



ESCOP Meeting Minutes

July 24 [3-5 pm] to July 25, 2013 [8-10 am]
Hilton Garden Inn – Ballroom A – McDowell
 Manhattan, KS

Participants

<p>Mike Hoffmann, NY (Chair) Carolyn Brooks, ARD Meryl Broussard, NIFA William Brown, TN Nancy Cox, KY H. Michael Harrington, WAAESD Bret Hess, WY Shirley Hymon-Parker, NC Jeff Jacobsen, MT Darren Katz, kglobal Arlen Leholm, NRCA Ernie Minton, KS Jenny Nuber, kglobal</p>	<p>Connie Pelton-Kays, CARET F. Abel Ponce de Leon, MN Sonny Ramaswamy, NIFA Jim Richards, Cornerstone Daniel Rossi, NERA John Russin, LA Hunt Shipman, Cornerstone Adel Shirmohammadi, MD Steven Slack, OH Lee Sommers, CO Clarence Watson, AR Eric Young, SAAESD</p>
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Action Items

Item#	Action Item
1.0	<ul style="list-style-type: none"> Approved Agenda as amended Approved Minutes of ESCOP Exec. Committee Meeting on Feb. 25 at Alexandria, VA http://escop.ncsu.edu/docs/Feb2013ESCOPMtgMinutesBriefs.pdf Approved Chair's Interim Actions
3.0	Approved a motion to recommend at the ESS meeting to approve an assessment of \$300,000 for three additional years to support the Marketing Initiative with the condition that the assessment would be reduced to \$200,000 if Extension continues to participate and support the Initiative.
8.0	The Southern Region recommends the nomination of Robert Shulstad as the ESCOP Chair-Elect. The nomination will be brought forward at the ESS meeting in September.
9.0	ESCOP will not prepare a separate response to the NIFA request for a single administrative fee of 4 percent. The PBD has requested a business plan and will develop a response.
10.0	The ED's will request input from the Directors concerning the NIFA Strategic Plan proposal. Dan Rossi will compile the responses.
11.0	The B & L Committee will summarize the results of the FY2015 budget priorities survey and provide a copy to the BAC.

13.0	<ul style="list-style-type: none"> • Each region will be able to present a Leadership Excellence Awards. There will be no national winner. Funding for travel to the awards program at the APLU annual meeting will be supplied by either the region or the individual station. • Approved a motion to fund up to \$2000 for the design, printing and distribution of the Science Roadmap brochure. • Arlen Leholm and Dan Rossi will work with kglobal to more effectively utilize the Science Roadmap in our marketing program • The S & T Committee will develop a proposal for a symposium to focus science-based conclusions relative to DNA-editing.
14.0	The NRSP-RC will coordinate with NIFA to initiate reviews of NRSP-4, NRSP-6 and NRSP-9.

Minutes and Agenda Briefs

Item#	Topic and Presenter
1.0	<p>Welcome and Introductions – Mike Hoffmann</p> <ul style="list-style-type: none"> • Approval of Agenda • Approval of Minutes of ESCOP Exec. Committee Meeting on Feb. 25 at Alexandria, VA http://escop.ncsu.edu/docs/Feb2013ESCOPMtgMinutesBriefs.pdf • Chair’s Interim Actions
2.0	<p>Cornerstone Update – Jim Richards/Hunt Shipman</p> <ul style="list-style-type: none"> • Hunt Shipman discussed the impact of the Marketing Initiative on the Appropriations side • There was a discussion of a strategy of competitive vs. capacity funding as opposed to a strategy of competitive and capacity funding. • Problems associated with the proposed movement of the five Higher Education lines out of the NIFA budget were discussed.
3.0	<p>Communications and Marketing Committee – Nancy Cox/Arlen Leholm</p> <ul style="list-style-type: none"> • Darren Katz of kglobal discussed the strategies being used to educate targeted audiences of the benefits and impacts associated with LGU research and Extension • Jenny Nuber noted the better engagement of institutional communicators in the overall marketing effort. • One of the challenges is pulling a national narrative form the many outstanding local stories • The committee presented three funding options for ESCOP’s continuing support of this initiative: <ul style="list-style-type: none"> ○ Keep the assessment at \$300,000 to guarantee adequate funding for this effort if Extension should decide not to participate ○ Approve the assessment for \$200,000 with the assumption that Extension will continue to participate for the next three years. ○ Approve the assessment at \$300,000; if Extension continues in the effort reduce the assessment to \$200,000. • A motion was approved to recommend at the ESS meeting to approve an assessment of \$300,000 for three additional years to support the Marketing Initiative with the condition that the assessment would be reduced to \$200,000 if Extension continues to

	participate and support the Initiative
4.0	<p>NIFA Update – Sonny Ramaswamy</p> <ul style="list-style-type: none"> • Personnel: <ul style="list-style-type: none"> ○ Cynthia Montgomery has been hired as the new Assistant Director for Grants and Financial Management ○ A search is underway of an Assistant Director for the Institute for Bioenergy, Climate and Environment ○ Many other positions are frozen pending budget relief ○ Ed Knipling, ARS Administrator, has announced his retirement and a national search will be announced • \$10 million will be available in 2014 for water related research in foundational and challenge grants • More monies were requested for the area of crop protection and IPM • A request was made for a harmonization of the federal administrative rate charged against all NIFA funding lines. The resulting increase in funding would support stronger grants administration and IT structures.
5.0	<p>Policy Board of Directors Update – Steve Slack/Eric Young</p> <ul style="list-style-type: none"> • The Board had very positive comments about the LEAD21 program and Carolyn Brooks leadership • The Future Task Force proposal will be distributed to Board members
6.0	<p>2013 ESS/SAES/ARD Workshop – Steve Slack/Arlen Leholm http://oarc.osu.edu/ess2013/t08_pageview3/Home.htm</p>
7.0	<p>Discussion/Best Management Practices I – “How new faculty positions are created and prioritized” – Steve Slack</p> <ul style="list-style-type: none"> • Institutional Drivers: <ul style="list-style-type: none"> ○ University/State Priorities (e.g., Discovery Themes) ○ Resource Allocation Model (Differential? Metric based?) ○ Cluster Initiatives ○ VP/Dean Recruitment Process • College Drivers: <ul style="list-style-type: none"> ○ Resource Allocation Process (Central or departmental) ○ Strategic Plan Alignment ○ Justification Process ○ Position Structure (mission split; fundamental/commodity and other dynamics) ○ Department Chair Recruitment Process
8.0	<p>Nomination of Chair-Elect – Eric Young</p> <ul style="list-style-type: none"> • The Southern Region recommends the nomination of Robert Shulstad as the ESCOP Chair-Elect. • The nomination will be brought forward at the ESS meeting in September.
	Adjourn for the Day
9.0	<p>Request for Increase in NIFA Administrative Fee – All</p> <ul style="list-style-type: none"> • The Policy Board has requested a business plan from Sonny Ramaswamy • ESCOP will not prepare a separate response as it is expected that PBD will.
10.0	<p>NIFA Strategic Plan – All</p> <ul style="list-style-type: none"> • Dan Rossi will forward copies of Karl Maxwell’s PowerPoint presentation and Robin Shepard’s handout to the ED’s • The ED’s will request input from their directors

	<ul style="list-style-type: none"> • Dan Rossi will compile the input and include copies of the Science Roadmap, priorities survey results and Roadmap brochure and forward the package to Bart Hewitt and Karl Maxwell
11.0	<p>Budget and Legislative Committee – Jeff Jacobsen/Mike Harrington</p> <ul style="list-style-type: none"> • FY 2015 Priorities Survey <ul style="list-style-type: none"> ○ There were 51 responses representing 41 states ○ The Committee will provide a summary of the results to the BAC ○ We need to integrate programmatic priorities with those from the Science Roadmap • The continuing feedback is the need to consolidate budget lines and simply the budget request
12.0	<p>Report from ECOP – Clarence Watson, ESCOP liaison to ECOP</p> <ul style="list-style-type: none"> • ECOP budget priorities are capacity and competitive funding • ECOP is wrapping up a two year study 4-H • An outside consultant had conducted a survey on use of eXtension • Extension has a number of assessments and the payment rate varies across them • Extension has one more year of commitment towards to the joint Communications effort and is assessing future commitments • Plans are well underway for the anniversary of the Smith Lever Act celebration • Jimmy Henning is the incoming ECOP chair • ECOP is very supportive of the positive and productive relationship that has been developed between Mike Hoffmann and Daryl Buchholz
13.0	<p>Science and Technology Committee – Bill Ravlin/Dan Rossi</p> <ul style="list-style-type: none"> • ESS Leadership Excellence Award <ul style="list-style-type: none"> ○ It was decided that each region will be able to present a Leadership Excellence Award. There will be no national winner. ○ Funding for travel to the awards program at the APLU annual meeting will be supplied by either the region or the individual station. • Science Roadmap Brochure <ul style="list-style-type: none"> ○ A motion was approved to fund up to \$2000 for the design, printing and distribution of the Science Roadmap brochure. The funds will be come from the ESCOP APLU account • A suggestion was made to engage k-global in tying our messaging back to the Roadmap. Arlen Leholm and Dan Rossi will work with kglobal to more effectively utilize the Science Roadmap in our marketing effort • Abel Ponce de Leon raised the issue of DNA-editing and the need for science-based conclusions. The S & T Committee will develop a proposal for a symposium for scientists.
14.0	<p>NRSP Review Committee – Abel Ponce de Leon/Arlen Leholm</p> <ul style="list-style-type: none"> • The Committee recommends approval of the NRSP-8 renewal • It does not recommend approval of the NRSP-1 budget increase • All other NRSP budget requests are recommended for approval • NRSP-4 and NRSP-7 will not merge • The Committee will initiate mid-term reviews for NRSP's 4, 6 and 9 • The Committee has discussed leverage definitions and requirements for NRSP's
15.0	<p>Discussion/Best Management Practices II – <i>“How institutions deal with unproductive faculty”</i> – Mike Hoffmann</p> <ul style="list-style-type: none"> • Actions include: <ul style="list-style-type: none"> ○ Scheduled meetings with Dean

	<ul style="list-style-type: none"> ○ Development of performance plans ○ Mentoring ○ Assignment changes ○ Post tenure reviews ○ More attention to hiring and mentoring of pre-tenured faculty ○ Incentivized retirements
	Adjourn
	Agenda Briefs Only
16.0	ECOP Liaison Report to ESCOP – Doug Lantagne
	Future Meetings: September 24-26, 2013 ESS Annual Meeting and Workshop, Hilton Columbus at Easton, Columbus, OH November 10-12, 2013 APLU Meeting, Marriott Wardman Park, Washington, DC



ESCOP Meeting Minutes

Monday, February 25, 2013, 9:30am – 12:00pm
 Hilton Oldtown Alexandria – Madison Room
 Alexandria, VA

Participants

<p>Mike Hoffmann, NY (Chair) John Baker, MS Carolyn Brooks, ARD William (Bill) Brown, TN Archie Clutter, NE Mike Harrington, WAAESD Bret Hess, WY Shirley Hymon-Parker, ARD Jeff Jacobsen, MT Moses Kairo, MD Doug Lantagne, ECOP Liaison Arlen Leholm, NCRA Orlando McMeans, WV Neal Merchen, IL J. Ernie Minton, KS Saied Mostaghimi, VA William Ravlin, OH Mark Rieger, DE</p>	<p>Dan Rossi, NERA Mike Schmitt, MN Daniel Scholl, SD Adel Shirmohammadi, MD Steve Slack, OH Lee Sommers, CO David Thompson, NM Clarence Watson, AR Eric Young, SAAESD Rubie Mize, NERA (Recorder)</p> <p>Other Guests: Meryl Broussard, NIFA Darren Katz, kglobal Connie Pelton-Kays, CARET Jane Schuchardt, Cooperative Extension Hunt Shipman, Cornerstone</p>
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Action Items

Agenda Item	Actions Taken
1.0	<p>Approved: Agenda as amended. The Communication and Marketing Committee will give their report right after the NIFA Update. Darren Katz, kglobal, had to leave early to give a presentation at another meeting.</p> <p>Approved: Minutes of ESCOP Exec. Committee Meeting on Nov. 12, 2012 at Denver, CO http://escop.ncsu.edu/docs/Nov2012ESCOPExecCommitteeMinutesandBriefs.pdf</p>
2.0	NIFA will share outline and will request ESCOP and ECOP to respond to their strategic plan. Target is mid-summer.
4.0	The Budget and Legislative Committee will finalize the survey on budget priorities and send it to the EDs for discussion at their regional meetings this spring. The final survey will be released soon thereafter. EDs were requested to encourage voting to surpass last year's 70% response rate.
6.0	The Science and Tech. Committee will submit a request to fund printing of the tri-fold synthesis paper of the Science Roadmap. S&T will also continue working with the Budget and Legislative and Communication and Marketing committees in making full use of this synthesis paper in advocating for the system, and help provide direction for faculty research in experiment stations.

8.0	Send feedback to PBD Chair Bruce McPheron (see letter under Agenda Brief 8.0) on issues that will be discussed at the PBD Meeting on March 26. Regional associations will discuss at their spring meetings and send comments to Chair Mike Hoffmann.
9.0	Steve Slack will send the info on the venue and the agenda of the Joint COPs Meeting to Chair Mike Hoffmann to share with the members.
12.0	The Science and Tech. Committee was assigned to look at the proposed additional Research Awards at APLU. Eric Young will send description of their Southern awards to Bill Ravlin and Dan Rossi.
Other Business	Chair Mike Hoffmann requested Nancy Cox, NCFAR Board Member (through Arlen Leholm) to work with NCFAR on how ESCOP can take full advantage of its membership. It will be good to know in advance the topics for the seminars and encourage our directors to attend, suggest topics and/or volunteer to give presentations. NCFAR seminars have been known to be well attended by congressional staff.

Minutes and Agenda Briefs

Item#	Topic and Presenter
1.0	<p>Welcome and Introductions – Mike Hoffmann</p> <ul style="list-style-type: none"> • Approval of Agenda • Approval of Minutes of ESCOP Exec. Committee Meeting on Nov. 12, 2012 at Denver, CO http://escop.ncsu.edu/docs/Nov2012ESCOPExecCommitteeMinutesandBriefs.pdf • Chair’s Interim Actions – see agenda brief <p>Mike Hoffmann and Daryl Buchholz met with Cathy Woteki on Feb. 20 and highlights are:</p> <ul style="list-style-type: none"> ○ Strong support for capacity funding ○ Commitment to Principles of Partnership ○ PCAST Report discussion – emphasis is on replacing ageing infrastructure ○ Appreciates work of ECOP and ESCOP on pest management strategy ○ Cathy reiterated need to tell our story ○ Also met with Bart Hewitt and discussed engaging the Land-grant in the NIFA strategic planning process. ○ Also met with NPLs <p>Mike and Daryl will conduct a seminar at NIFA on Feb. 28, 11am-12pm at 1401 Waterfront. Mike thanked Jane Schuchardt for arranging the meetings and seminar in Washington, DC.</p>
2.0	<p>NIFA Update – Meryl Broussard</p> <ul style="list-style-type: none"> • There is a high degree of uncertainty on the final FY2013 budget due to the looming sequestration. NIFA is working on the FY2014 budget that is expected to be out by mid-March. Cuts with the Farm Bill extension resulted to a loss of 10% or \$130M from mandatory programs. Consequently, resulting to cuts in NIFA’s operating funds. There is hiring freeze as part of the agency’s downsizing initiatives. Furloughs are not called for this FY. There is commitment to maintain mission critical activities in spite of budget cuts. • Allocation of Formula Funds was late last year. • Sonny Ramaswamy asked for a strategic plan. It will cover both programmatic and operational areas looking at the agency’s business practices including grants administration, management and information technology. ESCOP and ECOP will have an opportunity to respond to the strategic plan. An outline will be shared as soon as it’s ready. NIFA is now contracting a facilitator to initiate discussions and the target for completion is mid-summer. • The agency experienced some IT problems this past week. • On the GAO’s concern of duplication in ARS and NIFA projects, the agencies explained how they supplement/complement each other’s programs. Care should be taken in how objectives are framed. There is a need to do a better job at planning new projects, analyze current

	<p>portfolio and show extensive searches done for projects recommended for funding. There is real value in scientists getting together. They need to pay attention on what's going on in their field.</p>
<p>5.0</p>	<p>Communications and Marketing Committee – Arlen Leholm/Darren Katz</p> <ul style="list-style-type: none"> • The committee held their annual face-to-face meeting yesterday and they meet by teleconference monthly. Jane Schuchardt and Arlen Leholm provide support to the C&M. The committee discussed strategies and priorities for next year. The priority theme is ‘nutrition’ across Research, Teaching and Extension. • The committee approved adding one member from ACE- Association for Communication Excellence • kglobal works closely with Cornerstone in reaching a small influential group in Congress. Darren Katz explained the 3-pronged approach that kglobal uses: <ol style="list-style-type: none"> 1. traditional grassroots (strength in number - now has 2000 supporters nationwide who can be easily reached by phone, email or face-to-face contact) and grasstops (key individuals) 2. traditional media – newspaper, targeted article in local papers of congressional reps. 3. social media – Facebook, Twitter (35K followers) , Ag is America homepage. There are 500 stories in the Ag is America website. The site gets 4.3M hits per month. <p>Darren can be reached at Darren.katz@kglobal.com</p>
<p>3.0</p>	<p>Cornerstone Update – Hunt Shipman</p> <ul style="list-style-type: none"> • Congress is not expected to take any action before the March 1 sequestration. The next budget crisis deadline is March 27 when the C.R. will expire. Not likely to cause a government shutdown but Congress may resort to a year-long C.R. • USDA is working on President’s FY13-14-15 budgets and setting priorities for FY15 • Agriculture lines keep getting hit. For example, the Senate Democrats recently used ‘direct payments’ as a solution to avoid sequestration (10 years=\$15B, to pay 1 year of sequestration). This will take away funding for the new Farm Bill. ‘Direct payments’ is only a small portion of the FB, 75% is for nutrition programs. • Should the system work with other communities, like consumer groups?
<p>4.0</p>	<p>Budget and Legislative Committee – Jeff Jacobsen/Mike Harrington</p> <ul style="list-style-type: none"> • The committee met this morning and focused their discussion on the priority setting for FY2015. The survey form will be finalized and will be shared with the regional associations for discussion at their spring meetings this March. • A report on the results will be given at the Joint COPs Meeting in July, vote at the ESS Sept. meeting, and then to the BAC in November. • The format will be similar to the last survey with items on capacity funding, AFRI, existing lines for Research, Teaching and Extension. It will also include open ended questions on budget issues that ESCOP and ECOP should work on, and ways to strengthen ESCOP/ECOP partnership.
<p>6.0</p>	<p>Science and Technology Committee – Bill Ravlin/Dan Rossi</p> <ul style="list-style-type: none"> • See agenda brief for details • Deadline for submitting nominations through regional associations for the National Multistate Research Award is Feb. 28, 2013. • Copies of the final version (in tri-fold) of the Science Roadmap synthesis paper were shared with the group. The committee will request funding to print hardcopies of the tri-fold. It will be in a normal 8 ½ x11 format. <p>The Science Roadmap Synthesis will allow us to use the same terminology/language in branding these issues that are of political interest today. The seven Grand Challenges in the Science Roadmap were narrowed down to three strategic issues in the Synthesis Paper. There are 35 research areas identified in the Science Roadmap. The paper cites strategic government and private investments in nine crucial areas.</p>

	<p>The paper can help faculty find a home for their research. It was also noted that there was significant Extension input in the making of the Science Roadmap. Extension faculty responded to the Delphi survey that was the backbone of the Science Roadmap, and each of the Challenge Teams had Extension directors/experts as members.</p> <p>The challenge now is to leverage use of this Paper in reaching as wide an audience as possible. S&T will continue working with the B&L and C&M committees.</p>
7.0	<p>NRSP Review Committee – Arlen Leholm</p> <ul style="list-style-type: none"> • See agenda brief for details • Arlen Leholm and Mike Harrington are working on improving the review process for the NRSPs.
8.0	<p>Policy Board of Directors Update – Steve Slack/Eric Young</p> <ul style="list-style-type: none"> • See agenda brief for details • LEAD21 enrollment is at an all time high. Marketing beyond the Land grant system has been effective. 1994s have increased participation and there are participants from industry and private sectors. Carolyn Brooks is the incoming Chair. • Steve Slack noted that PBD Chair Bruce McPherson is asking for feedback on the items that will be discussed at the PBD Meeting on March 26 in San Diego, CA, as follows: <ol style="list-style-type: none"> 1. Take action on the request from the Riley Memorial Foundation to join as a sponsor with an annual fee of \$1,000 2. Discuss ways in which CARET can be more fully engaged in the work of the BAA and determine the need for “new BAA member” orientations. 3. Discuss ways to interface with HSIs and explore ways of inclusion of representation from this cohort of institutions with the BAA 4. Review the listing of all the BAA Assessments, which will be provided; each section is to share how it does (or will) handle a non-payment of its own section’s assessment(s). 5. Continue the discussion of the need to revise the Rules of Operation that requires a “two-thirds majority of the voting representatives” to amend these; what changes would be acceptable to your constituency?
9.0	<p>Joint COPS Meeting – Steve Slack/Arlen Leholm</p> <ul style="list-style-type: none"> • See agenda brief for details • The Planning Committee is still working on the program. Proposals were received as examples of programs that integrate research, teaching and extension. Three will be selected. Steve Slack will send the info on the venue and the agenda to Chair Mike Hoffmann. • The incoming ECOP Chair is Jimmy Henning of the Univ. of Kentucky Cooperative Extension
10.0	<p>ESS/SAES/ARD Workshop – Steve Slack/Arlen Leholm</p> <ul style="list-style-type: none"> • See agenda brief for details • Steve Slack requested the EDs to inform their directors at their spring meetings about the changes in the time and format of the Sept. Meeting. Arrival will be on Tuesday, Sept. 24 (instead of Monday), and departure on Thursday, Sept. 26. He urged everyone to stay until the last session which will end at 2pm. The regional meetings will be on Wednesday, Sept. 25 at 8-10am. • The North Central topic session will be on Water Quality, a follow-up to the Colorado session two years ago on Water Quantity. Speakers are from Sea Grant, State Dept. of Natural Resources, Executive Director of the Farm Bureau and Lonnie Thompson, member of the National Academy of Sciences. • Vice President for Agricultural Administration and Dean Bruce McPherson will welcome the group. Cathy Woteki is tentatively confirmed as the Luncheon Speaker on Wed., Sept. 25. • Topics suggested by the EDs for the Discussion Sessions are: <ol style="list-style-type: none"> 1. IR-4 – 50th Anniversary: Jerry Baron, IR-4 Executive Director, has been invited. A suggestion was made to discuss a possible ‘coming together’ of NRSP4 and NRSP7.

	<p>NRSP7 would greatly benefit from NRSP4's success in its advocacy and continuous funding. Both are due for revision soon. NRSP4 ends 2015 and NRSP7 ends 2014. NRSP7 can request an extension as it explores the possibility of getting absorbed by NRSP4.</p> <ol style="list-style-type: none"> 2. Ecosystem services – environmental challenge area in the natural resources and economics point of view. Steve Slack had suggested Casey Hoy to Eric Young as a speaker. 3. Social Sciences Subcommittee's work on Social Impact Assessment – Bill Ravlin and Dan Rossi attended the group's meeting last week. They plan to meet again at the ESS Meeting on Thursday (Sept. 26) afternoon to Friday, Sept. 27. Scott Loveridge, North Central Rural Development Center Director is the new liaison to the Science and Tech. Committee.
11.0	<p>Discussion I – Priority Setting Process – Mike Harrington</p> <ul style="list-style-type: none"> • See agenda item #4.0 above
12.0	<p>Discussion II – Additional Research Awards at APLU – Mike Hoffmann</p> <ul style="list-style-type: none"> • See agenda brief for details • It was noted that ECOP does a good job in recognizing outstanding work of their colleagues. • ESCOP gives out the yearly National Multistate Research Award. • The Science and Tech Committee was assigned by Chair Mike Hoffmann to look into the proposed awards. Eric Young will share description of the Southern region awards to Bill Ravlin and Dan Rossi.
13.0	<p>Discussion III – Identifying New Leaders – Mike Hoffmann</p> <ul style="list-style-type: none"> • This is what LEAD21 does, according to Eric Young. The participants gain skills and get better idea of the administrative work that leadership positions entail when shadowing their senior colleagues. • Majority of LEAD21 graduates continue on and assume senior administrative roles, but a few realize that administrative work will take them away from research and teaching, and decide to remain and progress in their faculty positions.
	Chair Mike Hoffmann adjourned the meeting at 11:44am.
	Agenda Briefs Only
14.0	ECOP Liaison Report to ESCOP – Doug Lantagne
	ECOP Response to PCAST Report
	<p>Future Meetings: July 24-25, 2013 Joint COPS Meeting, Manhattan, KS September 24-26, 2013 ESS Annual Meeting and Workshop, Hilton Columbus at Easton, Columbus, OH November 10-12, 2013 APLU Meeting, Marriott Wardman Park, Washington, DC</p>

Agenda Brief #1: ESCOP Chair's Interim Actions

Presenter: Mike Hoffmann

For Information Only

- Has worked closely with ECOP Chair Daryl Buchholz to strengthen a strategic alliance between ESCOP and ECOP.
 - Sent letter to Sonny Ramaswamy dated December 1, 2012, in response to the Principles of Partnership (see below).
 - Mike and Daryl will meet with Cathie Woteki, USDA Under Secretary for Research, Education and Economics on February 20, 2013.
 - Mike and Daryl will also meet with the NIFA Center for International Programs staff, the NIFA Science Leadership Council, and NIFA Director Sonny Ramaswamy on February 28, 2013.
 - Mike and Daryl will conduct USDA-NIFA Seminar “Knowledge with a Public Purpose” on Feb. 28, 11am-12pm at 1401 Waterfront (see flyer below)

- Presided over monthly (Oct.’12, Dec.’12 and Jan.’13) Chair’s Advisory Committee Call with EDs and chairs of committees, and discussed the following:
 - ECOP-ESCOP Strategic Alliance
 - Partnership Committee
 - Association for Communication Excellence Proposal for a non-voting, advisory role in ESCOP – decision is to invite ACE liaison to the ESCOP Communication and Marketing Committee
 - Budget/Farm Bill Update
 - Pest Management Working Group Paper
 - NRSP Guidelines
 - Sharing Best Management Practices
 - PCAST Report: “Agricultural Preparedness and The Agricultural Research Enterprise” , and ECOP and ESCOP Response
 - PBD Meeting Update
 - ESCOP Committee Reports
 - Budget and Legislative
 - Communications and Marketing
 - Science and Technology



EXPERIMENT STATION COMMITTEE ON ORGANIZATION AND POLICY

Experiment Station Section
The Board on Agriculture Assembly
National Association of State Universities and Land-Grant Colleges

December 1, 2012

Dr. Sonny Ramaswamy
Director, National Institute of Food and Agriculture
United States Department of Agriculture
Jamie L. Whitten Building, Room 305-A
1400 Independence Ave., SW., Stop 2201
Washington, DC, 20250-2201

Dear Sonny,

On behalf of the Experiment Station Committee on Organization and Policy (ESCOP) and the Extension Committee on Organization and Policy (ECOP), we want to express our collective appreciation for your leadership in launching the Principles of Partnership, a renewed partnership among the Land Grant Universities, the United States Department of Agriculture and the many other federal and state and private sector agencies and organizations. The Principles of Partnership vision and mission provides an excellent framework to address the challenges facing society in the 21st Century and beyond. Together we can collectively advance the principles embodied in the Morrill Act, promote a common cause, build trust, improve communication, and as partners, provide the leadership needed to achieve our vision and mission in the 21st Century.

With the Principles of Partnership now in place, we have an excellent opportunity to work together to develop specific recommendations and action steps that will ensure that the benefits of the renewed partnership are realized. To develop these recommendations and associated expected outcomes we suggest the creation of a "Partnership Committee" consisting of membership from the previous committee including the COPs but could also be expanded to include representation from ARS, ERS, etc. This committee should be inclusive and reflect the full breadth of the partnership.

If you agree with this suggestion, we are willing to help identify potential members and work closely with you to take full advantage of the opportunity before us. We look forward to hearing from you.

Best regards,

Michael Hoffmann, ESCOP Chair
Daryl Buchholz, ECOP Chair



Extension Committee on Organization & Policy
(ECOP)



Experiment Station Committee on Organization and Policy
(ESCOP)

USDA-NIFA Seminar

Thursday, February 28, 2013

11 a.m. – 12:00 p.m. (ET)

1401 Waterfront

Knowledge with a Public Purpose

Learn how Cooperative Extension and Agricultural Experiment Stations
work together to take research to practice.

Facilitating: Martin A. (Marty) Draper
President, Epsilon Sigma Phi, DC Chapter
USDA-NIFA National Program Leader - Plant Pathology



Daryl Buchholz

Chair, ECOP

Associate Director, Kansas State University
Research and Extension
Kansas State University



Mike Hoffman

Chair, ESCOP

Director, Cornell University Agricultural
Experiment Station
Cornell University

Agenda Brief #4: Budget and Legislative Committee

Presenters: Jeff Jacobsen and Mike Harrington

For information only

The committee holds regular monthly conference calls that have generally been well attended. The current B&L Committee membership is shown below.

<p>Chair: Jeff Jacobsen (WAAESD)</p> <p>Delegates: William (Bill) Brown (SAAESD) Ron Allen (WAAESD) Ernie Minton (NCRA) Karen Plaut (NCRA) Orlando McMeans (ARD) Carolyn Brooks (ED-ARD) Bob Shulstad (SAAESD) Tim Phipps (NERA) Thomas Burr (NERA) Ron Allen (WAAESD) Bret Hess (WAAESD)</p> <p>Executive Vice-Chair Mike Harrington (WAAESD)</p>	<p>Liaisons Paula Geiger (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</p> <p>*Chair elect -TBD</p>
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The B&L Committee endorsed the Pest Management Working Group Recommendations. The final document was essentially identical to what was approved at the 2012 Joint COPS meeting. With consent of ESCOP Chair Mike Hoffman, the recommendations were forward to the BAA-Budget and Advocacy Committee for further action.

The B&L Committee held a face to face meeting earlier today during which approaches to priority setting were discussed. Details from this discussion will be presented.

BAC Meeting Results: The BAC met by conference call on Feb 12 to finalize the system’s FY 2014 appropriations requests for the National Institute of Food and Agriculture (NIFA). Unfortunately, the President’s 2014 Budget had not been released prior to this discussion. President’s 2014 Budget is expected 2nd week in March.

No action is being taken on FY 2013 Budget and Farm Bill until sequestration (\$89 B) occurs and numbers are known. It is unknown if sequestration will affect the Research Title, but “We need to minimize impact on programs we care about and NIFA top line”.

New discussion items:

SNAP-Ed: The SNAP-Ed program which incurred a 28% cut in total funds in January (as a one-time cut) and after the fiscal year started. SNAP-Ed funding, which comes from the Food and Nutrition Service (not NIFA), may exceed S-L funding in some states.

Concerns:

- Not all states manage the program in the same manner, e.g. extension, state departments of health, so there is a potential for mixed messages.
- Who is the lead?
- There is potential for confusion relative to existing NIFA budget lines, so clarity of discussion and any advocacy information should be very informative of this program.

Next steps:

- This will be a separate initiative since funding comes from a different budget line so as not to confound NIFA advocacy.
- All parties need to sing from the same page.
- Need to stress impacts on end users.
- Each region is putting together “impacts” of cuts
- Work with ASNNA (state groups) to create consistent message

Crop Protection Working Group: Approved WG paper and Summary and will forward to Policy Board of Directors with recommendation for approval.

Given the tight budget situation, the committee supported all current programs at the appropriated level or the President’s budget request whichever is higher. Need to make sure that we do not lose ground.

2014 Budget: No changes to priorities as stated in November and January: AFRI, capacity funds for Hatch, Evans-Allen –McIntire-Stennis, Smith-Lever, 1890 Extension and 1994 Research and Extension.

Other Critical Issues supported: 1890 Institutions Capacity Building Grants and Facilities Grants Programs, Insular Area Competitive Grants, Higher Education Competitive Grants, New Technologies for Ag Extension (eXtension), Renewable Resources Extension Act, Veterinary Medicine Loan Repayment Program and Animal Health and Disease Research.

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

Agenda Brief #5: AES/CES Communications & Marketing Project

Presenters: Nancy Cox, Hunt Shipman, Darren Katz, and Arlen Leholm

Purpose of the effort:

The Experiment Station Committee on Organization and Policy (ESCOP) and the Extension Committee on Organization and Policy (ECOP) joined together in 2012 to coordinate a targeted educational effort 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](#), are assisting with this educational effort. Guided by the AES/CES Communications and Marketing Committee (CMC), ESCOP and ECOP have entered into a two-year agreement effective May 1, 2012 with kglobal and Cornerstone, with annual renewal. The annual commitment is \$400,000 split equally between ESCOP and ECOP. See link below for a more complete description of the effort.

The CMC will have their annual meeting on Sunday, February 24, 2013 from 4 to 6 PM during the CARET meetings in Washington, DC. Nancy Cox, Research, and Scott Reed, Extension, co-chairs of CMC will lead a discussion on strategies and priorities for the coming year. Actions from this meeting will be reported at the February 25, ESCOP Monday morning meeting.

Information for Directors, Administrators and University Communications Professionals:
http://escop.ncsu.edu/comattach/3_CMC%20Directors%20Info_Final_20120814.pdf

Monthly kglobal Report:

Each month kglobal provides an electronic update to the Communication and Marketing Committee (CMC) of their work which is conducted in close coordination with Cornerstone and the CMC. See the monthly kglobal reports and all other background information on CMC efforts at the link below.

https://mywebspace.wisc.edu/xythoswfs/webui/_xy-48320354_1-t_vlvjX5gF

Action: Information only

Agenda Brief #6: ESCOP Science and Technology Committee

Presenter: William Ravlin/Daniel Rossi

Background Information:

1. Committee Membership:

- Chair
 - William Ravlin (NCRA)
- Delegates
 - John Liu (SAAESD)
 - John Russin (SAAESD)
 - Gary Thompson (NERA)
 - Cameron Faustman (NERA)
 - Steve Meredith (ARD) – Vice Chair
 - Marakis Alvarez (ARD)
 - Larry Curtis (WAAESD)
 - David Thompson (WAAESD)
 - Joe Colletti (NCRA)
 - Abel Ponce de Leon (NCRA)
- Executive Vice-Chair
 - Dan Rossi (NERA, Executive Director)
- NIFA Representative
 - Muquarrab Qureshi
- Social Science Subcommittee Representative
 - Travis Park
- Pest Management Strategies Subcommittee Representative
 - Frank Zalom

2. Meetings – The Committee last met on July 24, 2012 in Savannah, GA. The Committee will have a conference call in May. No face-to-face meetings are scheduled at this time.

3. Multistate Research Award – The announcement for the next round of awards was sent out to directors and participants in the NIMSS System on October 2, 2012. The nominations are due to the Regional Associations by February 28, 2013. The Regional Associations will submit their nominations for the national award by April 30, 2013 and the Committee will meet by conference call in May and forward their recommendation to the ESCOP Executive Committee.

4. Science Roadmap – A near final version of the synthesis paper has been completed and will be distributed at the meeting.

Action Requested: For information only.

Strategic Investments

We find ourselves facing the perfect storm: An intensifying set of challenges coupled with decreasing state and federal investment in agriculture, energy, and environmental research.

These challenges won't be solved by fragmented policies tailored to specific commodities, regions, or sectors of the economy. They require new approaches that consider the entire framework of systems that produce food and deliver it to grocery stores.

The American Association of Public and Land Grant Universities, the U.S. Agricultural Experiment Stations and Cooperative Extension are eminently suited to solve the urgent issues of food safety, security, and abundance. To extend cutting-edge research to solve critical problems for the public good will require strategic investment now in the following areas:

- Technologies and breeding programs that maximize the genomic potential of plant and animal productivity, nutritional value, and drought tolerance.
- Robust local food systems that benefit large and small growers as well as vulnerable, low-income consumers.
- Technologies to prevent, detect, and respond to food safety hazards, including bioterrorism and chemical contaminants.
- Prevention and treatment of chronic diseases through nutrition and application of human genome data to identify key triggers and processes.
- Prevention of obesity through community-appropriate methods including physical activity, social interaction, and access to healthy foods.
- Efficient production systems and processing technologies for crop bioproducts, including biofuels, pharmaceuticals, and functional foods.
- Development of mutually beneficial rural-urban market linkages and other components of regional economic development that support rural families.
- Tools to help producers and municipalities identify where and when adaptation of new practices to cope with extreme weather will be beneficial and financially viable.
- Agricultural systems that utilize inputs such as water and energy efficiently, create fewer waste products, and increase producers' profits.



The Experiment Station Committee on Organization and Policy (ESCOP), as the representative governing body of the Experiment Station Section, is empowered to formulate policy and act on behalf of the Section.

The Experiment Station Section is a unit within the APLU Commission on Food, Environment, and Renewable Resources. Members are research administrators in colleges of agriculture, environment, & human sciences of the Land Grant University system.

To learn more, contact:

Daniel Rossi, Ph.D.
Executive Director

Northeastern Regional Association of
State Agricultural Experiment Station Directors

Phone: 848-932-6399
Email: rossi@aesop.rutgers.edu

The full Science Roadmap is available at:
www.nera.umd.edu

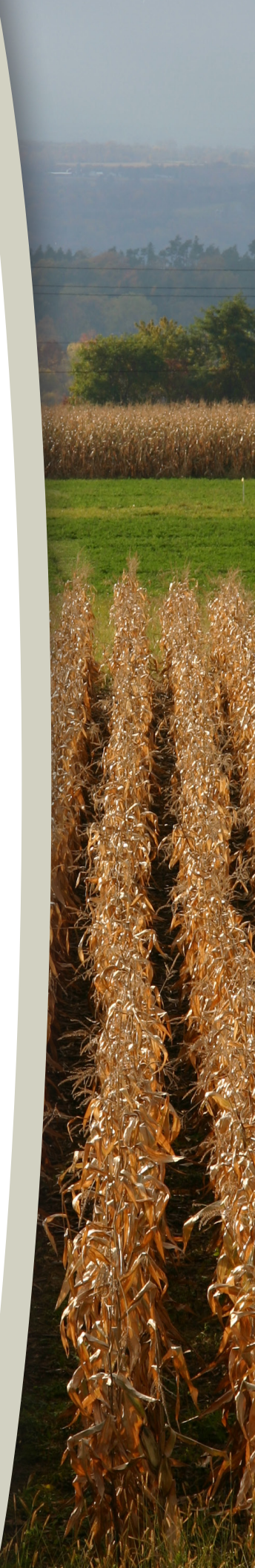
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Front: *@Anja Timm, Cornell University*
Inside (left to right): *@Cornell University Cooperative Extension,*
@Robyn Wishna, @iStockPhoto
Flap: *@Cornell University*



EXPERIMENT STATION COMMITTEE ON ORGANIZATION AND POLICY

A Science Roadmap for Food and Agriculture

More than 250 research administrators and land grant university scientists from a wide range of disciplines and institutions participated in a process to identify national and global societal issues and develop a systematic and detailed Science Roadmap for Food and Agriculture to address them. The Roadmap identifies research priorities needed to tackle these challenges into the next decade and guides strategic public investments in research.



Meeting 21st Century Challenges with Science and Technology

By 2050 there will be nine billion people on Earth. Demographic trends indicate that this global population will be more urbanized and more concentrated in coastal communities, which are more vulnerable to severe weather, rising sea levels, and a lack of fresh water. At the same time, per capita incomes will continue to grow in many parts of the world and with them the demand for nutritious food, energy, water, and sanitation. Meanwhile, urban population growth will continue to move water away from agricultural use, increasing vulnerability to drought and famine.

The Challenges

The Grand Challenges outlined in the Science Roadmap can be summarized into three strategic issues:

1. **Food Security and Human Health**
2. **Economic Growth and Job Creation**
3. **Sustainable Environmental and Natural Resources**

Food Security and Human Health

Today the average American spends less than 10 percent of their total expenditures on food. This affordability was built on the country's abundant natural resources and science-based land

grant programs that increased the efficiency of agricultural production, food processing, and food distribution.

Food will become less affordable as production costs rise—whether from rising fuel costs, crop failures, high water prices, or insecure global food systems.

Agricultural scientists and engineers must develop new technologies to

meet these challenges.

They must also tackle human health and nutrition-related chronic diseases such as heart disease, stroke, cancer, diabetes, and arthritis, which account for 83 percent of all health

care spending. Additional food-related risks include preventable outbreaks of food-borne illnesses and ingredients sourced from countries with less rigorous food safety standards.

Our prosperity depends on our ability to maintain safe, affordable, and stable food supplies.

Our prosperity depends on our ability to maintain safe, affordable, and stable food supplies.



Economic Growth and Job Creation

The challenges ahead also provide opportunities to diversify U.S. food and agricultural production systems through the development of new industries. One such opportunity is in the development of renewable energy, and biofuels in particular. Commercial-scale methods for the production of fuel from grasses, feedstock, farm

waste streams, and woody plants would strengthen our nation's renewable energy portfolio, provide new crops for growers, and

utilize marginal lands. The outcomes would include reduced greenhouse gas emissions and dependence on imported fossil fuels as well as buffering of food prices from global petroleum demand.

In addition to biofuels, plants can be used to produce products such as biobased plastics, chemicals, fabrics and films, pharmaceuticals and

functional foods. These products could reinvigorate factories, mills, and industrial parks that now stand empty. Because climate change is bringing warmer summers and longer growing seasons to high latitude states, new areas will be suitable for crop production. These new economic prospects will

New areas will be suitable for crop production, creating new job and employment opportunities.

create new job and employment opportunities. The land grant university system must be ready to prepare an increasingly diverse population with 21st century job skills for an economy very different from that of the present. Social science-based research—from communications to economic geography—is needed to position individuals, families, and communities for success.



Sustainable Environmental and Natural Resources

Water, the source of life, will become a limiting factor for economic productivity and quality of life in the next century. For communities, water is a natural resource for sanitation, factories, recreation, and beautification. In many areas, climate change is predicted to lead to higher average temperatures and

less rainfall. At the same time, urban population growth will alter water consumption patterns and policies, driving water—and

therefore food—prices higher. Irrigation of crops may be the most invisible use of water in our society, but food production accounts for more than 80 percent of U.S. fresh water use. Additionally, most western high-value agriculture depends on irrigation provided by snowmelt, which will be less available due to warmer winters and springs, affecting

food prices around the country. The challenge we face by 2050 is how to double food production for a larger population—nationally and globally—using the same land area but with vastly less irrigation water. Farming practices impact the local, regional, and global environment.

We need agricultural practices that provide food, feed, and fiber while also maximizing the 'services' provided by the land, including producing food and forest products, preventing soil

erosion, buffering the effects of weather fluctuations such as excess storm water, keeping nutrients out of waterways, maintaining water quality, and managing pest populations. Long-term sustainability means decreasing inputs, decreasing waste, and optimizing yield.



Agenda Brief #7: NRSP Review Committee

Presenter: Arlen Leholm for Abel Ponce de León, NRSP-RC Chair

Background:

At the 2012 Fall ESS Business Meeting in Portsmouth, NH, the directors approved the following changes to the NRSP-RC's process in an effort to streamline the NRSP review process:

Changes to NRSP Operational Guidelines

(Updated 10/10/2012)

1. The NRSP RC will approve 5 year budgets for new and renewing projects, with the stipulation that if Hatch funds are reduced, NRSP funding will also be reduced by the same percentage. Typically there would be no more than 2-3 projects under consideration for five year renewal in any given year. This would allow for in depth discussion if needed.

- There will be a 3rd year review to assess progress toward goals, objectives and funding targets. The interim review would be provided to the Directors as part of the committee's report at the regional association summer meetings and may include a recommendation for the reduction of funding if adequate progress has not been made.*
- Approval of NRSP RC recommendation on five year budgets, new projects, and other actions will be by a simple majority vote of those voting at the ESS Annual Meeting*

2. All NRSPs should expect a finite time frame for off the top support after which resources would decline to a maintenance level (e.g. \$50,000 to \$100,000/year). This would allow the project to maintain visibility as an NRSP and providing a conduit for outside resources to leverage AES funds. An excellent example of this can be found in the history of NRSP-3.

3. Total funds expended on NRSP projects cannot exceed \$2,000,000. This upper limit is slightly higher than the current \$1.731 million, but still well less than 1% of Hatch. This limit combined with more effective management and planned reduction of funding to existing projects will facilitate the development of new high priority NRSPs.

NOTE: The requirement for a Management and Business Plan will be examined. The program requires submission of a plan that must include "provisions for developing alternative funding or reducing off-the-top funding to a minimal level". Included would be an assessment of transition options, and alternative funding sources that would help accomplish item 2 above.

Activity as of February 2013:

- The EDs, Mike Harrington in particular, are working to complete an official, revised version of the NRSP Guidelines. These revised guidelines will be distributed and uploaded to the ESCOP website when finalized.
- We created and distributed the fillable .pdf NRSP Midterm Review Form to all members of the NRSP-RC and the AAs of the projects scheduled for midterm review this year (NRSP4, NRSP6, and NRSP9). These completed forms are due to Chris Hamilton in the NCRA office by February 28, 2013 and will be distributed to the other regions by March 15, 2013.
- This year should be considered a trial-run of our midterm review process, which may be updated/changed as needed.
- NRSP8's renewal, NRSP_temp281, is also under review by the NRSP-RC this spring. This project has submitted all required materials, which have also been distributed to the NRSP-RC members.
- The NRSP-RC will meet by teleconference to discuss NRSP_temp281 and the three midterm reviews on June 3 at 1 pm Central Time. 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:

		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	2013
NRSP-6	The US Potato Genebank: Acquisition, Classification, Preservation, Evaluation and Distribution of Potato (Solanum) Germplasm	2010-2015	2013
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	2013
†NRSP_temp281	National Animal Genome Research Program (NRSP8 renewal)	2013-2018	2016

†NRSP_temp281's requested annual budget for 2013-2018 is \$500,000, the same as the expiring NRSP8's.

Action Requested: For information only.

Agenda Brief #8: Policy Board of Directors Update

Presenter: Steve Slack

The Policy Board of Directors met on November 13 in Denver during the APLU Annual Conference. Below are some highlights from that meeting.

1. Chair Report
 - Vote on BAA Rules of Operations change to make the BAC and CLP chairs voting members of PBD received a yes vote from 2/3 of those voting, but not of all eligible voters, which is needed to change the Rules, therefore the motion failed.
2. BAA/CARET Budgets. 2013
 - CARET – requesting a 5% (\$10,000) increase in total assessment to cover inflation
 - Motion from Budget & Advocacy Committee – approve increase, passed unanimous
 - Board on Agriculture Assembly budget
 - Three proposals to take care of deficit (\$10,000)
 - Maintain current assessment and take deficit from reserves
 - 2% increase leaves ~ \$10,000 surplus
 - 5% increase leaves ~ \$15,000 surplus
 - No change in assessment since 1999
 - Capacity and competitive funds have increased average 21% over past 10 years
 - Board on Agriculture Assembly maintains a 1 year budget carry over
 - Motion – adopt assessment increase proposal for 5% increase – passed unanimous
3. Lead 21
 - Enrollment is very good – 83
 - Continue to work with FSLI to ensure the programs are complementary
4. Riley Memorial Foundation
 - Asking for sponsorship of Foundation speakers for \$1,000
 - Need more information on Foundation to make a decision
 - Need to be careful about setting precedent that leads to future requests
 - Tabled until March PBD meeting
5. PBD Officers for 2012/13
 - Vice-chair – John Ferrick
 - Secretary – Terry Tatsey
6. Liaisons and Other Assignments
 - Annual Meeting Program – John Ferrick
 - BAC – Charles Boyer
 - CLP – Steve Slack
7. Budget & Advocacy Report
 - Crop Protection Working Group
 - Working on new draft
 - Reaching out to IR-4 to keep them on board, but new draft will probably not include their budget in the consolidation
 - Cornerstone contract extension for 2013-2015
 - 2% increase per year based on review
 - Recommend approve contract, passed unanimously
 - Some frustration among CARET about engagement on campus and nationally, particularly with new deans
 - Looking into orientation sessions and/or mentoring

8. Legislation & Policy Report

- Not much activity by committee last few months
- Cornerstone is working with House Ag staff to resolve matching issue in Farm Bill language

9. Hispanic Serving Institutions definition now includes land-grant status

- Eighty institutions qualify as HSI's, some are APLU members but most are not
- How should APLU adjust its structure to accommodate the HIS's?
- HACU, Hispanic Association of Colleges & Universities, is their organization and should be the primary contact for discussions with these institutions

10. Consequences of non-payment of assessments

- Rules say an institution who has not paid APLU assessments cannot participate in Board on Agriculture Assembly elections as candidates or voting
- Currently assessments that fall under this rule are only the general Board on Agriculture Assembly & CARET assessments
- Eddie will list all assessments and Policy Board of Directors will decide in March which ones should impact this rule

11. BAA Rules of Operations

- Changes can only be made with 2/3 approval of all eligible voting members
- This should probably be changed to be 2/3 voting members provided 1/2 of the eligible voters actually vote
- PBD will discuss how to proceed on this question in March

[BAAPBD] Preparation for the BAAPBD Meeting in San Diego on March 26, 2013

1 message

Gouge, Eddie <egouge@aplu.org>

Wed, Feb 13, 2013 at 9:12 AM

Reply-To: "A.P.L.U. Board on Agriculture Assembly's Policy Board of Directors" <BAAPBD@listserv.umd.edu>

To: BAAPBD@listserv.umd.edu

MEMORANDUM

TO: Policy Board of Directors, Board on Agriculture Assembly
Alternates, Policy Board of Directors, Board on Agriculture Assembly

FROM: Bruce A. McPheron
Chair, Policy Board of Directors
Board on Agriculture Assembly

DATE: February 13, 2013

SUBJECT: Preparation for the BAAPBD Meeting in San Diego on March 26, 2013

The March meeting of the Policy Board of Directors in San Diego is fast approaching, and we need to be in the process of preparing for our discussions.

In order to do so, I want to draw your attention to items from our meeting in November that require responses from the constituency that you represent for action by the Board.

I have attached a copy of the minutes of our Board meeting and highlighted those specific items that will be discussed/acted upon during our meeting.

Specifically, we will:

- Take action on the request from the Riley Memorial Foundation to join as a sponsor with an annual fee of \$1,000. (materials were distributed following the November meeting regarding the Foundation and its work).
- Discuss ways in which CARET can be more fully engaged in the work of the BAA and determine the need for “new BAA member” orientations.
- Discuss ways to interface with HSIs and explore ways of inclusion of representation from this cohort of institutions with the BAA
- Review the listing of all the BAA Assessments, which will be provided; each section is to share how it does (or will) handle a non-payment of its own section’s assessment(s).
- Continue the discussion of the need to revise the *Rules of Operation* that requires a “two-thirds majority of the voting representatives” to amend these; what changes would be acceptable to your constituency?

Please be sure to have whatever discussions are necessary with your own constituent group on each of these items so that you can appropriately represent it. We also will be discussing the A·P·L·U Annual Meeting and plans for plenary sessions sponsored by the BAA.

Agenda Brief #9: Joint COPS Meeting – July 24-25, 2013

Presenter: Steve Slack, Chair Elect

Location: Manhattan, Kansas

The Joint Planning Committee is still working on meeting details and the process for developing a program. The joint educational session will be focusing on examples of programs that integrate research, extension and/or teaching missions and program impacts.

More program details to follow.

Agenda Brief #10: Plans for 2013 ESS Meetings, September 24-26, 2013

Presenter: Steve Slack, Chair Elect

Location: Hilton Easton, Columbus OH - Free Airport Shuttle Service

Prices for hotel and registration should be comparable to previous years.

<http://www3.hilton.com/en/hotels/ohio/hilton-columbus-at-easton-CMHCHHF/index.html>

We are in the process of contacting speakers for the opening program on September 24 as well as lunch and dinner speakers. Currently ED's are working on options for the 4 breakout sessions.

Day 1 - The meeting will begin at 3:00pm, Tuesday afternoon, September 24 for the welcome and North Central general session followed by the opening evening reception.

Day 2 – Full day meetings including morning breakout sessions for Regional Associations and evening banquet.

Day 3 – Morning meetings with closing session ending at 2:00pm. We encourage you to stay engaged through the final session. The hotel is only minutes away from the airport, which should allow ample time for later afternoon travel.

See Draft Agenda below.



2013 ESS/SAES/ARD Meeting and Workshop
Hilton Columbus at Easton
3900 Chagrin Drive
Columbus OH 43210

Draft Program (10/29/12)

Tuesday, September 24, 2013	
1:00 PM	Registration
3:00 – 5:30 PM	Welcome and North Central General “Topic” Session Q & A
6:00-8:00 PM	Opening Reception
Wednesday, September 25, 2013	
7:00 AM	Registration
6:30 – 7:45 AM	Breakfast
8:00 – 10:00 AM	Regional Meetings <ul style="list-style-type: none">• ARD• NCRA• NERA• SAAESD• WAAESD
10:00 – 10:30 AM	Break
10:30 – 12:00 PM	ESS Business Meeting
12:00 – 1:30 PM	Luncheon with Speaker(s) ??
1:30 – 3:00 PM	ESS Business Meeting (continued)
3:00 – 3:30 PM	Break
3:30 – 5:00 PM	Discussion Session I
6:00 – 8:00 PM	Banquet <ul style="list-style-type: none">• Speaker (brief)
Thursday, September 26, 2013	
7:00 – 8:15 AM	Breakfast
8:30 – 10:00 AM	Discussion Session II
10:00 – 10:30 AM	Break
10:30 – 12:00 PM	Discussion Session III
12:00 – 12:30 PM	Boxed Lunches
12:30 – 2:00 PM	Discussion Session IV
2:00 PM	Adjourn

Agenda Brief #12: Discussion II – Additional Research Awards at APLU

Presenter: Mike Hoffmann

Currently the only award presented to the experiment station system at the annual APLU meeting is the multistate award. In contrast extension has multiple awards presented at the ceremony. Should ESCOP consider more awards to help recognize the many contributions made by AES leaders – Directors, Associate Directors, Ex Directors, etc.?

Drafts of two potential awards follow:

I. Outstanding Service to the AES Community

Candidates for this award have demonstrated leadership in a specific role such as a Director, Associate Director or leader of a workgroup or task force. Examples of specific roles include the enhancement of cooperation across a region in the role of Ex Director, creation of a model AES system of value to all AES's, development of new strategic directions for AES resulting from the efforts of a task force. Candidates being recognized for their accomplishments should have sustained exemplary efforts throughout their time with ESS/ESCOP and are widely recognized for this by their peers. Candidates should have clearly advanced the land grant mission while in their leadership role.

II. Career Accomplishment

Candidates for this award have achieved widespread recognition nationally and within ESS/ESCOP for their leadership skills and accomplishments. This award recognizes sustained accomplishments throughout the candidates' careers, and is a capstone for individuals who have achieved extraordinary distinction for their efforts with ESS/ESCOP. Individuals nearing retirement may be nominated to receive this award.



Extension Committee on Organization & Policy (ECOP)

ECOP Report to the Experiment Station Committee on Organization and Policy

Douglas O. Lantagne, ECOP Liaison to JCEP

2.14.13

The Extension Committee on Organization and Policy (ECOP) continues to position Cooperative Extension as the local and online transformational education leader for a safe and affordable food supply, healthy people and families, sustainable natural resources, adaptation to varying climate, and community economic viability. ECOP reports recent progress on these core themes:

Build partnerships and acquire resources

- The ECOP National Task Force on Health has been launched with Michelle Rodgers, University of Delaware, and Cindy Reeves, USDA-NIFA, co-chairing. The task force will outline priorities and related outcome indicators for Cooperative Extension health programs for the next 3-5 years, and name potential partners, public and private, including non-traditional partners, to be engaged in resource development, program implementation, and outcomes reporting
- The Smith-Lever Centennial Celebration Working Group, co-chaired by Bill Woodrum, West Virginia State University, and Frankie Gould, Louisiana State University AgCenter, has three major areas of emphasis – a toolkit of communications materials, a celebration/convocation in Washington, DC aligned with the Public Issues Leadership Develop (PILD) 2014 conference, and an advocacy agenda led by the ECOP Budget and Legislative Committee, chaired by Rick Klemme, University of Wisconsin.
- Discussions continue with the U.S. Department of Energy on energy literacy and State Energy Extension Partnerships (SEEP), and the USDA Food and Nutrition Service about Supplemental Nutrition and Assistance Program Education (SNAP-ED).

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.
- Chuck Hibberd, University of Nebraska, represents ECOP on the National Council on Food and Agriculture Board of Directors replacing Paul Coreil, Louisiana State University AgCenter.

Enhance leadership and professional development

- “Strong Partnerships, Sustainable Resources” is the theme of the 2013 National Extension Directors and Administrators (NEDA) meeting March 18-20, 2013 in San Antonio, TX.

Strengthen organizational functioning

- Jimmy Henning, University of Kentucky, has been named ECOP Chair-elect, replacing Paul Coreil, Louisiana State University AgCenter.
- The ECOP 4-H Working Group, chaired by Chuck Gay, Utah State University, will provide recommendations about 4-H national leadership from the land-grant university perspective.

For more information, contact Daryl D. Buchholz, Chair, dbuchhol@ksu.edu, 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.

COOPERATIVE EXTENSION

EXTENSION COMMITTEE ON ORGANIZATION & POLICY (ECOP)

Daryl Buchholz, *Chair*
Kansas State University

Jimmy Henning, *Chair Elect*
University of Kentucky

Douglas L. Steele, *Past Chair*
Texas A&M AgriLife Extension

Jon C. Boren
New Mexico State University

Thomas G. Coon
Michigan State University

Paul Coreil
Louisiana State University
Agricultural Center

Charlotte V. Eberlein
University of Idaho

Delbert Foster
South Carolina State University

Charles A. Hibberd
University of Nebraska-Lincoln

Michelle S. Rodgers
University of Delaware

Fred Schlutt
University of Alaska Fairbanks

Celvia E. Stovall
Alabama Cooperative Extension
System

James N. Trapp
Oklahoma State University

Mary Jane Willis
Rutgers University

William J. Woodrum
West Virginia State University

For more information, contact:
Jane Schuchardt
Executive Director, 202.478.6029
jane.schuchardt@extension.org

February 8, 2013

Dr. Catherine Woteki
Under Secretary, USDA Research, Education and Economics, and Chief Scientist
1400 Independence Ave., SW
Room 216 W, Whitten Building
Washington, DC 20250-0110

Dear Dr. Woteki:

Cooperative Extension, represented by the Extension Committee on Organization and Policy, thanks you for encouraging the development of the *Report to the President on Agricultural Preparedness and the Agriculture Research Enterprise (December 2012)*. Upon careful review of the document, ECOP provides comments as seen attached.

Certainly the application of research to change lives and the agricultural enterprise is critical to America, especially related to national security and economic stability. Cooperative Extension will continue to work with you to advance the agricultural research innovation ecosystem, and its application, through educational programs targeted to farmers, ranchers, and others involved in feeding America and the world. During our meeting in your office at 11 am on February 20, 2013, we look forward to speaking with you about specific implementation strategies related to the report.

Sincerely,



Daryl D. Buchholz
Chair, Extension Committee on Organization and Policy
Associate Director for Extension and Applied Research
Kansas State University

CC: Sonny Ramaswamy, Amber Hartman Scholz, Ralph Otto, Meryl Broussard, Ian Maw, Mike Hoffmann, Jim Richards, Darren Katz, CES Administrators and Directors, CES Associate Administrators and Directors, CES/AES Regional Executive Directors

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.

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—COOPERATIVE— EXTENSION

Extension Committee on Organization & Policy (ECOP)

ECOP Response to the PCAST *Report to the President on Agricultural Preparedness and the Agriculture Research Enterprise*

The Extension Committee on Organization and Policy (ECOP), the national representative leadership and governing body of Cooperative Extension, supports the importance to the US that the report places on the food and agricultural system and **supports the need for additional funding for research, extension and education, but not at the expense of capacity funding, which also needs to be increased.** This report would better serve the food and agricultural enterprise by focusing on the fact that the broad issue is general underfunding of agricultural research, extension, and education.

The report would be stronger with a more comprehensive focus on the research, extension and education process across the system. Evidence of a contemporary and accurate understanding of Cooperative Extension would enhance the report's validity. **Cooperative Extension's contemporary role is to translate research findings, engage target audiences and provide sustained educational programs that result in changed practices and behavior; this should be a component of any strategy to address key challenges in agriculture.** It is stated on page 31 of the report that the "extension activity is the model for agriculture extension activities worldwide," but Cooperative Extension is a transformational education process, not simply an information-dissemination activity, as this report implies. The success of this model in the US is based on the collaborative effort between the research and extension functions of the Land-grant university system, not two unrelated endeavors. Cooperative Extension supports the USDA being the agency that brings necessary coordination of funding to the Land-grant partnership.

The major challenges identified in this report are consistent with, though not as inclusive as, the Cooperative Extension Strategic Opportunities¹ identified by the Extension system. The Extension system recognizes the challenges identified in the report as important to the food and agricultural research, extension and education enterprise. Increases in funding, however, should not be limited to these challenges. **Cooperative Extension supports a broader focus including locally identified needs and other priority initiatives, for example, youth development, obesity, and community and economic development, among others.** Cooperative Extension also supports the idea that "federal" funds should not be limited to a few key challenges but should also be used for state/local issues since "federal" funds come from taxes paid by local citizens and these citizens should have input into how they are used.

¹ Cooperative Extension Strategic Opportunities: "Preparing for and responding to economic and natural disasters," "Protecting our rich natural resources and environment," "Ensuring an abundant and safe food supply for all," "Foster greater energy independence," "Help families, youth and individuals be physically, mentally and emotionally healthy," "Enhance workforce preparation and life skills," and "Strengthen the profitability of animal and plant production systems."

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A pervasive weakness in the report is the lack of recognition of the need to not only discover new technologies and information and make them available, but also to provide an extension educational program that leads to behavioral change. Discovering new tools, information and solutions is important to addressing the key challenges, but until the new tools, information and solutions are applied and adopted, their value cannot be realized. The report refers to deployment of technology and technology transfer, terms generally relating to commercialization, which is important. However, some technologies and research-based information, particularly those in the realm of the common good, require not just deployment of new products or technologies but an understanding of why and how to adopt a new practice or behavior by the producer or consumer. In fact, the report itself says: *Moreover, many of these challenges are clearly in the public domain, as they focus on critical public goods, such as long-term water security; integrated pest-management strategies; or the development of new varieties of livestock, cereal, vegetable, and cover crops that commercial enterprises may not have an interest in. In many cases, important benefits of agricultural research cannot be monetized, making them an unlikely focus for the private sector.* **An educational program that effectively engages producers and/or consumers and leads through the adoption process to behavioral change is necessary to enable these public goods to be realized.** Cooperative Extension translates science for practical applications; engages the public by providing reliable information leading to positive action; and transforms individuals, families, communities, and businesses in both rural and urban areas. To effectively address the challenges identified, the solution needs to facilitate behavioral change.

As stated in “The Case for Federal Capacity Funds,”² the Extension system makes the case that the role of extension is different from the research role and requires a base of capacity funding due to the nature of the process. **Capacity funding, contrasted with the start and stop nature of competitive funding, enables the persistent, pervasive and trusted intervention necessary for transformational learning to take place over time, over multiple locations and over multiple audiences.** To effectively address the challenges identified, increased capacity and competitive funding is needed in the food and agriculture system.

The report provides considerable data showing how USDA funding is different from other agencies (NSF, DOE, NIH), asserts that the difference in funding strategies results in a lack of effectiveness, and recommends that “the focus of USDA research funding shift towards competitive grants, gradually rebalancing the research portfolio for intramural funding and funding for land grant institutions to incorporate incentives for innovation consistent with other research agencies across the Federal Government.” **Cooperative Extension believes that recommendations of the report would be improved if authors considered the beneficial effects of USDA collaboration of research, extension and education and the synergy resulting from the local/state/federal Land-grant partnership.**

The report recommends that the President establish an implementation committee to act on recommendations. If such a committee is established, **consideration should be given to the importance of strong representation from the Cooperative Extension system on an implementation committee because of its role of translating research information, engaging with the public by providing reliable information leading to positive action; and transforming individuals, families, communities, and businesses in both rural and urban**

² “The Case for Federal Capacity Funds” is available at <https://www.aplu.org/document.doc?id=4197>

areas. Without this critical component of the process, much of the result of research remains “on the shelf.” Extension adds value to the research/discovery function.

The report also recommends creation of a permanent, independent science advisory committee. The report can be strengthened with an acknowledgement of the current national advisory board – NAREEE – National Agricultural Research, Extension, Education, and Economics Advisory Board, and how the additional committee would differ. If a new board is created, it will be important to include representation from the extension function so that the adoption of research findings are considered in the advice it may provide.

Cooperative Extension supports the idea of minimizing duplication of public sector and private sector research and extension. The recommendation can be strengthened, however, by considering that private and public sectors may have different motives and that **there is value in the objective, non-profit motive of public sector entities such as Cooperative Extension.**

ECOP agrees with the importance placed on workforce training in this report and suggests consideration of the workforce development that takes place through the extension function. Financial support of programs such as 4-H, training programs for crop consultants, and community and economic development programs is also important in the food and agriculture enterprise in both rural and urban communities.

To summarize, ECOP agrees with the need for enhanced funding to support the research, extension and education enterprise in agriculture in order to solve challenges that are increasingly critical to US society and even the world. However, ECOP also supports a balanced increase in both competitive and capacity funds for research, extension and education. Finally, ECOP also calls attention to the importance of Cooperative Extension’s contemporary role of education that leads to adoption and adds value to research, and in collaboration with research, contributes to the success of the US Land-grant system.