Multistate Research Fund
IMPACTS

COMMUNICATIONS TOOLKIT

Emphasizing STEM in High School Ag Education

January 2023

HOW CAN YOU USE YOUR IMPACT STATEMENT?

SEND to department heads, Experiment Station/Extension Directors, and communications staff

DISCUSS with legislators, stakeholders, potential partners, and others

PITCH to magazines, newspapers, and other traditional media outlets

INCLUDE in presentations, grant proposals, briefs, meetings, and reports

SHARE in social media posts, blogs, and newsletters

UPLOAD to websites and databases

ANY WAY YOU WANT! The Impact Statement was created to help promote your work so you may use/share it as you deem appropriate

BEST PRACTICES FOR SOCIAL MEDIA

Share. Use the sample posts below or create your own original posts to feature the project and Impact Statement on your social media channels. Consider timing your posts to connect with events related to the research topic (e.g., major conferences, holidays, seasons, news). You can also share interesting stories about your work on the project (e.g., reaching a major milestone, using a cool tool, your research journey, challenges you've overcome, or a personal example of why your research matters).

Stand out. Social media posts get more engagement if they include photos or other visual aids. Provide attribution if needed. If your institution does not have any suitable images, you can search the following free image libraries: USDA Flickr, USDA-ARS Image Gallery, Unsplash. If you use diagrams or charts, make sure they can be easily understood in just a few seconds.

Connect. Add relevant hashtags and/or handles for your institution, funders, partners, and stakeholders. For example, tag @MRFimpacts or #MRFimpacts so that we see your post.

Engage. Like, share, or comment on posts that feature your project and/or Impact Statement.

SAMPLE POSTS

[insert university Twitter handle] is part of a multistate project identifying the best ways to support #teachers & emphasize #STEM in high school #agriculture education so that students have the skills the industry demands. Learn more: https://bit.ly/STEMAgEd #TeachAg [insert university hashtags]

In 2020, @USDA indicated that 29% of job openings in ag require #STEM expertise. This demand exceeds the pool of qualified candidates. See how land-grant universities are working together to enhance #agriscience education: https://bit.ly/STEMAgEd #TeachAg

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A multistate team is working to revitalize ag as a career path, incorporate #STEM into high school #ageducation, and train & support ag science #teachers. This work helps ensure #ag students have the skills & knowledge needed for college & career success. https://bit.ly/STEMAgEd

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A @USDA_NIFA-supported multistate team has created a model for embedding STEM in high school ag education. This work helps ensure #teachers have the tools to effectively #teachag & students have the skills needed for career success. https://bit.ly/STEMAgEd #agriscience

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Since 2012, a multistate team has been working to emphasize #STEM in high school ag education. As part of the project, researchers identified core disciplinary ideas & incorporated them in the Next Generation Science Standards. Learn more: https://bit.ly/STEMAgEd #TeachAg

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To ensure high school students have the #STEM skills needed for success in #ag careers, a multistate team created an Innovation Configuration Map. It identifies pros/cons of existing programs & shares best practices for improvements. Learn more: https://bit.ly/STEMAgEd #TeachAg

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As part of a multistate project to emphasize #STEM in ag education, researchers identified the methods, resources & techniques of exemplary agriscience #teachers and developed professional development models & resources. Learn more: https://bit.ly/STEMAgEd #TeachAg

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With clear #STEM standards & better resources for teachers, agricultural education programs can prepare students for success & meet the #agriculture industry's demand for qualified workers. See how #landgrantuniversities are collaborating to improve ag ed: https://bit.ly/STEMAgEd

REMEMBER:

- Include a link to the Impact Statement and other supplemental materials (e.g., reports, publications, grant/funding source, photos)
- Institutions may have different handles for different platforms (e.g., @UArizonaCALS on Twitter and @UACALS on Facebook)
- Different platforms have different character limits

CONNECT TO:

General/evergreen hashtags and accounts:

@USDA_NIFA #NIFAimpacts
@USDAScience
@APLU
@APLU_Ag #AgIsAmerica #landgrantuniversities
@MRFimpacts #MRFimpacts

Topic-specific hashtags, accounts, and events:

#TeachAg
#TeachSTEM
#STEM
#AgEducation
#Agedu
#agriscience
#agriculture
#teachers
National Association of Agricultural Educators
@NAAE @Teach_Ag

National Ag Day | March 21, 2023 @agday #AgDay23

National STEM Day | November 8, 2023 #STEMDay

NAAE Convention | November 28-December 2, 2023
#NAAE23

Administered by U.S. Department of Agriculture's National Institute of Food and Agriculture (USDA-NIFA), the Hatch Multistate Research Fund supports agricultural innovation and sustainability by funding collaborative research projects led by State Agricultural Experiment Stations (SAES) and land-grant universities. The Multistate Research Fund Impacts Program (MRF Impacts) communicates the public value of these projects.

MRFimpacts.org
MRFimpacts@colostate.edu