

ESCOP Executive Committee Meeting Minutes

APLU Annual Conference
Monday, November 16, 2009
1:45 pm - 4:45 pm
Marriott Wardman Park Hotel
Washington, DC

Participants

Jerry Arkin, GA Robbie Barney Dave Benfield, OH David Boethel, LA Carolyn Brooks, ARD Jonathan Edelson, OK Mike Harrington, WAAESD Giovind Kannan, GA Jozef Kokini, IL Colin Koltenbach, AZ Arlen Leholm, NCRA Mark McLellan, FL Orlando McMeans, WV Jonathan Pote, MS Steve Pueppke, MI Bill Ravlin, OH Dan Rossi, NERA Bob Shulstad, GA	Jose Toledo, WV Mike Vayda, VT Clarence Watson, OK Jon Wraith, NH Eric Young, SAAESD other guests: Roger Beachy, NIFA Meryl Broussard, NIFA Fred Hutchinson, Cornerstone Molly John Dan Kugler, NIFA John Scofield, Podesta Deb Shelby Hunt Shipman, Cornerstone Jim Turner
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Action Items

Agenda Item	Actions Taken
1.0	Approved: Minutes - Mark McLellan/David Boethel Approved: Interim Actions – David Boethel/Mark McLellan
7.0	Approved: Add assessment to regular APLU bill Approved: Use ESCOP funds to pay for Nancy Cox to conference call into Policy Board of Directors meeting on November 17.

Minutes and Agenda Briefs

agenda #	Topic and Presenter
1.0	Welcome and Introductions - Clarence Watson Approval of July 29-30 ESCOP Meeting Minutes , Agenda, and Interim Actions

		<ul style="list-style-type: none"> • Approval of meeting minutes - Mark McLellan/David Boethel • Approval of Interim Actions - David Boethel/Mark McLellan
2.0	1:50	<p>APLU Energy Initiative - Jim Turner</p> <ul style="list-style-type: none"> • Jim turner, worked on capitol hill on energy legislation since 1975 • Initiative is being driven by three committees <ul style="list-style-type: none"> ○ Energy Advisory Committee - primarily President's and Chancellors ○ Government Affairs Working Group - primarily CGA's ○ Technology WorkingGroup - primarily VP's of research <ul style="list-style-type: none"> ▪ Liaison with agencies that relate to energy • Meeting with OMB deputy on energy related funding • Wendy Fink is staff for committees <ul style="list-style-type: none"> ○ Government Affairs Working Group <ul style="list-style-type: none"> ▪ Appropriations related to energy ▪ Climate change legislation ▪ Likely to be energy extension amendment in Senate bill • Future <ul style="list-style-type: none"> ○ Deputy pf DOE/EERE met with President's group, wants to work with universities • Possibility for Land Grant Universities members on Tech Working Group <ul style="list-style-type: none"> ○ Someone from feedstock production and processing areas
3.0	2:15	<p>NIFA Vision and Update - Roger Beachy</p> <ul style="list-style-type: none"> • Competitive programs <ul style="list-style-type: none"> ○ Encourage putting more faculty salary on grants, up to three years ○ Work on increasing indirect cost rate incrementally over next few years ○ Grants will be mortgaged forward in more cases, like NSF & HIH <ul style="list-style-type: none"> ▪ This frees more funds to award grants • RFA's will likely focus on two national priorities in 2010, climate change and renewable biofuels • Fund some large mulstate regional grants in range of \$10 million per year for 5 years, renewable for another 5 years • RFA's probably won't be out until mid January, but pre notice will come out in December • International collaboration may be important in future proposals, but not this year • Need to collect information on current indirect costs across system and then determine reasonable rate to shoot for.
	3:00	Break
4.0	3:30	<p><u>Budget & Legislative Committee</u> - Mike Vayda/Mike Harrington</p> <ul style="list-style-type: none"> • Increase AFRI to \$500 Million in a two step process • Hatch to \$240 Million, little over 5% increase • Evans-Allen to \$55 Million • McIntire-Stennis to \$35 Million

		<ul style="list-style-type: none"> • 1994 research to \$5 Million • Interest in trying to combine lines in future and reducing # of priority lines • Need to unify messages across all capacity lines • Beachy has indicated they want to focus capacity funds on Secretary's 5 priorities
5.0	3:45	<p>Cornerstone Advocacy Update - Jim Richards</p> <ul style="list-style-type: none"> • Anticipated for FY'11 <ul style="list-style-type: none"> ○ Administration is looking for significant increase in competitive research budget ○ Overall talking about cuts in agencies budgets across government
6.0	4:00	<p><u>Science & Technology Committee</u> - Bill Ravlin/Dan Rossi</p> <ul style="list-style-type: none"> • Multistate award, two awards given so far <ul style="list-style-type: none"> ○ Announcement of call for proposals out in mid-December • Science Roadmap <ul style="list-style-type: none"> ○ Delphi process was to inform committee to help develop the grand challenges ○ Committee did corsswalk with grand challenges of other agencies and funding groups ○ 7 draft grand challenges emerged and are being finalized now <ul style="list-style-type: none"> ▪ We must enhance the sustainability, competitiveness, and profitability of U. S. food and agricultural systems. ▪ We must adapt to and mitigate the impacts of climate change on food, feed, fiber and fuel systems in the U.S. ▪ We must support energy security and the development of the bio-economy from renewable natural resources in the U.S. ▪ We must play global leadership role to ensure a safe, secure and abundant food supply for the U.S. and the world ▪ We must improve human health, nutrition and wellness of the US population. We must heighten environmental stewardship ▪ We must strengthen individual, family, and communtiy development and resilience. • Next Steps <ul style="list-style-type: none"> ○ Set up small groups of scientists to flesh out area <ul style="list-style-type: none"> ▪ Current state ▪ Where to go ▪ Needs to get there • Identify 7 scientists to lead teams and choose members • Write report drafts for review at joint COPS • Final draft in early September for discussion at ESS
7.0	4:15	<p><u>Systems Communication & Marketing</u> - John Scofield/Arlen Leholm</p> <ul style="list-style-type: none"> • ECOP has decided to not fund the 3rd year • Need to have a review of the whole effort next summer that will be reported at ESS meeting • Motion from committee to add assessment to regular APLU bill -approved

8.0	4:35	<p>NC-FAR, Vote on 2010 ESCOP Dues Payment - Clarence Watson</p> <ul style="list-style-type: none"> • Delayed until February ESCOP meeting
9.0	4:40	<p>2010 ESS Meeting & SAES/ARD Workshop - Orlando McMeans/Carolyn Brooks</p> <ul style="list-style-type: none"> • Nashville Hilton - September 27-30 <ul style="list-style-type: none"> ◦ Rooms \$169 ◦ Near restaurants • Start with regional meetings Monday afternoon
10.0	4:45	<p>Next ESCOP Meeting / Other business - Clarence Watson</p> <ul style="list-style-type: none"> • Next ESCOP meeting will be on Monday morning, Feb 22, at Keybridge Marriott in Alexandria, VA
11.0		<p>Guest Report - Molly John</p> <ul style="list-style-type: none"> • Role at REE includes the internal investments - ARS, ERS and NASS • Currently gaining input from stakeholders • Interest in growing resources • Raising the profile of science at REE • Would like input on how ARS enhances capacity on campuses • Emphasis on efficient, strategic use of resources and leveraging funds • How can USDA improve interface with campuses, for example the reduced indirect cost, facilities? • The culture is very different in different ARS areas and Area Director is critical to setting the tone for collaboration • There will be a review on how REE's investments relate to Secretary's 5 priorities and how source of funds is related; i.e. capacity, competitive, state <ul style="list-style-type: none"> ◦ Different funding sources may be more appropriate in certain priority areas • ARS internal funds are not to be replaced by competitive, rather they need to seek more competitive funds to enhance and complement base funds
12.0		<p>Approved by consensus to use ESCOP funds to pay for Nancy Cox to conference call into Policy Board of Directors meeting on November 17.</p>
		<p>Adjourn</p>
		<p>Written Reports Only</p> <p><u>ARD - Orlando McMeans</u></p>

Interim Actions:

- Appreciation to Dr. Steve Pueppke for his willingness to represent the Experiment Station Section on the Farm Bill Committee
- Appointment of Dr. Tom Burr to the Budget and Legislative Committee as a NERA delegate
- Appointment of Dr. Tom Brady to the NERA Budget and Legislative Committee as a NERA delegate
- Appointment of Dr. Kirkland Mellad to the NRSP Review Committee as a ARD delegate
- Appointment of Dr. Abel Ponce de Leon to the Science and Technology Committee as a NCRA delegate
- Appointment of Dr. Josef Kokini to the Science and Technology Committee as a NCRA delegate
- Appointment of Dr. John Kirby to the NRSP Review Committee as a NCRA delegate
- Appointment of Dr. Bill Ravlin as Chair of the Science and Technology Committee
- Appointment of Dr. LeRoy Daugherty as the ESCOP representative for ECOP
- Appointment of Dr. Mike Vayda as Chair of the Budget and Legislative Committee

Appointment of Dr. Mike Vayda as Chair of the NRSP Review Committee

Budget and Legislative Committee Report

Presenter: Mike Vayda/Mike Harrington

SECTION PRIORITIES FOR FY 2012

The final version of the 2012 ESS priorities has been sent to all Directors.

Overarching Priorities:

- Directors favor increases in AFRI.
- Directors agree on the continuing need for capacity programs with increases at least 5-7%.
- Directors favor emphasis on integrated projects with extension and/or instruction
- Directors favor the proposed structure for NIFA with a recommendation that Bioenergy and Bioproducts be separated into a separate institute. (Note that the NIFA structure has not yet been approved by USDA.)
- Integration among the institutes is essential.
- Capacity programs should be managed with as few changes as possible. i.e. a seamless transition, possibly via an Office of Capacity Programs
- Multicultural Programs should also be managed in seamless manner in order to not negatively impact the programs, via an Office of Multicultural Programs at the Director's level

New Themes:

- Farm-scale energy technologies;
- Energy conservation efforts for "Agricultural and Community Systems";
- Keeping small scale farms economically viable, integrate into "Plant and Animal Production Systems";
- Food security in the US is a developing problem that few recognize
- Interstate water allocations;
- Making locally-produced food in individual states more profitable and sustainable;
- Sustainability of food, fuel and fiber;
- Need 'high risk' research funding targeted to provide opportunity for transformative change.

What are the next \$200 Million Programs?

This question was couched in terms of the themes discussed by Dr Shah in bold below. There were many what could be termed predictable responses that are detailed in summary.

FORMULA FUNDS WHITE PAPER

The ESCOP Executive Committee and the Budget and Legislative Committee met by phone on Friday October 23 to discuss the white paper "Revitalizing the Land Grant University System" ver 6.0. It was agreed that capacity funding is essential to members of the ESS and that efforts should be made to work with Extension to refine this message.

SECTION PRIORITIES FY 2011 FINAL RESULTS

Overarching Priorities:

- The Directors indicate that maintaining capacity for research through base funds (Hatch, Evans-Allen, McIntire-Stennis, and Animal Health) is the top priority by 70%:30% margin over moving funds into competitive programs.
- Increasing funding for the AFRI with emphasis on integrated activities continues to be an important priority

- The Directors favor the concept of “continuing services” increases for the formula programs but suggest that the increase should be 5% to 10% rather than the rate of inflation.
- Directors strongly favored funding new mandatory research programs at the authorized levels

FALL BAC MEETING

The next Budget and Advocacy Committee meeting will be held Saturday November 14 in conjunction with the APLU (NASULGC) Annual meeting in Washington DC.

The ESS will support the Administration’s efforts to grow AFRI and will also be seeking a 10% increase in formula lines.

Agenda Brief: ESCOP Science and Technology Committee

Presenter: William Ravlin/Daniel Rossi

Background Information:

1. Committee Membership:

- Chair
 - William Ravlin (NCRA)
- Delegates
 - John Liu (SAAESD)
 - Nancy Cox (SAAESD)
 - Mike Hoffmann (NERA)
 - Tom Brady (NERA)
 - Steve Meredith (ARD) – Vice Chair
 - Ambrose Anoruo (ARD)
 - Larry Curtis (WAAESD)
 - Jozef Kokini (NCRA)
 - Abel Ponce de Leon (NCRA)
- Executive Vice-Chair
 - Dan Rossi (NERA, Executive Director)
- CSREES Representative
 - Meryl Broussard
- ERS Representative
 - Terry Nelsen
- Social Science Subcommittee Representative
 - Travis Park
- Pest Management Strategies Subcommittee Representative
 - Frank Zalom
- Liaisons
 - Cliff Gabriel (Office of Science and Technology Policy)
 - Edwin Price (ICOP)

2. Meetings

The Committee met on September 15, 2009 at the ESS/SAES/ARD Meeting in Oklahoma. It also met by conference call on September 28, 2009 and will meet on November 16, 2009 at the APLU meeting. Its next formal meeting is tentatively scheduled for February 2-3, 2010 in Washington, DC.

3. Multistate Research Award

The 2009 ESS Excellence in Multistate Research Award was presented to recommended S-1039, *“Biology, Impact and Management of Soybean Insect Pests in Soybean Production Systems”* at the awards ceremony on November 15, 2009. This committee will also receive \$15,000 in off-the-top Hatch MRF as approved by the directors at the ESS meeting in Oklahoma City.

The announcement for the next round of awards will be sent out to directors and participants in the NIMSS System in December. The following is the proposed timeline for this round of awards:

- December 11 – Announcement sent to Directors, Administrative Advisors and NIMSS participants by ESCOP Chair
- February 26 – Nominations due at Offices of the Executive Directors

- March – Nominations reviewed by regional multi-state research review or multi-state research collaboration committees and recommendations submitted to regional associations
- March/April – Regional associations approve regional nominations at Spring meetings
- April 30 – Associations submit regional nominations to ESCOP Science and Technology Committee
- May 21 – ESCOP Science and Technology Committee reviews regional nominations and submits recommendation for national winner to ESCOP Executive Committee
- June 11 – ESCOP Executive Committee selects national winner
- July 1 – National winner submitted to APLU
- September – National winner announced at ESS meeting
- November – Award made at APLU meeting

4. Science Roadmap

The Delphi process to develop a consensus on themes and research priorities was completed during June – August 2009. The themes identified during this process were cross-walked against themes from a number of recent planning documents and a set of seven grand challenges were developed. A final process for developing the Science Roadmap will be refined at the November 16th meeting of the Committee. The proposed process includes the selection of a science leader for each of the challenge areas. The science leaders will assist in identifying additional members for challenge area teams. These teams will work on developing the background, justification, current capacity, science gaps, research objectives, resources needs and expected outcomes for each of the challenge areas. They will prepare an initial draft of the challenge area section. The sections will be pulled together into an overall document. A draft document will be prepared for the July 2010 ESCOP meeting and then revised for presentation and discussion at the September 2010 ESS workshop. A final report will be prepared and forwarded to key audiences following the meeting. Additional shorter versions of the report will be drafted for specific audiences and an operational plan will be drafted.

Actions Requested: For discussion and feedback.

November 11, 2009

Memorandum

To: ESCOP

From: Podesta Group

Subject: Second Year Activity Report

We are at the halfway mark of the communications and marketing campaign and we have had some success and some setbacks. Going forward, we will enjoy maximum success if individual institutions and stakeholders actively participate in the campaign.

Whether fighting obesity, developing new sources of renewable energy, or improving the conservation of our natural resources, the nation's land-grant institutions are breaking new ground and developing and implementing innovative solutions across the country. When we creatively market our story to our target audience, it is well received and has a lasting impact on decision-makers and thought leaders. On the flip side, a lack of execution results in many worthwhile stories being untold despite significant time and resources spent coordinating messages and messengers. For the system to fully benefit from the marketing campaign, the system needs to be completely engaged and invested in the various components. Combining timely national and regional media placements with targeted grassroots public relations activities is still a sound strategic platform. Regular, coordinated communication with system leaders is needed to bring better accountability and execution to the campaign.

One component that would improve the execution of the campaign is a regularly scheduled call with either the System Communications and Marketing Implementation Committee (SCMIC) or the regional research directors. We have been most successful when we have active deans or regional directors who are willing to contact their colleagues and suggest alternatives when the initial engagement targets are unresponsive. A biweekly or monthly call would provide a regular forum to discuss marketing opportunities across the system and help resolve any institutional barriers to executing a particular component or idea.

Below is a strategic analysis of the work product from the APLU marketing campaign and suggestions for future improvements to the campaign.

Media Outreach and Placement

We have had several media placements in the last 10 months that highlight the research and extension capability of the land-grant system. While there are several high-profile articles that tell positive stories about the work of the land-grant system and the need for more resources, there is a general resistance from individual deans within the system to author advocacy pieces. We have tried to compensate for that resistance by recruiting stakeholders to serve as editorial authors. Below is a compilation of successful and unsuccessful media placement work in the land-grant system over the last 10 months:

',, **Multi-Institution Research on Corn-Based Ethanol, 1/23/09:** The Podesta Group worked with University of Nebraska Researcher Dr. Ken Cassman to promote the results of a study published in the Journal of Industrial Ecology. This led to the following stories: "Corn ethanol produces half emissions of gas: study," Dow Jones News Wire, 1/23/09; "Ethanol not so wasteful, report says," *Omaha World Herald*, 1/27/09; "Ethanol study touts emission," *Argus Leader*, 1/25/09; "New

Study Claims Corn Ethanol Helps the Environment, After All," *Wall Street Journal*, 1/26/09; "Research finds ethanol less a threat to environment", *Grand Island Independent*, 1/25/09.

>" **"The Art of Science of Agriculture," *Washington Times*, 3/8/09:** Placed in the Sunday edition of the *Washington Times*, this piece was written by Al Levine, the dean of the College of Food, Agricultural and Natural Resource Sciences at the University of Minnesota and edited and placed by the Podesta Group. The piece also ran in MinnPost.com, an online newspaper covering the state of Minnesota.

',, **"Emerson Works Out With Seniors," *Democrat Argus*, 9/10/09:** A front-page article showcasing the work done by researchers at the University of Missouri Extension was published in a weekly Missouri newspaper. In addition, the article discussed Rep. Jo Ann Emerson's (R-MO) visit, where she participated in a program developed by MU Extension professors and researchers.

>,, **1890s Presidential Op-eds:** The Podesta Group drafted an editorial for 1890s presidents on how increased funding for USDA research and extension programs fit in with the president's healthcare agenda. The piece was signed and sent in by Tennessee State University President Dr. Melvin Johnson and successfully published by *The Tennessean*, one of the largest papers in the state.

While this was a successful placement, the system missed additional opportunities because other 1890s institutions declined to send similar pieces to their daily papers.

>,, **Regular blog posting on sustainability issues:** The Podesta Group conducted several calls and drafted an editorial plan, to highlight the research and findings by being done by Dr. Hamm, the

C.S. Mott Professor of Sustainable Agriculture at Michigan State University. The Podesta Group reached out to The Huffington Post and other related blogs for possible placement and generated some interest in a regular posting by Dr. Hamm. This project is currently ongoing

>,, **Indirect Land Use Congressional Letter signed by several deans of APLU institutions:** The Podesta Group worked with Wendy Wintersteen at Iowa State University to highlight a letter signed by several deans on the issue of indirect land use as it applies to the production of biofuels. The Podesta Group utilized the Renewable Fuels Association to push the letter to dozens of national and trade reporters who report on energy-related issues.

',, **Former FDA Commissioner David Kessler child nutrition piece:** The Podesta Group drafted an op-ed in coordination with former FDA Commissioner and current *New York Times* best-selling author David Kessler, focusing on the importance of child nutrition, highlighting the work of several land-grant institutions on the issue and calling for more funding at USDA to enhance their current work in the area. The piece is currently pending before the *Los Angeles Times*.

>, **Health Barn founder editorial on child nutrition:** The Podesta Group is drafting a piece for Stacey Antine, the founder of HealthBarn, a child nutrition program funded and staffed partly by the Rutgers Cooperative Extension Service, which stresses the need for more USDA research and extension funding for programs like HealthBarn. The piece is being targeted for publication in *The Star-Ledger* or *The (Bergen) Record*.

National 4-H Council: The Podesta Group drafted a piece in consultation with the National 4-H Council highlighting the importance of encouraging the next generation of science leaders by investing additional funding at USDA for 4-H programs. We are currently looking for a signatory for this piece.

E-newsletters and Online Communications

Starting in March of this year we increased our distribution of the e-newsletter from quarterly to monthly and also greatly expanded our distribution list within the land-grant system. The e-newsletters have been well received by the recipients and have been an effective means to gather positive stories throughout the system. Going forward, the Podesta Group and CGA have developed a new design for the www.land-grant.org site. The new design will highlight and aggregate the work of institutions in a thematic structure that largely reflects the four themes that the Budget and Advocacy Committee developed with USDA for Fiscal Year 2010. The site will also continue to serve as a clearinghouse for advocacy information related to the federal appropriations process. The following is a synopsis of the content and highlights of the e-newsletters sent in 2009:

Winter 2009: The winter e-newsletter was sent in mid-March and featured a read-through rate of 20 percent. This newsletter featured an op-ed by Rep. Sanford Bishop (D-GA) on the importance of research and extension funding that highlighted the work of Fort Valley State. It also highlighted the various ways in which APLU's member university cooperative extension services are helping citizens cope in a struggling economy. The e-newsletter also included information on the land-grant institutions that are currently leading the fight against obesity.

May: The May e-newsletter was sent mid-month and featured readership rates of 11 percent. The May e-newsletter featured research on organics, highlighting the work being conducted at the University of Hawaii on plant oil pesticides as well as research on all natural pesticides at the University of Georgia and a monthly organics event at Kentucky State University.

June: The June e-newsletter was sent mid-month and featured readership rates of 16 percent, focusing on food safety issues and research. The issue highlights the food safety awareness programs being developed by North Dakota State and the University of Tennessee and summertime food safety tips provided by researchers at Kansas State and Tennessee State.

July: The July newsletter was sent mid-month and featured readership rates of 11 percent. It featured research on energy conservation and biofuels, highlighting the work being conducted at the North Carolina Cooperative Extension on the E-Conservation Program, as well as Oregon State University's implementation of a pilot project to perform agricultural assessments of several facilities. The July e-newsletter also highlighted 4-H's efforts, along with University of Wisconsin's, in organizing the second annual 4-H National Youth Science Day.

September: The September e-newsletter was sent mid-month and featured readership rates of 16 percent. The September e-newsletter focused on nutrition and wellness as well as obesity research. The issue highlights a recent visit made by Rep. Jo Ann Emerson (R-MO) to the University of Missouri to discuss health and nutrition programming with MU Extension

administrator.sThe issue also highlights the fitness programs being developed by University of Georgia and the University of Massachusetts and combating childhood obesity tips provided by researchers at Louisiana State University AgCenter.

October: The October e-newsletter was sent mid-month and featured readership rates of 18 percent, with 249 unique readers. This month's e-newsletter focused on sustainability research, highlighting the organic farming practices being put in place at the Washington State University Center for Sustaining Agriculture and Natural Resources. Two similar programs involving the local food economies being done at North Carolina State University and the University of Maryland Extension were highlighted, as well as West Virginia University's textile recycling campaign. Penn State University's College of Agricultural Sciences, the University of Alaska, Oregon State University and the Alabama Cooperative Extension were also featured in the e-newsletter.

Grassroots Strategy and Targets

Earlier this year we identified several high-value targets for grassroots media outreach. The grassroots component has had the highest value impact on the target audience but has also been the most difficult part of the campaign to execute. Where we have made meaningful contact, members of Congress and their staffs have seen a new side of the land-grant system and been exposed to stories that had they previously had not heard. Specific events have been difficult to orchestrate for a variety of reasons. Below is the list that was identified earlier this year and the Podesta Group, working with Regional Directors, has initiated contact with the relevant institutions in each state and/or district.

Senate

- Senator Ben Nelson (D-NE)
- Senator Jack Reed (D-RI)
- Senator Mark Pryor (D-AK)
- Senator Sam Brownback (R-KS)
- Senator Susan Collins (R-ME)
- Senator John Tester (D-MT)

House

- Rep. Steve Rothman (D-NJ)
- Rep. Sanford D. Bishop, Jr. (D-GA)
- Rep. Lincoln Davis (D-TN)
- Rep. Maurice D. Hinchey (D-NY)
- Rep. Jesse L. Jackson, Jr. (D-IL)
- Rep. Jack Kingston (R-GA)
- Rep. Jo Ann Emerson (R-MO)
- Rep. Ben Chandler (D-KY)
- Rep. Tom Cole (R-OK)

Unfortunately, several institutions declined to participate for many, often legitimate, reasons, and in the future, grassroots activities should be driven by the willingness of an institution to participate in the marketing campaign. The strategic location and committee membership of the delegation is important, but with most states having one or more members of their delegation on either the Appropriations Committee or authorizing committee, having a school that is willing to take the initiative to tell a positive story should take

priority over the physical location of the institution. The following are some positive success stories by grassroots contacts in last year:

Rep. Jo Ann Emerson (R-MO): Rep. Emerson visited seniors participating in the Stay Strong, Stay Healthy program run by the MU Extension Service. Emerson participated directly in the program with seniors and the visit generated a front-page story titled, "Emerson Works Out With Seniors," which ran in the *Democrat Argus* (9/10/09). The Podesta Group supported the visit by drafting a news advisory highlighting Rep. Emerson's visit to the University of Missouri to discuss health and nutrition programming being conducted by MU Extension administrators and researchers and conducting several conference calls in advance of the visit. The following quote from Rep. Emerson sums up the success of this event, "I'm really excited about all that you're doing in health and nutrition."

Rep. Sanford Bishop (D-GA): This newsletter featured an op-ed by Rep. Sanford Bishop (D-GA) on the importance of research and extension funding that highlighted the international development work of Fort Valley State with USDA in helping improve agriculture performance in Afghanistan. The piece highlighted the exclusion of USDA research funding in the stimulus and called for additional resources in the Fiscal Year 2010 budget process.

Senator Mark Pryor (D-AK): Working with Milo Shult at the University of Arkansas, we were able to determine that Senator Pryor wishes to be a strong national advocate for research and extension funding at USDA. The Podesta Group and CGA were able to meet with his office and we are currently drafting an editorial piece focusing on the work of institutions like the University of Arkansas in the area of food safety.

Conclusion

The land-grant system has a good story to tell and we have had some success in telling that story. Regular communication with stakeholders in the system will enhance accountability and improve execution of the marketing campaign going forward.

Agenda Brief: Association of Research Directors' (ARD) Report to ESCOP (at 2009 APLU meeting)

Presenter: Orlando F. McMeans

The 1890 sections (all 5 of them) are represented on the Council of Presidents/Chancellors' 1890 Budget and Legislative Committee. This committee is consulted on the System's Budget and Advocacy Committee requests for input from the 1890s and thus the 1890s recently deliberated on the proposed strategy from research and extension to ask Congress to significantly reinvest in the Land-Grant System through substantial increases to formula funding. Whether or not the sections of the System support "Reinvesting in the Land Grant University System" strategy, the Association of 1890 Research Directors will continue to seek the Farm Bill authorized level for Evans-Allen funding.

The ARD held its summer meeting in Asheville, NC from August 10 - 14, 2009. One day was devoted to investigating partnership potential with the U.S. Forest Service since the Southern Region Station of the Forest Service is located in Asheville. The membership received important updates at this meeting from partners and affiliates.

The ARD and AEA Association chairs and Executive Director and Executive Administrator participated in roundtable discussions and gave presentations at the Summer Meeting of the Council of 1890 Presidents and Chancellors in Nashville, TN in August, 2009 to ensure alignment of the 1890s' research and extension programs with the expectations of the CEOs of these campuses.

Representatives from the 1890 universities participated in the *Biofuels for Aviation Summit* in Washington, DC on September 1 - 2, 2009. The 1890s are strengthening their capabilities in the biofuels arena and a beginning inventory about various campus initiatives can be found on the ARD website after being developed by Dr. Mike Bomford at Kentucky State University.

Rather than a winter meeting of the ARD, the research directors will have a workshop relating to strategic planning and orientation sessions for new directors by NIFA administrative staff and seasoned 1890 research directors. This workshop will take place in January, 2010 in Key West, FL.

Planning is underway for the fall 2010 ESS/SAES/ARD Meeting and Workshop. Because Dr. Orlando McMeans is the Chair-Elect of ESCOP, the 1890s are the hosting Section for the 2010 meeting. The meeting will take place in Nashville, TN beginning with regional meetings on September 27, 2010.

Planning is underway for The 16th Biennial Research Symposium of the ARD to be held in April, 2011. Again, particular emphasis will be placed on student participation. National Priority Topic areas and integrated programming will be the themes for presentations. The two highest awards conferred by the ARD will be awarded to two outstanding scientists, the Morrison Outstanding Scientist Award and the B.D. Mayberry Young Scientist Award.