

Agenda Item: Impact Database Update

Presenters: Bill Brown and Eric Young

Background:

A new joint ECOP/ESCOP National Impacts Database Committee (NIDC) was appointed last December to replace the *ad hoc* committee that had been guiding development of the database. The charge to the new committee is to monitor and advise the TAMU development team on the refinement and implementation of the database and the public-facing website (<http://landgrantimpacts.tamu.edu/>), provide updates to ECOP and ESCOP as needed, encourage necessary training on how to use the database, promote use of the NIDB by Extension and Research, and publicize use of the information on the website. An additional charge to the NIDB is that at the approximate 2.5 year point, the committee is asked to provide a written report to ECOP and ESCOP with recommendations regarding if and how monitoring and improvement of the database should be continued. If this standing committee is recommended for continuation, the report should include guidance on terms, rotation, composition and operation of the NIDB.

The committee is co-chaired by Tim Cross, Extension Director, and Bill Brown Experiment Station Director, both at Univ of Tennessee, Knoxville.

Below is the representation and current membership of the NIDB.

1. Two Director/Administrator-level representatives from the Cooperative Extension Section
 - a. Tim Cross
 - b. Michael Quart
2. Two Director-level representatives from the Experiment Station Section (one of whom serves as AA for NRSP-1)
 - a. Bill Brown
 - b. Steve Loring
3. One representative from K-Global
 - a. Ashley Hawn
4. One representative from the ECOP MEiE Implementation Team
 - a. Joe Zublena
5. One representative from the ESCOP Multistate Impact Writing Project
 - a. Sarah Lupis
6. One Land-grant Communications representative
 - a. Faith Peppers
7. One Land-grant Evaluation representative
 - a. Tyrone P. Miller, Jr.
8. One NIFA representative to serve in a liaison role
 - a. Adele Turzillo
9. One Extension and one Research ED to serve as support staff
 - a. Ron Brown
 - b. Eric Young

K-global has developed a national press release to announce the database availability, as well as releases for individual Land-grants Universities and APLU to use which will be distributed on February 23. The hashtag #LGUimpact has been developed to bring focus on Twitter.

Action Requested: Information only.

Contact: X

Email

Phone

February X, 2015

X UNIVERSITY ANNOUNCES NEW LAND-GRANT UNIVERSITY SYSTEM-WIDE ONLINE RESOURCE

Website Provides Access to Research and Extension Impact Statements Across State and University Lines

[CITY, STATE] – Today, X University announced the official launch of and participation in [the National Land-grant Impacts website](#), a centralized online resource that highlights the teaching, research, and extension efforts by Land-grant universities. Specifically, the website provides access to university or regional-specific impact stories, which document the research and Extension programming planned, performed, and implemented by X University and other Land-grant universities. The website, as a cooperative effort of the Land-grant universities, represents a single voice for the Agricultural Experiment Station and Cooperative Extension arms of the Land-grant universities.

“The Land-Grant Impacts website is a new tool that will better inform the American people and the international community of the significant agricultural research, education and extension impacts taking place at land grant universities across our nation, which offer practical solutions to today’s critical societal challenges. This website will help policy makers and the public learn more about this work that is partially supported with NIFA funding,” **said Dr. Sonny Ramaswamy, director, National Institute of Food and Agriculture, U.S. Department of Agriculture.**

Impact statements relay the results and impact of research and Extension education programming. Information lists include contact information for university research and Extension project leads and updates on funding, project implementation, or Extension education impact. Impact statements are categorized according to six focus areas: Food Security; Nutrition and Health; Youth, Family, and Communities; Environmental Stewardship; Agricultural Systems; and Energy and Bioproducts.

“Articulating positive changes as a result of Agriculture Experiment Station and Cooperative Extension research and education is critical today. The Board on Agriculture Assembly (BAA) celebrates the launch of this web site,” **said Barbara Allen-Diaz, vice president, University of California, and chair, BAA Policy Board of Directors.** “Having a searchable source for outcomes of our work will help to communicate the value of our research and extension programs in our land grant universities.”

The website also informs users about the history of the Land-grant university system and how its mission has evolved since the systems’ founding. X University, like all Land-grant universities, is committed to a three-fold mission of teaching, research and Extension. The website fully demonstrates why teaching, research, and Extension are interrelated and how they better X University students, improve communities in X University state, and benefit the nation.

[University QUOTE]

X University is one of the 238 public research universities, Land-grant institutions, state university systems, and affiliated organizations represented by [The Association of Public and Land-grant Universities](#). The Land-grant university system has affiliations in all 50 states, the four U.S. territories, the District of Columbia, Mexico, and Canada.

X University was founded in X Year as a result of the **Morrill or Second Morrill** Act, which granted each state funding to charter a university with the purpose to teach agriculture, military tactics, and the mechanic arts as well as classical studies to help members of the working class obtain a liberal, practical education.