

NRSP1 Management Committee Report (Q2 2018)

Report Date: 6/6/2018

Email list: nrsp1@escop.info

Committee Page: <http://escop.info/committee/nrsp-1-management-committee/>

NIMSS Modifications and Updates (since 3/2018)

Most of the NIMSS output has been focused on the new system and associated upgrades. The baseline system is in place and Julian at Clemson ITT is currently working to implement, then improve, the system's search features. He'll be working directly with Chris to fine tune the search functions. Our goal is to be able to use Boolean operators (and, or, not) in at least the keyword search field.

1. Addressed security issue on public search
 2. Listed "Lead AA" on project outline
 3. Changed NIFA Approver name throughout the system (emails, pdfs, etc)
 4. Implemented station auto-complete for user interest form
 5. Modifications to Annual Report Reminders
 6. Continuation of NIMSS 2.0+: The migration of NIMSS to the Laravel 5.5 framework and the coding/software architecture activities associated with it.
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NRSP 1 Impact Reporting Update

2018 Q2

March 1, 2018 – June 1, 2018

Impact Statement Work

4 Impact Statements finalized, distributed

- - NE-1962
 - W-2191
 - S-1052
 - NE-1020
- 2 Impact Statements out for review
 - W-3133
 - SCC-81
- All finalized Impact Statements uploaded to NIMSS, the Land Grant Impacts Database, and the MRF Impacts website, <https://www.mrfimpacts.org/impact-statements>
- All finalized Impact Statements emailed to all project participants and Administrative Advisors, NIFA, kglobal, and to key individuals at land-grants

- USDA-NIFA featured the NE-1962 Impact Statement and an @MRFimpacts tweets in *Fresh From the Field* on May 10, 2018:
<https://content.govdelivery.com/accounts/USDANIFA/bulletins/1ef473f>
- USDA-NIFA featured the S-1052 Impact Statement in *Fresh From the Field* on April 12, 2018:
<https://content.govdelivery.com/accounts/USDANIFA/bulletins/1e8852c>

Social Media

- 48 tweets by @MRFimpacts (up from 25 last quarter): <https://twitter.com/MRFImpacts>
 - 20,100 impressions (up from 12,917)
 - 41 link clicks (up from 28)
 - 14 retweets (down from 23)
 - 18 likes (down from 66)
 - 1,047 profile visits (up from 544)
 - 24 new followers (up from 7)
- 22 facebook posts: <https://www.facebook.com/MRFImpacts/>
 - 22 page likes (up from 18)
 - 23 followers (up from 19)
 - Most posts reach 10-20 people; a handful of posts have reached 100-200 people
 - These numbers are rising, but still low, which is not unusual considering we just launched the facebook page on January 29
 - In Q3 we will begin to focus more on facebook and ways to build our community and effectively use the platform
- 134 sessions on the [Multistate Research Impacts website](#) (down from 717 last quarter)
 - 104 users (down from 476)
 - The downward trend of sessions and users is not alarming considering:
 - We made a big push to attract new followers and direct traffic to our website during the first quarter of 2018, whereas Q2 posts focused on sharing impact stories about specific multistate research projects
 - Twitter analytics show more clicks on links to the website in Q2, and the average number of pages viewed and time spent on pages increased
 - Users visited an average of 2.8 pages per session (up from 2.4)
 - Sessions lasted about 2.22 mins on average (up from 2)
 - The most visited pages were the recently finalized Impact Statements, “Home,” “Impact Writing Workshops,” and “About Impact Statements” pages
 - 80% of traffic came from email or social media links
 - Other sources include email, social, or web links by USDA-NIFA, AgIsAmerica, and regional AES Associations
- Maria Jirele ended her work as the Social Media Specialist on May 11, 2018
- Sunday Miller began work as the Social Media Specialist on May 21, 2018

- Sunday is a CSU graduate student in Communications with a bachelor's degree in Journalism
- She brings to the table extensive social media experience and photography and videography skills
- In Q3, Sunday will be focused on:
 - Developing a strategy for social media content and scheduling
 - Increasing engagement with our followers
 - Posting informative content in creative and engaging ways

Impact Writing Workshops

- Sara Delheimer delivered an Impact Writing Workshop to Multistate Research Project S-1032 at their annual meeting in Washington, D.C. on May 22, 2018
 - 100% of survey respondents were satisfied with the overall workshop as well as the presenter's knowledge and delivery
 - "Sara is very thoughtful and accommodating. Liked your non assuming approach and simple way of presenting the subject matter"
 - "Very precise and easy to follow"
 - Most participants felt they gained knowledge and confidence for writing impact statements
 - The skills and insights learned match our goals for the workshop
 - Most respondents indicated they will use the information and handouts to write better impact statements and reports and will spend more time planning to measure and report impacts
 - Received feedback to focus more or spend longer on the practice exercises
- Sarah Lupis delivered three Impact Writing Workshops to New Mexico State University faculty and staff.
 - 100% of survey respondents were satisfied with the overall workshop as well as the presenter's knowledge and delivery
 - The majority of respondents felt they gained knowledge and confidence for writing impact statements and will put their new skills to work
 - "I run a leadership program, and I was stuck in the mindset that my Impact Statements had to be program wide. Now, I understand that I can narrow it to a specific event or seminar, and describe the impact more clearly and with more "punch". Thanks!"
 - "[I will] Use change in knowledge and behaviors as part of my impacts instead of only as results/outcomes."
- Sarah Lupis delivered three Impact Writing Workshops to 144 faculty and staff at The Pennsylvania State University in April.
 - Workshops increased participants knowledge of how to write effective impact statements and gave them skills they can put to use:

- I am in the throes of drafting the final report for a 7 year 5 million dollar project. I definitely will use what I learned here to shape the report
- Provided a lot of very useful information to guide writing impacts in the future
- I will put more effort into doing a good job on my impact statements

Meetings & Professional Development

- Sara Delheimer met with NIFA Communications staff in Washington, D.C., on May 22 and 23, 2018
- Sarah Lupis participated in regular conference calls with the National Impact Database Subcommittee and the ESCOP/ECOP Communications and Marketing Committee.