



U.S. DEPARTMENT OF AGRICULTURE

USDA SCIENCE AND RESEARCH STRATEGY, 2023-2026 **LEAD A DISCUSSION**



DIGITAL TOOLKIT

Unleash
the Power of
Collaboration



Introductory Letter

Unleash the Power of Collaboration with this “Lead a Discussion” Digital Toolkit!

Dear Partner,

Are you ready to be a driving force in shaping the future of agricultural research? Imagine the impact we can make when we come together, pooling our insights, ideas, and expertise to transform intentions into actions. We are excited to introduce you to a remarkable opportunity – our groundbreaking "Lead a Discussion" Digital Toolkit.

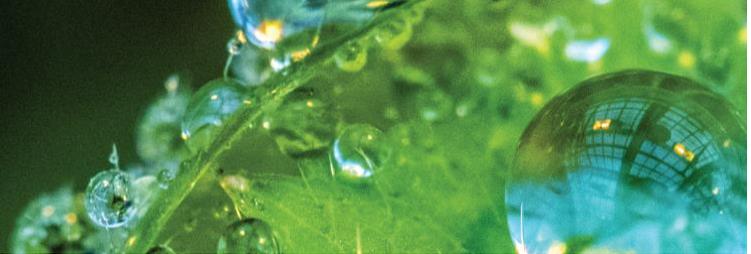
As we embark on a new chapter with *USDA's Science and Research Strategy 2023-2026*, we invite you to become a vital partner in this journey. Our shared goal is to enhance and expand our collaboration, making tangible strides towards implementation. With the "Lead a Discussion" Digital Toolkit, you have the power to convene people in your community and spark discussions that matter.

Why "Lead a Discussion" Digital Toolkit?

This toolkit is your solution, designed to empower you to hold engaging conversations in your own community. We understand that your time is valuable, and we want to ensure that you can host meaningful sessions that drive results. Here's what you'll find inside:

1. **Amplify Your Message:** Crafted for ease, we provide a suggested advertisement for your upcoming session. Whether it's newsletters, social media, emails, or other communication channels, you'll have a ready-to-use tool to spread the word.
2. **Guided Discussions:** We offer two suggested agendas – a concise 30-minute version and a comprehensive hour-long agenda. Adapt them to suit your needs and keep the conversation on track.
3. **Visual Impact:** Command attention with two PowerPoint slide decks, tailored for both 30-minute and 60-minute sessions. These decks are a springboard for your facilitation, customizable to resonate with your audience.
4. **Join the Movement:** Use the suggested hashtags #USDAScienceMovesMe and #USDAScience to showcase engagement and be part of a community passionate about agricultural research.
5. **Leave Your Mark:** Your insights matter. If you have thoughts and ideas you would like to share with USDA, we are happy to receive your insights at USDAScience@usda.gov.

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Impact Matters!

Together, we can create ripples of change that resonate far beyond our individual efforts. Your voice, your insights – they are the cornerstones of progress. We invite you to be a catalyst, igniting conversations that drive the future of agricultural research.

Dive into the "Lead a Conversation" Digital Toolkit and let's move from intention to action. Unleash your potential as a stakeholder and shape the landscape of agricultural research. Your commitment matters, and your engagement is the key that unlocks possibilities.

Your voice is invaluable. Join us in embracing change, one conversation at a time. The journey starts now.

– USDA Science Community



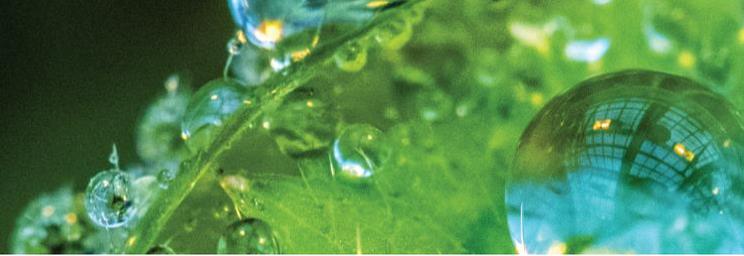
Toolkit Contents

What's Included

Are you ready to be a driving force in shaping the future of agricultural research? Imagine the impact we can make when we come together, pooling our insights, ideas, and expertise to transform intentions into actions. This digital toolkit includes:

- **Suggested Invitation/Announcement:** Use this to let people know about your upcoming session. Ideas include newsletters, social media, emails, or other communication channels.
- **2 Sample Event Agendas:** We've included two suggested (and completely customizable) agendas – a concise 30-minute version and a comprehensive hour-long version. Adapt them to suit your needs and keep the conversation on track.
- **2 Corresponding Event Slide Decks (PowerPoint):** Command attention with two PowerPoint slide decks, tailored for both 30-minute and 60-minute sessions. These decks are a springboard for your facilitation, customizable to resonate with your audience.
- **Feedback & Next Steps:** We're excited to hear about the discussions and insights from your sessions. If you or your participants would like to send us feedback, please email us at USDAScience@usda.gov.
- **Social Media & Other Resources:** Social media handles to follow, suggested copy templates, and graphics to help you share the message and engage with your community.
- If you post your session on social media, please make sure to use the hashtags #USDAScience and #USDAScienceMovesMe so we see your event!

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Suggested Invitation/Announcement

Sample Flyer Copy

Join us to discuss the future of agriculture!

USDA's Science and Research Strategy

USDA has released its ***Science and Research Strategy***. Join us as we hold a special event to discuss how our [insert your organization's name] and community's insights and expertise can transform intention into action.

Please join us on [Date/Time/Location]

Contact: [Name/Email/Phone]

Sample Flyer 1



Sample Flyer 2





Sample Email Copy

Please join us for a special event on *USDA's Science and Research Strategy*

When: (Date and Time)

Location: (Zoom/in-person)

We are holding this event intended to foster conversation and discuss how we fit into *USDA's Science and Research Strategy* and how our insights and partnership can move this strategy from intention to action.

The [USDA Science and Research Strategy, 2023-2026](#) presents the Department's unified vision for transforming our food and agricultural systems. The Strategy – created with input from all eight mission areas – outlines USDA's five highest scientific priorities to tackle the world's greatest challenges.

Five Priority Areas:

1. Accelerating Innovative Technologies & Practices
2. Driving Climate-Smart Solutions
3. Bolstering Nutrition Security & Health
4. Cultivating Resilient Ecosystems
5. Translating Research into Action

Since the [Strategy's release in May 2023](#), USDA continues to showcase the plan with our internal and external stakeholders. Now, we are ready for the next phase of the journey—implementation. It is our turn to listen to you, our USDA Science community, to understand how your work aligns with the *USDA Science and Research Strategy* and how we can work together to further advance these priorities.

Join us for an interactive partnership session to share your ideas for how [insert your organization's name] and community can partner with the USDA to play an active role in shaping U.S. Agriculture. This session is your chance to get involved and influence the future of USDA Science!

For further information about the strategy, please visit <https://www.usda.gov/usda-science>.



2 Sample Event Agendas (2 pages)

30-Minute Agenda

Title: Engaging with *USDA's Science and Research Strategy 2023-2026*

<p>Overview <i>Time: 2 minutes</i></p>	<p>Welcome stakeholders to the conversation and introduce the purpose of the session - to explore ways to engage with <i>USDA's Science and Research Strategy</i>. Emphasize the importance of their insights in moving from intention to action.</p>
<p>Setting the Stage <i>Time: 5 minutes</i></p>	<p><i>USDA's Vision for 2023-2026</i>: Provide a concise overview of <i>USDA's Science and Research Strategy</i>. Highlight key goals and initiatives, setting the context for the discussion.</p>
<p>Focused Exploration - Stakeholder Insights <i>Time: 10 minutes</i></p>	<p>Dive into specific areas of the strategy that align with your audience's interests. Encourage open dialogue, inviting stakeholders to share their thoughts, concerns, and ideas related to these areas.</p>
<p>Engagement <i>Time: 5 minutes</i></p>	<p>Pose thought-provoking discussion prompts related to the strategy's implementation. Allow participants to reflect individually or in small groups, fostering deeper engagement.</p>
<p>Reflecting and Applying <i>Time: 5 minutes</i></p>	<p>Gather participants to discuss what insights were gained and how these can be applied to their work or community. Emphasize the practical aspect of moving from intention to action.</p>
<p>Next Steps and Customization <i>Time: 3 minutes</i></p>	<p>Guide participants on the importance of tailoring the work and strategy to their unique needs. Encourage them to take the toolkit resources and adapt them for their work, community, thinking.</p>
<p>Closing and Commitment <i>Time: 2 minutes</i></p>	<p>Thank stakeholders for their contributions and commitment to advancing agricultural research. Remind them that USDA is happy to hear their thoughts and feedback at USDAScience@usda.gov.</p>



60-Minute Agenda

Title: Shaping the Future through *USDA's Science and Research Strategy 2023-2026*

<p>Overview <i>Time: 3 minutes</i></p>	<p>Welcome stakeholders to the conversation and introduce the purpose of the session - to explore ways to engage with the <i>USDA's Science and Research Strategy</i>. Emphasize the importance of their insights in moving from intention to action.</p>
<p>Setting the Context <i>Time: 8 minutes</i></p>	<p>USDA's Vision for 2023-2026: Provide an in-depth overview of <i>USDA's Science and Research Strategy</i>. Highlight its goals and objectives, underscoring its role in advancing agricultural innovation.</p>
<p>Exploring Strategy Components <i>Time: 15 minutes</i></p>	<p>Delve into specific components of the strategy that align with the audience's interests. Encourage participants to share insights, ideas, and challenges related to these areas.</p>
<p>Engagement and Reflection <i>Time: 15 minutes</i></p>	<p>Pose engaging discussion prompts related to the strategy's execution. Allow participants to share their perspectives and insights through group discussions or individual reflections.</p>
<p>Applying Insights <i>Time: 12 minutes</i></p>	<p>Moving from Intention to Action: Facilitate a collaborative discussion on how stakeholders can apply their insights to practical solutions. Encourage them to brainstorm actionable steps to contribute to the strategy's implementation.</p>
<p>Next Steps and Customization <i>Time: 3 minutes</i></p>	<p>Guide participants on the importance of tailoring the work and strategy to their unique needs. Encourage them to take the toolkit resources and adapt them for their work, community, thinking.</p>
<p>Closing and Commitment <i>Time: 4 minutes</i></p>	<p>Thank stakeholders for their contributions and commitment to advancing agricultural research. Remind them that USDA is happy to hear their thoughts and feedback at USDAScience@usda.gov.</p>

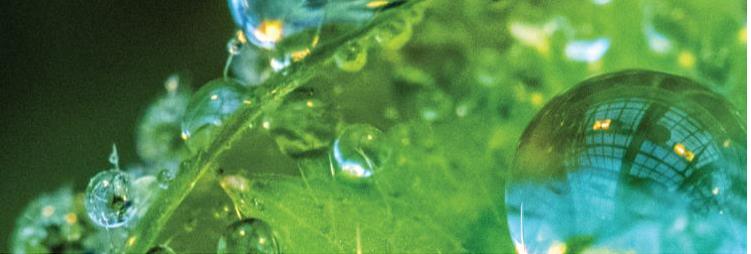


2 Corresponding Event Slide Decks (PowerPoint)

A corresponding event slide deck is included for each sample agenda. Example talking points are included within the slides as well as instructions for modifying the slides to fit your event length and focus areas.

- Engaging with *USDA's Science and Research Strategy 2023-2026*, (30 Minute Slide Deck included)
- Shaping the Future through *USDA's Science and Research Strategy 2023-2026*, (60 Minute Slide Deck included)

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Feedback & Next Steps

The insights from your sessions are invaluable to USDA! If you or your attendees have feedback, suggestions, or expertise to share, we would love to hear them at USDAScience@usda.gov.

For further information about the *USDA Science and Research Strategy 2023-2026*, please visit our website at <https://www.usda.gov/usda-science>.

To receive updates on the strategy, please email USDAScience@usda.gov and we will add you to our mailing list.



Social Media & Other Resources

Social Media Handles

- ∞ **X:** @USDAScience | @USDA
- ∞ **Facebook:** www.facebook.com/USDA
- ∞ **Instagram:** @usdagov
- ∞ **Hashtags:** #USDAScience | #USDAScienceMovesMe

General Social Media Post

- ∞ Scientific research is critical to keeping American agriculture strong. #USDAScience

Custom Content by Science and Research Priority

Add **YOUR** organization's story content + we're **accelerating innovative technologies & practices** #USDAScienceMovesMe, #USDAScience

Add **YOUR** organization's story content + we're **driving climate-smart solutions** #USDAScienceMovesMe, #USDAScience

Add **YOUR** organization's story content + we're **bolstering nutrition security & health** #USDAScienceMovesMe, #USDAScience

Add **YOUR** organization's story content + we're **cultivating resilient ecosystems** #USDAScienceMovesMe, #USDAScience

Add **YOUR** organization's story content + we're **translating research into action** #USDAScienceMovesMe, #USDAScience

Other Resources to Join the Conversation

- ∞ **Partner** with USDA. Learn more: <https://www.usda.gov/usda-science>
- ∞ **Host** your own community engagement and start a conversation on the Strategy and its priorities. Use this "Lead a Discussion" Digital Toolkit
- ∞ **Sign up** to receive updates on future activities: USDAScience@usda.gov
- ∞ **Share** this information with your networks and on social media
- ∞ **Follow** @USDAScience on X
- ∞ **Use** hashtags: #USDAScience #USDAScienceMovesMe

USDA SCIENCE AND RESEARCH STRATEGY, 2023-2026

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SOCIAL MEDIA GRAPHICS



USDA'S FIVE SCIENCE PRIORITIES



Priority 1:

Accelerating Innovative Technologies & Practices



Priority 2:

Driving Climate-Smart Solutions



Priority 3:

Bolstering Nutrition Security & Health



Priority 4:

Cultivating Resilient Ecosystems



Priority 5:

Translating Research Into Action

