

**Agenda Item:** Impact Database Update

**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 September 1 there were 459 research impacts and 996 Extension impacts. Kglobal continues to use the database as a source of marketing information for the Ag is America web site and social media outlets. In addition, various NPL's and offices at NIFA are using the database more frequently to access information about impacts of NIFA funded research and Extension. Because of the increased use by NIFA, it's **VERY** important to select the appropriate funding sources when entering impact statements, particularly the capacity lines.

The Oregon State University Professional and Continuing Education (PACE) unit has completed production of the impact writing learning modules, with input from a national team of Land-Grant and Extension communication experts. The learning modules are ready and will be available at a cost of \$80/person. There is an open access sample page and video available at: <https://pace.oregonstate.edu/catalog/impact-statement-reporting> which gives more details on the content. Anyone who would like to have full single-use access to the training modules can arrange that by contacting Chris LaBelle, director, PACE, (541) 737 2807, [chris.labelle@oregonstate.edu](mailto:chris.labelle@oregonstate.edu).

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. The group has submitted a more detailed proposal to ESCOP and Bob Shulstad has asked the Communication and Marketing Committee to review it and make a recommendation on support based on the marketing perspective of this activity. The committee will discuss the revised proposal during their call in October and bring a recommendation to ESCOP at the November meeting.

**Action Requested:** Information only.