

NRSP1 Management Committee Call Notes – Q3 2021

Date: 10/19/2021

Time: 1 pm ET, 12 pm CT

NRSP1 Management Committee Members
Paula Agudelo (Chair and AA), SAAESD Bret Hess (AA), WAAESD Jeff Jacobsen (lead AA), NCRA William Miller (AA), NERA
Chris Hamilton (NIMSS lead), NCRA Rick Rhodes, NERA Gary Thompson, SAAESD David Leibovitz, NERA Cindy Morley, SAAESD Alton Thompson, ARD Julie Estrada (NIMSS User), Purdue University Robin Williams (NIMSS User), Clemson University Lynn Khadiagala (PARS Office), NIFA Liaison Sara Delheimer (ESS Program Coordinator), Ex-officio Faith Peppers (NIFA Director of Communications), NIFA Liaison
Email list: nrsp1@escop.info Committee Page: http://escop.info/committee/nrsp-1-management-committee/

Attendees: Cindy Morley, Bret Hess, Sara Delheimer, Paula Agudelo, Alton Thompson, Gary Thompson, Robin Williams, Julie Estrada, David Leibovitz, Lynn Khadiagala, Chris Hamilton (recorder)

Call Agenda/Notes:

1. Roll call and Welcome – Paula, Chris: Done, see participants list above.
2. NIMSS Update – Chris: See below for Q3 system updates.
3. MRF Impact Program Q3 Update – Sara: Sara discussed the Q3 Impact Program report attached below.
4. NRSP1 Proposal Renewal Update – Chris, Sara
 - Sara and Chris briefly reviewed the NRSP1 proposal renewal draft.
 - Discussion ensued on Sara's proposed salary increases listed in the budget and how to put them into effect through CSU. Bret will meeting with Gene Kelly and CSU budget/HR contact Jesse in early November to make sure these will work. The group recommended that the increases be in %, rather than dollar amounts. Impact portion of the proposal should include CMC and ESCOP Advocacy toolkit (TBA).
 - Chris will work with Jason at Clemson to get justification statements to include for the various technology sections of the budget. These budgets have increased since the last renewal and it would be helpful to reviewers to know why.
 - Please send peer reviewer names to Chris, she will assign them the NIMSS form and send the final proposal for them to look over.

- Chris and Sara have created a shared doc for the renewal to avoid versioning issues. Once a few minor changes and the NIMSS budget justification text is added, they will send it on for AA review. AA review due mid-November.
5. Other Items, as needed. None.

NIMSS Q3 Updates:

- Fixed an interface issue with “Report a Bug”
- Fixed an email sending issue for the meeting authorization event
- Developed changes for removing NIFA approval from the project lifecycle
 - Removed NIFA letter creation
 - Added logic to bypass NIFA approval methods
 - Removed Pending NIFA Approval tab from the proposals table
 - Added new interface, “Projects Awaiting NIFA Representative” to NIFA users dashboard
 - Added validation for AppEs to prevent submission of ones that do not meet requirements
 - Updated and removed various system emails

WE SHARE THE IMPACTS

Q3 | July 1 - September 30, 2021

The Multistate Research Fund promotes agricultural innovation by providing federal funds to collaborative land-grant university research and Extension projects. We communicate the impacts and importance of these projects to the American people and give researchers and Extension specialists the skills and knowledge to share their science.

IMPACT STATEMENTS



4 Impact Statements produced
(W3045, W4188, NRSP6, W3150)



At least 4 Impact Statements were shared by Faith in various **NIFA reports, talking points** and **presentations**. For example, NE1545 was sent to the Secretary, and NRSP6 was shared with the potato commodity group by NIFA's Potato Breeding Research NPL. NE1501 was contributed to a REE mission area-wide effort. NC170 was featured in a [NIFA Labor Day blog](#).

Sara coordinated with the **National Conference of State Legislatures** to feature W3009 at an upcoming national meeting with state ag committee chairs and other legislators. The project came to their attention through a [USDA blog](#) we produced based on the [W3009 Impact Statement](#).

NEWSLETTER

Our June newsletter had 35 opens (41%). Our September newsletter was released on September 28 and so far has 40 opens (40%). Newsletters receive additional views when we release them on social media. Newsletter content is shared in various other ways, but we will continue to try to improve the newsletter medium.

WORKSHOPS



2 Impact Writing Workshops for multistate groups: NC170 (August), NE1640 (September). The Southern Region opted to do 2 workshops in 2022 to accommodate preferences of the selected projects (\$1069, \$1077). NC1180* has also opted to move their workshop to 2022. The WERA102 work is still TBD.

Sara delivered a **webinar** on impact reporting to **Southern Region AAs**.

We will deliver **workshops** for Illinois AES/Extension faculty and University of Tennessee Institute of Agriculture faculty in October.*

*The University of Illinois will reimburse travel costs. The UT workshop will be virtual and incur no expenses.

TEAM

Lea Wolff joined the MRF Impacts team on July 1 as our new Social Media Manager.

Drafting of the NRSP1 FY22-27 renewal is underway.

SOCIAL MEDIA

We shared Impact Statements and connected to events and conversations through social media posts. In Q3, we highlighted bees, potatoes, red wine, hemp, chicken, catfish, coffee, rice, agricultural safety and health, and more. We congratulated the winner of the Excellence in Multistate Research Award in conjunction with the awards ceremony.

We continue to make progress aligning our social media efforts with those of LGU communicators and NIFA. For example, we now meet monthly with NIFA's social media strategist, Rachel Dotson.



303 likes **190** retweets/replies

230 clicks on links to view/read the Impact Statement

90 tweets

69,900 people received our tweets in their Twitter feeds or search results



75 posts on Facebook

822 saw these posts

210 people engaged



71 posts on Instagram

368 interactions

604 average accounts reached/month

WEBSITE

720 users*

2:14 minutes/session

2.2 pages/session

Visitors via Twitter spend about 1.5 minutes on the website. On average, visitors referred by USDA and other pages explore 4 pages and spend almost 9 minutes on the site.

*Users adjusted to filter bot traffic. Other metrics include bot traffic. Actual average session duration is likely slightly (bot traffic tends to be short pings on pages that lower the average). We are testing a new bot filter for Q4.

CONTACT US

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