Multistate Research Fund
IMPACTS

WE SHARE THE IMPACTS

Q4 | Oct 1 - Dec 31, 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: S1089 and S1077.**

3 Impact Statements are in draft/review stage: **W3009, S1076, NCERA3**

All finalized impact statements have been uploaded to the NIDB and NIMSS.

In Q4, Sara worked with Talisa White in the Federal Aviation Administration's Office of Communications to solicit expert quotes from the leadership of S1069 (drones in agriculture) for the FAA's "12 Days of Drones" campaign.

In Q4, Andrea Putman (APLU FANR) recommended the MRF Impacts Avian Influenza piece as outstanding example for APLU Public Affairs to use in meeting with NYT writer intersted in LGU Impacts.

APLU FANR featured the 2024 Excellence in Multistate Research Award winner (NCERA101) in a feature box in their November toolkit and W4122 (bioactive dietary chemicals) was featured in the December toolkit.

This quarter, NIFA posted a blog on NCERA101: Controlled Environment Technology and Use as the winner of the 2024 Excellence in Multistate Research Award winner. The blog was also shared in the NIFA Update newsletter. It has received 201 views so far.

Previously posted blogs about MRF projects were among NIFA's top 20 most visited blogs:

- NE1501: Chemical Ecology to Control Pests and Protect Pollinators was the 4th most visited blog with 636 visits.
- NE1443: Ticks & Mosquitoes was the 7th most visited blog with 292 visits.
- NCERA217: Improving Drainage on Agricultural Lands was the 14th most visited blog with 254 visits.

Previously posted Impacts pages about MRF projects were among NIFA's top 20 most visited Impacts pages:

- S1069: Drones in Ag was the most visited page with 2,934
- NC1194: Nanotechnology was the 2nd most visited page with 1,023 visits
- NC1193: Supporting Healthy Habits in Young Adults was the 5th most visited page with 283 visits.

IMPACT WRITING TRAINING

- Co-led impact writing training for NIDB inputters on October 30.
- Led Impact Writing Workshop for IANR faculty on November 8.
- Bret Hess and Faith Peppers led training for University of Alaska, Fairbanks and promoted MRF Impacts resources on December 12
- Planned Impact Writing Workshop for S1076 in January 2025.

MEETINGS & NETWORKING

- Monthly: Participated in APLU Communications and Marketing Committee (CMC) meetings.
- Ongoing: Participated in NIDB working group meetings and Communications Team.

SOCIAL MEDIA

In Q4, we highlighted research related to food safety, the Excellence in Multistate Research Award winner, antimicrobial resistance, Rural Health Day, STEM Day, Sweet Potato Month, Pork Month, Seafood Month, World Food Day, Apple Month, Farmers Day, World Animal Day, Chicken Month, Potato Month, Ag Safety Week, and more. We shared communications toolkits with NIFA, APLU, and project participants to help them promote multistate projects on social media.

60 tweets

52 likes **33** retweets/replies

25 clicks on links to view/read the Impact Statement

7,590 people received our tweets in their Twitter feeds or search results.

~60 posts on **Facebook**

638 reached

37 interactions

~60 posts on **LinkedIn**

5,107 imprressions

180 engagements

NIFA made **36 tweets or retweets** using MRF Impacts content. These tweets garnered **14,121 impressions** and had **262 engagements**.

NIFA made **7 facebook posts** using MRF Impacts content. These posts had **430 impressions** and **7 engagements**.

NIFA made **6 posts** using MRF Impacts content on LinkedIn. These posts received **2,861 impressions** and **56 engagements.**

APLU FANR made **4 tweets** using MRF Impacts contact. These posts received **456 views** and **8 engagements**.

APLU FANR made **6 posts** on facebook using MRF Impacts content. These posts reached **2,678 accounts** and received **18 engagements**.

WEBSITE

1,165 sessions **6:17** minutes/session

961 unique visitors

NEWSLETTER

Our 2024 Q3 newsletter went out in early October and had **47 opens** and **11 clicks**.