

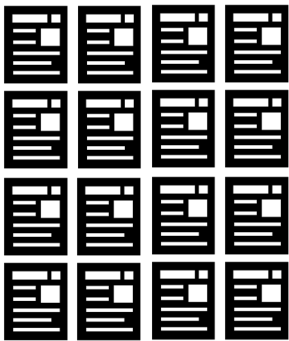


# WE SHARE THE IMPACTS

October 1, 2017 - September 15, 2018

To sustain American agriculture, consumers and policymakers must understand its importance and value—and the impact of the research and Extension programs that support it. The Multistate Research Fund promotes agricultural innovation by providing federal funds to collaborative land-grant university research and Extension projects. We communicate the importance and value of these projects to the American people and give researchers and Extension specialists the skills and knowledge to share their science.

## IMPACT STATEMENTS



# 16

Impact Statements written, designed, and distributed. That's over 1 per month!

*“Your skills made the project impact come to life.”*

—Adel Shirmohammadi, NE1335 Administrative Advisor and Director of the Maryland Agricultural Experiment Station



# 11

Impact Statements featured in **USDA-NIFA** and/or **AgIsAmerica** newsletters, blogs, and/or social media.

*“Sara, this is really awesome...We'll amplify the message and share with the Secretary's office and with the White House.”*

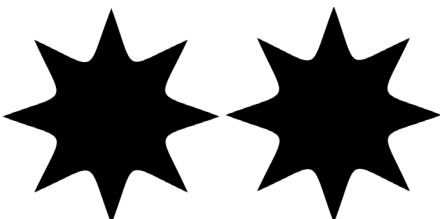
—Sonny Ramaswamy, former USDA-NIFA Director

Project participants used Impact Statements to:

- Write an **article** for *Irrigation Times*
- Prepare for a **presentation** at the 2018 USDA Outlook Forum
- Make **website news bulletins**

*“I use the Impacts Statements for the NIFA weekly newsletter...and to highlight specific states for Congressional Testimony. [They] have been well-received by a national audience.”*

—Falita Liles, USDA-NIFA Communications



# 2

Special feature impact stories

- **Article** about a project on ecosystem services will be featured in *Rural Connections*, Fall 2018. This magazine directly reaches over

## 800 readers.

- **Topical Impact Statement** about Extension's Impacts on Nutrition.

## SOCIAL MEDIA



Over the past year, our social media stats have been **on the rise**, with steady improvements in key areas each quarter!

**650** views of the *Extension's Impacts on Nutrition* video on YouTube and Facebook



**141** shares, likes, and other engagements

This was one of our **highest performing** posts on Twitter and Facebook.



**408** likes    **150** retweets

**219** clicks on links to view/read the Impact Statement

197 tweets since October 1, 2017

**102,917** people received our tweets in their timelines or search results



20 posts on Facebook in the past month

**479** likes, shares, and other engagements



In just one month, our Instagram gained **47 followers** and **10-22 likes per post**.

## WEBSITE

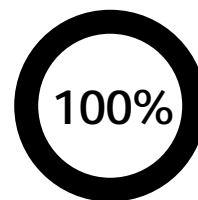
**4,640** visits to [mrfimpacts.org](http://mrfimpacts.org) since the site was launched in February 2016

Visitors typically spend over 2 minutes on the site. **That's enough time to read an Impact Statement!**

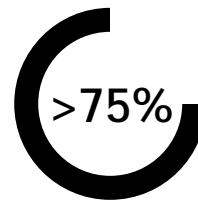
## WORKSHOPS

**20+**

workshops for **4 Multistate Research Projects** and **8 land-grant universities**, reaching over **600** research faculty, Extension specialists, staff, and students



of surveyed participants **satisfied** with the workshop and **presenter knowledge**



of surveyed workshop participants improved their **level of knowledge**

*"I run a leadership program and was stuck in the mindset that Impact Statements had to be program wide. Now, I understand I can narrow it to a specific event or seminar, and describe the impact more clearly and with more punch."*

*"I am...drafting the final report for a 7 year \$5 million project. I will definitely use what I learned here to shape the report."*

*"Sara is very thoughtful and accommodating. Liked your unassuming approach and simple way of presenting the subject matter."*

## OUR TEAM



**SARA DELHEIMER**  
Impact Writer



**SARAH LUPIS**  
Program Director



**SUNDAY MILLER**  
Social Media

Visit us at [mrfimpacts.org](http://mrfimpacts.org) or @MRFimpacts



Multistate Research Fund  
**IMPACTS**

Icons from the Noun Project:

- Magazine by Nate Eul
- Star by ruliani2018
- Announcement by Ramesha
- Increase by Anastasia Latysheva