

## NRSP1 Management Committee Call Notes

Date: 7/13/2023

Time: 2 pm ET, 1 pm CT, 12 noon MT, 11 am PT

NRSP1 Management Committee Members
Paula Agudelo (Chair and AA), SAAESD Bret Hess (AA), WAAESD Jeanette Thurston (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: <a href="mailto:nrsp1@escop.info">nrsp1@escop.info</a> Committee Page: <a href="http://escop.info/committee/nrsp-1-management-committee/">http://escop.info/committee/nrsp-1-management-committee/</a>

**Attendees:** Sara Delheimer, Paula Agudelo, Cindy Morley, Robin Williams, David Leibovitz, Jennifer Tippetts, Gary Thompson, Faith Peppers, Bret Hess, William Miller, Jeanette Thurston, Chris Hamilton

### Call Agenda:

1. Roll call and Welcome – Paula, Chris
2. [NIMSS Update](#) – Chris
3. [NIFA PARS Update](#) (staffing, NIFA reps, etc.) – Chris (for Alexis, see below)
  - One question for Alexis that Chris relayed via email after the call was when will the ability to add co-PIs be added to NRS.
4. MRF Impact Program Q2 2023 Update – Sara
  - Sara provided her walkthrough of her Q2 update. That's attached below to this .pdf.
5. NIFA Communications Update – Faith (if available)
  - Faith was very complimentary about sara's work and indicated they use her materials and share her newsletter often.
6. Other Items, as needed.
  - None identified. Next call will be scheduled soon for mid-October.

### NIMSS Q2 Updates (4/1/2023 to 6/30/2023)

- fixed an issue with the “To:” recipient box on system email pages causing only the first email in the list to be recognized.
- fixed an issue causing the recipient list from the “To:” box not being added at all when sending certain system emails.
- removed unnecessary form submission requirements on the NRSP region review form.
- fixed an issue causing project proposals from other regions to show up for certain users on the “My Project Proposals” page.
- fixed an issue causing admin advisors to be deleted from a proposal after the “Basic” section was modified by a user not having permission to add admin advisors.

#### **NIFA PARS Update**

- Status of compliance on capacity reporting (our team continues to follow up with late submitters):
  - 97% compliance FY24 Plan of Work
  - 98% compliance FY 2022 Annual Report
  - 96% compliance FY 2022 Financial Report
  - 91% compliance for FY 2022 Results
- Design for financial module still in progress – will set up time to preview to Financial Module working group when the design is ready – goal is to have the module ready in NRS in time for FY 2023 financial reporting
- NRS webinars will not be held monthly in FY 2024, but will be held in advance of reporting deadlines and as needed for the new financial module
- PARS will continue to post resources on the external web page and the help desk is still available

# WE SHARE THE IMPACTS

Q2 | April 1 - June 30, 2023

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 finalized **2 Impact Statements**: W4122 and NCERA137. All impact statements have been uploaded to the NIDB and NIMSS. Impact Statements for regional Excellence in Multistate Research Award winners are in draft or review stage.



Impact Statements were repurposed by **APLU FANR** in the FANR Focus newsletter and social media toolkits as well as on Ag Is America platforms (social media, website).

Impact Statements were repurposed by the **NIFA Communications team** in reports, talking points and in the NIFA Update newsletter and on their Blog and Impacts webpages:

- June 26: [Science & Engineering for a Biobased Economy \(S1075\)](#) had **118 page views**.
- April 11: [Using Drones in Agriculture and Natural Resources \(S1069\)](#) had **672 page views**. It was NIFA's **sixth most visited** impact story in Q2.
- Though it was not shared in Q2, the [nanotechnology \(NC1194\) impact story](#) is still popular. It had **1,451 page views** during Q2. It was NIFA's **second most visited** impact story this quarter.

## IMPACT WRITING WORKSHOPS



- Led workshop for W4112 in May
- Led workshop for National Resource Center on Nutrition and Aging (Iowa State University) in May
- Currently planning workshops for WCC103 and S1084
- University of Wyoming has expressed interest via Bret
- Have had some trouble with communication and scheduling with NC groups; currently none in the works
- To my knowledge, I never received nominees from NE Region, but I will be doing a mini workshop for Northeast Region communicators in September

## MEETINGS & NETWORKING

- Participated in monthly **APLU Communications and Marketing Committee** meetings.
- Attended the Association for Communication Excellence conference in Asheville, NC.

## SOCIAL MEDIA

In Q2, we highlighted research related to National Dairy Month, Pollinator Week/Month, World Food Safety Day, National Pest Management Month, National Hamburger Month, National BBQ Month, National Egg Month, and more! We shared communications toolkits with NIFA, APLU, and project participants to help them promote multistate projects on social media.



~50 tweets

**163** likes **94** retweets/replies

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

**16,500** people received our tweets in their Twitter feeds or search results



~50 posts on Facebook

**94** reached\*

**9** interactions



~24 posts on LinkedIn\*

**9,464** impressions

**126** engagements

\* Facebook numbers have been pretty low recently; changes to the feed algorithm and changes in how Meta measures and reports analytics are partly to blame. Facebook may not be a useful platform for us anymore. However, our Twitter and LinkedIn numbers have went up significantly this quarter (compared to Q1)!

NIFA made **19 tweets** using MRF Impacts content (not including retweets). These 19 tweets garnered **14,970 impressions** and had a **2.72% engagement rate**, which is **higher than the average** for NIFA's other tweets (2.5%).

NIFA shared **2 LinkedIn posts** using MRF Impacts content. These posts garnered **754 impressions** and **6 likes**.

NIFA made **3 Facebook posts** with MRF Impacts content, which had **230 impressions** and **8 engagements**.

## WEBSITE

**1,075** sessions **5:41** minutes/session

**778** unique visitors

## NEWSLETTER

Our Q2 newsletter was released on June 30. So far it has a **51% open rate** and **19 clicks**--that's slightly better than usual! Our previous newsletter for Q1 of 2023 had a **40% open rate** and **12 clicks**. Our newsletter is currently distributed to **137 people**.