

All,

We wish to report the accomplishments of the National Impacts Database (NIDB) this past calendar year.

As of January 7, 2021:

- 383 impact statements were submitted in 2020.
- Of these 383 statements, 182 were tagged as having COVID-19 related impacts.
- 966 entries have been submitted to the new database platform in the last two years.
- The review of impact statements has improved the overall quality of the submissions.

The Writing Team, comprised of university communications professionals, will meet February 3 and 4, 2021, to select the best impact stories and prepare them for social media release.

Importantly, USDA NIFA's Director of Communications, Faith Peppers, reported to us that the NIDB is an important source of information when USDA administrators (e.g., Secretary, Under Secretary) quickly need high-quality impacts to report. This is especially valuable when showing our institutions have responded (research and Extension programming) to the COVID-19 pandemic. Faculty and communicators should be aware that their reporting efforts are noticed, appreciated, and are used by our federal partners to advocate for our needs.

We thank you for your support of the NIDB. We will keep you updated as we work to strengthen our communications and accountability efforts on behalf of our Land-grant system.

Steve Loring and Karla Trautman
Co-Chairs, NIDB