

2018 ESS Business Meeting

Wednesday, October 3, 2018 (10:15 - 12:00; 1:00 - 2:30)

Lincoln, NE

Item #	Time	Item	Presenter
1	10:15 – 10:20	Call to Order <ul style="list-style-type: none"> • Approve agenda • Approve 9/27/2017 ESS Meeting minutes (Philadelphia, PA) 	Gary Thompson
2	10:20 – 10:55	ESS action items <ul style="list-style-type: none"> • ESS 2017-2018 budget review • ESS 2018-2019 proposed budget • Communications and Marketing Project • NRCS • NIFA Listening Sessions 	Gary Thompson Deb Hamernik Rick Rhodes Jeff Jacobsen Gary Thompson
3	10:55 – 11:10	NIFA Update	Jeanette Thurston
4	11:10 – 11:20	NIFA and ERS relocation summary	Gary Thompson
5	11:20 – 11:35	Advocacy update	Hunt Shipman
6	11:35 – 1:40	Committee reports	
6.1	11:35 – 12:00	NRSP Review Committee discussion and balloting	Fred Servello and Rick Rhodes
	12:00 – 1:00	Lunch	
6.2	1:00 – 1:05	Budget and Legislative	Ernie Minton and Mike Harrington
6.3	1:05 – 1:10	Communications and Marketing	Mark Latimore and Rick Rhodes
6.4	1:10 – 1:15	Diversity Catalyst	Karen Plaut and Jeff Jacobsen
6.5	1:15 – 1:20	Impact Database	Bill Brown and Eric Young
6.1 contd.	1:20 – 1:25	NRSP Review Committee (ballot results)	Fred Servello and Rick Rhodes
6.6	1:30 – 1:35	Science and Technology	Laura Lavine and Jeff Jacobsen
6.7	1:35 – 1:40	Nominations	Shirley Hymon-Parker
6.8	Agenda brief	Policy Board of Directors	Gary Thompson and Eric Young
6.9	Agenda Brief	NRSP1 Report	Sarah Lupis

7.0	1:40 – 1:55	APLU update	Ian Maw and Doug Steele
8.0	1:55 – 2:05	Resolutions	Gary Thompson, Bret Hess, and Deb Hamernik
9.0	2:05 – 2:20	Chair's Remarks	Gary Thompson
10.0	2:20 – 2:30	Changing of the Guard	Gary Thompson and Deb Hamernik

2017 ESS Business Meeting

Hyatt at the Bellevue, Philadelphia, Pennsylvania

September 27, 2017 (10:30 AM – 12:00 PM, 1:30 PM – 3:00 PM)

DRAFT MINUTES

Time	Agenda Item	Topic and Presenter(s)	Notes and Decisions
10:30 am – 10:40 am	1.0	Advocacy Update – Hunt Shipman, Cornerstone Government Affairs	<ul style="list-style-type: none"> FY18 House appropriations bill is through the committee process Declining era of discretionary spending Uncertainty regarding disaster relief in Florida, Puerto Rico, Virgin Islands Debt Ceiling is on a temporary continuing resolution through December 28, 2017 House Ag Committee is compiling the Farm Bill proposal, hopefully done by January 1, 2018. Infrastructure remains a part of Cornerstone's conversations. Tom Coon (OK State) leads the BAA efforts on infrastructure. Infrastructure legislation will likely not be rolled into the Farm Bill.
10:40 am – 10:50 am	2.0	Call to Order – Bret Hess <ul style="list-style-type: none"> Approve agenda Approve 09/21/2016 ESS Meeting Minutes (Jackson, Wyoming) Interim Actions 	<p>The agenda was unanimously approved as presented.</p> <p>One change to the minutes was requested: under Agenda item 14.0, change “general use equipment” to “special use equipment. The minutes were unanimously approved, given the one requested change is made.</p> <p>Chair's remarks, including a report on budget, appointments and resignations will be delivered in the Chair's closing statement toward the end of the meeting.</p>
10:50 am – 11:00 am	3.0	APLU Report – Ian Maw	<ul style="list-style-type: none"> Antimicrobial Resistance Task Force – an ongoing report with actions and recommendations is being drafted. Funding is not in place for this task force. If we have a strong proposal, we can tap into foundation or seed money to move this forward. Healthy Foods, Healthy People Task Force - an ongoing effort led by Rick Mertens at TAMU. Infrastructure – Tom Coon has been having conversations in Washington, currently refining the outcomes from those talks.

			<ul style="list-style-type: none"> • APLU membership expanded to include Mexican and Canadian institutions over the past few years. • BAA meeting with Mexican institutions on Cooperative Extension efforts and guidance. • APLU meeting with ICA (European Institutions of Life Sciences) April 3-5, 2018 in Ghent. • Appropriators continue to support the “One Ask” approach
11:00 am – 11:40 am	4.0	Committee Reports	Each committee provided a brief update.
	4.1	Policy Board of Directors – Gary Thompson	<ul style="list-style-type: none"> • PBD has considered escalating the position of the Communications and Marketing Committee in the org structure. A group will report on this at APLU. Multiple options for repositioning: <ul style="list-style-type: none"> ◦ Standing committee of the PBD (requires a vote) ◦ Tightened link to the BAC with no change in position ◦ Ad-hoc committee of the PBD • Diversity efforts with the PBD have resulted in the establishment of the Diversity Catalyst Committee. <ul style="list-style-type: none"> ◦ How can the DCC better interact with the other COPs? • SoAR drafted a letter requesting Farm Bill support. Copies will be distributed to regional offices to provide comments by Friday 9/29.
	4.2	Communications and Marketing Committee – Rick Rhodes	<ul style="list-style-type: none"> • The CMC encourages directors to engage in calls to action. A video was released by kglobal with a CTA supporting the “One Ask” and the nationwide response was tepid. • CMC will strengthen its relationships with AgIsAmerica, AHS and institutional communicators to drive the CTAs.
	4.3	Science and Technology Committee – Marikis Alvarez, Jeff Jacobsen	<ul style="list-style-type: none"> • NC1186 received the Excellence in Multistate Research award • S&T reviewed the 2017 Excellence in Multistate Research Award call and proposed a change to address the prior request regarding submission of joint projects. • The proposed changes were approved unanimously by ESS. • A new roadmap is being explored, with the inclusion of items that have come up since 2010 (e.g. Big Data) • Marikis Alvarez (DESU) was thanked for his service. Laura Lavine (WSU) will be the next S&T chair.

	4.4	Budget and Legislative Committee – Bill Brown, Mike Harrington	<ul style="list-style-type: none"> The committee has developed the “One Ask” with the BAA. The ask was delivered during the CARET/AHS meeting and hill visits. Time and Effort reporting at NIFA – a document was recently released by NIFA, with FAQs and general guidelines relative to reporting. AES Directors should review these docs with their finance directors. Cynthia Montgomery anticipates revised, clearer guidelines on Time and Effort reporting delivered in October 2017. Documentation on state match won't likely materialize until 2020.
	4.5	Diversity Catalyst Committee – Jeff Jacobsen	<ul style="list-style-type: none"> The IDI website is www.idiinventory.com. Please contact Jeff Jacobsen if you need the code tied back to your name. Individual debriefing is encouraged (Jeff does not see individual results). 2017 was the year of training for the DCC. Regional associations' leadership along with NIFA attended training sessions in March. NIFA's participation was appreciated. Pamala Morris, Patreese Ingram, and Latoya Hicks are part of our team of training resources. DCC will delve deeper into the original task force report (activities, timelines, measure of accomplishments).
	4.6	Impact Database Subcommittee – Bill Brown, Eric Young	<ul style="list-style-type: none"> 2,300 impact statements are in the database Suggestion to ‘flip’ the website upside down – reports at the bottom of the website should be up top, to showcase the work of the writers. Financial support: asking for \$5,000 from both ESCOP and ECOP to support impact writers to come together every year. Analytics will be implemented on the site. Quality is at the forefront of discussion. A point person is to be identified at each institution for uploading docs into the database. Quality is not currently consistent. Thanks to the southern EDs (Eric Young-ESS, Ron Brown-CES) and other regional EDs for support. Thanks to Sarah Lupis (WAAESD) and Faith Peppers (UGA) for guidance on communications and impact reporting. Thanks to Texas A&M for subsidizing this work. ESS will vote on the \$5,000 support request during the Chair's budget delivery.
	4.7	NRSP1 Management Committee – Steve Loring, Jeff Jacobsen	<ul style="list-style-type: none"> Contact Sarah Lupis or Chris Hamilton for feedback on NIMSS Sara Delheimer and Sarah Lupis continue to oversee Multistate Impact Communications

			<ul style="list-style-type: none"> This is the final year of NRSP1. A proposal is being written to re-establish NIMSS as it is ongoing. The final decision will come from the NRSP Review Committee.
11:40 AM – 12:00 PM	5.0	NRSP Discussion / Balloting – Clarence Watson, Eric Young	<ul style="list-style-type: none"> The NRSP RC has been charged to make recommendations for voting. The committee met in Atlanta on June 07 and via Zoom on September 08. Items for discussion: NRSP_TEMP1, NRSP3 Mid-Term and NRSP10 Mid-Term. The committee decided to go back to the NRSP1 writing committee to revise the budget commitment in the new proposal. If there was a federal budget cut, NRSPs would be cut off-the-top (except NRSP1). ESS will be voting on NRSPs today. Each station receives one vote. The mechanism for voting is located at https://www.surveymonkey.com/r/NRSPFY18 Guidelines for voting on NRSPs have changed. Today we'd approve the budget for the full timeline rather than on an annual basis.
1:00 PM – 1:10 PM	6.0	ARS Update – Dr. Simon Liu	<ul style="list-style-type: none"> ARS looks forward to increasing funding in 2019-20. Chavonda Jacobs-Young is the acting undersecretary for Research, Education and Economics. Over 1,200 outstanding deferred maintenance items costing \$450-500m. ARS has more than 3200 buildings, 16 million sq feet of office / lab space, in 93 locations across the country. ARS manages over 400k acres of land for research.
1:10 PM – 1:30 PM	5.1	NRSP Balloting Results – Clarence Watson	<ul style="list-style-type: none"> ESS voted to approve the NRSP Review Committee's recommendation to approve the proposal and 5-year budget for NRSP_TEMP1.
1:30 PM – 1:45 PM	7.0	ESCOP Website Update – David Leibovitz, Jeff Jacobsen	<ul style="list-style-type: none"> The new ESCOP website is now live at www.escop.info. Contact David Leibovitz (david_leibovitz@uri.edu) or any of the regional associations' offices with any concerns or comments about the website. Listserves (@escop.info) for each committee are forthcoming.
1:45 PM – 2:00 PM	8.0	NIFA Update – Jeanette Thurston	<ul style="list-style-type: none"> Changing personnel at NIFA: Sonny Ramaswamy's term ends in May 2018, Ann Bartuska retired September 2017. Chavonda Jacobs-Young is acting in Ann Bartuska's position.

			<ul style="list-style-type: none"> • Nominations: Stephen Censky (Ag Deputy Secretary), Ted McKinney (Ag Undersecretary for Trade and Foreign Agricultural Affairs), Chavonda Jacobs-Young (Undersecretary for Research Education and Economics) • Bobbi Moore is the new EEO leader for NIFA • 2018 Ag Outlook Forum will be held February 22-23, 2018 • NIFA is holding leadership meetings with the secretary and senior advisers on Relevancy, Quality and Performance. • USDA Secretary Sonny Perdue is putting a strong emphasis on customer service. • New Program: Enhancing Agricultural Opportunities for Military Veterans. The intent is to train military vets, establish farming and ranching opportunities. • 2018 AFRI Program: 1.) Foundational and Applied Science, 2.) Sustainable Ag Systems, 3.) Education and Workforce Development • Calls to conversation: 1994 LGUs, Tactical Science, Positive Youth Development, EFNEP • The NIFA State Liaison Program will roll out in October 2017. • NIFA has listening sessions forthcoming. Visit https://nifa.usda.gov/nifalistsens for more information. • NIFA would like stakeholder input provided before April 2018. • Three AFRI RFAs are targeted for release in January-February 2018.
2:00 PM – 2:10 PM	9.0	NRCS Discussions – Jeff Jacobsen, Fred Schlutt	<ul style="list-style-type: none"> • The 2017 Ag Outlook forum held a soil health session. Keep an eye on the 2018 event. • Bret Hess and Fred Schlutt thought there was an opportunity for ESCOP and ECOP to partner in leadership and agency discussions. Partnerships were a shared theme between ESCOP and ECOP in 2016-17. • Two-component team of ESS and CES directors: <ul style="list-style-type: none"> ○ CES: John Lawrence (IA State), Robert Burns (TN), Chris Watkins (NY), L. Washington Lyons (ARD), Fred Schlutt (AK), Rick Klemme (ECOP), Robin Shepard (NCCEA) ○ ESS: Frank Casey (ND), Sayid Mostaghimi (VA), Jon Wraith (NH), Gene Kelly (CO), Glenda Humiston (CA), Jeff Jacobsen (NCRA), Arthur Allen (UMES) • Jeff Jacobsen and Robin Shepard met with directors to gather areas of focus, and with NIFA for a face to face “speed dating”

			<p>inaugural orientation session. They will go to DC in Fall 2017 for further meetings with NIFA.</p> <ul style="list-style-type: none"> • Topical next steps: Soil Health Symposium. Gary Thompson will engage NRCS officials in DC as the incoming ESCOP Chair. • Relationships between LGUs and NRCS are not consistently strong; we need to improve. • California is drafting an MOU to create a statewide farm demonstration network, led by a CA Extension organization team and involving NRCS and the Farm Bureau. CA has signed an agreement with NRCS to fund two agronomist positions at 50% each.
2:10 PM – 2:15 PM	10.0	Nominations Committee Report – Shirley Hymon-Parker	<ul style="list-style-type: none"> • The floor opened for nominations for ESS Chair-Elect. • Archie Clutter (UNL / NCRA) nominated Deb Hamernik-UNL for the Chair-Elect position. • Deb Hamernik was appointed to Chair-Elect by admonition.
2:15 PM – 2:20 PM	11.0	Resolutions – Bret Hess and Gary Thompson	<ul style="list-style-type: none"> • Gary Thompson delivered a resolution to the Chair, Bret Hess. • Bret Hess presented further resolutions for retirees, the host region/institution, and to victims of the hurricanes which recently impacted the US Virgin Islands and Puerto Rico.
2:20 PM – 2:25 PM	12.0	2018 Meeting Announcement – Deb Hamernik	<ul style="list-style-type: none"> • The 2018 ESS/SAES/ARD meeting will be held October 01-03, 2018 in Lincoln, Nebraska. • Ask your regional EDs if you'd like to serve on the planning committee. A strong invitation is extended to the Southern region (2019 hosts). • Provide feedback on the Philadelphia meeting to the regional EDs, and to UNL.
2:25 PM – 2:40 PM	13.0	Chair's Remarks – Bret Hess	<ul style="list-style-type: none"> • Thanks to the regional associations and committee chairs for contributions to this meeting, and activities over the past year. • 2016-17 was a year focused on Partnerships for both ESS and CES, with: NIFA, other USDA agencies, national partners and NGOs. • NC-FAR's support of the "One Ask" was a success for the section. • SoAR has been primarily focused on support for AFRI, another opportunity to discuss the leverage that comes along with capacity funds. • Retaking the Field is focused around food safety, nutrition, and zoonotic diseases. • Ag on the Hill event has been reinvigorated by SoAR.

2:40 PM – 2:55 PM	14.0	ESS Budget Presentation – Gary Thompson	<ul style="list-style-type: none">• Gary Thompson presented the proposed budget for 2017-18 (slide enclosed).• 2/3 vote of those present at the ESS meeting is required to approve the budget.• A motion to approve the proposed budget was introduced, seconded, and unanimously accepted.
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Agenda Item 6.1

NRSP Review Committee (NRSP-RC)

Date: September 30, 2018**Presenter:** Fred Servello

1. **Committee Membership** (as of September 30, 2018): Fred Servello (Chair, NERA), Rick Rhodes (Executive Vice Chair, NERA), Valerie Giddings (ARD), Doug Buhler (NCRA), Jeff Jacobsen (NCRA), Mark McGuire (WAAESD), Keith Owens (SAAESD), Don Latham (CARET), Tom Bewick (NIFA), Ron Brown (ECOP)
2. **Meetings:**
 - The NRSP-RC met face-to-face in Warwick, RI on May 22, 2018.
 - The NRSP-RC met by teleconference on September 4, 2018.
3. **Accomplishments/Upcoming Plans:**
 - The NRSP-RC met face-to-face in Warwick, RI to evaluate the renewal proposal of NRSP8 *National Animal Genome Research Program* and the mid-term reviews of NRSP4 *Facilitating Registration of Pest Management Technology for Specialty Crops and Specialty Uses*, NRSP6 *The US Potato Genebank: Acquisition, Classification, Preservation, Evaluation and Distribution of Potato (Solanum) Germplasm* and NRSP9 *National Animal Nutrition Program*. To complete the evaluations of the renewal or mid-term reviews, the NRSP-RC requested additional information from the technical teams from NRSP8, NRSP6, and NRSP9.
 - The NRSP-RC evaluated the responses to questions posed to NRSP8, NRSP6, and NRSP9 and then met by teleconference on September 4, 2018 to formulate recommendations to ESS/ESCOP.
 - The NRSP-RC recommends approval of the NRSP8 proposal at the proposed funding level of \$500,000 per year for the next five years. The NRSP-RC also recommends during the midterm review of NRSP8, that NRSP8 describe the plan to transition from off-the-top funding. The NRSP-RC recommends not allowing carry-forward of unused funds that was requested by NRSP8.
 - The NRSP-RC recommends to ESS, as a result of a satisfactory review of the project, continuation of NRSP4 at its current budget (\$481,182.)
 - The NRSP-RC recommends to ESS, as a result of a satisfactory review of the project, continuation of funding of NRSP6 at its current budget (\$150,000.) for the remainder of the term of the project. The NRSP-RC solicits the NRSP6 leadership team for a transition plan that identifies alternative sources of funding and the reduction or elimination of OTT funds after the conclusion of the current project term. The NRSP-RC asks NRSP6 to deliver such a plan, 6 months after the ESS meeting (April 1, 2019.)

- The NRSP-RC recommends to ESS, as a result of a satisfactory review of the project, continuation of funding for NRSP9 at its current budget (\$225,000.) The NRSP-RC will solicit NRSP9 for a transition plan that identifies alternative sources of funding and the reduction or elimination of OTT funding after the conclusion of the current project term.

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

Agenda Item 6.2**ESCOP Budget and Legislative Committee Agenda Brief****Presenters: Ernie Minton and Mike Harrington****For information only**

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

Chair: Ernie Minton (NCRA) Delegates: Bobby Phils (ARD) Alton Thompson (ARD) Shawn Donkin (NCRA) David Benfield (NCRA) Sabine O'Hara (NERA) Jon Wraith (NERA) George Hopper (SAAESD) Saied Mostaghimi (SAAESD) Chris Pritsos (WAAESD) Glenda Humiston (WAAESD) Executive Vice- Chair Mike Harrington (WAAESD)	Liaisons Jon Boren (ECOP Liaison) Bob Holland (NIFA) Paula Geiger (NIFA) Josh Stull (NIFA) Glen Hoffsis (APLU Vet Med) Eddie Gouge (APLU) Ian Maw (APLU) Becky Walth (CARET) Jim Richards (Cornerstone) Hunt Shipman (Cornerstone) Vernie Hubert (Cornerstone) *Chair elect
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The B&L Committee held a breakfast meeting on March 5 in conjunction with the AHS-CARET meetings. Discussions focused on advocacy for the single increase budget request for NIFA, strategic realignment efforts, and work products for the 2018 year.

Strategic Realignment of small lines: In several of the calls, the Committee has discussed the realignment of small lines concept and is in favor of moving this effort forward. The Strategic Realignment Committee Presentations were made to Sections and Joint COPs in Guadalajara. Moving forward webinars are planned. (See attached)

2019 Budget

Both the House and Senate have passed 2019 Agriculture appropriations bills. The bill funds the National Institute of Food and Agriculture NIFA, other USDA Agencies and the Food and Drug Administration. McIntire-Stennis and AFRI received increases in funding and APLU's remaining four core priority lines were funded at the 2018 level. The Ag Bill will be part of a "mini-bus" that is pending.

Account	FY 2018 Enacted	FY 2019 House	FY 2019 Senate	Difference vs. House	Difference vs. 2018	FY 2019 APLU Request
McIntire-Stennis	33.961	36.000	36.000	0.000	2.039	40.572
1890 Extension	45.620	45.620	45.620	0.000	0.000	54.500

Evans-Allen	54.185	55.000	54.185	-0.815	0.000	64.732
Hatch Act	243.701	259.000	243.701	-15.299	0.000	291.138
Smith-Lever	300.000	315.000	300.000	-15.000	0.000	358.396
AFRI	400.000	415.000	405.000	-10.000	5.000	418.129

Farm Bill conferees have been named and staff have been in discussion for several weeks. The stated goal is to get a Bill passed by September 30th. It's not clear if this will happen given other needs related to the federal fiscal year ending, the agriculture appropriations bill, etc. Amendments provide a path forward for Central State to receive additional funding at the expense of the other 1890 institutions. A positive impact of the Central State situation is proof that if institutions engage their members and stakeholders to make our priorities their priorities, it can make a difference.

NIFA move: The proposal to move and solicitation of proposals to host NIFA and/or ERS outside of Washington D.C. was addressed with a letter from Orlando McMeans to Secretary Perdue. A number of states are apparently looking at economic development opportunities that may result.

NIFA: NIFA is in the process of hiring a new Deputy Director for Food Safety and Nutrition. Bill Hoffman is the acting communications director until October. Josh Stull will be the acting Communications Director from October to February. Looking ahead to 2019, some capacity funding RFAs have gone out already while others are pending appropriations and Farm Bill actions.

All documents related the federal budget are located at <https://www.land-grant.org/>

Strategic Realignment Initiative

The Strategic Realignment (SA) Committee was appointed in early February by then Policy Board of Directors (PBD) Chair, Mark Hussey with members from the Administrative Heads, Cooperative Extension and Experiment Station Sections. Several members were added to include additional representation from the Administrative Heads Section and, more recently, Academic Programs. The SA Committee was charged with realignment of the more than 45 individual lines into many fewer lines to improve systemwide effectiveness of advocacy for annual budget requests.

The SA Committee met during February to late September in one face to face meeting, several video conferences as well as email exchanges to develop a set of proposed recommendations on how NIFA budget lines might be strategically consolidated to reduce the total number of lines while maintaining functional equivalency of the lines being consolidated. In developing the recommendations, the committee considered enabling legislation, funding history, existence of indirect costs, any review processes and history of the President's Budget Requests vs appropriations.

The initial draft recommendation of twelve combined lines and supporting documents were shared with participants at the July Joint-COPs meeting. Discussions resulted in a number of suggestions including moving to even fewer lines (e.g. 5 lines to as few as one line), taking an incremental approach, teasing out academic programs, combining 3d programs with Smith-Lever, omitting the 1994 lines from the list, etc. One innovative idea proposed 3 lines: Discovery, Learning and Engagement.

The SA Committee continues to discuss options based on initial feedback and will be taking the following steps over the next six to eight weeks. Colleagues from Cornerstone Government Affairs led a video conference with the SA Committee on September 20 that clarified the budgeting process and explained how functional integrity of individual programs could be maintained following realignment into fewer total lines. The committee will implement a plan including video conferences that:

- Explain the appropriations process
- Communicate recommendations to regional associations
- Describe underlying assumptions and principles
- Lay out the background data and other factors that the committee considered
- Articulate the rationale for the recommendations for realignment
- Provide timelines for feedback on recommendations

Both video conferences are crucial to understanding and communicating recommendations to the respective regional associations and Sections to solicit feedback that may result in modifications to the recommendations. Line consolidation is a critical step in simplifying our budget request, deserving of the utmost care and consideration. The Administrative Heads, Academic Programs Directors, Extension Administrators and Directors, and Experiment Station Directors must play key roles in vetting any recommendations with faculty and stakeholders.

The SA Committee will consider suggestions and seek to arrive at recommendations that are acceptable to the COPS, Sections, BAC, and CLP for presentation to the Policy Board of Directors at a future meeting.

Agenda Brief: Communications and Marketing Committee (CMC)

Date: September 30, 2018

Presenter: Mark Latimore

1. **Committee Membership** (as of September 30, 2018):

Voting Members:	First Name	Last Name	Region	Term	Email
Chair (CES) ¹	Mark	Latimore	1890	2016 – 2019	latimorm@fvsu.edu
Incoming Chair (ESS) ¹	Steve	Loring	West	2018 – 2021	sloring@ad.nmsu.edu
Past Chair (AHS) ¹	Beverly	Durgan	North Central	2015 – 2018	bdurgan@umn.edu
AHS Chair ²	Alan	Grant	South	2017 – 2018	algrant@vt.edu
CES Chair ²	Chuck	Hibberd	North Central	2017 – 2018	hibberd@unl.edu
ESS Chair ²	Gary	Thompson	Northeast	2017 – 2018	gat10@psu.edu
AHS Representative ³	Nancy	Cox	South	2017 – 2019	ncox@email.uky.edu
CES Representative ³	Steve	Bonanno	Northeast	2016 – 2018	SCBonanno@mail.wvu.edu
ESS Representative ³	Mark	Rieger	Northeast	2017 – 2019	mrieger@udel.edu
ACOP Representative ³	Cynda	Clary	South	2016 – 2018	cynda.clary@okstate.edu
ACE Representative ⁴	Faith	Peppers	South	2016 – 2018	pepper@uga.edu
CARET Representative ³	Becky	Walth	North Central	2016 – 2018	walth@valleytel.net
CGA Representative ³	Rick	Mertens	South	2015 – 2017	richard.mertens@tamu.edu
NIDB Representative ³	Sarah	Lupis	West	2016 – 2018	Sarah.Lupis@colostate.edu
Non-Voting Members:					
kglobal Liaison	Jenny	Nuber	N/A	N/A	jenny.nuber@kglobal.com
Cornerstone Liaison	Hunt	Shipman	N/A	N/A	hshipman@cgagroup.com

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

The CMC Operational Guidelines define:

1. The officer (Chair, Incoming Chair, and Past Chair) terms are one year in each office for a total of three years.
2. The section (AHS, CES and ESS) chairs serve on the CMC during their terms of office, which is one year.
3. Members representing the three sections (AHS, CES and ESS) and other organizations except ACE have two year terms and can be reappointed indefinitely.
4. The ACE representative serves a three-year term and can be reappointed once (proposed.)

2. Meetings:

- The CMC met by teleconference on September 6, 2018.
- The CMC Plan of Work subcommittee is meeting on October 4.

3. Accomplishments/Upcoming Plans:

- kglobal released the Q2 report (attached.)
- As previously reported, kglobal launched a campaign backing a BAA initiative: support of the version of the Farm Bill that increases *resources* and *roles* for Cooperative Extension in SNAP-Ed. A robust digital strategy was adopted and national and state op-eds have been published. kglobal reports that the digital media is raising the profile of Cooperative Extension's preparedness to lead SNAP-Ed.
- The Communications and Marketing Project is being limited by an inability to mobilize institutional government affairs personnel and secure support from central administrators.
- The BAA Policy Board of Directors (PBD) has invited the chair of the CMC to sit in on PBD meetings. However, the PBD has not taken an action on the CMC's request to be appointed as either an *ad hoc* or standing committee of the BAA.
- ECOP has undertaken an outcomes-based assessment to help identify the components of an effective communications and marketing initiative. The results of the assessment might result in ECOP not allocating funds to the current Communications and Marketing Project.

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

5. **Attachments:**

- a. kglobal, 2018 Q2 Insights Report

Association of Public and Land-grant Universities 2018 Q2 Insights Report

April 1, 2018 – June 31, 2018

Overview

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

Following our mini CTA's during the first quarter of 2018, in Q2 our team primarily focused on activating our community around a single CTA in four target states focused on food insecurity and hunger. We used several different methods of digital communication to reach our target audiences and influence federal lawmakers, which is explained in the following report.

In addition, our team spent much of June planning for the Q3 CTA: an education campaign intended to drive awareness of ECOP's SNAP-ed impacts and increase support for the related changes in the 2018 Farm Bill. A full campaign report on that CTA will be included in the Q3 activities report.

Community Activation (CTAs)

The goal for this quarter's CTA was to drive awareness and support for increased NIFA funding in this year's Congressional appropriations process. In consultation with the CMC and our partners at Cornerstone, we focused the CTA on the topic of hunger and food insecurity—highlighting research and Extension programs that have systemic impact on these issues in America. Hunger and food insecurity was chosen as it is something that is both timely – covered almost daily in media sources around the country – and urgent—speaking to a real need in many communities across America. This supports the BAA area of focus “healthy food systems; healthy people.”

We began by producing content that could be used and personalized for distribution across the LGU system. However, with approval from the CMC, our primary focus was on four institutions in states with key members on Congressional agriculture and appropriations committees: **Oregon State University, North Dakota State University, Auburn University and Alabama A&M University of the Alabama Cooperative Extension System**, and the **University of Georgia**.

The goal of this CTA was for supporters to contact their federal representatives via our online petition, which in turn sent correspondence directly to the Member's offices.

We pushed out campaign content through blog posts and social media posts on the Ag Is America platforms, and through paid digital advertising. We also requested that LGU's promote the petition via their social media channels. Finally, we recommended an earned media strategy to drive non-digital coverage in our target states. Examples of campaign content can be found in **Appendix A**.

Although we reached out to the four institutions noted above and had positive, proactive conversations about our campaign, ultimately three of the four chose not to participate due to restrictions from their institutions and their government relations teams.

While there are many excellent programs that could have been highlighted, our campaign ultimately was unsuccessful due to lack of participation. We halted the campaign early after consultation with Cornerstone and CMC leadership. Further details about the campaign can be found in Appendix A.

Content Creation

Compelling content is critically important in order to position Ag Is America as an active, engaged, and relevant brand. Every quarter we research, solicit, and categorize case studies, impact statements, and feature stories from land-grant universities to be repurposed and disseminated over the Ag Is America digital platforms. In Q2, this included **49 blog posts** and over **98 social media posts**. We particularly focused on featuring our target institutions in original posts related to the CTA, which showcased their involvement with timely, newsworthy research.

Digital + Social

The foundation of our social media content is our AgIsAmerica.org website. Every social media post links back to our website and provides visitors with the opportunity to return to the originating LGU institution's page.

Website highlights

- Researched and published **49 blog posts** over 13 weeks. These posts highlight the land-grant system's groundbreaking research and achievements around healthy food systems.
- Generated over **2,091 page views**. This metric was down slightly compared to Q1 of 2018, when the site garnered **2,833** page views.
 - This was namely due to the limited geography (4 targeted states) of the bulk of content around the Q2 CTA.
 - In addition, our paid ad campaign for this CTA targeted very specific demographics in a handful of states, which is a change from some of our previous ad campaigns that targeted the entire country. This also impacts overall site traffic.

Social highlights

- **Facebook:** 49 original posts garnered over **17,823 views** and **332 engagements**
 - Similar to our mini CTAs in Q1, we utilized targeted Facebook ads instead of boosting Facebook posts for our CTA content. This caused our view and engagement numbers to drop significantly for two reasons. First, these kinds of Facebook ads only show up on the pages of those who fit our targeted demographic. Therefore, they do not end up existing on the Ag is America page so they do not get as many views as the rest of our posts. Second, we ended up working with only one school for this quarter's CTA (versus the five schools in Q1) so the amount of content we put out and blogs we promoted was significantly lower as well.
- **Twitter:** 49 original tweets that received over **54,963 views** and **394 engagements**.
 - This quarter, we saw more views on Twitter and slightly less engagements. This is a result of more targeted content around the geographically limited CTA.

Media Relations

While our plan for the Q2 CTA included an earned media component (and op-ed strategy in each of our target states) as noted above, a lack of participation from local institutions meant that we could not move forward with any proactive earned media activities around the CTA. However, our Q3 CTA does contain a robust earned media component.

Internal Communications

On April 10th, we participated in the Extension Public Issues Leadership Development (PILD) Conference in Crystal City. Jenny Nuber was a member of a panel that included Jim Richards from Cornerstone as well as several participants from Extension. The panel performed a skit to educate the PILD participants on what a good and a bad Hill visit might look like. PILD participants gave

real-time feedback on what worked and what didn't to the panel. We also contributed to a Q&A session about interacting with Congressional members and their staff.

Appendix A – April CTA report

AgisAmerica: Survey Call-to-Action Campaign Memo

April 2018

What We Did

As part of this year's Congressional appropriations process, a \$200 million increase for FY2019 was requested for NIFA research and Extension capacity and competitive programs.

In support of this ask, we launched a CTA to drive public awareness and support in four states with legislators on key committees. Thematically, we focused the CTA on the topic of hunger and food insecurity—highlighting research and Extension programs that have systemic impact on these issues in America. Hunger and food insecurity was chosen as it is something that is both timely – covered almost daily in media sources around the country – and urgent—speaking to a real need in many communities across America. This supports the BAA areas of focus “healthy food systems; healthy people.” We reached out to four schools, Oregon State University, North Dakota State University, Auburn University and Alabama A&M University of the Alabama Cooperative Extension System, and the University of Georgia, to highlight state-specific programs that were successful in combating hunger. We created individualized, specific plans based on guidance from these schools on the strengths of these institutions and their partnerships. We also crafted blog posts, social media copy, infographics, and an earned media strategy for each of these universities.

Although we reached out to the four institutions noted above and had positive, proactive conversations about our campaign, ultimately three of the four chose not to participate due to restrictions from their institutions and their government relations teams. Oregon State University was the sole participant who approved their specific petition and digital outreach efforts. However, they were not able to promote the petition directly to their networks, which contributed to zero petition signatures for Oregon. Despite their original enthusiasm, none of the schools were willing to participate in an op-ed about the success of their programs.

The communicators at each of the target institutions could not have been more responsive and helpful. Ultimately the decision to not participate came not from them nor from an unwillingness to provide the resources we asked for, but rather from an edict from administration or government affairs departments.

We also touched on the “big picture” of systemic LGU impact on our campaign theme to tell a national story. Through the CMC, we provided a petition vehicle for every institution to participate, not just the blessed states. While our resources were focused on our specific targets, we understand that many within the system have important relationships with key stakeholders. In addition to a national petition vehicle, we also created social media posts and visual content for all LGU institutions to share on their channels should they be so inclined. We did not see demonstrable use of these materials.

Insights + Analytics

While the institutional engagement rate was not what we hoped it would be, we received a significant amount of traffic from our social media efforts. Due to our targeting processes and ad placements, we received a significant amount of views and clicks compared to previous campaigns. This meant heightened awareness of the issue we were promoting amongst Oregonians on Facebook and consistent consideration to participate in our campaign.

Our main metric came from the number of signees on the online petition that generated mail for Congressional offices. We tracked links to each of the four states and to the national petition vehicle. In total, we had 18 signatures: 0 from Oregon State University, North Dakota State University, Auburn University and Alabama A&M University of the Alabama Cooperative Extension System, University of Georgia, and 18 from the larger LGU link. These signatures came from participants in Maryland, Wisconsin, Colorado, Alaska, and Iowa.

Key Campaign Takeaway

While there are many excellent programs that could have been highlighted, our campaign ultimately was unsuccessful due to lack of participation from three of the four schools and an inability for the remaining school to actively participate in distributing campaign materials. We were able to get a sizeable amount of views on our social media posts and on our Ag is America page, which translated to a few petition signatures. However, without the schools' participation in our planned op-eds, petition promotion, and other efforts, the campaign could not be fully implemented. We halted the campaign early after consultation with Cornerstone and CMC leadership.

Appendix 1

Blog post text for Oregon State University:

In 2016, more than 41 million Americans didn't have enough to eat. In Oregon, over 16% of families were food insecure in recent years. That's well over half a million Oregonians. Hunger impacts people from all walks of life and from all communities, including yours. You may have personally experienced food insecurity at one time or another, or you may know someone who has. You may not know that your child's classmate goes to school on an empty stomach. Or that your elderly neighbor is one medical crisis away from hunger. You may never have imagined that your co-worker makes sure their children get enough to eat, but goes hungry themselves.

Oregon State University (OSU) has long been at the forefront combatting hunger in Oregon. For instance, [the Veggie RX](#) program allows healthcare and social service providers to offer vouchers for fresh fruits and vegetables to community members experiencing food insecurity. People can then use these vouchers at farmers markets and grocery stores, strengthening the local food economy and food system.

Food insecure families are often forced to focus on stretching their food budgets, forcing them to often make food choices that rely on price rather than nourishment. [Food Hero](#), an OSU program dedicated to providing resources to families looking to maximize their food budget with low-cost,

simple healthy recipes, saw nearly 2 million visitors to its website in 2017. Food Hero offers recipes, shopping and cooking tips and video demonstrations in both English and Spanish.

These vital programs, and many others like them, are made possible by funding from Congress. Help us continue to combat hunger in Oregon by supporting OSU by accessing our petition.

Petition landing page text for Oregon State University (where the link in the blog post leads to):

In 2016, more than 41 million Americans didn't have enough to eat. In Oregon, over 16% of families were food insecure in recent years. That's well over half a million Oregonians. Hunger impacts people from all walks of life and from all communities, including yours. You may have personally experienced food insecurity at one time or another, or you may know someone who has. You may not know that your child's classmate goes to school on an empty stomach. Or that your elderly neighbor is one medical crisis away from hunger. You may never have imagined that your co-worker makes sure their children get enough to eat, but goes hungry themselves.

Oregon State University (OSU) has been at the forefront of addressing hunger and food insecurity for decades. Through cutting-edge research and community-based Extension programs, OSU is making progress on these complex challenges. This work is made possible by funding from Congress. Help ensure these vital programs continue by asking Senator Merkley to support a \$200 million increase for FY 2019 for NIFA research and extension capacity and competitive programs.

Letter text that would be sent from the signee directly to Senator Merkley:

As your constituent, I urge you to support Oregon State University (OSU) and the vital research and Extension programs underway with a \$200 million increase for FY2019 for NIFA research and extension capacity and competitive programs.

Among other vital programs, OSU has been at the forefront of addressing hunger and food insecurity in Oregon for decades. In our state alone, over half a million Oregonians were food insecure in recent years. Any programs that aim to address this tragedy should be strongly supported.

As an example of the type of work OSU is doing on this issue, Food Hero, an OSU program dedicated to providing resources to families looking to maximize their food budget with low-cost, simple healthy recipes, saw nearly 2 million visitors to its website in 2017. Equally compelling is the Veggie RX program, which allows healthcare and social service providers to offer vouchers for fresh fruits and vegetables to community members experiencing food insecurity. People can then use these vouchers at farmers markets and grocery stores, strengthening the local food economy and food system.

But OSU can't continue cutting-edge and impactful programs such as these without proper support and funding from Congress for USDA's National Institute of Food and Agriculture. I urge you to make funding for these vital programs a priority. Our Oregon families and communities are counting on it. **Please support OSU and the vital research and Extension programs underway**

with a \$200 million increase for FY2019 for NIFA research and extension capacity and competitive programs.

Facebook post and tweet from our account, promoting the petition



Ag is America
@agisamerica

Follow



Retweets: 3

Likes: 5

Well over half a million Oregonians suffered from food insecurity in recent years.

@OregonStateExt is helping lower that number. Keep programs and families like these alive by clicking here:

bit.ly/hungerinoregon





Ag Is America

Published by Courtney Pories [?] · April 12 ·

...

Retweets: 0

Likes: 1

Well over half a million Oregonians suffered from food insecurity in recent years. With the help of [Oregon State University Extension Service](#), food insecure communities are able to receive vouchers for the fresh produce they need. Keep programs and families like these alive by clicking here: <http://bit.ly/hungerinoregon>



Facebook Ad from our account



Ag Is America

Sponsored ·

...

Over 16% of Oregon families were food insecure in recent years. That's well over half a million Oregonians. [Oregon State University Extension Service's Veggie RX](#) program works to lower this number everyday. Keep these programs and families alive by clicking below.



agisamerica.org

**Help Us Fight Against
Hunger in Oregon**

LEARN MORE

Targeted Audience

- Lives in Oregon
- Interested in arming, agriculture, fighting hunger, and food security

Round 1 Views: 12,772

Round 2 Views: 2,287

Round 1 Link Clicks: 353

Round 2 Link Clicks: 118

Twitter post from Oregon State University's account



OregonStateUnivExt
@OregonStateExt

Follow



Retweets: 5

Likes: 10

Did you know that in Oregon, more than 16% of families were food insecure in recent years? OSU is proud to be part of a nationwide effort to highlight land-grant universities' efforts to combat hunger.

agisamerica.org/feature/oregon/
[@oregonfoodbank](#) [@OSUSmallFarms](#)
[@Farmfriends](#)



Agenda Item 6.4 Diversity Catalyst Committee

Presenters: Karen Plaut and Jeff Jacobsen

Action Requested: For Information Only

Committee Members:

Karen Plaut (Chair)	Henry Fadamiro (SAAESD)
Ali Fares (ARD)	L. Wes Burger (SAAESD)
Adrian Ares (WAAESD)	Shannon Archibeque-Engle (Diversity Professional)
Cynda Clary (APS)	Gary Thompson (NERA)
Doze Butler (APS and ARD)	Brian Raison (ECOP)
tbd BHS (APLU)	Alton Thompson (ARD)
Rick Rhodes (NERA)	David Leibovitz (NERA)
Sara Lupis (WAAESD)	Chris Hamilton (NCRA)
Donna Pearce (SAAESD)	Bobbie Moore (NIFA)
Jeff Jacobsen (NCRA)	William Barker (NCRA)

Committee Webpage: <http://escop.info/committee/diversity-catalyst-committee/>

The Diversity Catalyst Committee (DCC) conducts quarterly calls to ensure that we are on track with planned activities consistent with the original Task Force Report. In these calls we have instituted an agenda item that highlights innovative programs in a particular region to better understand what allied activities are underway across that region. DCC members can then follow up as appropriate. Minutes are posted on the webpage.

- The May 10, 2018 call featured Dr. Sara Rushing from Montana State University. Sara provided a brief "impact talk" on the aftermath of MSUs success in closing the gender-gap in STEM-faculty hiring. See: <http://www.montana.edu/news/16441/msu-s-success-in-closing-gender-gap-in-stem-faculty-featured-in-national-publication>
 - Website link: <http://www.montana.edu/nsfadvance/index.html>, impact report in .pdf further down the page
 - Work-Life Integration: <http://www.montana.edu/nsfadvance/worklife/>, link to Family Advocate Program also on this page
- The July 10, 2018 call featured a presentation by Dr. Quentin Tyler, the new Associate Dean for Diversity, Equity and Inclusion in the Michigan State University College of Agriculture and Natural Resources.
 - Dr. Tyler discussed a wide range of topics, including important attributes of diversity, his past experiences at the University of Kentucky, current and future efforts underway at MSU, his professional points of pride, and recommendations for success within departments.
- The fall quarterly call will feature Dr. Michelle Fontes-Barros, Assistant Director for Student Diversity Initiative at the University of Rhode Island. She will highlight some of

her signature programs revolving around mentoring students from underrepresented communities.

The National ESS Diversity and Inclusion Award will recognize the inaugural winner from Purdue University, “The Mentoring@Purdue Team,” at the luncheon on October 2, 2018. Representatives from this team will provide highlights from their innovative and impactful work. The Award Review Committee determined that the other five nominations from 2018 will be part of the 2019 nominee pool (with the opportunity to review and expand upon the nomination) and new nominations will also be solicited.

The ESS/ARD Annual Meeting in Lincoln, NE during October 1-3 will include Session III on “***Inclusive Leadership Development: The Implications of Implicit Bias for Decisions in Higher Education***” with Dr. Paulette Granberry Russell from Michigan State University. The moderators will be Gary Thompson and Shirley Hymon-Parker. Alton Thompson and Jeff Jacobsen conducted in-depth discussions with Paulette to enable her to focus on issues of importance to ESS/ARD. In addition, results from a survey from ESS/ARD directors/administrators respondents through their regional associations will help to focus the Session on applicable topics, examples and provide actionable approaches addressing Implicit Bias in our leadership roles.

Dr. Karen Plaut who has served as the Chair of the inaugural Diversity in Research Leadership Task Force, which evolved into the permanent ESCOP Diversity Catalyst Committee (DCC), will rotate off of DCC. Recently, she was named the Glenn W. Sample Dean of Agriculture at Purdue University and will no longer be the research director. Consequently, Dr. Ali Fares, Prairie View A&M University and the ARD representative will be elevated to the DCC Chair position. Dr. William Barker from the University of WI – Madison recently joined the DCC to fill the vacant NCRA position. Dr. Henry Fadamiro will join the DCC to fill the vacant SAAESD position.

Agenda Item 6.5**ESCOP/ECOP National Impact Database Committee Agenda Brief****Presenters: Eric Young****For information only**

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

Membership	
Name	Role
Bill Brown	Co-chair- AES
Karla Trautman	Co-chair- EXT
Debbie Lewis	Admin. Rep- EXT
Steve Loring	Admin. Rep- AES
Sarah Lupis	Multistate Research Impacts Initiative Representative
Faith Peppers	Land-grant Communications Representative
Johnnie Westbrook	Land-Grant Evaluation representative
Adele Turzillo	NIFA representative
Ron Brown	Southern ECOP Executive Director
Eric Young	Southern ESCOP Executive Director

Institutional Representatives and Impact Statement Reviewers

- The NIDB Committee prepared letter(s) for the Regional Executive Directors to send to the Extension and Research Directors in their region requesting:
 - **Institutional Representatives** – From each institution, name/contact information for the following:
 - **Four (4) Institution Administrators**, typically two (2) each for Extension and Research.
 - **Four (4) Institution Contacts**, typically two (2) each for Extension and Research. These individuals will have input rights to the database.
 - **Six (6) Impact Editors**, typically three (3) each for Extension and Research. These individuals will have input rights to add impact statements to the database.
 - **Impact Statement Reviewers** – each institution is requested to provide name/contact information for possible reviewers of impact statements from their institution.
 - Ultimately there will be 30 reviewers (6 from each of the 5 regions).
- The review system will be automated as follows:
 - The database system allows for 30 reviewer “slots”. The names of the reviewers are inserted into a “slot” within the database system. Impact statements that

are submitted into the database system will rotate through the slots for review assignment. When an impact statement is reviewed by “X slot”, the system will be able to track the review history of “X slot/reviewer”.

- All reviewers from the same region will not be placed into consecutive slots (i.e. NCR in slots 1-6. Instead, every group of 5 slots will have someone from each of the 5 regions.
 - When an Impact Statement is submitted, it will not necessarily be assigned to a reviewer from its region.
 - If an Impact Statement is not picked up by the assigned reviewer in X number of days, it will go to the next reviewer on the list. There will be an opt-out option for the reviewer in the initial message.
 - Reminders will be automated by the system. Goal is for a reviewer to pick up their assignment within 7 days with periodic reminders to complete review. Drop date of 10 days to pick up assignment or it will be passed to a new reviewer.
- During the fall of 2018, the Impacts Database Committee will beta test the new system. Target launch in early January, 2019.

Agenda Item 6.6 Science and Technology

Presenters: Laura Lavine and Jeff Jacobsen

Action Requested: For Information

Committee Members:

Laura Lavine (WAAESD; Chair)

Gene Kelly (WAAESD)

Chris Davies (WAAESD)

Joe Colletti (NCRA)

Deb Hamernik (NCRA)

John Kirby (NERA)

Adel Shirmohammadi (NERA)

Nathan McKinney (SAAESD)

Susan Duncan (SAAESD)

John Yang (ARD)

Alton Thompson (ARD)

Liaisons:

Terry Nelsen (ERS)

Bob Matteri (ARS)

Kristina Hains (SSSC; Social Sci Subc)

Patrick Beauzay (NIPMCC; Pest Mgmt Subc)

Parag Chitnis (NIFA)

Edwin Price (ICOP)

Jeff Jacobsen (Exec Vice-Chair, NCRA ED)

Chris Hamilton (recorder, NCRA AD)

Committee Webpage: <http://escop.info/committee/scitech/>

S&T Committee

The 2010 Science Roadmap will serve as the reference for a new modern, nimble format, and responsive suite of documents across the existing Grand Challenges. We have entered into an agreement with Sara Delheimer (our Impact Writer) beyond her current full-time work to create these new features that will provide a modern look that evokes trust and conveys integrity, excellence and creativity. With an aggressive timeline of September 2018 through early January 2019, the S&T Committee and the regional EDs will be reviewing these new products resulting in final published works delivered in early 2019. There will be a limited printing with a focus towards more print on demand. An element in the ESS budget for 2019 will cover the contracting agreement and associated printing costs. Details on this extensive process can be accessed on the S&T webpage and reviewing the monthly progress of this effort.

Following the 2018 ESS/AES/ARD Annual Meeting and Workshop, the 2019 Call for Excellence in Multistate Research will be released nationally. Only very minor edits were made to the 2018 Call as the processes and procedures are working well. S&T encourages all AAs to consider nominations to their regions in advance of the national review cycle to ensure the highest quality and deserving projects are considered. The portfolio of projects is truly remarkable and we need to recognize their accomplishments.

National Integrated Pest Management Coordinating Committee (NIPMCC)

The program for the NIPMCC Annual Meeting in Washington, DC on October 23-24, 2018 is near final. As of now, the program will consist of updated across the Regional IPM Centers, Regional Technical Committee updates and updates from NIFA. In addition, federal agencies representatives will be presenting information from the OPMP and the National IPM Roadmap. Allied programs such as PSEP, iPipe and industry IPM efforts will be shared. Lastly,

a summary of regional surveys on issues associated with Dicamba will be discussed. A follow up to last year's discussion of developing more of a national communications strategy and program will be vetted. The meeting agenda and supporting materials will be on the NIMPCC website (www.escop.info).

Social Sciences Subcommittee (SSSC)

No new activities to report.

Agenda Item 6.8

Policy Board of Directors Agenda Brief

Presenters: Gary Thompson and Eric Young

October 3, 2018, Lincoln, NE

The Policy Board of Directors (PBD) met on November 14, 2017, March 21 and July 18, 2018. Below are highlights of discussion items during those meetings.

PBD met by conference call on May 29, 2018, to receive a recommendation from the APLU FANR Vice President Search Committee relating to the successful candidate being put forward for that position. The PBD accepted their recommendation and instructed APLU, through Ian Maw, to make an offer to Douglas L. Steele. Dr. Steele subsequently accepted and will become the next APLU Vice President for Food, Agriculture, and Natural Resources on January 2, 2019.

PBD also had two electronic votes, the first on February 9, when they elected Deb Hamernik, University of Nebraska-Lincoln, to serve as the alternate Experiment Station Director Representative, which became vacant with the retirement of Clarence Watson. The second vote was on February 26, 2018, when they approved the recommendations of the BAA Budget and Advocacy Committee's for Fiscal Year 2019 budget. Recommendations approved included:

- Continue with the One-Ask request for NIFA's budget that called for a \$200-million increase for the same six priority lines as in Fiscal Year 2018
- Request that Cornerstone Government Affairs work to see that Congress does "no harm" to the other relevant budget lines of NIFA.
- BAC Chairman McMeans should form a task force to look at the distribution formula for any budget increases and make a recommendation to the PBD for alternate formulas for funding the 1890 institutions in Fiscal Year 2020 and beyond.

1. Chairs' Interim Actions

- Participating in monthly CMC calls
- Worked on single ask for FY 2019 budget and 1890's equity issue related to Brown amendment
- Communicated with Cathy Woteki re Riley Foundation letter and co-signed an edited letter with mutually agreed upon priorities for the Farm Bill
- Participated on CARET Executive Committee
- Participated in APLU Board of Directors meetings
- Discussed strategic realignment with some members of that PBD ad hoc committee

2. BAA Assessments

- Waived Virgin Island and Puerto Rico assessments due to hurricanes
- One institution that did not pay last year, has paid
- All assessments generally coming in as usual

3. Budget and Advocacy Committee

- Reviewed FY2019 requests and developed one-pager for CARET Hill visits

- Need to begin these discussions earlier next year, particularly related to allocation of any single ask increase
- Ad hoc committee formed to discuss extra allocation to 1890 lines, Alton Thompson is chair, they'll make recommendation to BAC
- Strategic Budget Realignment Committee is discussing combining groups of small lines in NIFA's budget
- Currently reviewing Cornerstone's annual report and Plan of Work for next contract

4. Committee on Legislation Policy

- SNAP ED and FNEP merger discussion is still going on in Ag Committee, but this is not for public information yet
- Request from non-Land-grants to tighten up requirements to be designated as a non-Land-grant, is causing some problems for current non-Land-grants who might not qualify
 - Current idea is to require at least 2 degrees in ag, natural resources, or environment, but some only have 1 degree
 - Should go ahead with 2 degree requirement for this Farm Bill and modify it in the future if needed
- Fix in language for University of DC as an 1862 to receive matching funds from DC government
- Fix language so that NIFA funds can be used more easily for international work
- Fix language so 1890's can carry over capacity funds, similar to 1862's

5. Communication and Marketing Committee

- System does a generally poor job of reaching out to decision makers and bad job reaching general public
- CNC relationship to kglobal is separate issue from role of CMC in BAA business
- CMC should manage communication related to all aspects of Land-grant University system
- Administrative Heads Section needs to make sure the correct person from their institution is on contact list for CMC action, should be whoever makes strategic marketing decisions
- Also institution's government relations person should be connected
- Need to ask question – is there commitment from the Administrative Heads Section to have a national marketing effort and make that part of their college's communication director's job
- Lots of groups putting out messages related to increased funding for agriculture, which is fine, except when the messages conflict
- Alan Grant, Gary Thompson, and Chuck Hibberd should have a discussion with Cornerstone about their relationship with kglobal. Academic Programs Section chair should also be involved.
- Need to focus on strategic marketing and if/how kglobal should take more of a leadership role
- Each Policy Board of Directors member should talk with their group about whether or not there is a commitment for communication and marketing
- Commitment from Administrative Heads Section is key since most communication directors report to them
- Some communicators and government relations people are involved in national level activities and could be included in these conversations
- Could redirect CMC funds to hire a full time communicator at APLU to lead this effort at national level and pay attention to this all the time
- Would need to be sure there are realistic expectations and measurable outcomes

- SoAR is starting Fed By Science initiative funded by member institutions
 - CMC does need strategic goals, question is how do you achieve those goals and measure success
 - Currently the plan of work is tied primarily to kglobal's activities
 - Plan of work should be aligned with system's goals and strategies
 - There is some disagreement among system members about what best way to accomplish goals
 - CMC focus should not be on short-term advocacy, but on long term strategic education
 - Motion – CMC representative should attend next few Policy Board of Directors meetings to be included in discussions – motion approved
 - 2018 CMC goals
 - Provide clear guidance for Communications and Marketing Project
 - Provide support for Board on Agriculture Assembly initiatives
 - Engage institutional communications specialists
 - Target of Communications and Marketing Project for next few months will be Supplemental Nutrition Assistance Program Education (SNAP-Ed) issue in the Farm Bill
 - Whether or not the CMC should be a Policy Board of Directors committee is still undecided
 - Need to better define the role of CMC to decide where it fits
 - ESCOP will put their thoughts in writing, other sections may do same
 - May want to ask ACE for a recommendation on a system-wide marketing and communication plan
 - Orlando McMeans will contact ACE leadership to make this request
6. Other advocacy efforts
- Riley Foundation asked BAA to sign on to a letter on Farm Bill recommendations, but original letter had recommendations that the BAA could not support
 - Current letter has been revised significantly to include only three points, which Policy Board of Directors chair helped author
 - CLP members are in favor of the BAA signing this version
 - Motion from CLP for PBD to sign letter – motion approved
 - NCFAR Ag Summit – Planning Committee will be working on a report over the next month
 - It's important to stay engaged with these types of efforts to keep others informed about the Land -grant Universities value and capabilities
7. CARET Report
- Concerned about some delegates having limited access to dean and lack of information
 - Worried about preventing any future additions to Land-grant Universities System
8. Board on Agriculture Assembly Initiatives
- Healthy Food Systems, Healthy People
 - Funding initiative is moving forward with Rick Mertens and working with CLP
 - House Farm Bill has report language directing NIFA to work across agencies in this area using existing authorities
 - Cooperative Extension Section has a new initiative lead by Michelle Rodgers called Well Connected Communities funded by Robert Wood Johnson Foundation
 - Should discuss where FFAR is on this issue with Sally Rockey and Rick Mertens

- Antimicrobial Resistance
 - RFP was issued and a number of proposals were received
 - Proposals were reviewed and review committee choose one led by Iowa State
 - Healthy Forests
 - Writing teams have been identified and are beginning to write content sections
 - Final white paper will go through normal BAA and Board on Natural Resources channels
 - Initiative will also be used to begin discussions on Land-grant Universities involvement with fire prevention and control
 - US Department of Interior Cooperative Resources Units
 - Does BAA have interest in engaging in effort to save the Unit's budget?
 - Congress has restored or increased budget even though President has zeroed it out
 - Jack Payne will be asked to present case to BAC for BAA advocacy
9. APLU 2018 Annual Meeting
- Planning is on track and ahead of usual timeline
 - Denardo Pizana, Diversity and Multicultural Affairs, Michigan State will be Board on Agriculture Assembly speaker
 - Sections meet all afternoon Monday
10. Cooperative Extension Service Alternate Delegate Election
- Nomee's
 - Carl Martin, University of Wisconsin
 - Fred Schulte, University of Alaska
 - Fred Schulte elected unanimously
11. Election of 2019 Policy Board of Directors Delegates
- Elections needed for:
 - Chair elect (AHS)
 - ESCOP – delegate can rerun
 - ICOP
 - Insular institutions, submitted their nominations
 - Motion – electronic balloting will continue and chair-elect will be decided on September ballot – motion approved
12. New Dean and Director Orientation
- Do we want to do another one?
 - Yes, in December 2019
13. Next Joint COPs Meeting
- July 22-24 in Park City, UT or Seattle, WA
 - Follow up from past two international Joint COPs meetings will occur at Section level
14. Budget Realignment discussion tabled until after Sections have a chance to review and comment

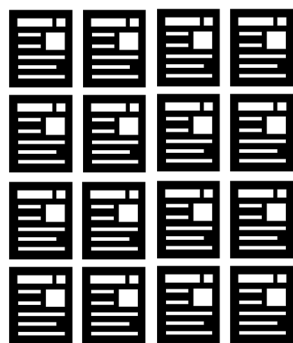


WE SHARE THE IMPACTS

October 1, 2017 - September 15, 2018

To sustain American agriculture, consumers and policymakers must understand its importance and value—and the impact of the research and Extension programs that support it. The Multistate Research Fund promotes agricultural innovation by providing federal funds to collaborative land-grant university research and Extension projects. We communicate the importance and value of these projects to the American people and give researchers and Extension specialists the skills and knowledge to share their science.

IMPACT STATEMENTS

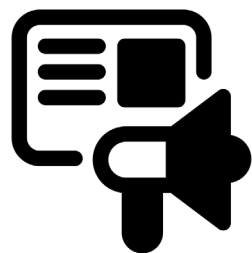


16

Impact Statements written, designed, and distributed. That's over 1 per month!

"Your skills made the project impact come to life."

—Adel Shirmohammadi, NE1335 Administrative Advisor and Director of the Maryland Agricultural Experiment Station



11

Impact Statements featured in **USDA-NIFA** and/or **AgIsAmerica** newsletters, blogs, and/or social media.

"Sara, this is really awesome...We'll amplify the message and share with the Secretary's office and with the White House."

—Sonny Ramaswamy, former USDA-NIFA Director

Project participants used Impact Statements to:

- Write an **article** for **Irrigation Times**
- Prepare for a **presentation** at the 2018 USDA Outlook Forum
- Make **website news bulletins**

"I use the Impacts Statements for the NIFA weekly newsletter...and to highlight specific states for Congressional Testimony. [They] have been well-received by a national audience."

—Falita Liles, USDA-NIFA Communications



2

Special feature impact stories

- • • • • **Article** about a project on ecosystem services will be featured in **Rural Connections**, Fall 2018. This magazine directly reaches over

800 readers.

- • • • • **Topical Impact Statement** about Extension's Impacts on Nutrition.

SOCIAL MEDIA



Over the past year, our social media stats have been **on the rise**, with steady improvements in key areas each quarter!

650

views of the **Extension's Impacts on Nutrition video** on YouTube and Facebook



141

shares, likes, and other engagements

This was one of our **highest performing** posts on Twitter and Facebook.

4,640

visits to mrfimpacts.org since the site was launched in February 2016

Visitors typically spend over 2 minutes on the site. **That's enough time to read an Impact Statement!**



408

likes

150

retweets

219

clicks on links to view/read the Impact Statement

197 tweets since October 1, 2017

102,917

people received our tweets in their timelines or search results



20 posts on Facebook in the past month

479

likes, shares, and other engagements

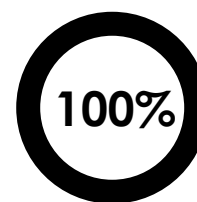


In just one month, our **Instagram** gained **47 followers** and **10-22 likes per post**.

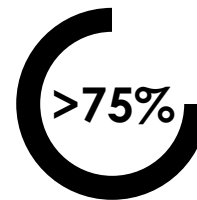
WORKSHOPS

20+

workshops for **4 Multistate Research Projects** and **8 land-grant universities**, reaching over **600** research faculty, Extension specialists, staff, and students



of surveyed participants **satisfied** with the workshop and **presenter knowledge**



of surveyed workshop participants improved their **level of knowledge**

"I run a leadership program and was stuck in the mindset that Impact Statements had to be program wide. Now, I understand I can narrow it to a specific event or seminar, and describe the impact more clearly and with more punch."

"I am...drafting the final report for a 7 year \$5 million project. I will definitely use what I learned here to shape the report."

"Sara is very thoughtful and accommodating. Liked your unassuming approach and simple way of presenting the subject matter."

OUR TEAM



SARA DELHEIMER
Impact Writer



SARAH LUPIS
Program Director



SUNDAY MILLER
Social Media

Visit us at mrfimpacts.org or @MRFimpacts



Multistate Research Fund
IMPACTS

Icons from the Noun Project:

- Magazine by Nate Eul
- Announcement by Ramesha
- Star by ruliani2018
- Increase by Anastasia Latysheva