

NRSP1 Management Committee Call AGENDA

Date: 10/11/2023

Time: 10 am ET, 9 am CT, 8 am MT, 7 am PT (sorry, PT friends 😞)

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 Horton, 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: Gary Thompson, Bret Hess, Cindy Morley, David Leibovitz, Alexis Nazario-Negron, Jason Eichelberger, Parker Parham, Luke Crozier, Stephen Bateman, Paula Agudelo, Robin Williams, Jenn Horton, Sara Delheimer, Chris Hamilton (meeting lead, note taker)

Call Agenda/Notes:

1. Roll call and Welcome – Paula, Chris
 - Chris led introductions around this room. Parker is new to the Clemson NIMSS team, so Stephen made a special point to introduce him to the group.
 - See attendee list above.
2. [NIMSS Update](#) – Chris, Clemson Team (as available)
 - General updates below
 - NIMSS upgrade – Stephen spoke about the major NIMSS upgrade from Laravel 6 to 10. This will be the biggest NIMSS upgrade since we started with Clemson. Lots of work happening under the hood and behind the scenes, but hopefully no impact on the front end other than system performance improvements. Chris and possibly David will be involved with some system testing, as needed, before the upgrade goes live.
 - Parker is working on upgrading the image upload system for NIMSS. The old one doesn't work anymore with the changes in web technology, so he's working on finding a solution.

- Addition/activation of 1890s regional projects – in progress, working out some bugs and refining the option.
 - Bret mentioned the addition of a non-technical summary section to proposals that NIFA would be able to pull out via the API to use in NRS and save PIs the step of entering this every time. Clemson indicated this is do-able and will work more with Chris on getting this option live, hopefully in time for the Jan 15 NRSP proposal deadline. This requirement would only apply to new/renewals for FFY24 and not be retroactive. All proposal types would have this as part of their project outline, maybe as a text box before Issues and Justifications. Robin/Alexis will get the guidance text for non-technical summaries for Hatch/Hatch Multistate from NRS and share with Chris to include with this additional NIMSS proposal section.
 - Other, as needed
3. NIFA PARS Update (staffing, NIFA reps, etc.) – Alexis
- Financial module underway, more information to come on webinars. Will look like the REEport, so it should be similar and not extra work. This is the final module needed for capacity. Should be up before 2/1 deadline for research and Extension. Need to get a new contract in place soon for any additional NRS edits/updates, so we want to be sure to finish the financial module under current contract.
 - Alexis' team will get the language for the non-technical summary for the NIMSS addition of this section. Need to be careful to edit these in NRS to be more state specific, since NIMSS refers to the umbrella project. Bret indicated that methodology should include state specific, individual work.
 - Q: Can we make the NRS webinars more interactive with option for Q&A? Participants would like to see this. Yes, and we'll have office hours available as well. Regional offices can assist and moderate these questions and keep chat on focus. Eventually, these will be monthly and more state specific, once NRS has been completed.
 - Alexis shared this link in the chat: <https://www.nifa.usda.gov/data/nifa-reporting-system/nrs-resources>
4. [MRF Impact Program Q3 2023 Update](#) – Sara
- Sara presented her update.
 - NCERA137 national multistate winner impact statement not listed, but it was prepared in Q2. Was waiting to share until after the award ceremony.
 - Waiting for info from NIFA on how they use her data. Will add to this update when available.
 - Will be leading an impact writing training with 1890s in addition to those listed.
 - Regional summaries, research- focused summaries in the works for regional comms teams and agInnovation. Please share ideas on these with Sara.
 - Overall, most social media and website metrics are up this quarter. More subscribers to the MRF newsletter, as well.
 - Moving into Q4:
 - Working a lot with NCERA137 over the next few weeks on stories, social media, press releases.
 - ADA and accessibility improvements planned.
 - Send any suggestions for website, newsletter formats with Sara.

- Bret: With the launch of agInnovation.info, have visits to MRF Impacts increased since the new site was launched? A: Not really, but Sara will track.
 - Low newsletter open rate, is this standard and is it still a useful means to communicate? Open rate is standard and it's not a lot of time/work, so Sara feels it's still worthwhile. David also indicated that the NERA open rate is similar, but MailChimp metrics considers this a strong rate.
 - Link to subscribe to MRF impacts newsletter: <https://bit.ly/MRFimpacts-subscribe>
5. NIFA Communications Update – Faith (if available) – None, not on call.
 6. Other Items, as needed.
 - Some brief discussion on the utility and opinions of Twitter/X and LinkedIn. Chris mentioned NCRA now has a LinkedIn, so please look us up and follow.

Call adjourned at 9:52 am CT.

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NIMSS Q3 Updates (7/1 to 9/30/2023)

- fixed an issue where emails were going out to extra unnecessary users when sending a report approval system email
- added a “Send Reminder Email” button to each individual meeting on the “Meetings with no Reports” page to allow sending a reminder to one committee at a time
- fixed an issue where certain system emails were not being sent to station affiliates of participants when the option was chosen
- updated the public NIMSS API and added new functions for the USDA-NIFA NRS application team to retrieve the data they need directly from NIMSS
- Preparing a full system upgrade for Q1 2024, including updated PHP, and other underlying technologies to stay current with both speed and security. This will be the largest such upgrade since the system was originally released.

WE SHARE THE IMPACTS

Q3 | July 1- September 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 **4 Impact Statements**: S1084, W4045, NE1720, NE2140. All impact statements have been uploaded to the NIDB and NIMSS.



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 are repurposed by the **NIFA Communications team** in reports, talking points and in the NIFA Update newsletter and on their Impacts webpage. In Q3, MRF Impacts stories were the **top three most-visited posts** on the Impacts webpage:

- [Drones \(S1069\)](#): 2,602 page views (17% of total visits to the Impacts webpage)
- [Nanotechnology \(NC1194\)](#): 974 page views
- [Healthy habits among young adults \(NC1193\)](#): 1,002 page views

2 other stories were among the top 20 most-visited Impacts posts:

- [Biobased economy \(S1075\)](#): 254 page views
- [Bioactive dietary chemicals \(W4122\)](#): 496 page views

IMPACT WRITING WORKSHOPS



- Led workshop for WCC103 in August
- Led workshop for S1089 in September
- Planning workshop for University of Wyoming for November
- Planning mini workshop for Western Region Administrative Officers Meeting (WRAOM) in October

MEETINGS & NETWORKING

- Participated in monthly APLU Communications and Marketing Committee (CMC) meetings.
- Accepted invite to join CMC's working group for the National Land-grant Impact Database (NIDB).
- Led training on writing impact statements and engaging with the NIDB and MRF Impacts for Northeast Region communicators in September.

SOCIAL MEDIA

In Q3, we highlighted research related to potatoes, chicken, emergency preparedness, red wine, water quality, Farmers Market Week, smart irrigation, hemp, nematodes, forests, and more! We shared communications toolkits with NIFA, APLU, and project participants to help them promote multistate projects on social media.



173 likes **79** retweets/replies

141 clicks on links to view/read the Impact Statement

~75 tweets

27,500 people received our tweets in their Twitter feeds or search results



~70 posts on Facebook

439 reached

82 interactions



22 posts on LinkedIn

4,840 impressions

87 engagements

NIFA made **26 tweets or retweets** using MRF Impacts content. These tweets garnered **15,950 impressions** and had **274 engagements**.

NIFA shared **6 LinkedIn posts** using MRF Impacts content. These posts garnered **4,038 impressions** and **139 engagements**.

NIFA made **9 Facebook posts** with MRF Impacts content, which had **512 impressions** and **10 engagements**.

WEBSITE

1,038 sessions **6:40** minutes/session

801 unique visitors

NEWSLETTER

Our Q2 newsletter had a **53% open rate** and **20 clicks**-that's slightly better than usual! Our Q3 newsletter just went out on September 27. So far, it has **41% open rate** and **12 clicks**. Our newsletter is currently distributed to **143 people**.