

Rhododendron Research Network 2021 Steering Committee Report

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2021 Accomplishments

Published three newsletters. Available at R-RN website (www.rhodo-research.net).

Grew and maintained our Mendeley database of scientific literature. Growth of the database has slowed compared to previous years due to reduction in total volunteer hours. The volunteer hours focused on adding PDF copies of references and input of JARS article references.

Organized a series of virtual meetings. The first annual Virtual Connections Series was aimed at getting network members more involved in the activities of the network, and to stimulate collaboration among network members.

March Zoom Meeting. This featured workshops on RRN resources along with talks. Content now available on the R-RN YouTube Channel
<https://www.youtube.com/channel/UCnY4uCMGIBpYJoSYajkticQ>

August Zoom Meeting. This featured talks and panel discussions, and had 50 registrants, including people from China (3), Denmark (2), Germany (4), India (5), Malaysia (5), New Zealand (1), UK (5) and US (25). During the event attendees also discussed collaborative grant proposals, and these discussions are being continued as part of the 2022 Action Items. Content of the talks from this meeting are now available on the R-RN YouTube Channel
<https://www.youtube.com/channel/UCnY4uCMGIBpYJoSYajkticQ>

November Ask Me Anything Facebook Live Event. This featured experts in different dimensions of Rhododendron (Charles Andrews, Tom Ranney, Steve Henning, Melissa Whitman, Glen Jamieson). Guests answered audience submitted questions. Event video is archived on Facebook at <https://fb.watch/a3efkK1wBQ>.

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Maintained and grew Social Media presence. Great Lakes Chapter members Moses Brashear and Juliana Medeiros used the R-RN Page to make educational posts on Rhododendron research, advertise R-RN activities, and make posts about ARS-NG activities (photo contest and podcast episodes). The accounts are managed through Loomly, an automated social media account service that creates an archive of posts, building a content library and facilitating re-use of content over time (read about Loomly here <https://www.loomly.com/>).

R-RN Facebook Page. Over the last year we made 150 posts, reached over 408,000 audience members with posted content, and gained 535 followers for a cost of \$400 in advertising money and \$300 for a Loomly subscription, plus 364 hours of volunteer time by Mr. Brashear. The associated Instagram account gained 92 followers.

R-RN Twitter. We had 9122 impressions (people who saw the posts) and our most active month, August 2021, had 4562 impressions and 250 engagements (people who like or re-tweeted). There was no additional cost for the Twitter posts.