

NRSP1 Management Committee Call NOTES

Date: Friday, October 17, 2025

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

NRSP1 Management Committee Members
Chris Hamilton, Chair and NIMSSS Lead, agInnovation North Central Bret Hess (AA), agInnovation-West Jeanette Thurston (lead AA), agInnovation North Central David Leibovitz (AA), agInnovation Northeast Cindy Morley (AA), agInnovation South Rick Rhodes, agInnovation Northeast Gary Thompson, agInnovation South Jennifer Horton, agInnovation West Alton Thompson, ARD Julie Estrada (NIMSSS User), Purdue University Robin Williams (NIMSSS User), Clemson University Sara Delheimer (agInnovation MRF Impacts Program Coordinator), Ex-officio Faith Peppers (NIFA Director of Communications), NIFA Liaison Tara Warner (NIFA PARS Director), NIFA Liaison Email list: nrsp1@escop.info Committee Page: http://escop.info/committee/nrsp-1-management-committee/

Attendees: Bret Hess, David Leibovitz, Jeanette Thurston, Gary Thompson, Alton Thompson, Julie Estrada, Robin Williams, Sara Delheimer, Cindy Morley, Chris Hamilton

Call Agenda:

1. Roll Call and Welcome – Chris
2. [NIMSSS Update](#) – Chris
3. MRF Impact Program Q3 2025 Update – Sara
4. ~~NIFA PARS Update (staffing, NIFA reps, etc.) – Tara (if available)~~
5. ~~NIFA Communications Update – Faith (if available)~~
6. Other Items, as needed.

Fathom AI Notes:

[VIEW RECORDING - 50 mins \(No highlights\)](#)

Action Items

- Confirm w/ Parker Events persist across project iterations; report back to Bret - [WATCH \(5 secs\)](#) - Chris
- [Upcoming NC "AA coffee chats" planned for administrative advisor networking. Additional NC-focused AA training on Nov 6. Please contact Chris if you'd like an invite!](#)

- Draft editable multistate project benefits survey Qs + pilot email template; share w/ NRSP1 for review - [WATCH \(5 secs\)](#) - Sara
- Promote MRF impacts newsletter in NERA biweekly 1–2x next quarter - [WATCH \(5 secs\)](#) – David
- Send Jan meeting poll to NRSP1 - [WATCH \(5 secs\)](#) - Chris

NIMSS Updates

- [New events feature allows tracking of non-annual meetings \(e.g. executive committee meetings\)](#)
- [Bug fixes and improvements made, including:](#)
 - [Automatic termination notices for expired projects](#)
 - [Trademark symbol added to AgInnovation logo](#)
 - [Comments added to NRSP budget section](#)
- [Upcoming NIMSS training sessions planned for regional meetings – Contact Chris for an invite to upcoming NC events, although they will be NC-focused. Nov 6 is next AA training for NC.](#)

Impact Reporting

- [Q3 impact statements finalized and distributed](#)
- [New impact statement on honeybees/pollinators in progress](#)
- [APLU and NIFA featuring multi-state project materials in communications. Waiting on NIFA numbers due to gov shutdown.](#)
- [Q3 social media metrics slightly down, but within normal fluctuations](#)
- [July newsletter saw significant increase in open rate and clicks](#)

Multi-State Project Benefits Survey

- [New survey developed to gather feedback on project value](#)
- [Initial pilot with 4 responses yielded valuable insights](#)
- [Discussion on expanding survey distribution and refining questions](#)
- [Potential uses:](#)
 - [Developing talking points for new faculty](#)
 - [Creating promotional materials on multi-state project benefits](#)
 - [Informing strategies to address participation barriers](#)

Miscellaneous

- [Chris considering stepping down as NRSP1 chair](#)
- [Upcoming NC "AA coffee chats" planned for administrative advisor networking. Additional NC-focused AA training on Nov 6. Please contact Chris if you'd like an invite!](#)
- [Brief discussion on handling communication from Extension about Research Facilities Act](#)

Next Steps

- [Refine and distribute multi-state project benefits survey more widely](#)
- [Develop strategies for using survey data in promotional materials](#)
- [Continue NIMSS training efforts at regional meetings](#)
- [Follow up on potential newsletter subscriber list expansion](#)
- [Schedule next NRSP1 meeting for January](#)

Q3 2025 NIMSSS Updates:

- Updated homepage wording from "National Institute for Food and Agriculture" to "National Institute of Food and Agriculture" (removed "for")
- Updated agInnovation logo to include ® symbol
- Simplified backend logic for AllPending page so that 1890 and NRSP are no longer grouped together
- Fixed bug on AllPending page that was preventing proper sorting functionality
- Added comments input field on NRSP budgets
- **Launched new events feature**
- Updated permissions so RSAs are always able to send meeting reminder emails
- Added email notifications to both users and developers for bug reports
- Updated AA Invite email to automatically include editors from the new project
- Updated API to include the most recent 'next project' ID and added new API route for inactive projects
- Updated AA directory to pull AAs based on project region rather than user region
- Updated automated logic that changes projects to expired status based on date to now trigger automatic notification emails

WE SHARE THE IMPACTS

Q3 | July 1 - Sept 30, 2025

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 **3 Impact Statements**: **W4003**, **NE2439**, and **S1076**.

2 Impact Statements are in draft/review stage: **NC1173** and **W4170**.

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



Sara prepared the ceremony booklet write-up, news release, and Impact Statement for the **2025 agInnovation Excellence in Multistate Research Award winner**, NE2334: Immunity and Resistance to Avian Diseases. These materials were shared with APLU, NIFA, and agInnovation and posted on [websites](#) and social media.

APLU FANR shared the S1071: STEM in High School Ag Education impact statement in the [September toolkit](#).

In Q3, NIFA shared **1 project in the NIFA Update** newsletter:

- Featured in the [July 16 issue](#), S1085 Cover Crops for Southern Farmers and Ranchers has received # views.*

During Q3, NIFA shared **1 project on the NIFA Impacts page**:

- [S1085 Cover Crops for Southern Farmers and Ranchers](#) was posted on July 11 and has received # views.*

* Due to the federal government shutdown, which began October 1, 2025, performance metrics for blogs and web stories in Q3 cannot be reported at this time. This report will be updated when NIFA communications staff return from furlough.

BENEFITS OF MRF PROJECTS

During Q3, Sara designed a survey using Google Forms to collect information and stories about the benefits of participating on multistate research projects. The survey is being piloted with select leaders and participants of multistate projects. [Survey responses](#) can be seen here and will be used by MRF Impacts and agInnovation to develop talking points and educational material about the importance, impacts, and value of Hatch Multistate projects. Eventually, the survey will be sent to a wider audience on a regular basis.

IMPACT WRITING TRAINING



- Led workshop for S1087 on August 29.
- Preparing training for NIDB inputters on October 15.

MEETINGS & NETWORKING

- Monthly: Participated in APLU Communications and Marketing Committee (CMC) meetings.

SOCIAL MEDIA

In Q3, we highlighted research related to cherries, blueberries, peanuts, catfish, farmers markets, National Farm Safety and Health Week, National Chicken Month, National Preparedness Month, honey bees, water quality, coffee, and more. We shared communications toolkits with NIFA, APLU, and project participants to help them promote multistate projects on social media.

MRFImpacts X performance declined in Q2 (this is an ongoing trend, which our peers are experiencing, too). Facebook and LinkedIn performance was also down in Q3 compared to Q2; however, this is not concerning because Q2 was particularly high-performing.

 **27** likes **16** retweets/replies
13 clicks on links to view/read the Impact Statement
~50 tweets

1,818 people received our tweets in their Twitter feeds or search results.

 ~50 posts on Facebook **620** views
25 interactions

 ~50 posts on LinkedIn **6,613** impressions
307 engagements

APLU FANR made **8 tweets** using MRF Impacts contact. These posts received **765 views** and **23 engagements**.

APLU FANR made **7 posts on facebook** using MRF Impacts content. These posts reached **959 accounts** and received **15 engagements**.

APLU FANR made **1 post on LinkedIn** that featured MRF Impacts content. This post had **949 impressions** and received **24 reactions**, **5 reposts**, and **60 clicks**.

Due to the federal government shutdown beginning October 1, 2025, USDA NIFA communications staff are not available to share social media metrics for MRF Impacts content used on their platforms during Q3. These metrics will be pulled and reported at a later time, once staff have returned from furlough.

WEBSITE

1,300 sessions **3** minutes/session
910 unique visitors

NEWSLETTER

Our 2025 Q2 newsletter was sent in July 2025 and had **79 opens (50%)** and **10 clicks**. The Q3 issue was sent October; performance will be reported in Q4.