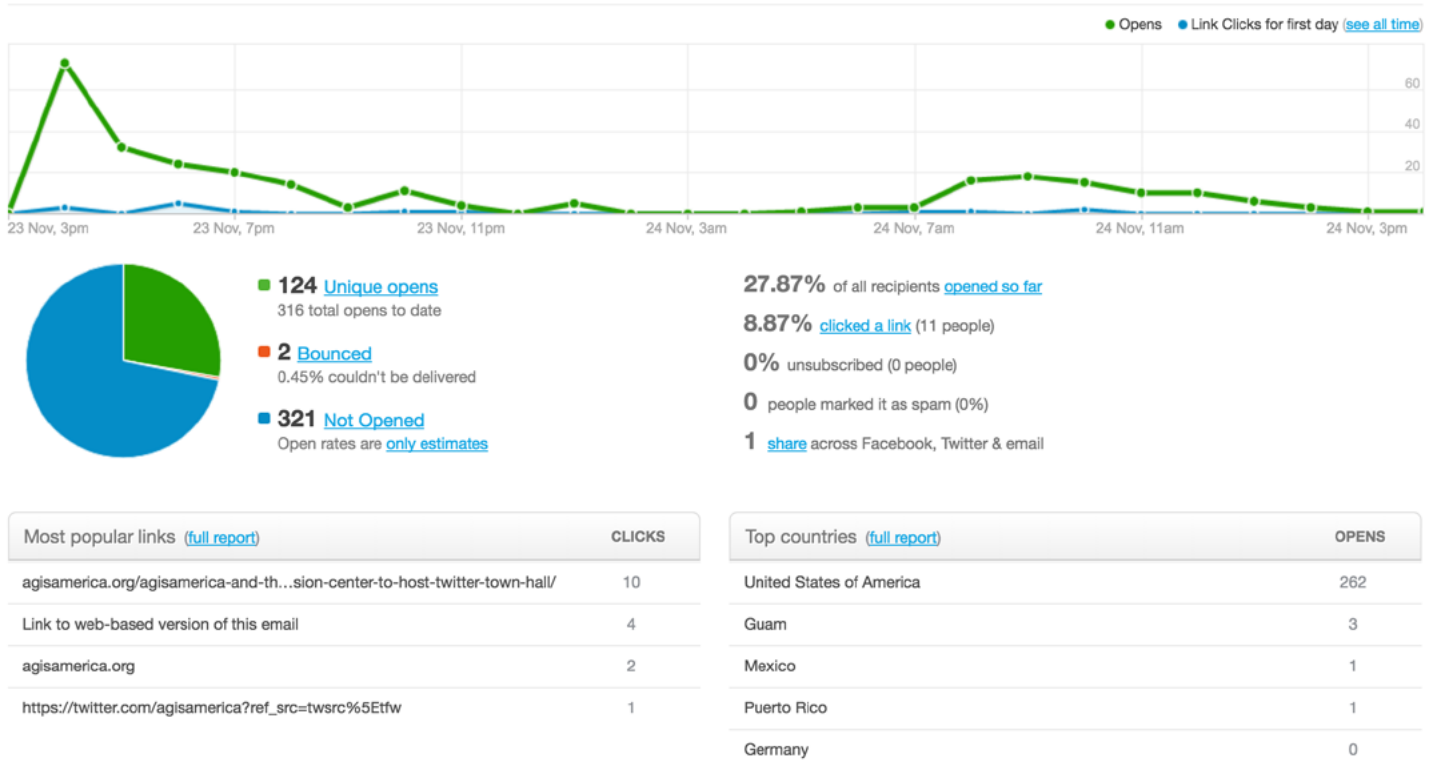
Appendix H: November Newsletter (2 of 2)

#agischat: Twitter Town Hall Next Thursday

On December 3, AgIsAmerica will host a Twitter Town Hall with the Southern University Agricultural Research and Extension Center.

The town hall will occur 2:00 pm – 3:00 pm CT. You can submit a question now using the hashtag #agischat to @AgIsAmerica. Research and Extension experts from the Center will be on our panel of experts to answer questions about health, nutrition, and the Center’s Fast Track Gardening Program, which gives incarcerated youth the opportunity to use gardening as a tool to learn more about agriculture and nutrition. Hope you will engage with us!

Read more about the Twitter town hall here.



Appendix I: December Newsletter (1 of 2)

Why Ag Matters

Your monthly snapshot of the extraordinary work from our land-grant universities, institutions, and Colleges of Agriculture compiled by Agriculture is America.

Cooperative Extension Works to Improve Individual Health

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Here's what Dr. Chris Boerboom, Cooperative Extension Director at North Dakota State University and Regional Chair of NCCEA said: "Over 45 million Americans live in poverty; almost 79 million Americans are obese; and more than 117 million Americans face chronic health conditions. Since research-based prevention education programs are the cornerstone of our philosophies and methodologies, Extension educators and more specifically, FCS programs, are uniquely positioned to address these 21st century economic and health challenges."

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To read more about the study and FCS Extension in the North Central Region, please [click here](#).

#agischat: AgIsAmerica and the Southern University Agricultural Research and Extension Center to Host Twitter Town Hall

On December 3, AgIsAmerica will host a Twitter Town Hall with the Southern University Agricultural Research and Extension Center. The town hall will occur 2:00 pm – 3:00 pm CT/ 3:00 – 4:00 pm ET. You can submit a question now using the hashtag #agischat to @AgIsAmerica.

Research and Extension experts from the Center will be on our panel of experts to answer questions about health, nutrition, and the Center's Fast Track Gardening Program, which gives incarcerated youth the opportunity to use gardening as a tool to learn more about agriculture and nutrition. Hope you will engage with us!

To read more about AgIsAmerica's next Twitter Town Hall, please [click here](#).

Highlights in Research, Teaching, and Extension

- UC Davis: Pumpkin Science at UC Davis

- University of Georgia: Grant Promises Blueberry Farmers More Weapons In Fight Against Spotted Wing Drosophila
- University of Kentucky Cooperative Extension: Creative Programs in Food Deserts Teach Valuable Lessons
- University of Delaware: Sweet Potato as an Alternative Agriculture Enterprise in Delaware

Fun Fact

Did you know that November was National Native American Heritage Month? USDA Rural Development supports small businesses and producers throughout Indian Country and Alaska. Read more about USDA's efforts and National Native American Heritage Month [here](#).

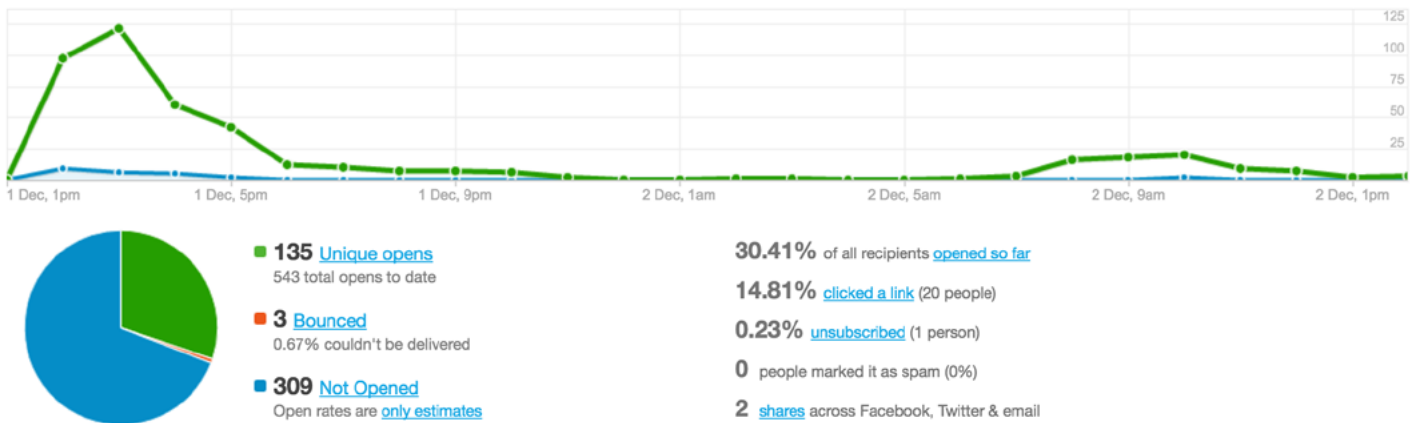
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We also invite you to help communicate the value of land-grant institutions by:

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- Retweeting content from @AgIsAmerica
- Mentioning us in your own tweets and linking to stories on agisamerica.org



Most popular links (full report)	CLICKS
agisamerica.org/november-2015-co...n-works-to-improve-individual-health/	11
agisamerica.org	5
agisamerica.org/news/sweet-potato...ve-agriculture-enterprise-in-delaware/	5
agisamerica.org/agisamerica-and-th...sion-center-to-host-twitter-town-hall/	3
agisamerica.org/news/pumpkin-science-at-uc-davis/	3

Top countries (full report)	OPENS
United States of America	507
Greece	1
Guam	1
Puerto Rico	1
Virgin Islands (USA)	1

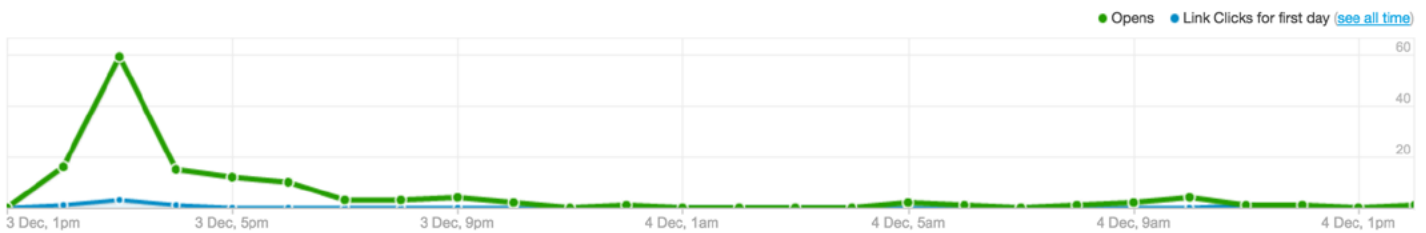
Appendix J: December Newsletter (2 of 2)

Happening Now: Twitter Town Hall

AgIsAmerica is hosting a Twitter town hall with the Southern University Agricultural Research and Extension Center. Research and Extension experts from the Center are ready to answer your questions about everything from the Center’s Fast Track Gardening Program for incarcerated youth to food safety.

The town hall is happening now and will end at 3 pm CT / 4 pm ET. Submit your questions using the hashtag #agischat to AgIsAmerica. Hope you will engage with us!

Read more about the Twitter town hall here.



- 109 Unique opens**
155 total opens to date
- 2 Bounced**
0.45% couldn't be delivered
- 334 Not Opened**
Open rates are [only estimates](#)

- 24.6%** of all recipients [opened so far](#)
- 4.59%** [clicked a link](#) (5 people)
- 0%** unsubscribed (0 people)
- 0** people marked it as spam (0%)
- 1** [share](#) across Facebook, Twitter & email

Most popular links (full report)	CLICKS
agisamerica.org/agisamerica-and-th...sion-center-to-host-twitter-town-hall/	5
Link to web-based version of this email	2

Top countries (full report)	OPENS
United States of America	133
Germany	2
Puerto Rico	2
Greece	1
Virgin Islands (USA)	1