

**Communications and Marketing Committee (CMC)**

**4-5 p.m., E.T., Thursday, April 25, 2013**

**213.493.0700 Code 388936#**

**Scott Reed, Co-chair, facilitating**

**Sarah Lupis, recording**

**NOTES**

**Attendees:** Wendy Wintersteen, Hunt Shipman, Nancy Cox, Lauren Sloat, Jane Schuchardt, Tom Coon, Gina Eubanks, Tony Windham, Scott Reed, Faith Peppers, Linda Martin, Christina Hamilton, Sarah Lupis, Jenny Nuber, Sara Delheimer, Peg Herring

**Action Items:**

1. Members were asked to work with their communications professionals to find stories relevant to nutrition and health and pass those on to kglobal; Nancy will write a segment encouraging this action. Jane will include a request in the ECOP Monday Minute. kglobal will include a specific request in their weekly newsletter.

**Notes:**

**1) Cornerstone update – Hunt Shipman**

Passed deadline for submissions for Appropriations Committees in House and Senate. Prospects for FY2014 in the House look very grim. FY2014 is looking like FY2000 levels for the house ag appropriations committee. Kglobal has conducted roll out of “Southern Region Battelle Study” that was very well attended, especially by Chairman Lucas’ representatives; made a positive impression on him and his staff.

Public Issues Leadership Development – Met this week in DC. Jim Richards from Cornerstone participated in this meeting. Nearly 300 people attended. Budget request was carried to the Hill.

Sequestration moving forward: President’s budget looked good for the priority lines that we care about. However, seems that it’s an unrealistic starting point for where FY2014 is likely to go. House Ag Subcommittee levels are starting around FY2000-levels. Theoretically, there will be another round of 5-7% reductions in FY2014 if Congress does nothing; this is reflected in what the House has proposed.

Both FY14 budget and Farm Bill markups expected sometime in May.

**2) kglobal update – Jenny Nuber**

April kglobal report is available here:

<https://mywebspace.wisc.edu/xythoswfs/webview/fileManager.action?stk=C28CDE51215EFF8&entryName=%2Fchamilton%2Fweb%2FMarketing+Materials&msgStatus=>

Weekly newsletter may be getting caught in spam-folders—the “open rate” is lower than expected. Members were encouraged to remind people to put Lauren Sloat’s email on their “safe” list.

Returning vs. New visitors to the AgIsAmerica: More than half of our visitors are new, which indicates that we are still reaching a new audience. Also want to see a strong returning number because that indicates that AgIsAmerica is a resource that people value for information.

**3) Focus on nutrition and health research and education (*see attached*) – Nancy Cox**

May be powerful stories about undergraduate research. Members are asked to pass this list on to their communications professionals and ask them to help find stories about the topics on this list. Nancy will write a segment encouraging this action. Jane will include this list in the “ECOP Monday Minute”. Faith will also send a notice to her communicators list. Faith will have this included in the kglobal session at this summer’s ACE meeting as well. Kglobal will make a specific request for stories on these topics in their newsletter as well.

**4) BAA Policy Board of Directors update RE CMC/2014 Contract – Scott Reed**

At the last meeting, there was a conversation about how the CMC effort should go forward and how it could be funded over time. There is one year remaining in the 2-year commitment. Kglobal will join the PBD meeting in July to explore opportunities at different funding levels (cutting it back or increasing it). No formal meeting with kglobal is planned at this time though it is recommended kglobal be available to answer questions.

**5) Understanding the value of the CMC effort – Recommendations for additional communication efforts – Scott Reed**

More communications professionals need to be engaged with the CMC. Communication leaders might be able to add a lot to the conversation. However, on an individual university level, kglobal is very engaged with communication professionals to deliver stories on a case by case basis. It seems that there is little awareness of what ECOP/ESCOP and this effort are all about. There is to be a session about it during the upcoming ACE meeting in Indianapolis. Kglobal will also be presenting at the NERAOC meeting to help raise awareness with that audience.

**6) Updates**

**a. Communicators update—Faith Peppers**

Did a story through ACE Facebook page about AgIsAmerica. Added nutrition to the list of issues in an issues management workshop---opportunity to think about how we can collectively address these important issues as a landgrant system. PILD meetings on the Hill also had a focus on nutrition. Next year, talk about better communication and coordination so that this group is delivering a consistent, common message.

**b. Federal relations update—Dustin Bryant**

Attended the Monday portion of the PILD conference. Good that this group is continuing to carry a positive message forward. Interested in looking for opportunities to collaborate in the future. Ag issues and the associated advocacy are valued by Dustin's colleagues within the Council on Government Affairs.

**c. Linda Martin—ACOP**

ACOP excited about opportunity to engage with the CMC. Still trying to figure out what their role might be in terms of moving the message forward and highlighting the role of students in the issues we're trying to promote.

**8) Other Items:**

All of the Executive Directors and Administrators met this week in DC. The issue of "water" came up repeatedly and needs our attention. This might be a good carrying theme for the second issue on adaptation to weather variability.

The CMC call is every 4<sup>th</sup> Thursday of the month, 4:00 PM EST (except August)

Next meeting: May 24, 2013 4:00 PM EST

**Areas of Emphasis in  
Nutrition Research and Education at Land Grant Universities  
April 2, 2013  
DRAFT  
Communications and Marketing Committee**

The CMC has selected nutrition as the main theme for targeted educational efforts for the coming year. This theme showcases the integration of research, extension and educational efforts to illustrate the contributions of the land-grant system. The following outline is designed to guide the system in helping land-grant universities and kglobal create messages about the substantial contributions in the nutrition area.

Diet & Health	<p>Supporting general health/Reducing the risk of chronic diseases</p> <ul style="list-style-type: none"> <li>• Food/nutrients to increase: F/V, whole grains, low-fat/fat-free dairy, vegetable subgroups: orange/red, dark green, and peas/beans;</li> <li>• Food/food components to reduce: sodium, solid fats/added sugars, refined grains</li> <li>• Nutrition education strategies for youth, adults and families</li> </ul>
Nutrition Through the Life Cycle	<ul style="list-style-type: none"> <li>• Maternal/Infant</li> <li>• Childhood</li> <li>• Teen</li> <li>• Adulthood</li> <li>• Geriatric</li> </ul>
Weight Management	<ul style="list-style-type: none"> <li>• Obesity &amp; weight loss</li> <li>• Causes &amp; factors that play a role in obesity</li> <li>• Changing behaviors related to energy balance</li> </ul>
Diet-related disease	<ul style="list-style-type: none"> <li>• Diabetes</li> <li>• Cardiovascular disease</li> <li>• Hypertension/stroke</li> <li>• Cancer</li> <li>• Osteoporosis/bone health</li> <li>• Eating disorders (bulimia, anorexia, alcorexia)</li> </ul>
Nutrient Supplements & Health	<ul style="list-style-type: none"> <li>• Macronutrients</li> <li>• Vitamins</li> <li>• Minerals/Micronutrients</li> <li>• Probiotics</li> <li>• Herbals</li> </ul>
Metabolism	<ul style="list-style-type: none"> <li>• Digestion</li> <li>• Bio-availability</li> <li>• Absorption</li> <li>• Transport</li> </ul>
Nutritional Insufficiency	<ul style="list-style-type: none"> <li>• Food Insecurity (household and community)</li> <li>• Alcohol</li> </ul>
Sports Nutrition	<ul style="list-style-type: none"> <li>• Optimizing athletic performance through diet</li> </ul>

Nutri-genomics	<ul style="list-style-type: none"> <li>• Studying the human genome to find optimal nutrition on an individual basis</li> <li>• Genetic modification – genotype dictates nutrient absorption &amp; utilization</li> </ul>
Nutrition Assessment	<ul style="list-style-type: none"> <li>• e.g., calculating body mass index</li> </ul>
Dietary Patterns	<ul style="list-style-type: none"> <li>• Ethnic Foods</li> <li>• USDA-supported meal patterns (Mediterranean, vegetarian, vegan, DASH)</li> <li>• Fad Diets</li> </ul>
Extension Nutrition Programs	<ul style="list-style-type: none"> <li>• WIC, SNAP-Ed, EFNEP</li> </ul>

## **Communications and Marketing Committee (CMC)**

**4-5 p.m., E.T., Thursday, May 23, 2013**

**213.493.0700 Code 388936#**

**Nancy Cox, Co-chair, facilitating**

**Sarah Lupis, recording**

### **NOTES**

**Attendees:** Tiffany Woods (OSU), Chris Hamilton, Dan Rossi, Jenny Nuber, Ron Brown, Linda Kay Benning, Hunt Shipman, Nancy Cox, Michael Harrington, Ron Pardini, Bill Ravlin, Robin Shepard, Jane Schuchardt, Carolyn Brooks, Tom Coon, Darren Katz, Tony Windham, Arlen Leholm, Scott Reed, Faith Peppers, Linda Martin

#### **Action Items:**

- Committee members are encouraged to solicit stories about nutrition education and research from their institutions and pass those on to kglobal.
- Committee members were encouraged to attend the Joint COPS meeting in Manhattan, KS if they received an invitation.

#### **Notes:**

**1. FY 2014, mark ups and Cornerstone and kglobal strategy/action needed for appropriation sub-committee members; Update on Farm Bill including (Title VII and Snap-ED), capacity monies—Hunt Shipman**

A handful of research title amendments have been offered; none agreed to. None are particularly controversial. The committee on legislation and policy has been responding to those as they come up. There are over 200 Farm Bill amendments so far. One of note: Conventional plant breeding. Create a high-priority research area in a long list of high priority research areas.

Last vote just took place. Memorial Day recess starts now and they will return next week with a vote on the 3<sup>rd</sup> to limit the number of amendments eligible to be considered by the Senate.

House appropriations is expected to have mark-up in early June; Senate likely to be a couple of weeks after that. Agriculture is typically one of the first to get marked-up.

House proposed budget is not nearly as severe as was originally thought and is a little less than last year. Cornerstone has been working with kglobal to be sure to make a final push for restoration of capacity programs to FY12 levels for priority programs and to provide a good number for AFRI.

Marketing has been complicated. Don't want to confuse issues by having people think they helped on the farm bill but then become complacent on the appropriations side. "Restoration of capacity funding" has been clear message.

## **2. kglobal monthly report -- Darren Katz, Jenny Nuber**

Work done in districts won't show up until next month's report.

See report, posted here: [https://mywebspace.wisc.edu/xythoswfs/webui/\\_xy-48320354\\_1-t\\_vlvjX5gF](https://mywebspace.wisc.edu/xythoswfs/webui/_xy-48320354_1-t_vlvjX5gF)

Upcoming Travel:

- Joint COPS in July
- ACE meeting in June

## **3. Nutrition Education efforts update -- Nancy Cox, others**

There have been several call-outs for examples of impacts of Extension or Research about nutrition. This committee is encouraged to help find stories that are relevant to this topic.

SNAP-ED has more than one implementing agency (not just CE). Is that confusing to congressional members/staffers? We are asking for impact reporting on SNAP-ED that Extension is working on; however, kglobal isn't going to focus on this level of detail.

Oregon State is working on stories. Linda Kay has extended this message and is trying to get additional impact statements in.

Each theme will last about a year. Moving on these issues takes preparation and implementation so we need to keep it up for a while.

ESCOP S&T Roadmap shared. Grand Challenge #1 is closely aligned with CMC Nutrition theme. ECOP has a similar document called "Strategic Opportunities" <https://www.aplu.org/document.doc?id=4096> which has a segment focusing on ensuring an abundant and safe food supply for all

## **4. ECOP-ESCOP work on crop protection/pest management and water quality/quantity—Nancy Cox, Robin Shepard, Hunt Shipman**

Potential consideration for marketing efforts. Not decided if this is an issue for ECOP, ESCOP or both.

ECOP and ESCOP Chairs have been discussing the Crop Protection budget, which follows some of the recommendations of the working group; there are still concerns about the way that it deviates from what was recommended. Overall funding for combined 5 lines is less than what they were previously. Another concern about the way our desire for combined line "functional integrity" was maintained—we wanted programs to be combined but administered under original authorization. Also, a couple of program areas were included (next generation of Crop Protection scientists and urban IPM) but not funded. Ian Maw is trying to put together a meeting with Mike Hoffman, Daryl Buchholtz, and Sonny Ramaswamy to see how the agency plans to move forward.

Integrated National Water program-if threatened (FY14 does not fund), would be moved to Smith-Lever 3D line of the NIFA budget, to be administered with functional equivalency. Both Extension and Research components would be maintained. Also, there is a proposal to create a “Challenge Area” about water in AFRI. Could a national working group on water quality/quantity be convened to describe what a new challenge area might look like? The goal would be to put together a white paper to be presented at the Joint COPS.

CMC should stay tuned, especially in discussions on Crop Protection. For both of these issues, Cornerstone is in discussions with congressional staff.

These are not really Farm Bill issues—not changing the structure of these programs, just the way they are funded. Appropriations process won’t wait for our action. Opportunities to influence the process are limited. Recommendations may or may not be considered as we have put them out there.

ESCOP and ECOP are meeting with Ian Maw and Sonny Ramaswamy on May 30<sup>th</sup> to discuss how we might work together on capacity funding to keep those funding lines strong.

#### **5. Joint COPS opportunities -- Jane Schuchardt**

Those involved in any of the COPS would already have received an invitation to register and you are very much encouraged to attend. Focus will be on programs that are integrated across research, extension, and academics.

Also an opportunity to contribute to NIFA strategic plan.

Darren will be presenting during the PBD meeting. The purpose of this meeting is to 1) determine how to increase partners involved in the CMC effort and 2) to examine the sustainability of the project (what is possible at different budget levels).

Discussions in ECOP: Can we dial down because we are in maintenance mode? Do we need to increase? Also want to get on a calendar basis for these contracts (APLU request).

ESCOP votes on contract renewal at the September ESS meeting. ECOP will vote that month as well.



**Communications and Marketing Committee (CMC)**

**4-5 p.m., E.T., Thursday, June 27, 2013**

**213.493.0700 Code 388936#**

**Scott Reed, Co-chair, facilitating**

**Sarah Lupis, recording**

**NOTES**

**Participants:** Carolyn Brooks, Daryl Buchholz, Tom Coon, Nancy Cox, Mary Duryea, Gina Eubanks, Darren Katz, Arlen Leholm, Jenny Nuber, Ronald Pardini, Faith Peppers, Kirk Pomper, Scott Reed, Jane Schuchardt, Hunt Shipman, Lauren Sloat, Tony Windham, Christina Hamilton, Daniel Rossi, Sarah Lupis, Sara Delheimer, Peg Harring

**Action Items:**

- Participants are encouraged to make sure that communications professionals are aware of the current theme.
- Participants are asked to make sure that people in their institution receiving the AgIsAmerica monthly e-newsletter have that email on their “safe” list; there have been some bounce backs.
- A subcommittee was formed to revise the CMC Guidelines document. Members are: Mary, Arlen, Jane, Sarah, Faith, Dustin, Daryl. Arlen and Jane will lead and the goal will be to have a new document by September.

**1) Strategy for FY14 appropriations; farm bill status, including SNAP-Ed – Hunt Shipman**

Farm Bill Process: Senate markup was very fast. There were procedural surprises that killed most amendments. The Senate has passed its Farm Bill. The House was moving on a parallel track but then got derailed by amendments on dairy and SNAP. The SNAP amendment to require work requirements drove away many Dems and several Republicans. As a result, the Farm Bill was not passed in the House. At present, options for resurrecting are being discussed. Progress likely after the 4<sup>th</sup> of July holiday.

\$26.1 M additional above 2012 numbers for ag appropriations in the House. In the Senate, got \$69 M above 2012 numbers. These are a significant, positive outcome for the system. We can point to the collective efforts of CMC, BAC, and CARET for this success.

Heritage Foundation this week published a piece criticizing SNAP and federally funded research. Read here: <http://www.heritage.org/research/reports/2013/06/how-to-slash-billions-from-the-agriculture-appropriations-bill>

The BAC and Policy Board are inclined to be prepared to take some action but not respond directly. Because this came out early, it is not likely to have much impact. These committees may recommend that ECOP/ESCOP sign onto a letter; however this issue is largely about SNAP funding. Coming out too hard in favor of the Farm Bill suggests that you support the SNAP cuts. It is a “perilous topic” right now.

## 2) **kglobal monthly report – Darren Katz**

Response to The Heritage Foundation: Have been talking to Cornerstone about a strategy. Having communications prepared is wise, but launching any campaign is not. Timing is early on their report, and hopefully it will fizzle. Our coalition is valuable on broader discussions, not best for getting into specifics on policy.

Kglobal monthly report is available here:

[https://mywebspaces.wisc.edu/xythoswfs/webui/xy-48320354\\_1-t\\_vIvjX5gF](https://mywebspaces.wisc.edu/xythoswfs/webui/xy-48320354_1-t_vIvjX5gF)

Many stories on nutrition and research—many great stories have come in—and lots of website visits on that page. Five internal newsletters. Please make sure they aren’t ending up in spam.

Attended ACE meeting and networked with many communicators about this effort. Will be attending Joint COPS and CARET/AHS meeting.

## 3) **Review Roles and Responsibilities of Committee Members – Scott Reed**

The Committee will report to the **Board on Ag Assembly** Policy Board of Directors.

AES participants agreed that there are good linkages and communication to regional Directors. Updates are regularly presented at regional meetings. Also good representation from Cooperative Extension.

Suggestions for improvement:

- Might be wise to have a small working group take a look at the early operating guidelines and revise and update those to reflect expanded membership and additional opportunities for collaboration. Subgroup members will include: Mary, Arlen, Jane, Sarah, Faith, Dustin, Daryl. Arlen and Jane will lead and the goal will be to have a new document by September.

- Be thinking and engaging people about the next theme so that it is ready to go when nutrition has tapped out.

**4) Progress on nutrition research and education focus – Nancy Cox**

Producing high-impact stories. Impact on collective policy makers is not clear. Not ready to end this focus area yet. The next theme to emerge may be chosen based on what is timely, efforts to link up with other communications and marketing efforts, etc.

**5) Joint COPs/PBD July meeting – Scott Reed**

Will be reporting on CMC at this event. Darren C. will be presenting at Joint COPS, at the ECOP/ESCOP meetings on Tuesday.

**6) Communicators update – Faith Peppers**

ACE meeting session on this effort was very successful. Jenny provided an overview and how to connect. There was a panel discussion on how to tap into the kglobal/AgIsAmerica resource. Gave people ideas on how to feed content and ask for help.

Also did a session on integrated impact stories and a workshop on issues management for the LGUs.

Few people seem to be aware of what the priority areas actually are—please make sure that this information is making its way to communications experts.

**7) Federal relations update – Dustin Bryant**

Skipped.

**8) Subgroup to increase understanding of related communications and marketing strategies – Scott Reed**

Excellence in Extension database—currently developing training package about what should be included in an impact statement; how to tell your story.

Sonny R urged the creation of a system that makes it easy to include research and teaching impacts. AES has an interest in this initiative.

The ECOP program subcommittee and the Excellence in Extension group and Faith's group and a few AES folks will be meeting face to face in D.C. (August 7-8) to discuss. CMC's new Operating Guidelines should address this issue.

**9) Input on Contract Renewal – Nancy Cox/Scott Reed**

ESCOP has had more time in this process. We have a regular system of communication/evaluation through the regions headed toward the vote. ESCOP doesn't need an additional process at this time.

There will be discussion of a new proposal at the upcoming Joint COPS meeting.

**ESCOP/ECOP Communications and Marketing Committee**  
**Monthly Conference Call**  
**October 24, 2013**  
**NOTES**

**Participants:**

Nancy Cox (Co-Chair and facilitator)	Jane Schuchardt
Scott Reed	Tony Windham
Sarah Lupis	Arlen Leholm
Chris Hamilton	Faith Peppers
Hunt Shipman	Ron Brown
Mike Harrington	Rick Mertenf
Ron Pardini	Dan Rossi
Darren Katz	Sara Delheimer
Jenny Nuber	Tom Coon
Thomas Frank	

**1. Update from Cornerstone Government Affairs (Hunt Shipman)**

The government is back up and running, although the Senate has taken this week off and the House has adjourned as of today. There will be lots of activity in November and December. First meetings about the Farm Bill will occur to reconcile differences between the House and Senate versions. Final decisions will be largely based on other, overall money issues.

Continuing Resolution is in place until January 15<sup>th</sup>. In the next several weeks guidance will be given to the appropriators. Cornerstone and kglobal will be communicating closely as the appropriations process begins. One of the biggest issues to resolve is if sequestration will continue. The current Farm Bills assume sequestration for mandatory programs.

**2. Update from kglobal (Darren Katz)**

Jenny Nuber reviewed some highlights from the October 24<sup>th</sup> report. Given the October government shutdown, work has focused on media and recruitment, rather than anything that might be targeted at congressional offices, because those offices were closed.

A website campaign—SEO and other things to drive new traffic to the website; diversify followers.

Have been trying to increase the “open rate” of the newsletter by sending it on different dates and times.

Have an upcoming letter to the editor in the Auburn News (AL). This is an example of community-based earned media and using 3<sup>rd</sup> party voices to validate the overall kglobal/LGU message.

Facebook posts that ask people to do things (share, like, etc.) seem to get positive attention. Also, “feel good” stories (example of football coach working with inner city kids) also go over well.

**3. ESCOP-ECOP Impacts Training (Scott Reed); see attached email from David King**

See below email from David King.

Three-module training program to be delivered online (described below) are being offered.

Funding mechanisms are being evaluated.

The group was asked if these training modules would be valuable and which payment structure would be preferred: This would be a useful component of the ECOP impacts database development and in general as communication of research and extension impacts are important. The ESCOP subcommittee has passed its recommendation on to Steve Slack in support of joining the impact database effort and of a pay-as-you go funding mechanism for this training. Faith Peppers, one of the developers of the training modules, explained that they will cover both research and extension.

The group supports a pay-as-you-go funding mechanism. This information will be included as part of upcoming presentations at meetings including APLU.

Daryl Bucholtz and Steve Slack should be informed so that this is on their radar and so that they can share it with their executive committees. Jane Schuchardt will communicate with Daryl Bucholtz and Nancy Cox/Arlen Leholm will communicate with Steve Slack.

ECOP intends to use the Monday Extension gathering at APLU to get a sense of what the enthusiasm is for the buy-in option. Scott Reed will take the lead on this. Faith Peppers will be present to answer questions before, during, and after this dinner event.

#### **4. Recognition of service for Arlen Leholm (All)**

Nancy Cox extended thanks and appreciation from the entire CMC for Arlen's efforts and commitment to the CMC over the years. Scott Reed commented that the process Arlen has started will have long-standing and long-lasting impacts. Ron Pardini expressed his thanks for Arlen's dedication, energy, and expertise. Mike Harrington thanked Arlen for his collaboration and leadership in the CMC effort. Jane Schuchardt thanked Arlen for his efforts to bring ESCOP and ECOP together and wisdom. A "standing ovation" over the phone is difficult, but that was the sentiment expressed by all.

#### **5. Introduction of new ESCOP ED Representative (Nancy Cox)**

Dan Rossi, Executive Director from the Northeast Region, will replace Arlen on the CMC.

#### **6. Planning for March face-to-face meeting**

A face to face meeting is proposed for Sunday during the March AHS/CARET meeting. It will likely be a small group of CMC members. Scott, Dan, Jane, and Nancy will evaluate the roster and invite a few folks to serve as a planning committee, with an eye to balancing ESCOP/ECOP and regional representation.

What would group like to see accomplished during this meeting? Also, are members interested in a phone-in option? The group will be polled via email to gather this information.

#### **7. Next Call: Proposed for December 12, 2013 at 4:00 PM EASTERN TIME (213.493.0700 Code 388936#)**

This call replaces both the November and December calls.



**Subject: ESCOP/ECOP and Impact Training**

To: Scott Reed, VP/Director Oregon Extension  
Co-Chair, ECOP/ESCOP Marketing Committee

From: Dave King, Associate Provost,  
Outreach and Engagement, Oregon State University

Scott:

As you know, the Oregon State Professional and Non-credit Education (PNE) unit is working on a series of online learning modules focused on training Land-Grant faculty, administrators, and communicators on various aspects of Impact reporting. On August 7, a group of us involved in the project—Faith Peppers, Frankie Gould, Terry Meisenbach and I — met with the ECOP Program Sub-committee and the ECOP Measuring Excellence in Extension Implementation Committee in Washington, D.C. We reported on our progress to this point and discussed possible funding models for development and distribution of the learning modules. The overall response was positive; however there was no final decision on the funding options.

In the interim, those of us on the development team have discussed next steps and have agreed to ask your committee for support. The main reasons include 1) the importance of impact training to the overall marketing effort of both ECOP and ESCOP (as well as NIFA,) 2) the fact that your committee jointly represents ECOP and ESCOP, and 3) we can use your committee's insight and input as we move ahead.

#### Content Overview

We are working on a timeline that produces the modules by mid-year 2014. The outline for the modules and individuals currently helping develop the content include:

##### Module 1

- Brief history of Impact Statements
- Why do they matter?
- Know your audience.
  - Pam Kan-Rice, University of California
  - Joanne Littlefield, Colorado State University

##### Module 2

- Definition of impact
- How to write an impact statement
  - Faith Peppers, University of Georgia
  - Suzanne Steel, Ohio State University
  - Janet Rodekohr, University of Georgia (retired)

##### Module 3

- Targeting your audience
- Impact statement review
  - Frankie Gould, Louisiana State University
  - Terry Meisenbach, eXtension



Most of the people involved in module development have experience as part of the national Impact project that ran for about 12 years as part of a CSREES cooperative effort with states. One thing we found in that long-standing effort was that one of the most likely ways to increase the overall quality of impact statements was regular training on how to identify and write quality Impact statements. The training materials from those training sessions are the foundation of the development of these modules. Developing these online learning modules will allow the training materials to persist even through the regular and constant change in leadership at ECOP, ESCOP and NIFA.

### Funding Models

The first option includes an overall total request of \$60k, with a three-way split, \$20k each from ECOP, ESCOP, and NIFA. This provides all LGUs open access. In two years we request an additional \$15k split three ways for update and maintenance as part of the original agreement.

The second option is a tiered pay-as-you-go option based on total Federal funding (Smith-Lever and Hatch funds) with some cut-off point for smaller universities, which will pay \$2k annually and larger universities which will pay \$4k annually for access to the modules. These numbers are placeholders for now. If this is the likely option, we would want significant input from your committee about the likelihood of generating a critical mass of subscribers.

We are hoping your committee can provide input on which will be acceptable and realistic and then ultimately help us move the best option forward to ECOP and ESCOP.

This email may actually generate more questions than it answers for your committee members. Our goal is to get this on your agenda and then offer as much additional information and response as you all need.

I'm copying Mary Jane Willis and Joe Zublena who chaired the joint meeting in D.C. so they know of our conversation.

Let's discuss when time permits.

Dave

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**Associate Provost**  
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