

## NRSP1 2024 Q2 Update Call NOTES

July 10, 2024; 11 am ET, 10 am CT, 9 am MT, 8 am PT

**Attendees:** David Leibovitz, Jenn Horton, Alexis Nazario-Negron, Robin Williams, Sara Delheimer, Chris Hamilton

### Action Items:

- Chris to update Rules of Operation document and circulate for final-final review and then electronic vote
- Sara to finalize impact statements for Excellence Awards once the winner is formally approved.
- Chris will schedule the next NRSP1 call for Q3 updates, likely in October. Please complete the Doodle poll when you receive it.

### Agenda Items/Notes:

1. Roll call – done, see attendee list above.
2. NIMSS Update – Chris
  - See [list](#) from Clemson, re: Q2 updates/fixes made
  - David mentioned some password reset issues in his region, likely due to user errors like using the wrong email.
  - FYI that we've noticed that some NRSP proposal functions did not all transfer over properly with upgrade, but Parker has been fixing these quickly when identified. Be aware of these and let Parker know if you experience any other problems.
  - Jenn mentioned the suggestion for an Appendix E Auto-Transfer on participants with each project renewal.
    - Determined not feasible due to changing objectives and Congressional requirements, desire to not have multistate projects seem like "earmarks" in perpetuity. These projects must show continued progress over time and part of that includes updates to members each cycle. With members moving, leaving, retiring, it's up to the stations to keep their project members up to date.
    - AAs may provide checklist/reminders to help with participation tracking and/or RSAs can assist with these reminders upon project renewal.
3. NIFA/PARS Update - Alexis
  - Financial module launched July 1st, 82% reports submitted
  - OJFM supplemental for 1862s due August 19th
  - Moving away from monthly NRS webinars, creating video tutorials instead
4. Multistate Impacts Program Update - Sara
  - Sara working on impact statements for regional Excellence Award winners
  - Final national winner pending approval next week during agInnovation Summer Leadership Meeting. Sara will finalize that statement once the winning submission is formally approved.

5. NIFA Communications Update – None, Faith was unable to join the call.
6. Rules of Operation Updates – All
  - Suggestion to have fewer directors serve as AAs in favor of EDs (or ADs, in the case of David for NE), at the pleasure of the regional associations. NIMSS lead (Chris) would serve as NRSP1 chair
  - Jesse Fuentes at CSU suggested to be an AA or liaison for budget/admin connection

**Q2 2024 NIMSS Updates:**

- Improved the 'Show all' feature and pagination in the AA Directory.
- Removed the ability for AAs to place proposals under review.
- Added tracking to identify who rejected Appendix E submissions.
- Corrected the listing of RSAs on the AA editor form.
- Ensured the Appendix E/project menu functions correctly.
- Updated the projects by station API route to ignore the project start date.
- Added a feature to prevent multiple submissions of the user creation form.
- Updated URL handling in the site's text editor.
- Added additional checks to the Appendix E form to ensure proper data handling.
- Removed jhammond@nifa.usda.gov from email communications.
- Fixed formatting issues in technical responses.
- Implemented various bug fixes.
- Modernized code syntax throughout the application to enhance the development experience.
- Added PDF export functionality for NRSP Reviews

# WE SHARE THE IMPACTS

Q2 | April 1 - June 30, 2024

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**: NE1833 and a special topic Impact Statement featuring multiple projects addressing avian influenza. All impact statements have been uploaded to the NIDB and NIMSS.



**APLU FANR shared 2 Impact Statements in their monthly communications toolkits;**

- [May: \\$1071 Emphasizing STEM in High School Ag Education](#)
- [June: Avian Influenza \(multiple MRF projects featured\)](#)

Numerous Impact Statements/MRF projects were featured in the [APLU's Climate-Smart Solutions publication](#), which is being distributed to key stakeholders.

**NIFA** did not repurpose any MRF Impacts content in the NIFA Update newsletter or and Impacts blog in Q2; however, a previously shared blog based on the Impact Statement for [NE-1501 Controlling Pests and Protecting Pollinators](#) was in the **top 5 most visited blog pages** on the NIFA website in Q2 with **1,018 page views**. A blog based on the Impact Statement for [NCERA-217 Improving Drainage Management on Agricultural Lands](#) was in the **top 20 most visited blogs** on the NIFA website in Q2 with **260 page views**.

## IMPACT WRITING TRAINING



- Delivered in-person presentation at NERAOC in April 2024, and received positive feedback
- Delivered workshop for NCERA197 in May 2024.

## MEETINGS & NETWORKING

- Participated in monthly APLU Communications and Marketing Committee (CMC) meetings.
- Participated in NIDB working group meetings and helped develop NIDB overview for ACE Conference.
- Attended the ACE Conference in June 2024.

## NEWSLETTER

Our 2024 Q1 newsletter went out on on April 2, 2024, and has **70 opens** and **4 clicks**.

## SOCIAL MEDIA

In Q2, we highlighted research related to avian influenza, Pest Management Month, Earth Day, Pollinator Month, Dairy Month, World Food Safety Day, Higher Education Day, World Environment Day, Wine Day, Egg Month, Hamburger Month, and more! We shared communications toolkits with NIFA, APLU, and project participants to help them promote multistate projects on social media.



**71** likes **36** retweets/replies

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

**61 tweets**

**5,573** people received our tweets in their Twitter feeds or search results\*

\*Analytics are now behind a paywall on Twitter/X; however, we are able to access analytics via our content management system, Buffer. Since the transition to X, our numbers have been dropping; this is the case for others in our field.



**60 posts** on Facebook

**817** reached

**52** interactions



**60 posts** on LinkedIn

**18,634** impressions\*\*

**286** engagements

\*\*Our LinkedIn numbers continue to grow, which is also a trend for our peers.

NIFA made **38 tweets or retweets** using MRF Impacts content. These tweets garnered **19,529 impressions** and had **345 engagements**.\*\*\*

\*\*\*NIFA posted more of our content on X this quarter, and those posts received more total impressions and engagements compared to Q1; however, NIFA did not share any MRF Impacts content on LinkedIn or Facebook (I have asked if there are particular reasons why).

APLU FANR made **7 Twitter/X posts** with MRF Impacts content, which received **1,853 views** and **30 engagements**.

APLU FANR made **7 Facebook posts** with MRF Impacts content, which received **4,668 views** and **22 engagements**.

## WEBSITE

**969** sessions

**5:09** minutes/session

**734** unique visitors