

Documenting Impacts

How & Why



HALFWAY THROUGH PHILIPPIANS 2,
REVEREND PAUL MATTHEWS REALIZED
HE WAS PREACHING TO THE CHOIR.

Bill Brown
UT AgResearch
Institute of Agriculture
University of Tennessee

 AgResearch

Documenting Impacts

Why

- ✓ Demonstrate the value of our programs
 - ✓ Clientele
 - ✓ Public
 - ✓ Legislature & decision makers
 - ✓ Development
 - ✓ Peers
 - ✓ Internal faculty & staff



- ✓ Lack of public awareness of our programs and activities

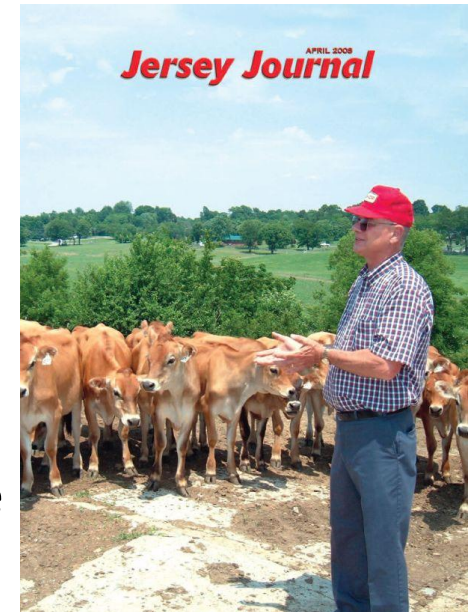


- ✓ Show the high quality of our science

Documenting Impacts

Why

- ✓ Generate support for our programs
 - ✓ Clientele
 - ✓ Public
 - ✓ Legislature & decision makers
 - ✓ Development
- ✓ Mandatory items in state & federal budgets comprise greater percentages of revenue



***** Multiple uses of information *****

Documenting Impacts

How

- ✓ Commitment to reporting
- ✓ Know your programs
 - ✓ Short and long term
 - ✓ It is not about yearly reporting
- ✓ Strong linkage between teaching, research & extension
- ✓ Strong linkage with Marketing & Communications
- ✓ Always on the lookout for stories



Documenting Impacts

How

- ✓ **Commitment to reporting**
- ✓ **Online faculty annual report**



Joel Lown

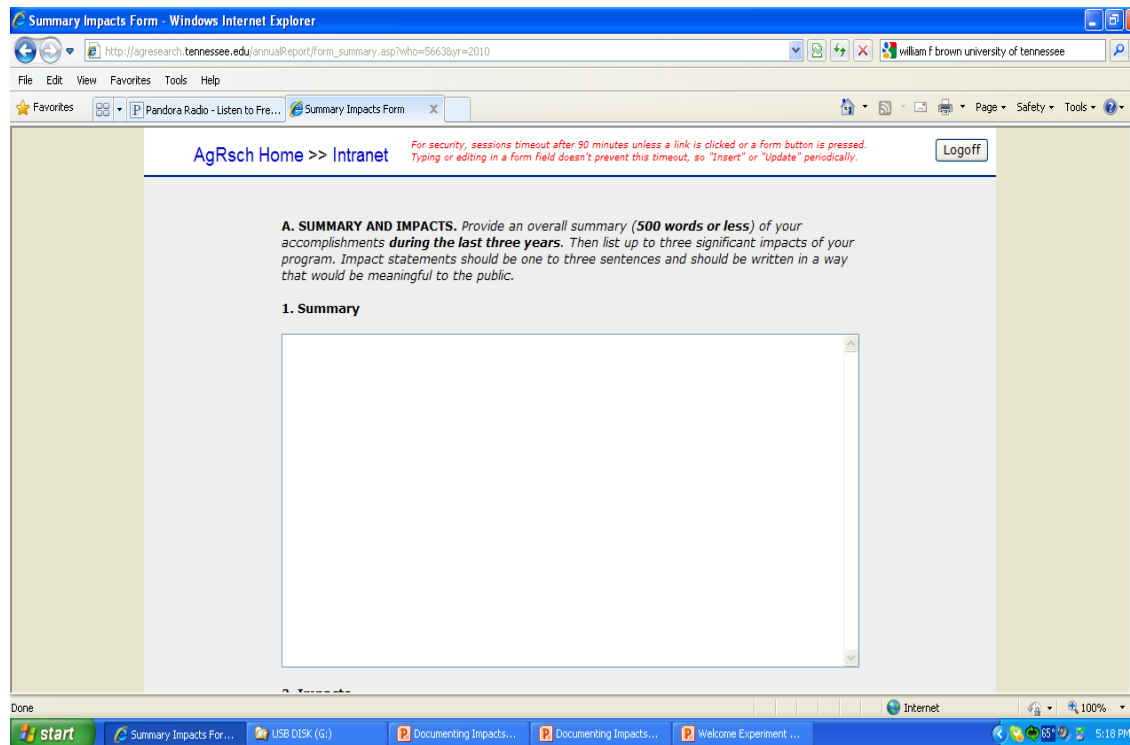
Person: Brown, William F.
Entity: UT AgResearch

Info Grid	William Brown	AgRsch	All/UTIA
Reports			
Faculty report	3-Year '10 '09		Stats Help
Impacts		[x]	[x]
CRIS projects	[x]	[x]	[x] Reports
Accomplishments			
General info	[x]	[x]	[x]
Awards & honors	[x]	[x]	[x] Types
Course sections			[x] Courses
Graduate students	[x]	--	[x]
Intellectual property	[x]	[x]	[x]
International	[x]	[x]	[x]
Memberships	[x]	--	[x]
Presentations	[x]	[x]	[x]
Focus areas/impacts	[x]	--	Thumbs \$\$\$
Publications	[x]	[x]	[x]
Resources managed	[x]	[x]	[x]
Workplans	[x]	[x]	In-proc. Appr.
Other shared content			
Documents & images		[x]	[x]

Documenting Impacts

How

- ✓ **Commitment to reporting**
- ✓ **Extensive editing of AD-421**



The screenshot shows a web browser window titled "Summary Impacts Form - Windows Internet Explorer". The address bar displays the URL: http://agresearch.tennessee.edu/annualReport/form_summary.asp?who=5663&yr=2010. The browser's menu bar includes File, Edit, View, Favorites, and Tools. The page content features a header with "AgRsch Home >> Intranet" and a "Logoff" button. A security warning states: "For security, sessions timeout after 90 minutes unless a link is clicked or a form button is pressed. Typing or editing in a form field doesn't prevent this timeout, so 'Insert' or 'Update' periodically." The main section is titled "A. SUMMARY AND IMPACTS. Provide an overall summary (500 words or less) of your accomplishments during the last three years. Then list up to three significant impacts of your program. Impact statements should be one to three sentences and should be written in a way that would be meaningful to the public." Below this, there is a sub-section "1. Summary" with a large, empty text input field.



Joel Lown

Documenting Impacts

How

- ✓ ***Strong linkage between teaching, research & extension***

- ✓ Extension has online reporting for agents
- ✓ Joint submission of “Plan of Work”
- ✓ Major emphasis on Field Days



- ✓ “Traditional clientele”
- ✓ “Non-traditional clientele”

Documenting Impacts

How

- ✓ Milan No-Till Field Day
3,000 to 4,000 attendance



VIP Breakfast

Documenting Impacts

How


- ✓ Summer Celebration – Jackson REC
- ✓ 3,000 to 4,000 attendance



Documenting Impacts

How

✓ Strong linkage with Marketing & Communications



- Traditional crop breeding and new biotechnology tools to create new soybean varieties
- New Roundup Ready Soybean variety "USG Allen ranked 1st in yield in Tennessee & Kentucky
- Increasing genetic traits through improved embryo transfer methods
- Bull selection programs increased growth rate and calf weaning weight
- Research focusing on role of heat stress on growth & development of the ovary

Improved Soybean Varieties

Precision Agricultural Technologies

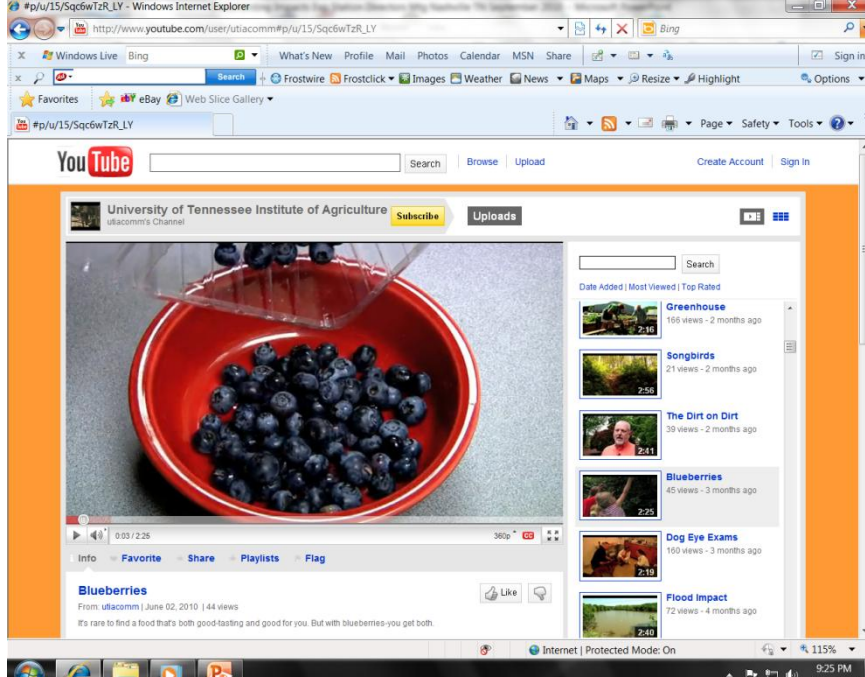
UT AgResearch

Discovery Innovation Application

Improving Reproductive Efficiency in Cattle

Cellulose to Fuel, Chemicals & Materials

- Varying fertilizer application rates based on field characteristics improves production efficiency and reduces environmental impact
- GPS guidance systems, row spacing, planting patterns, remote sensing of crop maturity impact production efficiency
- Agronomic research on switchgrass production
- Oldest fields of switchgrass in Milan, TN
- Current research on conversion of cellulose to fuel, chemicals & materials



University of Tennessee Institute of Agriculture
utiacomm's Channel

Blueberries

From: utiacomm | June 02, 2010 | 44 views
It's rare to find a food that's both good-tasting and good for you. But with blueberries you get both.

Documenting Impacts

How

- ✓ ***Always on the lookout for stories***
 - ✓ Near-term or future impact of research
“This research is designed to”
Some can be developed in one year



Documenting Impacts

How

- ✓ ***Always on the lookout for stories***
 - ✓ Most complete stories take many years to develop

TN Soybean Breeding and Agronomic Variety Testing Program

Late 1980's – crossing for what was to become USG 5601T

USG 5601T (conventional soybean) – released in 1996

Allen soybean (roundup gene in USG 5601T) – released in 2006

Significant planting of late maturity soybeans in 2009

