

NRSP1 Management Committee Call NOTES

Date: 1/24/2024

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 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: Bret Hess, Jeanette Thurston, Chris Hamilton, Gary Thompson, David Leibovitz, Cindy Morley, Jennifer Horton, Julie Estrada, Robin Williams, Sara Delheimer, Faith Peppers, Alexis Nazario-Negron

Outstanding Action Items:

- Additional spot for RSAs to upload project-related correspondence on project homepages, near the RSA notes section. (Chris contacted Clemson about this at 3 pm CT on 1/24.)
- All: review updated MRF Impacts website text on Google doc link Sara will send the group.
- All: Please review the draft Rules of Operation Google document and provide feedback so we can discuss and finalize at our next NRSP1 meeting:
https://docs.google.com/document/d/14z7vo3X2GBTFQjao_3OQ5Pm3zE7XNlq2/edit?usp=sharing&ouid=107961062058360818874&rtpof=true&sd=true

Call Agenda/Notes:

1. Roll call and Welcome – Chris for Paula who had a conflict and couldn't join.
2. [NIMSS Update](#) – Chris
 - a. General updates, below.
 - b. NIMSS upgrade beta testing, please visit new.nimss.org to see the beta site and test/submit bug reports if you want.

- c. Gary: Can we add a correspondence tab for projects to keep track of review messages, etc.? Bret: Can we add attachments to RSA notes section? Maybe this could serve as Gary's request, too. **Action: Chris will check with Clemson on this addition. Request sent after the call on 1/24, 3 pm CT.**
3. NIFA PARS Update (staffing, NIFA reps, etc.) – Alexis
 - a. Financial module in NRS is underway. 2/1 deadline will be postponed because of delayed OMB clearance. Sending info out on data fields to users. Will be able to add "financial administrators." Will give updated date ASAP>
 - b. The monthly NRS webinar is tomorrow.
 - c. Robin: I'm no longer getting automated NRS updates on approved projects? Alexis will check on this for Robin.
4. MRF Impact Program Q4 2023 Update – Sara
 - a. 2023 metrics have been added to our [annual performance tracking sheet](#). APLU/NIFA metrics will be added soon.
 - b. I have created the [2024 Impact Statement Queue](#) (projects that terminated in 2023). NRSP-1 members should indicate projects they would like me to pay special attention to; other notes and insights are welcome, too.
 - c. Impact Writing Workshops for 2024
 - d. MRF Impacts website updates: **Action Requested: Please review updated MRF Impacts website text on Google doc link Sara will send the group.**
 - e. Incorporating agInnovation branding
5. NIFA Communications Update – Faith
 - a. Thanks to Sara for all the MRF Impacts information on the website! They are very well received by NIFA. Faith will also include a blurb on MRF Impacts on the NIFA update to help boost subscribers for the MRF Impacts newsletter. NIFA shares as often as possible.
6. NRSP1 Rules of Operation – Chris
 - a. Chris reviewed the draft document and the highlighted areas that need input.
 - b. Jeanette asked about the meaning of "address assessment issues" in the second paragraph. This text was pulled from the NRSP1 page on ESCOP.info and its meaning is unknown. We clearly need to clarify/change this.
 - c. **Action Requested for all: Please review the document and provide feedback so we can discuss and finalize at our next NRSP1 meeting.**
https://docs.google.com/document/d/14z7vo3X2GBTFQjao_3OQ5Pm3zE7XNlq2/edit?usp=sharing&oid=107961062058360818874&rtpof=true&sd=true
7. Other Items, as needed.
 - a. None identified.

Call adjourned at 1:59 CT.

Q4 2023 NIMSS Updates:

Core Technology Improvements:

- Upgrading core technology for major system update

- Replaced photo upload manager
- Reconfigured search engine for project and user search component
- Beta testing and bug fixes

NRSP Project Enhancements:

- Projects can now be submitted without selecting a region.
- A new NRSP Project Track has been added.

Email and Communication Updates:

- Sender's email and name are now included in emails sent from the directory.

User Interface Improvements:

- Regional map logos added to the user registration form.
- A new button allows regional users to approve participants directly from the participant list.

Documentation and Summary Enhancements:

- Non-Technical Summary added to both Project Outline PDF and project descriptions.
- Comprehensive API Documentation is now available.

Regional Features and Inclusions:

- The 1890 region has been integrated into the project proposal page, advanced search, and several other sections.

Additional Notes and Features:

- RSA Notes have been added for enhanced project tracking and reference.

WE SHARE THE IMPACTS

Q4 | Oct 1 - Dec 31, 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 **1 Impact Statement**: NC1198. All impact statements have been uploaded to the NIDB and NIMSS.



APLU FANR repurposed **6 Impact Statements** in the FANR monthly toolkits.

NIFA repurposes Impact Statements in reports, talking points, NIFA Update newsletter, and Impacts blog.

NIFA posted **4 Impacts blogs featuring MRF content** during Q4.

- NE1720 Improving Wine Grapes for American Growers & Winemakers
- NC1206 Managing Antimicrobial Resistance in Animal Agiculture (on website and Update)
- NC10123 Enhancing Food Safety and Quality (part of longer blog)
- Thanksgiving food safety and quality (multiple projects)

In Q4, MRF Impacts stories were the **top 2 most-visited Impacts blogs** on the NIFA website. In total, **7 MRF Impacts stories** were among **NIFA's 20 most-visited Impacts pages**.

- S1069 Using Drones in Agriculture and Natural Resources
- NC1194 Nanotechnology in Food and Agriculture
- NC1206 Managing Antimicrobial Resistance in Animal Agiculture
- NE1720 Improving Wine Grapes for American Growers & Winemakers
- NC1193 Supporting Healthy Habits Among Young Adults
- WERA102 Climate Data and Monitoring

IMPACT WRITING TRAINING



- Led two workshops for University of Wyoming in November
- Led training on writing impact statements and engaging with the NIDB and MRF Impacts for Western Region Administrative Officers in October.
- Led training on writing impact statements and engaging with the NIDB and MRF Impacts for Northeast Region Administrative Officers in December.
- Co-led NIDB training with Frankie Gould for 1890s communicators.
- Led mini NIDB training for UF IFAS communicators

MEETINGS & NETWORKING

- Participated in monthly APLU Communications and Marketing Committee (CMC) meetings.
- Met with NIDB working group and continued to co-lead the NIDB communications team with Frankie Gould (the team will meet in February 2024).
- Met with Andrea Putman (APLU) and Rachel Dotson (NIFA) to discuss themes and messaging for 2024; I created the spreadsheet we will use to coordinate content.

SOCIAL MEDIA**

In Q4, we highlighted research related to holiday food safety, midsize farms, agrochemicals, climate change (COP28), human health, food security, antimicrobial resistance, soybeans (National Excellence in Multistate Research Award), sweet potatoes, World Soil Day, World Food Day, World Animal Day, National Pork Month, National Apple Month, National Farmers Day, and more! We shared communications toolkits with NIFA, APLU, and project participants to help them promote multistate projects on social media.



72 likes

40 retweets/replies

48 clicks on links to view/read the Impact Statement

~55 tweets

10,200 people received our tweets in their Twitter feeds or search results



~55 posts on Facebook

480 reached

80 interactions



~45 posts on LinkedIn

19,305 impressions

200 engagements

NIFA made **22 tweets or retweets** using MRF Impacts content. These tweets garnered **12,770 impressions** and had **182 engagements**.

NIFA shared **5 LinkedIn posts** using MRF Impacts content. These posts garnered **3,466 impressions** and **109 engagements**.

NIFA made **6 Facebook posts** with MRF Impacts content, which had **471 impressions** and **24 engagements**.

APLU FANR/AgIsAmerica made **3 facebook posts** using MRF Impacts content that reached **1,120 users** and **3 tweets** that reached **841 users**.

WEBSITE

822 sessions

6:27 minutes/session

608 unique visitors

NEWSLETTER

Our Q3 newsletter went out on September 29. It had a **44% open rate (58 opens)** and **13 clicks**. Our newsletter is currently distributed to **148 people**. Our Q4 newsletter was released on January 9, 2024, and had **43 opens** and **5 clicks**.

****Note:** social media numbers are down compared to last quarter, but that is typically given many folks are out of the office over the winter break/holidays.**

