

Agenda Item: National Impact Database Committee

Presenters: Bill Brown and Eric Young

Background:

The National Impacts Database (<http://landgrantimpacts.tamu.edu/>), is continuing to be populated by research and extension impacts. As of October 27 there were 482 research impacts and 1004 Extension impacts. NIFA is using the database more frequently to access information about impacts of NIFA funded research and Extension, therefore it's **VERY** important to select the appropriate funding sources when entering impact statements, particularly the capacity lines.

A group of writers, editors and designers from each region have volunteered to meet together for 2-3 days in a central location to produce compiled national impact statements on a timely topic in each of the six focus areas of the database. The group requested financial support for this work session from ESCOP and ECOP at the July meetings. The team would include 4 writers, 4 editors and 1 designer. A total of \$10,000 was requested to offset travel, meeting and production expenses. This proposal was discussed by ESCOP, but was not approved due to uncertainty about how the product would be useful to the directors or ESS in general. ECOP did approve funding their portion of the support. The writing group subsequently submitted a more detailed proposal (see next page) in late July to Bob Shulstad and he asked the Communication and Marketing Committee to review it and for ESCOP to revisit the request at the meeting in November.

The group has since indicated that these impact stories and fact sheets will be integrated documents showing overall impact on a national or regional basis from multiple institutions working on different aspects of the same general issue, like water quality. They will be featured on the impacts website and available for download for administrators and communicators to use with media or for legislative relations purposes. They will also serve as engaging stories to bring people to the National Impact Database. The individual sheets will highlight the national scope of projects being conducted at land-grants or they can be customized depending on who the information is for. Their main goal is to get compelling stories constructed for the site that will show how the system is positively impacting productivity, the economy and the environment that will draw people into the content of the database.

The group hopes to have drafts of these documents available for the ESCOP meeting, which will help give a better picture of what the project's output will be.

Action Requested: Reconsider and approve/disapprove \$5,000 of ESCOP funds to support the writing group's travel, meeting, and production costs.

Proposal for content development for the public portal of landgrantimpacts.org

Situation:

The National Impact Database is being populated with impact data from throughout the land-grant system. The data needs to be translated into interesting, powerful stories and fact sheets that can be distributed to key audiences through the Land-grant Impacts website.

A group of highly respected writers, editors and designers from each region have volunteered to be a part of the working group to develop the web portal content and downloadable materials need to make this project productive. However, carving time to work at a distance is proving too slow for the progress we need to make to develop effective tools for informing Congress and national media.

Proposed solution:

We recommend returning to the former system of bringing the content team together for 2-3 concentrated days in a central, cost-effective location to produce the needed templates and materials. The group requests financial support for this initial work session.

Expected outcomes:

1. Compelling stories based on and leading back to the impact statements in the database that demonstrate the value of the land-grant system in an engaging way. These stories will be **highlighted on the website homepage** and **pushed out through social media efforts**.
2. Fact sheets on each of the focus areas defined by the database that **can be posted as a downloadable pdf** and distributed to decision makers and media as needed. **These sheets would publicize the work in the focus areas and the other content available on the website.**

Budget:

The team includes 4 writers, 4 editors and 1 designer. We request funds to offset travel, meeting and production expenses.

We request \$10,000 (\$5,000 each from ECOP and ESCOP). Funds will be used to reimburse travel expenses and production costs associated with meetings at a central, cost-effective location. Any unused funds will be held by the NID chair for future content production costs.