



**ESCOP Meeting Minutes**  
**February 27, 2012**  
**Key Bridge Marriott, Washington D.C.**  
**Georgetown Salons B & C**



**Participants**

Lee Sommers, CO	Orlando McMeans, WV	Doug Lantang, ECOP
Mike Hoffmann, NERA	Jane Schuchardt, APLU	Dan Aga, American Samoa
Jeff Jacobson, MT	Carolyn Brooks, ARD	Singeru Singeo, COM
Bob Shulstad, GA	Dan Rossi, NERA	Lee Yudin, Guam
Bret Hess, WY	Eric Young, SAAESD	Tom VanArsdale, N-CFAR
Abel Ponce de Leon, MN	Arlen Leholm, NCRA	Thomas Frank, kglobal
Gerald Arkin, GA	H. M. Harrington, WAAESD	Jenny Nuber, kglobal
William Ravlin, OH	Clarence Watson, OK	Lauren Sloat, kglobal
Steve Slack, OH	Connie Pelton Kays, CARET	John Baker, MI
Craig Nessler, TX	Nancy Cox, N-CFAR	Jim Richards, Cornerstone
Barbara Allen-Diaz, CA	Doug Steele, ECOP	

**Summary of Actions**

Agenda Item	Actions Taken
1.0	<p><b>Approved:</b> Minutes from November 14, 2011 Executive Committee Meeting, San Francisco, CA were approved.</p> <p><b>Approved:</b> Agenda, with the following additions:</p> <ul style="list-style-type: none"> <li>• Discussion of what's happening with the partnership effort</li> <li>• Possible joint meeting with the NARY board</li> </ul>
2.0	<p><b>Approved:</b> Renewal of membership in N-CFAR (\$1000).</p>
6.0	<p><b>Approved:</b> The proposal submitted by kglobal to fund a grassroots and social media campaign funded at \$400,000/year for each of the next two years and shared equally at \$200,000/year by ESCOP and ECOP.</p> <p><b>Amended:</b> The motion was amended to include an amendment to the assessment to be reduced from \$300,000 to \$200,000 per year for the next two years.</p>
11.0	<p>The proposal to include the Wheat Workers' MTA on the ESCOP web site was favorably received by the group. No formal vote was taken.</p>
12.0	<p>The EDs will write a proposed policy on special funding requests for the summer meeting and further discussion will take place at that time.</p>
15.0	<p>Nancy Cox will contact NAREE and ESCOP will put together a planning committee.</p>

## Minutes and Agenda Briefs

Agenda Item	Topic and Presenter
1.0	<p><b>Call to order</b>—Lee Sommers</p> <ul style="list-style-type: none"> <li>• Introductions               <ul style="list-style-type: none"> <li>○ Connie Pelton Keys, CARET, was welcomed to the group</li> </ul> </li> <li>• Approval of Minutes/Agenda</li> </ul> <p><b>Motion:</b> Approve the minutes from November 14, 2011 Executive Committee Meeting, San Francisco, CA.  <b>Action:</b> Unanimously approved meeting minutes from November 14, 2011 Executive Committee Meeting, San Francisco, CA.</p> <p><b>Motion:</b> Approval of agenda with the addition of an update on the partnership effort and an update on a possible joint meeting with the NARY board.  <b>Action:</b> Unanimously approved meeting agenda with the above additions.</p>
2.0	<p><b>N-CFAR Activities and Membership</b>—Tom Van Arsdale, Nancy Cox, &amp; Lee Sommers  <b>Handout: N-CFAR Overview</b>  <b>In meeting discussion:</b></p> <ul style="list-style-type: none"> <li>• N-CFAR facilitates advocacy for agricultural research through activities such as the Lunch n’ Learn Hill seminar series. They look for the best research and extension stories and timely topics to put in front of staffers.</li> <li>• The N-CFAR annual meeting will take place on March 29, 2012. On March 28<sup>th</sup>, business leaders will be invited to discuss concerns about agricultural research and education. They will be encouraged to support the institutions that develop the trained, educated workforce they rely on.</li> <li>• N-CFAR is working closely with Cornerstone to coordinate efforts.</li> <li>• N-CFAR handouts</li> </ul> <p><b>Motion:</b> Renew membership in N-CFAR (\$1000).  <b>Action:</b> Unanimously approved ESCOP membership in N-CFAR</p>
3.0	<p>Cornerstone Update, 2013 Budget Proposal, Farm Bill, Next steps—Jim Richards/Hunt Shipman  <b>In meeting discussion:</b></p> <ul style="list-style-type: none"> <li>• An overview of the Cornerstone Report and a series of handouts from the Budget and Advocacy Committee developed to explain the land-grant system’s FY2013 priority requests for NIFA are available at <a href="http://www.land-grant.org">www.land-grant.org</a></li> <li>• How to communicate to constituents about the consolidation of authorities: A white paper was developed on the Crop Protection Program consolidation. The components of this proposed consolidation were all developed under the 406 and 3D authority and must be managed as such, no matter where the money comes from.</li> </ul>
4.0	<p>NIFA Update – Meryl Broussard  <b>Handout: NIFA Stakeholder Listening Sessions</b>  <b>In meeting discussion:</b></p> <ul style="list-style-type: none"> <li>• New NIFA director will be announced soon. Chavonda Jacobs-Young is still the acting director. Also trying to fill Assistant Director of Youth, Family, and Community position.</li> <li>• NIFA wants to develop formal linkages with ECOP and ESCOP to develop the Crop Protection Program. They want to work with universities and stakeholder to work through the process.</li> <li>• \$150 million of mandatory programs would be lost without the reauthorization of the Farm Bill. Staffing has had to be optimized. Some early-retirement options were utilized this year.</li> <li>• Listening Sessions and Webinars are coming up soon. Public comment period is open until March 22<sup>nd</sup>. Formal, written comments are helpful.</li> </ul>

Agenda Item	Topic and Presenter
5.0	<p><b>Budget and Legislative Committee Update includes BAC actions</b>—Steve Slack &amp; Mike Harrington</p> <p><b>In meeting discussion:</b></p> <ul style="list-style-type: none"> <li>• A white paper on the Crop Protection Program is being developed that proposes a joint working group to work with NIFA and stakeholders to develop a more integrated program.</li> <li>• More discussion on where the IR4 program fits into the Crop Protection Program is needed.</li> </ul>
6.0	<p><b>ESCOPE Communications and Marketing Committee Update</b>—Gerald Arkin and Arlen Leholm</p> <p><b>In meeting discussion:</b></p> <ul style="list-style-type: none"> <li>• In 2010, ESCOP approved a contract with kglobal (3 years for \$300,000 a year—\$60,000 goes to Cornerstone; \$240,000 to kglobal). The kglobal strategy was presented at the Estes Park meeting. This started a discussion about a unified campaign with ECOP, emphasizing social media in addition to traditional media. Since then, there have been subsequent meetings to pursue a dialog about opportunities to partner, both generally from an operational sense, and budgetarily. Last night, the two groups met again to discuss issues, obstacles, fine tuning of the proposal. Cooperative extension partnership proposed a funding level of \$400K per year, shared equally between ESCOP and ECOP, and that the proposal be for two years.</li> </ul> <p><b>Motion:</b> Seconded motion from ESCOP C&amp;M Committee--ESCOP approve the proposal submitted by kglobal to fund a grassroots and social media campaign funded at \$400,000/year for each of the next two years and shared equally at \$200,000/year by ESCOP and ECOP. The motion was amended to include an amendment to the assessment to be reduced from \$300,000 to \$200,000 per year for the next two years.</p> <p><b>Action:</b> Approved unanimously.</p> <ul style="list-style-type: none"> <li>• kglobal (Thomas Frank , Jenny Nuber, and Lauren Sloat): kglobal is building an army of speakers and social media contacts so that when the opportunity arises, they are ready to go. kglobal is working closely with Cornerstone to deliver educational messages and make sure that Hill staffers have heard about great stories we are all working on. kglobal has been collecting contacts and will contact universities in an area before any efforts are made to reach out to these individuals.</li> <li>• Key audiences: U.S. Legislators, media outlets (so they will reach out to kglobal as the experts), public at large to show that we have big numbers (= big voice).</li> <li>• Targets: Cornerstone pinpoints the targets for opportune agenda timing. At the moment, House and Senate appropriators are the current targets. An example, Kingston in GA—cares deeply about the military so working on stories that involve extension helping the military in Afghanistan. Ran an op-ed in his district about this work and met with him personally about it.</li> <li>•</li> </ul> <p><b>Follow-up:</b></p> <ul style="list-style-type: none"> <li>• ECOP will vote during the second week of March on this same proposal. ECOP feels it’s important to speak and act as one as we continue to advocate for federal funding.</li> <li>• If approved by both, will collectively form a subcommittee to provide overall leadership in developing organizational structure and protocol for working with kglobal.</li> </ul>
7.0	<p><b>Science and Technology Committee</b>—Bill Ravlin &amp; Dan Rossi</p> <p><b>In meeting discussion:</b></p> <ul style="list-style-type: none"> <li>• Water came out as a low priority in the survey for the Science Roadmap. As the synthesis paper is developed, both priorities and cross-cutting issues, like water, will be considered.</li> </ul>
8.0	<p><b>PBD</b>—Steve Slack</p> <p><b>In meeting discussion:</b></p> <ul style="list-style-type: none"> <li>• The Policy Board last met at the APLU Annual Meeting on November 15, 2011 in San Francisco, CA.</li> <li>• The next meeting is scheduled for March 22, 2012 in Seattle, WA.</li> </ul>







































































