

**Impact Reporting Update**  
**2018 Q1**  
**December 1, 2017 – March 5, 2018**

**Impact Statement Work**

- 2 finalized, released 2016-terminating Impact Statements
  - NCERA-180\*
  - WERA-89\*
- 1 finalized, released 2017-terminating Impact Statement
  - NC-170\*
- Sara Delheimer uploaded finalized Impact Statements to NIMSS and the Land Grant Impacts Database
- Sara Delheimer emailed all Impact Statements to key individuals at land-grants, NIFA, kglobal, and to all project participants and Administrative Advisors
- Sarah Lupis sent all finalized Impact Statements to AES and CES directors with participants on the projects
- NIFA tweeted the WERA-89 Impact Statement on February 22
- NC-170 was featured in the *NIFA Update* from February 21, 2018:  
<https://content.govdelivery.com/accounts/USDANIFA/bulletins/1dcac2f>
- NIFA tweeted the NC-170 Impact Statement on February 14
- NC-170 received positive feedback from NIFA's Director, Sonny Ramaswamy, and will be shared widely
  - "Sara, this is really awesome... We'll amplify the message and share with the secretary's office and with the WH... Josh, a number of states are represented – be good to alert staff."
- S-294 featured on AgIsAmerica website, facebook, and twitter on December 11: <http://agisamerica.org/14-land-grant-universities-work-together-to-improve-food-safety-practices-and-quality-control/>

\*View/ download Impact Statements at <https://www.multistateresearchimpacts.org/impact-statements>

**Social Media**

- Maria Jirele began working as the Social Media Specialist on January 5, 2018, at 10 hours per week
- Since then, we have:
  - Designed a new logo for the Multistate Research Fund Impacts Program to use on our social media platforms so that they look more professional and consistent
  - Created and launched the Multistate Research Fund Impacts Program [facebook](#)
  - Improved the [website](#) so that it is more attractive, easier to navigate, provides more useful information, and more consistent with our social media platforms
  - Created a plan for posting weekly content and increasing/engaging with followers
- 25 tweets by @MRFimpacts (compared to 29 last quarter)
  - 12,917 impressions (up from 11,800 last quarter)
  - 28 link clicks
  - 23 retweets (up from 17 last quarter)
  - 66 likes (up from 38 last quarter)
  - 6 mentions
  - 544 profile visits
  - 7 new followers
- 22 facebook posts
  - 18 page likes
  - 19 follows
  - Total reach: 18 people
    - These numbers are not unusual considering we just launched the facebook on January 29

- It doesn't take any extra work to post content on facebook since we are already creating posts for twitter, so we will continue posting
  - We will work on ways to build our facebook community
- 717 sessions on the [Multistate Research Impacts website](#) (up from 526 last quarter):
  - 476 first-time users
  - Sessions lasted about 2 mins on average
  - Users visited an average of 2.4 pages per session
  - The most visited pages were the recently finalized Impact Statements (NCERA180 and NC170) and the home page
  - Most website traffic came from links sent via email, referral links on other websites (most often from NIFA, AgIsAmerica, and Regional AES Association pages) and links in social media posts

## Impact Writing Workshops

- Selected the Multistate Research Projects from each region that will receive Impact Writing Workshops at their annual meetings (NE will decide at their Spring Meeting)
  - NC1193: February 1 in Orlando, FL
  - S1032: May 22-23 in Washington, DC
  - W2006: September 17 in Boise, ID
- Sara Delheimer delivered an Impact Writing Workshop to Multistate Research Project NC-1193 at their annual meeting in Orlando, FL, on February 1, 2018 (see Appendix A for evaluation feedback)

## Meetings & Professional Development

- Sara Delheimer participated in the National Impact Database's annual impact writing meeting in Baton, LA, January 30-February 1, 2018
  - Wrote impact summaries and stories that will be featured on the home page of the [Land Grant Impacts Database](#)
    - Featured Multistate Research Projects in many of the summaries
- Sarah Lupis participated in CMC and NIDB calls

## Other

- Sara Delheimer prepared her 2017 Annual Self-Assessment and the 2017 Impact Program Annual Report (attached at the end of the Q1 report)

## **Appendix A: NC1193 Impact Writing Workshop Feedback**

### **Evaluation Summary**

- 15 evaluations
- All reported they were satisfied with presenter's delivery and knowledge, the exercises, visuals, and the overall workshop
- No one found any material vague or confusing
- Before the workshop, most respondents ranked their level of knowledge as "basic"
- After the workshop, most respondents ranked their level of knowledge as "pretty good"
- Most respondents indicated that they would do something differently using tools and knowledge from the workshop or that they would what they learned in their work

### **Evaluation Responses**

#### **What were the most important skills or insights you learned during this workshop?**

- The breakdown way you presented the concepts was very helpful!
- I learned the importance of impact statements
- Much more optimistic about building skills
- Learned about the great resource
- Using impact statements to consider outcomes for future projects
- The formula was very helpful
- Feels easier to sit down and do it
- Application and feedback related to my own project
- Components of impact and to effectively write
- So helpful with the practicing!
- What are the building blocks of an impact statement and how to connect
- Appropriate wording for impact statements
- Impact statements
- Simple language and impactful statements
- Impact vocabulary
- Process
- It doesn't have to be in order
- Reminder about language (use simplified language), and "action" info should not be the focus of the impact

#### **Is there any aspect of your work that you will do differently after attending this workshop?**

- Yes, I will try to create better impact statements
- Try to create impact statements for all of my projects
- I need to work on changing my voice from academic to "lay person"
- Increase the use of lay wording for impact statements
- Hone in my own impact statements
- Thinking about using buzzwords and action words in my grant writing/work
- Write and rewrite impact statements
- Write better reports covered from precontemplation to preparation
- Will use more simple language to explain why the research is important
- Yes. To use the impact story
- Yes confidence in how to compose impacts
- Not sure

#### **Was there any material you found vague or confusing?**

- Great explanation of information!
- Not really, but I like details 😊

**Were the presentation visuals and overall appearance effective and engaging?**

- Nice slides. Sorry the projector was wiggling out.
- Visuals ok but not engaging
- Great powerpoint and handout

**Were the workshop exercises effective?**

- Outstanding
- Very! The actual writing of my own work was helpful!

**Overall, were satisfied were you with this workshop?**

- This was so helpful
- Thank you for offering to review the drafted impact statements
- Great workshop!
- Fantastic
- Expand to all USDA grant funding streams
- I wish she could come to give this to my colleagues. Thank you.

—END OF 2018 Q1 REPORT—

The 2017 Impact Program Annual Report and Impact Writer 2017 Annual Self-Assessment follow.

# 2017 ANNUAL REPORT

## NRSP-001 MRF Impacts Program

Sara Delheimer, Impact Writer  
Sarah Lupis, Program Director

## CONTENTS

### **Self-Assessment Summaries | 02**

Program Director .....	02
Impact Writer .....	02

### **Status of Goals/Objectives | 03**

Developing Impact Statements .....	04
Additional Communications Efforts .....	05
Impact Writing Workshops .....	07
Meetings & Conferences .....	08

### **Goals/Objectives for 2018 | 09**

### **Appendices | 10**

A: Impact Writing Productivity .....	10
B: Impact Writing Workshop Feedback .....	11
C: Social Media & Website Analytics .....	12
D: Workshop Selection Process & Guidelines .....	13

# Self-Assessment Summaries

## PROGRAM DIRECTOR

The Program Director for the NRSP-001 Multistate Research Impacts Program provided overall direction and support for the initiative by coordinating with other national communications efforts and serving as a liaison with partners including the NRSP-001 Management Committee, NIFA, kglobal, Cornerstone, the National Impact Database Management Committee, the Communications and Marketing Committee, and ESCOP; supervising the Impact Writer; managing human resources, including hiring the Social Media Specialist; reconciling budgets and expenses; authorizing, approving, and facilitating reimbursement for travel; providing editorial oversight of Impact Statements, social media content, and Impact Writing Workshops as needed; and conducting Impact Writing Workshops.

## IMPACT WRITER

Over the course of 2017, the Impact Writer made significant progress on the original objectives outlined in the 2016 annual report as well as the new priorities identified throughout the year. Many changes were made to the Impact Program in 2017 due to the approval of the NRSP-001 2017-2022 proposal (<https://www.nimss.org/projects/18457>) and some of the year was devoted to preparing the program for expansion and improvement in 2018. The Impact Writer played an active role in proposing new initiatives and stepped up to take on new tasks. The Impact Writer maintained a strong relationship with the Program Director; the NRSP-001 Management Committee; the talented researchers and Extension specialists participating in Multistate Research Projects; and colleagues at NIFA, kglobal, and land-grant university communications departments.

# Status of 2017 Goals/Objectives

The following table below shows the status of the original objectives proposed in the 2012-2017 NRSP-001 outline and in the Impact Writer's 2016 Annual Report. These activities and accomplishments are elaborated on in the narrative that follows.

Goal/Objective	Status (as of December 31, 2017)
Explore new formats for Impact Statements	Completed; ongoing
Develop Impact Statements for 2016-terminating projects	17 finalized; 2 out for review
Develop catalog of completed Impact Statements for 2015-terminating projects	Completed; <a href="http://bit.ly/2015-impact-statement-catalog">http://bit.ly/2015-impact-statement-catalog</a>
Develop Impact Statements for NRSP	0 finalized
Develop Impact Statements for 2017 award winners	1 finalized
Upload finalized Impact Statements to NIMSS, Land-Grant Impacts Database, and Multistate Research Impacts	Completed
Ensure there is one or more tweets about each finalized Impact Statement from @MRFimpacts or @AgisAmerica using #LGUimpacts, #NIFAimpacts, and/or other trending hashtags	69 tweets
Develop and implement new plan for social media	Completed; ongoing
Work with kglobal to develop at least 4 press releases for multistate research projects	Not completed*
Work with kglobal to develop a press release for the winner of the Excellence in Multistate Research Award	Completed
Support kglobal in pitching and publishing of at least one feature story about a multistate research project	Completed
Develop plan for offering workshops to multistate research project teams	Completed
Co-host two-day Impact Writing Workshop for NIFA	Completed
Host at least two additional Impact Writing Workshops	2 completed

*\*AgisAmerica's campaigns and priorities this year were not well aligned with ours. While they continued to feature our content on their platforms, they did not issue press releases about multistate research projects.*

## DEVELOPING IMPACT STATEMENTS

The Impact Writer produced almost double the number of Impact Statements in 2017 as in 2016. In 2017, efforts focused on projects that terminated in 2016. In January, the Impact Writer compiled a list of 2016-terminating projects and assessed the quality of annual report material available for each project. The Program Director coordinated with other national land-grant university and agricultural research communications initiatives to provide insight on important, timely topics for Impact Statements. Throughout the year, the Impact Writer gave each Impact Statement a unique, engaging look suited to its content and explored new formats, such as topical Impact Statements, which feature the impacts of multiple projects working on the same issue or topic. In response to comments received during the NRSP-001 2017-2022 proposal review, the Impact Writer found creative ways to boost production. To facilitate faster Impact Statement drafting, the Impact Writer created a quick outline of each project while reading through reports and placing projects in the queue. To expedite the review process, the Impact Writer sent project participants a fully laid out Impact Statement draft instead of an initial text-only draft. This eliminated a step and helped reviewers give more useful feedback. Over the course of 2017, the Impact Writer worked on 23 Impact Statements, 21 for individual multistate research projects and two topical Impact Statements (see table below).

Impact Statement Title & Project Number	Link to Impact Statement
NC1030	<a href="http://bit.ly/helping-family-businesses">http://bit.ly/helping-family-businesses</a>
NC1173 (re-designed and re-issued on social media for Pollinator Week)	<a href="http://bit.ly/bee-health">http://bit.ly/bee-health</a>
NC1186 (ESS Excellence in Multistate Research Award winner)	<a href="http://bit.ly/NC-1186">http://bit.ly/NC-1186</a>
NC1190	<a href="http://bit.ly/water-mgmt-programs">http://bit.ly/water-mgmt-programs</a>
NC1192	<a href="http://bit.ly/cattle-respiratory-diseases">http://bit.ly/cattle-respiratory-diseases</a>
NC1193	<a href="http://bit.ly/young-adult-health">http://bit.ly/young-adult-health</a>
NC1196	<a href="http://bit.ly/food-systems-human-health">http://bit.ly/food-systems-human-health</a>
NC1197	<a href="http://bit.ly/nematode-mgmt">http://bit.ly/nematode-mgmt</a>
NCCC212	<a href="http://bit.ly/small-fruit-research">http://bit.ly/small-fruit-research</a>
NCERA101	<a href="http://bit.ly/controlled-enviro-tech">http://bit.ly/controlled-enviro-tech</a>
NCERA180	out for review
NCERA219	<a href="http://bit.ly/improving-swine-mgmt">http://bit.ly/improving-swine-mgmt</a>
NCERA222	<a href="http://bit.ly/North-Central-IPM">http://bit.ly/North-Central-IPM</a>
NE1040	<a href="http://bit.ly/managing-plant-parasitic-worms">http://bit.ly/managing-plant-parasitic-worms</a>
NEERA1003	<a href="http://bit.ly/pasture-mgmt">http://bit.ly/pasture-mgmt</a>
S294	<a href="http://bit.ly/fresh-cut-produce-safety">http://bit.ly/fresh-cut-produce-safety</a>
W2112	<a href="http://bit.ly/cattle-sheep-performance">http://bit.ly/cattle-sheep-performance</a>
W2173	<a href="http://bit.ly/livestock-stress">http://bit.ly/livestock-stress</a>
WERA11	<a href="http://bit.ly/turfgrass-research-extension">http://bit.ly/turfgrass-research-extension</a>
WERA89	out for review
WERA1017	<a href="http://bit.ly/western-IPM">http://bit.ly/western-IPM</a>
Soil Health (topical Impact Statement)	<a href="http://bit.ly/soil-research">http://bit.ly/soil-research</a>
Cover Crops (topical Impact Statement)	<a href="http://bit.ly/cover-crops-research">http://bit.ly/cover-crops-research</a>



The Impact Writer sent all Impact Statements finalized during 2017 to project participants and Administrative Advisors, the NRSP-001 Management Committee, Regional AES Associations, NIFA representatives, and kglobal. The Program Director sent all published Impact Statements to the AES and CES directors who had participants on the project. Project participants were advised to share the Impact Statements with partner trade associations, regulatory organizations, University deans and department heads, and other stakeholders as they saw fit and to consider using Impact Statements in interviews, grant applications, newsletters, and meetings with legislators and others (see feedback in Appendix B).

The Impact Writer uploaded each finalized Impact Statement to the NIMSS database (<https://www.nimss.org/>) and the Land Grant Impacts Database (<http://landgrantimpacts.org>). The Impact Writer also featured and archived each Impact Statement on the Multistate Research Impacts website ([www.multistateresearchimpacts.org](http://www.multistateresearchimpacts.org)).

## ADDITIONAL COMMUNICATIONS EFFORTS

In 2017, AgIsAmerica featured four multistate research projects on their website (see Table 1). AgIsAmerica also featured these projects in social media posts on facebook and Twitter. Ag is America also used social media graphics the Impact Writer developed to tweet about World Water Day on March 22, 2017, and soil health research on May 3, 2017. They also referenced at least one multistate research project in an AgIsAmerica infographic.

USDA-NIFA featured five multistate research projects and the Soil Health Impact Statement featured in the *NIFA Update* and/or *Fresh from the Field* e-newsletters (see Table 2).

The Impact Writer provided materials that assisted with the development of an article about W3128 in *Irrigation Times*, the monthly e-newsletter of the Irrigation Association. W3128 received the Irrigation Association's 2017 National Water & Energy Conservation Award. The Impact Writer also provided materials used to develop the brochure for the APLU awards program and a press release issued by the APLU about the 2017 Experiment Station Section Excellence in Multistate Research Award (<http://www.aplu.org/news-and-media/News/aplu-names-2017-multistate-research-award-winners>).

In 2017, the Impact Writer posted 69 tweets using the @MRFimpacts handle, a significant increase from previous years. Overall, these posts received more engagement than in previous years (see Appendix C for analytics report). In 2017, the Program Director and Impact Writer began planning a revised approach to social media to ensure that multistate research projects are shared on social media in a timely manner and in conjunction with trending news and topics. This new plan was approved and initiated in October 2017. Throughout the rest of 2017, we created a job description and application process, conducted interviews, and worked with Colorado State University Human Resources to hire a student employee to work 10 hours per week as our Social Media Specialist. We hired Ms. Maria Jirele and developed a plan of work that we expect will significantly boost our social media presence and engagement in 2018 and beyond.

Throughout 2017, the Impact Writer maintained and improved the Multistate Research Impacts website, making it simpler to navigate, more attractive and modern, and more consistent with the look of Impact Statements. The website was used regularly in 2017 (see Appendix C for analytics report). Work on the website will continue in 2018 with the help of the Social Media Specialist in conjunction with efforts to improve our online presence.

**Table 1. Multistate Research Projects Featured by kglobal/AgisAmerica**

Project Number	Post Date	Social Media?	Blog post?	Link to Blog Post
S294	December 11, 2017	Y	Y	<a href="http://agisamerica.org/14-land-grant-universities-work-together-to-improve-food-safety-practices-and-quality-control/">http://agisamerica.org/14-land-grant-universities-work-together-to-improve-food-safety-practices-and-quality-control/</a>
NC1190	November 2, 2017	Y	Y	<a href="http://agisamerica.org/schools-across-the-country-participate-in-project-to-improve-water-quality-nationwide/">http://agisamerica.org/schools-across-the-country-participate-in-project-to-improve-water-quality-nationwide/</a>
NC1030	July 17, 2017	Y	Y	<a href="http://agisamerica.org/land-grant-universities-team-up-to-help-family-businesses-succeed-despite-crises/">http://agisamerica.org/land-grant-universities-team-up-to-help-family-businesses-succeed-despite-crises/</a>
NC1196	June 23, 2017	Y	Y	<a href="http://agisamerica.org/land-grant-universities-work-together-to-understand/">http://agisamerica.org/land-grant-universities-work-together-to-understand/</a>
Soil Health	May 3, 2017	Y	Y	Link broken
W2170 (World Water Day)	March 22, 2017	Y	N	N/A
NE1045 (World Water Day)	March 22, 2017	Y	N	N/A

**Table 2. Multistate Research Projects Featured by NIFA**

Project Number	Issue Date	Link
NC1173	June 22, 2017	<a href="http://agisamerica.org/thirteen-land-grant-institutions-advance-fight-against-mycobacterial-diseases/">http://agisamerica.org/thirteen-land-grant-institutions-advance-fight-against-mycobacterial-diseases/</a>
NE1040	June 29, 2017	<a href="http://agisamerica.org/improving-equine-farm-sustainability/">http://agisamerica.org/improving-equine-farm-sustainability/</a>
NC1030	July 12, 2017	<a href="http://agisamerica.org/reducing-water-contaminants/">http://agisamerica.org/reducing-water-contaminants/</a>
W2173	November 3, 2017	<a href="https://content.govdelivery.com/accounts/USDANIFA/bulletins/1c1e7c5">https://content.govdelivery.com/accounts/USDANIFA/bulletins/1c1e7c5</a>
NCERA222	November 15, 2017	<a href="https://content.govdelivery.com/accounts/USDANIFA/bulletins/1c509f1">https://content.govdelivery.com/accounts/USDANIFA/bulletins/1c509f1</a>
Soil Health	September 21, 2017	<a href="https://content.govdelivery.com/accounts/USDANIFA/bulletins/1b71164">https://content.govdelivery.com/accounts/USDANIFA/bulletins/1b71164</a>

## IMPACT WRITING WORKSHOPS

During 2017, the Impact Program continued to deliver the Impact Writing Workshops (see list below). Overall, these workshops received positive feedback (see Appendix B). Throughout the year, we received numerous requests for workshops and the workshop materials. Following the approval of the NRSP-001 proposal for 2017-2022, the Impact Program developed a formal process for selecting and delivering Impact Writing Workshops to multistate research projects during their annual meetings (see Appendix D).

January | Washington, D.C. | Sara Delheimer and Sarah Lupis | three two-hour workshops for NIFA staff \*

April | Reno, NV | Sarah Lupis | three two-hour workshops for statewide AES faculty and Extension specialists

April | San Antonio, TX | Sara Delheimer | 30-minute presentation during a NERAOC 2017 session, which also included presentations by Virginia Bueno, Scott Cummings, and LaRachelle Smith

September | Flagstaff, AZ | Sarah Lupis | two two-hour workshops for Southwest Fire Science Consortium at Northern Arizona University and U.S. Forest Service \*

October | Nashville, TN | Sara Delheimer | one two-hour workshop for Multistate Research Project S1062

October | Walla Walla, WA, and Moscow, ID | Sarah Lupis | three two-hour workshops for Washington State University and University of Idaho AES faculty and Extension specialists and grad students

November | Logan, UT | Sarah Lupis | three two-hour workshops for Utah State University AES faculty and Extension specialists and grad students

November | Columbus, OH | Sarah Lupis | two two-hour workshops for Ohio State University AES faculty and Extension specialists and grad students \*

*\* These workshops were performed as contract work. The host institution paid speaker fees and travel costs as per the contract. All other workshops provided by Sara Delheimer and Sarah Lupis were provided under Impact Program and/or WAAESD scope of work. All Impact Writing Workshops are listed in this annual report in order to indicate the broad use and value of the workshop and materials originally created by the Impact Program.*

## MEETINGS & CONFERENCES

In addition to the specific meetings and conferences listed below, the Program Director and Impact Writer participated in quarterly NRSP-001 Management Committee conference calls. The Program Director also participated in quarterly ECOP & ESCOP Communications and Marketing Committee calls and quarterly National Impact Database calls.

January | Washington, D.C. | Sara Delheimer and Sarah Lupis

- Met with Terri Baumann, Joe Malunda, and Modupeh Jahamaliah to develop a new plan for press releases and social media about multistate research projects
- Discussed desirable formats for Impact Statements and social media that will make them more useful for different platforms and audiences

April | San Antonio, TX | National Extension and Research Administrative Officers' Conference | Sara Delheimer and Sarah Lupis

- Presented Impact Writing Workshop

June | New Orleans, LA | Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference | Sara Delheimer and Sarah Lupis

- Attended peer review/critique session to get feedback on different Impact Statement designs and content
- Learned about new design tools and principles to implement in new Impact Statements
- Networked with representatives of various land-grant institutions about the possibility of delivering workshops at their institutions

October | Nashville, TN | S1062 Annual Meeting | Sara Delheimer

- Presented Impact Writing Workshop

October | San Francisco, CA | World Conference of Science Journalists | Sara Delheimer

- Learned tips and guidelines for effective science communication
- Networked with fellow science writers
- Learned about new tools for data visualization, collaboration, social media, and design

# Goals/Objectives for 2018

In 2018, the Multistate Research Fund Impacts Program's Director and Impact Writer will continue to perform all duties outlined in the 2017-2022 scope of work. In addition, we hope to emphasize the following work in 2018:

- Developing more attractive and useful Impact Statement formats
- Increasing the number of Impact Statements developed
- Supervising and assisting the Social Media Specialist with the development and implementation of an improved social media strategy, the success of which will be indicated by positive trends in the number of platforms, posts, followers, and engagement \*
- Improving the Multistate Research Impacts website so that it includes more resources and is easier to navigate
- Refining the Multistate Research Fund Impacts Program brand
- Coordinating with NIFA and kglobal to regularly feature multistate research project stories in e-newsletters and on websites and social media
- Updating materials and determining best practices for delivering Impact Writing Workshop to multistate research project groups (see selection guidelines in Appendix D) and others

*\* For a description of the Social Media Specialist position, see the NRSP-001 2017-2022 project outline here: <https://www.nimss.org/projects/18457>*

**This concludes the 2017 Annual Report. Appendices follow.**

# Appendices

## APPENDIX A: 2016 Impact Writing Productivity Assessment

**56 projects terminated in 2016.**

**7 of the 2016-terminating projects were AC, DC, or TEMP projects.**

- Impact Statements are not written for these project types.

**2 of the 2016-terminating projects had incomplete reports.**

- Many others had subpar reports, but NE1046 and S1048 stood out as being nearly impossible to write about given lack of reports. These projects were removed from the writing queue.

**47 2016-terminating projects were placed in the Impact Statement writing queue.**

**28 of the 2016-terminating projects did not receive Impact Statements due to one or more of the following:**

- Annual report material was not as strong compared to other projects
- Needed to spread work across regions
- Not deemed a priority topic

**19 Impact Statements developed for 2016-terminating projects.**

- 17 of these Impact Statements were finalized by December 31, 2017
- 2 of these Impact Statements were not finalized by December 31, 2017, but because the bulk of work occurred during 2017, they are included in 2017 productivity. It is particularly challenging to complete reviews for Impact Statements during November and December due to holidays and project scientists' academic responsibilities.

**4 Impact Statements developed for projects that did not terminate in 2016.**

- NC-1173 reissue
- NC-1186, winner of the 2017 ESS Excellence in Multistate Research Award
- Soil Health topical Impact Statement featuring impacts of multiple projects
- Cover Crops topical Impact Statement featuring impacts of multiple projects

**23 total Impact Statements developed during 2017.**

## **APPENDIX B: IMPACT WRITING WORKSHOP EVALUATIONS**

### **Feedback from the Impact Writing Workshop for NIFA staff:**

43% of the total 60 workshop participants submitted an evaluation form.

100% of respondents were either completely or mostly satisfied with the workshop.

- 79% of respondents reported that the workshop increased their knowledge level.
- 88% of respondents were completely satisfied with the presenters' knowledge of the topic. No respondents were dissatisfied with the presenters' knowledge.
- 100% of respondents were either completely or mostly satisfied with the presenters' delivery of the material.
- 71% of respondents reported no vague or confusing material.
- 100% of respondents indicated that presentation visuals and overall appearance were effective and engaging.

Key takeaways from participants' evaluation comments:

- The skills and knowledge that participants gained and the aspects of their work that they will do differently after attending match our intended goals for the workshop.
- Many participants felt that the opening ice breaker exercise was good, but lasted for too long
- Many participants felt more time was needed for the practice exercises.
- Many participants wanted more examples of good impact statements during the presentation and to take away.

### **Feedback from Impact Writing Workshop at NERAOC 2017:**

82% of respondents reported the overall presentation was above average or excellent.

- 88% of respondents reported the presenter was above average or excellent.
- 100% of respondents reported the presenter's knowledge was above average or excellent.
- 91% of respondents reported the usefulness of the presentation was above average or excellent.

Rachel Unger, NERAOC 2017 Organizer: "Overall the responses of the conference indicated it was one of the best – I attribute that to the outstanding speakers that we had for the sessions."

Stephanie Albaugh, University of Vermont Extension: "I attended your two workshops on communicating impact at NERAOC this year. I should first say THANK YOU! I'm using your Big Impact guide a lot these days...it makes so much sense now. I still have work to do (always more to learn), but am so grateful for the boost you've given me."

### **Feedback on 2017 Impact Statements:**

John Bamberg, USDA-ARS, NRSP-6 Administrative Advisor: "We had a reporter from the local paper here last weekend doing a story on the genebank. Among all the voluminous background materials I gave her to look at, she said your impact sheet was the best!"

Falita Liles, USDA-NIFA Impact Stories: "You never fail to amaze me with your outstanding impact statements. We'll be featuring this impact in the very near future. Thank you again for all that you do."

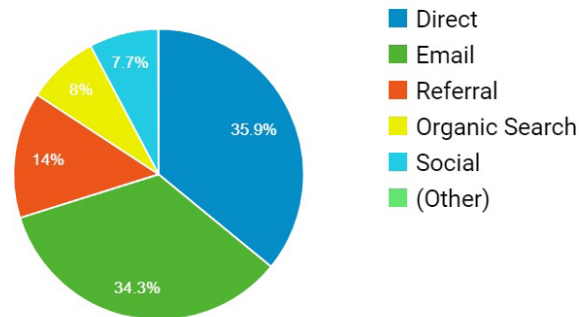
Sonny Ramaswamy, Director of USDA-NIFA: "Colleagues. I appreciate receiving these impact statements. We use the information and often I send them to the Secretary and sometimes even to the WH."

## APPENDIX C: Website & Social Media Analytics Summaries

### Multistate Research Impacts Website Analytics Summary January 1, 2017 - December 31, 2017:

- 2,286 sessions
- 1,449 unique users
- Session duration over 2 minutes
- 2.26 pages per session
- Traffic spike after sharing an Impact Statement via email or social media
- Most users visited site directly (users type in URL to their web browser) and via emailed links, followed by links to our page on other sites, organic searches, and social media links

Top Channels



### Twitter Analytics Summary January 1, 2017 - December 31, 2017:

- 69 tweets by @MRFImpacts
- 28,018 impressions
- 104 likes
- 44 retweets
- 104 link clicks



## **APPENDIX D: Selection Process & Guidelines for Multistate Research Project Impact Writing Workshops**

### **BIG IMPACT**

#### **Why Impactful Reporting Matters and How to do it Better**

#### **IMPACT WRITING WORKSHOPS FOR MULTISTATE PROJECTS**

To address increasing demand for Impact Writing Workshops, we have adjusted the NRSP-1 Impact Writer travel budget to accommodate more in-person workshops and make them regionally accessible. Available time and funds (\$6,500 each year) will allow us to offer workshops at one multistate group's annual meeting in each region, each year. Any remaining travel funds will be carried over to the following year. Workshop participants will complete evaluations so that we can gather feedback and measure success. The following provides an outline of the process by which multistate research projects will be selected for Impact Writing Workshops.

#### **SELECTION PROCESS & CRITERIA**

The Impact Writer will send information about the Impact Writing Workshop to regional AES offices and make it available on [www.multistateresearchimpacts.org](http://www.multistateresearchimpacts.org). Regional AES offices may develop their own procedures for sharing this information with multistate groups in their regions and selecting groups that will receive workshops during their annual meetings; however we also offer the following recommendations/guidelines to Regions:

We recommend that Regions:

- Work with project AAs and current Chairs to ascertain if a two-hour Impact Writing Workshop is feasible during their upcoming annual meeting;
- Nominate two projects: a top nominee and a "back up" nominee. If the top nominee from a region is unable to accommodate the Impact Writing Workshop in their annual meeting agenda or is meeting in a location that would incur exceedingly high travel costs or if the Impact Writer is unable (e.g., due to scheduling conflicts, planned leave, or insufficient travel funds) to offer a workshop at the time and place of the top nominee's annual meeting, we will move forward with an Impact Writing Workshop for the back-up nominee.
- Give priority to projects that have had successful midterm reviews and/or that have completed annual reports for all years to date;
- Consider nominating multiple projects that are meeting in the same location at the same time, so that travel funds may be used to provide workshops to as many groups as possible, and;
- Keep in mind that if a Region nominates a project meeting in Denver, CO, or Nashville, TN, where the workshop instructors are based, there are no travel costs, and unused travel funds may then be available for workshops for other projects in the region.

Final project selections should be communicated to Sarah Lupis and Sara Delheimer (via email to [sarah.lupis@colostate.edu](mailto:sarah.lupis@colostate.edu) and [sara.delheimer@colostate.edu](mailto:sara.delheimer@colostate.edu)) no later than July 1st for an annual meeting to take place in the following project year (i.e., October 1 - September 31).

For this first year only (FY18) we ask that Regions communicate selected projects (with annual meetings happening prior to September 31, 2018) to the Impact Communications Team no later than January 15, 2018. Please note that while the Impact Writing Workshop is designed to help projects submit better reports, and better reports help the Impact Writer develop Impact Statements, simply participating in an Impact Writing Workshop does not result in that project receiving an Impact Statement. The Impact Writer will continue to select projects to receive Impact Statements upon termination based on sufficiency of annual report material as well as other criteria.

# 2017 ANNUAL SELF-ASSESSMENT

Sara Delheimer  
Impact Writer, NRSP-001

## CONTENTS

Self-Assessment Summary	02
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Status of Goals/Objectives	02
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Developing Impact Statements .....	03
Additional Communications Efforts .....	04
Impact Writing Workshops .....	06
Professional Development .....	06

Goals/Objectives for 2018	07
---------------------------	----

Appendices	08
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A: Impact Writing Productivity .....	08
B: Impact Writing Workshop Feedback .....	09
C: Social Media & Website Analytics .....	10
D: Workshop Selection Process & Guidelines .....	11

# Self-Assessment Summary

This past year, many changes were made to the Impact Program in 2017 due to the approval of the NRSP1 2017-2022 proposal (<https://www.nimss.org/projects/18457>). Much of 2017 was devoted to preparing the program for expansion and improvement in 2018. Over the course of 2017, I made significant progress on the original objectives outlined in my 2016 annual report as well as the new priorities and initiatives identified throughout the year and put forth by the proposal. My continued commitment to this position can be seen in my active role in proposing new initiatives and my enthusiasm for stepping up to take on new tasks. This year's accomplishments would not have been possible without the shared vision of Sarah Lupis as well as support from Michael Harrington; the NRSP-001 management committee; and the talented researchers, Extension specialists, and communicators with whom I have the pleasure of working. This report outlines my activities during the past year, highlights specific accomplishments, and lists goals for the coming year.

## Status of 2017 Goals/Objectives

The following table below shows the status of the original objectives proposed in the 2012-2017 NRSP-001 outline and in my 2016 Annual Report. I elaborate on these activities and accomplishments in the narrative that follows.

Goal/Objective	Status (as of December 31, 2017)
Explore new formats for Impact Statements	Completed; ongoing
Develop Impact Statements for 2016-terminating projects	17 finalized; 2 out for review
Develop catalog of completed Impact Statements for 2015-terminating projects	Completed; <a href="http://bit.ly/2015-impact-statement-catalog">http://bit.ly/2015-impact-statement-catalog</a>
Develop Impact Statements for NRSP projects	0 finalized
Develop Impact Statements for 2017 award winners	1 finalized
Upload finalized Impact Statements to NIMSS, Land-Grant Impacts Database, and Multistate Research Impacts	Completed
Ensure there is one or more tweets about each finalized Impact Statement from @MRFimpacts or @AgisAmerica using #LGUimpacts, #NIFAimpacts, and/or other trending hashtags	69 tweets
Develop and implement new plan for social media	Completed; ongoing
Work with kglobal to develop at least 4 press releases for multistate research projects	Not completed*
Work with kglobal to develop a press release for the winner of the Excellence in Multistate Research Award	Completed
Support kglobal in pitching and publishing of at least one feature story about a multistate research project	Completed
Develop plan for offering workshops to multistate research project teams	Completed
Co-host two-day Impact Writing Workshop for NIFA	Completed
Host at least two additional Impact Writing Workshops	2 completed

*\*AgisAmerica's campaigns and priorities this year were not well aligned with ours. While they continued to feature our content on their platforms, they did not issue press releases about multistate research projects.*

## DEVELOPING IMPACT STATEMENTS

My output of Impact Statements in 2017 was almost double that of 2016. In 2017, my efforts focused on projects that terminated in 2016. In January, I compiled a list of 2016-terminating projects and assessed the quality of annual report material available for each project. Throughout the year, I gave each Impact Statement a unique, engaging look suited to its content. I explored new formats, including the creation of topical Impact Statements featuring the impacts of multiple projects working on the same issue or topic. In response to comments received during the NRSP-001 2017-2022 proposal review, I found creative ways to boost production. To facilitate faster Impact Statement drafting, I created an outline of each project as I read through reports and placed projects in the queue. To expedite the review process, I sent project participants a fully laid out Impact Statement draft instead of an initial text-only draft. This eliminated a step and helped reviewers give more useful feedback. Over the course of 2017, I worked on 23 Impact Statements, 21 for individual multistate research projects and two topical Impact Statements (see table below).

Impact Statement Title & Project Number	Link to Impact Statement
NC1030	<a href="http://bit.ly/helping-family-businesses">http://bit.ly/helping-family-businesses</a>
NC1173 (re-designed and re-issued on social media for Pollinator Week)	<a href="http://bit.ly/bee-health">http://bit.ly/bee-health</a>
NC1186 (ESS Excellence in Multistate Research Award winner)	<a href="http://bit.ly/NC-1186">http://bit.ly/NC-1186</a>
NC1190	<a href="http://bit.ly/water-mgmt-programs">http://bit.ly/water-mgmt-programs</a>
NC1192	<a href="http://bit.ly/cattle-respiratory-diseases">http://bit.ly/cattle-respiratory-diseases</a>
NC1193	<a href="http://bit.ly/young-adult-health">http://bit.ly/young-adult-health</a>
NC1196	<a href="http://bit.ly/food-systems-human-health">http://bit.ly/food-systems-human-health</a>
NC1197	<a href="http://bit.ly/nematode-mgmt">http://bit.ly/nematode-mgmt</a>
NCCC212	<a href="http://bit.ly/small-fruit-research">http://bit.ly/small-fruit-research</a>
NCERA101	<a href="http://bit.ly/controlled-envirom-tech">http://bit.ly/controlled-envirom-tech</a>
NCERA180	out for review
NCERA219	<a href="http://bit.ly/improving-swine-mgmt">http://bit.ly/improving-swine-mgmt</a>
NCERA222	<a href="http://bit.ly/North-Central-IPM">http://bit.ly/North-Central-IPM</a>
NE1040	<a href="http://bit.ly/managing-plant-parasitic-worms">http://bit.ly/managing-plant-parasitic-worms</a>
NEERA1003	<a href="http://bit.ly/pasture-mgmt">http://bit.ly/pasture-mgmt</a>
S294	<a href="http://bit.ly/fresh-cut-produce-safety">http://bit.ly/fresh-cut-produce-safety</a>
W2112	<a href="http://bit.ly/cattle-sheep-performance">http://bit.ly/cattle-sheep-performance</a>
W2173	<a href="http://bit.ly/livestock-stress">http://bit.ly/livestock-stress</a>
WERA11	<a href="http://bit.ly/turfgrass-research-extension">http://bit.ly/turfgrass-research-extension</a>
WERA89	out for review
WERA1017	<a href="http://bit.ly/western-IPM">http://bit.ly/western-IPM</a>
Soil Health (topical Impact Statement)	<a href="http://bit.ly/soil-research">http://bit.ly/soil-research</a>
Cover Crops (topical Impact Statement)	<a href="http://bit.ly/cover-crops-research">http://bit.ly/cover-crops-research</a>

All Impact Statements finalized during 2017 were distributed to project participants and Administrative Advisors, the NRSP1 Management Committee, Regional AES Associations, NIFA representatives, and kglobal. Project participants were advised to share the Impact Statements with partner trade associations, regulatory organizations, University deans and department heads, and other stakeholders as they saw fit and to consider using Impact Statements in interviews, grant applications, newsletters, and meetings with legislators and others (see feedback in Appendix B).

Each finalized Impact Statement was uploaded to the NIMSS database (<https://www.nimss.org/>) and the Land Grant Impacts Database (<http://landgrantimpacts.org>). Each Impact Statement is also featured and archived on the Multistate Research Impacts website ([www.multistateresearchimpacts.org](http://www.multistateresearchimpacts.org)).

## **ADDITIONAL COMMUNICATIONS EFFORTS**

Four multistate research projects were featured on the AgisAmerica website and social media (see Table 1). AgisAmerica also featured these projects in social media posts on facebook and Twitter. Ag is America also used social media graphics I developed to tweet about World Water Day on March 22, 2017, and soil health research on May 3, 2017. They also referenced at least one multistate research project referenced in an AgisAmerica infographic.

Five multistate research projects and the Soil Health Impact Statement were featured in the NIFA Update and/or Fresh from the Field e-newsletters (see Table 2).

I provided materials that assisted with the development of an article about W3128 in Irrigation Times, the monthly e-newsletter of the Irrigation Association. W3128 received the Irrigation Association's 2017 National Water & Energy Conservation Award. I also provided materials used to develop the brochure for the APLU awards program and a press release issued by the APLU about the 2017 Experiment Station Section Excellence in Multistate Research Award (<http://www.aplu.org/news-and-media/News/aplu-names-2017-multistate-research-award-winners>).

In 2017, I posted 69 tweets using the @MRFimpacts handle, a significant increase from previous years. Overall, these posts received more engagement than in previous years (see Appendix C for a detailed analytics report). In 2016, we began planning to revise our approach to ensure that multistate research projects are shared on social media in a timely manner and in conjunction with trending news and topics. This new plan was approved and initiated in October 2017. Throughout the rest of 2017, Sarah Lupis and I worked to hire a student employee to work 10 hours per week as our Social Media Specialist. We have hired Ms. Maria Jirele and developed a plan of work that we expect will significantly boost our social media presence and engagement in 2018 and beyond.

The Multistate Research Impacts website provides a place to house the full-color, fully-formatted Impact Statements for public viewing alongside other information about the Multistate Research Fund and the Impacts Program. In 2017, I improved the website, making it simpler to navigate, more attractive and modern, and more consistent with the look of Impact Statements and our other platforms and materials. The website was used regularly in 2017 (see Appendix C for a full analytics report). Work on the website will continue in 2018 with the help of the Social Media Specialist in conjunction with efforts to improve our online presence.

**Table 1. Multistate Research Projects Featured by kglobal/AgisAmerica**

Project Number	Post Date	Social Media?	Blog post?	Link to Blog Post
S294	December 11, 2017	Y	Y	<a href="http://agisamerica.org/14-land-grant-universities-work-together-to-improve-food-safety-practices-and-quality-control/">http://agisamerica.org/14-land-grant-universities-work-together-to-improve-food-safety-practices-and-quality-control/</a>
NC1190	November 2, 2017	Y	Y	<a href="http://agisamerica.org/schools-across-the-country-participate-in-project-to-improve-water-quality-nationwide/">http://agisamerica.org/schools-across-the-country-participate-in-project-to-improve-water-quality-nationwide/</a>
NC1030	July 17, 2017	Y	Y	<a href="http://agisamerica.org/land-grant-universities-team-up-to-help-family-businesses-succeed-despite-crises/">http://agisamerica.org/land-grant-universities-team-up-to-help-family-businesses-succeed-despite-crises/</a>
NC1196	June 23, 2017	Y	Y	<a href="http://agisamerica.org/land-grant-universities-work-together-to-understand/">http://agisamerica.org/land-grant-universities-work-together-to-understand/</a>
Soil Health	May 3, 2017	Y	Y	Link broken
W2170 (World Water Day)	March 22, 2017	Y	N	N/A
NE1045 (World Water Day)	March 22, 2017	Y	N	N/A

**Table 2. Multistate Research Projects Featured by NIFA**

Project Number	Issue Date	Link
NC1173	June 22, 2017	<a href="http://agisamerica.org/thirteen-land-grant-institutions-advance-fight-against-mycobacterial-diseases/">http://agisamerica.org/thirteen-land-grant-institutions-advance-fight-against-mycobacterial-diseases/</a>
NE1040	June 29, 2017	<a href="http://agisamerica.org/improving-equine-farm-sustainability/">http://agisamerica.org/improving-equine-farm-sustainability/</a>
NC1030	July 12, 2017	<a href="http://agisamerica.org/reducing-water-contaminants/">http://agisamerica.org/reducing-water-contaminants/</a>
W2173	November 3, 2017	<a href="https://content.govdelivery.com/accounts/USDANIFA/bulletins/1c1e7c5">https://content.govdelivery.com/accounts/USDANIFA/bulletins/1c1e7c5</a>
NCERA222	November 15, 2017	<a href="https://content.govdelivery.com/accounts/USDANIFA/bulletins/1c509f1">https://content.govdelivery.com/accounts/USDANIFA/bulletins/1c509f1</a>
Soil Health	September 21, 2017	<a href="https://content.govdelivery.com/accounts/USDANIFA/bulletins/1b71164">https://content.govdelivery.com/accounts/USDANIFA/bulletins/1b71164</a>



## IMPACT WRITING WORKSHOPS

Throughout 2017, I continued to deliver my Impact Writing Workshop presentation. In January, Sarah Lupis and I co-presented three workshops for NIFA. In April 2017, I delivered the 30-minute presentation portion of the Impact Writing Workshop during a session of the National Extension and Research Administrative Officers' Conference. 55 people attended this session (which also included presentations by Virginia Bueno, Scott Cummings, and LaRachelle Smith). We received many positive remarks on the workshop (see Appendix B). I received many follow-up requests for the presentation materials and additional workshops. In October 2017, I delivered an in-person Impact Writing Workshop for Multistate Research Project S..., who requested my workshop at their annual meeting. Following the approval of the NRSP1 proposal for 2017-2022, Sarah Lupis and I developed a formal process for selecting and delivering Impact Writing Workshops to multistate research projects during their annual meetings (see Appendix D).

## CONFERENCES & MEETINGS ATTENDED

Meeting with kglobal | January | Washington, D.C.

- Met with Terri Baumann, Joe Malunda, and Modupeh Jahamaliah to develop a new plan for press releases and social media about multistate research projects
- Discussed desirable formats for Impact Statements and social media that will make them more useful for different platforms and audiences

2017 National Extension and Research Administrative Officers' Conference | April | San Antonio

- Presented Impact Writing Workshop
- Networked with representatives of various land-grant institutions about the possibility of delivering workshops at their institutions

2017 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences | June | New Orleans

- Attended peer review/critique session to get feedback on different Impact Statement designs and content
- Learned about new design tools and principles to implement in new Impact Statements

S1062 Annual Meeting | October | Nashville

- Presented Impact Writing Workshop

2017 World Conference of Science Journalists | October | San Francisco

- Learned tips and guidelines for effective science communication
- Networked with fellow science writers
- Learned about new tools for data visualization, collaboration, social media, and design

# Goals/Objectives for 2018

- Develop and share a catalog of completed Impact Statements for 2016-terminating projects
- Produce at least 12 Impact Statements for 2017-terminating projects
- Produce Impact Statements for 2018 award-winning projects
- Upload all finalized Impact Statements to NIMSS, the LGU Impact Database, and the Multistate Research Impacts website
- Coordinate day-to-day activities of the Social Media Specialist and supervise and assist with the development and implementation of an improved social media strategy, the success of which will be indicated by positive trends in the number of platforms, posts, followers, and engagement\*
- Coordinate with NIFA and kglobal to feature multistate research project stories in e-newsletters and on websites and social media
- Write press releases and pitch feature articles as needed
- Deliver Impact Writing Workshop to at least four multistate research project groups during their annual meetings (see selection guidelines in Appendix D)

*\*For a description of the Social Media Specialist position, see the NRSP1 2017-2022 project outline here: <https://www.nimss.org/projects/18457>*

**This concludes the 2017 Annual Report. Appendices follow.**



# Appendices

## APPENDIX A: 2016 Impact Writing Productivity Assessment

**56 projects terminated in 2016.**

**7 of the 2016-terminating projects were AC, DC, or TEMP projects.**

- Impact Statements are not written for these project types.

**2 of the 2016-terminating projects had incomplete reports.**

- Many others had subpar reports, but NE1046 and S1048 stood out as being nearly impossible to write about given lack of reports. These projects were removed from the writing queue.

**47 2016-terminating projects were placed in the Impact Statement writing queue.**

**28 of the 2016-terminating projects did not receive Impact Statements due to one or more of the following:**

- Annual report material was not as strong compared to other projects
- Needed to spread work across regions
- Not deemed a priority topic

**19 Impact Statements developed for 2016-terminating projects.**

- 17 of these Impact Statements were finalized by December 31, 2017
- 2 of these Impact Statements were not finalized by December 31, 2017, but because the bulk of work occurred during 2017, they are included in 2017 productivity. It is particularly challenging to complete reviews for Impact Statements during November and December due to holidays and project scientists' academic responsibilities.

**4 Impact Statements developed for projects that did not terminate in 2016.**

- NC-1173 reissue
- NC-1186, winner of the 2017 ESS Excellence in Multistate Research Award
- Soil Health topical Impact Statement featuring impacts of multiple projects
- Cover Crops topical Impact Statement featuring impacts of multiple projects

**23 total Impact Statements developed during 2017.**

## APPENDIX B: IMPACT WRITING WORKSHOP EVALUATIONS

### Feedback from the Impact Writing Workshop for NIFA staff:

43% of the total 60 workshop participants submitted an evaluation form.

100% of respondents were either completely or mostly satisfied with the workshop.

- 79% of respondents reported that the workshop increased their knowledge level.
- 88% of respondents were completely satisfied with the presenters' knowledge of the topic. No respondents were dissatisfied with the presenters' knowledge.
- 100% of respondents were either completely or mostly satisfied with the presenters' delivery of the material.
- 71% of respondents reported no vague or confusing material.
- 100% of respondents indicated that presentation visuals and overall appearance were effective and engaging.

Key takeaways from participants' evaluation comments:

- The skills and knowledge that participants gained and the aspects of their work that they will do differently after attending match our intended goals for the workshop.
- Many participants felt that the opening ice breaker exercise was good, but lasted for too long
- Many participants felt more time was needed for the practice exercises.
- Many participants wanted more examples of good impact statements during the presentation and to take away.

*We did have a few participants mark "completely dissatisfied" or "mostly dissatisfied" on some questions; however, based on those participants' other positive responses throughout their evaluation forms, we believe they misread the answer choices and intended to mark "completely satisfied" or "mostly satisfied." They are included as such in the numbers above.*

### Feedback from Impact Writing Workshop at NERAOC 2017:

82% of respondents reported the overall presentation was above average or excellent.

- 88% of respondents reported the presenter was above average or excellent.
- 100% of respondents reported the presenter's knowledge was above average or excellent.
- 91% of respondents reported the usefulness of the presentation was above average or excellent.

Rachel Unger, NERAOC 2017 Organizer: "Overall the responses of the conference indicated it was one of the best – I attribute that to the outstanding speakers that we had for the sessions."

Stephanie Albaugh, University of Vermont Extension: "I attended your two workshops on communicating impact at NERAOC this year. I should first say THANK YOU! I'm using your Big Impact guide a lot these days...it makes so much sense now. I still have work to do (always more to learn), but am so grateful for the boost you've given me."

### Feedback on 2017 Impact Statements:

John Bamberg, USDA-ARS, NRSP-6 Administrative Advisor: "We had a reporter from the local paper here last weekend doing a story on the genebank. Among all the voluminous background materials I gave her to look at, she said your impact sheet was the best!"

Falita Liles, USDA-NIFA Impact Stories: "You never fail to amaze me with your outstanding impact statements. We'll be featuring this impact in the very near future. Thank you again for all that you do."

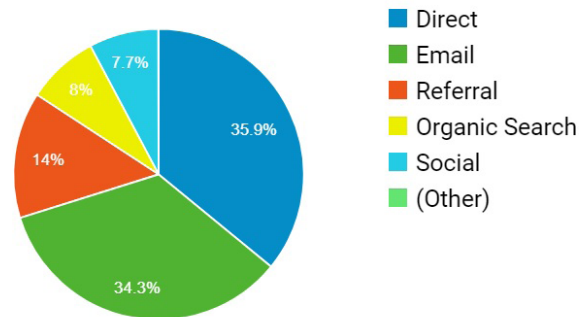
Sonny Ramaswamy, Director of USDA-NIFA: "Colleagues. I appreciate receiving these impact statements. We use the information and often I send them to the Secretary and sometimes even to the WH."

## APPENDIX C: Website & Social Media Analytics Summaries

### Multistate Research Impacts Website Analytics Summary January 1, 2017 - December 31, 2017:

- 2,286 sessions
- 1,449 unique users
- Session duration over 2 minutes
- 2.26 pages per session
- Traffic spike after sharing an Impact Statement via email or social media
- Most users visited site directly (users type in URL to their web browser) and via emailed links, followed by links to our page on other sites, organic searches, and social media links

Top Channels



### Twitter Analytics Summary January 1, 2017 - December 31, 2017:

- 69 tweets by @MRFImpacts
- 28,018 impressions
- 104 likes
- 44 retweets
- 104 link clicks

## **APPENDIX D: Selection Process & Guidelines for Multistate Research Project Impact Writing Workshops**

### **BIG IMPACT**

#### **Why Impactful Reporting Matters and How to do it Better**

#### **IMPACT WRITING WORKSHOPS FOR MULTISTATE PROJECTS**

To address increasing demand for Impact Writing Workshops, we have adjusted the NRSP-1 Impact Writer travel budget to accommodate more in-person workshops and make them regionally accessible. Available time and funds (\$6,500 each year) will allow us to offer workshops at one multistate group's annual meeting in each region, each year. Any remaining travel funds will be carried over to the following year. Workshop participants will complete evaluations so that we can gather feedback and measure success. The following provides an outline of the process by which multistate research projects will be selected for Impact Writing Workshops.

#### **SELECTION PROCESS & CRITERIA**

The Impact Writer will send information about the Impact Writing Workshop to regional AES offices and make it available on [www.multistateresearchimpacts.org](http://www.multistateresearchimpacts.org). Regional AES offices may develop their own procedures for sharing this information with multistate groups in their regions and selecting groups that will receive workshops during their annual meetings; however we also offer the following recommendations/guidelines to Regions:

We recommend that Regions:

- Work with project AAs and current Chairs to ascertain if a two-hour Impact Writing Workshop is feasible during their upcoming annual meeting;
- Nominate two projects: a top nominee and a "back up" nominee. If the top nominee from a region is unable to accommodate the Impact Writing Workshop in their annual meeting agenda or is meeting in a location that would incur exceedingly high travel costs or if the Impact Writer is unable (e.g., due to scheduling conflicts, planned leave, or insufficient travel funds) to offer a workshop at the time and place of the top nominee's annual meeting, we will move forward with an Impact Writing Workshop for the back-up nominee.
- Give priority to projects that have had successful midterm reviews and/or that have completed annual reports for all years to date;
- Consider nominating multiple projects that are meeting in the same location at the same time, so that travel funds may be used to provide workshops to as many groups as possible, and;
- Keep in mind that if a Region nominates a project meeting in Denver, CO, or Nashville, TN, where the workshop instructors are based, there are no travel costs, and unused travel funds may then be available for workshops for other projects in the region.

Final project selections should be communicated to Sarah Lupis and Sara Delheimer (via email to [sarah.lupis@colostate.edu](mailto:sarah.lupis@colostate.edu) and [sara.delheimer@colostate.edu](mailto:sara.delheimer@colostate.edu)) no later than July 1st for an annual meeting to take place in the following project year (i.e., October 1 - September 31).

For this first year only (FY18) we ask that Regions communicate selected projects (with annual meetings happening prior to September 31, 2018) to the Impact Communications Team no later than January 15, 2018. Please note that while the Impact Writing Workshop is designed to help projects submit better reports, and better reports help the Impact Writer develop Impact Statements, simply participating in an Impact Writing Workshop does not result in that project receiving an Impact Statement. The Impact Writer will continue to select projects to receive Impact Statements upon termination based on sufficiency of annual report material as well as other criteria.