

NRSP1 Management Committee Call NOTES

Date: 7/7/2022

Time: 10 am ET, 9 am CT, 8 am MT, 7 am PT

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 Jennifer Tippetts, WAAESD Alton Thompson, ARD Julie Estrada (NIMSS User), Purdue University Robin Williams (NIMSS User), Clemson University Sara Delheimer (ESS Program Coordinator), Ex-officio Faith Peppers (NIFA Director of Communications), NIFA Liaison Alexis Nazario-Negron (NIFA PARS Director), NIFA Liaison
Email list: nrsp1@escop.info Committee Page: http://escop.info/committee/nrsp-1-management-committee/

Attendees: Bret Hess, Jennifer Tippetts, Gary Allen Thompson, William Miller, Sara Delheimer, Robin Williams, Cindy Morley, Alexis Nazario Negron, Faith Peppers, David Leibovitz, Jeff Jacobsen, Chris Hamilton (recorder)

Call Agenda/Notes:

1. Roll call and Welcome – Chris. Done, see Attendees listed above.
2. NIMSS Update ([see below](#)) – Chris. Done, for information only.
3. NIFA PARS Update (staffing, NIFA reps, etc.) – Alexis (if available).
 - PARS now has hired 7 new staff members, which has been very helpful for efficiency and to lighten Alexis' workload.
 - Working now on receiving all the annual reports of accomplishments. A few states will be late, but NIFA is working to help them out with this. Q4 funding will be delayed for late states.
 - Plan of Work module is underway, but not quite ready for this year so collection of the Plans will be external, via .csv template.
 - Still working with research and Extension working groups on NRS systems, including the financial reporting module.
 - Increased focus on communications improvements with Extension on what they do, how to report on their activities, etc.

4. MRF Impact Program Q2 2022 Update – Sara.
 - Sara walked the group through her Q2 Impact report, see attached file below.
5. MRFImpacts Toolkit – Sara.
 - Sara shared on her screen the monthly MRFImpacts toolkit. She will start sharing this with the regions, as well.
 - There was great feedback overall on the call for the Impact Program.
6. NRSP1 Proposal Status – Bret (for NRSP-RC)
 - NRSP_temp1 was well received by the NRSP-RC and Bret indicated that the committee appreciated the work by Sara and the NIMSS team.
 - As prompted by a suggestion from the NRSP-RC, the NRSP1 Management team discussed not being complacent with Clemson and considered re-evaluating the contract every third renewal cycle, to be sure that things continue to work well and we maintain a good NMISS product at a good value. So far, everything is going well, but it would be prudent to consider such an evaluation exercise periodically.
 - Bret will write up the NRSP-RC request more formally so the NRSP1 team can better respond to this suggestion.
 - Chris asked Faith if it would be possible to share the cost of Booz Allen Hamilton's NRS work so we can have a basic idea of how much at least one industry contractor might cost to handle NIMSS.
7. Other Items, as needed. None.

Call adjourned at 9:33 am CT.

NIMSS Q2 2022 Updates (April-June):

- Updated the system list of NIFA users
- Omit Admin Advisors from receiving NIFA representative assignment email
- Removed Participants Awaiting NIFA Approval page
- Updated assign project reviewer process to be more efficient
- Added project search feature to dashboard
- Fixed a bug to prevent RSAs from receiving duplicate system emails
- Added new action item for RSAs to manage reviews outstanding
- Updated the create meeting process to help prevent double submissions

WE SHARE THE IMPACTS

Q2 | April 1 - June 30, 2022

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



Sara produced 3 Impact Statements (S1068, NC1194, W3173). SERA47 is out for review. An NE project is next up.



Sara provided NIFA with materials that were shared with the **White House (Domestic Policy Council)** as they plan the [2022 White House Conference on Hunger, Nutrition, and Health](#). Materials included summaries featuring numerous MRF projects related to nutrition and food security as well as detailed write-ups and contact info for NC1193 and NC3169.

Impact Statements were repurposed by the NIFA Communications team in reports and talking points and on the **NIFA blog**:

- [Protecting Pollinators \(NC1173\)](#)
- [Advancing Aquaculture \(W3004\)](#)
- [Managing Ticks \(NE1443\)](#)
- [Nanotechnology in Food & Ag \(NC1194\)](#)

Sara wrote a [National Wine Day blog about NE1020](#) for the **NIFA Impacts site**.

SOCIAL MEDIA

We shared Impact Statements and connected to events and conversations through social media posts. In Q2, we highlighted research related to National Pest Management Month, World Health Day, Earth Day, World Milk Day, Pollinator Week, composting, wine, wildfire, markets, food safety, farmer safety, and more.

We shared communications toolkits with NIFA, APLU, and project participants to help them promote multistate projects on social media.



138 likes **71** retweets/replies

88* clicks on links to view/read the Impact Statement

64 tweets

18,100 people received our tweets in their Twitter feeds or search results



~60 posts on Facebook

853 reached

19 interactions



57 posts on Instagram

34 accounts engaged

256 accounts reached

NEWSLETTER

Our [Q2 newsletter](#) went out on June 30 to 127 contacts. So far, it has 52 opens and 41 link clicks. Although opens are lower than last quarter, link clicks are higher. We also share the newsletter on social media, which increases its reach.

CONFERENCES & WORKSHOPS



ACE Conference, June 12-14, Kansas City:

- Networked with colleagues from NIFA, APLU, and land-grant universities
- Distributed MRF Impacts postcards to raise awareness of program and resources
- Attended professional development sessions
- MRF Impacts was mentioned in multiple sessions!

Upcoming workshops:

- Workshops are being coordinated for S1069, S1077, NC1180, W1196 and NC246 (pending group response) for 2022 and 2023 (some of these projects were postponed in 2021).
- Sara is co-leading a subcommittee of the National Impact Database to create impact reporting training materials.

WEBSITE

666 sessions**

6:38 minutes/session

473 unique visitors

*Social media metrics are down in Q2. This could be due to changes in the way platforms are estimating insights or post quality (e.g., fewer tags, fewer unique graphics). More importantly, these metrics do not include reach of or interactions with our content that was posted directly to or shared by APLU, USDA/NIFA, and other followers. This continues to happen regularly, and our content receives numerous engagements.

**All website metrics are up from last quarter. Noticeable traffic spikes occurred when NIFA posted MRF content on blog and during ACE Conference.

CONTACT US

- mrfimpacts.org
- mrfimpacts@colostate.edu
- [@MRFimpacts](https://twitter.com/MRFimpacts)

COMMUNICATIONS THEMES

July 2022

Administered by U.S. Department of Agriculture's National Institute of Food and Agriculture (USDA-NIFA), the Hatch Multistate Research Fund (MRF) supports agricultural innovation and sustainability by providing federal funds to collaborative research projects led by State Agricultural Experiment Stations and land-grant universities. The Multistate Research Fund Impacts Program (MRF Impacts) communicates the public value of these projects.

Below we share Hatch Multistate projects that are connected to priority topics and timely themes as well as materials and messaging you may use to promote these projects.

Our latest Impact Statement:

- Environmental conditions & management practices can stress animals, impairing welfare & performance. Researchers at land-grant universities are working w/ @USDA_NIFA @USDA_ARS & others to measure stress in animals & find cost-effective ways to mitigate it: <https://bit.ly/animal-stress>
- For more sample tweets, use our toolkit [here](#).

APLU Theme: Zoonotic Diseases, Preventing and Fighting Pandemics

Graphic: <https://www.mrfimpacts.org/single-post/managing-zoonotic-diseases>

Sample post with link to projects:

- See how collaboration among land-grant university animal scientists had led to breakthroughs in understanding, preventing, and managing these diseases and their transmission. This research is essential to protecting animal and human health. <https://www.mrfimpacts.org/single-post/managing-zoonotic-diseases> @USDA_NIFA

National Hemp Month

Graphic: <https://www.mrfimpacts.org/single-post/hemp-research>

Sample posts with link to projects:

- Hemp is used in rope, textiles, bioplastics/fuels, wellness products & more. A @USDA_NIFA-funded project is assessing varieties, production practices & economic viability and sharing info with growers, policymakers, etc: <https://www.mrfimpacts.org/single-post/hemp-research> #NIFAimpacts #NationalHempMonth
- @aamuedu @CentralState87 & @UMESNews are part of a multistate project studying industrial hemp production & processing in the US: <https://www.mrfimpacts.org/single-post/hemp-research>

Smart Irrigation Month

Impact Statements:

- [Microirrigation for Sustainable Water Use](#)
- [Irrigation for Ornamental Crops & Nurseries](#)

National Blueberry Month

Graphic: <https://www.mrfimpacts.org/single-post/juicy-blueberry-research>

Sample posts with links to Impact Statements:

- Learn how @USDA_NIFA-supported Hatch Multistate Research Projects are improving blueberry production and quality: <https://www.mrfimpacts.org/single-post/juicy-blueberry-research> #NationalBlueberryMonth #NIFAimpacts #MRFimpacts #blueberry
- Scientists at land-grant universities developed #blueberries with desirable qualities like cold tolerance & longer shelf life; designed technologies that make blueberry production more efficient; and improved trade & marketing: <https://www.mrfimpacts.org/single-post/juicy-blueberry-research> #NationalBlueberryMonth

National Picnic Month

Graphic: <https://bit.ly/MRF-picnic>

Sample post:

- It's National Picnic Month and we have a basket full of research on your favorite picnic treats! Learn more about these projects: <https://mrfimpacts.org/single-post/picnics-are-packed-with-research> #PicnicMonth #NIFAimpacts

July 7: World Chocolate Day

Graphic: <https://bit.ly/MRF-chocolate>

Sample post:

- It's World Chocolate Day! Researchers at land-grant universities across the U.S. are improving chocolate production and manufacturing and enhancing the taste and health benefits of chocolate. @agsciences @CTAHRNews #WorldChocolateDay

July 11-17: National Forest Week

Graphic: <https://bit.ly/MRF-forests>

Impact Statement: <https://bit.ly/MRF-pine>

Sample post with link to Impact Statement:

- It's #NationalForestWeek! As part of multistate research projects, scientists and Extension educators at land-grant universities are working together to sustain our forests. See how they're managing eastern pine tree issues: <https://bit.ly/MRF-pine> #NIFAimpacts

July 11: World Population Day

Sample posts with link to Impact Statement:

- #WorldPopulationDay focuses on issues facing human populations. See how a @USDA_NIFA-supported multistate project is monitoring changes in rural populations related to healthcare, migration, housing, poverty, and more: <https://bit.ly/rural-change>

July 13: National French Fry Day

Sample post with link to Impact Statement:

- As part of a multistate project improving food quality & food safety, researchers at @ACESIllinois @VTCals & @TexasTech developed new tools that reduce the amount of oil foods soak up during frying. This makes fries less fatty. See more research from this project: https://www.mrfimpacts.org/files/ugd/d070cb_0fc69f3aa3d42fe8a33278d3c6e9165.pdf

July 16: National Cherry Day

Graphic: <https://www.mrfimpacts.org/single-post/science-puts-the-cherry-on-top>

Sample posts with link to Impact Statements:

- Dwarfing rootstocks tested by @RutgersSEBS @OSUAgSci @CAFE_UMass & @CANRatMSU have led to an increase in sweet cherry acreage. And here's the cherry on top: These rootstocks allow more trees/acre, increasing cherry yields by ~\$260M/year. <http://bit.ly/MRF-RootstockUse> #NationalCherryMonth
- It's #NationalCherryMonth! Using @ucdavisCAES & @OSUAgSci findings to store and ship cherries, growers are able to cut costs by shipping fresh cherries by boat instead of by air. Learn more: <http://bit.ly/MRF-FruitQuality> #NationalCherryMonth

July 25: National Wine and Cheese Day

Sample post with link to Impact Statements:

- Wine and cheese is a perfect pairing, made even better by science! Researchers at land-grant universities are breeding better wine grapes, helping American wine makers market their wines, and improving the safety and shelf life of cheese. Learn more: <http://bit.ly/MRF-wine>