

## NRSP1 Call Notes

Thursday, January 21, 11 am ET

Call-in: 215-446-3656, ACCESS CODE: 1442561

NRSP1 Members
Bill Brown (Chair), TN
Jeff Jacobsen (lead AA), NCRA
Mike Harrington, WAAESD
Dan Rossi, NERA
Eric Young, SAAESD
Carolyn Brooks, ARD
Chris Hamilton, NCRA
Sarah Lupis, WAAESD
Rubie Mize, NERA
Donna Pearce, SAAESD
Adel Shirmohammadi, MD
Sara Delheimer, WAAESD & ESCOP Impact Writer
Shirley Hyman-Parker, NCAT & ARD
Steve Loring, NM
<del>Shelley Whitworth, OH</del> Christy Rich, IN replaced Shelley Whitworth on 4/18/2016
Bart Hewitt, NIFA
Katelyn Sellers, NIFA
Email list: nrsp1@lists.wisc.edu

Link to NRSP1 documents (call notes, Impact Reporting Updates):

<https://uwmadison.box.com/s/p62wzi5t9tnnfclu0l0m48m5nlsxisch>

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**Participants:** Bill Brown (NRSP1 Chair), Jeff Jacobsen, Mike Harrington, Chris Hamilton (recorder), Sarah Lupis, Rubie Mize, Donna Pearce, Adel Shirmohammadi, Sara Delheimer, Steve Loring, Shelley Whitworth, Katelyn Sellers

### Call Agenda and Notes

1. Welcome and Roll Call, Bill Brown, NRSP1 Chair
2. NIMSS update: Jeff Jacobsen, NRSP1 Lead AA ;Toby Kirkland, Clemson YLI ITT
  - a. Toby Kirkland discussed some of the new features of NIMSS, such as the WYSIWYG (what you see is what you get) editor for text boxes and improved security with a private server, as well as the causes for the problematic initial release. Some of these included:
    - i. No validated data or primary keys existed in the legacy NIMSS. This has been addressed in the new NIMSS.
    - ii. Clemson requested a "sandbox" environment of the legacy NIMSS, but was not able to get one and had no way to validate old data. So, when the new NIMSS

went live, old orphan data, duplicate users, malformed email addresses etc., caused functions to fail. The code was correct, but the invalid data caused unexpected results.

- iii. After that, we retracted the NIMSS release and asked users to stay out of the system until further notice. Clemson developers, Jason Eichelberger and Julian Brinkley, went through the data manually to locate and clean up the bad data, while Chris and Sarah continued to test functions. We are still addressing the data issues as they occur, but because of NIMSS' "Bug Reports" function and live monitoring by the developers, these issues are being addressed quickly. The quality and details provided in the "Bug Reports" greatly assists the developers understand and fix the issues, so users are encouraged to provide highly descriptive information.
  - iv. We are planning to re-release NIMSS later today and Sarah/Chris will send another email with instructions for logging in, etc. Users may still encounter errors, but these can easily be reported via the "Bug Reports" function. As part of this re-release, Sarah/Chris will post office hours next week and will provide some initial training opportunities. Thereafter (February 1), the RSAs will be responsible for supporting their regions with Sarah/Chris as back-ups if necessary.
3. National Impact Reporting: Sara Delheimer
    - a. Reporting Update – Please refer to Sara's Q4 report
    - b. Impact website proposal discussion – Please refer to Sara's proposal and screen shots of the new site. Sara described the newly proposed multistate impact website and answered questions about the site and how it would function in conjunction with <https://landgrantimpacts.tamu.edu/>.
    - c. Adel moved a motion to go ahead with the website project, seconded by Bill Brown and approved.
    - d. Sara will prepare a brief informational statement for ESCOP, once the site is ready to launch.
  4. Other business:
    - a. NRSP1 calls are held quarterly. Chris Hamilton will schedule one in mid-April or early May with a Doodle poll.

Call adjourned at 11:55 am ET.

## NRSP1 Call Notes

Wednesday, July 27 at 11 am ET

Call-in: 215-446-3656, ACCESS CODE: 1442561

NRSP1 Members
Bill Brown (Chair), TN
Jeff Jacobsen (lead AA), NCRA
Mike Harrington, WAAESD
Rick Rhodes, NERA
Eric Young, SAAESD
Carolyn Brooks, ARD
Chris Hamilton, NCRA
Sarah Lupis, WAAESD
Vacant, NERA Coordinator
Donna Pearce, SAAESD
Adel Shirmohammadi, MD
Sara Delheimer, WAAESD & ESCOP Impact Writer
Shirley Hymon-Parker, NCAT & ARD
Alton Thompson, ARD
Steve Loring, NM
Christy Rich, Purdue University
Bart Hewitt, NIFA
Katelyn Sellers, NIFA
Email list: nrsp1@lists.wisc.edu

Link to NRSP1 documents (call notes, Impact Reporting Updates):

<https://uwmadison.box.com/s/p62wzi5t9tnnfclu0l0m48m5nlsxisch>

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**Participants:** Bill Brown, Jeff Jacobsen, Chris Hamilton, Sarah Lupis, Christy Rich, Katelyn Sellers, Donna Pearce, Alton Thompson, Steve Loring Bart Hewitt, Sara Delheimer, Adel Shirmohammadi, Rubie Mize (guest)

### Call Agenda and Notes

1. Roll Call
2. Approval of the agenda (Bill Brown) - Approved
3. NIMSS update (Jeff Jacobsen, Chris Hamilton, Sarah Lupis)
  - a. Chris Hamilton gave a brief NIMSS update
  - b. Chris/Sarah communicate regularly with Clemson developers, fixing issues as they appear, usually within 24 to 48 hours. Clemson is very responsive and accurate with fixes.

- c. Very few issues/bugs are being reported at this time and users have been positive with their feedback regarding system performance.
4. National impact writing program update (Sara Delheimer) - Please refer to Sara's Q2 update within <https://uwmadison.box.com/s/p62wzi5t9tnnfclu0l0m48m5nlsxisch>
5. Review/discussion of NRSP1 renewal draft (Jeff, Chris, and Sarah)
  - a. Refer to comments in Master draft of NRSP1 proposal
  - b. I&J Section: Make sure all formatting matches NRSP1 formatting
  - c. Perhaps emphasize relationship of impact writing program to kglobal, CMC, and Cornerstone more
  - d. Much discussion on the proposal regarding NIMSS and the impact program ensued.

## Impact Reporting Update 2016 Q1 (January 1 – March 31)

Sara Delheimer, Impact Writer, NRSP-001

### Impact Statements

- NC-205—layout out for review
  - NC-229—finalized
  - NE-1042—finalized
  - NE-1045—text out for review
  - NRSP-3—finalized
  - W-2004—finalized
  - W-2171—finalized
  - WERA-1015—finalized
- 
- Created catalog of all Impact Statements created for 2014-terminating Multistate Research Projects. The catalog can be found in the [Impact Statement Archive](#).
  - Began work on Impact Statements for 2015-terminating projects.
    - Identified priority projects and projects with insufficient reporting material. See table.

### Additional Work

- Launched [Multistate Research Impacts website](#) on February 17, 2016.
  - Between February 17 and March 31, we saw a total of 170 visits to the website by 108 different users. These visitors looked at an average of 2 pages per visit and spent over two minutes on each page.
  - More than 50% of the traffic to the site has come from direct links (i.e., links included in emails). 11 visitors found the site through a search engine, 44 were referred to the site from another website (e.g., NIFA and regional association webpages), and 19 were directed to the site by social media.
  - Visits spike day of/after new Impact Statement, press release, etc is posted.
- Helped edit kglobal press release for NE-1041.
  - [“Thirteen Land-grant Universities Work Across State Lines to Improve Equine Farm Sustainability”](#)
    - 195 media hits
    - 90.5 million impressions
- Helped edit kglobal press release for NE-1201.
  - [“Thirteen Land-grant Universities Advance Fight Against Mycobacterial Diseases”](#)
    - 230 media hits
    - 89.5 million impressions
    - Project member Ken Olson shared it with 43 print and broadcast outlets as well as National Milk Producers Federation, National Cattlemen's Beef Association, National DHIA, US Animal Health Association, Farm Bureau
- Working on presentation for NERAOC 2016. Session 56: “How to Write and Leverage Strong Impact Statements” on Wednesday, April 27, 2016, from 10:15-11:30. Co-presenting with Ashley Hawn (kglobal) and Suzanne Steel (Ohio State)
- Received request from Cornell University to deliver Impact Writing Workshop

## 2015-Terminating Projects

Project Number	Project Title	Comments on Available Reports	Priority topic?	Impact Statement Status
NCCC-31*	Ecophysiological Aspects of Forage Management	Lots of IS listed; many are research findings, but good impact material mixed in, including numbers		
NCCC-52	Family Economics	Last report from 10/2014; few, brief IS, mostly about meeting and publications, but could extract one or two impact points		
NCCC-134	Applied Commodity Price Analysis, Forecasting, and Market Risk Management	No IS in reports—only meeting info/agenda		
NCCC-211	Cover crops to improve environmental quality in crop and biofuel production systems in the Great Lakes and Upper Mississippi basins	A few, brief, but good IS, including some numbers		
NC205	Ecology and Management of European Corn Borer and Other Lepidopteran Pests of Corn	IS list grants leveraged and some research results, but also many actual impacts, including financial benefits, policy influence		
NC-1023	Engineering for food safety and quality	Last report from 11/2014; lots of IS reported, but many are research results; can easily translate into impacts		
NC-1100	Enhancing Rural Development Technology Assessment and Adoption Through Land Grant Partnerships	2011, 2012, 205 reports; no IS in 2011; not some material to work with in 2012 accomplishments; minimal material to work with for 2015; no accomplishments or IS listed in final 2015 report		
NC-1183	Mycotoxins: Biosecurity, Food Safety and Biofuels Byproducts (NC129, NC1025)	No IS in 2015 report, 2014 has some results/jargon, but pretty good impact material. 2012, 2013 reports have good IS		
NC-1184	Molecular Mechanisms Regulating Skeletal Muscle Growth and Differentiation	Last report 12/2014, reports attached as minutes; most IS are research results, a few actual impacts listed in 2013 report; overall, some material can be translated into impacts		
NC-1186	Water Management and Quality for Ornamental Crop Production and Health	Symposiums and grants listed in 2010 report; good impacts and context in 2012 report; 2014 impacts mixed in with research results, but can extract meaningful info		

NC-1187	The Chemical and Physical Nature of Particulate Matter Affecting Air, Water and Soil Quality. (NCR174)	2010 report focuses on grants, research plans; okay IS in 2012 -2015 reports, mixed in with some research results, but can extract a few impacts		
NCERA-197	Agricultural Safety and Health Research and Extension			FINALIZED 2014 as award winner
NE-1044	Whole farm dairy and beef systems: gaseous emissions, P management, organic production, and pasture based production	2013 IS mostly research findings; could translate into impacts; no 2014 report IS; some info in 2014 minutes about "usefulness of findings"; findings and impacts in 2015 report		
NE-1045	Design, Assessment, and Management of Onsite Wastewater Treatment Systems: Addressing the Challenges of Climate Change	Good IS with numbers! No impacts in 2015 report		
SAC-14	Human Nutrition			
SCC-33	Cooperative Variety Testing Programs	No IS in reports; links to website; check there for more info		
SCC-80	Plant Breeding	IS in 2014; other reports have no IS listed but some info in accomplishments; no accomplishments or IS in 2015 report		
SCC-83	Quantifying the Linkages Among Soil Health, Organic Farming, and Food			
S-1049	Integrated Management of Pecan Arthropod Pests in the Southern U.S.			FINALIZED 2014 as award winner
S-1050	Assessing the Consumer Behavior, Market Coordination and Performance of the Consumer-Oriented Fruit and Vegetable Sector	No IS in 2015 report; only one, repeated IS in other reports; some accomplishments info; could go through and see if can extract impact info; one attached minutes report may have IS		
S-1051	Sustainable Practices, Economic Contributions, Consumer Behavior, and Labor Management in the U.S. Environmental Horticulture Industry	No info in reports; might be in minutes attachments, but can't open because files are corrupt		
SERA-5	Sweet Potato Collaborators Conference			FINALIZED in 2013 as award winner
SERA-15	Competitiveness and Sustainability of the Southern Dairy Industry (S-217)	No reports in NIMSS		
SERA-35	Delta Region Farm Management and Agricultural Policy Working Group	Not many accomplishments or IS reported; could maybe focus on the one IS reported		
SERA-41	Beef Cattle Production Utilizing Forages in the Southeast to Integrate Research and Extension Programs across State Boundaries	2009-2014, another one for 2014-2015		
SERA-42	Enhancement of Leadership Capacity to Address Global Issues in the Food Systems through Coalition Development	Last report from 11/2014;		

SERA-43	Southern Region Integrated Water Resources Coordinating Committee	Some info on meetings in accomplishments; no IS reported		
SERA-44	Landscapes and Gardens for Better Living	2009-2014, another one for 2014-2015		
SERA-45	Crop diversification opportunities to enhance the viability of small farms	Only a 2015 report; only a 2014-2015 report; no IS listed		
WDC-31	Locoweed and its Fungal Endophyte: Impact, Ecology, and Management			
W-2045	AGROCHEMICAL IMPACTS ON HUMAN AND ENVIRONMENTAL HEALTH: MECHANISMS AND MITIGATION			FINALIZED 2014 as award winner
W-2082	Evaluating the Physical and Biological Availability of Pesticides and Contaminants in Agricultural Ecosystems	Last report 4/2013; IS listed in all reports; some results info, but some good impact		
W2150	Breeding Common Bean ( <i>Phaseolus vulgaris</i> L.) for Resistance to Abiotic and Biotic Stresses, Sustainable Production, and Enhanced Nutritional	Good IS in reports, including numbers		
WERA-27	Potato Variety Development	Good IS in reports, including numbers		
WERA-39	Coordination of Sheep and Goat Research and Education Programs for the Western States	Only 2011, 2012 reports		
WERA-97	DISEASES OF CEREALS	Last report from 2013; some good IS listed among research results		
WERA-102	Climate Data and Analyses for Applications in Agriculture and Natural Resources	Last report from 12/2013; some good IS identifying specific stakeholders and numbers		
WERA-103	Nutrient Management and Water Quality	2011 IS are conference attendance and publications; good 2012 IS; repeated/weak IS in other reports		
WERA-1005	Addressing the Rural Development Concerns of the Rural West	Only 2011 report		
WERA-1016	Adaptation, Quality and Management of Sustainable Cellulosic Biofuel Crops in the West	No IS reported in 2011, 2013, 2014 report; one potential IS listed in 2012 report		
NRSP-4	Enabling Pesticide Registrations for Specialty Crops and Minor Uses	Only 2012 report		
NRSP-6	The US Potato Genebank: Acquisition, Classification, Preservation, Evaluation and Distribution of Potato ( <i>Solanum</i> ) Germplasm	Good IS; good connections to health; includes numbers		
NRSP-7	A National Agricultural Program for Minor Use Animal Drugs	One year projects 2014-2015; 2015-2016		
NRSP-9	National Animal Nutrition Program	Good impacts in minutes attachment		

\*highlighted project number indicates kglobal interest in project.



## Impact Reporting Update 2016 Q2 (April 1 – July 31)

Sara Delheimer, Impact Writer, NRSP-001

### Impact Statements

- NC-205—finalized
  - NC-1023—draft text
  - NC-1183—draft text
  - NE-1045—finalized
  - NRSP-6—text out for review
  - NRSP-9—finalized
  - S-1060—draft text (2016 Excellence in Multistate Research Award winner)
  - W-2150—text out for review
- 
- Finalized Impact Statements uploaded to the Multistate Research Impacts [website](#), NIMSS, and the [National Land-Grant Impact Database](#)

### Additional Work

- **Press Releases**
  - Helped edit kglobal press release for NCERA-217
    - [“Eleven Land-Grant Institutions Work Across State Lines to Reduce Water Contaminants”](#) released April 26, 2016
    - The release generated 151 media hits—how many times the release was repurposed—and 88.8M impressions, measured by circulation number, website traffic, and/or viewership.
  - Helped edit kglobal press release for NRSP-3
    - [“Partnership between Dozens of Land Grant Institutions Helps Create National Atmospheric Deposition Program”](#) released May 18, 2016
    - The release was repurposed on online news sites and social media 148 times; potential audience of 88M
  - Helped edit kglobal press release for WERA-1015
    - [“Seventeen Land-Grant Institutions Develop Virtual Herbaria”](#) released June 22, 2016 on [Ag is America](#)
  - Currently working with kglobal on press release for NRSP-9 to be released later this week
- **Conferences, Meetings, and Professional Development**
  - Attended NERAOC 2016, April 24-27, 2016
    - Delivered Session 56: Writing and Leveraging Strong Impact Statements with Ashley Hawn (kglobal) and Suzanne Steel (Ohio State)
    - Discussed Impact Writing Training webinar for NIFA with Virginia Bueno
  - Delivered Impact Writing Training webinar to NIFA Communications team on June 1, 2016
    - See Page 2 for feedback from the training.
  - Attended ACE Conference June 12-16, 2016.
    - Met Jenny Nuber and Elliot Carter from kglobal and discussed future work together
    - Met Virginia Bueno to discuss in-person Impact Writing Training for NIFA (this is now scheduled as a two-day training for all USDA-NIFA staff in January 2017)
    - Attended peer critique session to receive feedback on Impact Statement design and content and ideas for moving forward
- Worked with Sarah Lupis to develop five-year plan and budget for the Impact Writing Initiative to include in NRSP-1 proposal for 2017-2022

## **Feedback from Impact Writing Training for NIFA Communications team**

### **Virginia Bueno, Communications Director, USDA-NIFA**

“This training was very valuable to us. I truly appreciate Sara Delheimer taking the time to impart her smarts on NIFA. I think we’re much better off with her training. Sara did a fantastic job and I recommend her to anyone who is looking for impacts training.

Thanks for allowing her to do this job. We’d like to fly in her in September to teach all of NIFA.”

### **Sally Gifford, Senior Communications Manager, USDA-NIFA:**

“I enjoyed and learned from this presentation.

One comment followed Stephanie Pearl’s comments about semantics, she will articulate it better than I. Stephanie mentioned that internally, NIFA is using the term outcomes to describe what your team is calling impacts. So there might be some messaging that needs to be finessed.

Another – audiences – it appears that two thirds of our audiences are non-scientists based on your handout. In that case, plain English is key.

That’s all I had, this will be helpful for the larger staff as more NIFA staffers start writing Impacts, or at least have these guideposts to frame their grant project descriptions.”

### **Kelly Flynn, Public Affairs Specialist, USDA-NIFA**

“The presentation was professional and to-the-point. The two hours flew by and every slide was informative. The online presentation was seamless.

Sara was very knowledgeable. We asked her some difficult questions and she responded with excellent answers.

The material was very useful. The examples were specific enough to get the overall message across. Any more in-depth and I think the message would get lost.

Sara is always excellent to work with and I look forward to working with her again in the near future.”

# ANNUAL REPORT

# | 2016

Sara Delheimer

Impact Writer, NRSP-001

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# Self-Assessment Summary

Overall, I am pleased with progress made during 2016 on the original objectives outlined in the NRSP-001 Impact Communication Strategy as well as new priorities and initiatives identified throughout the year. My continued commitment to this position can be seen in my enthusiasm for taking on new tasks, exploring new communications strategies, and forging stronger relationships with colleagues and institutions. My efforts this past year have boosted the quality of impact communications efforts and magnified the reach of stories about the multistate research program. This year's major accomplishments would not have been possible without the support and shared vision of my supervisor, Sarah Lupis; WAAESD Executive Director, Michael Harrington; the members of the NRSP-001 management committee; and the talented researchers, Extension specialists, and communicators with whom it has been a pleasure to work. The remainder of this report outlines my productivity during the past year, highlights specific accomplishments, and lists objectives for moving forward in 2017.

## Status of Goals/Objectives

The table below shows the status of the original objectives proposed in the NRSP-001 Impact Communication Strategy as well as those proposed in my 2015 Annual Report. I elaborate on these activities and accomplishments in the narrative that follows.

Goal/Objective	Status (as of December 31, 2016)
Develop Impact Statements for 2015-terminating projects	7 finalized; 2 out for review
Develop catalog of completed Impact Statements for 2014-terminating projects	Completed; <a href="http://bit.ly/2knBHhL">http://bit.ly/2knBHhL</a>
Develop Impact Statements for NRSP projects	3 finalized
Develop Impact Statements for 2016 award winners	1 finalized
Upload finalized Impact Statements to NIMSS	All finalized Impact Statements uploaded
Upload finalized Impact Summaries to Land-Grant Impacts Database	All finalized Impact Statements uploaded
Use @MRFimpacts to tweet impact stories using #LGUImpacts and #NFAimpacts	10 tweets
Secure approval from the NRSP-001 Management Committee for the Multistate Research Impacts Website	Completed
Finalize development and publicly release the Multistate Research Impacts Website	Completed
Help kglobal develop monthly press releases	8 released
Support the pitching and publishing of at least one additional story about a multistate research project	8 stories pitched for APLU Challenge of Change
Develop and host an impact writing workshop at NERAOC 2016	Completed
Deliver at least two additional impact writing trainings	4 workshops delivered

## DEVELOPING IMPACT STATEMENTS

In 2016, impact writing efforts focused on projects that terminated in 2015. To organize impact writing efforts for 2016, I compiled a list of 2015-terminating projects with detailed information about the annual report material available for each project in NIMSS. I also consulted with our partners at kglobal to identify projects with high potential for earned media.

In 2016, I worked on 11 Impact Statements (see table below). I focused on giving each Impact Statement a unique, engaging look that suited its content. I explored new formats, including infographics, a video impact summary, and postcard-style impact statements. Creating these dynamic products took more time than typical Impact Statements of past years, such that slightly fewer Impact Statements were finalized this year than in previous years; however, I believe 11 Impact Statements (nearly one Impact Statement per month) is an appropriate rate of production, especially considering that my scope of work now includes a wider array of tasks. The feedback for the Impact Statements produced this year has been overwhelmingly positive.

Impact Statement Title & Project Number	Link to Impact Statement
NC-205: Insect Pests of Corn	<a href="http://www.multistateresearchimpacts.org/single-post/2016/06/07/Insect-Pests-of-Corn-NC205-20102015">http://www.multistateresearchimpacts.org/single-post/2016/06/07/Insect-Pests-of-Corn-NC205-20102015</a>
NC-1023: Engineering for Food Safety & Quality	out for review
NC-1183: Toxic Mold in Grains	<a href="http://www.multistateresearchimpacts.org/single-post/2016/10/24/Toxic-Mold-in-Grains">http://www.multistateresearchimpacts.org/single-post/2016/10/24/Toxic-Mold-in-Grains</a>
NE-1045: Septic System Design & Management	<a href="http://www.multistateresearchimpacts.org/single-post/2016/06/09/Septic-System-Design-Management-NE1045-20102015">http://www.multistateresearchimpacts.org/single-post/2016/06/09/Septic-System-Design-Management-NE1045-20102015</a>
NRSP-3: National Atmospheric Deposition Program	<a href="http://www.multistateresearchimpacts.org/single-post/2016/06/06/National-Atmospheric-Deposition-Program-NRSP3-20092014">http://www.multistateresearchimpacts.org/single-post/2016/06/06/National-Atmospheric-Deposition-Program-NRSP3-20092014</a>
NRSP-6: The U.S. Potato Genebank	<a href="http://www.multistateresearchimpacts.org/single-post/2016/08/29/The-US-Potato-Genebank">http://www.multistateresearchimpacts.org/single-post/2016/08/29/The-US-Potato-Genebank</a>
NRSP-9: National Animal Nutrition Program	<a href="http://www.multistateresearchimpacts.org/single-post/2016/06/10/National-Animal-Nutrition-Program">http://www.multistateresearchimpacts.org/single-post/2016/06/10/National-Animal-Nutrition-Program</a>
S-1050: Consumer Behavior & Marketing Strategies in the Produce Industry	out for review
S-1060: Fly Management	<a href="http://www.multistateresearchimpacts.org/single-post/2016/08/31/Fly-Management-in-Animal-Agriculture-S-1060">http://www.multistateresearchimpacts.org/single-post/2016/08/31/Fly-Management-in-Animal-Agriculture-S-1060</a>
SCC-80: Sustaining Plant Breeding for the Future	<a href="http://www.multistateresearchimpacts.org/single-post/2016/11/22/Sustaining-the-Future-of-Plant-Breeding-SCC-80-2010-2015">http://www.multistateresearchimpacts.org/single-post/2016/11/22/Sustaining-the-Future-of-Plant-Breeding-SCC-80-2010-2015</a>
W-2150: Breeding Better Beans	<a href="http://www.multistateresearchimpacts.org/single-post/2016/08/29/Breeding-Better-Beans">http://www.multistateresearchimpacts.org/single-post/2016/08/29/Breeding-Better-Beans</a>

All Impact Statements finalized during 2016 were sent to: project participants and Administrative Advisors, Regional Associations, NIFA representatives (Barton Hewitt, Rob Holland, Meryl Broussard, Virginia Bueno, Denise Elben, Luis Tupas, Muquarrab Qureshi, Parag Chitnis, Kelly Flynn, and the NIFA Impact Stories team), and kglobal (Ashley Hawn, Terri Baumann, and Elliot Carter). Project members reported sharing Impact Statements with partner trade associations, regulatory organizations, University deans and department heads, and other stakeholders. Project participants also reported using Impact Statements in interviews, grant applications, newsletters, and meetings with project members, legislators, and stakeholders.

Each finalized Impact Statement was uploaded to the NIMSS database, the Land Grant Impacts Database, and the Multistate Research Impacts website. In NIMSS and the Land Grant Impacts Database, only the text from the Impact Statements is entered into the database forms; the PDF Impact Statement is provided as an attachment. Each Impact Statement is also featured and archived on the Multistate Research Impacts website. This website provides a place to house the full-color, fully-formatted Impact Statements for public viewing.

## **ADDITIONAL COMMUNICATIONS EFFORTS**

To reach different audiences, I continued to work with kglobal to identify timely, relevant impact stories and pitch them to various trade and popular press outlets. In December, I submitted 8 articles about multistate research projects for the APLU Challenge of Change, a major initiative that is looking at the role of land-grant universities in helping the world become food and nutrition secure. These articles will be archived for future use by the APLU and may be repurposed for a special issue report in March 2017.

Multistate research projects were also featured in the “Why Ag Matters” e-newsletter compiled and distributed by Ag is America. Table 1 on the following page includes the title and number of each of the 8 projects featured, how many people received the newsletter, and what percent of recipients opened the newsletter.

In addition, I worked with Ashley Hawn and Terri Baumann (Ms. Hawn left kglobal in June; I now work with Ms. Baumann) on press releases about multistate research projects. In 2016, we developed 8 press releases. The link to each press release is listed in Table 2 on the following page, along with the media hits and impressions received for each release. Media hits represent the number of times the press release was repurposed on a national news wire. Impressions are measured by website traffic and print circulation numbers.

In 2016, I posted 10 tweets using the @MRFimpacts handle. These tweets received 26 likes and retweets. Ag is America tweeted about 6 multistate research projects. These tweets received 11 likes and 8 retweets. Though these numbers indicate some level of engagement, social media for multistate research projects is lacking. In 2016, we decided to revise our approach that will 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 is explicated in the NRSP-001 2017-2022 proposal.

**Table 1. “Why Ag Matters” Newsletters Featuring Multistate Research Projects**

Impact Statement Title & Project Number	Newsletter Month	Recipients	Open Rates; Click Rates
NE-1038	January	441 recipients	30.2% open, 17.04% click
NE-1201	February	452 recipients	30.29% open, 19.85% click
NE-1041	April	454 recipients	31.06% open, 14.89% click
NCERA-217	May	456 recipients	30.26% open, 15.22% click
NRSP-3	June	460 recipients	33.19% open, 12.5% click
WERA-1015	July	461 recipients	31.74% open, 19.18% click
NRSP-9	September	456 recipients	31.5% open, 11.89% click
NRSP-6	October	459 recipients	35.6% open, 13.58% click

**Table 2. Press Releases for Multistate Research Projects**

Press Release Title & Project Number	Release Month	Media Hits & Impressions	Link to Press Release
Thirteen Land-Grant Institutions Advance Fight Against Mycobacterial Diseases (NE-1201)	January	230 media hits; 89.5 million	<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>
Thirteen Land-Grant Universities Work Across State Lines to Improve Equine Farm Sustainability (NE-1041)	March	195 media hits; 90.5 million	<a href="http://agisamerica.org/improving-equine-farm-sustainability/">http://agisamerica.org/improving-equine-farm-sustainability/</a>
Eleven Land-Grant Institutions Work Across State Lines to Reduce Water Contaminants (NCERA-217)	April	151; 88.8 million	<a href="http://agisamerica.org/reducing-water-contaminants/">http://agisamerica.org/reducing-water-contaminants/</a>
Partnership Between Dozens of Land-Grant Institutions Helps Create National Atmospheric Deposition Program (NRSP-3)	May	148; 50,689	<a href="http://agisamerica.org/partnership-dozens-land-grant-institutions-helps-create-national-atmospheric-deposition-program/">http://agisamerica.org/partnership-dozens-land-grant-institutions-helps-create-national-atmospheric-deposition-program/</a>
Seventeen Land-Grant Institutions Develop Virtual Herbaria (WERA-1015)	June	released on Ag is America only	<a href="http://agisamerica.org/seventeen-land-grant-institutions-develop-virtual-herbaria/">http://agisamerica.org/seventeen-land-grant-institutions-develop-virtual-herbaria/</a>
Twenty-One Land-Grant Universities Create Animal Feed Database (NRSP-9)	August	218; 19,709	<a href="http://agisamerica.org/twenty-one-land-grant-universities-create-animal-feed-database/">http://agisamerica.org/twenty-one-land-grant-universities-create-animal-feed-database/</a>
Land-Grant Universities Bolster The US Potato Genebank's Impact (NRSP-6)	September	200; 3,311	<a href="http://agisamerica.org/land-grant-universities-bolster-us-potato-genebanks-impact/">http://agisamerica.org/land-grant-universities-bolster-us-potato-genebanks-impact/</a>
The Impact of Plant Breeding (SCC-80)	November	released on Ag is America only	<a href="http://agisamerica.org/impact-plant-breeding/">http://agisamerica.org/impact-plant-breeding/</a>



## IMPACT WRITING WORKSHOPS

Throughout 2016, I continued to revise my Impact Writing Workshop presentation. In April 2016, I delivered an Impact Writing Workshop during a session of the National Extension and Research Administrative Officers' Conference. Over 60 people attended this session (which also included presentations by Ashley Hawn, kglobal, and Suzanne Steel, Ohio State University). The feedback we received was largely positive (see Appendix B). I received many follow-up requests for the presentation materials and additional workshops. I also delivered an Impact Writing Workshop webinar for NIFA's communications staff in June 2016 and another webinar for three new staff members in November 2016. In October 2016, I delivered an in-person Impact Writing Workshop for Multistate Research Project NCCC-65, who requested my workshop at their annual meeting and paid for the cost of my travel to attend. Throughout 2016, Sarah Lupis and I coordinated with NIFA to plan a two-day Impact Writing Workshop for all NIFA staff. This workshop will take place at NIFA's headquarters in Washington, D.C., in January 2017.

## CONFERENCES & MEETINGS ATTENDED

2016 National Extension and Research Administrative Officers' Conference | April | Philadelphia

- Presented Impact Writing Workshop
- Networked with representatives of various land-grant institutions about the possibility of delivering workshops at their institutions
- Had a planning meeting with Jenny Nuber and Elliot Carter from kglobal
- Met Virginia Bueno to discuss in-person Impact Writing Training for NIFA (this is now scheduled as a two-day training for all NIFA staff in January 2017)

2016 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences | June | Memphis

- Networked with kglobal and NIFA
- Learned social media skills
- 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

NCCC-65 Annual Meeting | October | Denver

- Presented Impact Writing Workshop

“Presentation Matters” workshop | November | Fort Collins

- Learned tips and guidelines for effective presentations, which can be used to improve the Impact Writing Workshop and Impact Statement design



# Goals/Objectives for 2017

- Develop and share a catalog of completed Impact Statements for 2015-terminating projects
- Explore new formats for Impact Statements\*
- Produce Impact Statements for 2016-terminating projects
- Produce Impact Statements for 2017 award-winning projects
- Upload all finalized Impact Statements to NIMSS, the LGU Impact Database, and the Multistate Research Impacts website
- Ensure there is one or more tweets about each finalized Impact Statement from @MRFimpacts or @AgisAmerica. Each tweet should use #LGUimpacts, #NIFAimpacts, and/or other trending hashtags.
- Develop and implement new plan for social media\*
- Work with kglobal to develop at least 4 press releases for multistate research projects
- Work with kglobal to develop a press release for the winner of the Excellence in Multistate Research Award
- Support kglobal in the pitching and publishing of at least one feature article about a multistate research project
- Develop plan for offering workshops to multistate research project teams\*
- Co-host two-day Impact Writing Workshop for NIFA
- Host at least two additional impact writing trainings

\*In 2016, I worked with Sarah Lupis to develop five-year plan and budget for the Impact Writing Initiative to include in NRSP-001 proposal for 2017-2022. Some of the objectives for 2017 are steps to prepare for implementation of the five-year plan.

## APPENDIX A: 2016 Impact Writing Productivity Assessment

**44 projects terminated in 2015.**

**4 Impact Statements for 2015-terminating projects were written in a prior year.**

- 3 Impact Statements were produced for 2015-terminating projects (NCERA-197, S-1049, W-2045) in 2014 because they were regional nominees for the 2014 Excellence in Multistate Research Award.
- 1 Impact Statement was produced for a 2015-terminating project (SERA-5) in 2013 because it was the winner of the 2013 Excellence in Multistate Research Award.

**2 of the 2015-terminating projects were AC, DC, or TEMP projects.**

- Impact Statements are not typically written for these projects because these project types tend to have different reporting standards/requirements and less impact material (see Table 1).

**23 of the 2015-terminating projects had insufficient reports.**

- These projects were removed from the writing queue because they contained insufficient reports and impact material (see Table 2).

**15 2015-terminating projects were placed in the Impact Statement writing queue.**

**In 2016, I produced 9 Impact Statements for 2015-terminating projects (see Table 3).**

- 7 of these Impact Statements were finalized by December 31, 2016
- 2 of these Impact Statements were drafted, but not finalized by December 31, 2016. Because the bulk of work on these Impact Statements occurred during 2016, they are included in 2016 productivity. Reasons for not finalizing these Impact Statements by the end of 2016 include the following:
  - It is particularly challenging to complete reviews for Impact Statements during November and December as many University scientists are on vacation or busy with academic responsibilities
  - I was out of the office for University holidays
- The decision to write Impact Statements for these 9 projects was based on a number of factors:
  - Outstanding or sufficient reports and impact material available
  - Timeliness/newsworthiness
  - Identified by kglobal as high potential for earned media
  - Identified by CMC as priority topic (i.e., health and nutrition or water security/quality/quantity)

**In 2016, I did not produce Impact Statements for 6 2015-terminating projects in the queue (see Table 4).**

Reasons for not producing Impact Statements for these projects might have included one or more of these factors:

- Not deemed a priority topic
- Impact material was not as strong compared to other projects
- Needed to spread work across regions
- Final report did not become available until late 2015

**Once all Impact Statements drafted in 2016 are finalized, I will have produced Impact Statements for 9 of the 15 projects in the queue—or 60% of the projects in the queue. Including Impact Statements produced in prior years, there are now Impact Statements for 13 (30%) of the 44 projects that terminated in 2015.**

### Notes on Productivity:

- In 2016, I also worked on Impact Statements for 2 projects that did not terminate in 2015.
  - 1 Impact Statement was produced for a 2014-terminating project (NRSP-3) because it was not written in 2015, but was deemed an important project to write about. I had time to write about it before final reports for 2015-terminating reports were available.
  - 1 Impact Statement was produced for a 2018-terminating project (S-1060) because it won the 2016 Award for Excellence in Multistate Research.
- This means I worked on a total of 11 Impact Statements during 2016, nearly one per month.

**Table 1: 2015-Terminating AC, DC, and TEMP Projects**

Project Number	Project Title	Comments on Available Reports	Priority topic?	Impact Statement Status
SAC-14	Human Nutrition	N/A	N/A	N/A
WDC-31	Locoweed and its Fungal Endophyte: Impact, Ecology, and Management	N/A	N/A	N/A

**Table 2: 2015-Terminating Projects with Insufficient Reports**

Project Number	Project Title	Comments on Available Reports	Priority topic?	Impact Statement Status
NCCC-52	Family Economics	Last report from 10/2014; few, brief IS, mostly about meetings and publications	Yes	Not in queue
NCCC-134	Applied Commodity Price Analysis, Forecasting, and Market Risk Management	No IS in reports—only meeting info/agenda		Not in queue
NC-1100	Enhancing Rural Development Technology Assessment and Adoption Through Land Grant Partnerships	no IS in 2011; some material to work with in 2012 accomplishments; no accomplishments or IS listed in 2015 report	Yes	Not in queue
NC-1184	Molecular Mechanisms Regulating Skeletal Muscle Growth and Differentiation	Last report 12/2014, reports attached as minutes; most IS are research results		Not in queue
SCC-33	Cooperative Variety Testing Programs	No IS in reports; links to website		Not in queue
SCC-83	Quantifying the Linkages Among Soil Health, Organic Farming, and Food			Not in queue
S-1051	Sustainable Practices, Economic Contributions, Consumer Behavior, & Labor Management in the U.S. Environmental Horticulture Industry	No info in reports; might be in minutes; files are corrupt	Yes	Not in queue
SERA-15	Competitiveness and Sustainability of the Southern Dairy Industry	No reports in NIMSS		Not in queue
SERA-35	Delta Region Farm Management and Agricultural	Not many IS reported; could maybe focus on		Not in queue

	Policy Working Group	the one IS reported		
SERA-41	Beef Cattle Production Utilizing Forages in the Southeast to Integrate Research and Extension Programs across State Boundaries	2009-2014, another one for 2014-2015		Not in queue
SERA-42	Enhancement of Leadership Capacity to Address Global Issues in the Food Systems through Coalition Development	Last report from 11/2014;	Yes	Not in queue
SERA-43	Southern Region Integrated Water Resources Coordinating Committee	Some info on meetings in accomplishments; no IS reported		Not in queue
SERA-44	Landscapes and Gardens for Better Living	no accomplishments or impacts in the reports	Yes	Not in queue
SERA-45	Crop diversification opportunities to enhance the viability of small farms	Only a 2014-2015 report; no IS listed		Not in queue
WERA-39	Coordination of Sheep and Goat Research and Education Programs for the Western States	Only 2011, 2012 reports		Not in queue
WERA-97	DISEASES OF CEREALS	Last report from 2013; some IS listed among research results	Yes	Not in queue
WERA-102	Climate Data and Analyses for Applications in Agriculture and Natural Resources	Last report from 2013; some good IS about stakeholders, numbers		Not in queue
WERA-103	Nutrient Management and Water Quality	2011 IS list participants, papers; good 2012 IS; weak IS in other reports	Yes	Not in queue
WERA-1005	Addressing the Rural Development Concerns of the Rural West	Only 2011 report	Yes	Not in queue
WERA-1016	Adaptation, Quality and Management of Sustainable Cellulosic Biofuel Crops	No IS in 2011, 2013, 2014 report; one potential IS listed in 2012 report		Not in queue
W-2082	Evaluating the Physical and Biological Availability of Pesticides and Contaminants in Agricultural Ecosystems	Last report 4/2013; IS listed in all reports; mostly results info, but some good impact		Not in queue
NRSP-4	Enabling Pesticide Registrations for Specialty Crops & Minor Uses	Only 2012 report		Not in queue
NRSP-7	A National Agricultural Program for Minor Use Animal Drugs	One year projects 2014-2015; 2015-2016		Not in queue

**Table 3: 2015-Terminating Projects with Completed or Drafted in 2016**

Project Number	Project Title	Comments on Available Reports	Priority topic?	Impact Statement Status
NC205	Ecology and Management of European Corn Borer and Other Lepidopteran Pests of Corn	IS list grants and research results, but also actual impacts, financial benefits, policy influence		FINALIZED
NC-1023	Engineering for food safety and quality	Last report from 2014; lots of IS reported, but many are research results; can easily translate to impacts	Yes	Out for review
NC-1183	Mycotoxins: Biosecurity, Food Safety and Biofuels Byproducts	No IS in 2015 report, 2014 has some results/jargon, but pretty good impact material. 2012, 2013 reports have good IS	Yes	FINALIZED
NE-1045	Design, Assessment, & Management of Onsite Wastewater Treatment Systems: Addressing the Challenges of Climate Change	Good IS with numbers. No impacts in 2015 report		FINALIZED
SCC-80	Plant Breeding	IS in 2014; other reports have no IS listed but some info in accomplishments; no accomplishments or IS in 2015 report; Impact Statement requested by Eric Young; additional impact material provided		FINALIZED
S-1050	Assessing the Consumer Behavior, Market Coordination and Performance of the Consumer-Oriented Fruit and Vegetable Sector	No IS in 2015 report; only one, repeated IS in other reports; some accomplishments info; could go through and see if can extract impact info	Yes	Out for review
W2150	Breeding Common Bean for Resistance to Abiotic and Biotic Stresses, Sustainable Production, and Enhanced Nutrition	Good IS in reports, including numbers		FINALIZED
NRSP-6	The US Potato Genebank	Good IS; good connections to health; includes numbers		FINALIZED
NRSP-9	National Animal Nutrition Program	Good impacts in minutes attachment		FINALIZED

**Table 4: Other 2015-Terminating Projects with No Impact Statement Written in 2016**

Project Number	Project Title	Comments on Available Reports	Priority topic?	Impact Statement Status
NCCC-31	Ecophysiological Aspects of Forage Management	Lots of IS listed; many are research findings, but good impact material mixed in, including numbers		Not written
NCCC-211	Cover crops to improve environmental quality in crop and biofuel production systems in the Great Lakes and Upper Mississippi basins	A few, brief, but good IS, including some numbers		Not written
NC-1186	Water Management and Quality for Ornamental Crop Production and Health	Symposiums and grants listed in 2010 report; good impacts and context in 2012 report; 2014 impacts mixed in with research results, but can extract meaningful info	Yes	Not written
NC-1187	The Chemical and Physical Nature of Particulate Matter Affecting Air, Water and Soil Quality.	2010 report focuses on grants, research plans; okay IS in 2012 -2015 reports, mixed in with some research results, but can extract a few impacts		Not written
NE-1044	Whole farm dairy and beef systems: gaseous emissions, P management, organic production, and pasture based production	2013 IS mostly research findings; could translate into impacts; no 2014 report IS; some info in 2014 minutes about "usefulness of findings"; findings and impacts in 2015 report		Not written
WERA-27	Potato Variety Development	Good IS in reports, including numbers	Yes	Not written

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

### **Feedback from the Impact Writing Workshop (webinar) for NIFA Communications Staff:**

#### **Virginia Bueno, Communications Director, USDA-NIFA:**

“This training was very valuable to us. I truly appreciate Sara Delheimer taking the time to impart her smarts on NIFA. I think we’re much better off with her training. Sara did a fantastic job and I recommend her to anyone who is looking for impacts training. Thanks for allowing her to do this job. We’d like to fly in her in September to teach all of NIFA.”

#### **Sally Gifford, Senior Communications Manager, USDA-NIFA:**

“I enjoyed and learned from this presentation. One comment followed Stephanie Pearl’s comments about semantics, she will articulate it better than I. Stephanie mentioned that internally, NIFA is using the term outcomes to describe what your team is calling impacts. So there might be some messaging that needs to be finessed. Another – audiences – it appears that two thirds of our audiences are non-scientists based on your handout. In that case, plain English is key. That’s all I had, this will be helpful for the larger staff as more NIFA staffers start writing Impacts, or at least have these guideposts to frame their grant project descriptions.”

#### **Kelly Flynn, Public Affairs Specialist, USDA-NIFA:**

“The presentation was professional and to-the-point. The two hours flew by and every slide was informative. The online presentation was seamless. Sara was very knowledgeable. We asked her some difficult questions and she responded with excellent answers. The material was very useful. The examples were specific enough to get the overall message across. Any more in-depth and I think the message would get lost. Sara is always excellent to work with and I look forward to working with her again in the near future.”

### **Feedback from Impact Writing Workshop (in-person) at NERAOC 2016:**

The following two pages show the evaluation form from the in-person Impact Writing Workshop I delivered at NERAOC in April 2016. I removed comments that pertained to the presentations delivered by Suzanne Steel and Ashley Hawn; though we shared the same session, our presentations were separate. I also made minor edits to the format of the evaluation form so that it is easier to read in this report.

	<b>Very Poor</b>	<b>Below Average</b>	<b>Average</b>	<b>Above Average</b>	<b>Excellent</b>	<b>Total</b>
Please provide an overall rating for this session.	0.00% 0	0.00% 0	5.00% 1	55.00% 11	40.00% 8	20
Please rate the usefulness of the material provided in this session.	0.00% 0	0.00% 0	4.35% 1	56.52% 13	39.13% 9	23

	<b>None</b>	<b>Basic</b>	<b>Intermediate</b>	<b>Advanced</b>	<b>N/A</b>	<b>Total</b>
What was your knowledge level of this topic prior to this session?	4.35% 1	30.43% 7	26.09% 6	39.13% 9	0.00% 0	23
What was is knowledge level now, as a result of this session?	0.00% 0	4.35% 1	26.09% 6	69.57% 16	0.00% 0	23

**What were the one or two most important skills or information you learned during this session?**

- How to write impact statements
- Impact statements show change not results and to be brief.
- What "sections" are involved in impacts, ie. issue, action results/outputs - the story
- Using impacts & outcomes to advocate & inform
- How to send impacts for publicity
- Learned the structure of impact statement
- The elements of what questions an impact statement answers
- Develop impact statements that are reflective of issues
- Important components of impact statements
- Great examples of good & poor statements
- Ideas to translate impacts to social media arenas
- Template
- Key components of impact statements
- Analysis of impact statements
- Impact database
- Learned the basics of writing impact statements

	<b>Immediate</b>	<b>Within the next month</b>	<b>Within the next three months</b>	<b>Within the next six months</b>	<b>Within a year</b>	<b>Total</b>
How soon do you expect to be able to use the information from this session?	50.00% 10	15.00% 3	20.00% 4	15.00% 3	0.00% 0	20

**Please provide specific examples of how you will apply what you learned from this session**

- To write better impact statements
- Advise agents to write good impact statements
- Will help me be a better valuation of the impacts and help edit. I plan to go back and talk with my faculty who write impact statements
- I will reiterate how to write good impact statements to faculty.
- Use it to improve my work & that of others. Use some of the tips to improve planning, implementation, & reporting on projects & programs



- Re-reviewing impact statements to improve our reach
- Go back and work with faculty to help them develop their impact statements. Will help with writing impact statements
- Insure that I capture the key nuggets of info need to write a beneficial statement. Interested in seeing the presentations shared. Follow-up with presenters
- Will share tips & guidelines with faculty
- Will use examples to screen and write impact statements. Use the examples & tools shared. Show Sara's presentation to my staff
- I will go to the impact statement database more often to help build our state's evaluation capacity. Teach that "jargon is clutter" in impact statements workplace.

#### How satisfied were you with...

	Completely Dissatisfied	Mostly Dissatisfied	Neither Satisfied or Dissatisfied	Mostly Satisfied	Completely Satisfied	Total
Presenter's delivery of material?	0.00% 0	0.00% 0	0.00% 0	66.67% 14	33.33% 7	21
Panel discussion, if applicable?	0.00% 0	0.00% 0	0.00% 0	60.00% 3	40.00% 2	5
Presenter's knowledge of the subject matter?	0.00% 0	0.00% 0	0.00% 0	52.38% 11	47.62% 10	21

#### Should the content from this session be offered at a future conference? What additional topics would you like to see included in next year's conference?

- 16 responses clearly indicated "Yes"
- 0 responses clearly indicated "No"
- **Additional comments:**
  - More impact grading examples - especially research over extension
  - Very well attended.
  - Topics should always be included
  - Need more handouts
  - Not so fast

#### Please provide any additional comments regarding today's session.

- Great! Very useful
- Sara did not have enough handouts.
- Sara was rated above average
- Too fast by the presenter
- Sara Delheimer was excellent, her slides were well done
- That was one of the BEST sessions. Thank you!!!
- Good!
- Please add presenters names to the program next year.
- Given that we indicate what sessions we plan to attend; have presenters bring enough handouts; share the handouts to us through email; or post them to a website prior to conference or session.
- Needed more handouts - she ran out, only had a few OK

## APPENDIX C: Multistate Research Impacts Website Report

I launched the Multistate Research Impacts website in February 2016. I designed the website and populated it with information, including:

- An archive of all Impact Statements, which can be searched by region, year, or topic
- Annual Impact Statement catalogs
- Press releases and feature articles about multistate research projects
- Information about past and upcoming Impact Writing Workshops

When an Impact Statement is finalized and uploaded to the website, a link is sent to the Impact Statement distribution list. This means that Impact Statements no longer have to be included in emails as bulky attachments. Hosting the Impact Statements on this website also allows me and others to easily share a link on social media. Google Analytics shows that after sharing an Impact Statement link in an email or a social media post, website traffic spikes. Since February, nearly 40% of all site visits have stemmed from direct links shared in emails or social media.

Between February 2016 and December 31, 2016, there were 1,309 sessions, during which users were actively engaged with the website. On average, user sessions lasted 2 minutes and users visited 2 pages per session. This is sufficient time to read the new, more graphic Impact Statements and/or click to download.