

NRSP001 Impact Communication Strategy

Effective communications of research outcomes is crucial to maintaining as well as building support for such programs. In order to effectively communicate impacts and outcomes of the multistate research program in each region, impact statements will be developed for all terminating multistate research/coordination projects. As part of the approved NRSP001 plan, a professional writer will be engaged to help prepare effective impact statements for the multistate research activities. The writer will access the annual SF-422 reports in NIMSS and will work collaboratively with the project AA and committee in development of a final product. A single writer is proposed to better maintain a single voice and ease coordination.

The WAAESD Office (WDO) will provide coordination, editorial oversight, and physical space for this effort to ensure a common voice and consistent approach to impact reporting efforts. The WDO will also provide coordination between this effort and the ongoing efforts of ESCOP and ECOP (i.e., with kglobal, Cornerstone, the ESCOP/ECOP Communications and Marketing Committees, and any joint ECOP/ESCOP joint committee on Marketing and Communication) to communicate the importance of Land Grant Universities and specifically the funding required to sustain and grow the Agricultural Experiment Stations and Extension to the general electorate, and influential leaders of America and American agriculture.

The WDO is uniquely poised to take on this responsibility because Sarah Lupis, the Assistant to the Director of WAAESD, is a communications specialist with over six years of experience as a science writer and communicator, including experience coordinating science writing teams. In addition, Dr. Michael Harrington, Executive Director of the WAAESD, serves on the ESCOP Communications and Marketing Committee and has led the development of impact statement for multistate activities. Examples of this effort can be found at www.waaesd.org.

Working with a marketing/advertising expert, a standard impact reporting format designed for each region and system of organization will be developed by the writer and editor at the WDO and approved by the NRSP001 Management Committee and regions. These formats will translate to both on-line and print format (2-page briefing documents) and will be easily scaled-down to accommodate summarization by topic area, state, etc. In addition, each impact statement will be classified by a standardized system of keywords to facilitate establishment of an online, searchable Impact Statement Database via NIMSS or other websites. Keywords will include participating states and subject matter. NIFA will be closely consulted to ensure that topical keywords are integrated into existing classification systems (e.g., Field of Investigation, Knowledge Area, Field of Study).

The NIMSS will serve as the primary archive and repository for all impact statements, with keyword searching capabilities. In addition, impact statements may be made available on regional websites, the ESCOP website, and/or the new joint ESCOP-ECOP website (proposed as part of the new kglobal joint strategy for communicating the importance of Land Grant Universities and specifically the funding required to sustain and grow the experiment stations and Extension.). The WDO will assume responsibility for maintaining the impact statement archive on the NIMSS and for distributing completed impact statements to regional offices, ESCOP, ECOP, and kglobal, as needed.

Logistics

For each terminating project:

- In October of the year prior to expiration, each regional System Administrator will provide the WDO with a list of terminating projects. The WDO and the writer will develop a system for tracking the status of impact statements (external to NIMSS) to ensure that all terminating projects are communicated in a timely and efficient manner.
- The writer will review SF-422 reports in the NIMSS and draft an initial impact statement.
- The writer will share this first draft with the project AA who will then pass it on to the committee for review and comment. Committees will have up to two weeks to respond with comments.
- The writers will develop a final draft impact statement based on comments from the AA and committee and will distribute this near final version to the committee via the AA for final approval. Committees will again have up to 2 weeks to respond with comments.
- Once the final draft has been approved by the committee, the writer or WAAESD will format the impact statement, including addition of photographs/graphics/charts/etc. as provided by the committee for this purpose. Ideally, graphics will be submitted through the existing pathways in NIMSS, but may also be sent directly to the WDO for possible inclusion in the final Impact Statement.
- The final impact statement in its final PDF form will be sent to the committee via the AA for final approval to ensure that all the information is correct, photo/graphic captions are accurate, etc. Committees will again have up to two weeks to respond.
- After final approval, the WDO will archive the impact statement PDF on NIMSS and distribute to the regions, ESCOP, ECOP, kglobal as necessary.

Additional Communications Efforts

In addition to developing impact statements, the writer will create press-releases about multistate research activities for distribution to participating universities, government agencies, and industry for their use. In this way, impact of multistate activities will reach a wider audience. Selection of stories for additional communication efforts will be coordinated with the NRSP001 Coordinating Committee, the ESCOP Communications and Marketing Committee, the ECOP Communications and Marketing Committee, any joint ESCOP-ECOP Communications committee, kglobal, and Cornerstone to ensure that timely, relevant stories are distributed.

Budget

Category	Est. Annual Expense	Notes/Comments
Impact Writer	\$16,500	<50% time
WDO Coordination	\$ 6,000	
Software	\$ 400	
TOTAL	\$24,000	

On Mon, Jul 23, 2012 at 6:17 PM, Eric Young <eyoung@ncsu.edu> wrote:
Multistate Activities Administrative Advisors –

A nationwide effort to document and communicate the impact of multistate research is underway. The purpose of this effort is to demonstrate the importance of the activities conducted through the multistate program to the American people. Impact statements may be shared with legislative decision makers, stakeholders, and others and will be made available as printable PDFs on the web (various sites, to be announced soon).

You have a unique and important role to play in this process. As Administrative Advisor, you will help to facilitate collection of edits and comments from the committee and pass those back to the impact communication specialist, Sara Delheimer. Here's how the process will work:

1. **Impact Statements will be drafted once a project has terminated or renewed.** It is critically important that annual reports and termination reports contain complete, accurate information—especially a list of current impacts and, for terminating reports, a statement about future research needs. This information from the committee is vital to the completion of impact statements; projects lacking this information will receive low priority and may not have statements written if reports are unavailable or incomplete.
2. **Once you receive a draft Impact Statement, you will have 2 weeks to solicit comments on draft statements from the committee.** At this time, you will also be asked to submit 3-5 high-quality/high-resolution photographs depicting the activities of the committee (research/extension activities, not sitting around in meetings!).
3. **A final draft will be compiled and you will again have 2 weeks to return comments from the committee.** The final draft will be completely formatted and will include photo captions and may also include additional edits to the text, resulting from formatting.
4. **Once posted, you will be sent a link to the final version online.** These will also be stored in NIMSS as part of the project record.

Attached is a detailed description of the multistate research impact communications effort.

Your cooperation in this important effort is greatly appreciated. If you have any questions, please contact the Western Directors Office, where this effort is being coordinated from (Sarah Lupis, [970-491-6280](tel:970-491-6280) or sarah.lupis@colostate.edu) or your regional office.

Sincerely,
The Executive Directors
H. Michael Harrington
Eric Young
Dan Rossi
Arlen Leholm