

## THE MULTISTATE RESEARCH FUND IMPACTS PROGRAM

Administered by U.S. Department of Agriculture's National Institute of Food and Agriculture (USDA-NIFA), the Hatch Multistate Research Fund (MRF) supports agricultural innovation and sustainability by funding collaborative research projects led by State Agricultural Experiment Stations (SAES) and land-grant universities. The Multistate Research Fund Impacts Program (MRF Impacts) communicates the importance of these projects to the public through Impact Statements and other materials. We also provide workshops and training materials to help scientists report their impacts. This program is funded through the MRF as a National Research Support Project and is overseen by a Management Committee made up of Regional SAES Association leadership, USDA-NIFA liasions, and others.



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## OUR IMPACT STATEMENTS -

- **SUMMARIES.** In 1-2 pages, Impact Statements highlight a project's major activities, findings, and IMPACTS on knowledge, behavior, and social, economic, or environmental conditions.
- NOT TECHNICAL REPORTS. Impact Statements use everyday language geared towards audiences who aren't topic experts or scientists.
- **VISUAL.** Impact Statements use images, icons, charts, illustrations, and other visual aids.
- WRITTEN WHEN A PROJECT ENDS. Impact Statements are written at the end of a project's five-year cycle.
- **BASED ON ANNUAL REPORTS.** Information in Impact Statements comes from annual reports submitted by project participants to the National Information Management & Support System (NIMSS; nimss.org).
- **REVIEWED.** Project participants and Administrative Advisors review Impact Statements for accuracy.
- **USEFUL RESOURCES.** Impact Statements can be easily repurposed for different audiences and platforms.
- **IMPORTANT.** Impact Statements demonstrate the public value of collaborative agricultural research and the excellence of the Land-grant University System.

## IMPACT WRITING WORKSHOPS

Our Impact Writing Workshops explain the role impact reporting plays in supporting research programs and give participants knowledge and tools for writing, identifying, and leveraging strong impact statements. Contact <u>sara.delheimer@colostate.edu</u> to learn more about hosting a workshop. Download our worksheets for help now: <u>bit.ly/impact-training</u>.

### HOW ARE IMPACT STATEMENTS USED?



**SENT** directly to USDA-NIFA, SAES Directors, university leaders, and others



**DISCUSSED** with legislators, program leaders, faculty, stakeholders, and others



**FEATURED** in magazines, newspapers, newsletters, blogs, and other communication pieces



**INCLUDED** in presentations, grant proposals, legislative briefs, and reports



**SHARED** on Twitter, Facebook, Instagram, and LinkedIn



**ARCHIVED** in databases like <u>nimss.org</u> and <u>landgrantimpacts.org</u>



UPLOADED to websites like MRFimpacts.org

## WHAT IS YOUR ROLE?

# EVERYONE

- Share and use Impact Statements
- Let us know when you use our Impact Statements or other materials to help us track our reach and impact
- Sign up for our newsletter: <u>bit.ly/MRFimpacts-subscribe</u>
- Follow @MRFimpacts on social media and engage

### SAES DIRECTORS

- Make Administrative Advisors and others aware of MRF Impacts resources
- Share stories in which multistate projects or their members are featured with the Impact Writer

#### **ADMINISTRATIVE ADVISORS**

- Make project participants aware of MRF Impacts
- Ensure multistate groups submit thorough reports to NIMSS each year in a timely manner
- Encourage project participants to engage in the Impact Statement review process

### **PROJECT PARTICIPANTS**

- Keep track of and prepare to report impacts
- Use our training materials to learn how to report impacts in an effective way
- Upload thorough annual reports to the NIMSS database in a timely fashion
- Participate in the Impact Statement review process and meet deadlines
- Share photos of your team, research activities, outreach events, etc. with the Impact Writer
- Share exciting or interesting stories about your work on the project with the Impact Writer (e.g., reaching a major milestone, using a cool tool, your research journey, challenges you've overcome, or a personal example of why your research matters)

## IMPACT STATEMENT REVIEW PROCESS

Impact Writer sends draft Impact Statement PDF to project participants. Project participants have one week to review the Impact Statement and send edits/comments to <u>sara.delheimer@</u> <u>colostate.edu</u>. Reviewers may mark directly on the PDF or list edits in the body of an email.

Review should focus on ensuring the accuracy of the Impact Statement.

Suggested edits should be brief, avoid jargon, focus on impacts, and relate to work done during the five-year project cycle covered by the Impact Statement.

Impact Writer will work with project participants as needed to identify suitable phrasing of edits.

Impact Writer revises Impact Statement and sends revised draft for final review. Project participants have up to one week to complete a final review and request any further edits.

**Project participants** are encouraged to share photos of their team, research activities, outreach events, etc., as well as exciting, interesting, or funny personal stories about their work on the project. The **Impact Writer** will use stories and photos on social media and in other communication pieces as engaging supplements to the Impact Statement.

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Impact Writer makes final revisions and sends final Impact Statement to project participants.

**Project participants** may share or use the Impact Statement—or any part of it—as they see fit. During the review process, the **Impact Writer** will provide information about how MRFimpacts plans to use the Impact Statement and will suggest ways project participants can share and use the Impact Statement.