

## Agenda Item # S9

### ESCOP/ECOP National Impact Database Committee Agenda Brief

The committee holds regular conference calls on the second Tuesday of each month. These calls have generally been well attended. The current committee membership is shown below.

Membership	
Name	Role
Bill Brown	Co-chair- AES
Karla Trautman	Co-chair- EXT
Debbie Lewis	Admin. Rep- EXT
Steve Loring	Admin. Rep- AES
Sarah Lupis	Multistate Research Impacts Initiative Representative
Faith Peppers	Land-grant Communications Representative
Johnnie Westbrook	Land-Grant Evaluation representative
Adele Turzillo	NIFA representative
Ron Brown	Southern ECOP Executive Director
Eric Young	Southern ESCOP Executive Director
EX Officio Members	
Scott Cummings	IT- Texas A&M University
Michael Harrington	West Region ESCOP Executive Director
Jeff Jacobsen	NC Region ESCOP Executive Director
Rick Rhodes	NE Region ESCOP Executive Director

#### **Content Team Meeting:**

- 28 stories; 15 fact sheets; one video
- <https://www.youtube.com/watch?v=-XG4h79H-eU&feature=youtu.be>
- Added 2 more designers and 3 more writers to the team this year.
- Stories and fact sheets are stored in the cloud and Scott Cummings has access to download to the database.

#### **Platform and Website Design:**

- Scott Cummings has developed a new website template. The database is not live yet. The new 2018 stories and fact sheets are being moved to the new site.
- Discussion on a possible logo and branding.

#### **Quality of Impact Statements:**

- Each institution will have up to two (2) site administrators. These individuals will have input rights and will also enter up to three (3) additional individuals who will have input rights to the database.
- All individuals with input rights must take approved training. The National Impact Database Committee will offer multiple webinars in 2018; specific dates to be announced. Webinars will last approximately one hour and 15 minutes. For 2018, Sarah Lupis and Faith Peppers

will be the primary webinar instructors. Peer review panel members (described below) are strongly encouraged to attend webinars in the first quarter. Individuals with input rights should participate as they are able.

- **Webinar Agenda:**

- Welcome and Introductions (5 minutes)

- “Big Impact: Why Impactful Reporting Matters and How to Do it Better” presentation (30 minutes)

- This dynamic presentation will summarize the characteristics of high-quality impact statements and emphasize the role they play in elevating the visibility of USDA-funded projects and activities.*

- The Good, the Bad, and the Ugly (20 minutes)

- In this interactive session, participants will apply the lessons learned from the presentation as they evaluate examples of impact statements and discuss why they are good, bad, or ugly.*

- Closing Remarks and Questions (10 minutes)

- Review committees will be established by region and administered by ECOP & ESCOP Executive Directors from those regions. Review committees will be composed of three (3) individuals each representing ECOP & ESCOP. Reviewers will be communicators or evaluators from the region’s institutions. Reviewers will serve for two years with appointments staggered. Initially, some reviewers will serve one year so that a rotation can be established.
- When submitted from a given region, an impact statement will be sent electronically to one of the six (6) reviewers in that region. The reviewer will accept to review the statement within a certain time period or an option will be available to not accept the review if there is a conflict of interest. The reviewer may accept the statement as written, in which case the statement will be immediately added to the database. If the reviewer feels that edits to the statement should be made, communication will take place within the system between the reviewer and the individual that input the statement into the system. Communication will continue until the statement is accepted (or not) by the reviewer and added to the database.
  - Analytics can be developed to catalog reviewer activity.
- At this point, there will be no limit to the number of statements that can be entered by a given institution per year.