



Winter ESCOP Meeting Minutes and Briefs

Omni Shoreham Hotel
Congressional Room (West Lobby)
Washington, DC

Monday, March 3, 2014
8 am to 12 noon

Time	Agenda Item	Topic and Presenter(s)
8:00 am	1.0	Welcome and Approval of July 24-25, 2013 ESCOP Minutes – Steve Slack, 2014 ESCOP Chair
8:05 am	2.0	Cornerstone Report – Hunt Shipman/Jim Richards
8:25 am	3.0	kglobal/Marketing Report – Darren Katz (kglobal), Nancy Cox
8:45 am	4.0	NIFA Update – Meryl Broussard (Invited)
	5.0	Discussion Topics:
9:00 am	5.1	Water Working Group - Robin Shepard/Mike Harrington
9:30 am	5.2	Impact Database and Training Update --- Bill Brown, Eric Young, Mike Harrington, and Faith Peppers (ACE)
10:15 am	5.3	Pest Management/ IPM Progress Report --- Mike Hoffman, Daryl Buchholz, Mike Harrington
10:30 am		<i>Break, as needed</i>
10:45 am	5.4	Futuring Task Force Update - Mike Hoffman, Dan Rossi
11:05 am	5.5	Capital Infrastructure Committee Update -Mike Hoffman, Dan Rossi
11:25 am	6.0	ESCOP Committee Reports (Approximately 5 min for each, beyond submitted written briefs)
	6.1	Science and Technology Committee - John Russin, Dan Rossi
	6.2	Budget and Legislative Committee Agenda - Bret Hess, Mike Harrington
	6.3	NRSP Review Committee - Bret Hess, Mike Harrington
11:50 am	7.0	Other Business –Steve Slack
	7.1	Joint ESCOP/ECOP Meeting Fall 2015 – Jimmy Henning
11:55 am	8.0	Final Remarks and Adjourn – Steve Slack

Written Briefs: [ECOP Report to ESCOP](#)

MINUTES

Attendees:

- John Baker – Michigan State University
- Carolyn Brooks – Association of 1890’s Executive Director
- Bill Brown – University of Tennessee
- Maria Gallo – University of Hawaii
- Mike Harrington – WAAESD Executive Director
- Bret Hess – University of Wyoming
- Mike Hoffmann – Cornell University
- Shirley Hymon-Parker – North Carolina A&T University
- Darren Katz – Kglobal
- Moses Kairo –University of Maryland Eastern Shore
- Steve Lommel – North Carolina State University
- Ernie Minton – Kansas State University
- Jim Moyer – Washington State University
- Faith Pepper – University of Georgia
- Jim Richards – Cornerstone
- Dan Rossi – NERA Executive Director
- Bob Shulstad – University of Georgia
- Steve Slack – Ohio State University
- Clarence Watson – University of Arkansas
- Jon Wraith – University of New Hampshire
- Eric Young – SAAESD Executive Director

Item #	Topic	Notes	Action Items
1.0	Interim Actions of the Chair/Chair Report – Steve Slack, ESCOP Chair	<p>Steve Slack and Jimmy Henning met in February with NIFA leadership and gave a seminar on ESCOP/ECOP collaborations to NIFA NPL’s</p> <p>Jeff Jacobsen now officially North Central ED, but was unable to attend. Will be housed at Michigan State</p>	For information only
2.0	Cornerstone Report –Jim Richards	<ul style="list-style-type: none"> • Appropriations and Farm Bill outcomes generally very strong for system • Two rough spots were 	For information only

		<p>addition of a Central State University in Ohio to 1890's and a targeted authorization for animal agriculture</p> <ul style="list-style-type: none"> o Animal agriculture lobbying caused creation of a new authority that could have been solved administratively through AFRI allocations o New authority sets first \$5 Million for capacity' beyond that 85% is competitive <ul style="list-style-type: none"> • Budget summary sheets are ready for CARET except for exact line amounts which will be inserted Tuesday morning after President's budget is released • Foundation for Food and Agriculture Board is being set up by industry and National Academics 	
3.0	<p>kglobal/Marketing Report – Darren Katz (kglobal), Dan Rossi</p>	<ul style="list-style-type: none"> • Working with local communicators to get stories out • Robust social media presence – web, Twitter, and Facebook, to raise awareness of R&E value • Focusing on what it means to constituents in home districts of key legislators • Have been discussing expansion beyond Extension and Research to Academic Programs <ul style="list-style-type: none"> o Will be discussed at Policy Board of Directors • Budget limits number of districts to about 12, would be better to cover more • Discussing how to involve institution's communicators more fully in marketing to achieve 	

		<p>broader coverage</p> <ul style="list-style-type: none"> • Messaging has been localized, but now looking at having one or two focused messages/themes nationally <ul style="list-style-type: none"> o Nutrition was first one • Other potential themes water, invasive species, plant and animal genetics, etc. • Kglobal reports will not be circulated electronically due to some confidential content • CMC will begin meeting quarterly by conference call rather than monthly 	
5.1	Water Working Group - Robin Shepard/Mike Harrington	<ul style="list-style-type: none"> • Working on recommendation for increase in budget line related to water research and extension and water program in AFRI • Initial concept document was done and now more complete draft is being circulated • Handout of issues chart (link to PDF) • Preliminary report will be presented at Joint COPS 	
5.2	Impact Database and Training Update --- Bill Brown, Eric Young, Mike Harrington, and Faith Peppers (ACE)	<ul style="list-style-type: none"> • Suggest adding specific federal agencies under non-USDA federal grants & contracts • Currently gathering names of authorized impact inputters • Training module that Sara developed is available now and online • Consider adding a category called commodities with tags for major types 	EDs/ADs continue to collect regional AES inputter names and high res logos. They will send info to Eric Young, who will then compile and send to TAMU database programmer.
5.3	Pest Management/ IPM Progress Report --- Mike Hoffman, Daryl Buchholz, Mike Harrington	<ul style="list-style-type: none"> • Recommendation on National IPM Committee from working group was released on 	Daryl Buchholtz and Mike Hoffmann to work with group to finalize

		<p>December 13 (included in agenda brief)</p> <ul style="list-style-type: none"> National IPM Committee could be a subcommittee of Science and Technology Ask Daryl Buchholtz and Mike Hoffmann to work with group to finalize the recommendations Mike Harrington and Mike Hoffmann will do summary of ESCOP discussion to give to ECOP prior to its meeting in March 	<p>the recommendations</p> <p>Mike Harrington and Mike Hoffmann will do summary of ESCOP discussion to give to ECOP prior to its meeting in March</p>
5.4	Futuring Task Force Update - Mike Hoffman, Dan Rossi	<ul style="list-style-type: none"> Steering committee has been established First conference call was February 25 Need endorsement of Presidents if the focus is the land-grant university system instead of just agriculture Steering committee will be working on developing a plan to engage the system in a futuring activity Industry should be involved in this activity 	For information only.
5.5	Capital Infrastructure Committee Update -Mike Hoffman, Dan Rossi	<ul style="list-style-type: none"> Task Force has been discussing this with Sightlines, who works with many universities now Need feedback from a 100 institutions with fee of \$100,000 total PBD will discuss with Sonny Ramaswamy how this effort should be funded 	
6.1	Science and Technology Committee - John Russin, Dan Rossi	<ul style="list-style-type: none"> Science Roadmap brochure is being used by some institutions and additional copies have been requested 	For information only

		<ul style="list-style-type: none"> Upon request, a file is sent that is in the appropriate format for printing the brochure 	
6.2	Budget and Legislative Committee Agenda - Bret Hess, Mike Harrington	<ul style="list-style-type: none"> One unintended consequence of pest management consolidation is that E-IPM is now under 401 line and can be charged IDC, so could lose up to 30% of its funding to administrative overhead Also, total appropriation for all pest management lines is down ~ \$700,000 from 2012 level of separate lines 	For information only
6.3	NRSP Review Committee - Bret Hess, Mike Harrington	<ul style="list-style-type: none"> Guidelines have been revised and updated One new NRSP is being proposed on plant genomics 	For information only
7.0	Other Business –Steve Slack	<p>New Foundation for Food and Agriculture</p> <ul style="list-style-type: none"> National Academy of Sciences is seeking nominations but doesn't have specific guidelines or criteria Need to decide how to solicit nominations without getting too many Very little known about how the Board will operate and what influence it will have. Steve Slack and Jimmy Henning will communicate with Policy Board of Directors about a system wide coordination for nominations <p>ESCOP/ECOP Joint Meeting, Fall 2015 (Jimmy Henning)</p> <ul style="list-style-type: none"> Possible joint meeting of Experiment Station and Cooperative Extension Sections in 	<p>Steve Slack and Jimmy Henning will communicate with Policy Board of Directors about a system wide coordination for nominations</p> <p>Carolyn Brooks will take the lead now for ESCOP on planning this joint meeting with ECOP in 2015.</p>

		<p>September, 2015, in place of the ESS meeting and Workshop</p> <ul style="list-style-type: none">• 1890's will select our chair-elect for 2015, so Carolyn Brooks will take the lead now for ESCOP on planning this joint meeting with ECOP	
--	--	---	--

AGENDA BRIEFS

Item 3.0

Agenda Brief: AES/CES Communications and Marketing Committee

Date: March 3, 2014

Presenter: Nancy Cox/Daniel Rossi

Background Information:

1. Committee Membership:

Wendy	Wintersteen	AHS
Ian	Maw	APLU Representative to CMC
Hunt	Shipman	Cornerstone Government Affairs
Nancy	Cox	ESCOP CMC Representative to NC-FAR; CMC ESCOP Co-Chair
Steve	Slack	ESCOP Chair, FY2014
Michael	Harrington	ESCOP ED
Mary	Duryea	Southern Region ESCOP
Ronald	Pardini	Western Region ESCOP
Jenny	Nuber	kglobal
Bill	Ravlin	North Central Region ESCOP
Robin	Shepard	ECOP ED&A Point Person
Jane	Schuchardt	ECOP ED&A Point Person
Carolyn	Brooks	1890s Region ESCOP; ESCOP ED&A Team
Kirk	Pomper	1890s Region ARD
William	Hare	Northeast Region ECOP
Tom	Coon	North Central Region ECOP
Gina	Eubanks	1890s Region ECOP
Darren	Katz	kglobal
Tony	Windham	Southern Region ECOP
Daniel	Rossi	ESCOP ED&A and Point Person
Connie	Pelton Kays	CARET
Jimmy	Henning	ECOP Chair, FY2014
Richard	Rhodes	NERA ESCOP
Scott	Reed	CMC ECOP Co-Chair
Faith	Peppers	ACE Representative to CMC
Linda	Martin	ACOP Representative to CMC

2. Meetings – A face-to-face meeting was held on March 2, 2014. The Committee will meet quarterly by conference calls starting in May 2014.
3. Update:
 - The Directors voted at the Fall ESS meeting to commit another three years of support for the AES/CES Communication and Marketing Project. We are into the second year of a two year partnership with ECOP to support the Project. ECOP has not yet made a decision to extend the partnership.
 - The Committee continues to provide guidance and feedback to kglobal and Cornerstone on various educational initiatives.
 - The Committee is monitoring and providing input into the development of the ESCOP-ECOP Impacts Training program.
 - There has been no action on a BAA PBD proposal to expand the scope of the project.
 - The agenda for the March 2 meeting:
 - Review/reflection on the past year's CMC activities
 - Cornerstone (Hunt Shipman)
 - kglobal (Darren Katz)
 - ECOP/ESCOP (Scott Reed/Nancy Cox)
 - Current issues
 - Update from Cornerstone (Hunt Shipman)
 - Update from kglobal (Darren Katz)
 - Is the system both supporting and using kglobal in an optimum way?
 - Going forward
 - Handling of kglobal reports
 - Future scale and partners in the Communications and Marketing Program
 - Themes for the coming year
 - Other Business

Action Requested: For information only.

[Back to Top](#)

Item 5.1

Agenda Brief

Water Working Group

Presenters: Mike Harrington/Robin Shepard

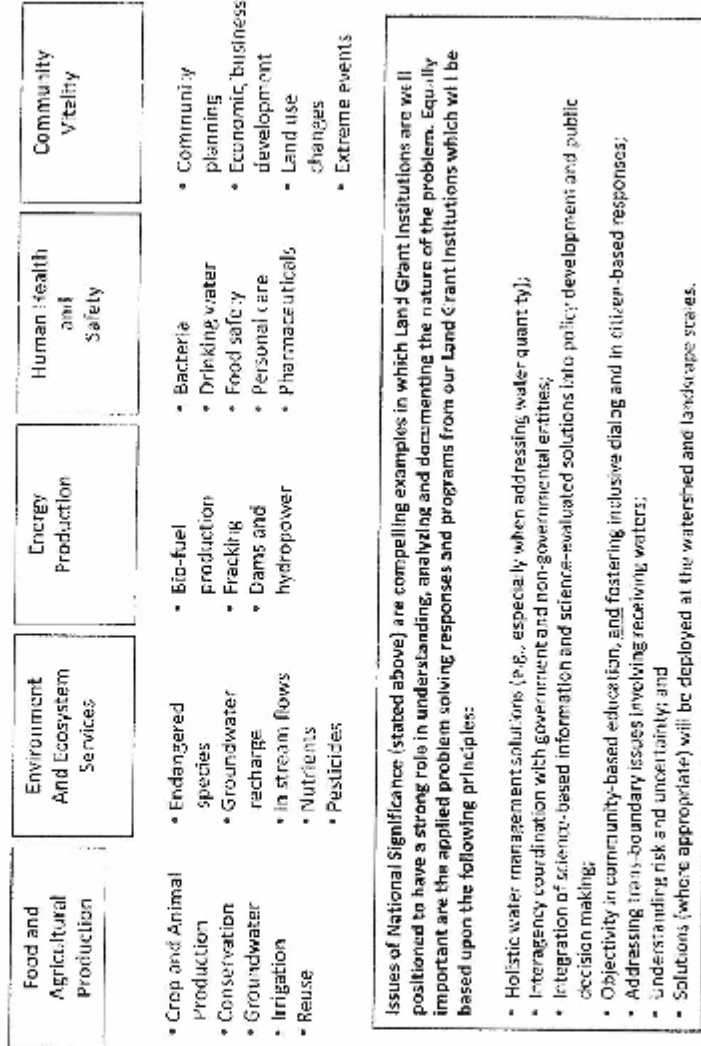
For information only

The ESCOP and ECOP B&L Committees as well as the BAC and the Policy Board endorsed the recommendation that a Water Working Group be established in the vein of the Pest management Working Group with a charge of developing a set of programmatic and funding recommendations that would be returned to the ECOP and ESCOP B&L Committees, the BAC and the Policy Board of Directors. This intent is to identify possible budget initiatives and provide guidance to NIFA. The committee co-chaired by Steve Slack and Jimmy Henning has been constituted with broad representation of research and extension faculty from across all regions (see attached). Several conference calls have been held during which the committee charge and an initial description of the issues were discussed (see attached). A larger strawman document has been prepared for release to the committee within the next week. A draft WG document is expected by the Joint COPS meeting.

**Working Document
- DRAFT -**

The Improvement of U.S. Water Security

Water Security is important for the vitality and resiliency of U.S. Agriculture and Rural Communities



Grand Challenge

**(Keystones)
Issues of National
Significance**

Examples
We recognize that many of these examples overlap across themes. **Issues listed also reflect prevalence in CRIS data.

Approaches

Revised Draft 3/2/14

Item 5.2

ESCOP Agenda Brief March 3, 2014

Agenda Item: Impact Database Update

Presenters: Bill Brown and Eric Young

The ESCOP Impact Database Working Group (Bill Brown, Chair (UTIA), Cathy Gant-Hill (NC A & T), Sarah Lupis (WAAESD), Dave Benfield (OSU), and Eric Young (SAAESD)) were charged last July “to consider mechanisms, including the ECOP Strategic Opportunities and Measuring Excellence System, for collecting and making readily available to NIFA, other federal agencies, AES and CES directors, and others information on impacts of AES research”. The Working Group’s recommendation to ESCOP was that ESS joins CES in utilizing the impact database that has been developed at TAMU to make available for search and retrieval impact statements of AES research. This recommendation was unanimously approved at the Nov 11 ESCOP meeting in DC.

The estimated cost to ESS for development of the research impact portion of the database at TAMU will be \$12,500 for the first year. This will include development, testing, and implementation of the system; ESS’s share of developing a 'Land-Grant' public front-end web site; and other modifications of the current sites to reflect the whole land-grant system. This expenditure was approved by the Section in a vote conducted in mid-January. An invoice for the development work will be sent in late summer or fall of 2014. Continuing maintenance cost for ESS is expected to be approximately \$2,000 to \$2,500 total per year after the development phase is complete.

The Extension/Research impact database development is being led by Scott Cummings (Texas A&M AgriLife Extension Service) and his IT group at TAMU. Database development is now being guided by an integrated steering committee, the National Impact Database Committee, chaired by Tim Cross (UTIA). Other members include: Bill Brown (UTIA), Eric Young (SAAESD), Tom Coon (OSU), Jenny Nuber (kglobal), Faith Peppers (UGA), and Scott Cummings (TAMU). This group is charged with advising Scott on such aspects as web page and input screen components, URL name, categorization and tags, search capabilities, output format, etc.

The committee considered a number of URL’s and, on kglobal’s advice, decided on landgrantimpacts.org. Jenny Nuber said it was important in this case for the URL to indicate exactly what the web site is so that it will come up first on a Google-type search. This URL can be changed in the future if a better name is identified. The research impact input page is being designed to accommodate appropriate fields and cataloging options for research. A mock-up of this page is shown below.

The front end web site will have an advanced search option that allows the user to search on any of the field parameters shown in the input page (ex. research or extension, institution, state, funding source, challenge area, etc). Also on the front end will be broad integrated categories and tags under those categories that will allow a user to narrow their search by subject matter. These categories and tags were derived from an integration of the goals and objectives from the ESCOP’s Science Roadmap and ECOP’s Strategic Opportunities documents. The current list of categories and tags is shown below.

The quality control point for the impact statements being entered is at the CES and AES directors’ level. Each director will designate one or more inputters and they will be the only ones with access to the input site. The directors are responsible for assuring their designated inputters are trained in writing impact

statements. Periodically, a committee will evaluate quality of the impact statements contained in the database and give feedback to the directors and imputers.

Annual reports are the basis and foundational source material for the impact reporting conducted by science communicators at Land Grant Universities. In an effort to improve the quality of reports submitted to NIMSS and other databases by all research and Cooperative Extension personnel with reporting responsibilities, Sara Delheimer, the Impact Communication Specialist, has developed a short presentation that explains what good reporting looks like, including examples. All Multistate Committees are encouraged to view this presentation as part of their regular annual meetings and make adjustments to their annual reports, accordingly. In addition, directors are encouraged to share this presentation with faculty. The presentation can be found here: <http://www.waesd.org/research-reporting>

ADD AN IMPACT STATEMENT

Institution

Texas A&M AgriLife Research

State

Texas

Region

Southern

Title

Issue: A statement of the problem or issue being addressed by the research.

(max 1,000 characters, 1,000 remaining)

Resolution: Statement of how this project or activity is contributing to finding a solution to the problem or addressing the issue and what was learned.

(max 1,000 characters, 1,000 remaining)

Impact: Statement of the impact (not outputs or outcomes) of this project or potential impact if the project is successful.

- Quantifiable difference in economic, environmental, or social quality of life
- Significant change in understanding or technology within a discipline
- Measurable benefits to those who utilize the knowledge or technology

Please check the box below if you (Scott Cummings) are the Primary Contact for this statement. Otherwise, please fill in the Primary Contact information below.

Primary Contact - Name

Primary Contact - Email

Primary Science Roadmap Challenge Area

None Selected



Secondary Science Roadmap Challenge Area

None Selected



Tags

Save

Statement Year

2013



Primary Funding Sources (choose all that apply)

Capacity Funds



Resource Links

Add Link

Statement Synopsis (130 characters)

For social media, rss, etc.

(max 130 characters, 130 remaining)

Funding Sources Drop-down List –

- Hatch Regular
- Hatch Multistate
- Evans-Allen
- 1994 Research
- Animal Health
- AFRI
- Other USDA Grant
- Non-USDA Federal Grant
- State Appropriations
- Industry Grant, Contract, or Gift
- Other Private Grant, Contract, or Gift
- Other

Challenge Area Drop-down Lists –

- Sustainability, competitiveness, & profitability of U.S. food & agricultural systems
- Adaption & mitigation of climate change impacts on food, feed, fiber, & fuel systems
- Energy security & bioeconomy from renewable natural resources
- Safe, secure, & abundant food supply for U.S. and world
- Human health, nutrition, & wellness of U.S. population
- Environmental stewardship through sustainable management practices
- Individual, family, & community development & resilience

Categories and Tags

Food Security

- Productivity
- Plant and Animal Improvement (breeding & genomics)
- Reduced Chemical Use
- Nutritional Value
- Food Availability
- Food Affordability
- Plant and Animal Food Products
- Chronic Disease Prevention and Management
- Food Safety
- Food Preservation
- Food Supply Systems

Nutrition & Health

- Human Health
- Genomics
- Nutrient Delivery Systems
- Physical Activity
- Wellness
- Human Nutrition
- Chronic Disease Processes
- Functional Foods

Youth, Family & Communities

- Economic Development
- Community Development
- Leadership
- Technology Use
- Financial Management
- Entrepreneurship
- STEM
- Youth Development & 4H

Environmental Stewardship

- Environmentally Sustainable Ag Systems
- Ecosystem Services
- Pest Control
- Stewardship
- Energy Conservation
- Water Quality
- Water Availability
- Water Conservation
- Waste Management

Agricultural Systems

- Alternative Agriculture
- Food Systems
- Fiber Systems
- Profitability & Competitiveness

Climate Change
Sustainability
Crop Management
Livestock Management
Integrated Pest Management
Economic Modeling
Irrigation
Local Foods

Energy & Bioproducts

Bioproducts
Biofuels
Biomass
Biofuel Incentives
Energy Technologies
Energy Efficiency & Conservation

[Back to Top](#)

Item 5.3

Agenda brief

Pest Management Working Group Update

Presenters: Mike Harrington/Mike Hoffman

For information and follow up action

Currently there is a so called National IPM Committee (NIPMC) consisting of IMP Center Directors, Regional IPM Committees, State IPM Coordinators, and Community IPM practitioners, the IPM Voice as well as others. This group has been meeting annually for a number of years and makes recommendations on programs; however, this group has no official status or no ties to either ESCOP or ECOP. This group was asked to respond to the recommendations contained in the Pest Management Working Group White paper that was developed last year. Many participants in the Work Group are also members of the NIPMC

There have been a number of iterations in response to the White Paper (most recent is attached). It is my recommendation that steps be taken to move forward with the formation of a Joint ESCOP-ECOP Pest Management Coordinating Committee. At a minimum this would entail development of rules of operation for the committee to be endorsed by ESCOP and ECOP. Careful consideration should be given the committee charge, structure, size, roles, responsibilities and reporting lines, etc. As currently recommended by the NIPMC, the "Pest Management Coordinating Council" may be too large to be effective. After further discussion with one of the principals who led the development of the recommendations, the following committee composition is suggested:

- At least one officer and administrative adviser from the regional technical committees for IPM (NCERA 222, NEERA 1004, SERA 3, and WERA 1017), N=8
- Directors of the four Regional IPM Centers, N=4
- E-IPM representative from each of the 5 regions, N=5
- One sitting AES and Extension Director, N=2
- One ESCOP and one ECOP regional executive director, N=2
- Non-voting *Ex officio* members, liaisons, N=?
 - IR-4
 - Other Land Grants programs related to pest management
 - Agencies and programs within USDA including NIFA, APHIS, ARS, SARE.
 - Other Departments of the Federal government including EPA, HUD, GSA and DOD.
 - Private-sector organizations including IPM Voice, IPM Institute of North America, and the National Alliance of Independent Crop Consultants (NAICC).

This is still a sizeable committee but may be workable. The regional EDs could assist with strawman draft rules that are in line with other COPS Committees. ESCOP and ECOP should move forward with formalizing the committee as soon as possible.

National IPM Committee

Recommendations regarding the National IPM program

December 13, 2013

Introduction

The genesis of the National IPM Committee (NIPMC) was in 1985 when the Pest Management Strategies Subcommittee of the Experiment Station Committee on Policy (ESCOP) Science and Technology Committee was charged with providing coordination among the Regional IPM Competitive Grants Programs and with USDA, the sponsoring agency. The Subcommittee was expanded to include Extension representation in 1986 to better integrate regional research with activities occurring through Smith Lever 3d IPM funds. At that time, the group began to refer to itself as the National IPM Coordinating Committee, later shortened to simply the National IPM Committee. Over the years, the NIPMC has functioned to provide advice and communications regarding Integrated Pest Management (IPM) programs carried out by USDA-NIFA (and its predecessors) and land-grant universities from across the region. Core membership was originally comprised officers of the four ESCOP regional technical committees for IPM (now NCERA 222, NEERA 1004, SERA 3, and WERA 1017), administrative advisors to those committees, and competition managers of the four Regional IPM grants programs (NC-RIPM, NE-RIPM, S-RIPM and W-RIPM), with USDA-NIFA IPM-related National Program Leaders serving as *ex officio* members. USDA-ARS-OPMP (1996) and Regional IPM Centers (2000) were added after these groups were established. Key partner organizations including US EPA and USDA-IR-4 have also participated. The committee is led by its liaisons to the Extension Committee on Policy (ECOP) (currently Ed Rajotte, PSU) and ESCOP (currently Frank Zalom, UC-Davis), with facilitation by the National IPM Center Directors.

The APLU-BAA requested that NIPMC provide feedback on the paper “New Pest Management Program: A summary of recommendations from the BAA Working Group on Pest Management,” particularly on aspects of organization and integration of the national program. Much of the agenda of NIPMC’s annual meeting (Oct. 1 & 2, 2013) was devoted to this topic. This document is a summary of the NIPMC process and resulting recommendations.

Process

Pre-meeting survey. Prior to the October 2013 NIPMC meeting, a survey questionnaire was constructed and sent to IPM Coordinators/Directors in each state/territory. The purpose of the survey was to respond to the APLU-BAA position paper and elicit opinions about how IPM programming should be structured to be more effective and responsive. Specifically, respondents were asked how a future NIPMC-like committee should be structured and operated to provide better communication among state IPM programs, land grant institutions, regional IPM centers, the federal government and various stakeholders of IPM programs. The questionnaire was administered using Survey Monkey in September

2013 by asking the leadership of the Regional Technical Committees to encourage participation by the IPM Coordinators/Directors in their regions. A few other respondents included various administrators and researchers. Of about 64 potential respondents (1 IPM Coordinator per 56 states and territories, 2 leaders per Regional IPM Center), 46 filled out questionnaires giving response rate of about 70%. A brief summary of survey results can be found at <http://www.ipmcenters.org/NIPMC/>.

Participation at the NIPMC meeting. At the October 2013 NIPMC meeting a summary of survey results was presented to committee members. A brainstorming and round-robin reporting session was held with the committee members to construct a set of recommendations to respond to the APLU-BAA position paper. The question posed during the brainstorming session was “What should we do in the next year to take advantage of the formation of the new IPM Coordinating Committee?” Brainstorming results are shown in the file available at <http://www.ipmcenters.org/NIPMC/>.

Post meeting remote deliberations. A subcommittee was assigned to develop the first draft of this document and feedback was solicited from the NIPMC membership. Subsequent drafts were resulted from online exchanges, and approval ratified during a teleconference on INSERT DATE HERE?? .

The survey results and brainstorming results were incorporated with the APLU-BAA white paper to form the following recommendations.

Endorsement of the APLU-BAA Working Group Recommendations:

The existing National IPM Committee supports the recommendations put forth by the APLU-BAA Pest Management Working Group and recommends that they be implemented to more fully realize the impact that IPM programs can have on the U.S. economy, environment, and human well-being. To further enhance the Working Group's concepts, the NIPMC suggests the following recommendations to effectively address all components of a truly national IPM approach as envisioned in the National IPM Roadmap (Appendix A).

1. *Integrated Pest Management Program.* We recommend the program be named Integrated Pest Management or IPM vs Crop Protection. We make this recommendation to be consistent with the *National IPM Roadmap*, because of the historical broad acceptance of IPM and the fact that it includes the management and control of pests in all settings including but not limited to: agricultural crops, food animals, urban environments, and much more. Using the term IPM will allow the program to grow as needs and opportunities present themselves.
2. *IPM for all settings.* Though USDA has provided effective and productive leadership in the IPM arena for decades, we recognize that IPM is useful many settings beyond domestic agriculture such as: pests in urban environments, natural areas, human health situations and international arenas.
3. *Enhanced involvement of Research and Academic sectors.* The existing national program has for various reasons, had a decided emphasis on program and information delivery (i.e., Extension) with much less involvement by the land-grant institution research and academic teaching communities. The future IPM program will benefit from full participation of researchers, teachers, and Extension professionals.

4. *Strategic Planning for Functionality.* Existing IPM structures such as the EIPM grants program, Regional IPM Centers, Regional Technical Committees, Regional IPM Competitive Grants, and the NIPMC may each likely be useful components of the new national IPM program. However we should plan and implement the new national program with functionality – effectiveness and efficiency in addressing the entire issue as laid out in the *National IPM Roadmap* – as the primary objective. Existing organizational structures and procedures should be reviewed relative to their functions and contributions to the Roadmap. Adjusting roles and procedures by existing structures to better serve the national strategy is a likely outcome. Termination of existing components and procedures to better serve a new, more comprehensive, national approach should be given strong consideration. For example, we recommend replacing the NIPMC with the proposed Pest Management Coordinating Council as a standing subcommittee of ESCOP or another recognized entity within the APLU structure (i.e., if possible, a joint ESCOP and ECOP subcommittee). This Pest Management Coordinating Council should include:
- Officers and administrative advisers of the regional technical committees for IPM (NCERA 222, NEERA 1004, SERA 3, and WERA 1017)
 - Directors of the four Regional IPM Centers
 - Extension Committee on Policy (ECOP) and Experiment Station Committee on Policy (ESCOP) Directors from each of the four regions.
 - One ESCOP and one ECOP regional executive director.
 - IR-4 and other programs related to pest management within the Land Grants.
- (liaisons (*ex officio* members) could be invited from:
- Agencies and programs within USDA including NIFA, APHIS, ARS, SARE.
 - Other Departments of the Federal government including EPA, HUD, GSA and DOD.
 - Private-sector organizations including IPM Voice, IPM Institute of North America, and the National Alliance of Independent Crop Consultants (NAICC).
5. *National IPM Coordinator.* A National IPM Coordinator should lead the new program. Ideally this office would be located and funded outside of any one cabinet-level department, for instance in the White House Office of Science and Technology.
- If the National IPM Coordinator office cannot be structured as above, it should at least be adequately funded by multiple stakeholder agencies including: several agencies within USDA, EPA, DOD, HUD, FDA and GSA. The purpose of distributing funding sources is in part, to provide a required level of funding but more important, this approach will engender lines of accountability and ownership by all partner agencies.

Should appointment of a National IPM Coordinator be established, a National Pest Management Coordinating Council should then be appointed to serve as advisors to the National IPM Coordinator. The Council should be broad-based and chaired by the National IPM Coordinator. It should systematically address all pertinent venues for IPM research and implementation, not solely those related to agriculture. Council members will provide leadership as appropriate to their own core mission. For instance, USDA would focus on agricultural settings, HUD and DOD on IPM in public housing, and so forth. EPA would lead on issues related to environmental impacts of IPM, and HHS, FDA and CDC might lead on human health impacts. The Council would also include membership from the land grant Pest Management Coordinating Council described in Item 4 above, private sector organizations (e.g. IPM Voice, IPM Institute of North America, and NAICC), and professional societies (e.g., Entomological Society of America, American Phytopathology Society,

Weed Science Society of America, and Society of Nematology). As with the National IPM Coordinator, if possible the Council should be housed outside of any one department. This is the preferred option. Sponsorship by USDA-NIFA is the second choice providing there is a broad enough focus to effectively address all agencies and stakeholders involved with IPM and the economic, environmental and human impact areas as delineated in the *National IPM Roadmap*. Committee membership would be similar to that described in Item 5a.

[Back to Top](#)

Item 5.4

Agenda Brief: Futuring Steering Committee

Date: March 3, 2014

Presenter: Mike Hoffmann/Daniel Rossi

Background Information:

1. Committee Membership:

Michael Hoffmann (Chair)	ESCOP
Daryl Buchholz	CES
John Stier (or Josef Broder)	APS
John Ferrick	IAS
Craig Beyroudy	AHS
Dan Rossi	ED support

2. Background – ESCOP proposed to the BAA PBD and the Board approved embarking on a system-wide futuring initiative to help position the Land-grant System to address the grand challenges facing society, now and as they intensify in the future. This futuring initiative will not duplicate the roadmapping and strategic planning efforts made by the various BAA sections in recent years, but rather use those and other relevant plans as a starting point to develop a long-range integrated vision for the system 20 - 25 years in the future. The first step was the appointment of a steering committee consisting of representation from the various BAA sections.
3. Charge to the Steering Committee – To determine the charge, goals, outputs, timeline and composition of a Futuring Task Force that would guide the initiative.
4. Activities - The Task Force is scheduled to meet by conference call on February 25th.

Action Requested: Uncertain pending discussions during the February 25th conference call.

[Back to Top](#)

Item 5.5

Agenda Brief: Capital Infrastructure Task Force

Date: March 3, 2014

Presenter: Mike Hoffmann/Daniel Rossi

Background Information:

5. Committee Membership:

Michael Hoffmann Experiment Station Committee on Organization & Policy
(Chair) (ESCOPE)

Jim Kadamus Sightlines

Dale Gallenberg Non-land-grant Agricultural & Renewable Resources Universities
(NARRU/NLCGA)

Pamela J. White Board on Human Sciences

Tim White National Association of University Forest Resources Programs
(NAUFRP)

Eleanor M. Green Association of American Veterinary Medical Colleges (AAVMC)

Carolyn Brooks 1890 Land Grant Institutions

Dan Rossi ED Support

6. Background – Sonny Ramaswamy has requested an estimate of the backlog of capital infrastructure needs among APLU institutions. ESCOP was asked to coordinate a process to develop such an estimate. A Capital Infrastructure Task Force with representation from all elements of our system was appointed.

7. Charge to the Task Force – Work with Sightlines to design a survey to collect information to allow Sightlines to extrapolate capital infrastructure needs on our campuses.

8. Activities:

- Provided a list of institutions to Sightlines to be included in the survey
- Confirmed the types of facilities to be included in the analysis – academic buildings, research buildings, greenhouses and greenhouse head houses, barns and large animal facilities, small animal facilities, etc.
- Received a proposal from Sightlines and will review it during a February 25th committee conference call

Action Requested: Uncertain pending discussions during the February 25th conference call.

[Back to Top](#)

Item 6.1

Agenda Brief: ESCOP Science and Technology Committee

Date: March 3, 2014

Presenter: John Russin/Daniel Rossi

Background Information:

4. Committee Membership:

- Chair
 - John Russin (SAAESD)
- Delegates
 - Marakis Alvarez (ARD, Vice-Chair)
 - Teferi Tsegaye (ARD)
 - Joe Colletti (NCRA)
 - John Baker (NCRA)
 - Tom Burr (NERA)
 - Cameron Faustman (NERA)
 - John Liu (SAAESD)
 - Nathan McKinney (SAAESD)
 - Larry Curtis (WAAESD)
 - David Thompson (WAAESD)
- Executive Vice-Chair
 - Dan Rossi (NERA, Executive Director)
- NIFA Representative
 - Muquarrab Qureshi
- Social Science Subcommittee Representative
 - Scott Loveridge
- Pest Management Strategies Subcommittee Representative
 - Frank Zalom

5. ESS Excellence in Multistate Research Award – The announcement for the 2014 Multistate Research Award has been forwarded to the Directors. Nominations were due by February 28, 2014 to the regional association offices. The regional associations will select regional winners and these will be forwarded to the Committee for its review and recommendation for the national winner. The Committee will meet in May and forward its recommendation to the ESCOP Executive Committee.

6. ESS Leadership Excellence Awards – The announcement for the five regional 2014 Leadership Excellence Awards has been forwarded to the Directors. Nominations were due by February 1, 2014 to the regional association offices.

7. Science Roadmap – Copies of the Science Roadmap brochure have been distributed to various individuals and organizations. CARET members will receive copies at their March meeting.

8. Next Meeting – A face-to-face meeting is being scheduled for May 2014.

Action Requested: For information only.

[Back to Top](#)

Item 6.2

ESCOP Budget and Legislative Committee Agenda Brief

Presenters: Bret Hess and Mike Harrington

For information only

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

<p>Chair: Bret Hess (WAAESD)</p> <p>Delegates: Barry Bequette (ARD) Carolyn Brooks (ED-ARD) Karen Plaut (NCRA) Ernie Minton NCRA Tim Phipps (NERA) Gary Thompson (NERA)* Bill Brown (SAAESD) Bob Shulstad (SAAESD) Jim Moyer (WAAESD) Jeff Steiner (WAAESD)</p> <p>Executive Vice-Chair Mike Harrington (WAAESD)</p>	<p>Liaisons</p> <p>Paula Geiger (NIFA) Emir Albores (NIFA) Caird Rexroad (ARS) Glen Hoffsis (APLU Vet Med) Eddie Gouge (APLU) Ian Maw (APLU) Dina Chacon-Reitzel (CARET) Cheryl Achterberg (APLU - BoHS)</p> <p>Jim Richards (Cornerstone) Hunt Shipman (Cornerstone) Vernie Hubert (Cornerstone)</p> <p>*Chair elect</p>
---	--

The B&L Committee endorsed the recommendation that a Water Working Group be established in the vein of the Pest management Working Group with a charge of developing a set of programmatic and funding recommendations that would be returned the ECOP and ESCOP B&L Committees, the BAC and the Policy Board of Directors. This intent is to identify possible budget initiatives and provide guidance to NIFA. The committee co-chaired by Steve Slack and Jimmy Henning has been constituted, an initial description of the issues has been drafted/distributed and a larger strawman document has been prepared for release to the committee within the next week. A draft WG document is expected by the Joint COPS meeting.

The B&L Committee has held two discussions on the possibility of bringing forward a Big Ask; that is an audacious initiative, which we could all endorse. Such an initiative would necessarily have performance targets, timelines and deliverables as well as both competitive and capacity program funding. Several possibilities have been advanced including water or pest management.

The B&L Committee held a face to face meeting earlier today during which approaches to working with Extension to identify the Big Idea/Big Ask were discussed. Details from this discussion will be presented.

BAC Priorities: The BAC met by conference call on Feb 18 to finalize the system's FY 2015 appropriations requests for the National Institute of Food and Agriculture (NIFA). Unfortunately, the President's 2015 Budget had not been released prior to this discussion. President's Budget is expected March 4th.

2015 Budget Request: No changes to priorities as stated to the seven core priorities: AFRI, capacity funds for Hatch, Evans-Allen –McIntire-Stennis, Smith-Lever, 1890 Extension and 1994 Research and Extension. First priority is to lose no ground relative to 2014.. Cornerstone expects 2015 to potentially be a difficult budget year. In keeping with past practice, The BAC position is to endorse the President's Budget or our 2014 numbers whichever are higher.

Each of these priorities will be documented in a one-pager (two-sided) at www.land-grant.org/documents.html

[Back to Top](#)

Item 6.3

NRSP Review Committee Agenda Brief

Presenter: Bret Hess, Mike Harrington

Revised Guidelines: At the 2013 Fall ESS Business Meeting in Portsmouth, NH, the directors approved several changes to the NRSP-RC's process in an effort to streamline the NRSP review process. Since then, the EDs have been working with the NRSP RC to complete an official, revised version of the NRSP Guidelines. These revised guidelines, dated January 2014, are now available on the ESCOP website: <http://escop.ncsu.edu/docs/Revised%20NRSP%20GUIDELINES%20FINAL%2020140124%20.pdf> .

Impact of the sequestration: The sequestration imposed a budget cut of 7.62 % on Hatch funds and the NRSP rules that have been in place for many years require that NRSPs share a proportionate cut. Based on action at the 2012 ESS meeting, Chris Hamilton communicated unchanged budgets to NIFA. The possibility of a sequestration was unknown at that time. In a follow up communication, a 7.61% cut was communicated to NIFA. Since the specified cuts had still not been made by August, Mike Harrington, NRSP-RC Vice-Chair, sent a memo to NIFA reinforcing the earlier communications. In a recent phone conversation with staff from the NIFA Award Management Division Office of Grants and Financial Management, it was clarified that no cuts were made to NRSPs in FY 2014.

New/Renewing Projects

- **NEW:** NRSP_TEMP321, "Database Resources for Crop Genomics, Genetics and Breeding Research," was submitted this fall. This project has submitted all required materials and will be distributed to the NRSP-RC members in March.
- **RENEWING:** NRSP_TEMP003 (NRSP-3), "The National Atmospheric Deposition Program (NADP)." This project has submitted all the required materials and is in the process of being peer reviewed. After responding to peer reviewers, the submission will be distributed to the NRSP-RC.
- **RENEWING:** NRSP_TEMP301 (NRSP-7), "A National Agricultural Program for Minor Use Animal Drugs." This project is requesting one year of funding to explore additional and alternative funding models.

Mid-Term Reviews

- NRSP-1 will undergo a mid-term review by the project's Administrative Advisors in February. The outcome of that mid-term review will be disseminated to the NRSP-RC.

NRSP Review Committee

- Chair
 - Bret Hess (WAAESD)

- Delegates
 - Shirley Hymon-Parker (ARD)
 - Doug Buhler (NCRA)
 - Tom Bewick (NIFA)
 - Clarence Watson (SAAESD)
 - L. Washington Lyons
(Cooperative Extension)

- Executive Director
 - Eric Young (SAAESD)

- Executive Director/Executive Vice-Chair
 - Mike Harrington (WAAESD)

- Interim Delegate
 - Fred Servello (NERA)

- Representative
 - Don Latham (Stakeholder
(CARET))

The NRSP-RC will meet in person in mid-June to discuss the three new/renewing projects and one mid-term review. If needed, a follow-up call will be scheduled for later in the summer.

- A summary of NRSP budgets and projects up for review is listed below:

**NRSP 2014-2015
Requests for Off-the-Top Funding**

Project	Request FY2012	Authorized FY2012	Request FY2013	Authorized FY2013	Request FY2014	Authorized FY2014	†Request FY2015
NRSP-1	50,000	50,000	50,000	50,000	75,000	75,000	75,000
NRSP-3	50,000	50,000	50,000	50,000	50,000	50,000	-
NRSP-4	481,182	481,182	481,182	481,182	481,182	481,182	481,182
NRSP-6	150,000	150,000	150,000	150,000	150,000	150,000	150,000
NRSP-7	325,000	325,000	325,000	325,000	325,000	325,000	-
NRSP-8	500,000	500,000	500,000	-	500,000	500,000	500,000
NRSP-9	175,000	175,000	175,000	175,000	175,000	175,000	175,000
NRSP_temp003 (NRSP-3)							50,018
NRSP_temp301* (NRSP-7)							325,000
NRSP_temp321							398,631

†Assuming an acceptable midterm review during year three, all NRSP budgets were approved during 2012 Fall ESS Meeting for the duration of their current, five-year cycle.

*Only one year of funding is being requested.

Project Number	Project Name	Project Period	Midterm Review Year
NRSP-1	National Information Management and Support System (NIMSS)	2011-2016	2014
NRSP-3	The National Atmospheric Deposition Program (NADP)	2009-2014	-
NRSP-4	Enabling Pesticide Registrations for Specialty Crops and Minor Uses	2010-2015	-
NRSP-6	The US Potato Genebank: Acquisition, Classification, Preservation, Evaluation and Distribution of Potato (<i>Solanum</i>) Germplasm	2010-2015	-
NRSP-7	A National Agricultural Program for Minor Use Animal Drugs	2009-2014	-
NRSP-8	National Animal Genome Research Program	2008-2013	-
NRSP-9	National Animal Nutrition Program	2010-2015	-
NRSP_temp003 (NRSP-3)	The National Atmospheric Deposition Program (NADP) (NRSP-3 renewal)	2014-2019	2017
NRSP_temp301 (NRSP-7)	A National Agricultural Program for Minor Use Animal Drugs	2014-2015	-
NRSP_temp321	Database Resources for Crop Genomics, Genetics and Breeding Research	2014-2019	2017

Action Requested: None, for information only.

[Back to Top](#)

COOPERATIVE EXTENSION

Extension Committee on Organization & Policy (ECOP)

Report to the Experiment Station Committee on Organization and Policy Daryl Buchholz, ECOP Liaison (2.10.14)

Build Partnerships and Acquire Resources

- The ECOP National Task Force on Health chaired by Michelle Rodgers, University of Delaware, completes its work in March 2014. The task force will outline priorities for Cooperative Extension health programs for the next 3-5 years, and name potential partners, public and private, to be engaged in resource development and program implementation.
- The Extension Centennial Celebration Task Force, co-chaired by Doug Steele, Texas A&M AgriLife Extension, and Frankie Gould, Louisiana State University AgCenter, has scheduled Washington, DC, events on 3.5.14 (Capitol Hill Reception) and 5.7-8.14 (Convocation) along with 100 days of social media pushes leading up to May 8th, the day the Smith-Lever Act was signed. The original act will be on display at the National Archives. See www.extension100years.net for a communications toolkit and other details.
- The NACo-Cooperative Extension National Leadership Team meets on a quarterly basis and is investigating ways to work together on urban programming, emergency preparedness, civility in public discourse, and educational tools for local leaders and government officials.
- ECOP Budget and Legislative Committee, chaired by Rick Klemme, University of Wisconsin, continues efforts to communicate the “both-and” of federal competitive and capacity funding, and work collaboratively with ESCOP on pest management/crop protection and water resources priorities.

Increase Strategic Marketing and Communications

- The AES-CES Communications and Marketing Committee, co-chaired by Scott Reed, Oregon State University, and Nancy Cox, University of Kentucky, continue work to educate decision-makers about results of research and Extension investments. The current emphasis at www.aerisamerica.org is nutrition and health research and Extension.
- The database at www.excellenceinextension.org has been expanded to include program impacts. Efforts are underway with the Experiment Station Committee on Organization and Policy (ESCOP) to reflect research and Extension results. Learning modules on writing impacts will be available in 2014.

Enhance Leadership and Professional Development

- *Launching Cooperative Extension's Next 100 Years: Celebrate, Innovate, Engage* is the theme of the 2014 National Extension Directors and Administrators (NEDA) meeting March 24-26, 2014 in Sacramento, CA. NEDA meets in conjunction with the National eXtension Conference this year.

Strengthen Organizational Functioning

- With leadership by Charlotte Eberlein, Idaho State University, efforts are underway to form the 4-H National Leadership Team. The Memorandum of Understanding outlining the responsibilities of Cooperative Extension at the state level, USDA-NIFA, and the National 4-H Council has cleared USDA legal counsel and is ready for signature.
- Keith Smith, Ohio State University, is leading a strategic planning effort to define the “new” eXtension.
- The ESCOP-ECOP strategic alliance continues in 2014 with strong leadership by the chairs including a series of meetings with USDA-NIFA senior leadership on 2.19.14.

For more information, contact Jimmy Henning, Chair, or Jane Schuchardt, Executive Director,
jane.schuchardt@extension.org.

ECOP is the representative leadership and governing body of Cooperative Extension, the nationwide transformational education system operating through land-grant universities in partnership with federal, state, and local governments.

Located at: Association of Public and Land-grant Universities · 1307 New York Avenue, NW, Suite 400, Washington, DC 20005 · 202.478.6029



ESCOP Meeting Agenda and Minutes, July 2014

Sheraton San Diego Hotel and Marina
 1590 Harbor Island Drive (Bay Tower)
 San Diego, CA 92101
 Meeting Room: Coronado Ballroom

Tuesday, July 22, 2014
 1:00-5:00 PM

AGENDA

(Click [here](#) for Meeting MINUTES)

Time	Agenda Item	Topic and Presenter
1:00 pm	1.0	Welcome and Call to Order – Steve Slack, Chair 1.1 Approval of the Agenda 1.2 Approval of the March 3, 2014 ESCOP Meeting Minutes: http://escop.ncsu.edu/meetattach/362_2014MarchESCOPMeetingMinutesWithBriefs.pdf 1.3 Interim Actions of the Chair 1.4 ESS Leadership Award – Steve Slack, John Russin, Jeff Jacobsen
1:15 pm	2.0	Cornerstone Report – Hunt Shipman/Jim Richards
1:30 pm	3.0	NIFA Update – Sonny Ramaswamy, Robert Holland <ul style="list-style-type: none"> • NIFA Report • Reporting • Strategic Plan • NIFA Federal Assistance Policy Guide
1:45 pm	4.0	Policy Board of Directors Update – Steve Slack
1:50 pm	5.0	2014 Fall ESS/AES/ARD Meeting and Workshop Update – Robert Shulstad, Eric Young
2:00 pm	6.0	ESCOP Committee Reports (Approximately 5 min for each, beyond submitted written briefs) 6.01 Science and Technology Committee - John Russin, Jeff Jacobsen 6.02 Budget and Legislative Committee Agenda - Bret Hess, Mike Harrington 6.03 NRSP Review Committee - Bret Hess, Mike Harrington 6.04 Water Security Working Group – Mike Harrington 6.05 Impact Database – Bill Brown, Eric Young 6.06 NIMSS/NRSP1 Update – Dan Rossi, Jeff Jacobsen, Chris Hamilton 6.07 National Integrated Pest Management Coordinating Committee (NIPMCC)

		<p>– Mike Harrington, Jeff Jacobsen</p> <p>6.08 Futuring Task Force – Dan Rossi, Mike Hoffman</p> <p>6.09 Capital Infrastructure Task Force – Dan Rossi, Mike Hoffman</p>
3:00 pm	Break, as needed	
3:20 pm	7.0	Communications and Marketing Committee, Update and Expansion Proposal Discussion – Nancy Cox, Dan Rossi
3:40 pm	8.0	Report from ECOP – Clarence Watson, ESCOP Liaison to ECOP
3:50 pm	9.0	<p>Discussion Topics - All</p> <ol style="list-style-type: none"> 1. Open Access Data – Jeff Jacobsen, lead 2. NIFA’s Strategic Plan – Dan Rossi, lead (see also Item 3.0, NIFA Update)
4:50 pm	10.0	<p>Other Business – Steve Slack</p> <ul style="list-style-type: none"> • Update on the Celebration of the 125th Anniversary of the Signing of the Second Morrill Act – Carolyn Brooks • Integration of Canadian and Mexican Colleagues on the BAA – Steve Slack • ESCOP Response to Centers of Excellence – Steve Slack
5:00 pm	11.0	Final Remarks and Adjourn – Steve Slack

Meeting MINUTES

Attendees: Shirley Hymon-Parker, Carolyn Brooks, Ernie Minton, Connie Pelton-Kays, John Russin, Bob Shulstad, Dan Rossi, Sonny Ramaswamy, Hunt Shipman, Steve Slack, Jeff Jacobsen, Eric Young, George Hopper, Mike Hoffman, Bret Hess, Mike Harrington, Daryl Buchholz, Darren Katz, Chris Hamilton (recorder)

Item #	Topic	Notes	Actions
1.1	Approval of the agenda		Approved
1.2	Approval of the March 2014 ESCOP meeting minutes		Approved
1.3	USDA Climate Hub Joint ECOP/ESCOP MOU	Jeff Jacobsen modified ECOP's original MOU letter to include ESCOP. It is currently out for comment. Bret Hess suggested that we remove the "soils and minerals" text from the ESCOP paragraph and also, on page 3, 3 rd bullet, add in "conduct research" in addition to the existing text.	Jeff Jacobsen will make these changes and send on for final USDA, ECOP and ESCOP (if additional changes occur) approval and ECOP/ESCOP Chair signatures. This will then be forwarded to USDA.
1.4	ESS Leadership Award	<p>Jeff Jacobsen passed around mock-ups of the options (plaque or vase) for review and discussion.</p> <p>It was also asked if the ESS Multistate Research Award winner plaque at NIFA has been updated. Jeff Jacobsen and other EDs will check on the plaque the next time they are at the NIFA Waterfront Center and ask NIFA to update, if needed.</p>	<p>The group chose the vase as the official award. Jeff Jacobsen will order the vases for each winner, then he will work with the EDs to be reimbursed for each regional awardee.</p> <p>EDs will check on the multistate award winner plaque the next time they are at the NIFA Waterfront Center and ask NIFA to update, if needed.</p>
2.0	Cornerstone Report	Most items had already been addressed by the time Hunt Shipman gave his update. Main points: We still have no good vision on the current appropriations process, so a Continuing Resolution may be put in place on 10/1, with a possible delay of the 2016 budget.	

3.0	NIFA Update, provided by Sonny Ramaswamy	<p>Sonny discussed many aspects of NIFA and its partnership with ESCOP and other groups. The main points were:</p> <ul style="list-style-type: none"> • NIFA values its partnerships and is working on our behalf • The 2015 budget process is currently at an impasse. • 2016 NIFA budget requests will include increases in support for competitive and capacity funds, the three innovation institutes (\$125 M each), and three specific initiatives: plant and animal breeding, tactical science (food and ag defense initiative), and minority serving institutes. • Regarding the water “big ask”, some components will be included in the budget narrative. Sonny reiterated that the timing of this ask was off-schedule with the federal budget, but that we should work together <u>now</u> for next year. • The 2016 budget theme is “Ag and Health”, embracing the nexus of public, animal, plant, environmental, and economic health. • The 2016 budget is due out in February 2015. • Be mindful of research duplication, such as why the same research is being conducted in two different locations (i.e. co-located, complimentary ARS and AES research), and be prepared to explain its purpose and need to Hill staffers. Placed-base approaches have been key to the transformation. • Foundation for Food and Ag Research – Board names to be announced on 7/23/2014. • Centers of Excellence: According to the Farm Bill language, when directly competing groups apply for the same competitive funds, anyone identified as a Center of Excellence will receive some level of priority. NIFA is taking input 	<p>For future meeting invites, please include NIFA as well as the leaders of ARS, (Chavonda Jacobs-Young), ERS (Mary Bohman), and Catherine Woteki.</p> <p>Please provide NIFA with your input on the Centers for Excellence competitive funding priority rule before July 31, 2014. Send via email to vbest@nifa.usda.gov (please put “comments” in the subject line) or via fax to 202/690-1260 addressed to Centers of Excellence Implementation Team.</p> <p>Please share your feedback on ways to better incorporate the NIFA heat maps, impact statements, and local level data for sharing with Congress.</p>
-----	--	---	--

		<p>on this rule between July 17 and 31. Please provide your input.</p> <ul style="list-style-type: none">• Matches and Waivers: LGU partners are also exempt from matching, although the determination of true partnership will be left up to the grant review panel to determine.• Crop Protection Consolidated Lines and concerns over universities charging higher overhead than the original 10%: The universities are taking the overhead funds, not the USDA/NIFA, so agreements are needed at the local, institutional level. Some universities have agreed to maintain the original 10%. The System has decided it wants the consolidated line to go under Extension.• Capital Infrastructure Survey: It's important to have a baseline on our aging facilities to be able to take forward for increased funding in the future. NIFA encourages us to support this effort.• Innovation Institutes: Created to support audacious ideas and leverage intellectual resources, as well as support AFRI.• NIFA Strategic Plan: More discussion on 7/23/2014, is data driven and still evolving. ESCOP wishes to further discuss our role in the Plan.• Impact Reporting: The TAMU database is still a work in progress, but NIFA staff uses the database and impacts to learn more about everyone's skills and capabilities, regardless of institution size and communications capacity. Eventually, these impacts will be coupled with the NIFA heat maps (www.reeis.usda.gov), so that we can convey to Congress exactly who is benefiting from ag funds, down to the county level. NIFA will be able to send alerts to	
--	--	---	--

		<p>Congressional reps in the areas affected by each impact story. NIFA encourages feedback on this effort.</p>	
4.0	PBD Update	<p>There were several items to discuss, but many also fall under item 6.0, so those will be posted there.</p> <ul style="list-style-type: none"> • Canadian and Mexican institutions are joining APLU, how can we incorporate and engage them in the family? As of right now, we don't know how they will exist within the structure, so we hope this will be an evolving process as they align with the group. Perhaps have them serve in a liaison capacity, as we do with CARET and ECOP. We could also invite them to regional meetings once they are more established with APLU. For formal engagement, we should wait until the official announcement is made at the Nov 2014 APLU meeting, but please feel free to informally invite them to events, as you see fit. • By-law changes within changes to BAA Rules of Operation: Current system requires 2/3 majority vote to make a by-law change, but does not specify having a quorum for the vote. Proposed options are: 1) require 2/3 majority vote of at least 50% of eligible voting members. This option is favored; 2) Simple majority vote of at least 50% of eligible voting members. ESCOP favors option 1 and Steve Slack will take this information forward. 	<p>Steve Slack inform the PBD that ESCOP favors by-law change option #1, the 2/3 majority of a quorum (50%) of eligible voters.</p>
5.0	2014 Fall ESS/AES/ARD Meeting and Workshop Update	<p>Workshop program is set and speakers have been confirmed. Registration link to become live before the end of the month.</p>	<p>Reg link is live (http://areg.caes.uga.edu/) as of 7/24. Please register and reserve your room ASAP.</p>

6.0	ESCOP Committee Reports	Most information is available in the agenda briefs, but additional comments and information provided in the lines immediately following:	
6.01	Science and Technology Committee	Multistate award competition was very tight, but W2128 emerged as the winner. Jeff Jacobsen and John Russin will be brainstorming together for additional topics for S&T to address.	
6.04	Water Security Working Group	The group met in Cincinnati in May and expanded their initial effort. The most recent version of the paper will be sent around to the working group this week and out to everyone in August.	
6.05	Impact Database	TAMU is still working on finalizing the database and recently added a "free text" search to the public search. The Academic Program Heads are considering joining the database, so if they do, our portion of the maintenance costs will decrease.	Please remind your directors to continue to populate the database with impacts.
6.06	NIMSS/NRSP1 Update	An updated agenda brief was provided here .	
6.07	National Integrated Pest Management Coordinating Committee (NIPMCC)	Robin Shepard, Mike Harrington, and Jeff Jacobsen are working with the group to develop rules of operation. The committee would function as a sub-committee of Science and Tech; ECOP is fine with this. The committee would make recommendations for both ESCOP and ECOP. Their next meeting is scheduled for 9/23-24 and they are planning for the committee's formal roll-out then.	
6.08	Futuring Task Force	There was discussion on the best way to fund this effort (see brief for details). ESCOP favors having the funds come out of the PBD reserve account, rather than	Steve Slack will inform the PBD of ESCOP's choice to have payment funds come out of the PBD's reserve account.

		through an additional assessment.	
6.09	Capital Infrastructure Task Force	Discussion ensued regarding the three options for payment of the Sightlines survey. ESCOP favors option #3: Large 1862s pay \$1500, small 1862s and 1890s pay \$750, and the other groups pay a lump sum of \$3000.	Steve Slack will inform the PBD that ESCOP favors payment option #3.
7.0	Communications and Marketing Committee, Update and Expansion Proposal Discussion	Discussion ensued regarding the three proposed expansion strategies/options listed in the CMC brief . ESCOP supports the full proposal of all three strategies. ECOP voted to sustain their support of the CMC effort for FY2015.	Steve Slack will inform PBD that ESCOP supports all three strategies.
8.0	ECOP Report to ESCOP	Discussion focused on the formation of the Health Steering committee, which will be requesting nominations for members to each of the six task-force priority areas. ECOP hopes to have members from research and other partners involved in these working groups. A nomination request from the steering committee will go out within the next 60 days. **As of 7/24, ESCOP decided to nominate Clarence Watson and Shirley Hymon-Parker as our reps to this committee.	As of 7/24, ESCOP decided to nominate Clarence Watson and Shirley Hymon-Parker as the ESCOP reps to the ECOP Health Steering Committee. These names will be shared when the formal request is released.

AGENDA BRIEFS

Item 1.4: ESS Leadership Award

Presenters: Steve Slack, John Russin, Jeff Jacobsen

Action Requested: Approval of final award announcement, resolution for Fall ESS Meeting, and award mock-up

Final version of award announcement:

Experiment Station Section Awards for Excellence in Leadership (June 2014)

Purpose

To recognize those who have served the Regional Associations, the Experiment Station Committee on Organization and Policy (ESCOP), the Experiment Station Section (ESS) and/or the national Land-grant System with exemplary distinction. Through this person's leadership, he/she shall have personified the highest level of excellence by enhancing the cause and performance of the Regional Associations and ESS in achieving their missions and the Land-grant ideal.

Award and Presentation

Up to five awards, one from each ESS region, will be presented each year. The awards shall be signified by the creation of a suitably inscribed piece approved by the ESCOP Executive Committee and presented to the recipient or his/her proxy at the Association of Public and Land-grant Universities (APLU) annual meeting and will be further memorialized by a resolution to be read during the ESS fall meeting. The home institution shall be made aware of the recognition by formal letter from the ESCOP Chair to the Chief Executive Officer of the institution and its governing body (Board of Trustees, Board of Regents, etc.) with others copied as appropriate. The expense of the actual award recognition will be borne by the Regional Association, while the expenses associated with travel of the winners to the APLU meeting will be borne by the Associations and/or home institutions.

Eligibility

Eligible for this award are former or current State Agricultural Experiment/Research Station (SAES or ARD) leaders who have provided service as assistant director, associate director, director, or as chief operating officers with equivalent, but variant titles (e.g. vice chancellor, associate vice chancellor, associate vice president, dean for research) and/or as a regional executive director. This award is distinctive in its expectations and not necessarily coincident with retirement, election to specific office or any other specific professional benchmark.

Nominations

Nominations shall include a statement of accomplishments prepared by the nominator(s) unbeknownst to the candidate and supported by letters from up to five (5) former or current members of the ESS. Other letters of support from the home and other institutions may be submitted with the discretion of the nominator(s). Nominations shall address the contributions of the nominee to the Land-grant ideal through service to include offices held, committee assignments, other service and, in particular special and extraordinary service activities. Such service should include for example: active participation in affairs of the Regional Association and/or ESCOP; regional, national and/or international special assignments with distinctive performance that has advanced the mission of the ESS and the land-grant ideal; and a record of significant accomplishments in the agricultural sciences. Specific examples of contributions may include the enhancement of cooperation across institutions, creation of model administrative systems useable by other institutions, and development of new strategic directions for the Regional Associations or the ESS. Although testimony as to the nominee's contributions to his/her home state and institution are welcomed, they are not pivotal to assessing the contributions to ESS and related activities.

Submission and Review

Nominations for the recognition should be submitted to the Regional Associations by February 1 of each year. The Regional Associations will review the nominations and will select one regional winner. The Associations will submit the names of the winners to the ESCOP Chair by July 1 and he/she in turn will forward them to APLU. The winners will be announced at the fall ESS meeting and the awards will be presented at the APLU annual meeting. Regional Associations may also choose to recognize the Awardee in addition to the above venues.

Resolution for Fall ESS meeting minutes:

**A Resolution to Recognize the 2014 Experiment Station Section Awardees
for Excellence in Leadership**

WHEREAS, the following individuals have served their own institutions, their Regional Associations, the Experiment Station Section and the Land-grant System in various leadership positions with exemplary distinction:

Dr. Carolyn Brooks, Executive Director, Association of 1890 Research Directors

Dr. Colin Kaltenbach, Dean and Director Emeritus, University of Arizona

Dr. Arlen Leholm, Executive Director (retired), North Central Regional Association

Dr. Bruce McPheron, Dean and Director (former), Pennsylvania State University; Vice President and Dean (current), The Ohio State University

Dr. Craig Nessler, Director, Texas A&M AgriLife Research

WHEREAS, these leaders have personified the highest level of excellence by enhancing the cause and performance of the Regional Associations and Experiment Station Section in achieving their mission and the Land-Grant ideal; and

WHEREAS, these leaders have, through their many service activities exhibited by offices held, committee participation and unique assignments, made very significant regional and national contributions that build programs and capacity; and

WHEREAS, these leaders have provided significant, dynamic and high quality performance with regional, national and/or international impacts and have a record of significant accomplishments in the agricultural sciences; and

THEREFORE, BE IT RESOLVED, the members of the Experiment Station Section assembled at their annual meeting in Jekyll Island, Georgia, on October 1, 2014 congratulate Drs. Brooks, Kaltenbach, Leholm, McPheron and Nessler for their recognition as the 2014 Experiment Station Section Awardees for Excellence in Leadership; and

BE IT FURTHER RESOLVED, we express sincere appreciation and gratitude to these leaders for their dedicated service and many valuable contributions to the Regional Associations, Experiment Station Section and the Land-grant System; and

BE IT FURTHER RESOLVED, that original copies of this resolution be provided to Drs. Brooks, Kaltenbach, Leholm, McPheron and Nessler that a copy be filed as part of the official minutes of this meeting.

Item 4.0: Policy Board of Directors Update

Presenter: Steve Slack

The Policy Board of Directors met in San Juan, PR on March 11 – 12. Below are notes from that meeting.

1. Assessments
 - Invoices were sent out and payments are coming in, reminders will be sent in May
 - There are still a lot of questions on how assessments are calculated and used, Ian will write one-pager explanation that will be sent with future invoices
2. Cornerstone
 - New three-year contract was approved and in force now
 - Contract ends next year, BAC will have to decide if we continue with cornerstone or put out a bid request for an open search
 - ICOP is concerned that funding for international ag is not being advocated for as strongly as needed, but this is done primarily thru APLU rather than BAA
3. Budget and Advocacy Committee
 - Budget priorities for 2015 have been approved
 - Need a strategy to advocate for increased Evans-Allen and 1890 Extension to cover Central State University's eligibility for funds starting in 2016
 - Need a position statement on how Congress should respond to any future requests from an institution to become a Land-grant
4. Futuring Task Force
 - Mike Hoffman is chair, Daryl Buchholz- ECOP, Joe Broder- ACOP, John Ferrick- ICOP, Craig Berouty – AHS, Dan Rossi – ED support
 - Currently collecting existing documents and looking for a facilitator
 - Group needs to decide focus of futuring effort to make sure it doesn't get too broad
 - Facilitation of this process could be done by internal expert, an external expert may increase credibility however the cost would be significantly higher
5. Committee on Legislation and Policy
 - Farm Bill completed, no other activity currently
 - Greg Bohach has agreed to take over as CLP chair now that Farm Bill has passed
6. FSLI & LEAD21
 - LEAD21 on track to pay off loan two years early
 - LEAD21 Board will decide whether to rebid management contract or stay with University of Georgia
 - FSLI had a full cohort in the past class and is doing well financially
7. Facilities Survey Task Force

- Sonny has requested a facilities repair and renovation survey to assess the need across the system
 - A private firm, Sightlines, has done this for some Land-grant Universities
 - Task Force recommends contracting with Sightlines, but how to pay for it is a problem, outlined six reasons it would be difficult for institutions to pay individually
8. Non-payment of Assessments
- ECOP has set policy for non-payment of Cooperative Extension System assessments
 - Consequences of not paying the BAA imposed assessments has not changed
9. NIFA Report – Sonny Ramaswamy
- \$8.5 Million increase in AFRI
 - Innovation Institutes \$25 Million per year for five years for three institutes, first three will be in the following areas
 - Pollination and pollinator health
 - Anti-microbial resistance
 - Manufacturing innovation in bio products and bioprocessing
 - NIFA will have to start paying rent and security for Waterfront Center
 - Non-land grant capacity funds were zeroed out in President’s budget, but they have never been in President budget, Congress has always put them in
 - Opportunity Growth Initiative
 - Presidential initiative that’s in his budget as a separate line for lots of agencies
 - ~ \$56 Billion total in President budget
 - NIFA would receive \$60 Million to incorporate into AFRI
 - \$15 Million for Hatch and \$5 Million for Evans-Allen, which will be competitive
 - New Foundation for Food and Agriculture Research
 - Eight members to be named by NAS and seven members by industry
 - Facilities survey
 - Scope of survey that Sonny proposed was focused on research, but if System wants to broaden it to all functions, that’s fine
 - ARS survey has been done periodically to help guide reallocation
 - ARS requested \$150 Million to build new poultry facility
 - If System doesn’t want to fund it, then it cannot be done
 - Sonny is getting details on facilities authorization language to see how funds can be used if they’re appropriated
 - Bruce and Ian will talk to Sonny about funding options
 - Question tabled until July PBD meeting
10. Communication Marketing Committee

- Kglobal has proposed three additional areas for expansion
- Total additional cost would be \$300,000 per year, but \$100 K only needed in one year
- Cooperative Extension Section will have to increase their assessment after this year, if AHS join they'd have to add a new assessment also
- Ask Communication Marketing Committee to rank the options from Kglobal
- Decision on expansion will have to wait until CES and AHS make decisions on whether or not to join the effort

11. Canadian & Mexican Members

- Seven Canadian and four Mexicans have joined APLU and paid dues
- Five Canadian and three Mexican institutions have outstanding invitations
- Sections are encouraged to invite each new member institution to send representatives to the next Section meeting, Ian will send institutional contacts to PBD members

12. Rules of Operation Change

- Amendment to require 2/3 of those voting to change bylaws (rather than 2/3 of all voters) provided more than 50% of eligible voters actually vote.

The PBD also had votes on two recommendations from the BAC since they met in March.

1. Indirect charges on Extension IPM Programs for 2014

- Approved BAC's recommendation to send a memorandum to the Deans and Directors/ Administrators to provide guidance in their individual communications with their respective Vice Presidents for Research regarding waiving the indirect charges for FY 2014/15 only.

2. Water funding initiative

- Approved BAC's recommendation for a \$100 million funding initiative (\$100 million each year for five years) of new money around the issue of water security, as presented in their draft concept paper. This will be used in upcoming discussions with NIFA Director Ramaswamy about FY 2016 budget priorities.

Item 5.0: 2014 Fall ESS/AES/ARD Meeting and Workshop Update
Presenters: Robert Shulstad, Eric Young

2014 ESS Meeting and Workshop

Draft Schedule, 6/18/14

Tuesday, Sep 30	
3:00 - 7:00	Registration
6:30 - 8:30	Opening Reception
Wednesday, Oct 1	
6:30 – 8:00	Breakfast
7:30 - 10:30	Regional Meetings (start time determined by region)
10:30 - 11:00	Break
11:00 – 12:30	ESS Business Meeting
12:30 - 1:30	Lunch
1:30 - 3:00	ESS Business Meeting
3:00 - 3:30	Break
3:30 - 5:00	<p>University of Georgia Session – Moderator: Bob Shulstad</p> <ul style="list-style-type: none"> • Overview of the GA Agricultural Experiment Station – Bob Shulstad • Mike Doyle, Center for Food Safety (confirmed) • Scott Jackson, World Soybean Center for Applied Genetic Technology and Institute of Plant Breeding, Genetics, and Genomics (confirmed) • Steve Stice, Regenerative Bioscience Center (confirmed)
	Dinner on your own

Thursday, Oct 2	
6:30 - 8:00	Breakfast
8:00 – 8:30	<p>“Leadership in Agriculture: Case Studies for a New Generation”, a new book on leadership by John Patrick Jordan, Gale A. Buchanan, Neville P. Clarke and Kelly C. Jordan – Moderator: Steve Slack</p> <ul style="list-style-type: none"> • Gale Buchanan and John Patrick Jordan (confirmed)
8:30 - 10:00	<p>ARS Update and Partnering with ARS – Moderator: Dan Rossi</p> <ul style="list-style-type: none"> • ARS Update – Chavonda Jacobs-Young, ARS Administrator (confirmed) • Collaborations between AES and ARS Scientists Panel
10:00 - 10:30	Break
10:30 – noon	<p>Phytobiomes Research – Moderator: Mike Harrington</p> <ul style="list-style-type: none"> • Jan Leach, Bioagricultural Sciences & Pest Management, Colorado State Univ (confirmed) • Kelley Eversole, President, Eversole Associates (confirmed)
12:00 - 1:30	Lunch
1:30 - 3:00	<p>International Germplasm Exchange – Moderator: Eric Young</p> <ul style="list-style-type: none"> • Background and ARS Point of View on International Treaty on Plant Genetic Resources for Food and Agriculture and Other Relevant International Agreements – Peter Bretting, ARS (invited) • Industry Point of View – Tom Nickson, Monsanto or Stephen Smith, DuPont Pioneer (tentative) • University Point of View – (breeder w/experience in international germplasm exchange) • Potential for Senate Ratification of International Treaty – Jane DeMarchi, ASTA (invited), and Hunt Shipman, Cornerstone Inc. (confirmed) • Q&A and Discussion
3:00 -3:30	Break
3:30 - 5:00	<p>Public Access of Publications and Datasets, Best Management Practices – Moderator: Jeff Jacobsen</p> <ul style="list-style-type: none"> • Simon Liu, National Ag Library (confirmed)

6:00 - 10:00	Group Dinner
Friday, Oct 3	
7:00 - 9:00	Breakfast and Depart

Item 6.01: Science and Technology Committee Report

Presenter: John Russin/Jeff Jacobsen

2014 National Multistate Research Award

The Science and Technology committee received four nominations for the National Multistate Research Award this year:

- NCERA197: Agricultural Safety and Health Research and Extension
- NE9: Conservation and Utilization of Plant Genetic Resources
- W2128: Microirrigation for Sustainable Water Use
- S1049: Integrated Management of Pecan Arthropod Pests in the Southern U.S.

W2128: Microirrigation for Sustainable Water Use was chosen as the 2014 winner and was approved by majority vote of the ESCOP Executive Committee; we received back 9 out of 10 possible votes and all were for approval.

The National Multistate Research Award call for nominations document was updated to reflect current practices.

Other Business

The ESS Excellence in Leadership Award call and processes document was updated. This Award call will reside with the rotating ESCOP Chair in the future.

Appointed Jeff Jacobsen, Executive Vice Chair, with S&T support through Chris Hamilton NCRA Assistant Director.

Appointed Dr. Deb Hamernik (University of Nebraska – Lincoln) as the new NCRA representative, replacing Dr. John Baker.

Action Requested: None, for information only.

[Back to Top](#)

Item 6.02: ESCOP Budget and Legislative Committee Agenda Brief

Presenters: Bret Hess and Mike Harrington

For information only

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

Chair: Bret Hess (WAAESD)	Liaisons
Delegates:	Rick Klemme Chair ECOP BLC
Barry Bequette (ARD)	Paula Geiger (NIFA)
Carolyn Brooks (ED-ARD)	Emir Albores (NIFA)
Karen Plaut (NCRA)	Glen Hoffsis (APLU Vet Med)
Ernie Minton NCRA	Eddie Gouge (APLU)
Tim Phipps (NERA)	Ian Maw (APLU)
Gary Thompson (NERA)*	Dina Chacon-Reitzel (CARET)
Bill Brown (SAAESD)	Cheryl Achterberg (APLU - BoHS)
Bob Shulstad (SAAESD)	Jim Richards (Cornerstone)
Jim Moyer (WAAESD)	Hunt Shipman (Cornerstone)
Jeff Steiner (WAAESD)	Vernie Hubert (Cornerstone)
Executive Vice-Chair	*Chair elect
Mike Harrington (WAAESD)	

Water Working Group: The B&L Committee endorsed an initial description of the issues and strawman document. A draft WG document is expected by the Joint COPS meeting. The B&L Committee supports bringing forward a “Big Audacious Ask” on Water Security based on the Water Working Group efforts. This effort is in conjunction with our Extension colleagues, in consultation with Cornerstone and endorsed by ESCOP and ECOP, the BAC and the Policy Board. The Initiative is for \$100m/yr. for 5 yrs. The Committee recognizes that it may take a year or two to accomplish this.

Status of NRSP-7 Minor use Animal Drug Program: The project has requested a one year budget (NRSP-RC approved \$325,000) which does not provide for program sustainability and is insufficient to cover a single drug approval. This may be a terminal year for the project unless they are successful in obtaining additional funds. At this time, the amount of money coming to the project is insufficient to cover the cost of a single drug approval.

The NRSP-7 Committee has developed a request for approximately \$6m which would provide realistic support for the project. Unfortunately, it is difficult to rally the diverse stakeholder groups e.g. sheep goats, llamas, catfish, deer etc. There is language in the Farm Bill that authorizes this type of program. They intend to spend the year exploring alternative funding options and bolstering stakeholder support for a proposal that would provide realistic funding.

Survey in Science Roadmap Implementation: The B&L Committee is conducting a survey to determine the impact of the Science Roadmap has had on decision making in the SAES system. A full report will be presented at the Annual Meeting; however, as of this writing, there have been 41 responses. Preliminary results indicate:

- 67% of respondents report that the Science Roadmap has guided programmatic decisions.
- Of those reporting no change, 60% reported the priorities were already aligned with the Roadmap.
- Challenges 1, 2, 3, 4, 5, 6 were most influential in programmatic decisions:

Challenge 1: We must enhance the sustainability, competitiveness, and profitability of U.S. food and agricultural systems.	88.24% N=30
Challenge 2: We must adapt to and mitigate the impacts of climate change on food, feed, fiber, and fuel systems in the United States.	82.35% N=28
Challenge 3: We must support energy security and the development of the Bioeconomy from renewable natural resources in the United States.	73.53% N=25
Challenge 4: We must play a global leadership role to ensure a safe, secure, and abundant food supply for the United States and the world.	82.35% N=28
Challenge 5: We must improve human health, nutrition, and wellness of the U.S. population.	88.24% N=30
Challenge 6: We must heighten environmental stewardship through the development of sustainable management practices.	82.35% N=28
Challenge 7: We must strengthen individual, family, and community development and resilience.	64.71% N=22

Improving agricultural productivity by sustainable means, considering climate, energy, water, and land use challenges	79.41% N=27
Developing new plant and animal production systems, products, and uses to increase economic return to producers	82.35% N=28
Improving existing and developing new models for use in climate variability and change studies; addressing carbon, nitrogen, and water changes in response to climate; assessing resource needs and efficiencies; identifying where investments in adaptive capacity will be most beneficial; and addressing both spatial and temporal scale requirements for agricultural decision making	61.76% N=21
Developing economic assessments to provide more accurate estimates of climate change impacts and the potential costs and benefits of adaptation, and to validate and calibrate models	29.41% N=10
Developing technologies to improve production-processing efficiency of regionally-appropriate biomass into bioproducts (including biofuels)	61.76% N=21
Assessing the environmental, sociological, and economic impacts of the production of biofuels and coproducts at local and regional levels to ensure sustainability	47.06% N=16
Developing technologies and breeding programs to maximize the genomic potential of plants and animals for enhanced productivity and nutritional value	79.41% N=27
Developing effective methods to prevent, detect, monitor, control, trace the origin of, and respond to potential food safety hazards, including bioterrorism agents, invasive species, pathogens (foodborne and other), and chemical and physical contaminants throughout production, processing, distribution, and service of food crops and animals grown under all production systems	64.71% N=22
Investigating the potential of nutritional genomics in personalized prevention or delay of onset of disease and in maintenance and improvement of health	47.06% 16
Developing community-based participatory methods that identify priority areas within communities, including built environments, that encourage social interaction, physical activity, and access to healthy foods— especially fruits and vegetables— and that can best prevent obesity in children and weight gain in adults	64.71% N=22
Reducing the level of inputs and improving the resource use efficiency of agricultural	64.71% N=22
Developing ecologically-sound livestock and waste management production systems and	70.59% N=24
Understanding how local food systems actually work, particularly for small producers and low-income consumers, and how local food production contributes to the local economy, to social and civic life, and to the natural environment	64.71% N=22
Understanding the relative merits of people-, sector-, and place-based strategies and policies in regional economic development and improving the likelihood that rural communities can provide supportive environments for strengthening rural families and spurring a civic renewal among people, organizations, and institutions	50.00% N=17
The action items have had little to no impact on programmatic decisions for my unit.	14.71%

	N=5
--	-----

- **Types of Programmatic Decisions Influenced:**

Created new faculty/staff positions that were better aligned with Roadmap priorities	33.33% N=10
Allocated funds to new programs/projects that were better aligned with Roadmap priorities	60.00% N=18
Redirected funds to existing programs/projects that were better aligned with Roadmap priorities	70.00% N=21

- **Responses by Region:**

ARD	11.43% 4
NCRA	25.71% 9
NERA	14.29% 5
SAAESD	28.57% 10
WAAESD	20.00% 7

[Back to Top](#)

Agenda Item 6.03: NRSP Review Committee Update

Presenter: Bret Hess

Action Requested: For information (Consent)

Background:

The NRSP Review Committee (NRSP-RC) met in Denver, CO on June 17, 2014 for their annual meeting.

The meeting included discussion of two renewing proposals (NRSP_TEMP003 and NRSP_TEMP301), one new project proposal (NRSP_TEMP321), NRSP-1s midterm review and pending updates to the NIMSS, and the NRSP Guidelines.

The following actions were taken by the NRSP-RC:

Motion and second and unanimous approval of the following recommendation for substantive changes to the NRSP Guidelines:

- Section III. A. General: Change bullet four under delegated authority to “delegate authority to the NRSP-RC to invest up to 1% of total Hatch Funding in NRSPs.”
- Section IV. B Management and Business Plan: Add the following “For the multistate program, including NRSPs; leveraging shall mean funding brought to bear on the project objectives regardless of source, not including in-kind support from host institution(s).”

NRSP Project	Title	Request for FY15	NRSP Review Committee Action
NRSP_TEMP003	The National Atmospheric Deposition Program (NADP)	\$50,000	Approve 5-year budget
NRSP_TEMP301	A National Agricultural Program for Minor Use Animal Drugs	\$325,000	Approve 1-year budget ¹
NRSP_TEMP321	Database Resources for Crop Genomics, Genetics and Breeding Research	\$398,631	Approve 5-year budget ²

¹ NRSP7 must demonstrate that they have secured new (not in-kind) funds that are equal to or more than 2x the off-the-top funding requested prior to submitting another renewal proposal.

² Pending formal response to NRSP-RC questions about database platform selection and communication with the National Animal Genome Research Program (NRSP-8) database manager.

Summary of Key Discussion Points

In 2012, ESCOP capped the total off-the-top budget at \$2M, which represents less than 1% of federal formula funds. If all new and renewing projects are approved for FY15, when combined with existing projects, total off-the-top spending would exceed this cap at \$2,035,868. In addition, it is widely anticipated that the NRSP-1 Management Committee will request a mid-cycle budget increase to facilitate a critically-needed upgrade to the NIMSS. The NRSP-RC felt strongly that the system requires a functional NIMSS database; there was widespread and strong support for completely revamping NIMSS, and even for putting other things on hold to ensure that the NIMSS is functional. For these reasons, the

RC recommends extending their flexibility in decision-making by amending the NRSP guidelines to allow the RC to recommend approval of off-the-top budgets up to 1% of Hatch formula funds. Hatch funding for FY15 is currently proposed at \$243.701 million; 1% would equal \$2.43M, which would accommodate all existing, renewing, new, and potential (i.e., NRSP1) off-the-top budgets.

The NRSP-RC discussed the tenuous status of the National Agricultural Program for Minor Use Animal Drugs (NRSP_TEMP301/NRSP7), noting that the group has struggled to leverage both funds and stakeholder support. The current off-the-top budget cannot support the program because it requires at least \$1M to approve a new drug. The RC strongly recommends that, if approved, this group use their FY15 funding to enhance stakeholder engagement and further recommended that NRSP7 demonstrate that they have secured new (not in-kind) funds that are equal to or more than 2x the off-the-top funding requested prior to submitting another renewal proposal to ensure that the project is viable and sustainable in the future.

Based on questions received from new and renewing project committees regarding leveraging, the RC recommends clarifying the definition of leveraging in the guidelines by adding the language to Section IV., B Management and Business Plan, that reads: "For the multistate program, including NRSPs; leveraging shall mean funding brought to bear on the project objectives regardless of source, not including in-kind support from host institution(s)."

A summary of the NRSP portfolio, including NRSP-RC actions, is below.

NRSP 2014-2015

Project	Request FY2012	Authorized FY2012	Request FY2013	Authorized FY2013	Request FY2014	Approved FY2014	†Request FY2015	NRSP Review Committee Recommendation
NRSP1	50,000	50,000	75,000	75,000	75,000	75,000	75,000 ¹	
NRSP3	50,000	50,000	50,000	50,000	50,000	50,000	<i>see below</i>	
NRSP4	481,182	481,182	481,182	481,182	481,182	481,182	481,182	
NRSP6	150,000	150,000	150,000	150,000	150,000	150,000	150,000	
NRSP7	325,000	325,000	325,000	325,000	325,000	325,000	<i>see below</i>	
NRSP8	500,000	500,000	500,000	500,000	500,000	500,000	500,000	
NRSP9	175,000	175,000	175,000	175,000	175,000	175,000	175,000	
NRSP_TEMP003 (NRSP3)							50,000	Approve 5-year budget
NRSP_TEMP301 (NRSP7)							325,000	Approve 1-year budget ²
NRSP_TEMP321							279,686	Approve 5-year budget ³

Requests for Off-the-Top Funding

†Assuming an acceptable midterm review, all NRSP budgets were approved during 2012 Fall ESS Meeting for the duration of their current, five-year cycles.

¹NRSP-1 is anticipated to request additional funding during the September ESS meeting to facilitate an overhaul of the NIMSS and maintenance of the new system.

²NRSP7 must demonstrate that they have secured new (not in-kind) funds that are equal to or more than 2x the off-the-top funding requested prior to submitting a renewal proposal.

³Pending formal response to NRSP-RC questions about database platform selection and communication with the National Animal Genome Research Program (NRSP8) database manager.

Summary of NRSPs

Project Number	Project Name	Project Period	Midterm Review Year
NRSP-1	National Information Management and Support System (NIMSS)	2011-2016	2014
NRSP-3 (NRSP_TEMP003)	The National Atmospheric Deposition Program (NADP)	2015-2019	2017
NRSP-4	Enabling Pesticide Registrations for Specialty Crops and Minor Uses	2010-2015	2013

NRSP-6	The US Potato Genebank: Acquisition, Classification, Preservation, Evaluation and Distribution of Potato (Solanum) Germplasm	2010-2015	2013
NRSP-7 (NRSP_TEMP301)	A National Agricultural Program for Minor Use Animal Drugs	2015	-
NRSP-8	National Animal Genome Research Program	2013-2018	2016
NRSP-9	National Animal Nutrition Program	2010-2015	2013
NRSP_temp321	National Animal Genome Research Program (NRSP8 renewal)	2014-2019	2017

Item 6.05:

ESCOP Agenda Brief July 22, 2014

Agenda Item: Impact Database Update

Presenters: Bill Brown and Eric Young

The Extension/Research impact database is active at landgrantimpacts.org. The web site's homepage search capability is still being developed to allow public users to search on any input field (ex. research or extension, institution, state, funding source, challenge area, etc) as well as a free text search. Also the home page has six broad integrated categories and tags under those categories that will allow a user to narrow their search by subject matter. These categories and tags were derived from an integration of the goals and objectives from the ESCOP's Science Roadmap and ECOP's Strategic Opportunities documents.

The quality control point for the impact statements being entered is at the CES and AES directors' level. Each director has designated one or more inputters and they will be the only ones with access to the input site. The directors are responsible for assuring their designated inputters are trained in writing impact statements. Periodically, a committee will evaluate quality of the impact statements contained in the database and give feedback to the directors and inputters. As of mid-June there have been 23 research impact statements added to the database and the completed multistate impact statements are in the process of being added. Directors are encouraged to have their designated personnel input completed impact statements from the recent past as well as new ones as they're written.

Database development is being led by Scott Cummings (Texas A&M AgriLife Extension Service) and his IT group at TAMU. Scott's group thus far has been guided by an ad hoc integrated steering committee, chaired by Tim Cross (UTIA). Other members include: Bill Brown (UTIA), Eric Young (SAAESD), Tom Coon (OSU), Jenny Nuber (kglobal), Faith Peppers (UGA), and Scott Cummings (TAMU). This group has advised Scott on such aspects as web page and input screen components, URL name, categorization and tags, search capabilities, output format, etc. Discussions are underway to replace this committee with a permanent steering committee that is jointly appointed by the ECOP and ESCOP Chairs. Most of the members of the current ad hoc committee will likely be appointed to the new committee.

[Back to Top](#)

Item 6.06 NIMSS Update (7/17/2104)

Presenters: Jeff Jacobsen, Dan Rossi, Chris Hamilton

Current NIMSS – NIMSS System Administrators, NIFA and others have been manually maintaining the system and its services, while under repair. Recently, important functions have been fixed and NIFA can approve participants and projects. Approval letters are not automatically sent, yet can be copied and pasted to committees as needed. The transfer from UMD to Amazon Web Services, under the auspices of Rutgers (and NRSP1) is a work in progress. At this time, the system appears to be stable with the intent of a maintenance management program for the remainder of CY2014 and CY2015.

Future “NIMSS” – A subcommittee of NRSP1 [Jeff Jacobsen (chair), Bill Brown, Steve Loring, Adel Shirmohammadi, Shirley Hymon-Parker, Chris Hamilton] reviewed the responses to a national solicitation for a redesign of NIMSS. Available members of this group and two IT professionals (Robert Ridenour UTIA; John Chamberlain NMSU) participated in a conference call with Clemson’s Youth Learning Institute (YLI) to respond to provided questions and offer additional insights. Several follow-on calls were made to clarify residual questions. In addition, two other IT professionals reviewed this proposal with favorable recommendations. These details were provided to NRSP1 electronically and discussed in conference calls.

NRSP1 recommends developing a contract with Clemson’s YLI for the redesign and operations/maintenance of the new system. The one-time cost of the redesign is: \$265,000 and the cost of the on-going maintenance is: \$128,500. This would require: 1) a mid-cycle budget adjustment to NRSP1 and 2) a contract for service with YLI. The approved 5-year period for NRSP1 is 2011-2016.

With the above financial recommendations, our discussion has been to develop a 3-year contract. One year of redesign and two years of operations and maintenance with the new system. This would result in a redesign that is responsive, operational and optimally tested by the system over the following two years.

The NRSP Review Committee has approved a modified budget for FY2014 up to an additional \$200,000 as one-time costs for redesign (total of \$275,000) and an additional \$75,000 as on-going costs (total of \$150,000). A follow up call will be needed to consider the actual proposal costs of \$265,000 (one-time) and \$128,500 (on-going).

Given the approved NIMSS funding level of \$21,590 and carryover funds at Rutgers in the amount of \$18,410 that can be applied to the redesign cost, approval will be needed for a one-time increase in funds in FY2015 for NIMSS redesign in the (net) amount of \$225,000. Approval will also be needed for an increase in funding in FY2016 to support NIMSS on-going maintenance in the amount of \$106,910. Finally, approval will be needed for a one-year NRSP-1 proposal for FY2017 that includes a total of \$128,500 to support on-going maintenance of NIMSS in the third year of the Clemson contract.

Discussion Items: ESS and financial approval processes, APLU as contracting entity (terms, conditions, ownership), Redesign team membership.

Action requested: For information and discussion only.

[Back to Top](#)

Item 6.08: Futuring Steering Committee

Date: July 22, 2014

Presenter: Mike Hoffmann/Daniel Rossi

Background Information:

1. Committee Membership:

Michael Hoffmann (Chair)	ESCOP
Daryl Buchholz	CES
John Stier (or Josef Broder)	APS
John Ferrick	IAS
Craig Beyrouthy	AHS
Dan Rossi	ED support

2. Background – ESCOP proposed to the BAA PBD and the Board approved embarking on a system-wide futuring initiative to help position the Land-grant System to address the grand challenges facing society, now and as they intensify in the future. This futuring initiative will not duplicate the roadmapping and strategic planning efforts made by the various BAA sections in recent years, but rather use those and other relevant plans as a starting point to develop a long-range integrated vision for the system 20 - 25 years in the future. The first step was the appointment of a steering committee consisting of representation from the various BAA sections. The charge to the Steering Committee was to determine the charge, goals, outputs, timeline and composition of a Futuring Task Force that would guide the initiative.
3. Update – The Task Force has prepared a draft report, “Land Grant University Futuring Task Force Plan,” a copy of which is attached. The Task Force is currently developing estimates of the financial resources that will be needed to implement the plan. The plan will be presented to the PBD at their July meeting

Action Requested: For information only.

[Back to Top](#)

Land Grant University Futuring Task Force Plan¹

Task Force Charge

The Task Force is charged to conduct a futuring exercise that will help position the Land-grant University System (System) to address the intensifying grand challenges facing humanity including a rapidly warming climate and the need to feed another two billion people by 2050. In this global context, we need to take full advantage of the opportunity to change, or even transform, as we transition to a new generation of faculty. The System is offered a unique opportunity to shape its future if we plan strategically and in anticipation of the great change that will occur over the next 20-25 years. This futuring effort would move the System into a visionary and anticipatory mode – one critically needed at this time in human history and one willing to fully embrace the enormity and urgency of the challenges. Bold and difficult decisions must be made if the System is to achieve its fundamental mission – *Knowledge with Public Purpose* – in a rapidly changing world.

The Process

Futuring follows the anticipatory techniques of: 1) understanding the local, national and international political, social, and economic drivers that influence the landscape in which our institutions work, 2) analyzing underlying assumptions that influence the roles of land grant institutions, 3) creating multiple simulations of how changing landscapes, both here and abroad, that influence the direction and impact of land grant institutions, 4) developing resulting forecasts from the outcomes of the simulations, 5) preparing concept papers that reflect various scenarios and outcomes, 6) making sure that decision makers within the System understand possible outcomes and are ready to address anticipated changes, and 7) providing frequent feedback on impact from new directions so that continual improvement can be achieved.

Expected Outcomes for the System

- More relevant and higher quality teaching, research, and extension programs.
- Timelier decision-making in developing strategic directions for our institutions and programs.
- Shifting from reactive to proactive modes in anticipation of change.
- More effective and timely framing, valuing and ranking of priorities.
- Positioning current and future assets to address emerging challenges and opportunities both here and abroad.
- Development of mutually beneficial globally focused partnerships that address the Systems domestic agenda while at the same time address global challenges that intersect with our domestic priorities.

¹ The suggested process and outcomes of this plan were taken in part from the following articles: Sobrero, P. (2004). The steps for futuring. *Journal of Extension* [On-line], 42(3). Available at: <http://www.joe.org/joe/2004june/comm2.php>
Sobrero, P. M. (2004). Futuring: The implementation of anticipatory excellence. *Journal of Extension* [On-line], 42(2). Available at: <http://www.joe.org/joe/2004april/comm1.php>

Guiding Principles

- The System is a unique institution in that it encompasses teaching, research and Extension – all with public purpose.
- The System must respond quickly, boldly and proactively to the unprecedented grand challenges now facing society, in particular a burgeoning global population and climate change, which is threatening food and water security and social stability worldwide.
- The System will continue to face financial challenges and needs to seek new and creative ways to sustain our human and operational capacity.
- The System could function better with more purposeful and strategic collaboration both here and abroad.
- The System operates in an increasingly diverse and interconnected global community.
- Changes in communications technology are rapid and greatly impact the teaching, research, extension, and outreach functions of land-grant universities and we must make optimal use of these technologies.
- Discussions related to the futuring exercise should be open and participatory. Results should be readily available (open access).
- A wide range of discussants should be engaged for futuring conversations.

Task Force Goals

- Create a data driven process using existing databases and previously published strategic plans and roadmaps² to support analysis of trends, to track emerging and critical issues through environmental scanning and to use that information to project future change.
- Develop forecasts and visionary plans that provide basic understanding of future possibilities to inform planning, programming, and operations.
- Utilize existing information dissemination systems to communicate futuring activities and results.
- Develop a baseline and process for evaluating the impact of using futuring to inform decision making.
- Establish a culture at all levels in the System for sustained futuring activities so that futuring becomes the foundation upon which substantive long-range planning is based.

Task Force Outputs

² Including the Kellogg Commission on the Future of State and Land-Grant Universities Report, PCAST Report on Agricultural Preparedness and the Agriculture Research Enterprise, ESS Science Roadmap for Food and Agriculture, CES Strategic Opportunities for Cooperative Extension, APS Human Capacity Development – The Road to Global Competitiveness and Leadership in Food, Agricultural, Natural Resources and Related Sciences, and the APLU Science, Education and Outreach Roadmap for natural Resources.

- A summary report that provides an assessment of challenges and opportunities for society and the Land Grant System supported by a series of issue briefs and recommendations.
- Specific recommendations relative to resource needs to support future programming, system-wide recruitment and staffing models, and alliance and partnership development.
- A system-wide data driven process for futuring, planning and impact monitoring.

Task Force Composition

A relatively small team (5-7) of thought leaders who fully recognize the enormity of the challenges faced by humanity and the need for a rapid response by the System and who will engage as necessary a wide range of discussants internal and external to the System. Engagement of a public or private resource to organize the futuring exercise is likely, e.g., The Rand Corporation (<http://www.rand.org/pardee.html>) or Future Search (<http://www.futuresearch.net>).

Timeline

- July, 2014 – Approval by Policy Board of Directors (PBD) of Task Force plan and budget
- July – August, 2014 – Appointment of Task Force members; securing a facilitator
- September - October, 2014 – Initial conference call; confirm operational plan; identify and recruit discussants
- November, 2014 – Face-to-face meeting at APLU Annual Meeting; interim report to PBD
- November, 2014 – February 2015 – Futuring sessions conducted; populating and analysis of data bases; establishing baseline and process for evaluating impacts;
- March and April, 2015 – Interim reports at AHS/CARET and PBD meetings; analysis of initial information; identification of issues; appointment of concept paper writing committees
- April – June, 2015 – Projections and scenarios developed; issue concept papers prepared; summary report with recommendations drafted
- July, 2015 – Presentations at Joint COP’s meetings
- August – October, 2015 – Finalize concept papers and summary report; prepare issue briefs; develop marketing and advocacy plan
- November, 2015 – Final report to the PBD

Budget Needs

Professional facilitator expenses:	\$28,000*
Task force travel expenses:	7,000
Meeting expenses:	5,000
Publishing costs for summary report and issue briefs:	<u>10,000</u>
Total	\$50,000

* The cost of facilitation will vary depending if it is done internally (Land Grant personnel) or externally (e.g., Rand Corp., Future Search, etc.).

Item 6.09: Capital Infrastructure Task Force

Date: July 22, 2014

Presenter: Mike Hoffmann/Daniel Rossi

Background Information:

4. Committee Membership:

Michael Hoffmann (Chair)	Experiment Station Committee on Organization & Policy (ESCOP)
Jim Kadamus	Sightlines
Dale Gallenberg	Non-land-grant Agricultural & Renewable Resources Universities (NARRU/NLCGA)
Pamela J. White	Board on Human Sciences
Tim White	National Association of University Forest Resources Programs (NAUFRP)
Eleanor M. Green	Association of American Veterinary Medical Colleges (AAVMC)
Carolyn Brooks	1890 Land Grant Institutions
Dan Rossi	ED Support

5. Background – Sonny Ramaswamy has requested an estimate of the backlog of capital infrastructure needs among APLU institutions. ESCOP was asked to coordinate a process to develop such an estimate. A Capital Infrastructure Task Force with representation from all elements of our system was appointed with the charge to work with Sightlines to design a survey to collect information to allow Sightlines to extrapolate capital infrastructure needs on our campuses.

6. Update – The Committee worked with Sightlines in the development of a survey proposal. The proposal with a price tag of \$100,000 was presented to the Policy Board of Directors at their March meeting. The Committee has been asked to prepare a plan for funding this project through assessments from the participating institutions. We are working with Ian Maw to prepare such a funding plan which will be presented to the PBD at their July meeting.

Action Requested: For information only.

[Back to Top](#)

Item 7.0: AES/CES Communications and Marketing Committee (CMC)

Date: July 22, 2014

Presenter: Nancy Cox/Daniel Rossi

Background Information:

1. Committee Membership:

Wendy	Wintersteen	AHS
Ian	Maw	APLU Representative to CMC
Hunt	Shipman	Cornerstone Government Affairs
Nancy	Cox	ESCOP CMC Representative to NC-FAR; CMC ESCOP Co-Chair
Steve	Slack	ESCOP Chair, FY2014
Michael	Harrington	ESCOP ED
Mary	Duryea	Southern Region ESCOP
Ronald	Pardini	Western Region ESCOP
Jenny	Nuber	kglobal
Daniel	Scholl	North Central Region ESCOP
Robin	Shepard	ECOP ED
Jane	Schuchardt	ECOP ED&A Point Person
Carolyn	Brooks	1890s Region ESCOP; ESCOP ED
Kirk	Pomper	1890s Region ARD
William	Hare	Northeast Region ECOP
Tom	Coon	North Central Region ECOP
Gina	Eubanks	1890s Region ECOP
Darren	Katz	kglobal
Tony	Windham	Southern Region ECOP
Daniel	Rossi	ESCOP ED&A Point Person
Connie	Pelton Kays	CARET
Jimmy	Henning	ECOP Chair, FY2014
Richard	Rhodes	NERA ESCOP
Scott	Reed	CMC ECOP Co-Chair
Faith	Peppers	ACE Representative to CMC
Linda	Martin	ACOP Representative to CMC

2. Meetings – The CMC held a face-to-face meeting on March 2, 2014 and met by conference call on May 22, 2014. It will next meet by conference call on September 25, 2014.

3. Update:

- The CMC continues to work closely with kglobal and Cornerstone on a targeted educational effort to increase awareness and support for basic and applied research

and transformational education provided by Land Grant Universities through Agricultural Experiment Stations and Cooperative Extension.

- We are into the second year of a two year partnership with ECOP to support the Project. ECOP has not yet made a decision to extend the partnership. The AHS have indicated an interest in joining the effort and a proposal for possibly expanding the effort is under consideration if additional funds are made available through the AHS.
- An expansion proposal was prepared by kglobal in response to a request from the CMC. It includes three potential alternatives for expanding the initiative:
 - Being Smarter: Messaging – includes regional focus groups and national survey for message validation, \$80,000 – 100,000
 - Being Broader: Targeting More Districts – adding 10 additional target districts, \$120,000
 - More Integrated: Leveraging the Power of the Communicators – working with all communicators from system rather than only those in target districts, \$75,000
- The CMC is preparing a set of recommendations that will be presented to the PBD at their July meeting.
- The CMC has focused its messages during the past year on nutrition and health. It is now considering adding a second focus – water security.

Action Requested: For information only.

[Back to Top](#)

Communications and Marketing Project Recommendations

Prepared by

AES-CES Communications and Marketing Committee

Scott Reed and Nancy Cox, Co-Chairs

July, 2014

Background

The Experiment Station Committee on Organization and Policy (ESCOP) and the Extension Committee on Organization and Policy (ECOP) joined together in 2012 to coordinate an educational effort, specifically targeted at legislators in Washington D.C., to increase awareness and support of basic and applied research and transformational education provided by land-grant universities through the Agricultural Experiment Stations (AES) and Cooperative Extension System (CES). kglobal, a public affairs/marketing firm, in cooperation with Cornerstone Government Affairs, assists with this educational effort. Guided by the AES/CES Communications and Marketing Committee (CMC), ESCOP and ECOP have entered into agreements with kglobal and Cornerstone negotiated annually through contracts with APLU. The total cost of the project for the years 2013 and 2014 was \$400,000 annually split equally by ESCOP and ECOP.

The overall purpose of the project is to increase federal funding flowing through competitive and capacity lines to AES and CES. In FY 2014, the seven core programs as advocated by the APLU Board on Agriculture Assembly (BAA) Budget and Advocacy Committee (see www.land-grant.org) are at or above the FY 2012 levels. Further, increases are reported to be higher in comparison to other USDA programs. Other factors associated with return on investment are:

- 1) Asking what would happen to funding levels without this project.
- 2) How helpful kglobal efforts provide the education Congressional members need in order to respond positively to advocacy efforts by Cornerstone.
- 3) Moving from reactive to proactive messaging, such as the focus during the last year on nutrition and health research and Extension.
- 4) Working closely with the communications experts across the land-grant system, especially in selected Congressional districts, in order to maximize the impact story.
- 5) Outputs related to social media, articles in traditional media, and visibility through www.agisamerica.org.

Current Status

ESCOP has committed to another three years of support for the project. ECOP will discuss continuance; however, this is not possible at the current funding level (\$200,000 annual) beyond 2015 without an increase in assessments or change in current ECOP expenditures.

There is interest by the BAA Policy Board of Directors, particularly with the Administrative Heads Section (AHS), in joining the effort as a funding partner, especially if all three missions of the land-grant university – teaching, research, and Extension can be adequately represented. An expanded scope could allow the addition of more student stories. These stories would be of interest to our target audience and also could result in additional benefits including attracting more undergraduate and graduate students to land-grant programs, thus feeding the pipeline for future professionals.

In order to accommodate an expanded scope of the project and to maximize its impact, the CMC tasked kglobal with providing a proposal on how the Communications and Marketing Project could be expanded.

Expansion Proposal

The kglobal proposal includes three potential alternatives for expanding the Communications and Marketing Project:

Being Smarter: Messaging

- Provide better understanding of target audiences—what they think, what issues concern them, and what drives them to action
- Support programs that are more efficient and effective
- Includes regional focus groups and national survey for message validation
- Budget: \$80,000-100,000 depending on scale of the national survey

Being Broader: Targeting More Districts

- Currently working with 12-15 target districts
- Add 10 additional target districts to grassroots efforts
- Identify, mobilize and activate more voices in more districts to educate legislators on the importance of the work of their local land-grant university
- Budget: \$1000 per district per month. Total budget: \$120,000 per year

More Integrated: Leveraging the Power of the Communicators

- Currently working closely with the universities in target districts

- Expand the program to include and involve communicators in every state with land-grant universities
- Educate communicators on current efforts, training them in current messaging, and leveraging their local relationships
- Result in more stories, more local buy-in and greater access to our target audiences across the nation
- Budget: \$75,000 per year

Cornerstone Comments on the Communications and Marketing Project and the Expansion Proposal

Kglobal brings resources to our effort that Cornerstone does not possess – digital media, social media and grassroots/grasstops communications (especially from non-agriculture alumni). It is impossible to compartmentalize the actions and payoffs to directly connect any one action with any outcome. However, given the results we have had recently, we believe that the mix of lobbying activities from Cornerstone with kglobal’s educational efforts is working well.

The AHS members’ interest in expanding the current activities is one which we support. kglobal has been judicious in its allocation of resources given the budget. We believe that their proposal will accomplish/contribute to key objectives:

- Recognizing that the natural turnover in Congress (members and staff) requires some repetition in our ongoing activities, the expansion would allow for this while further building on past educational efforts.
- It would better leverage the existing infrastructure and investment that each university has made in its communications staff.
- The message testing is one component we believe would pay particular dividends in targeting what we are saying to what resonates with members and staff rather than telling them what we want them to hear (or *think* they want to hear).

Understanding that there may be insufficient funds to do all 3 of kglobal’s proposed activities, we think each has individual merit and defer to Darren Katz and his team on how to get the best “bang for the buck” if scaling is necessary.

CMC Recommendations

Based on a series of committee discussions and a survey of its members, the CMC makes the following recommendations:

- There is strong support for continuation of the current program.

- If the AHS were to decide to join the effort, all expenditures should be split evenly among participating sections to ensure equal partnership. If the current program were continued as is with a budget of \$400,000, it would be funded equally at \$133,333 from each the three sections.
- Depending upon the availability of additional funds, the expansion proposal alternatives should be implemented in the following priority order:
 - I. More Integrated: Leveraging the Power of the Communicators
 - The total program cost would be \$475,000
 - The cost to each section would be \$158,333
 - II. More Integrated: Leveraging the Power of the Communicators and Being Broader: Targeting More Districts
 - The total program cost would be \$595,000
 - The cost to each section would be \$198,333
 - III. All three alternatives
 - The total program cost would be \$685,000 (assuming the cost of the messaging alternative would be \$90,000)
 - The cost to each section would be \$228,333

[Back to Top](#)

Item 8.0: ECOP Report to ESCOP

Presenter: Clarence Watson, ESCOP Liaison to ECOP; Daryl Buchholz, ECOP Liaison to ESCOP



Extension Committee on Organization & Policy (ECOP)

Report to the Experiment Station Committee on Organization and Policy Daryl Buchholz, ECOP Liaison (6.10.14)

Build Partnerships and Acquire Resources

- The ECOP National Task Force on Health, chaired by Michelle Rodgers, University of Delaware, has outlined priorities for Cooperative Extension health programs for the next 3-5 years, and named potential partners, public and private, to be engaged in resource development and program implementation. See <https://www.aplu.org/document.doc?id=5134>. As a result of this important work, "Healthy Food Systems, Healthy People" is the theme of a work session at the Joint COPs meeting July 22-23, 2014 in San Diego.
- The Extension Centennial Celebration Working Group, co-chaired by Doug Steele, Texas A&M AgriLife Extension, and Frankie Gould, Louisiana State University AgCenter, report successful events in Washington, DC, on 3.5.14 (Capitol Hill Reception) and 5.7-8.14 (Convocation) along with a robust social media presence and fundraising resulting in nearly \$100,000. See www.extension100years.net.
- The NACo - Cooperative Extension National Leadership Team meets on a quarterly basis and is investigating ways to work together on urban programming, emergency preparedness, civility in public discourse and other educational tools for local leadership and government officials.
- ECOP Budget and Legislative Committee, chaired by Rick Klemme, University of Wisconsin, works with the APLU Board on Agriculture Assembly to communicate the "both-and" of federal competitive and capacity funding. The FY 2015 federal budget shows favorable proposals for Cooperative Extension capacity funding. Efforts are underway to recommend new funds for water security programs in FY 2016.

Increase Strategic Marketing and Communications

- The AES-CES Communications and Marketing Committee, co-chaired by Scott Reed, Oregon State University, continues work to educate decision-makers about results of research and Extension investments. The current emphasis at www.agisamerica.org is nutrition/health research and Extension.
- The database at www.excellenceinextension.org has been renamed to www.landerantimpacts.org and allows for public access to impact statements from Cooperative Extension and the Agricultural Experiment Stations. Professional development opportunities on writing impacts are in process.

Enhance Leadership and Professional Development

- Plans are underway for the 2015 National Extension Directors and Administrators meeting to take place in October 12-15, 2014 in Chicago. The shift from March to October is to position Cooperative Extension to meet jointly with the Experiment Station Section (ESS) during this time frame in 2016.

Strengthen Organizational Functioning

- The ECOP 4-H National Leadership Team, initially led by Charlotte Eberlein, University of Idaho, begins its work in August 2014. A Memorandum of Understanding outlining the responsibilities of Cooperative Extension at the state level, USDA-NIFA, and the National 4-H Council was signed 5.8.14.
- ECOP Chair Jimmy Henning continues focus from 2013 on the ESCOP-ECOP strategic alliance working closely with Steve Slack, ESCOP chair, on the partnership with USDA and a program focus on water security.

For more information, Jane Schuchardt, Executive Director, jane.schuchardt@extension.org, or visit <http://ecopmondayminute.blogspot.com/>.

ECOP is the representative leadership and governing body of Cooperative Extension, the nationwide transformational education system operating through land-grant universities in partnership with federal, state, and local governments.

Located at: Association of Public and Land-grant Universities · 1307 New York Avenue, NW, Suite 400, Washington, DC 20005 · 202.478.6029