

The ESCOP Chair's Advisory Committee

Monthly Conference Call

October 18, 2012 [4-5PM]

Attendees:

Mike Hoffmann, Chair
Carolyn Brooks, ED-ARD
Mike Harrington, ED-WAAESD
Jeff Jacobsen, B&L Chair
Dan Rossi, ED-NERA
Hunt Shipman, Cornerstone
Steve Slack, BAA-PBD Rep.
Lee Sommers, Past Chair
Rubie Mize, Recorder

NOTES

Action Items:

- Add as separate topics to the ESCOP Meeting Agenda in Denver, IPM and the Partnership Paper
 - Dan Rossi will contact Bruce McPherson to get more info regarding the AHS approval of the Partnership paper
 - Mike Harrington, Steve Slack, Lee Sommers and Clarence Watson will review the Partnership document, and prepare discussion points for the Denver meeting.
 - Mike Harrington will ask the Budget and Legislative Committee to look at the IPM Working Paper and will report back at Denver
 - Mike Hoffmann will send email for feedback on how to represent ESCOP best and what agencies we should reach out to and build partnership.
1. Executive Committee Meeting Agenda, Nov. 12 at Denver, CO (please see revised draft agenda below) – Mike Hoffmann/Dan Rossi
As discussed, the ongoing IPM issue and the Partnership paper will be included as separate topics at the Denver meeting.

As the new ESCOP Chair, Mike Hoffmann asked the members for feedback on how he could best represent ESCOP to NIFA, NIH and other agencies. He will follow up with an email, and will cover this topic again at the Denver meeting.
 2. Budget/Farm Bill Update – Hunt Shipman, Cornerstone
No new news about the Farm Bill. The Senate and House committees were given a deadline to complete conference agreement by mid-November.
 3. Budget and Legislative - Jeff Jacobsen/Mike Harrington
The committee call will be held Tuesday, October 23 at 4:00 pm. The committee will discuss the consolidation and revised IPM Working Group paper. A report will be given in Denver.

4. Communications and Marketing - Nancy Cox/Arlen Leholm
Nancy and Arlen were not able to join the call. Mike Harrington reported that the committee had a teleconference two weeks ago (9/27) and discussed logistics in collecting the information on primary and secondary contacts for kglobal.
5. Science and Technology - Bill Ravlin/Dan Rossi
The committee is still working on the Science Roadmap synthesis paper, and hopes to have the final version ready for discussion at the Denver meeting.
6. Integrated Pest Management Update - Mike Hoffman/Mike Harrington
Mike Hoffmann and Robin Shepard attended the recent National IPM Meeting where a session was dedicated entirely on the consolidation effort, the process and status. Jerry Baron spoke about IR4.

The message resonating from NIFA and Cornerstone is that consolidation is better for the whole, not status quo based on analysis of shrinking budget lines. Mike Fitzner of NIFA noted that in no way will IR4 be eliminated.

Following the Resolution passed at the Savannah Meeting, Jerry Baron reached out to the leadership at Rutgers and had met with Brad Hillman (NJ-AES Director) and Bob Goodman (Dean).

On October 11, NIFA facilitated a gathering of 24-25 people, 1/3 IR4 and the rest IPM from across the country, to talk about:

- Building trust
- Focus on collaboration – IR4 and IPM complement each other
- Sharing of data
- Regional IPM Centers
- Expanding opportunities for cooperation in addressing stakeholder needs

Mike Hoffmann concluded that it was a constructive dialog, but how to make it work is in everyone's mind. There were discussions on regionalization like the National Diagnostics labs and the multistate process. Other models are being revisited.

Mike Hoffmann will attend the IR4 meeting on Oct. 24 at Rutgers where IPM consolidation is on the agenda. Mike will share with the group the outcome of this meeting. He also requested Mike Harrington for the Budget and Legislative Committee to look at the IPM Working Paper again.

7. Other Business
 - Steve Slack is working with the Planning Committee for the 2013 Joint COPs Meeting at Manhattan, Kansas. One of the suggested topics is Research, Extension and Teaching: Innovative Mission, Collaboration and Integration. A Zoomerang survey will be sent out to collect feedback from the directors about the topics.
 - A Nov. 15 ESCOP-CAC Call is scheduled, but may be cancelled since the ESCOP Executive Committee is meeting in Denver on Nov. 12.



Draft Agenda

ESCOP Executive Committee Meeting
November 12, 2012
Hyatt Regency Denver, Room-Granite B&C

- 1:45 pm Call to Order - Mike Hoffmann (Chair)
Approval of Agenda and Interim Actions - Mike Hoffmann
- 1:50 pm BAA-Policy Board of Directors Update - Steve Slack/Eric Young
- 2:00 pm Federal Budget Issues - Cornerstone Government Affairs, TBC
- 2:15 pm CLP-Farm Bill Status Report - Steve Pueppke
- 2:20 pm Budget and Legislative Committee - Jeff Jacobsen/Mike Harrington
- 2:30 pm IPM Working Group Update – Mike Hoffmann
- 2:45 pm Partnership Update – Mike Harrington/Steve Slack/Lee Sommers/Clarence Watson
- 3:00 pm Break
- 3:15 pm NIFA Update – Meryl Broussard
- 3:25 pm ESCOP/ECOP Communications & Marketing Effort - Nancy Cox/Arlen Leholm
- Impact Story Training and Marketing Plan Update – Faith Peppers
- 3:40 pm Science and Technology Committee - Bill Ravlin/Dan Rossi
- Science Roadmap Synthesis Paper
 - Social Science Subcommittee Report
 - Pest Management Strategies Subcommittee
- 4:10 pm Update from the Chair and Looking Forward - Mike Hoffmann
- 4:40 pm 2013 Joint COPs Meeting – Steve Slack
- 4:45 pm Adjourn - Mike Hoffmann

Upcoming Meetings:

February 24-26, 2013 Joint AHS-CARET Meeting: Key Bridge Marriott, Washington DC
February 25, 2013 (9:30 am - 12:00 pm) ESCOP Meeting: Key Bridge Marriott, Washington DC
July 24-25, 2013 Joint COPS Meeting: Manhattan, KS
September 23-25, 2013 ESS Annual Meeting and Workshop, Hilton Easton, Columbus, OH
November 10-12, 2013 APLU Meeting, Marriott Wardman Park, Washington, DC
ESCOP CAC Monthly Conference Call

The ESCOP Chair's Advisory Committee

Monthly Conference Call

December 20, 2012 [4-5PM]

Attendees:

Mike Hoffmann, Chair
Carolyn Brooks, ED-ARD
Mike Harrington, ED-WAAESD
Arlen Leholm, ED-NCRA
Bill Ravlin, Chair- Science and Tech. Committee
Dan Rossi, ED-NERA
Hunt Shipman, Cornerstone
Steve Slack, BAA-PBD Rep.
Lee Sommers, Past Chair
Eric Young, ED-SAAESD
Rubie Mize, Recorder

NOTES

Action Items:

1. Dan Rossi to follow up with Daryl Bucholz re-Daryl's suggestion to accommodate the capacity fund argument in the partnership document.
2. Mike Hoffmann with Daryl Bucholz to meet with Sonny Ramaswamy and Cathy Woteki in Feb. 2013, re-partnership with NIFA.
3. Mike Hoffmann to send message to Deans/Directors encouraging them to read the PCAST Report and share it with their congressional staff.
4. Mike Hoffmann to prepare one-pager for starting dialog on best management practices.
5. Arlen Leholm will discuss with K-global and Cornerstone how to address the issue of report's focus on competitive funding and if it's useful to do a crosswalk with the Science Roadmap.
6. Bill Ravlin and Dan Rossi will share draft of Science Roadmap synthesis piece in early January 2013.

Notes:

1. ECOP-ESCOP Strategic Alliance – Mike Hoffmann/Dan Rossi
Dan Rossi and Mike Hoffmann joined the ECOP call. Mike Hoffmann and Daryl Bucholz plan to meet with Sonny R. and Cathy Woteki in February to discuss plans to join the NIFA Science Leadership Council and AES-CES seminars with NIFA.

There is still the issue on the capacity fund on the Principles of Partnership document. There is a need to combine our own key points that will fit the paper to include the argument for capacity fund. Daryl Bucholz offered another option to resolve the needs of ESCOP. Dan Rossi will follow up.

Mike Harrington is working Robin Shepard on how ECOP does their priority setting. Mike had offered using the survey (used by ESCOP for science and budget priority setting) so ECOP and ESCOP can speak with one voice.

2. Partnership Committee – Mike Hoffmann

A letter (see below) was sent to Sonny Ramaswamy by Mike Hoffmann and Daryl Buchholz, expressing appreciation for the Principles of Partnership document, and asked that we move ahead with forming the Partnership Committee with the original members and expanding the membership to include ARS, ERS, etc.. Sonny R. is out of the country and will respond upon his return.

3. Sharing Best Management Practices – Mike Hoffmann

Mike Harrington shared some software with Mike Hoffmann that can be used for communicating best practices. M. Hoffmann will launch this activity early next year with a one-pager on how Cornell-AES reduced operational costs. The directors will be requested to share it with their managers who will then connect with the Cornell managers and then share best management practices. The first step is to get to the “right level so right people are communicating”. The software will then be used to facilitate the dialog.

4. PCAST report: “Agricultural Preparedness and The Agricultural Research Enterprise” – Mike Hoffmann

Mike Hoffmann suggested that everyone should read the report and share their comments/concerns. Adel S. (MD-AES) had raised his concern that the emphasis is on competitive funding. Will this pose a threat to our formula fund? Lee Sommers expressed similar concern and hoped that the report will not be taken as a suggestion or implication that Formula Fund can be reallocated to competitive fund. We need to make sure that we continue to have a balanced portfolio for research.

K-global had sent out 30-40 tweets about the report and took it as a good opportunity to leverage a great message. What do K-global and Cornerstone see as the most effective way of communicating our concerns? A suggestion was also made to crosswalk PCAST with the Science Roadmap to show that our previous activities are reflected in the PCAST report. Arlen will consult with Hunt and Darren, and will report back to Mike Hoffmann.

ECOP had responded that the report is focused on research and less on extension. Their message is not to forget extension, as it also has a key role.

5. Budget/Farm Bill Update – Cornerstone

Hunt Shipman noted that the Farm Bill is tied up with the fiscal cliff debate. The government currently operates with a CR that is good until end March 2013.

PCAST is a good justification for additional funding for agricultural research as it deals with agric. preparedness and enterprise. Hunt suggested that Mike Hoffmann write to the Deans, Directors, even VPs urging them to send the report to their congressional staff and subcommittee members.

Everyone agrees that we want the \$700M investment on agricultural research. However, there is potential vulnerability because of the report’s emphasis on competitive funding. However, Hunt noted that it should not make any difference as long as we continue to support a balanced portfolio, as there are still tremendous needs that are unmet.

Contrary to the timing not being perfect because of the fiscal cliff debate, the Report makes a good point in communicating the value of agricultural research as a good investment.

Mike Hoffmann agreed that we will move forward with contacting the deans and directors.

6. Budget and Legislative – Jeff Jacobsen/Mike Harrington
Same as Hunt’s report.
7. Integrated Pest Management Program Working Group - Mike Hoffmann/Mike Harrington
A penultimate draft has been developed. The title was changed from IPM to pest management and justifications were given for doing so. Other changes remained the same from discussions in the summer, IR4 was removed from essential programs at IR4’s request and advise from others. So far, two positive responses were received regarding the changes. The draft will go to the B&L and then BAC.
8. NRSP Guidelines – Mike Harrington
The revised guidelines have been finalized and are ready to go out. Current NRSPs will be grandfathered to the new guidelines. Chris Hamilton had communicated to the NRSP committees about the changes.
9. PBD Meeting Update – Steve Slack/Eric Young
Steve Slack noted that the minutes of the APLU meeting Eric Young sent out encapsulated all conversations by PBD at their last meeting.
10. Communications and Marketing - Nancy Cox/Arlen Leholm
There was discussion on the sensitivity of communicating who our targets are. K-global updates constitute an educational campaign effort. Our AES understands the process, but we need to work more with Extension.
11. Science and Technology - Bill Ravlin/Dan Rossi
Bill Ravlin reported that the request for nominations for the 2013 national multistate award is out and due on Feb. 28, 2013. He noted the need to generate more responses from the technical committees.

On the Science Roadmap synthesis piece, Bill and Dan are working with Cornell’s communication expert and they are now editing the first draft. The draft should be ready to share by the first week of January 2013.

12. Other Business
We should encourage the use of social media to share info and reports on agricultural research with our students and the Multistate committees. Share what K-global does, e.g. twitter. We will be working within our boundaries as long as we emphasize the educational component.

The call ended at 4:53PM.