

ESCOP Summer Meeting
July 18, 2017, 1:30 PM – 5:00 PM
Delta Lodge at Kananaskis
Kananaskis Village, Alberta, Canada
Minutes

Participants:

Bret Hess	Eric Young
Mike Harrington	Parag Chitnis
Bill Brown	Glenda Humiston
Dennis Calvin	Bob Godfrey
Conrad Bonsi	Valerie Giddings
Marikis Alvarez	Lloyd Walker
Shirley Hymon-Parker	Archie Clutter
Alton Thompson	Sarah Lupis
Rick Rhoades	Jeff Jacobsen
Gary Thompson	Hunt Shipman

Action Items for Follow-Up:

- **3/6/17 Minutes:** Minutes from 3/6/17 were unanimously approved.
- **ESS Budget:** Sarah Lupis will work with APLU to update the budget summary for the fall meeting and include a bottom line total.
- **NRSP Review Committee:** A new ECOP representative is needed. Dennis will work with Fred to appoint a new representative.
- **Science & Technology Committee:** This body seconded the motion to approve the revised guidelines for the Excellence in Multistate Research Award. This seconded motion will go to a vote during the Fall business meeting.
- **NIMSS/Multistate Communications:** The group asked that Rick, Sarah, and Jeff develop a proposal to rebrand the multistate research fund projects/impact communication program to present at the Fall Meeting.
- **SoAR's Retaking the Field:** Bret, Mike, and Sarah will follow up with SoAR and start the application process with the intention to submit one story per topic area.
- **Breakthroughs 2030:** Jeff and the S&T will work on plugging into Breakthroughs 2030
- **NC-FAR Lunch & Learn:** Bret, Mike, and Sarah will work to find stories and submit a proposal to NC-FAR.
- **Ag Exhibit on the Hill:** Mike and Sarah will work together with the regional EDs to find stories and develop a proposal and submit it to organizers. There will be a call for proposals in the spring with likely very short turnaround.
- **Ag Outlook Forum:** Mike Harrington and Rick Rhoades will work with Rick Klemme (ECOP) and Jeanette Thurston (NIFA) to get LGU scientists onto relevant panels or create a panel.

Agenda Item	Description	Presenter	Discussion & Action Items
1.0	Welcome and introductions	Bret Hess	
2.0	Approval of Minutes, March 6, 2017 meeting	Bret Hess	Minutes from 3/6/17 http://www.escop.info/docs/Spring%202017%20ESCOP%20Meeting_Minutes_FINAL_20160316.pdf were unanimously approved.
3.0	Interim Actions	Bret Hess	Budget summary was presented; between January and mid-July, ESCOP spent a total of \$19,434. Next year, NC-FAR membership should be included in budget. <i>Sarah Lupis will work with APLU to update the budget summary for the fall meeting and include a bottom line total.</i>

ESS BUDGET UPDATE, 7/11/17

Item	Approved Budget (10/1/16 – 9/30/17)	Spent (01/01/17 – present)
APLU Awards Booklet/Program	\$5,000	\$0
Diversity Task Force		
ESCOP Training	\$5,000	\$2,582
2017 ESS Meeting	\$10,000	
APLU/AAVMC Antibiotic Resistance Task Force Manager	\$7,000	\$0
ESCOP Website	\$10,000	\$9,192*
Impact Database	\$10,000	\$0
Impact Communications	\$5,000	\$1,660
NC-FAR**	\$0	\$1,000
Breakthrough 2030 Report**	\$0	\$5,000

4.0	NIFA Liaison	Parag Chitnis	<p>NIFA has done well in the last few years compared to other agencies. Details are what matters. Congress has largely ignored the President when it comes to Ag Research.</p> <p>For Time and Effort Reporting: a 2-page brief was distributed earlier today via email and is attached here. There are still questions about matching and leveraged funds. Feds seem to be saying that matching funds are also “federal dollars.” Proposal writing cannot be done on federal grant dollars so sometimes FTE has to be worked around. Examples</p>
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			<p>of systems that passed T&E audits would be useful. NIH, for example, has a different interpretation of the same OMB guidelines. Small schools have 100% Hatch funded faculty; most others don't. Extension can match with county and state funding.</p> <p>ESCOP Engagement in the Budget Process: NIFA wants our input. Capacity, AFRI, and minority-serving institutions are NIFA priorities and these match well with our 6 lines. Start with protecting these or enhancing them, depending on what's available. Working on the hill is the strength of the university partners and what helped minimize cuts.</p> <p>State Liaison Program: NIFA will soon be asking for input from us on our expectations for the role of the state liaison.</p> <p>Grant Structure/Size: In the Spring, NIFA will focus on AFRI—what do you really need to see with RFAs, grants, etc. This information will be posted on line.</p>
5.0	Farm Bill Update	Hunt Shipman (Cornerstone)	<p>A motion on Land-Grant Status was presented, developed by CARET earlier this week. APLU has a formal position on this from the last time a new LGU was designated. Congressional Agricultural Committee staff conversations have centered on states' rights and that will be the argument we face going forward. The Morrell Act is clear that LGU status comes from state authority. This issue would gain traction among the Libertarian crowd—in that this is not something the federal government should get involved in; other than the Nevada delegation, there are not likely to be other states who are aware or particularly concerned. A middle ground might be a restatement that states can designate as many LGUs as they'd like, but the dollars received won't change. There was concern among the group that advancing this position would raise awareness in state legislators, pit urban and rural constituents, and LGU vs. non-LGU grads. <i>There is support for the existing CLP policy position; this language seems to be very similar; ESCOP will not adopt the motion.</i></p>
6.0	NRSP-RC Report	Clarence Watson/Eric Young	<p>A new ECOP representative is needed. <i>Dennis will work with Fred to appoint a new representative.</i></p>

7.0	S&T Guidelines Approval	Marikas Alvariz	This body seconded the motion to approve these guidelines. <i>This seconded motion will go to a vote during the Fall business meeting.</i>
8.0	ESCOP Communications: 8.1 CMC/AgIsAmerica 8.2 Impact Database 8.3 MRF Impact Reporting 8.4 NIMSS/MRF branding 8.5 ESCOP Website demo	Rick Rhodes Bill Brown Sarah Lupis Sarah Lupis Jeff Jacobsen/Eric Young	<p>Kglobal and Cornerstone depend on Directors to disseminate and distribute information and mobilize your followers. Does elevating the status of the CMC help to get better alignment of priorities and initiatives?</p> <p>National Impact Database is in a period of evaluation and transition; the priority is focused on improving the quality of the material in the database. It is likely that temporary funding will be needed to “clean up” existing submissions. The Committee will bring recommendations to the Fall Meeting.</p> <p><i>The group asked that Rick, Sarah, and Jeff develop a proposal to rebrand the multistate research fund projects/impact communication program to present at the Fall Meeting.</i></p>
			<p>Policy Board Proposal to Elevate CMC from a ECOP/ESCOP standing committee to a permanent committee of the Policy Board (which would require a change in the rules of operation). It could also be a task force or ad-hoc under the BAC (appointed by the Chair, ratified by the Board; the difference between a standing committee and a task force is that a task force must be reappointed each year). There would be no difference in cost (ad hoc vs. standing). This would give it a higher level of recognition and visibility, and administratively incorporate AHS. There was some discussion about having the role of CMC be targeted at advocacy. What’s not working?-->CMCs efforts are intended to support what the BAC is doing so how can that happen more effectively. The two pronged approach of federal advocacy and grassroots education are still vitally important; could be an opportunity for better integration. There is a need for communication beyond advocacy. There is also a need to better incorporate the technical expertise of communications professionals. Concerns that elevation would actually make it more obscure. Should it be equal to the BAC? The current CMC Chair (Bev Durgan) is in favor of this move. There was some discussion of creating a task force to evaluate overall communications efforts, goals, and integrated approaches.</p>

9.0	ESCOP contributions to Retaking the Field	Bret Hess	The next Retaking the Field report (http://supportagresearch.org/retakingthefield/) will cover three topics: Food Safety, Nutrition, and One Health (zoonotic disease). Proposed finding Multistate projects with AFRI funding from each of the three areas. AFRI supported and research supported by capacity funds. There are several stories already written that can be used as a starting point. \$3000 for each story that gets approved. Bret, Mike, and Sarah will follow up with SoAR and start the application process with the intention to submit one story per topic area.
10.0	Participation in Breakthroughs 2030 discussion panels (https://foundatyonfar.org/research/breakthroughs-2030-study/)	Bret Hess	Invasive species, water, climate, healthy foods, food security, systems optimization, integration of R&D, and interdisciplinary convergence. Our opportunity is to engage university scientists at the panel level. We can also participate during panel discussions, being part of the town hall (Aug 8 th , D.C.), and engaging via IdeaBuzz: https://ideabuzz.com/a/buzz/nasem/science-breakthroughs-2030 . Jeff and the S&T will work on plugging into Breakthroughs 2030
11.0	NCFAR Lunch and Learn (http://www.ncfar.org/Hill_Seminar_Series.asp)	Bret Hess	Pest management? Water? Nutrition and Health? Infrastructure—timely? FFAR could never done this if the infrastructure wasn't in place—greenhouses, etc. were already in place. Private dollars are great, but they can't do anything without the infrastructure and capacity. "Capacity makes us competitive and infrastructure makes it possible." Find examples of how we've leveraged infrastructure to capitalize on. UC-Riverside citrus research...dilapidated buildings, contaminated soil. The Citrus Research Board invested several million into Level-4 Biosecurity Greenhouses and they will own it until citrus greening is solved. Bret, Mike, and Sarah will work to find stories and submit a proposal to NC-FAR. https://docs.google.com/forms/d/e/1FAIpQLSfIW4fnp0fXaJOHjulQPkQQbEBjxtmWxUYtq1Ahlwje-UGDXw/viewform?formkey=dFJrc2w1c0RQcG1ZLTk2MFppbUU5Tmc6MQ#qid=2 .
12.0	Ag Exhibit on the Hill – 2018	Bret Hess	In the past, institutions have submitted proposals. Organizations can also do this. Mike and Sarah will work together with the regional EDs to find stories and develop a proposal and submit it to organizers. There will be a call for proposals in the spring with likely very short turnaround.

13.0	Joint NIFA-NRCS-ESCOP-ECOP Leadership meeting	Bret Hess/Jeff Jacobsen	Integration between NIFA-NRCS-ESCOP-ECOP is needed. On August 17 th , NIFA will meet with ESCOP, ECOP, NRCS to look for regional or local best practices where integration is working well. Jeff Jacobsen and Robin Shepard will support this effort. Each region has or will be providing a recommendation for a member to participate in this meeting. ECOP has developed some approaches to continuing this conversation on training, packaging soils research, creating centers of excellence, and integration of existing programs. In the 2008 Farm Bill, technical service providers were created— Cooperative Extension should be the preferred technical service provider. Also, the Technical Service Guide—peer reviewed LGU science should be expedited into the updating of those materials. There will be a report on this during the Fall Meeting.
14.0	Ag Outlook Forum (see https://www.usda.gov/oce/forum / for this year's topics	Bret Hess	The Ag Outlook Forum is an annual NIFA-sponsored event where ag leaders come in from all over the nation. Commodity Groups meeting. Ag lobbyists attend. The Secretary gives a state of the “union” talk. What topic should we present on with ECOP? Suggestions include: Water, antimicrobial resistance, workforce development (get people on as many panels as possible), bio-based economy (sun grant, etc.) with rural prosperity, soil with other agencies. <i>Mike Harrington and Rick Rhoades will work with Rick Klemme (ECOP) and Jeanette Thurston (NIFA) to get LGU scientists onto relevant panels or create a panel.</i>
15.0	Next Joint Meeting with ECOP and NEDA	All	Do we want to meet with ECOP and NEDA in 2019? North Central extension (Dennis Calvin) would be in charge of logistics. What are our desired outcomes? For the 2016 meeting, getting to know one another and our funding priorities.
16.0	ESCOP Chair Nomination	NCRA	Nominations have been solicited and accepted. Two nominations have been received. An election will be held next week. This will come as a seconded motion from the region at the Fall Meeting.
17.0	Policy Board	Gary Thompson	BAA Public Values Statement: Developed during last years' Joint COPS. Has been reviewed and approved by the CMC. Any concerns? PDB wants to move on this this week. Some would like to see a commitment to diversity and inclusiveness included in the statement. Diversity Presentations: Should we take on the diversity education role? What are the sections

			doing? The group asked to table it until the Fall Meeting to allow time for further discussion. Academic programs has been working on this for some time.
18.0	ESS Annual Meeting	Gary Thompson	Theme: A Question of Balance. Registration and hotel information are now available: http://www.cvent.com/d/75qccv and https://aws.passkey.com/event/16386689/owner/6973/home

Consent Agenda Items

- 19.1 Budget and Legislative Committee Update
- 19.2 Science and Technology Committee Update
- 19.3 ESCOP Chair Report from DC
- 19.4 Diversity Catalyst Committee Update

Agenda Item 3.0: Interim Actions
Presenter: Bret Hess, ESCOP Chair
For Information Only

January 29, 2017 ESCOP Executive Committee authorized the expenditure of \$2,858.88 to Clemson for additional website needs

February 2, 2017 Appointment of Paul Lewin (U-ID) to the S&T Social Sciences Subcommittee

Feb 27- March 9, 2017

- With ECOP Chair, Fred Schlutt, participated in a series of “Strategic Alliance” meetings with APLU, Cornerstone USDA-REE, ERS, ARS, NIFA (Sonny, M Broussard, R Holland) NIFA Deputy Directors, NIFA, NRCS, , RD, NACo, FFAR, NAS, NASDA, AGree, kglobal, NCFAR, SoAR,

March 3, 2018 Developed 2017 Priorities and Chairman’s Initiatives

April 28, 2017 Leadership Award Congratulatory memos:

- George Hopper
- Ernie Minton
- Lee Sommers
- Gary Thompson

May 8, 2017 Memo to Dr. Dennis Calvin acknowledging his appointment as ECOP Liaison to ESCOP

May 17-19, 2017

- With ECOP Chair, Fred Schlutt, participated in a second series of “Strategic Alliance” meetings with SoAR, FSA, Cornerstone, NASS, NIFA (Sonny, J Thurston, B Hewitt C Montgomery, M Ewell)

May 18, 2017 Represented ESCOP at Soil Health Action Plan rollout by the Soil Health Institute

May 19, 2017 Appointment of Dr. Laura Levine (WSU) to S&T Committee

June 14, 2017, Excellence in Multistate Research Award, Congratulatory memo to NC1186

June 14, 2017, Signed on the FFAR FY18 Funding Support Letter

June 16, 2017, Signed on the NCFAR FY18 REE Funding Group Support Letter

May 31, 2017, ESCOP Executive Committee authorized the expenditure of \$5000 to support the Breakthroughs 2030 effort

June 28, Appointed Jeff Jacobsen to serve as ESCOP leadership for a joint meeting with NIFA, ESCOP, ECOP and NRCS

Agenda Item 4.0: NIFA Liaison

Presenter: Parag Chitnis

Time and Effort Reporting – OMB Standards

Monitoring Review Standards for Documentation of Personnel Expenses (2 CFR 200.430(i))

In conducting reviews, NIFA is following OMB standards in examining grantee records to ensure that an institution's system of internal controls is adequate to:

1. Assess the sufficiency of ensuring payroll costs are properly/accurately charged (i.1)
2. Determine whether there are records to support the distribution of an employee's salary among different federal awards or other activities (i.1.vii)
3. Confirm that budget estimates are reconciled against actual activity (i.1.viii)
4. Support the process to review interim charges after-the-fact and make needed adjustments (i.1.vii.C)
5. Ensure that matching funds are following the same policies and procedures are federal funds (i.4)

Allowances for Institutions of Higher Education in the Uniform Guidance (2 CFR 200.430(i)(1)(x))

- Split appointments (i.e. teaching, research, services, and administration) are often inextricably intermingled in an academic setting
- A precise estimate of factors that contribute to costs is not always feasible, nor is it expected

However, the Institution's records must support the distribution of an employee's salary among specific activities or cost objectives if the employee works on more than one Federal Award (2 CFR 200.430.i.1.vii)

NIFA Expectations

Overall: Reasonable assurance that the payroll costs charged to NIFA awards are accurate, allowable, and properly allocated across multiple awards or activities.

- Prescribed measurement and tracking methods for effort so staff know what is expected – versus estimating or “eyeballing.” Recommend that the measurement method be consistent across staff classifications.
 - Documented in policies and procedures
 - Ties back to Institution Effort Reports.
- Process to review budgeted estimates against actual work (effort) because the Uniform Guidance states that estimates determined before the services are performed alone do not qualify as support for charges to Federal awards (2 CFR 200.430(i)(1)(viii))
 - Previously, budgeted estimates were sufficient and reconciliation not mandatory for IHE's. THIS A CHANGE UNDER THE UNFIROM GUIDANCE
 - There must be a process to review after-the-fact interim charges made to a Federal awards based on budget estimates. All necessary adjustment must be made such that the final amount charged to the Federal award is accurate, allowable, and properly allocated

- Salaries and wages charged to match must be supported in the same manner as salaries and wages charged to the Federal award. (2 CFR 200.430(i)(4))

Common NIFA Monitoring Findings

1. NIFA is unable to conclude payroll allocations for split appointments are accurately or inaccurately charged to NIFA grants.
2. NIFA is unable to validate that systems of internal controls include a review process to ensure charges based on actual effort versus budgeted estimates.
3. NIFA is unable to find sufficient internal controls to reasonably assure that the amounts charged to Federal awards are accurate, allowable, and properly allocated.

NIFA Recommended Corrective Actions

Develop internal policies and procedures that include:

1. Guidance on how the percentage of effort expended on Federal awards is to be measured, documented, and reported.
2. A requirement that effort reporting forms are reviewed and certified by the employee.
 - a. The Uniform Guidance does not specify how frequently this must occur.
 - b. NIFA does not believe annual certification meets the standards in the Uniform Guidance and recommends more frequently.
3. A designation of staff member positions that are accountable for the review and certification of time and effort reports and documentation.
4. A description of the procedures/documentation to be used in the review and certification process.
5. A process for creating and maintaining documentation to support the above.

Agenda Item 6.0: NRSP Review Committee Report

Presenter: Clarence Watson

The NRSP Review Committee met at the Hilton Atlanta Airport on June 7, 2017. Attending the meeting were Clarence Watson, Doug Buhler, Bret Hess, Rick Rhodes, Don Latham, Vallerie Giddings, Fred Servello, Tom Bewick, and Eric Young. The committee discussed two primary agenda items; the proposal and budget request for NRSP_temp 1, Multistate Research Information Management and Impact Communications Program, and the mid-term reviews of NRSP 3, The National Atmospheric Deposition Program and NRSP 10, Database Resources for Crop Genomics, Genetics and Breeding Research

1. NRSP_temp 1

Recommendations for NRSP 1 Proposal Modification

1. No changes in NIMSS portion of proposal
2. Retain training component in impact writing portion, but target it specifically and only toward multistate project groups and administrative advisors in order to improve the usable content of multistate reports, particularly the termination report.
3. Consider utilizing various types of distance education, as well as face-to-face training with project groups or subsets, either during their annual meeting or at workshops with representatives of multiple projects.
4. Consider collaborations with communicators and writers in various colleges that are known to be skilled at writing impact statements and solicit their supervisor's support for their involvement in training multistate groups, particularly when it can be done locally.
5. Set benchmarks in the proposal for production of impact statements, training activities, and social media use so that progress can be assessed at the mid-term review.
6. Better define the respective roles and responsibilities of the Communication Specialist, student employee, and Program Director and how their activities are coordinated
7. No changes in the budget from the original proposal

Recommendations for NRSP 1 Steering Committee Actions

1. Consider whether or not the multistate impact writing and communication portion of NRSP 1 should be developed as a separate NRSP proposal at the next project renewal. The NRSP Review Committee would appreciate a recommendation on this question in time for the mid-term review.
2. Continue to encourage NIFA to do the necessary programming to better integrate NIMSS with REEport.

The NRSP 1 Writing Committee was asked to consider these recommendations and revise the proposal accordingly and to provide an explanation of any recommendations not incorporated in the revision. They were also asked to send the revised proposal to the ED's in time for regional reviews and comments and to submit a final proposal to the NRSP-RC by August 11. The NRSP-RC has a conference call scheduled for September 8 to develop the final recommendations to the ESS.

2. NRSP- Midterm Reviews

- Reviews were all excellent for both NRSP 3 and 10, the NRSP Review Committee agreed both projects were progressing well and no changes are needed.

Agenda Item 7.0: Science and Technology Committee
Presentors: Marikis Alvarez and Jeff Jacobsen
Action Requested: For Information
Action to Accept the 2018 Excellence in Multistate Research Call

Committee Members

Marikis Alvarez (ARD; Chair)
Ken Grace (WAAESD)
Laura Levine (WAAESD; Chair elect)
Joe Colletti (NCRA)
Deb Hamernik (NCRA)
Cameron Faustman (NERA)
Adel Shirmohammadi (NERA)
Nathan McKinney (SAAESD)
Susan Duncan (SAAESD)
John Yang (ARD)
Ed Buckner (ARD)

Liaisons:
Terry Nelsen (ERS)
Bob Matteri (ARS)
Dwayne Cartmell (SSSc; Social Sci Subc)
Doug Walsh (NIPMCC; Pest Mgmt Subc)
Edwin Price (ICOP)
Parag Chitnis (NIFA)
Denise Eblen (NIFA)

Jeff Jacobsen (Exec Vice-Chair, NCRA ED)
Chris Hamilton (recorder, NCRA AD)

Information Items

Conference calls and emails are the primary means of activity for S&T. Recently, *NC1186 Water Management and Quality for Ornamental Crop Production and Health* was selected by S&T Committee and affirmed by the ESCOP Executive Committee as the 2017 Excellence in Multistate Research Award. From the formal NC1186 nomination, Sara Delheimer helped to create a narrative for the project for inclusion in the APLU program *A Community of Scholars Honoring Excellence program*. This narrative with instructions has been submitted to APLU and NIFA for insertion into the official program and script. In addition, NIFA will update the recognition plaque for all multistate project awardees displayed at the Waterfront Center. The 2017 Award is the tenth recognition made by ESS. Summary comments from the S&T deliberations have been shared with the regional associations for their use as feedback for their 2017 regional nominations. A formal vote will be taken during the Fall ESS business meeting in Philadelphia, PA to approve the \$15,000 award to NC1186.

The five national 2017 Leadership Awardees pictures and written materials have also been submitted to APLU and NIFA for integration into the official APLU annual program and scripts. All regional associations participated in the development and delivery of materials for their winner to the S&T Executive Vice-Chair.

New S&T Committee members are: Laura Lavine (Washington State University) and Susan Duncan (Virginia Tech).

Action Item

The S&T Committee reviewed the 2017 Excellence in Multistate Research Call in preparation for the 2018 release (enclosed with track changes) highlighting recommended modifications. The primary change was to address prior questions regarding the submission of joint projects. Based on regional association discussions and feedback, we propose only to accept individual projects. Other changes are for consistency in terminology, minor updates and slight timeline modifications. **S&T requests that these changes be formally approved by ESCOP.**

2017~~8~~ Experiment Station Section Award for Excellence in Multistate Research (July 2017~~September 2016~~)

Purpose

The fundamental mandate of the Multistate Research authority compels State Agricultural Experiment Stations (SAES) to *interdependently* collaborate in projects that two or more states share as a priority, but for which no one state station could address singularly. Demonstration of interdependence is a high standard, and has become a hallmark of the Multistate Research Program's management objectives.

The purpose of the Experiment Station Section Excellence in Multistate Research Award program is to annually recognize those station scientists who are conducting exemplary multistate activities and enhance the visibility of the multistate program. A recipient Multistate Project will be selected from the pool of nominees submitted by the five regional research associations (NCRA, NERA, SAAESD, WAAESD, and ARD), and judged by the ESCOP Science and Technology Committee to exhibit sustained, meritorious and exceptional multistate research activities. The ESCOP Executive Committee will provide final approval.

Award

The Experiment Station Directors have approved a monetary recognition of \$15,000 from the Hatch Multistate Research Fund (MRF) for the Excellence in Multistate Research Award winner. Up to \$5,000 has been available to cover travel for up to two members of the recipient project (the Administrative Advisor and Chair or their designees) to attend the awards ceremony at the APLU Annual Meeting. The remaining \$10,000, and any unused travel funds, has been available to support activities which enhance and contribute to the research and/or outreach objectives of that multistate project, consistent with the appropriate use of Hatch MRF. Use of these funds is a project committee decision made in conjunction with its Administrative Advisor.

Eligibility

Any current Multistate Project (research, ERA, CC) listed in NIMSS (www.nimss.org) is eligible for consideration for an Excellence in Multistate Research Award. The nomination is predominantly based upon the five-year project period.

The Multistate Research authority allows other non-SAES partners to join in these project-based collaborations. Thus, many multistate projects include extension specialists as members, as well as Agricultural Research Service or Forest Service research scientists. In addition, many projects have private sector and non-Land-grant participants. Moreover, the majority of multistate projects have participants from more than a single region, with many having representation from all regions such that they are national in scope.

Basis for Nomination

Each of the five regional research associations may nominate one Multistate Project chosen from the entire national portfolio of active projects. An individual project can document collaborative activities with one or more different multistate projects, if applicable, within the appropriate nomination criteria. Nominations shall be made to the Chair of the respective regional Multistate ~~Review~~Research Committee (MRC) or Multistate Activities Committee (MAC) via the regional Executive Director's office. The documentation for this type of nomination should be sufficient to allow the review committee members to evaluate the Project according to the criteria listed below.

Criteria and Evaluation

Successful selections from regional nominations and advanced to the national competition for the ESS Excellence in Multistate Research Award will demonstrate high standards of scientific quality, research relevance to a regional priority, multistate collaboration on the problem's solution, and professional leadership in the conduct of the project.

All nominated projects, in the required format, shall be evaluated using the same criteria (with weights shown) based on the Project's:

- Issue, problem or situation addressed (5%)
- Objectives (5%)
- Accomplishments as outputs, outcomes and impacts (40%)
- Added-value and synergistic ~~advantages from interdependence~~activities across mission areas (30%)
- Evidence of multi-institutional and leveraged funding with examples of sources (15%)
- SummaryList of participating institutions and units (5%)

Selection Process

The ESCOP Science and Technology (S&T) Committee will serve as the review panel. The review will select from the annual group of regional nominees a national winner in time for public announcement and award presentation at the APLU Annual Meeting each year. All nominated projects will be evaluated using the same criteria.

Award and Presentation

The national winning project will be recognized by the Experiment Station Committee on Organization and Policy (ESCOP) Chair and USDA NIFA Administrator during the Awards Program held at the APLU Annual Meeting. Each of the regional award winning projects will be included in the APLU Awards Program by project number and title, technical committee chair, administrative advisor and participating institutions. This National Awardee narrative will be created by the Impact Writer and submitted to S&T Executive Vice-Chair. The title of the national winning project will be added to a plaque located at the USDA Waterfront Center.

Timeline

- October – Announcement sent to Directors and Administrators, Administrative Advisors and NIMSS participants by ESCOP Chair
- February 28 – Nominations due at Offices of the Executive Directors
- March – Nominations reviewed by regional Multistate Research or Multistate Activities Committees and recommendations submitted to regional associations
- March/April – Regional associations approve regional nominations at Spring meetings
- April/May - Regional associations review, edit and finalize their nomination prior to the final submission
- May ~~23~~³⁰ – Associations submit final regional nominations to ESCOP S&T Committee via the regional association supporting S&T Committee (**pdf and word document**)
- June – ESCOP S&T Committee reviews regional nominations in early June and submits recommendation for national winner to ESCOP Executive Committee
- June/July – ESCOP Executive Committee selects national winner
- July – National winner submitted to APLU and ESCOP Chair announces at Joint COPs
- ~~July~~/August – S&T Executive Vice-chair collects information from regional associations and submits materials to APLU for booklet and program script; NIFA notified for Waterfront Center plaque inscription
- September – National winner announced at ESS meeting
- November – National award presentation at APLU Meeting

Nomination Format

(The nomination should be a very concise summary and must be in this format.)

Nominating Region: _____

Nominator: _____ **E-mail:** _____

Project or Committee Number and Title: _____

Technical Committee Chair: _____ **E-mail:** _____

Administrative Advisor: _____ **E-mail:** _____

Project Summary (noting the following):

- Issue, problem or situation addressed (5%)
- Objectives (5%)
- Accomplishments (40%)
 - Outputs
 - Outcomes
 - Impacts (actual or anticipated)
- Added-value and synergistic activities across mission areas ~~advantages from interdependencies~~ (30%)
 - Multi-disciplinary activities
 - Multi-functional integrated activities
 - Additional partnerships, associations or collaborations
- Evidence of multi-institutional and leveraged funding with examples of sources (15%)
- Participating institutions and units (5%) **(page 4 only)**

Nominations will be **no more than 3 single spaced pages** (Times Roman 12 point and one inch margins) plus a 1 page summary list of Participating institutions and units (alphabetized) for a **total of 4 pages**. Regions may utilize other information in selecting their nominee. The final regional nomination should be submitted by email to the Offices of the regional Executive Directors, by **c.o.b. February 28, 2018**:

Chris Hamilton, North Central <christina.hamilton@wisc.edu>
~~Dr. Richard Rhodes III, Northeast <rehodes@uri.edu>~~
 David Leibovitz, Northeast <david_leibovitz@uri.edu>
 Donna Pearce, South <donna_pearce@ncsu.edu>
 Sarah Lupis, West <Sarah.Lupis@colostate.edu>
 Dr. Alton Thompson, ARD <athompson1@ncat.edu>

Agenda Brief: Communications and Marketing Committee (CMC)

Date: July 17, 2017

Presenter: Bev Durgan

1. **Committee Membership** (as of July 1, 2017):

Voting Members:	First Name	Last Name	Region	Term	Email
Chair (AHS) ¹	Beverly	Durgan	North Central	2015 – 2018	bdurgan@umn.edu
Incoming Chair (CES) ¹	Mark	Latimore	1890	2016 – 2019	latimorm@fvsu.edu
Past Chair (CES) ^{1,4}	Scott	Reed	West	2014 – 2017	scott.reed@oregonstate.edu
AHS Representative ²	Nancy	Cox	South	2015 – 2017	ncox@email.uky.edu
CES Representative ²	Bonanno	Steve	Northeast	2016 – 2018	SCBonanno@mail.wvu.edu
ESS Representative ²		Vacant		2017 – 2019	
AHS Chair ³	Cathann	Kress	North Central	2016 – 2017	cathann@iastate.edu
CES Chair ³	Fred	Schlutt	West	2016 – 2017	fred.schlutt@alaska.edu
ESS Chair ³	Brett	Hess	West	2016 – 2017	BretHess@uwyo.edu
ACOP Rep. ²	Cynda	Clary	South	2016 – 2018	cynda.clary@okstate.edu
ACE Rep. ²	Faith	Peppers	South	2016 – 2018	pepper@uga.edu
CARET Rep. ²	Becky	Walth	North Central	2016 – 2018	walth@valleytel.net
APLU CGA Rep. ²	Rick	Mertens	South	2015 – 2017	richard.mertens@tamu.edu
Nat'l Impacts Database Rep. ²	Sarah	Lupis	West	2016 – 2018	Sarah.Lupis@colostate.edu
Non-Voting Members:					
kglobal Liaison	Jenny	Nuber	N/A	N/A	jenny.nuber@kglobal.com
Cornerstone Liaison	Hunt	Shipman	N/A	N/A	hshipman@cgagroup.com

AHS ED/Admin. Rep	Ian	Maw	N/A	N/A	IMaw@APLU.ORG
ECOP ED/Admin. Rep	Rick	Klemme	N/A	N/A	rickklemme@extension.org
ESCOP ED/Admin. Rep	Rick	Rhodes	N/A	N/A	rcr3@uri.edu

The CMC Operational Guidelines define:

1. The officer (Chair, Incoming Chair, and Past Chair) terms are one year in each office for a total of three years.
2. Members representing the three sections (AHS, CES and ESS) and other organizations have two year terms and can be reappointed indefinitely.
3. The section (AHS, CES and ESS) chairs serve on the CMC during their terms of office, which is one year.
4. Scott Reed is completing the final year of Rick Rhodes' term as outgoing chair.

2. Meetings:

- The CMC Executive Committee met by teleconference on February 17, 2017.
- The CMC met face-to-face at AHS/CARET in Alexandria, VA on March 5, 2017.
- The CMC met by teleconference on June 6, 2017.
- The CMC will meet by teleconference on July 27, 2017.

3. Accomplishments/Upcoming Plans:

- Quarter 1 of 2017 marked the first complete quarter during which the Communications and Marketing Project was dedicated to “engagement” on the BAA priority areas.
- The CMC met during the annual AHS/CARET meeting on March 5, 2017 in Alexandria, VA. The CMC approved the 2017 CMC Plan of Work and Plan of Work Implementation Steps and the CMC operating guidelines.
- The CMP has focused on the BAA initiative areas (water, healthy food systems and people, infrastructure and “One Ask”.) The targeted educational efforts of kglobal strategically mirrors the work of Cornerstone. In the second quarter of 2017, kglobal focused the majority of their efforts into launching the first call-to-action of the AgIsAmerica community in support of the “One Ask.”
- kglobal launched the new version of Ag is America (<https://agisamerica.org/>) on June 15, 2017.
- kglobal released on June 15, 2017, the first video, *Redefining American Agriculture for the 21st Century*, and Cornerstone opened the call to action portal, AgAction.org (<https://www.voterveice.net/LANDGRANT/Campaigns/53079/Respond>). Together, the video supports the BAA’s “One Ask” and AgAction provides an internet portal

that allows users to contact their congressional delegation to support the “One Ask.” Initial responses to the call for action nationwide, were poor. The regional associations (both CE and AES) were urged to work with their membership to promote the video and the call for action. As of July 5, 2017, 4,872 have viewed the video.

- To assess the effectiveness of the video campaign, kglobal is tracking views of the video across platforms (do people watch the entire thing, and if not, when do they drop off.) Cornerstone (through Voter Voice) is tracking the number of visitors, responders and sharers as well as the conversion rate (view video/respond.) Cornerstone will be reporting results of the campaign at the Joint COPS Summer Meeting in Kananaskis Village, Alberta, July 15-19, 2017.
- The Communications and Marketing Project is seeking a greater involvement of the university communicators.

4. **Action Requested:** For information only.

5. **Attachments:**

- a. kglobal 2017 Q2 report
- b. CMC 2017 Plan of Work
- c. CMC Plan of Work Implementation Steps
- d. CMC Operating Guidelines



Association of Public and Land-grant Universities 2017 Q2 Insights Report

April 1, 2017 – June 30, 2017

Overview

The goal of the Ag Is America project is to serve as a public, unified voice communicating the value of the land-grant system in order to protect and grow its federal funding sources.

In the second quarter (Q2) of 2017, our team focused the majority of our efforts into launching our first call-to-action of the AgIsAmerica community in support of the one-line NIFA ask. We unveiled the new Ag Is America website, created a PSA-style video, and officially launched the campaign on June 15 with support from internal stakeholders, digital advertising, and social promotions.

Our team also supported APLU's Challenge for Change report dissemination in May, creating infographics and attending the conference on May 16.

Finally, kglobal worked with Purdue Extension Director Jason Henderson to place an editorial in *The Hill*, a national, political publication.



Community Activation – “One Ask” Video Campaign

Following our Q1 strategic development of a call-to-action to support the one-line NIFA ask, kglobal officially launched the campaign in Q2 including a video, new website, digital advertising, and internal outreach.

The campaign centered on a video, which explored the diversity and necessity of agriculture and the importance of land-grant universities in its future. Our team worked with the CMC and Cornerstone to finalize the concept and script, select imagery, choose a narrator, and complete production (see Appendix A).

Supporting the launch of the video on June 15, our team worked with Faith Peppers and Sarah Lupis to prepare a launch strategy for the ACE conference. We also worked with Rick Klemme for distribution on ECOP’s Monday Minute eNewsletter. Finally, our team emailed specific agriculture bloggers for their support in sharing the video.

Redesigning the Ag Is America website was a large supporting factor in the video campaign. Our team designed and developed a new website that was user-friendly and mobile adaptable, with increased searchability. The website served as a host for the video and information surrounding the campaign to educate users on the importance of the land-grant system in the future success of American agriculture. Users were able to click from our campaign page to an advocacy page managed by Cornerstone to take action.

To support the new video and website redesign, we promoted the video on social media with great results. The video received a total of 4,872 views¹, with 4,219 stemming from Facebook. On Twitter, our post received over 9,000 views, mostly organically. Engagements with the video posts ranged from journalists to land-grant universities to stakeholders, such as the American Farm Bureau.

The campaign was also supported with digital advertising that linked users back to the [Ag Is America blog post](#), highlighting the video campaign. As of June 30, the ad has received 744,776 impressions, with 1,409 users clicking through to the blog post. The ad received large traction in several target states including California, Florida, and Oregon.

The video also received traction on YouTube, with 611 views. The average watch time on Youtube was 1:20, nearly the full video. In terms of lessons learned for on-going calls-to-action, moving forward we would recommend shortening the video length to 60 seconds to increase watch time on Facebook and Twitter.

Finally, our video campaign was also activated internally with specific outreach to land-grant university communicators through email, eNewsletters, and social media. We received support from internal stakeholders who shared the video on their own social media handles.

¹ Numbers current as of July 5, 2017.



Moving into Q3, our team anticipates creating an infographic to continue to support the campaign on social media with additional shareable content. We also will research placing opinion editorials in specific target states and continue outreach to external stakeholders and the media. Finally, our team will create a comprehensive, stand-alone report on the entirety of the “One Ask” campaign to share with the CMC in Q3.

Content Creation

Compelling content is important to position Ag Is America as an active, engaged, and creative brand. This quarter, we focused our content on supporting the NIFA video campaign, in addition to our daily news content.

In Q2, we also continued to research, solicit, and categorize case studies, impact statements, and feature stories from land-grant universities to be repurposed and disseminated over Ag Is America digital platforms. This included **59 blog posts** and over **140 social media posts** (see examples in Appendix B).

One of our main content highlights for Q2 was our support for APLU’s Challenge for Change report, which was released on May 16. Working with Jeff Lieberson (APLU), our team created supporting infographics that were posted and promoted the same day as the report’s release date (see Appendix C). Our post on Twitter was especially effective with nearly 3,000 views and 65 engagements, all organically. Our team will continue to support the Challenge for Change dissemination over the next few months to maintain engagement with the report and will post an additional infographic in Q3.

Digital + Social

The foundation of our social media content is our AgIsAmerica.org website. Every social media post links back to our website for more information and provides a visitor with the opportunity to return to the original article on the school’s website.

This quarter, as part of the video campaign, we redesigned the [Ag Is America website](#) to be more user-friendly and adaptable to mobile views (see Appendix D).

Website highlights

- Researched and drafted 59 blog posts highlighting the land-grant system’s achievements and news around water and healthy food systems.
- Generated over 3,574 pageviews – **nearly double from Q1**.

Social highlights

- **Facebook:** 58 original posts garnered over 112,499 views and 740 engagements.
 - Our engagements in the new year continue to hold steady with 740 engagements (Q1 engagements: 756).
 - On average, each post receives 1,939 views, a 15% increase from Q1.
- **Twitter:** 90 original tweets garnered over 56,867 views and 758 engagements



- **Engagements increased by 32%, compared to last quarter.**

Media Relations

In support of APLU's Challenge for Change conference, our team pitched local and national media in the Washington, D.C. area.

Following our work in Q1 with Purdue Cooperative Extension to draft an editorial on current farm economy trends, we successfully placed the editorial in *The Hill* on June 22.

Internal Communications

On April 4, our team met with Rick Klemme from ECOP to discuss coordination among Ag Is America and the upcoming video campaign launch. kglobal also met with Christine Geith and Teresa Hogue from the eXtension Foundation.

On May 16, our team attended APLU's Challenge for Change conference to help promote the report on Ag Is America's platforms.

On June 6, our team attended the quarterly CMC call and presented updates to the NIFA video campaign.

On June 13, kglobal attended and presented at the Northeast Joint Session conference in West Virginia. Our team worked with Faith Peppers to develop an interactive session that worked with communicators on how to tell their story.



Appendix A – Video



Appendix B – Social Posts



Ag Is America

June 5 · 🌐

It's grilling and picnic season, but is your food safe?

UD Cooperative Extension has suggestions to keep your family and guests healthy: <http://bit.ly/2rWkr7D>





Ag Is America

Published by Mo Ja [?] · April 5 ·

One small molecule and one big step for harvest season. University of Arizona College of Agriculture and Life Sciences researchers have discovered a natural molecule that will save crops: <http://bit.ly/2oErTSt>



Ag is America @agisamerica · Jun 19

Mirror, mirror on the wall. Who's the fairest of them all? Sweet potatoes, according to @NCStateCals. Video here: bit.ly/2sL70Yg



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Appendix C – Challenge for Change infographic

FOOD WASTE: AVAILABILITY

OVERVIEW

FOOD WASTE occurs during all stages: production, harvest, storage, distribution, and consumer levels.

The annual economic value of **FOOD WASTE** is **\$218 BILLION**

EACH YEAR 52.4 MILLION TONS OF FOOD are sent to landfills



APLU'S CHALLENGE OF CHANGE COMMISSION examines contemporary threats to food and nutrition security and recommends the necessary actions public research universities should take to meet the challenges.

#ChallengeOfChange

FOOD WASTE: AVAILABILITY

PREVENTION



Conduct research to identify why food is lost in **FOOD SYSTEMS**.

Improve **CONSUMER AND RETAILER INFORMATION** on the nutritional and safety aspects of imperfect produce.

Increase nutritious **FOOD AVAILABILITY** in urban communities.

APLU'S CHALLENGE OF CHANGE COMMISSION examines contemporary threats to food and nutrition security and recommends the necessary actions public research universities should take to meet the challenges.

#ChallengeOfChange

FOOD WASTE: AVAILABILITY

IN ACTION



UNIVERSITY OF MAINE COOPERATIVE EXTENSION established programs to collect and distribute unsold food from farmers' markets to food security organizations.

APLU'S CHALLENGE OF CHANGE COMMISSION examines contemporary threats to food and nutrition security and recommends the necessary actions public research universities should take to meet the challenges.

#ChallengeOfChange

Appendix D – Ag Is America Website redesign



HOME NEWS INSTITUTIONS HISTORY FEATURES RESOURCES Q

AGRICULTURE IS THE BACKBONE OF AMERICA

Agriculture is diverse. It touches everything from water to food security to jobs to your community. As one of the most vital industries in America, it is integral to national security, health, and the economy. Agriculture is America.

Land-grant universities are the backbone that supports American agriculture. Through education, research, and outreach, land-grant universities work to support agriculture and its impact across America.

At Agriculture Is America, we showcase land-grant universities' research, news, and impact in one unified voice that connects the importance of agriculture to you and your family.



HOME NEWS INSTITUTIONS HISTORY FEATURES RESOURCES Q



GETTING BY WITH A LITTLE HELP FROM CORNELL COOPERATIVE...



THE NEXT TOP CHEF: UNIVERSITY OF ILLINOIS TEACHES TEENS ...



WASHINGTON STATE UNIVERSITY DEVELOPS WEATHER RESIST...



RESEARCHERS ASSEMBLE! CLEMSON UNIVERSITY GATHERS EX...

FILTER BY TOPIC [dropdown arrow]



UTAH STATE UNIVERSITY EXTENSION DISCUSSES ALL THINGS GREAT-2-KNOW ABOUT H-2-O

In All, Nutrition & Health by Ag is America / July 3, 2017

The summer is officially here in all its sweaty splendor, which means it's even

Communications and Marketing Committee Communications and Marketing Project 2017 Plan of Work¹

Background:

The Communications and Marketing Project (CMP) is a coordinated and targeted educational effort to increase awareness of the value of Land-grant University agricultural and related programs, Agricultural Experiment Stations (AES) and Cooperative Extension Services (CES). More specifically it supports the creation of unified messages and targeted educational efforts to raise awareness, understanding and appreciation of the impacts and outcomes of federal funding through competitive grants and capacity lines to the state agricultural experiment stations and Cooperative Extension services. The audience for this effort are our state citizens, community leaders, opinion makers and institutional allies, with close connections to identified congressional decision makers.

Two consulting firms, kglobal and Cornerstone Government Affairs, are contracted to lead this effort. These firms assist the CMC and CMP to identify key targets (thematic areas of interest to stakeholders) and develop appropriate corresponding strategies to focus communication and education efforts. kglobal then implements targeted media strategies utilizing Land-grant University and stakeholder assets. These strategies may include traditional media, the use of grassroots engagement and grass-tops advocacy, and digital and social media approaches (Agriculture is America website [<http://agisamerica.org/>], Twitter, Facebook and YouTube).

The CMP is supported by three sections of the APLU Board on Agriculture (BAA): Administrative Heads (AHS), Cooperative Extension (CES) and Experiment Station (ESS). The annual CMP budget, \$400,000, is equally shared by AHS, CES and ESS. The Communications and Marketing Committee (CMC) oversees and guides the CMP. The CMC is policy-making body that oversees the development, implementation and effectiveness of the targeted educational efforts, including coordination with the BAA, kglobal and Cornerstone Government Affairs. The CMC has a standing Plan of Work Committee which prepares an annual statement of work that articulates clear and focused goals and strategies for the coming year.

Goals:

In 2017, the CMC will focus on leveraging and activating communities through the following goals:

1. Provide clear guidance and oversight of the CMP.
2. Achieve unified system messaging.
3. Effectively engage institutional communications specialists to achieve a unified system message.

¹ The original Plan of Work was adopted October 1, 2016 by the Communications and Marketing Project and later updated in January 2016. The current Plan of Work was adopted and approved on March 5, 2017.

Strategies for goal implementation:

Below we outline the strategies for achieving the 2017 goals. The CMC recognizes that communications efforts constantly evolve to respond to changing external conditions. The specific strategies identified below allow for modification of communication efforts.

Goal 1: Provide clear guidance and oversight of the CMP.

- A. Structure CMC meetings to insure timely provision of information to kglobal on:
 - a. Institutional developments and accomplishments
 - b. Impacts and outcomes that could be promoted
 - c. Unique relationships with media, members of Congress or Congressional staff
 - d. The internal politics of the system
- B. Regularly review and evaluate results and metrics of kglobal educational, communication and marketing efforts presented in quarterly kglobal reports:
 - a. Provide feedback to kglobal
 - b. Provide updates to deans and directors
 - c. Solicit Cornerstone to assist in evaluating the effectiveness of kglobal efforts
 - d. Utilize qualitative and quantitative metrics
 - e. Commission kglobal, on an as needed basis, to conduct periodic message testing surveys to gauge overall effectiveness of the project
- C. Monitor kglobal's implementation of the Scope of Work
- D. Advise kglobal on activities described in the Scope of Work that could be accomplished with additional budget.

Goal 2: Achieve unified system messaging.

- A. The CMC will coordinate with the BAA and its committees including the Budget and Advocacy Committee (BAC) and the Committee on Legislation and Policy (CLP). While the system's educational and advocacy efforts are separate, it is critical that the system messaging is unified and coordinated.
- B. The CMP will focus efforts in 2017 on the BAA initiatives of *Water, Healthy Food Systems and Infrastructure*.
- C. The CMC will monitor the BAA Process for Advancing New Budget Initiatives to identify potential new initiatives.
- D. The CMC will communicate regularly with deans, administrators, and directors, their assistants, communications specialists and government affairs specialists on the activities of the communications and marketing project

Goal 3: Effectively engage institutional communications specialists.

- A. In cooperation with the Regional Executive Directors/Administrators, annually survey institutions to insure that kglobal has a current database of institutional points of contact

including: deans, administrators, and directors, their assistants, communications specialists and government affairs specialists.

- B. Identify strategies to fully engage communicators in the CMP.
- C. Collaborate with kglobal to develop guidelines for what information is needed from institutional communication specialists and how that information should be formatted.
- D. Collaborate with kglobal and Cornerstone to develop learning sessions about the CMP at annual meetings (e.g, CARET/AHS; New Deans/Directors/Administrators Orientations programs; ESS/CES; ACE; APLU; etc.)

CMC 2017 Plan of Work Implementation Tasks

Goal #	Task	Lead	Timetable
1.A	Structure CMC meetings to insure timely provision of information to kglobal	CMC Chair	Quarterly
1.B	Review and evaluate results and metrics of kglobal educational, communication and marketing efforts presented in quarterly kglobal	CMC	Quarterly
1.B.b	Provide updates of CMC activities	CMC	Quarterly
1.B.c	Solicit Cornerstone to assist in evaluating the effectiveness of kglobal efforts	CMC Chair, Cornerstone	Quarterly
1.B.d	Form a communicator's subgroup and work with institutional communications specialists to evaluate metrics used in evaluating communications efforts	F. Peppers and S. Lupis	March -June 2017
1.C	Monitor kglobal's implementation of the Scope of Work	CMC	Quarterly
1.D	Advise kglobal on activities described in the Scope of Work that could be accomplished with additional budget	CMC Exec Committee	On-going
2.A	The CMC will coordinate with the BAA	CMC Chair	October-Dec
2.C	The CMC will monitor the BAA Process for Advancing New Budget Initiatives	CMC Exec Committee	On-going
2.D	The CMC will communicate regularly with deans, administrators, and directors, their assistants, communications specialists and government affairs specialists on the activities of the communications and marketing project	CMC	Quarterly
3.A	Annually survey institutions to insure that kglobal has a current database of institutional points of contact including: deans, administrators, and directors, their assistants, communications specialists and government affairs specialists.	CMC, ACE	January
3.B	Encourage deans and directors to engage institutional communicators early in the process Identify strategies to fully engage communicators in the CMP	CMC, ACE	Periodically
3.C	Collaborate with kglobal to develop guidelines for what information is needed from institutional communication specialists and how that information should be formatted.	CMC, kglobal	March
3.D	Develop learning sessions about the CMP at annual meetings	CMC/EDs	Ongoing

**Communication and Marketing Committee (CMC)
Operating Guidelines
April 17, 2012
Amended and Approved: December 19, 2016**

Purpose

The Communication and Marketing Committee (CMC) oversees and guides the Communications and Marketing Project (CMP). The CMP is a coordinated and targeted educational effort to increase awareness of the Land-grant University agricultural and related programs, Agricultural Experiment Stations and Cooperative Extension Services. The CMP is supported by three sections of the APLU Board on Agriculture – Administrative Heads (AHS), Cooperative Extension (CES) and Experiment Station (ESS).

The CMC is the policy making body that oversees the development, implementation and effectiveness of this targeted educational effort, including coordination with APLU and consulting firms hired to advance this initiative. The CMC is the responsible entity specified in the contract between APLU and kglobal and in the contract between APLU and Cornerstone Government Affairs for oversight of the work as it relates to the CMP.

Membership

The membership of the CMC is as follows:

- Chair (1)
- Incoming Chair (1)
- Past Chair (1)
- AHS, ECOP and ESCOP Chairs (3)
- One AHS, one CES and one ESS Representative (3)
- One APS representative (1)
- One ACE representative (1)
- One CARET representative (1)
- One APLU CGA representative (1)
- One National Impacts Database Committee Representative (1)

Members serve two year terms and may be reappointed indefinitely. The term of Chair, Incoming Chair and Past Chair are one year. The chair of the CMC will be a representative from one of the three Board on Agriculture Assembly sections providing financial support for the program. The position will rotate among the sections. At any given time, the three sections will be represented by the chair, incoming chair or past chair. The incoming chair will be appointed by the section of the past chair at the completion of the past chair's term. Terms begin in March and coincide with the annual face-to-face meeting of the CMC (at the Annual AHS/CAAPLU meeting).

The representative positions (AHS, CES, ESS, APS, ACE, CARET, APLU CGA and National Impacts Database Committee) are appointed by their respective organizations.

The sections are encouraged to consider rotating their representatives among the five regions.

Non-voting members include one point person from kglobal and one from Cornerstone, serving as liaisons to the CMC. In addition, AHS, CES, and ESS will each name one representative (e.g. Executive Director/Administrator) as appropriate to work with the committee.

Organization and Function

The CMC will meet in person at the annual Joint CARET/AHS Meeting in March. Other in-person meetings can be scheduled by the chair as necessary.

The CMC will meet by telephone conference quarterly for CMP plan of work updates, coordination, issue or problem solving, contract oversight, and policy decision approval.

It is expected that programmatic and policy decisions are to be made by consensus. If necessary, formal decisions are to be determined by simple majority of a quorum of CMC members.

The CMC may create work groups that assist in development and implementation of the CMP communication protocols, including data mining, lay audience reports, and other efforts that leverage the work of kglobal. The work groups will be responsible to the CMC.

The kglobal and Cornerstone point people will attend annual meetings of the sections to provide updates.

Working closely together and with input from the CMC, Cornerstone and kglobal strategically identify key targets to focus communication and education efforts. This includes earned media including op-eds, the use of grassroots and grasstops connections (as defined by kglobal), and digital and social media approaches. Communicating the value of Land-grant agricultural and related program impacts through Cooperative Extension, Agricultural Experiment Stations, and academic programs to key decision makers is a primary goal of the CMP. Every effort will be made to take maximum use of the National Impacts database at www.landgrantimpacts.org.

The CMC will assist kglobal in developing the proper communication contacts for each state. Each state may have unique external communication protocols that must be followed for success. Points of contact for Cooperative Extension, Experiment Station and academic programs will be identified for each institution. It is expected that these points of contact would include the deans of agriculture, directors/administrators of Cooperative Extension and the Experiment Station or their designees, and institutional communications specialists to assure appropriate communication protocols internal to a specific university are followed.

A list of committee member responsibilities and the calendar of CMC events are attached in Appendix I.

Officers

The chair organizes and facilitates the meetings of the CMC. The chair provides updates at the BAA Policy Board of Directors meeting, reports to BAA sections, and meets with kglobal and Cornerstone on annual performance reviews. The chair will work with APLU in the development of contracts with kglobal and Cornerstone for the CMP.

The incoming chair will discharge the duties of the chair such as presiding over meetings when the chair is not available and guide the work of the Plan of Work Development Committee.

A list of officer responsibilities is attached in Appendix I.

Committees

- **Executive Committee** – The Executive Committee (EC) includes the Chair, Incoming Chair, and Past Chair and will be supported by the non-voting AHS, ECOP, and ESCOP representatives. The kglobal and Cornerstone representatives will participate in EC meetings as appropriate. The EC will meet quarterly at least one week prior to the meetings of the CMC and develop the agenda for those meetings. It is also empowered to handle the immediate affairs of the CMC between meetings.
- **Plan of Work Development Committee** – The Plan of Work Development Committee will prepare an annual CMC plan of work including goals and strategies. The Committee will seek input on the plan from CMC members and present a draft plan for approval at the annual meeting. The committee membership will include the AHS, CES and ESS representatives of the CMC and appointed by the CMC chair. The Plan of Work Development Committee will be chaired by the CMC incoming chair.

A list of committee responsibilities and a calendar of events are attached in Appendix I.

Quorum

For purposes of doing business, a quorum shall consist of a simple majority of the duly constituted members at any officially called meeting for which written notice is sent in advance of the meeting. A simple majority of the quorum resolves all issues.

Parliamentary Authority

The emphasis in all CMC meetings shall be on orderly process to achieve an objective decision by those present and voting. Should there be a parliamentary challenge, it shall be answered by referring to the most current edition of Robert's Rules of Order.

Funding

AHS, CES and ESS will share equally in financing the Communication and Marketing Program.

Amendments

These operating guidelines may be amended at any business meeting of the CMC provided the proposed amendment has been sent to all members in advance of the meeting, and the question is passed by a simple majority of a quorum of the voting members present at that meeting.

Appendix I

CMC Member responsibilities:

Participate in quarterly CMC calls

Participate in face-to-face meeting during annual AHS-CARET meeting

Contribute to calls and meetings

Provide feedback and suggestions on program activities to kglobal

Contribute to the implementation of the Communications and Marketing Project as guided by the Plan of Work

Serve on standing and ad hoc committees as necessary

CMC Executive Committee responsibilities:

Participate in quarterly CMC and Executive Committee calls

Participate in face-to-face meeting during annual AHS-CARET meeting

Contribute to calls and meetings

Plan call and face to face meeting agendas

Implement the Communications and Marketing Project as guided by the Plan of Work

Support the Chair and conduct short-term activities between meetings

CMC Chair responsibilities:

Organize and facilitate the meetings of the CMC

Participate in quarterly calls

Participate in face-to-face meeting during annual AHS-CARET meeting

Contribute to calls and meetings

Plan conference call and face-to-face meeting agendas

Preside over all meetings

Contribute to the implementation of the Communications and Marketing Project as guided by the Plan of Work

Serve on ESCOP Chair's Advisory Committee (CAC) and ESCOP Executive Committee

Provide verbal reports on monthly ESCOP CAC calls and written reports for ESCOP meetings

Provide updates to the BAA Policy Board of Directors

Work with APLU in the development of contracts with kglobal and Cornerstone

CMC Incoming Chair responsibilities:

Chair and convene Plan of Work Development Committee

Serve on Executive Committee

Represent the Chair as needed

Plan of Work Development Committee responsibilities:

Composed of incoming chair and AHS, CES and ESS representatives

Chaired by incoming Chair of the CMC

Draft the next Plan of Work for the Communications and Marketing Project

Seek input from the CMC

CMC Past Chair responsibilities:

Serve on Executive Committee

Calendar of CMC events:

March

Face to face meeting at Annual AHS-CARET meeting

New Chair leads takes over leadership of CMC at the conclusion of the meeting

Membership of CMC starts and finishes during the meeting

Presentation of the Plan of Work for the Communications and Marketing Project

Adoption of Plan of Work

Implementation of the Plan of Work

June

Executive Committee quarterly conference call

Full committee quarterly conference call

September

Plan of Work preparation by Plan of Work Committee

Executive Committee quarterly conference call

Full committee quarterly conference call

December

Executive Committee quarterly conference call

Full committee quarterly conference call

Multistate Research Program Impact Writing Initiative Impact Writer Q2 Update (March 17, 2017-July 7, 2017)

Impact Statements

- 6 Impact Statements released
 - NE-1040
 - NC-1196
 - NCERA-101
 - NC-1193
 - WERA-1017
 - S-1050
 - NC-1023
 - NC-1173 (re-designed and re-issued on social media for Pollinator Week)
- 8 Impact Statements ready for release
- 2 Impact Statements out for review
 - W-2112
 - NC-1189
- 2 Impact Statements drafted
 - NC-1186 (2017 Excellence in Multistate Research Award winner)
 - NEERA-1003

Impact Statement Reach

- 2 Impact Statements featured in USDA-NIFA's *Fresh From the Field* e-newsletter
 - NE-1040 on June 29, 2017
 - NC-1173 on June 22, 2017
- 1 Impact Statement featured in a website article on Ag is America
 - NC-1196 on June 23, 2017 (<http://agisamerica.org/land-grant-universities-work-together-to-understand/>)
- 4 tweets by Ag is America showcasing Multistate Research Projects
 - Tweeted the NC-1196 Impact Statement on June 23, 2017
 - Tweeted a postcard I developed about soil health research on May 3, 2017
 - Tweeted 2 postcards I developed about World Water Day on March 22, 2017
- At least 1 Multistate Research Project referenced in an Ag is America infographic

Twitter Analytics

- 19 tweets using the @MRFImpacts handle
 - 5,700 impressions (number of times tweets appeared in users' feeds or search results)
 - 42 link clicks (number of times users clicked on the URL provided in the tweet)
 - 16 retweets (number of times a tweet was retweeted)
 - 38 likes (number of times users liked a tweet)

Website Analytics

- The “Featured Impact Statements” page and “Archive” pages each had over 100 views
- Each new Impact Statement post had 30-50 views
- Most views (50%) stemmed from links shared in emails
 - Other users were directed to the website via links on social, the Ag is America website, and USDA-NIFA e-newsletters as well as organic web searches
- Users spent about 1-4 minutes on a page

Workshops & Meetings

- Delivered a 30-minute Impact Writing Workshop at the National Extension and Research Administrative Officers Conference on April 26, 2017, in San Antonio, TX (session co-presented with Virginia Bueno, USDA-NIFA Communications Director)
 - 55 attendees
 - Evaluation responses indicated it was one of the best sessions
- Attended the Association for Communication Excellence Conference June 13-June 16, 2017, in New Orleans, LA
 - Learned how to make Impact Statements meet federal regulations for accessibility
 - Participated in peer critique session and received feedback on Impact Statement design and content
 - Gained new insights on successful branding and social media

Other

- Participated in review and revisions of NRSP-1 2017-2022 proposal
- Worked with Colorado State University Human Resources on FLSA compliance

Feedback

- John Bamberg, USDA-ARS, NRSP-6 AA: “We had a reporter from the local paper here last weekend doing a story on the genebank. Among all the voluminous background materials I gave her to look at, she said your impact sheet was the best!”
- Falita Liles, USDA-NIFA Impact Stories: “You never fail to amaze me with your outstanding impact statements. We’ll be featuring this impact in the very near future. Thank you again for all that you do.”
- Stephanie Albaugh, University of Vermont Extension: “I attended your two workshops on communicating impact at NERAOC this year. I should first say THANK YOU! I’m using your Big Impact guide a *lot* these days...it makes so much sense now. I still have work to do (always more to learn), but am so grateful for the boost you’ve given me.”

Item 19.1: ESCOP Budget and Legislative Committee Agenda Brief

Presenters: Bill Brown and Mike Harrington

For information only

The committee holds regular conference calls on the last Tuesday of each month. These calls have generally been well attended. The current B&L Committee membership is shown below.

<p>Chair: Bill Brown (UTK)</p> <p>Delegates: Moses Kairo (ARD) Alton Thompson (ARD) Karen Plaut (NCRA) Ernie Minton* NCRA Tim Phipps (NERA) Jon Wraith (NERA) George Hopper (SAAESD) Saied Mostaghimi (SAAESD) Jim Moyer (WAAESD) Glenda Humiston (WAAESD) Executive Vice- Chair Mike Harrington (WAAESD)</p>	<p>Liaisons</p> <p>Doug Steele (ECOP Liaison) Bob Holland (NIFA) Paula Geiger (NIFA) Josh Stull (NIFA) Glen Hoffsis (APLU Vet Med) Eddie Gouge (APLU) Ian Maw (APLU) Becky Walth (CARET) Cheryl Achterberg (APLU - BoHS) Jim Richards (Cornerstone) Hunt Shipman (Cornerstone) Vernie Hubert (Cornerstone) Jeremy Witte (Cornerstone)</p> <p>*Chair elect</p>
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The B&L Committee held a breakfast meeting on March 6 in conjunction with the AHS-CARET meetings. Doug Steel (ECOP B&L Committee chair) was also be in attendance. Discussions focused on advocacy for the single increase budget request for NIFA, Farm Bill efforts; exploring ways to coordinate the activities of the respective B&L committees; identifying needed “work products”; and creating broad-based support of major BAA initiatives such as the water security initiative.

Recent discussions focused on Time and Effort reporting and the recent BAA call for action to submit letters to congressional delegations supporting the FY 2018 BAA budget request.

T&E Reporting: The new requirements as specified in the Uniform Guidance were discussed with Maggie Ewell NIFA-OFGM. The Committee requested a set of bullet points that would capture NIFA expectations. Also requested were examples of problems that have surfaced in audit/reviews.

BAA Action Request: Unfortunately as of this writing the response rate to the BAA request to submit letters to Congress has been dismal, with only 51 letters submitted as of Tuesday, July 25. Executive Directors have urged responses from their respective regions. See: agaction.org

All documents related the federal budget are located at the land-grant.org.

Outline of ESCOP Chair Notes from Strategic Alliance Visits

USDA REE

- Keenly interested in addressing the system's infrastructure issue
- Illustrate how capacity funding returns on investment for the system
 - Provide citations of examples – two citations discussed during our meeting were shared with Dr. Bartuska
 - (Also see ERS refs and others)
- Suggestion was to amplify the national impact database effort
 - Supplement with photos and videos
 - Joint press releases with REE
 - Connect communications working group with NIFA communicators
- Need to regularly share Multistate Impacts with REE office and/or get them in the hands of the undersecretary - link sent to Dr. Bartuska with a question as to how best to share with REE (Sara D to add Under Sec to mailing list)
- Seemed interested in the Healthy Forest initiative
- Agreed capacity funding permits rapid mobilization of resources to address emerging issues; we have the authority to respond and be nimble
- Interested in specialty crops opportunities in the next Farm Bill
- Dr. Bartuska plans to encourage the next Chief Scientist to integrate the current REE Action Plan into whatever plan a new Chief Scientist would prepare.
 - Timeline depends on confirmation of the Secretary then his appointment

NRSC

- Point for ESCOP to plug in
 - Partnership Liaison position for the Soil Health Division after hiring freezes lift
 - Should this person be invited to participate with ESCOP?
- The Science of Soil Health Project
 - Core staff at the National level to make sure recommendations are correct
 - Now infusing science into soil health
 - Shared NIMSS website with Bianca Moebious-Clune, Director of Soil Health Division
 - 3-day training soil health training for certified staff
 - Striving for identifiers and methods of determining biological and physical constraints to develop better conservation plans
 - Indicators and methods to be applicable across the nation
 - Looking for USDA perspective before reaching out externally
 - Forming a national committee to set priorities and will be using the committee for guidance and direction (National Technology Consortium)

- Concern is that NRCS are using technical service providers who may not be using the most current land-grant research or, perhaps worse yet, using 'non-science' or overextrapolation of research results
 - Vernie Hubert and Jeremy White arranged for Fred and I to meet with Chairman of the House Committee on Agriculture, Congressman Conaway's staff to discuss NRCS this issue and mission creep
 - ESCOP should be prepared to provide suggestions on how to involve LGU/Public University scientists in the development of the Science of Soil Health Project etc.
 - Possible Farm Bill language for CLP
- Interest in ecological site descriptions & state and transition for cropland converted back to natural ecosystems
 - Pathway to make transition for conservation

DOE Energy Efficiency & Renewable Energy

- Interested in proposals to expand research and outreach in rural communities
- Scoping data on residential manufactured housing, pre-1980
 - Can we survey our colleagues to learn what might be available in terms of upgrading energy efficiency in manufactured homes?
- Ag Space and Rural Development (public service sectors)
 - Focus likely to be on electrical efficiency and upgrades
 - Energy audits for industries
 - Not farms/extraction industries, but more on the processing side
 - The system would be well served to inventory what states are doing centered around high-energy points
 - More evidence of the need to get high quality impact reports into the National Impact Database; this time on curriculum and research projects related to energy efficiency
- Bret sent the educational material on solar electric power developed jointly by Wyoming and Ohio State University
- Fred sent ERS' 2011 "Impacts of Higher Energy Prices on Agriculture and Rural Economies" ERS noted pages on Biofuels , Natural Resources, and Rural data may most interesting.
- DOE Responded with the following information
 - You can see the map / list of the Industrial Assessment Centers (IACs) locations at: <https://energy.gov/eere/amo/locations-industrial-assessment-centers> . I think you will note quite a bit of overlap.
 - The funding opportunity announcement (FOA) for extending IACs to underserved areas is posted at: <https://energy.gov/eere/amo/articles/funding-opportunity-announcement-no-de-foa-0001704-extending-industrial-assessment>. The application deadline is March 14th.

- Mike's comment Oregon State had a specialist who was doing energy audits of ag facilities.
 - Check with Lyla Houglum

SoAR

- Intrigued by the "One Ask" concept and understood the argument for capacity funds
- Passionate advocates for increasing competitive funding for Ag Research
 - 501 c3 of SoAR charter is strict focus on AFRI
- Interested in moving towards line consolidation then leave to the Director to distribute to the various institutions, similar to NIH
- Currently drafting initial priorities for the Farm Bill
 - Mostly structural focus
 - Clear leadership in NIFA AFRI programs with clear direction
 - Mandatory funding for Ag research
 - Need affective coalitions, including commodity groups and scientific societies
- What is the common core ask?
 - 2nd Edition of Taking the Field to be released March 2
 - Need to develop the scientific rationale
 - National Academies Study - Breakthroughs 2030
 - Attempt to bring together the best science
 - Is the economic argument of 1:10-30 too high?
- Policy vision
 - Gauging Congress
 - Inevitably chasing an increase in mandatory funding
- Retaking the Field
 - First edition included stories from known sources
 - 2nd edition is more political with specific targets, similar to the blessed states approach; all funding sources are recognized; do our own people recognize the contributions from their own experiment station; what can we do to ensure they do?
 - Interested in ESCOP passing along stories that include AFRI funding
 - Would eventually like to create a map to highlight where certain work is being done, depending on where a decision maker resides
 - Mike pointed out that NIFA has this, see:
<https://nifa.usda.gov/data-gateway-congressional-district-map-highlights>
- Follow-up items
 - WAAESD sent Ag is America link
 - WAAESD sent Impacts Database link

- WAAESD sent kglobal contact

ERS

- Cannot hire any foreign national personnel trained at LGUs
- Ag Scholars program
 - Designed to train their next generation of staff
 - MS-level students with excellent analytical skills plus agriculture interests
 - Reduces training time of new staff
 - Invited to share the call for applications with Wendy Fink
- Quick scan resource
 - Charts of Note (www.ers.usda.gov/ChartsofNote)
- Greg Pompelli, Associate Administrator and Mary Bohman, Administrator provided ERS' 2011 "Impacts of Higher Energy Prices on Agriculture and Rural Economies" in regards to our question about rural energy use.

FNS

- Have an internal and external research portfolio
 - Office of Partnership, Pam Phillips
 - Requested to have ESCOP on the list to push funding opportunities out to a broader audience
 - Explore how to share research and Extension activities that may be of interest to FNS
 - Learn how ESCOP may be able to access/plug into FNS research

NAS

- BANR is in the process of developing the rules for operation and structure of a Roundtable on the Balance of Public and Private Agricultural Research
 - Potential participants include funding agencies, foundations, companies/industries, ESCOP, possibly others affected but probably not commodities
 - Examples: USDA, NSF, DOE, NIH, FFAR, Noble Foundation, Gates Foundation, Research Institutes, Novus, DOW, DuPont (fundors of research), NGOs
 - Possibly 15 members at \$25,000/yr for each of 3 years
 - Exploring different membership levels and non-paying members
 - 2 closed-session Roundtables per year plus 2 workshops per year
 - Expects to take .5 FTE to staff
 - Will need to receive approval from NAS after BANR develops
- ESCOP should respond to BANR's call for scientists to participate on Breakthrough 2030
 - Expected structure is a collection of science jamborees/forums

- Looking for big picture, grand ideas, and visionary leaders in food and agriculture research

APLU

- The Institute of Antimicrobial Resistance
 - Convened a small community of experts to pull everything together in a collaborative manner via development of a RFP
 - Virtual Institute vs. Hosted Institute
- Commission on Innovation, Competitiveness, and Economic Prosperity (CICEP) and Commission on Engagement and Outreach (CEO)
 - ESCOP may want to explore participation as innovation relates to research & technology transfer
 - CICEP, June 25-28, 2017 (audience of Presidents)
 - Is there a need to explore or highlight Experiment Station and Cooperative Extension's role in Innovation & Economic Prosperity (IEP) University Project? <http://www.aplu.org/projects-and-initiatives/economic-development-and-community-engagement/economic-engagement-framework/index.html>
 - CEO/USU, July 20-21, 2017 Atlanta (Case study based investigation through empathy and understanding)
- Coalition of Urban Serving Universities
 - Priorities
 - Health (ideas for research center around food choices – intersection of learning and cultural conditioning)
 - Health care availability
 - Cradle to career
 - Strengthening communities (Urban Sustainability- water security/quality, greenspace, resilience)
 - Family success
 - APLU Convergence of Interests
 - Food Security, Access & Choices
 - Student poverty
 - Completion grant programs
 - Urban agriculture
 - Food deserts
 - Food & culture

NASDA: <http://www.nasda.org/File.aspx?id=4120>

- Numerous opportunities to align the system's priorities and initiatives
 - Call to Action 2020: Advancing Agriculture Through Enhanced Partnerships
 - Renewed commitment to Cooperative Federalism

- A robust partnership and role for states in federal policymaking
- Legitimately interested in enhancing efforts to engage in Farm Bill and appropriations
- Priorities for the next Farm Bill
 - Trade promotion – Market Access Program increase from \$200M to \$400M
 - Conversation - substantial investments in voluntary locally-driven, flexible and efficient conservation programs.
 - Address water quality challenges and face regulatory pressures
 - Specialty Crop Block Grants
 - Invasive Species
 - Additional tools
 - Increase funding for Plant Pest and Disease Management & Disaster Prevention
 - Increase funding for National Clean Plant Network
 - Enhance funding and coordination under the direction of USDA Office of Pest Management Policy
 - Animal Diseases
 - Expand authorized level for the National Animal Health Laboratory Network
 - Research, Education and Economics
 - Robust funding for agricultural research and extension programs, and infrastructure, particularly within agricultural colleges and universities.
 - Farm Bill funding for research on the safety and security of the food system and improving and protecting our natural resources.
 - Food Safety
 - Federal assistance is needed to implement the Food Safety Modernization Act
- Pest Eradication Activities and Research (PEAR) Program
 - NASDA Research Foundation (501c3)
 - Enhance education and outreach
 - Host a national pest eradication symposium
 - Existing resources and efforts to combat invasive species
 - Identify critical tools to protect against invasive species
- Requested/Encourage repeated contact while in DC

AGree

- A time-bound initiative organized by Meridian Institute

- Foundations funded to convene someone experienced in the supply chain
- Research & Innovation
 - Ask what should we be doing then go lobby for change
 - Platform with a set of ideas and concepts
 - Develop a set of principles

Rural Development

- The last Farm Bill included a clause to understand the impact (RIO) of rural development with no authorization
 - Would be helpful to understand effective changes in a longer term perspective
 - How does a community reach decisions on development
 - How does a community approach securing resources to attain whatever they've identified as an area of development
 - Approaches to recovery following disasters
 - A clearer definition of rural is needed (<20,000 in one program and <35,000 in another)
 - Should ESCOP support authorization of \$1M/year in the next Farm Bill?
 - Considering upping Regional Rural Development Center budgets \$1M/each to develop a grants program?

kglobal

- Spent four years building the network, now moving towards deployment through a series of call to action videos
 - Very short clips will start with education then explain how to act to move the dial
 - Videos will be emotionally compelling
 - Produced to have a long life span
 - Start in May, complete in October
 - Schedule a webinar with ACE
 - Engagement of communication experts in the blessed states is 80%

Cornerstone

- NRCS – change the Farm Bill to external permit partnerships?
 - Met with Representative Conaway's staff to explain the concern about the "Science" of Soil Health Project
 - Encouraged the agency to engage external partners in advance of developing a set of national methods and indicators
 - Unnecessary duplication of effort
- Mandatory research in the Farm Bill?
 - Only if new money; not supportive if displacement of funding from other programs

- Eye on the Infrastructure Bill

NACo

- 10 Policy Steering Committees that drive America's Policy Platform
 - WIR in Sun Valley, ID May 22-24
 - Public lands, expanding transportation, health care, community development
 - Poverty is a big issue
 - CARET has a national liaison; should there be a regional liaison?

USFWS

- Opened the door to begin exploring how LGU science can be used in T&ESA decisions
 - Very curious about the socioeconomic aspects of decisions
- Landscape Conservation Cooperatives
 - Provides a "shared table" for partners to increase their collective science and management capacity.
 - Common conservation priorities
 - Develop strategies that are spatially specific to their landscapes
 - Provide science and support tools to inform communities and decision makers
- ESCOP may want to consider a follow-up with Darin Schroeder, Partners and Intergovernmental Affairs Specialist to learn how to better engage

USDA-ARS

- Current direction is to recognize existing partnerships then explore opportunities for future partnerships
- Interested in attacking Grand Challenges in a less siloed fashion
- Working toward a global database
 - LATR data available @ NAL
 - Previously archived data being digitized
 - GXEXM
 - Improved data management for interoperable applications
- Supportive of improvements in infrastructure where co-located
- Interest in participating in national meetings
 - Assessment of partnerships throughout the nation

FFAR

- Up for renewal in the next Farm Bill
 - Does ESCOP support work in the "pre-competitive space" with the match requirement from non-federal sources?
 - Interested in the Alternative Funding Sources session being planned for the next ESS meeting

NIFA IBCE

- Need to get the science road map and WP/WA to Luis Tupas
- Question about future hires to be aligned with future directions
 - Possibility of influencing research directions through regional input; possibly through better engagement of liaisons

NIFA IFSN & CIP

- Explore opportunities for grant writing workshops, particularly including Extension
- Concerned about the quality of Hatch proposals
 - Better descriptions and more appropriate methodologies
 - Better documentation of impacts
- Need to take reporting on Hatch projects more seriously across the system
- Need to change the Assurance Form for Human Subjects
 - Documentation of IRB Exemptions
- Relevance to agriculture is often missing

NIFA IFPS

- Documentation of multiple IACUCs

NIFA IYFC

- Evidence-based youth development opportunities
 - What research can be done in this area?

NIFA PARS

- Continuing to implement recommendations of the Panel of Experts
 - POW platform integration with REEport
- Responding to OGC's question on rigor of capacity funding
 - Relevance (are we investing in the right things?)
 - Quality (are we getting a good return on investments?)
 - Performance (are we approaching it correctly?)
 - Will be critically evaluating how projects move the dial
 - Problem (what is the issue?)
 - Action (what was done?)
 - Outcome (what changed? Who benefitted?)
 - Knowledge
 - Action
 - Condition
- Is there a possibility of using the communications experts to help on reporting the 9 areas identified annually in NIFA's portfolio?

NIFA Communications

- What is the audience of the national impact database?

- Basically need to rewrite the stories.

NIFA OGFM

- Working on more joint programming with LGU administrative officers
 - Time and effort checkpoints
- Capacity under the OGC's microscope
 - Expect more desk audits in person
 - Use of funds and termination dates

NIFA Director

- Sonny suggested meeting with Nora Hawkins in OMB related to DOE discussion
- Inquired about match requirements on HEC program on behalf of ACOP
 - Difference in interpretations
- Invited NIFA to engage with ESCOP
 - State liaison program – should provide mutual benefit
 - Rejuvenating CSREES reviews

NIFA Leadership (Meryl Broussard and Bob Holland)

- Reiterated the need for NIFA to be more actively engaged
 - Liaisons at all levels
 - PARS, OGFM, and communications

NC FAR

- Would appreciate better communication up front
- Is it possible to send a transcript of Jay Akridge's testimony before the House Agriculture Committee?
- NC FAR will be organizing a summit on integrated activities to advance American agriculture this summer (likely June or July) to possibility influence the next REE action plan
 - Would welcome ESCOP's participation
 - It will be a look to the future
- We need to explore ways to engage earlier in the process to send a common message
- We have great partnerships with states. How do we get support from stakeholders, commodities, and others?
 - NASDA is gaining interest in influencing the research title of the Farm Bill
- We should reconnect more regularly
 - Were invited to participate in the March 29 board meeting
 - Hardcopies of ESCOP Priorities and Chairman's Initiative were left
 - Requested e-copies of the "One Ask" material

Common Threads and Possible Actions

- National Impacts Database

- Scrutiny of capacity funded projects
 - There is need for better documentation of benefits /more compelling arguments
- Improved web presence/utility
- How should we engage the communication experts?
- ESCOP Science Roadmap
 - Review and update needed ASAP
 - Representation on Breakthroughs 2030
 - Does ESCOP want to chip in?
 - Representation on NC FAR's summit
 - Eventual representation on NAS roundtable
- Consider Farm Bill language to encourage NRCS to engage APLU scientists
- Consider authorizing language in the Farm Bill USDA Rural Development to spent \$1M/region to study the impact of rural development or on the appropriations side increase regional rural development budgets by \$1M/year for competitive grants?
- Align appropriations asks with NASDA, NACo, SoAR, NC FAR
 - If nothing else communicate to identify common areas to support
 - Should we seek liaisons or embed ourselves?
- Inventory the system to identify point-sources for electrical energy efficiency improvement and manufactured housing efficiency improvement.
- Do we support FFAR and if so an increase in authorization?
- Should ESCOP encourage participation on APLU Commission on Innovation, Competitiveness, and Economic Prosperity (CICEP) and/or Commission on Engagement and Outreach (CEO)?

ESCOP Chair DC Visits

5/20/17 – 5/23/17

The Challenge of Change

Grand Challenge – Sustainability feed an expanding population and improve prospects for food and nutrition security for all.

Availability

Challenge 1 – Increase yields, profitability, and environmental sustainability simultaneously.

Challenge 2 – Develop the varieties and breeds needed for sustainable food systems.

Challenge 3 – Decrease food loss and waste through more efficient distribution systems.

Access

Challenge 4 – Create and share resources that serve all populations.

Challenge 5 – Ensure inclusive and equitable food systems.

Utilization

Challenge 6 – Address the dual burdens of undernutrition and obesity to ensure full human potential.

Challenge 7 – Ensure a safe and secure food supply that protects and improves public health.

SoAR

Breakthroughs 2030

SoAR to present ideas, Society of Plant Biology on work with NSF, and APLU will be presenting the Challenge of Change report to the National Academies.

The study is ~\$47,000 short; support <\$25,000 goes to SoAR and >\$25,000 to the Academies.

Sponsorship levels have ranged from \$1,000 - \$5,000 up to \$350,000.

Sponsors are recognized plus briefed on the report in advance of its release.

There will be a public reception Wednesday, June 14 at 5:30 p.m. at the National Academy of Sciences, Fred Kavli Auditorium- if in town, not worth making a special trip.

The 13-15 member study committee will conduct a Town Hall meeting in July.

Can participate remotely; opportunity for public input.

There will be 5-7 science panels with 7-9 members on each panel.

Look for the call immediately following the Town Hall.

Input to be added as White Papers, September 11-14 at the meeting in Irvine, CA
The full report is scheduled for release in March 2018.

Retaking the Field – must have AFRI funding

Focus will be on Food Safety, Nutrition, and One-Health with emphasis on Zoonotic Diseases

\$2,500 needed to be included in the report

Need to send Impact Statements on these areas as examples of what the system might contribute.

Attempting to strike the balance between basic and applied science with a push for contributions from the social sciences and economics disciplines

APLU

ESCOP Diversity and Inclusion presentation at Joint COPS (5-10 minutes)

What can the system do as a whole?

Congressional Ag Exhibition & Reception (April)

Call for presentations expected March 1, 2018

ESCOP strategy?

Blessed states, specific lines, other

Somebody who can represent the system

Cornerstone

Does ESCOP wish to explore how AES involvement could be encouraged in the conservation title?

Soil Health Institute: Enriching Soil, Enhancing Life; Action Plan for Soil Health

Organized into five sections reflecting the Institute's general priorities:

1. Research
2. Measurement, Standards and Assessment
3. Economics
4. Communications and Education
5. Policy

Research Goals and Priorities

Enhance Productivity and Resilience through Improved Soil Health

Optimize Available Water Holding Capacity in Important Agricultural Soils

Optimize Water Infiltration in Important Agricultural Soils

Optimize Suppression of Soil-borne Diseases through Soil Health Management Systems

Optimize Plant Nutrient Availability in Important Agricultural Soils
Quantify and Enhance Environmental and Human Health Benefits that Result from Improved Soil Health

Improve Water Quality by Increasing Nutrient Use Efficiency and Reducing Nutrient Losses

Increase C Sequestration and Reduce Greenhouse Gas Emissions

Establish and Expand the Current State of Knowledge on the Relationships between Soil Health and Human Health

NC-FAR

Tom Van Arsdall offered to assist with arranging a meeting with the Undersecretary if interested.

SUMMIT - Celebrating a Decade of REE Excellence and Crafting a Strategic Vision for the Future: A Stakeholder Coalition Event to Plan for Agriculture, Food, Health, and Natural Resource Research, Education, Extension

Co-conveners - CHS Foundation (via C-FARE), NIFA, ARS, NASS, ERS and Riley Memorial Foundation

September 25-26, Capitol Hilton, 70 attendees, 4+ topics

'Lunch~N~Learn' Hill Seminar Series

GOAL: Inform Hill Staff & other policy stakeholders about the value of public investment in food & ag research through hill seminars featuring leading edge researchers on topics of high interest. Helps staff make more informed recommendations about federal funding for Food and Ag RE&E.

Looking for effective communicators with no more than 25 minutes to present
Typically choose 8-10 out of 20-30 nominations then leave other dates open

Might ESCOP help NCFAR identify the best of the best?

Nominations accepted at any time; concise is better.

Powerful if an end-user stands up to confirm the value to them.

How can we improve the relationship between ESCOP and NC-FAR?

ESCOP ownership and engagement

Presentation on how NC-FAR could contribute to ESCOP efforts

NIFA

Areas for Better Engagement

1. Strategic Planning Process
Progress report/portfolio review
2. Budget Development

Possible points to engage

3. RFA Development

Knowing what is in the explanatory notes

Ethics – NPLs serving as advisors

4. State Liaison Program

Interested in feedback on what institutions would like out of this program

Possible strategies

Science Emphasis Areas as Portfolio

Matrix to measure

November Stakeholder Listening Session

Focused on science

Listen to stakeholders without judgement

Explore opportunities for explaining NIFA processes to new Deans and Directors

Annual report focus was on competitive programs; what about capacity?

Recognition of the partnership when it comes to capacity programs and we are stakeholders when it comes to competitive programs

NASS

2017 Census of Agriculture

To be mailed at the end of this year

Why is this important to ESCOP/ESS?

NIFA PARS

POW

June 8 workshop

Roll out October 2018 for the April 1, 2019 due date

NIFA OGFM

T&E Reporting

Moving from estimates to reconciling

Need verification of % activity

More about having a standard

Need to have controls written as policy and procedures

Main points on internal policy

Guidance on how the percentage of Federal award is to be measured, documented, and reported.

A requirement that effort reporting forms are reviewed and certified by the employee

What happens if there is a finding?

Will receive a recommendation from NIFA with the expectation of a response

Why isn't it possible to write grants while expending activity on a federal capacity project?

Not allowable because it does not benefit the federal capacity "grant".

Fix could be with legislation since it would trump OMB's uniform guidance.

Agenda Item 19.4: Diversity Catalyst Committee
Presentors: Karen Plaut and Jeff Jacobsen
Action Requested: For Information Only

The Diversity Catalyst Committee (DCC) organized successful three-component sessions during the CARET/AHS meeting. These were: Intercultural Development Inventory (IDI) with ESCOP Leadership and other colleagues through Pamala Morris, Assistant Dean, Office of Multicultural Programs, College of Agriculture, Purdue Univ.; Applying the Multicultural Organization Development Model (MCOD) with ESCOP Leadership, regional research and Extension associations and NIFA through Shannon Archibeque-Engle, Director of Diversity and Retention, College of Agricultural Sciences, Colorado St. Univ.; and Diversity and Inclusive Excellence with ESCOP Leadership, regional research and Extension associations and NIFA through Shannon Archibeque-Engle, Director of Diversity and Retention, College of Agricultural Sciences, Colorado St. Univ. This is consistent with the approved DCC Plan. Committee activities going forward are focusing on high priority elements of this Plan.

For the Fall ESS Annual Meeting in Philadelphia, PA two sessions will be connected to DCC efforts: A Tour of Civil Rights Reviews and Discovery of State Best Practices with Norman Pruitt, Interim Director, NIFA Civil Rights Director and Program Compliance Review Leader and Latoya Hicks, NIFA Equal Opportunity Specialist; and The Balance Between a Compliance Mentality and an Inclusive Mindset utilizing the IDI assessments with Patreese Ingram, Assistant Dean of Multicultural Affairs, College of Agricultural Sciences, Pennsylvania State University and Pamala Morris, Assistant Dean/Director of Multicultural Programs, College of Agriculture, Purdue University.

Karen Plaut, DCC Chair, has assumed the Interim Dean of the College of Agricultural Sciences at Purdue University effective July 1, 2017. She wishes to remain the Chair of the Diversity Catalyst Committee.

Bret Hess has agreed to participate in a panel at the Joint COPs meeting representing the DCC and his PowerPoint slides follow this Agenda Brief.



DIVERSITY CATALYST COMMITTEE

BRET HESS

ESCOP CHAIR

INITIAL CHARGE

- **Where are we in terms of research leadership diversity and its potential pipeline?**
- **How do we create diversity in leadership and a pipeline?**
- **Where are we now? Where do we want to go? What does success look like?**
- **Are there actions and programmatic activities that might contribute to increasing diversity?**
- **What best practices can be identified and shared with regional and national associations?**



DIVERSITY CATALYST COMMITTEE

Karen Plaut (Task Force Chair), Senior Associate Dean for Research and Faculty Affairs, Purdue University

Shannon Archibeque-Engle, Director of Diversity and Retention, Colorado State University

Wes Burger, Associate Director, Mississippi State University

Charles Boyer, Vice President, Dean and Director, Montana State University

Alton Thompson, Executive Director, Association of 1890 Research Directors

Jackie Burns, Dean for Research and Director, University of Florida

Doze Butler, Associate Dean College of Sciences and Agriculture, Southern University and A&M College

Cynda Clary, Associate Dean Academic Programs, Oklahoma State University

Ali Fares, Associate Director for Research, Prairie View A&M University

Christina Hamilton, Assistant Director, NCRA

Jeff Jacobsen (Task Force Support), Executive Director, NCRA

David Leibovitz, Assistant to the Executive Director, NERA

Sarah Lupis, Assistant Director, WAAESD

Tim Phipps, Associate Dean for Research and Outreach and Associate Director, West Virginia University

Rick Rhodes, Executive Director, NERA

Soyeon Shim, Dean, School of Human Ecology, University of Wisconsin-Madison

Brian Raison, Extension Field Specialist, Community and Organizational Development, The OSU, ECOP

Diversity Catalyst Committee



SUMMARY

- Work has spanned across three ESS Chairs – Bob Shulstad, Shirley Hymon-Parker, Bret Hess
- Final report published and with major thrusts:
(<http://escop.info/committee/diversity-catalyst-committee>)
 - Recruitment and Mentoring (7 concepts)
 - System Integration (7 concepts)
 - Training (8 concepts)
 - Best Practices for All (16 concepts)
- Diversity in Research Leadership Task Force evolved into the permanent Diversity Catalyst Committee (DCC)
- ESS approved budget for DCC activities
- Periodic communications/connections with LEAD21, FSLI, NIFA, PBD (Thompson), APLU (Fink), APS (Turner)



ACTIVITIES

- **DCC members working in subcommittees on the highest priority action elements to create: goals, metrics, timelines, activities, continuity of practice and cost estimates; Inventory of BPs**
- **Professional Training**
 - **Intercultural Development Inventory (IDI) for ESCOP [Pamala Morris, Purdue]**
 - **Multicultural Organization Development (MCOD) for ESCOP leadership, regional associations, guests and NIFA [Shannon Archibeque-Engle, Colorado State University]**
 - **Inclusive Excellence conversations, practices and tools for regional associations, guests and NIFA [Shannon Archibeque-Engle, Colorado State University]**



ACTIVITIES

- **ESS Annual Meeting in Philadelphia, PA**
 - **A Tour of Civil Rights Reviews and Discovery of State Best Practices (Norman Pruitt and Latoya Hicks, NIFA)**
 - **The Balance Between a Compliance Mentality and an Inclusive Mindset and IDI (Patrese Ingram, The PSU and Pamala Morris, Purdue University)**
- **Regional association activities**
 - **NC - Diversity and Inclusion on Land-grant Campuses: Issues and Opportunities (Spring 2016); Exploring Collaborations with NC 1994s (Spring 2017)**
 - **NE - Diversity and Inclusion Best Practices (Spring 2017)**
 - **S - Ensuring Diversity Throughout College (Fall 2016)**
 - **W – Fostering Authentic Dialog: Meeting Indigenous Student Needs in Higher Education (Summer 2016)**

