

NERA

March 7, 2018

Crystal City Hilton, Arlington, VA

Report of the Office of the Executive Director

July 1, 2017 – March 3, 2018

NERA Operations

- Continued to revise and improve communications. We will be presenting analytics on NERA website and the NERA newsletter during the NERA spring meeting.
- YTD NERA financials are consistent with our approved budget.

Regional Activities

- Served as reviewer for PSU's McIntire-Stennis proposals.
- NIMSS, serve as RSAs. Oversee all NIMSS functions in the Northeast. Successfully routed all project renewals recommended by the MAC, approved by NERA, and approved by NIFA.
- Drafted a new NERA Planning Grant RFP for consideration by NERA. The RFP has been vetted with the MAC. We continue to work with past planning grant recipients to close-out past grants.
- Supported the MAC and MAC chair in planning, developing agendas, compiling materials, and executing MAC Zoom conferences held in September 2017, November 2017, and February 2018.
- Assisted the NERA chair in planning, developing an agenda, compiling materials, and executing NERA Zoom conferences held in December, 2017.
- Assisted the NERA chair in planning, developing agendas, compiling materials, and executing NERA face-to-face meetings held in September 2017 and March 2018.
- Responded to NIFA Listening Session on behalf of the region on regional, priority, issue-areas, and AFRI funding.
- Supported the 2018 Northeast Joint (NEED/NERA/AHS/APS/CARET) Summer Session planning committee, drafted versions of the meeting program, secured speakers, and hosted multiple Zoom conferences.
- Revised the Northeastern Supplement to the Guidelines for Multistate Research Activities and the NERA Rules of Operation.
- Participated in monthly conference calls with NE Climate Hub/University partnership.
- Assisted NERA Directors on as "as needed" basis.
- Assisted multiple multistate technical committees working through issues associated with requests to write, project re-write/revisions, project reports, and project peer reviews.
- Updated suggestions of the roles of Administrative Advisors.
- Represented the Northeast region and ESS at the National Land-grant Diversity Conference (David.)

- NEMO; represented the Experiment Station directors at NEMO face-to-face meetings in San Antonio, TX and New Brunswick, NJ (David.)

National Activities

- ESS/CES/AHS Communications and Marketing Committee (CMC); served as the ESS Executive Director Administrative Representative and Executive Vice Chair. Assisted in scheduling, planning, and agenda development for quarterly Executive Committee and Full Committee Zoom conference calls in September 2017, December 2017, and January 2018. Assisted in the scheduling, planning, and agenda development for a face-to-face meeting of the CMC in March 2018. Supported the Chair of the Plan of Work Committee in developing and receiving approval of the 2018 Plan of Work. Prepared monthly reports for ESCOP CAC calls and agenda briefs for the ESCOP Executive Committee meeting. Provided strategic direction to the CMC and contractors, kglobal and Cornerstone, in support of the AgIsAmerica/video campaign and “Calls to Action.”
- ESCOP; serve as Executive Vice Chair in support of Chair Gary Thompson. Assisted in scheduling, planning, and agenda development for monthly Chair’s Advisory Committee (CAC) Zoom teleconferences and full ESCOP committee meeting in March 2018.
- ESCOP Chair’s Advisory Committee (CAC); contributed to monthly CAC conference calls (prior to September 2017.)
- ESS Annual Meeting planning; supported incoming ESS chair (Gary Thompson) in multiple planning calls, development of agendas and associated activities.
- Supported BAA, ESCOP, and regional offices in response to Cornerstone’s “One Ask” (\$200M increase to the NIFA budget to support the six priority areas: Hatch, Evans-Allen, Smith-Lever, 1890’s Extension, McIntire-Stennis, and AFRI.)
- ESCOP website; provided support for the migration (NCSU to Clemson) and development of new ESCOP website. Populated website and provided regional support once website administration environment was fully functional.
- ESCOP Diversity Catalyst Committee; served on a task force to develop strategies for integrating the recommendations of the Diversity Catalyst Committee into the “system” (e.g., create a small group to review and make recommendations on the Rules of Operation; Multistate Guidelines; general practices; expected behaviors; websites, and any other documents affiliated with ESS assignments to ensure open and inclusive processes, procedures and appointments.) Participated in diversity and inclusion excellence training. Debriefed with IDI certified professionals. Committed to providing regular, systematic, and strategic diversity and inclusion training for directors.
- NIFA Programs; monitored through teleconferences and webinars developments on the NIFA budget, competitive grants program, reporting requirements and Hatch MRF.
- NRSP Review Committee; serve as Executive Vice to Chair Fred Servello. Assisted in scheduling, planning, and agenda development of the annual face to face meeting in Providence, RI, May 2018. Oversaw midterm review of NRSP4, NRSP6, and NRSP9 and rewrite/renewal of NRSP8.

- Advised and assisted NIFA organizing two sessions at the Agricultural Outlook Forum (February 22-23, 2018.) The two sessions, *Livestock Reproduction Meets Modern Technology* and *Helping Consumers to Make Informed Food Safety Choices* featured the AES and CE speakers.
- National Impact Database; served on the committee dedicated to revising and reviving the National Impact Database.
- NERAOC; NERA represents the Experiment Station Section on the planning committee. (David.) Currently working with NIFA and the NE region to secure a host site for the 2020 NERAOC Annual Meeting.

Travel

- July 10-11, 2017, Campus visit, Penn State, State College, PA
- July 12-14, 2017, NERAOC Annual Meeting site visit, Grand Rapids, MI (David)
- July 17-20, 2017, Joint COPS, Kananaskis Village, Alberta, Canada
- August 4, 2017, Campus visit, UNH, Durham, NH
- August 29-30, 2017, Campus visit, Cornell, Geneva, NY
- September 25-28, 2017, ESS/SAES/ARD Annual Meeting, Philadelphia, PA (David and Rick)
- October 19, 2017, Annual Meeting NE1640, Newport, RI
- October 22-24, 2017, 2017 Northeast Management Officers Conference, New Brunswick, NJ (David)
- November 11-14, 2017, APLU Annual Meeting, Washington, DC (David and Rick)
- November 15, 2017, Campus visit, UDC, Washington, DC
- November 16, 2017, Campus visit, UD, Newark, DE
- December 11, 2017, Supported ESCOP Chair, Gary Thompson, National Coalition for Food and Agriculture Research (NCFAR), Washington, DC
- December 13-14, 2017, New Administrators Orientation, Alexandria, VA
- January 10, 2018, NRAC TIAC Meeting, College Park, MD
- January 17, 2018, NRAC Board of Directors Meeting, College Park, MD
- January 25, 2018, Campus visit, UCONN, Storrs, CT
- February 14-16, 2018, National Land-grant Diversity Conference, Hebron, KY (David)
- February 22-23, 2018, Agricultural Outlook Forum, Arlington, VA

NERA Website (www.nerasaes.org)

Over the past year, NERA's website has been using Google Analytics to gather user location and activity data across all pages on www.nerasaes.org. Most of the website's audience (86%) resides in the United States. The numbers below are focused on US-based website visitors since March 05, 2017.

- 991 unique users have visited www.nerasaes.org
- 1,574 sessions have been initiated (1.6 sessions per user)
- 44 states + Washington, DC are represented across US-based visitors
- Users from the top 10 states (in order of use – MD, NY, CT, ME, DC, MA, WV, NJ, PA, VT) account for 61% of site visits [RI is #1 but does not count]
- Top five pages within the website: Front Page (47% of total page views), NERA Directory (7%), Planning Grants (6%), What is NERA (4%), and Agenda/Minutes (4%)
- 50% of visits are initiated by direct entry of our URL (includes Email + newsletter), 42% of visits initiated from Google results
- We receive a small number of referral visitors from ESCOP.info, UNL Website, NCRA's website, and SAAESD's website
- Twitter is not driving traffic to our website

What's next?

- The NERA website is consistently active, but can still grow
- NERA's office will continue to make the website as active and current as possible
- Encourage colleagues to use the NERA website, and interact with us!
 - VISIT our pages
 - USE the NERA website as your hub for regional meeting materials
 - ASK us to share content on our website (updates, employment, etc)
 - LINK to www.nerasaes.org in regional or multistate related correspondence
 - CONTACT the NERA office to upload or share content

NERA News (issues archived at <http://www.nerasaes.org/nera-news-archive>)

Since November 2016, the bi-weekly Monday release of NERA News has been the primary vehicle for the OED to push information to the NERA community. Our chosen platform, MailChimp, has been tracking analytics on each issue of the newsletter, and on the engagement from each newsletter subscriber.

- 44 subscribers are receiving NERA News as of March 2018
- 46.4% of subscribers (~20) open NERA News releases, compared to:
 - 26.33% (Government)
 - 24.71% (Agriculture and Food Services industry)
 - 22% (Education and Training industry)The above groups are based on a newsletter's self-identification of a particular industry
- 12.1% of subscribers who open NERA News, click a link within NERA News, compared to:
 - 3.62% (Government)
 - 2.98% (Agriculture and Food Services)
 - 2.63% (Education and Training)
- NERA News engagement increases as meetings approach (Spring Mtg, Summer Session, ESS Meeting, NERA Teleconference)
- 72% of NERA News opens are recorded from a desktop computer (28% mobile)
 - Formatting issues for anyone?
- Typically, NERA News reaches at least one person from each institution
- NERA News hasn't missed a bi-weekly release yet!

What's next?

- NERA News will continue to inform our community every other week
- NERA News continues to be archived (<http://www.nerasaes.org/nera-news-archive>)
- We want you to participate, we want to hear from you
 - OPEN NERA News when it arrives (we promise not to flood your inbox)
 - IDENTIFY key individuals at your station to add to the subscribers list
 - RESPOND to Action Items – always a standalone section on the newsletter
 - ASK the OED to share content, opportunities, or questions in NERA News

NERA Budget Summary 03/07/2018

	YTD	Approved/Projected FY18
Revenue (Assessments + NEED Reimbursements)*	\$369,966.42	\$383,489
Carryforward (from FY2017)**	\$150,713.00	\$151,942
Personnel Expenses (YTD 01/30/2018)	(\$197,884.97)	(\$316,309)
Operating Expenses (YTD 01/30/2018)	(\$29,811.43)	(\$76,968) ***
YTD NERA Balance (01/30/2018)	\$292,983.02	\$142,154

*Seeking Q2/Q3/Q4 assessment from WVU and reimbursement of \$4,500 deposit made to Delaware (Summer mtg)

**100% Carryforward received from URI Budget Office

***Approved operating budget includes \$31,000 in Planning Grant commitments (NERA and NEED-NERA)