

Impact Reporting Update

Since October 1, 2013, NRSP-1 has supported 0.875 FTE (35 hours per week) for the Impact Communications Specialist. The following report tracks progress for this effort since October 1, 2013.

Impact Summaries

- Completed 7 Impact Summaries for 2012-terminating projects since October 1, 2013
 - Grand total: 69 total Impact Summaries
 - 31 Impact Summaries finalized for 2011-terminating projects
 - 31 Impact Summaries finalized for 2012-terminating projects
 - 5 Impact Summaries finalized for 2013 Excellence in Multistate Research Award winners
 - 1 Impact Summary finalized for National Research Support Project
- Began working on Impact Summaries for 2013-terminating projects
 - 1 Impact Summary finalized for 2013-terminating project
 - 1 Impact Summary out for review

Impact Summary Visibility & Reach

- Created booklet sharing the accomplishments of the National MRF Impact Writing Project including all Impact Summaries to date
 - Hard copy booklet distributed at 2013 Fall ESS meeting
 - Additional hard copies sent out on request
 - Provided PDF version to regional associations to distribute if requested
- Created catalogues of all Impact Summaries for 2011-terminating projects and all Impact Summaries for 2012-terminating projects
 - PDF version posted on regional association websites
- 17 Impact Summaries added to Ag Is America website since October 1, 2013
 - Grand total: 69
 - ~50 views/Impact Summary story
 - 3rd most visited page on website
- Each of the Impact Summaries added to Ag Is America website shared as a facebook post
 - Reaches ~8,000 followers
 - ~655 views/post
- Each of the Impact Summaries added to Ag Is America website shared in a series of tweets
 - Reaches ~25,700 followers
 - Impact Summaries are tracked using hashtag #AgImpact
- 4 Impact Summaries featured as research spotlight in “Why Ag Matters” weekly e-newsletter
 - Reaches 364 subscribers
 - **kglobal stopped issuing this newsletter as of January 2013 in order to revise its content and distribution**
- Each finalized Impact Summary has been uploaded to NIMSS “Impacts” page
- Each finalized Impact Summary has been uploaded on the corresponding regional website

Additional Communications Efforts

- 1 story pitch accepted: University of Alaska, Fairbanks, involvement in WERA-1016, “Adaptation, Quality and Management of Sustainable Cellulosic Biofuel Crops in the West”
 - Story published in UAF Division of Agriculture newsletter, November issue
- Worked with kglobal to identify 7 projects for special media attention in 2014

- Currently working to provide kglobal with summaries and participant lists and coordinate media strategy with kglobal
- 1 press release in progress: 2014 Western Regional Excellence in Multistate Research Award nominee
- Redesigned Impact Summary content and layout
 - Improvements to content/text: less jargon, story-like flow, stronger focus on impacts, more informative section headings, removed unnecessary information, refined links, contacts, and other information provided in “Want to know more?” section
 - Improvements to layout: moved “Impacts” section on first page for added emphasis, easier to accommodate varying amounts of text and photos, less crowded
- Developing Impact Reporting Training Materials
 - Created a Prezi that communicates 1) why reporting matters, 2) tips and guidelines for writing good reports, and 3) and how to use reports.
 - Currently making revisions based on edits/comments from regional EDs and other reviewers
 - At minimum, distribution of the final product will include:
 - Presentation of the link at the upcoming AHS/CARET meeting in March
 - Posting the link on regional association web sites
 - Providing the link to all multistate administrative advisors to share with committees during annual meetings