



ESS Business Meeting Agenda

Ballantyne Hotel & Lodge, Charlotte, NC

Ballantyne Ballroom AB

September 30, 2015

Time	Agenda Item	Topic and Presenter(s)
10:30	1.0	<p>Call to Order - Bob Shulstad, Chair</p> <ul style="list-style-type: none"> • 1.1 Approval of the Agenda • 1.2 Approval of October 1, 2014 ESS Meeting Minutes (in Jekyll Island, GA) • 1.3 Approval of Interim Actions • 1.4 Experiment Station Section Awards for Excellence in Leadership <p>In meeting report:</p> <p>Chairman Bob Shulstad convened the meeting and the agenda, minutes of 2014 ESS Meeting and interim actions were all approved. The interim action was the appointment of Karen Plaut as chair of the Diversity in Research Leadership Task Force. Those receiving the 2015 Experiment Station Awards for Excellence were congratulated and they will receive their awards in Nov., 2015 at the annual APLU meeting.</p> <ul style="list-style-type: none"> • 2015 Winners of the 2015 Experiment Station Awards for Excellence: <ul style="list-style-type: none"> ○ Dr. Alton Thompson - Association of 1890 Research Directors ○ Dr. Fred Cholick - North Central Regional Association ○ Dr. Michael Hoffman - North East Regional Association ○ Dr. Eric Young - Southern Association of Agricultural Experiment Station Directors ○ Dr. Ron Pardini - Western Association of Agricultural Experiment Station Directors
10:35	2.0	<p>NIFA Update - Bob Holland</p> <p>In meeting report:</p> <p>Bob Holland introduced Jeanette Thurston who will now be assisting Meryl Broussard in the NIFA Director's Office. Perag Chitnis, Deputy Director of the Inst. of Food Production and Sustainability, was also introduced. Dr. Holland indicated that while NIFA travel restrictions have been lifted, only essential travel is expected to occur. Clarifications were given about a recent conference call with Dr. Ramaswamy as they related to questions that have been received about money that land-grant universities had not used and would be returned to the Treasury. The amount given was inflated and included, for example, awards that were made in 2014 and 2015 and drawdown on these awards are obviously still in effect. Additionally all grants do not have a five year duration period. The accounting</p>

information comes from New Orleans and the next report is due in a few weeks and should be more accurate. If more questions or concerns remain, Dr. Holland or Mrs. Cynthia Montgomery should be contacted.

In the same conference call the conferees learned that Congress has requested USDA-NIFA to provide a plan to address the matching issues that came to light as they relate to insufficient matching from the states for the 1890s. The plan has been written, approved by the NIFA Director, and will be sent to the Chief Scientist, the Secretary of Agriculture and then to Congress. Additionally NIFA was asked to respond to the 'formula on top of the formula' that was proposed related to state matching. The data that will need to be provided for NIFA's requested report on matching to Congress will need to relate to the amount of money given to land-grant institutions in the states with both 1890s and 1862s, to include a description of how the matching awards are made, i.e. block awards, line items. The information will be requested primarily from the financial officers of both the states and the universities.

Dr. Chitnis indicated that NIFA is seeking to address RFAs for land-grant universities' water programs as this area is a land-grant university priority for increased funding. NIFA is also trying to reconcile the difference in House and Senate language as it relates to IPM programs.

The new Center of Excellence Program will be a two year pilot so that results can be reviewed. As stakeholders, the universities should also send in their comments. NIFA also has a new program with a Commodity Board provision. If the commodity groups are interested in the topics for funding they can contribute to the award – 50:50.

BAA-Policy Board of Directors - Steve Slack and Eric Young

In meeting report:

The Policy Board of Directors met in Napa, CA on March 31 and Providence, RI on July 22. Below are summaries of discussions from those meetings.

1. By-laws Change

Another vote to change the Board on Agricultural Assembly bylaws on number of votes needed to change by laws to "Approval by 2/3 of those voting, provided > 50% of eligible voters vote" was held in April. This vote also failed due to less than 2/3 of eligible votes casting ballots. It was decided in July to explore electronic voting further, although D.C. prohibits this practice, an exemption may be possible. The PBD will decide in November how to proceed depending if electronic voting is allowable or not.

2. Unified message

The Riley Foundation and AGREE are both working on developing a message. AGREE's idea is different from Riley Foundation, particularly related to capacity funds. AGREE does not mention capacity funds. These groups are primarily interested in research, not extension or teaching. The Board on Agriculture Assembly needs to develop a message that is broad enough to cover the Land Grant University mission. Wendy Wintersteen is now chair of Riley Foundation and could convene a meeting of these groups.

		<p>information comes from New Orleans and the next report is due in a few weeks and should be more accurate. If more questions or concerns remain, Dr. Holland or Mrs. Cynthia Montgomery should be contacted.</p> <p>In the same conference call the conferees learned that Congress has requested USDA-NIFA to provide a plan to address the matching issues that came to light as they relate to insufficient matching from the states for the 1890s. The plan has been written, approved by the NIFA Director, and will be sent to the Chief Scientist, the Secretary of Agriculture and then to Congress. Additionally NIFA was asked to respond to the 'formula on top of the formula' that was proposed related to state matching. The data that will need to be provided for NIFA's requested report on matching to Congress will need to relate to the amount of money given to land-grant institutions in the states with both 1890s and 1862s, to include a description of how the matching awards are made, i.e. block awards, line items. The information will be requested primarily from the financial officers of both the states and the universities.</p> <p>Dr. Chitnis indicated that NIFA is seeking to address RFAs for land-grant universities' water programs as this area is a land-grant university priority for increased funding. NIFA is also trying to reconcile the difference in House and Senate language as it relates to IPM programs.</p> <p>The new Center of Excellence Program will be a two year pilot so that results can be reviewed. As stakeholders, the universities should also send in their comments. NIFA also has a new program with a Commodity Board provision. If the commodity groups are interested in the topics for funding they can contribute to the award – 50:50.</p>
10:50	3.0	<p>BAA-Policy Board of Directors - Steve Slack and Eric Young</p> <p>In meeting report:</p> <p>The Policy Board of Directors met in Napa, CA on March 31 and Providence, RI on July 22. Below are summaries of discussions from those meetings.</p> <p>1. By-laws Change</p> <p>Another vote to change the Board on Agricultural Assembly bylaws on number of votes needed to change by laws to "Approval by 2/3 of those voting, provided > 50% of eligible voters vote" was held in April. This vote also failed due to less than 2/3 of eligible votes casting ballots. It was decided in July to explore electronic voting further, although D.C. prohibits this practice, an exemption may be possible. The PBD will decide in November how to proceed depending if electronic voting is allowable or not.</p> <p>2. Unified message</p> <p>The Riley Foundation and AGREE are both working on developing a message. AGREE's idea is different from Riley Foundation, particularly related to capacity funds. AGREE does not mention capacity funds. These groups are primarily interested in research, not extension or teaching. The Board on Agriculture Assembly needs to develop a message that is broad enough to cover the Land Grant University mission. Wendy Wintersteen is now chair of Riley Foundation and could convene a meeting of these groups.</p>

- Motion to move forward on developing a message, request proposal from Mitch Owens to facilitate process, identify taskforce members

3. Budget and Advocacy Committee Report

- Alan Grant is Budget and Advocacy Committee chair and Orlando McMeans is Chair-elect and Advocacy Chair
- Process for advancing new initiatives has been drafted by ECOP's and ESCOP's Budget & Legislative Committees and are being merged into one document
- Responses from NIFA on water and Pest Management initiatives demonstrate that it is unlikely that any initiative will be adopted wholly by NIFA. However, NIFA will use key parts, and may also need additional information. Motion – “Any initiative from parts of the system represented on the BAA Policy Board of Directors in which funds or special requests are being made in which the requestor is doing so as part of the BAA shall be transmitted through the chair of BAA PBD with a written letter of request being part of the formal process. This does not preclude meetings or other communications by members to discuss and develop ideas and concepts before reaching the formal request stage”. ♣ Tabled to be considered by Sections along with process for bringing forward big initiatives

4. Committee on Legislation and Policy

- Tribal colleges letter asking for recommendation that 1994's can compete for CYFAR and FRTIP
- Possible change in overtime exempt status for up to \$50,000. This impacts all university employees, but Extension would be hit particularly hard
- A new clause just introduced would require state match for 1862 and 1890 to be equivalent, i.e. have to match at least 1 to 1

5. FSLI/LEAD-21

- LEAD-21 has paid back APLU loan completely
- LEAD-21 applicants are over 90 per year now, so they have to decide how to handle this much demand
- LEAD-21 contract with University of Georgia ends January 1, 2016, so an RFP will issued for a new management contract. UGA may not put in a bid.
- FSLI is currently recruiting and also has more applicants than slots for their next class
- FSLI has raised tuition to meet costs and are maintaining a stable budget

6. Futuring Initiative

- Discussions that Ian Maw had with Peter McPherson lead to decision that APLU will launch a futuring effort at the Presidents' level focused on food in the broad sense. Randy Woodson will lead this effort. This will be a joint CEFRR and Presidents' initiative with the BAA heavily involved. Looking for external funding for effort, will talk with Kellogg Foundation soon

7. Anti-microbial Taskforce Report

- Lonnie King, Ohio State University, is chair.
- Taskforce is making recommendations to various federal agencies on managing microbial resistance related to antibiotic use in animal agriculture
- Work products also include research needs and knowledge gaps, curriculum adjustments in undergrad and graduate courses, and public education
- Final report is due out in September

8. Communication Marketing Committee Report

- Scott Reed will be chair until November
- Water security will be one of the focuses
- Continuing to make efforts to document the return on investment of this effort
- kglobal has completed message testing that was approved last year and will likely repeat testing on a smaller scale annually. Proposal will be coming from kglobal soon for this activity

9. Infrastructure Survey

- Sightlines has held two webinars and one more will be done
- Almost every institution is participating and has paid assessments. Surveys are currently out for completion. Report is expected in early Fall

10. APLU Annual Meeting

- November 15 -17, 2015, Indianapolis
- Board on Agricultural Assembly session Monday morning: plenary session. Ideas for session: Unified message, b) Board on Agricultural Assembly initiatives status, c) APLU Futuring, d) GMO issue- Land Grant Universities stand. BAA initiatives was chosen as the topic

11. 2015 Election for Policy Board of Directors

- Academic Programs Section, Administrative Heads Section, Cooperative Extension Service, 1890, Non-Land Grant Universities need to elect a new representative
- Clarence Watson was chosen to complete Steve Slack's term. Ernie Minton will be the alternate

At the end of his report Dr. Slack announced he is retiring and appreciated the willingness of Clarence Watson to complete his term on the PBD and for Ernie Minton agreeing to serve as the alternate. Steve was thanked by Chairman Shulstad for the leadership excellence he had continuously provided for the System.

11:00	4.0	<p>Cornerstone Report - Hunt Shipman</p> <p>In meeting report:</p> <p>A CR has been passed and it depends on the soon-to-be-elected House leadership to see if at the end of the year the House will again threaten to shut down the government over funding disputes. Still in play is bringing to fruition the movement of Crop Protection/Pest Management lines from 406 to 3D programs. The request was made because indirect costs are required for 406 but not for 3-D. Robin Shepard and Mike Harrington are the System's leaders in finding the fixes requested to satisfy both ESS and CES.</p> <p>The State of Louisiana has voted to make Grambling State University its third land-grant university. Rep. Abraham, Congressional Rep. from Louisiana, has introduced H.R. 3022 to require that Grambling State University be eligible to receive funds under the Second Morrill Act and this action has been referred to the Subcommittee on Biotechnology, Horticulture, and Research. As was the result of the state of Ohio doing the same thing for Central State University, the inclusion of new land-grant universities decreases funding to other land-grant universities as no new money is provided for new institutions. Thus this may be a precedent that must be guarded against by the entire System as 1862s and 1890s will probably continue to have institutions wanting to have land-grant status and they will have noted that Congress has allowed this to occur.</p>
11:15	5.0	<p>Budget and Legislative Report - Gary Thompson and Mike Harrington</p> <p>In meeting report:</p> <p>These submissions have been sent to Faith Peppers who is working with other communications specialists to develop unified stories that demonstrate impact at the national level. New Budget Initiatives and Strategic Marketing A subcommittee led by Saied Mostaghimi created a Strategic The BAA process for advancing new budget initiatives continues to be put forward and ESS and CES stay engaged on budget decisions by having representation on the B&L Committees of each other. It is felt however that merging of CES and ESS B&L committees would be unwise as there are unique areas of interest for each section.</p> <p>Thompson reminded all to have strong impact statements submitted to the national website database. Documents will be developed from the strongest impact statements submitted.</p> <p>Water Security Initiative A group from ESCOP, ECOP, the BAC and PBD met with Sonny Ramaswamy and Bob Holland during the Joint COPS meeting to ascertain what was needed to strengthen the Initiative. Robin Shepard and Mike Harrington worked to address the stated needs. The document was transmitted to Sonny by Policy Board Chair, Jay Akridge on August 11, 2015.</p> <p>Water Impact Statements</p> <p>As part of the advocacy effort for the Water Security Initiative, ESCOP and ECOP have been collecting important water-related impact stories that address the five Keystones of National Significance:</p>

- Food and Agricultural Production
- Environment and Ecosystems Services
- Energy Production
- Human Health and Safety
- Community Vitality

Colleges were also asked to enter new water-related impact statements into the national Land-Grant Impacts database (<https://landgrantimpacts.tamu.edu/>). In response to this request, the B&L committee received 18 responses from experiment stations and 44 impact Marketing Campaign document as a generic template to guide future initiatives such as the Water Security Initiative.

At the same time, BAC Chair Jay Akridge requested that the ESCOP and ECOP Budget and Legislative Committees develop a process document to guide the development of new initiatives such as the Water Security Initiative. Mike Harrington led this effort, engaging the B&L committee members. Both documents contained common as well as unique elements and it was decided to combine these two related documents into a single working document that can be used as a procedural best practices guide for new or existing budget initiatives. Both Budget and Legislative Committees have provided comments. Joint ESCOP-ECOP Budget and Legislative Committee discussions. A breakfast meeting of ESCOP and ECOP members was held during the Joint COPs meeting. Both Chairs participate in the respective committee conference calls. It was agreed that the committees should remain separate but coordinate their activities, bringing together the unique perspectives from each committee. To that end, a joint ESCOP-ECOP Budget and Legislative Committee meeting is being planned for the AHS-CARET meeting in late February-early March 2016.

BAA Process for Advancing New Budget Initiatives

Over the last several years, considerable effort was invested in two budget initiatives: Crop Protection/Pest Management and Water Security. The concept of addressing issues of great importance as described in the Water Security Initiative gained broad support of the BAA, and at least some traction at USDA-NIFA. Several valuable lessons were learned through these processes including:

- Communicating with a unified voice,
- Engaging topical experts in developing white papers,
- Vetting white papers at various levels including the Extension Committee on Organization and Policy (ECOP), Experiment Station Committee on Organization and Policy (ESCOP), the Budget and Advocacy Committee (BAC), and the Policy Board of Directors (PBD),
- Enumerating expected outcomes and impacts,
- Articulating how the initiative adds value to the potential funding agency's programs
- Involving the Executive Directors and Administrators (EDAs) in facilitating initiative development from the beginning to end

At least two years of lead time are needed to get an initiative "in the queue" for consideration by a federal agency. Every effort must be made to have federal partner(s) engaged in the white paper development process. The process, from idea to white paper development and approval, must be completed at least two years in advance of efforts to include in a federal budget request. In addition, it is essential to define important components of the advocacy campaign in order to establish a generic framework or checklist for future campaigns. Finally, it is crucial that there is formal communication of

the final initiative from the Policy Board of Directors to the specific federal agency Director, other appropriate agency officials, as well as distribution to BAA members and other partners.

Issue Identification/Workgroup Development Steps

1. Identify the big problem: What is the big issue of the day that can be addressed by the Land-grant University System using integrated approaches? (Ideally only one issue would be selected to avoid potential mixed messages.)
2. Vet idea with Sections, BAC, BAA, other Boards, and other groups as appropriate.
3. Vet idea with Cornerstone for feasibility.
4. BAC charges formation of workgroup (WG) with scope of work to include white paper development.
5. Deans and AES/CES Directors and Administrators identify WG members who agree to participate.
6. Workgroup is created with the assistance of the EDAs; current Section Chairs serve as co-chairs.
7. EDAs facilitate communication among partners and regions.

White Paper Development and Content

With the assistance of the EDAs and Section Chairs, the WG develops a white paper through an iterative process. The white paper:

- Clearly identifies the issue or situation and frames it in terms of its importance to a broad base of stakeholders nationwide.
- Identifies the needs, goals, and objectives of the initiative.
- Summarizes current efforts on the issue and identifies gaps.
- Identifies expected outcomes and impacts that would result from implementation
- Articulates tangible benefits to be realized by the public.
- Specifies time frames for milestones.
- Describes how conditions will change.
- Indicates how the initiative will add value to the federal agency's portfolio.
- Articulates implications of failing to take action.
- Identifies budget information/implications (a mix of capacity and competitive funding with a larger portion of the funds provided on a competitive basis in support of integrated activities).
- Includes a logic model.

- Includes an Executive Summary.

Approval/Endorsement Steps

Once the WG completes what it considers to be a final draft of a white paper, that document is circulated and approved/endorsed as follows:

1. Endorsed by Section Budget and Legislative Committees
2. Endorsed by Board on Agriculture Assembly Committees
 - a. Budget and Advocacy Committee
 - b. Committee of Legislation and Policy, if necessary
3. Endorsed by Policy Board of Directors

Internal Communications

EDAs and university communications specialists work with kglobal and Cornerstone to develop messages that will resonate with targeted individuals/groups. EDAs work with kglobal to develop aesthetically pleasing one-page briefs that succinctly encapsulate and highlight the primary conclusions of the white paper.

Communications to Federal Agency

After approvals, the Policy Board Chair formally distributes the white paper to the specific federal agency Director (e.g. NIFA) and other appropriate agency officials and partners. This communication is done by both electronic means with return receipt and registered mail. The white paper is also distributed to all members of the BAA, Deans/Directors who, in turn, distribute to their faculty/staff as appropriate.

Strategic Communications Campaign

A strategic communications campaign is developed and designed to generate support for the proposed approach detailed in the white paper. A steering committee is authorized by the BAC and PBD and identified by the Deans, AES, and CES Directors. The steering committee is responsible for coordination of the strategic communications campaign, including responding to questions, communicating with the interest groups, engaging in social media platforms, and providing news releases. In partnership with Cornerstone, the Steering Committee will develop a timeframe for “the ask” and for generating buy-in from appropriate individuals, groups, and organizations. Kglobal will be engaged to develop a communications strategy that builds effective messaging by launching a media campaign, coordinating the process, and reaching out to elected officials.

Design an effective communications strategy:

- Consider who needs to be involved in the communications network and at what time or stage of the campaign. It is critical to communicate early on and involve federal agencies in the discussion (e.g., USDA-NIFA, NIH, etc.).
- Identify the target audience(s).

- Develop a complete inventory of stakeholders/coalition members (including affiliations and contact information).
- Identify people/organizations that may not necessarily support the issue and work to gain their support.
- Develop a broad and diverse cross-sector advocacy coalition that includes commodity groups, producers, industry, citizens, universities, NGOs, and politicians as appropriate. Design a complete plan of action:
- Develop a statement of vision/goal/strategies and actions for the campaign.
- Create a campaign “brand” (name the issue) to help easily communicate to a broad audience (e.g., “We will cure cancer.”).
- Identify specific milestones, outline a timeline for achieving milestones, and who is responsible for achieving them.
- Develop a range of educational materials targeted at specific audiences.
- Create a mechanism to provide/receive feedback.
- Monitor progress and modify approach as needed.

PBD Chairman Jay Akridge has provided Sonny Ramaswamy with updated materials on the National Initiative on the Improvement of U.S. Water Security proposed by the Land Grant University community. The update, prepared by members of the Water Security Working Group, addresses issues raised in the NIFA-written response as well as those discussed during the meeting in Providence, RI. The additional materials included expected outcomes and impacts, as requested. Most importantly, the Water Security Initiative proposed by the Board on Agriculture Assembly provides a framework in which to coordinate the various water activities that are funded by NIFA.

Plan of Work Review Update - Cameron Faustman

- **Final report**
- **Final recommendations to NIFA**

In meeting report:

Please see the Plan of Work Panel of Experts Report at <http://escop.ncsu.edu/docs/Panel%20of%20final%20report.pdf> and at <http://escop.ncsu.edu/docs/FINAL%20POW%20Panel%20Recommendations%208272015.pdf>

The Panel of Experts was comprised of representation as follows: 5 from ESS, 5 from CES, 4 from the USDA and 6 ‘other’ All were asked to review the reports and to send feedback which is still being accepted. With a few additions, ESCOP endorsed the report. Next steps: stay vigilant to see progress, especially in making the reporting of POW more efficient. Extension still needs better fixes. It will take at least three more years before some of the recommended changes can be implemented because of bureaucracy.

11:30

6.0

NRSP Review Committee Report - Bret Hess and Mike Harrington

In meeting report:

Background: The NRSP Review Committee (NRSP-RC) met in Denver, CO on May 28, 2015 for its annual meeting to review proposals, budgets, and guidelines and make recommendations for funding. The committee recognized the need for additional clarification regarding peer review of proposals and is currently drafting an appendix to the guidelines to more clearly outline the processes. Recommendations are presented below.

**NRSP 2015-2016
Requests for Off-the-Top Funding**

Project	Request FY2013	Authorized FY2013	Request FY2014	Authorized FY2014	Request FY2015	Approved FY2015	Request FY2016*	NRSP Review Committee Recommendation
NRSP1	50,000	50,000	75,000	75,000	300,000	300,000	183,500	
NRSP3	50,000	50,000	50,000	50,000	50,000	50,000	50,000	
NRSP4	481,182	481,182	481,182	481,182	481,182	481,182	See below	
NRSP6	150,000	150,000	150,000	150,000	150,000	150,000	See below	
NRSP7	325,000	325,000	325,000	325,000	325,000	325,000	See below	
NRSP8	500,000	500,000	500,000	500,000	500,000	500,000	500,000	
NRSP9	175,000	175,000	175,000	175,000	175,000	175,000	175,000	
NRSP10					398,631	398,631	370,165	
NRSP_TEMP_004 (NRSP4)							481,182	Approve proposal & 5-yr. budget request
NRSP_TEMP_006 (NRSP6)							150,000	Approve proposal & 5-yr. Budget request; require committee to investigate alternative funding models & report back to NRSP-RC at mid-term review.
NRSP_TEMP_007 (NRSP7)							325,000	Reject proposal & 5 yr. budget request; with 1-year transition funding for \$325,000.
NRSP_TEMP_009 (NRSP9)							225,000	Approve proposal & 5-yr. budget request

As of 2012, all NRSP budgets are approved for the duration of their current 5-year cycle, assuming an acceptable midterm review.

11:40

7.0

See Ballot at <http://escop.ncsu.edu/docs/NRSP%20Final%202015.pdf>

Summary of NRSPs

Project #	Project name	Project Period	Mid-term Review Year
NRSP-1	National Information Management and Support System (NIMSS)	2014-2017	2016
NRSP-3	The National Atmospheric Deposition Program (NADP)	2014-2019	2017
NRSP-4 (NRSP_TEMP4)	Enabling Pesticide Registrations for Specialty Crops and Minor Uses	2015-2020	2018
NRSP-6 (NRSP_TEMP6)	The U.S. Potato Genebank: Acquisition, Classification, Preservation, Evaluation and Distribution of Potato (Solanum) Germplasm	2015-2020	2018
NRSP-7 (NRSP_TEMP7)	A National Agricultural Program for Minor Use Animal Drugs	2015-2016	-
NRSP-8	National Animal Genome Research Program	2013-2018	2016
NRSP-9 (NRSP_TEMP9)	National Animal Nutrition Program	2015-2020	2018
NRSP10	Database Resources for Crop Genomics, Genetics and Breeding Research	2014-2019	2017

A Synopsis of the U.S. Potato Genebank: Acquisition, Classification, Preservation, Evaluation and Distribution of Potato (Solanum) Germplasm (NRSP6)

Background: The official National Plant Germplasm System project for the US potato genebank is in the National Research Support System designated as NRSP6. The NRSP system is a key facet of the State Agricultural Experiment Station (SAES) System. NRSP6 provides germplasm stocks, germplasm data, R&D techniques and tools and custom materials for germplasm evaluation to the stakeholders such as public and private plant breeders, potato researchers, food suppliers and processors both domestically and internationally. NRSP6 has been a viable national project (since the 1950s) with current top 10 state (unit) users from CA, IA, ID, MD, MI, MN, NY, OR, WA and WI and, in reality, nearly 50 states using the Genebank over short timeframes. The Genebank has over 5,000 items of germplasm for the world's most important non-cereal crop with 45% of these being unique. While the demand for Genebank services is increasing, the overall financial health is declining; thereby creating uncertainties that project evaluators recommend broader discussions to identify options for a more sustainable future. Very preliminary conversations have occurred with the National Potato Council leadership and staff, a NRSP review team member, a state breeder, state potato commission and a regional agricultural research association. Other key leaders, users and stakeholders must be consulted and fully engaged in order to design alternative funding models.

Challenges

- Potato is a prohibited import crop, so current genetic resources in the US genebank are the only ones readily available to users. Continued restrictions on international germplasm collection and distribution limit new discoveries, thereby increasing the importance and use of the current stocks.
- Historical purchasing power erosion and direct cuts in program support across all of the primary funding sources (USDA Ag Research Service, State Ag Experiment Stations, University of Wisconsin-

Madison, Industry, grants) and numerous in-kind contributions negatively impact the overall operation of NRSP6. Budget pressures have negatively impacted: personnel, operations, maintenance, facility and equipment. The end result is a tenuous future.

- A key essence of the NRSP system is to leverage expertise and resources across priority projects such that the SAES System and other users (as appropriate) benefit and share the costs. This is a strength as well as a weakness.

Next Steps

- Fortuitously, several key meetings are occurring which will allow for a more inclusive discussion and evaluation of future prospects for action (National Potato Council board and managers summer meeting, NRSP6 and regional ag research association(s)).
- Assuming that these discussions are favorable, key individuals should be identified to serve on a committee to delve deeper into the challenge and identify potential solutions that will lead to a consistent and sustainable funding model that will ensure a quality, financially stable and comprehensive US Potato Genebank well into the future.

A Synopsis of the National Agricultural Program for Minor Use Animal Drugs.

(NRSP-7)

Background: The minor use animal drug program has been in existence since 1983 with the following mission/objectives:

1. Identify animal drug needs, including naturally occurring biotherapeutics and feed additives, for minor species and minor uses in major species,
2. Generate and disseminate data for safe and effective therapeutic and biotherapeutic applications,
3. Facilitate FDA/CVM approvals for drugs and biotherapeutics identified as a priority for a minor species or minor use.

NRSP-7 functions to coordinate efforts among animal producers, pharmaceutical manufacturers, FDA/CVM, USDA/ Research, Education, and Extension, universities, State Agricultural Experiment Stations and veterinary medical colleges throughout the country. The project has received off the top funding since USDA NIFA funds have not been available for the past 6 years. After efforts to join forces with NRSP4 failed in 2014, the NRSP Review Committee (RC) provided a one year approval with a requirement of leveraging off the top funding and also emphasized the importance of engaging stakeholders in support of the project.

A majority of NRSP-RC members felt that the committee did not demonstrate “new” leveraged funds, as required, and, rather, only did a better job of reporting funds that already existed (based on explanations provided in the proposal). In addition, the RC expressed concern that, even with NRSP funding, there would not be sufficient funds to make the program effective or impactful. Finally, there was concern about a lack of stakeholder involvement.

Thus, **by a 7-1 vote, the committee approved a recommendation to reject the proposal and budget.** Assuming the recommendation is upheld at the Experiment Station Section Meeting in September, NRSP7 will receive 1-year of funding at the current level to phase out activities.

Challenges

		<ul style="list-style-type: none"> • New Minor Use Animal Drugs have been approved at a rate of 1.6/yr. during the 32 years of the program and 52 applications have been made. • The cost of the program to provide information to support a single label claim has risen to approximately \$3.1 million. At the current funding level approval of a single drug would require 4-5 years. • There are currently six active projects. • There is little or no organized stakeholder involvement (i.e., an advisory committee) in identifying priorities. • The program has struggled to remain in existence. • The program has been unable to garner broad stakeholder support. Additional Comments: The NRSP-RC feels that this is an important effort but it needs to have more structure and guidance. This would commence with a retreat of the administrative advisors and other principals at a central location. This meeting would address organizational shortcomings and develop further approaches to codify the program. <p>A second meeting would bring together stakeholders including the drug industry, producers, USDA, with the aim of directly identifying problems, address funding needs and creating an Advisory Committee.</p> <p>Several NRSP-RC members are interested in working with the committee to build support for the program to a level that would truly make it effective and impactful.</p>
12:00	8.0	<p>Lunch</p> <ul style="list-style-type: none"> • Antimicrobial Resistance in Production Agriculture Task Force - Ian Maw • Sightlines Infrastructure Study Report - Peter Reeves
1:30	9.0	Results of NRSP Balloting/Discussion - Bret Hess and Mike Harrington
1:40	10.0	<p>NIMSS Update and Demonstration - Jeff Jacobsen and Chris Hamilton</p> <p>In meeting report:</p> <p>Jeff Jacobsen acknowledged the hard work of all of the EDAs, Chris Hamilton, Sara Lupis, Rubie Mize and Donna Pierce and indicated that as the NIMSS system is transitioned there will be no downtime. Under Clemson University the new system is stable, secure and readily accepting of changes. Chris Hamilton gave a demonstration and said that on-line webinar training will be provided. Clemson will still be available for maintenance. Efforts will continually be made to improve the system and thus recommendations from the users are welcomed and valued. The roll-out will be in October.</p> <p>Dan Rossi and Rubie Mize were thanked for their hard work in their leadership with the previous system used for many years and a resolution expressing gratitude was read. Dan acknowledged Rubie for her yeoman work with NIMMS from as far back as the 1980s.</p>

Science and Technology Committee Report - Marikis Alvarez and Jeff Jacobsen

In meeting report:

Appreciation was expressed for the work of the previous chair, John Russin.

Multistate Research Award

- Past Winners of the Multistate Research Awards:
 - 2014 - W2128 - Microirrigation for sustainable water use
 - 2013 - SERA005 - Sweet Potato Collaborators Conference
 - 2012 - NCERA208 - Response to Emerging Threat: Soybean Rust
 - 2011 - S1032 - Improving the Sustainability of Livestock and Poultry Production in the United States
 - 2010 - NE1033 - Biological Improvement of Chestnut through Technologies that Address Management of the Species, its Pathogens and Pests
 - 2009 - S1039 - Biology, Impact, and Management of Soybean Insect Pests in Soybean Production Systems
 - 2008 - NC229 - Porcine Reproductive and Respiratory Disease: Methods for the integrated control, prevention and elimination of PRRS in United States Swine Herds

The quality of the submissions for the 2015 award was excellent.

2015 National Winner NC140: Improving Economic and Environmental Sustainability in Tree-Fruit Production Through Changes in Rootstock Use

Award winners receive: Use of \$15,000 of off-the-top MRF; up to \$5000 for travel to award ceremony; balance of funds to support activities which enhance & contribute to research and/or outreach objectives of project.

GUIDELINES FOR 2016

- National Award submissions now limited to 3 pages, plus a 1- page appendix listing participating stations. Regional awards, however, may utilize additional documents to select their nominee.
- Regional associations may review, edit and finalize their nomination prior to the final submission
- May 30 – Regional associations submit final regional nominations to ESCOP Science & Technology Committee

Path Forward:

Face-to-face meeting on October 1, monthly/quarterly calls thereafter

- Formalized S&T committee guidelines
- Open access to publications and data
- Continued discussion on various Federal agency, foundation, and related entities reports (Riley Foundation, AGree, NRC Reports and NIFA Updates, NIFA Centers of Excellence, Commodity Boards, etc.) with recommendations to ESCOP

2:00

11.0

		<p>Other topics</p> <ul style="list-style-type: none"> • Signature Programs (e.g. breeding) • Water Security and related issues • Listening Sessions • Development of Crosscutting programs (Biomedical, Vet, Eng) • Other
2:10	12.0	<p>Communications and Marketing Committee Report - Rick Rhodes and Dan Rossi</p> <ul style="list-style-type: none"> • Kglobal Report - Darren Katz <p>The new incoming chair (Rick Rhodes) thanked Scott Reed (predecessor) and Dan Rossi for their contributions.</p> <p>Background</p> <ul style="list-style-type: none"> • The Communications and Marketing Committee (CMC) meets face-to-face once per year and otherwise quarterly by conference call. The next scheduled conference call is on October 22, 2015. • The CMC oversees and guides the Communications and Marketing Project (CMP), a coordinated and targeted educational effort to increase awareness of the value of Land Grant University agricultural and related programs. More specifically, the CMP supports the creation of unified messages and a targeted educational effort to raise awareness and understanding of the impacts and outcomes of federal funding through capacity and competitive lines to the state agricultural experiment stations and Cooperative Extension. • Two consulting firms, kglobal and Cornerstone Government Affairs, are contracted to lead this effort. These firms help identify key targets and appropriate corresponding strategies to focus communication and education efforts. kglobal then implements earned media strategies utilizing Land-grant University and other stakeholder assets. These strategies include traditional media, the use of grassroots and grass-tops connections (as defined by kglobal), and digital and social media approaches (AgisAmerica website, Twitter, Facebook and YouTube). • The CMP is financially supported by three sections of the APLU Board on Agriculture – Administrative Heads (AHS), Cooperative Extension (CES) and Experiment Station (ESS). The annual CMP \$400,000 budget is equally shared by ESS, CES and AHS. <p>CMC Activities</p> <ul style="list-style-type: none"> • The CMC continues to work closely with kglobal and Cornerstone providing feedback and input to their plans and activities. It also closely monitors the detailed quarterly report generated by kglobal. • The CMC completed the development of a formal set of operating guidelines. • The Guidelines established a standing Plan of Work Committee with a charge to prepare an annual report that articulates clear and focused goals and strategies.

- The 2016 plan of work is currently being drafted. The goal is to have a plan in place by late fall that can then be used guide the operations of the CMC during 2016 and to contribute to the development of contracts for kglobal and Cornerstone Government Affairs for oversight of the work as it relates to the CMP.

CMP Update

- The kglobal quarterly reports provide extensive details on the communications and marketing strategies to highlight these areas along with the general value of the Land-grant University system. Traditional and digital media efforts to increase engagement are described, metrics are reported and results are explained. No attempt to summarize all of the information in these reports but reports will highlight several specific activities.
- kglobal conducted a message testing study around the two major themes that have been emphasized this past year – Health and Nutrition and Water Security. The study was funded by the BAA Policy Board of Directors. It was completed in January and is guiding the communications efforts of kglobal.
- An increased effort has been made to more fully engage the institutional communicators.
- A series of Twitter Town Halls jointly hosted by kglobal and individual institutions have been used to further enhance brand identity and increase organic engagement.
- The National Land-grant Impacts Database was launched this year and kglobal provided support to that effort.
- The 125th Anniversary of the Second Morrill Act was a very significant activity this year. kglobal worked closely with the 1890's Association to develop and implement a traditional and digital outreach plan supporting this important celebration.

Darren Katz reminded the group that Cornerstone lobbies and Kglobal markets. Kglobal's aim is to create an atmosphere about the value of what the System does and not advocate on any issues.

Impact Database Update - Bill Brown and Eric Young

In meeting report:

The quality of submitted impact statements should be strong. The marketing /communications officers should help faculty members who submit to help improve the content. Oregon State University will be offering training on-line but it is a for-pay system.

The National Impacts Database (<http://landgrantimpacts.tamu.edu/>), is continuing to be populated by research and extension impacts. As of September 1 there were 459 research impacts and 996 Extension impacts. Kglobal continues to use the database as a source of marketing information for the Ag is America web site and social media outlets. In addition, various NPL's and offices at NIFA are using the database more frequently to access information about impacts of NIFA funded research and Extension. Because of the increased use by NIFA, it's VERY important to select the appropriate funding sources when entering impact statements, particularly the capacity lines. The Oregon State University Professional and Continuing Education (PACE) unit has completed production of the impact writing learning modules, with input from a national team of Land-Grant and Extension

2:30

13.0

		<p>communication experts. The learning modules are ready and will be available at a cost of \$80/person. There is an open access sample page and video available at: https://pace.oregonstate.edu/catalog/impact-statement-reporting which gives more details on the content. Anyone who would like to have full single-use access to the training modules can arrange that by contacting Chris LaBelle, director, PACE, (541) 737 2807, chris.labelle@oregonstate.edu. A group of writers, editors and designers from each region have volunteered to meet together for 2-3 days in a central location to produce compiled national impact statements on a timely topic in each of the six focus areas of the database. The group requested financial support for this work session from ESCOP and ECOP at the July meetings. The team would include 4 writers, 4 editors and 1 designer. A total of \$10,000 was requested to offset travel, meeting and production expenses. This proposal was discussed by ESCOP but was not approved due to uncertainty about how the product would be useful to the directors or ESS in general. The group has submitted a more detailed proposal to ESCOP and Bob Shulstad has asked the Communication and Marketing Committee to review it and make a recommendation on support based on the marketing perspective of this activity. The committee will discuss the revised proposal during their call in October and bring a recommendation to ESCOP at the November meeting.</p>
2:40	14.0	<p>Healthy Food Systems, Healthy People Initiative Update - Clarence Watson, Shirley Hymon-Parker, and Eric Young</p> <p>In meeting report:</p> <p>On July 23, 2014, as a result of the recommendations from the 2014 Joint COPs meeting, the BAA's Policy Board of Directors, together with the Board on Human Sciences, established the Healthy Food Systems, Healthy People steering committee. The charge to this committee was to develop a broad-based initiative to improve human health and reduce chronic disease by integrating agricultural, food, and nutrition systems with health care systems through alignment of science, education, community engagement, and strategic partnerships, for which funding will be sought in 2018. The Committee is co-chaired by Richard Linton, Dean, College of Agriculture and Life Sciences, NCSU, and Christine Ladisch, Dean, College of Health and Human Sciences, Purdue. This action was taken to build on initial work by ECOP's Health Task Force who identified several recommendations as to how Extension could create programs to better address issues related to human health and chronic diseases. The steering committee focused on identifying knowledge gaps and research needs that could support future education and community engagement activities related to human health and would facilitate integration across agriculture, food, nutrition, and health care systems. They also identified a significant number of public and private partnerships that would be essential to move this initiative forward. The research priorities were integrated with Extension programming needs identified by the ECOP task force to develop the final report, which is expected to be submitted to APLU by October 1, 2015.</p>
2:50	15.0	<p>Nominations and Election of Chair-Elect - Bob Shulstad</p> <p>In meeting report:</p> <p>The next region to offer ESS leadership is to be from the Western Region. Brett Hess was the nominee and was elected by acclamation.</p>

Resolutions Committee Report - Clarence Watson

In meeting report:

Congratulations provided for 2015 Excellence in Leadership Award Winners (see list in Item #1)

Appreciation for those who left their positions in 2014-2015:

ARD

- Dr. Barry Bequette, Alcorn State University
- Dr. William Randle, NC A&T State University
- Dr. Teferi Tsegaye, Kentucky State University NERA
- Dr. Michael P. Hoffmann, Cornell University

NCRA

- Dr. Steve Slack, The Ohio State University

SAAESD

- Dr. William Batchelor, Auburn University
- Dr. Steve Oliver, University of Tennessee
- Dr. Mary L. Duryea, University of Florida
- Dr. George Askew, Clemson University

WAAESD

- Dr. Barbara Allen-Diaz, University of California
- Dr. Steve Sparrow, University of Alaska Fairbanks
- Dr. Don Thill, University of Idaho
- Dr. Lowell Catlett, New Mexico State University

RESOLUTION OF APPRECIATION to Dr. Bob Shulstad, as the outgoing Chairman of the Experiment Station Section (ESS)

Resolution of Appreciation for the work of hosting the 2015 ESS/SAES/ARD meeting to Drs. Shirley Hymon-Parker, Leonard Williams and Carolyn Brooks

2:55

16.0

		Dr. Bob Shulstad passed the gavel to the new ESS Chair, Dr. Shirley Hymon-Parker who indicated her acceptance of the leadership role going forward with the help of all of the members of the ESS.
3:00		Changing of the Guard - Bob Shulstad Final Remarks and Adjourn - Shirley Hymon-Parker
		Agenda Briefs Only
17.0		<u>ECOP Liaison Report to ESCOP</u> - Bev Durgan <ul style="list-style-type: none"> • <u>Education for Producers handout</u> LEAD21 Report

Agenda Brief 1.3 ESCOP Chair's Interim Actions (October 1, 2014 to September 2015)

Presenter: Bob Shulstad

Appointments:

- Appointed Dr. Saied Mostaghimi to the ESCOP Budget and Legislative Committee
- Appointed Dr. Lynne Borden to the ESCOP Social Science Subcommittee
- Appointed Dr. Emily Buck to the ESCOP Social Science Subcommittee
- Appointed Dr. Domenico Parisi to the ESCOP Social Science Subcommittee
- Appointed Dr. Adel Shimohammadi to the Science and Technology Committee
- Appointed Dr. Fred Servello to the ESCOP-NRSP Review Committee
- Appointed Dr. Susan Brown to the ESCOP National Plant Germplasm Coordinating Committee
- Appointed Dr. Ernie Minton to the NC-FAR Board as an ESCOP representative
- Appointed Dr. Marikis Alvarez to the ESCOP Science and Technology Committee

Action: For information only

Background:

This award was conceived by the S&T committee in 2013 and will be considered part of the ESCOP Chair's duties going forward. Please refer to the 2015 version of this award announcement below for more details. Winners will be presented with their award during the APLU Annual Meeting's awards ceremony on Sunday, November 15, 2015.

Winners this year are:

**Dr. Alton Thompson, Provost and Executive Vice President of Academic Affairs,
Delaware State University**

**Dr. Fred Cholick, former Dean and Director (retired), Kansas State University
(President and Chief Executive, Kansas State University Foundation) (retired)**

**Dr. Michael P. Hoffmann, Director, Cornell University Agricultural Experiment Station -
Ithaca**

**Dr. Eric Young, Executive Director, Southern Association of Agricultural Experiment
Station Directors**

**Dr. Ron Pardini, Professor of Biochemistry, University of Nevada Reno, former AES
Associate Director and Interim Dean and Director**

Final version of award announcement to share annually with each region:

**Experiment Station Section Awards for
Excellence in Leadership (June 2015)**

Purpose

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

Award and Presentation

Up to five awards, one from each ESS region, will be presented each year. The awards shall be signified by the creation of a suitably inscribed piece approved by the ESCOP Executive Committee and presented to the recipient or his/her proxy at the Association of Public and Land-grant Universities (APLU) annual meeting and will be further memorialized by a resolution

to be read during the ESS fall meeting. The home institution shall be made aware of the recognition by formal letter from the ESCOP Chair to the Chief Executive Officer of the institution and its governing body (Board of Trustees, Board of Regents, etc.) with others copied as appropriate.

The expense of the actual award recognition will be borne by the Regional Association, while the expenses associated with travel of the winners to the APLU meeting will be borne by the Associations and/or home institutions.

Eligibility

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

Nominations

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

Submission and Review

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

Agenda Item: Policy Board of Directors Report

Presenter: Steve Slack

The Policy Board of Directors met in Napa, CA on March 31 and Providence, RI on July 22. Below are summaries of discussions from those meetings.

1. By-laws Change

- Another vote to change the Board on Agricultural Assembly bylaws on number of votes needed to change by laws to “Approval by 2/3 of those voting, provided > 50% of eligible voters vote” was held in April
- This vote also failed due to less than 2/3 of eligible votes casting ballots
- It was decided in July to explore electronic voting further, although D.C. prohibits this practice, an exemption may be possible
- PBD will decide in November how to proceed depending if electronic voting is allowable or not.

2. Unified message

- Riley Foundation and AGREE are both working on developing a message
- AGREE’s idea is different from Riley Foundation, particularly related to capacity funds. AGREE does not mention capacity funds
- These groups are primarily interested in research, not extension or teaching
- The Board on Agriculture Assembly needs to develop a message that is broad enough to cover the Land Grant University mission
- Wendy Wintersteen is now chair of Riley Foundation and could convene a meeting of these groups
- Motion to move forward on developing a message, request proposal from Mitch Owens to facilitate process, identify taskforce members
 - Linda Martin/Steve Slack, motion approved

3. Budget and Advocacy Committee Report

- Alan Grant is Budget and Advocacy Committee chair and Orlando McMeans is Chair-elect and Advocacy Chair
- Process for advancing new initiatives has been drafted by ECOP’s and ESCOP’s Budget & Legislative Committees and are being merged into one document
- Responses from NIFA on water and Pest Management initiatives
 - Unlikely that any initiative will be adopted wholly by NIFA
 - However, NIFA will use key parts, and may also need additional information
 - Motion – “Any initiative from parts of the system represented on the BAA Policy Board of Directors in which funds or special requests are being made in which the requestor is doing so as part of the BAA shall be transmitted through the chair of BAA PBD with a written letter of request being part of the formal process. This does not preclude meetings or other communications by members to discuss and develop ideas and concepts before reaching the formal request stage”. – Steve Slack/Alan Grant
 - Tabled to be considered by Sections along with process for bringing forward big initiatives

4. Committee on Legislation and Policy

- Tribal colleges letter asking for recommendation that 1994’s can compete for CYFAR and FRTIP
- Possible change in overtime exempt status for up to \$50,000.
 - This impacts all university employees, but Extension would be hit particularly hard
- A new clause just introduced would require state match for 1862 and 1890 to be equivalent, i.e. have to match at least 1 to 1

5. FSLI/LEAD-21

- LEAD-21 has paid back APLU loan completely
- LEAD-21 applicants are over 90 per year now, so they have to decide how to handle this much demand
- LEAD-21 contract with University of Georgia ends January 1, 2016, so an RFP will issued for a new management contract. UGA may not put in a bid.
- FSLI is currently recruiting and also has more applicants than slots for their next class
- FSLI has raised tuition to meet costs and are maintaining a stable budget

6. Futuring Initiative

- Discussions that Ian Maw had with Peter McPherson lead to decision that APLU will launch a futuring effort at the President's level focused on food in the broad sense
 - Randy Woodson will lead this effort
 - This will be a joint CEFRR and Presidents' initiative with the BAA heavily involved
 - Looking for external funding for effort, will talk with Kellogg Foundation soon

7. Anti-microbial Taskforce Report

- Lonnie King, Ohio State University, is chair.
- Taskforce is making recommendations to various federal agencies on managing microbial resistance related to antibiotic use in animal agriculture
- Work products also include research needs and knowledge gaps, curriculum adjustments in undergrad and graduate courses, and public education
- Final report is due out in September

8. Communication Marketing Committee Report

- Scott Reed will be chair until November
- Water security will be one of the focuses
- Continuing to make efforts to document the return on investment of this effort
- kglobal has completed message testing that was approved last year and will likely repeat testing on a smaller scale annually. Proposal will be coming from kglobal soon for this activity

9. Infrastructure Survey

- Sightlines have held two webinars and one more will be done
- Almost every institution is participating and have paid assessments
- Surveys are currently out for completion
- Report is expected in early Fall

10. APLU Annual Meeting

- November 15 -17, 2015, Indianapolis
- Board on Agricultural Assembly session Monday morning
 - Ideas for plenary session
 - Unified message
 - Board on Agricultural Assembly initiatives status
 - APLU futuring
 - GMO issue, Land Grant Universities stand
 - BAA initiatives was chosen as the topic

11. 2015 Election for Policy Board of Directors

- Academic Programs Section, Administrative Heads Section, Cooperative Extension Service, 1890, Non-Land Grant Universities need to elect a new representative
- Clarence Watson was chosen to complete Steve Slack's term. Ernie Minton will be the alternate



**Cornerstone Report
ESS Business Meeting**

September 30, 2015

APLU NIFA Priorities

Priority	FY-15 Final	FY-16 House	FY-16 Senate
Smith-Lever 3(b)-(c)	300.000	300.000	300.000
Hatch Act	243.701	243.701	243.701
Evans-Allen (1890s Research)	52.485	52.485	52.485
1890s Institutions Extension	43.920	43.920	43.920
McIntire-Stennis Cooperative Forestry	33.961	33.961	33.961
1994 Research & Extension	6.247	6.247	6.247
Agriculture and Food Research Initiative	325.000	335.000	325.000
Total	1,005.314	1,015.314	1,005.314

*Amounts in Millions (\$)

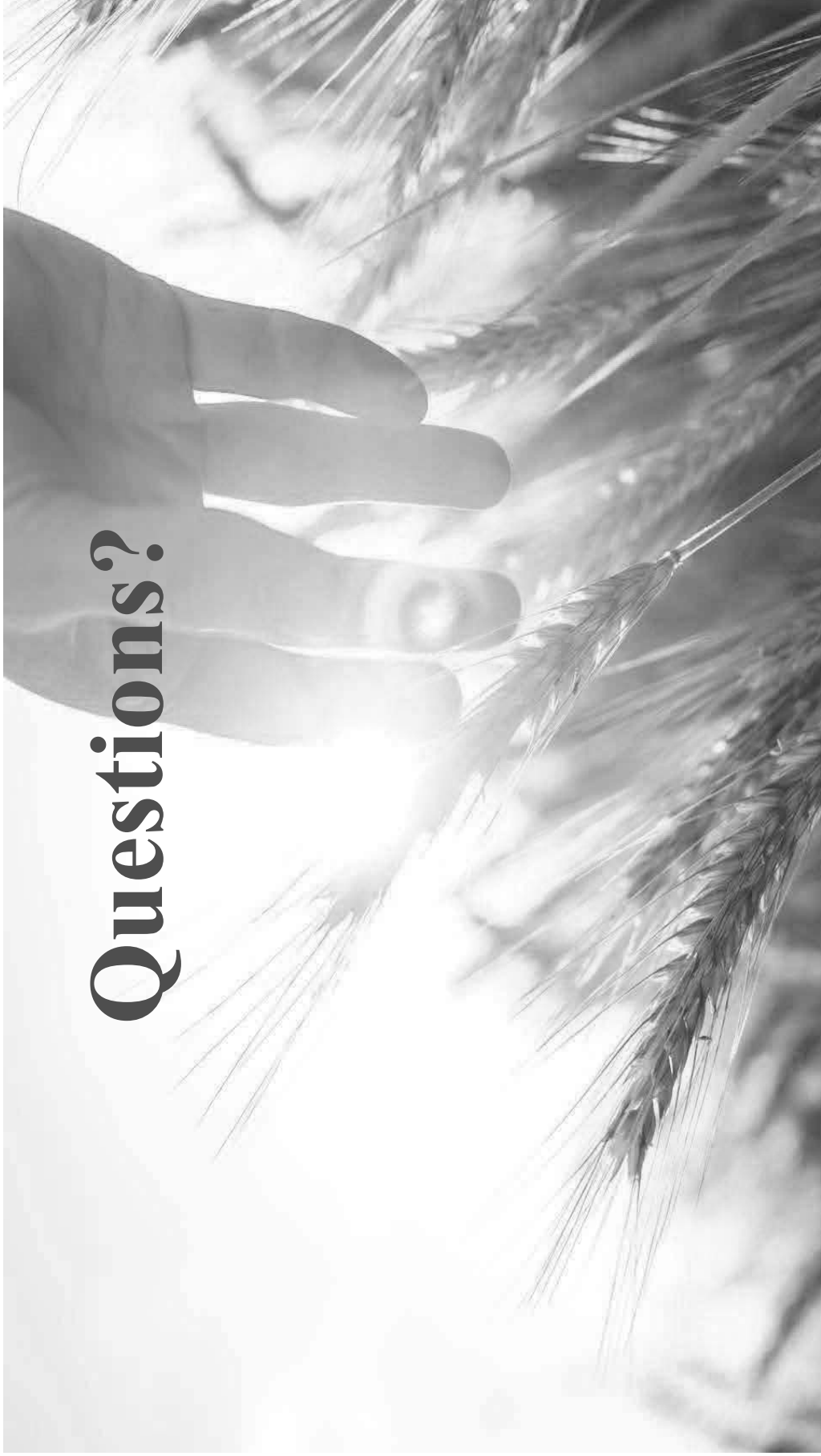


Other Items

- Crop Protection/Pest Management
- Grambling



Questions?



Item 5.0

ESCOP Budget and Legislative Committee Agenda Brief

Presenters: Gary Thompson and Mike Harrington

For information only

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

<p>Chair: Gary Thompson (NERA)</p> <p>Delegates: Barry Bequette (ARD) Carolyn Brooks (ED-ARD) Karen Plaut (NCRA) Ernie Minton NCRA Tim Phipps (NERA) John Wraith (NERA) Bill Brown (SAAESD) Saied Mostaghimi (SAAESD) Jim Moyer (WAAESD) Vacant (WAAESD)</p> <p>Executive Vice-Chair Mike Harrington (WAAESD)</p>	<p>Liaisons</p> <p>Rick Klemme (ECOP Liaison) Robin Shepard (ED - NCERA) Robert Holland (NIFA) Paula Geiger (NIFA) Vacant (ARS) Glen Hoffsis (APLU Vet Med) Eddie Gouge (APLU) Ian Maw (APLU) Connie Pelton Kays (CARET) Cheryl Achterberg (APLU - BoHS)</p> <p>Jim Richards (Cornerstone) Hunt Shipman (Cornerstone) Vernie Hubert (Cornerstone)</p>
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Water Security Initiative

A group from ESCOP, ECOP, the BAC and Policy Board met with Sonny Ramaswamy and Bob Holland during the Joint COPS meeting to ascertain what was needed to strengthen the Initiative. Robin Shepard and Mike Harrington worked to address the stated needs. The document was transmitted to Sonny by Policy Board Chair, Jay Akridge on August 11, 2015 (see attached).

Water Impact Statements

As part of the advocacy effort for the Water Security Initiative, ESCOP and ECOP have been collecting important water-related impact stories that address the five Keystones of National Significance:

- Food and Agricultural Production
- Environment and Ecosystems Services
- Energy Production
- Human Health and Safety
- Community Vitality

Colleges were also asked to enter new water-related impact statements into the national Land-Grant Impacts database (<https://landgrantimpacts.tamu.edu/>). In response to this request, the B&L committee received 18 responses from experiment stations and 44 impact stories. These submissions

have been sent to Faith Peppers who is working with other communications specialists to develop unified stories that demonstrate impact at the national level.

New Budget Initiatives and Strategic Marketing

A subcommittee led by Saied Mostaghimi created a Strategic Marketing Campaign document as a generic template to guide future initiatives such as the Water Security Initiative. At the same time, BAC Chair Jay Akridge requested that the ESCOP and ECOP Budget and Legislative Committees develop a process document to guide the development of new initiatives such as the Water Security Initiative. Mike Harrington led this effort, engaging the B&L committee members. Both documents contained common as well as unique elements and it was decided to combine these two related documents into a single working document that can be used as a procedural best practices guide for new or existing budget initiatives. Both Budget and Legislative Committees have provided comments, and the final unified document is attached.

Joint ESCOP-ECOP Budget and Legislative Committee discussions.

A breakfast meeting of ESCOP and ECOP members was held during the Joint COPs meeting. Both Chairs participate in the respective committee conference calls. It was agreed that the committees should remain separate but coordinate their activities, bringing together the unique perspectives from each committee. To that end, a joint ESCOP-ECOP Budget and Legislative Committee meeting is being planned for the AHS-CARET meeting in late February-early March 2016.

BAA Process for Advancing New Budget Initiatives

Over the last several years, considerable effort was invested in two budget initiatives: Crop Protection/Pest Management and Water Security. The concept of addressing issues of great importance as described in the Water Security Initiative gained broad support of the Board on Agricultural Assembly (BAA), and at least some traction at U.S. Department of Agriculture National Institute for Food and Agriculture (USDA-NIFA). Several valuable lessons were learned through these processes including:

- Communicating with a unified voice,
- Engaging topical experts in developing white papers,
- Vetting white papers at various levels including the Extension Committee on Organization and Policy (ECOP), Experiment Station Committee on Organization and Policy (ESCOP), the Budget and Advocacy Committee (BAC), and the Policy Board of Directors (PBD),
- Enumerating expected outcomes and impacts,
- Articulating how the initiative adds value to the potential funding agency's programs
- Involving the Executive Directors and Administrators (EDAs) in facilitating initiative development from the beginning to end

At least two years of lead time are needed to get an initiative "in the queue" for consideration by a federal agency. Every effort must be made to have federal partner(s) engaged in the white paper development process. The process, from idea to white paper development and approval, must be completed at least two years in advance of efforts to include in a federal budget request. In addition, it is essential to define important components of the advocacy campaign in order to establish a generic framework or checklist for future campaigns.

Finally, it is crucial that there is formal communication of the final initiative from the Policy Board of Directors to the specific federal agency Director, other appropriate agency officials, as well as distribution to BAA members and other partners.

Issue Identification/Workgroup Development Steps

1. Identify the big problem: What is the big issue of the day that can be addressed by the Land-grant University System using integrated approaches? (Ideally only one issue would be selected to avoid potential mixed messages.)
2. Vet idea with Sections, BAC, BAA, other Boards, and other groups as appropriate.
3. Vet idea with Cornerstone for feasibility.
4. BAC charges formation of workgroup (WG) with scope of work to include white paper development.
5. Deans and AES/CES Directors and Administrators identify WG members who agree to participate.
6. Workgroup is created with the assistance of the EDAs; current Section Chairs serve as co-chairs.
7. EDAs facilitate communication among partners and regions.

White Paper Development and Content

With the assistance of the EDAs and Section Chairs, the WG develops a white paper through an iterative process. The white paper:

- Clearly identifies the issue or situation and frames it in terms of its importance to a broad base of stakeholders nationwide.
- Identifies the needs, goals, and objectives of the initiative.
- Summarizes current efforts on the issue and identifies gaps.
- Identifies expected outcomes and impacts that would result from implementation
- Articulates tangible benefits to be realized by the public.
- Specifies time frames for milestones.
- Describes how conditions will change.
- Indicates how the initiative will add value to the federal agency's portfolio.
- Articulates implications of failing to take action.
- Identifies budget information/implications (a mix of capacity and competitive funding with a larger portion of the funds provided on a competitive basis in support of integrated activities).
- Includes a logic model.
- Includes an Executive Summary.

Approval/Endorsement Steps

Once the WG completes what it considers to be a final draft of a white paper, that document is circulated and approved/endorsed as follows:

1. Endorsed by Section Budget and Legislative Committees
2. Endorsed by Board on Agriculture Assembly Committees
 - a. Budget and Advocacy Committee
 - b. Committee of Legislation and Policy, if necessary
3. Endorsed by Policy Board of Directors

Internal Communications

EDAs and university communications specialists work with kglobal and Cornerstone to develop messages that will resonate with targeted individuals/groups. EDAs work with kglobal to develop aesthetically pleasing one-page briefs that succinctly encapsulate and highlight the primary conclusions of the white paper.

Communications to Federal Agency

After approvals, the Policy Board Chair formally distributes the white paper to the specific federal agency Director (e.g. NIFA) and other appropriate agency officials and partners. This communication is done by both electronic means with return receipt and registered mail.

The white paper is also distributed to all members of the BAA, Deans/Directors who, in turn, distribute to their faculty/staff as appropriate.

Strategic Communications Campaign

A strategic communications campaign is developed and designed to generate support for the proposed approach detailed in the white paper. A steering committee is authorized by the BAC and PBD and identified by the Deans, AES, and CES Directors. The steering committee is responsible for coordination of the strategic communications campaign, including responding to questions, communicating with the interest groups, engaging in social media platforms, and providing news releases.

In partnership with Cornerstone, the Steering Committee will develop a timeframe for “the ask” and for generating buy-in from appropriate individuals, groups, and organizations. Kglobal will be engaged to develop a communications strategy that builds effective messaging by launching a media campaign, coordinating the process, and reaching out to elected officials.

Design an effective communications strategy:

- Consider who needs to be involved in the communications network and at what time or stage of the campaign. It is critical to communicate early on and involve federal agencies in the discussion (e.g., USDA-NIFA, NIH, etc.).
- Identify the target audience(s).
- Develop a complete inventory of stakeholders/coalition members (including affiliations and contact information).
- Identify people/organizations that may not necessarily support the issue and work to gain their support.
- Develop a broad and diverse cross-sector advocacy coalition that includes commodity groups, producers, industry, citizens, universities, NGOs, and politicians as appropriate.

Design a complete plan of action:

- Develop a statement of vision/goal/strategies and actions for the campaign.
- Create a campaign “brand” (name the issue) to help easily communicate to a broad audience (e.g., “We will cure cancer.”).
- Identify specific milestones, outline a timeline for achieving milestones, and who is responsible for achieving them.
- Develop a range of educational materials targeted at specific audiences.
- Create a mechanism to provide/receive feedback.
- Monitor progress and modify approach as needed.

From: Akridge, Jay T. [mailto:akridge@purdue.edu]
Sent: Wednesday, August 12, 2015 5:58 PM
To: slack.36@osu.edu; jimmy.henning@uky.edu; Harrington,H. Michael
<Michael.Harrington@colostate.edu>; robin.shepard@ces.uwex.edu; imaw@aplu.org
Subject: RE: National Initiative on Improvement of Water Security Update

Thanks to all for the work on this....we will see where it goes...

Jay Akridge
Glenn W. Sample Dean of Agriculture
Purdue University
Ph: 765-494-8391

From: McClure, Dinah L **On Behalf Of** Akridge, Jay T.
Sent: Tuesday, August 11, 2015 9:48 AM
To: sonny@nifa.usda.gov
Cc: slack.36@osu.edu; jimmy.henning@uky.edu; Michael.Harrington@colostate.edu;
robin.shepard@ces.uwex.edu; imaw@aplu.org
Subject: National Initiative on Improvement of Water Security Update
Importance: High

To:
Dr. Sonny Ramaswamy
Director
National Institute of Food and Agriculture
Via email: sonny@nifa.usda.gov

From:
Dr. Jay Akridge
Chair, Board on Agriculture Assembly and
Glenn W. Sample Dean of Agriculture
Purdue University

On behalf of the Board on Agriculture Assembly, I am pleased to provide you with updated materials on the National Initiative on the Improvement of U.S. Water Security proposed by the Land Grant University community. This update, prepared by members of the Water Security Working Group, addresses issues raised in the NIFA-written response as well as those discussed during our recent meeting in Providence, RI. You will note that the additional materials include expected outcomes and impacts, as requested. Most importantly, the Water Security Initiative proposed by the Board on Agriculture Assembly provides a framework in which to coordinate the various water activities that are funded by NIFA.

Please note that as you requested, we have included quantitative outcome metrics in the document where appropriate. We consider these a first draft at developing quantitative metrics and would appreciate the chance to discuss these metrics further with you and your team before they are finalized.

Finally, I have attached the Water Security Initiative report and the Executive Summary that were provided to you earlier.

Thank you for your consideration of this important initiative. Please feel free to call Robin Shepard (office 608-890-2688 or cell 608 358-8768); Mike Harrington (office 970-491-6280 or cell 970-420-1309) or me (office 765-494-8391 or cell 765-414-8359) if you need further information after reviewing the document. The Land Grant community appreciates our partnership with you and your team at NIFA.

Jay Akridge

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Expanding and Developing New Approaches to Water Security
*Further discussion on the National Land Grant Initiative to
 Improve of U.S. Water Security by the nation's Land Grant Institutions*

A compelling reason to act:

Agriculture sits at center of a host of 21st century water challenges ranging from the impact of farm practices on our waters, to not having enough water to grow crops and livestock. Agriculture is coming under increased scrutiny about its role in water security and human health. Recent attention to drought and wild fires in the Western U.S. are one example. Meanwhile in the other sections of the country, especially the Midwest and South, nutrient loading combined with heat waves and extreme runoff events generate blue green algae blooms that result in beach closures and loss of drinking water sources. Local ponds and reservoirs are increasingly unusable and urban residents in the Great Lakes have witnessed large scale hardships, including physical illnesses, due to loss of quality drinking water. Algae blooms are also implicated in the increasing widespread generation of harmful drinking water contaminants, like chloroform, that result from byproducts of disinfectants combining with organic matter.

Now more than ever, the US farm community is demanding a response from USDA. Bill Myers, president of Ohio's Lucas County Farm Bureau was recently quoted in the Detroit Free Press, July 29, 2015:

"I am tired of hearing hypotheticals on where things are coming from. We need to know for sure what areas are contributing, and target the highest levels with the quickest response. I don't care which ones we identify, [but] being able to treat this water so people can drink it is the No. 1 task."

Land Grant Institutions have a systematic network of expertise, on-going research, campus-based instruction, and strong community/county-based responses through agents and educators that are all well positioned to work on challenges associated with water security. Land Grant Institutions are able to go beyond site-by-site fragmented projects and link local needs to our capacity on campuses and in communities.

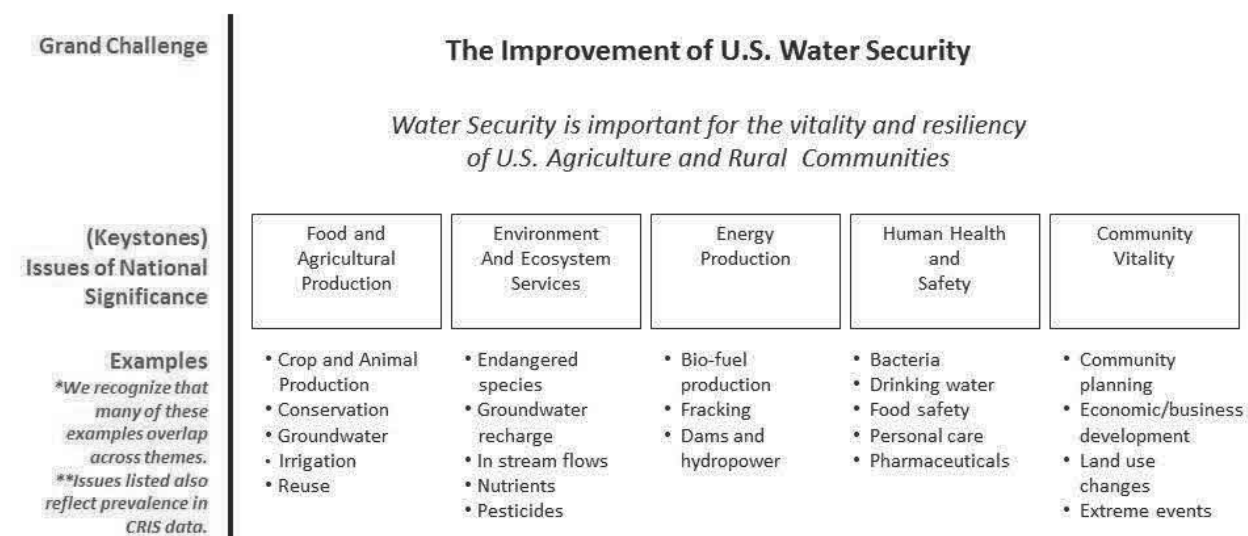
This water security initiative will increase collaboration within and among our Land Grant Institutions as part of a collective national response. As outlined it maximizes our existing institutional resources, leverages where appropriate with others, and expands what we do to meet emerge issues. This initiative addresses current and emerging needs by expanding the current expertise and infrastructure of our national Land Grant network – a network that is well positioned to respond -- but currently overstretched.

An invigorated Land Grant/NIFA partnership can address these challenges:

The National Water Working Group produced recommendations for expanding and enhancing new approaches to protecting water security in the U.S. [*please see full report from August 2014*]. To further document the need for such bold steps by the nation's Land Grant Universities and Colleges the following is a more detailed explanation of what steps would be taken if funded.

The National Water Working Group identified National Issues of Significance (Figure 1) which represent current and emerging threats to U.S. water security. These issues are primary drivers for future research, teaching programs and extension-outreach to communities. Addressing U.S. water security interests will require substantial investment in new/additional funding.

Figure 1. National Issues of Significance.



The Issues of National Significance greatly influence how Land Grant Universities need to organize their expertise and the way they should offer community assistance through research, teaching and Extension. This national water security initiative increases support so our Land Grant University can meet both current and emerging needs described in the Issues of National Significance by enhancing their capacity. **The Working Group report calls for \$100M (annually) in new/additional funding [Table 1] to be allocated across the five Essential Elements. [PLEASE SEE FULL REPORT FOR A COMPLETE EXPLANATION OF HOW ESSENTIAL ELEMENTS FOSTER IMPROVED RESPONSES, EFFICIENCY AND COLLABORATION AMONG LAND GRANT INSTITUTIONS.]**

Table 1. \$100M/year National Water Security Initiative

Essential Element		
#1. State/Institution-based Coordination	\$4M	Fixed costs
#2. Regional Water Centers	\$6M	Fixed costs
#3. Integrated Regional Water Grants	\$45M	50% of competitive funds
#4. AFRI National Grants	\$36M	40% of competitive funds
#5. Instructional Grants	\$9M	10% of competitive funds
TOTAL	\$100M	Annually - for a <u>minimum</u> of five years.

About Table 1. Fixed Costs versus Competitive Funding.

Fixed costs are essential investments required to support the expertise and services of Land Grant Institutions as they expand their efforts to address water security. These are basic costs that occur, regardless of funds associated with short-term projects

(commonly supported by grants). These costs are presented as static/fixed because they are necessary for on-going activities (ranging from program/project/curriculum development to administrative coordination). This support ensures integration among and between Agricultural Experiment Stations (AES) and Cooperative Extension Services (CES). **The Working Group recommends the first \$10M in any new/additional funds be dedicated to meet these needs. The Working Group also recommends that the \$10M amount in fixed costs should not decrease even if the funding for competitive programs is less than described (\$90M).**

The following describes each of the National Issues of Significance in terms of the primary problems, and links those priorities to where Land Grant Universities are best positioned to make a difference by expanding current efforts and developing new approaches across research, teaching and extension.

Food and Agricultural Production

Water insecurity is threatening our ability to maintain agricultural production at a time when increased world population pressures suggest we must increase production. While gains have been made in irrigation efficiency that have resulted in increased yields, adoption of these technologies and the information needed to manage them has been lagging. Agriculture is on the cusp of a new era of increased production using environmentally responsible technologies. There is an urgent need to assist in this transition to information based management systems that uses big data, earth mapping, earth monitoring systems and other internet based technologies to increase water use efficiency, manage water systems and reduce water quality concerns. These technologies are currently spawning new methods of addressing water quality and conservation issues through “precision conservation” techniques that target programs to those areas with the greatest production, environmental stewardship and economic impacts. These new technologies will be even more important as irrigated and rain fed agriculture adapts to more variable climate conditions in our future. In addition, poor groundwater management across the nation is threatening future water supplies. Our Land Grant Institutions need to promote irrigation efficiencies, increase yields and help our communities better manage all of their water supplies.

Specific actions provided by this initiative will include:

- Adoption of advanced irrigation technologies and the information and management tools to effectively use them. This includes: increasing the development and adoption of precision conservation technologies and techniques; adaptive planning to account for interactions between surface waters and groundwater recharge; and the use of big data, earth mapping, earth monitoring systems and other internet based technologies. *GOAL: In five years, increase acreage under precision irrigation (target - over 1 million acres).*
- Work with growers to adopt sustainable management systems for surface and groundwater that recognize their interconnection. This would support: the creation and implementation of sustainable groundwater and surface water management plans; increased use of aquifer recharge strategies to increase groundwater storage and build drought resilience; and increased reuse of agricultural and urban waters, including agricultural runoff, urban stormwater runoff, treated urban waste water and others. *GOAL: In five years, increase aquifer recharge in targeted river basins (target - at least 10 major basins will increase recharge by 10 percent).*
- Increasing soil health through techniques such as no-till and addition of soil amendments such as compost to increase water holding capacity and soil tilth in ways that will sustain our agricultural systems and increase yields. *GOAL: In five years, increase acreage under no-till systems (target – over 5 percent increase in acreage).*
- Creation and adoption of drought resilient plant varieties in irrigated and rain fed agricultural systems.
- Decrease animal product water footprints through more water efficient feed production, feed formulation, and selective breeding.

Environment and Ecosystem Services

America's agricultural and rural lands serve as the water source for downstream lakes, rivers and estuaries –but more intensive production from existing agricultural lands is sought if we are to meet the demands of a growing world population while retaining natural ecosystems. Melding these two visions of agriculture and rural lands represents one of the major challenges of the 21st century. Improved nutrient use can accelerate production, but runoff from poor management of cropland and animal agriculture fosters harmful algae blooms that cause beach closures and fish kills from ponds in the Midwest to the Great Lakes and the coasts. Irrigation is a key component that will enable stable and high levels of agricultural productivity but poor management threatens fish migration, spawning and nursery habitats. We are poised to make major advances that will provide safe and plentiful water from agricultural and rural lands.

Specific actions provided by this initiative will include:

- Innovative, rapid crop and soil tests combined with advances in cropping systems and nutrient management can reduce offsite losses and enhance production.
- Locally-based watershed assessment that rely on new, high resolution geospatial data can target “hotspots” of nutrient losses and identify and enhance ecosystem niches, such as riparian zones and beaver ponds that purify runoff waters. *GOAL: In five years, improve the efficiency of conservation and restoration investments in targeted watersheds (at 12 digit HUC level).*
- New water sensors are now available that provide real-time data on river, lake and estuary water quality and advance our capacity to pinpoint the effects of timing of agricultural practices on nutrient losses. These data are poised to be translated into risk reduction practices.
- New management practices such as edge of field bioreactors are now being optimized for nitrogen control on drained cropland and innovations are ongoing to promote phosphorus reductions. *GOAL: In five years, increase the use of edge of field bioreactors (target – installation of field bioreactor on 500,000 acres of drained cropland).*
- Advances in geospatial data, high resolution modeling and new agro-forestry practices can now promote strategic restoration of headwater habitats through riparian buffers and elimination of instream barriers.
- Advances in irrigation water management through the use of improved technologies, computer mapping, and state-of-the-art sensors can be combined with improved understanding of critical flow periods to sustain important fisheries.

Energy Production

Extreme events such as the current Western drought directly affect both agriculture and the energy sector, often putting these two critical sectors in competition for scarce water resources. According to the U.S. Geological Survey's 2010 report, 45% of US water withdrawals are for thermoelectric power generation and 37% are attributed to agriculture. As such, much of the problem and solution to water availability and water quality lie within these two sectors. However, the economics of energy production are such that agriculture cannot compete in the marketplace with the energy sector for water supplies. The recent movement of irrigation water to hydraulic fracturing demonstrates this tension graphically. Additionally, our food system is a large consumer of energy. About 30% of the global energy demand is used for the full food production and supply chain. In the U.S., use of energy along the food chain has increased more than six times the rate of increase in total domestic energy use between 1997 and 2002. Aside from food transportation and processing, significant energy use occurs in the pumping of irrigation water. According to the USDA-ERS, over 30% of the US corn crop is used for ethanol production. Collectively, these facts make it abundantly clear that energy and water are intertwined in our food

system and that research and extension programs are critically needed to address these linkages for a secure food supply – both domestically and internationally.

Specific actions provided by this initiative will include:

- Provide new methods, technologies, water efficiency and water sharing strategies to reduce/optimize agricultural water and nonrenewable energy use. *GOAL: Over the next decade, decrease excessive irrigation application (target - 56 million U.S. irrigated acres by decrease by an average of one acre-inch over the next decade); GOAL: Increase the use of renewable energy in agriculture (target - 10 percent increase in renewable energy by those participating in program activities).*
- Develop algorithms and optimization strategies to use the right water in the right place and time. In many cases energy production can utilize marginal waters and effluents from Ag systems, in other cases Ag can utilize waste waters from energy. *GOAL: In five years, increase the use of treated effluents and marginal water (target - 1 million acre feet).*
- Develop biofuels production systems that produce more energy with lower water and energy inputs. *GOAL: In five years, maintain current biofuel production levels, decrease water and energy use in producing biofuels (target - 15 percent less water in biofuel production).*
- Provide US crop and livestock producers with timely data and information to improve decisions on energy and water use to balance the tradeoffs that occur with these critical inputs. *GOAL: Develop and manage open source data and modeling platforms that provide needed information on water use, water quality, soil, climate data, crop growth, carbon stocks at a 12 digit HUC level to enhance producer decisions.*

Human Health and Safety

The safety and security of our nation's food and water supply is of paramount importance to individual and community health. We must understand and communicate the inherent risks and uncertainties in the complex food-water system. Advanced research and extension programs can create and disseminate the knowledge necessary for producers and consumers to take appropriate actions to ensure the long-term safety and continued productivity of our food and water systems.

Specific actions provided by this initiative will include:

- Nationwide, increase the number of private well owners who test and protect their private wells. New extension programming also will provide critical education resources for private well owners to ensure the safety of their drinking water in the aftermath of extreme events and natural disasters (e.g., flooding, coastal storm surges). *GOAL: In the five years, increase the number of private well owners who test their water and take steps to protect their private wells (target - over 100,000 private well owners will test their drinking water).*
- New research that examines the occurrence, fate, and transmission of waterborne contaminants – specifically pathogenic bacteria and pharmaceuticals that could impact food safety (fruits, vegetables, and shellfish).
- Establishing trans-disciplinary research and extension teams that address both food safety and water quality protection. These teams will help to solve the complex and interrelated issues that impact the safety of the nation's food supply. Gathering and communicating interdisciplinary-based information will help communities make balanced and informed decisions.
- Studying and communicating the impacts of water quality management practices on potential contamination from domestic and wild animals, contaminant persistence in irrigation tailwater, sediments from irrigation, and sediment control structures. For example, vegetable growers report finding themselves in an untenable position—pressured to *minimize* the use of on-farm conservation practices that promote water quality in order to address concerns of food safety

professionals. *GOAL: In the five years, nationwide, a growing number of farms will develop food safety plans (in response the Food Safety Modernization Act) that balance soil and water conservation with food safety concerns (target - 50,000 farms will develop food safety plans and implement them to some degree).*

- Analyzing the role of agricultural landscapes in groundwater recharge and conjunctive water management with an emphasis on drinking water supplies. Transparent information about local, regional, and national groundwater use will be made available.

Community Vitality

Water security is important for long-term economic growth and community vitality in our cities and rural communities. This link between water and community vitality is very strong and transcends merely protecting water security solely through biophysical and remediation means.

For a community to be vibrant – it must be resilient to drought, floods and potential contamination events. Communities need support from Land Grant Institutions that foster wise and appropriate decisions over protection and enhancement of water resources. Likewise, when the water resources are secure it leads to a greater sense of quality of life through improvements in public health, local economies, water-related recreation, tourism, and aesthetic appreciation. When water has greater value as a public asset it helps that community improve its sense of place and identity. Water is part of a community's basic infrastructure, and therefore for a community to be healthy and vital it must be secure.

The vast Land Grant network of academic expertise is ultimately anchored locally by extension professionals with the ability to attack problems by working with local decision makers and cities on programs involving comprehensive community and land use planning, economic/business development, public health, and preparing for decisions faced during unexpected natural events (e.g., flood, wild fire, drought, and climate variability). This is the heart of addressing water security and community vitality.

Specific actions provided by this initiative will include:

- Improve quality of life indicators (measures) that most closely align with water security. These include: protecting economic prosperity; engaging citizens in decision of public and individual rights over water use and protection; addressing social and leisure interactions with water; ensuring water availability for basic human needs such as human health and food production; and meeting the needs of sustaining natural resources. *GOAL: These quality of life indicators (measures) will become components to national impact reporting on CES and AES water programming (and will be reflected in <https://landgrantimpacts.tamu.edu/>).*
- Increasing community/citizen involvement in local decisions about water quality and quantity by supporting watershed councils and citizen advisory processes. Programming will support citizens with training and leadership programs that foster community-based decisions about water quality and quantity and natural resources (ranging from water quality issues such as non-point source pollution to water quantity and drought management). *GOAL: In five years, our programs will expand the number of citizens who take part in training and leadership programs (target - more than 100,000 citizens will take part in these programs and subsequently assume leadership roles in their communities).*
- Increasing use of science-based information by community-, state- and multistate-based group that made decisions about water quality and quantity. This will include: community-based planning involving the management of water and natural resources; and assisting a community in its

“readiness” to address unexpected natural events (this would integrate and expand the current limited reach of programs such as EDEN).

- Assisting communities in their efforts to create and retain jobs directly dependent upon water resources. *GOAL: In five years, increase support jobs creation and/or retention in areas associated with water security protection (target - than three (3) million will be impacted – created and/or retained).*
- Provide training programs for professional water resource managers that will: improve the management of water treatment facilities; develop and implement new technologies for testing and treating public drinking water; encourage collaborative land management among producers/growers in headwater regions and communities/municipalities; and support public education through extension programming on water conservation. *GOAL: In five years, increase the number of water professionals will take part in training and professional development programs [in some states this may involve University-based certification programs] (target - more than 7,000 water professionals will be trained).*
- Mobilizing partnerships, especially those where the community-based expertise of our Land Grant Universities is well positioned to link and facilitate those connections. *GOAL: Program leveraging will multiply the federal funding by three-to-one (3:1). Meaning, for every dollar invested by USDA/NIFA three additional dollars in state/local support will be offered by partners and collaborators.*
- Engaging broad interest in helping our communities understand and respond to issues of water security.
- Engaging young people in efforts to enhance water security. *GOAL: In five years, engage more youth in programs supported by this national water security program (target – more than one (1) million youth will take part in programs and activities associated with this water security initiative).*

Why Invest in Water Security – Because National Issues of Significance Merit Expanded Attention:

There has been a continual decline in the level of competitive grant funding available for water resource projects over the past thirteen years. In 2002, the three flagship grant programs that NIFA used to fund water projects were the National Integrated Water Quality Program (NIWQP), the National Research Initiative (NRI) Water Program, and the Small Business Innovation Research (SBIR) Program (Soil, Air, and Water Section). These three programs combined to fund a total of \$15.1 million in grants in 2002. In 2014, the NIWQP, SBIR, and the Agriculture and Food Research Initiative (AFRI) Water for Agriculture Challenge Area combined to offer \$10.6 million in grants. With the termination of the NIWQP in 2015, the expected total grant awards from SBIR and the AFRI Water for Agriculture Challenge Area will combine for \$9.3 million. The net result is a loss of 40% in total (annual) funding over the past thirteen years (not adjusted for inflation).

The National Water Working Group developed recommendations based on the need to **both** expand current efforts and to foster new systematic approaches to protecting water security in the US. Just as in other major societal advances, agriculture must reinvest in efforts to protect our waters. We must consider the existing investment in the national Land Grant Institutions and how to best focus that expertise. This isn't about recreating and/or duplicating current efforts, it is about expanding and enhancing new approaches, all the while taking advantage of the institutional expertise that is already in place. There is a strong case for a national water security initiative -- water and agricultural security are in an age where population projections continue to grow and food production needs to closely follow. If we do not act it will lead to a water-agriculture crisis that demands critical attention far above and well

beyond existing investments which are struggling to address and meet the needs of today's broad array of critical issues.

PLAN OF WORK PANEL OF EXPERTS

The Plan of Work (POW) Panel of Experts convened on June 16-18, 2015, and was composed of representatives from Land Grant Universities (LGUs) and the National Institute of Food and Agriculture (NIFA). The Panel identified streamlining tactics to improve data quality in reports while reducing duplication and burden on LGUs and NIFA. This report contains specific recommendations to NIFA for further developing those tactics and putting them into practice.

Final Report and
Recommendations to NIFA
August 2015

Plan of Work Panel of Experts

FINAL REPORT AND RECOMMENDATIONS TO NIFA

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Background

A Plan of Work (POW) Panel of Experts was first convened in May, 2010 in response to the 2008 Farm Bill which required that the National Institute of Food and Agriculture (NIFA) work with its Land-Grant University (LGU) partners to continually improve and streamline the POW reporting process for funds appropriated under the Agricultural Research, Education, and Extension Reform Act (AREERA) and the National Agricultural Research, Extension, and Teaching Policy Act (NARETPA). NIFA determined that a multi-day meeting of a panel composed of representatives from Research and Extension in all five regions as well as National Program Leaders from its own organization would best meet this requirement. It was also determined then that such a meeting would be held every five years.

On June 16-18, 2015, the second POW Panel of Experts convened to discuss streamlining strategies and improvements to the data collection and reporting process surrounding AREERA and NARETPA funds (including Hatch, Hatch Multistate, Smith-Lever 3b&3c, Evans-Allen, and 1890 Extension). The panel was a true demonstration of the federal-state partnership that exists for sustaining and uplifting agricultural research and extension initiatives that make a difference in the lives of citizens across the country. By working together to find innovative solutions to meet the legislative requirements of AREERA, improve data quality, and lessen reporting burden, the Land-Grant University representatives and federal employees on the Panel of Experts demonstrated how such a partnership leads to more efficient use of taxpayer dollars. Consult [Appendix A](#) for a brief fact sheet on the Panel.

Objectives

The overall goal of the panel was to take a critical look at the type of data being collected in the current POW reporting process as well as when and how the data are processed so that the panel could develop a list of recommendations for how the process should be streamlined. Ultimately, the recommendations could address anything from software/system changes to business rules and policies, but their implementation would result in a process that meets legislative requirements while reducing reporting burden on the LGUs and increasing NIFA's ability to provide leadership and justification for the use of AREERA and NARETPA funds. This goal was supported by the following objectives:

1. Identify where there is an unreasonable time and/or administrative burden on the LGUs in collecting and aggregating data currently required for the Plans of Work and Annual Reports.
2. Identify where there is duplicity in the data being reported in the POW and REEport systems and perhaps other federal or state-level systems.
3. Identify current aspects and data elements of the AREERA reporting process that are not legislatively mandated and thus offer the opportunity to be eliminated or reduced if the need for them is no longer justified.
4. Help the LGUs gain a better understanding of NIFA's need for more detailed, granular data in certain areas and how it is used on a scheduled or ad-hoc reporting basis.
5. Help NIFA gain a better understanding of the process (including similarities and differences) that Research and Extension organizations at the LGUs must go through in order to report the data currently being asked for; identify new ways in which Research and Extension can report at the level of detail and classification needed by NIFA.

The final deliverable from the panel is a set of recommendations (included in this report) for how each of the aforementioned objectives can be achieved and/or continue to be operationalized after the

panel's initial assessment of the current process. The panel expects NIFA to use these recommendations to improve business procedures and data collection, including but not limited to: modifying existing business rules/policies, implementing new ones, and/or altering software systems (platform, format and data fields) to improve data quality.

Panel Composition and Methodology

The panel was comprised of 14 people, with representation as follows:

- **10 professionals from the Land Grant University partners:** 1 Research and 1 Extension person from each region of the four 1862 State Agricultural Experiment Station (SAES) regions as well as the Association of 1890 LGUs; these professionals were selected by their regional Executive Directors and had voting authority on the panel.
- **4 NIFA National Program Leaders (NPL):** 1 NPL from each of NIFA's four institutes; these NPLs were selected by the Deputy Directors for their Institutes and had voting authority on the panel.

Panel facilitation was managed by two co-moderators, one from the LGU partners and one from NIFA. Also contributing to the panel were representatives from NIFA's Office of Information Technology Applications Division, Office of Grants and Financial Management Policy and Oversight Division, and the Planning, Accountability and Reporting Staff. These representatives did not have voting authority on the Panel but were present to provide expertise in various subject areas discussed by the panel.

Discussion Format and Decision Making Process

Prior to convening for the panel in June, the fourteen panelists were asked to solicit feedback from their respective regions and stakeholder groups in response to general topics, questions, and ideas for consideration that were provided by NIFA (see [Appendix B](#)) This allowed for each panel member to come to the meeting with certain themes and "pain points" about the current reporting process already identified. The discussion over the course of the 2.5 day meeting was in a round table format and generally proceeded as follows:

- To begin, each panelist was asked to describe how they collected feedback and how they developed a sense from colleagues in their regions on what aspects of the current POW reporting process needed improvement (most reported that they surveyed their constituencies). They were also asked to identify, where possible, what the most burdensome or duplicative elements were. This allowed all panelists to hear where there was already some agreement about which areas of the reporting process needed to be addressed most.
- The information reported out by the panelists was recorded by the facilitators and was organized into some general themes and categories that could inform further discussion and lead to specific recommendations (see [Discussion Themes](#) section below).
- Next, NIFA's Director of the Planning, Accountability and Reporting Staff gave a presentation to the panel detailing the challenge NIFA has faced in not being able to report on the return on investment of certain capacity funds at a detailed-enough level. The purpose of the presentation was to help the panel members start brainstorming about ways that LGUs can report at a more granular level that is needed by NIFA but at the same time remove the extraneous data elements currently reported that NIFA does not use.

- The flow of discussion after NIFA’s presentation on the first day and throughout the second day of the meeting was organically driven by the panel focusing a lot on the inherent differences between Research and Extension but acknowledging that there needed to be a way for both sides to report data to NIFA at a similar level, in one place, and specific enough for NIFA to aggregate those data in reports that the agency prepares for defending and promoting the capacity funds. General themes and pain points in the current process that arose from this discussion are identified in the next section of this report.
- As the discussion moved toward identifying specific recommendations and talking about potential solutions to the pain points, the decision making process became iterative in nature. That is, a list of recommendations started growing, and each time consensus was reached on a new idea, the facilitators checked in with the panel members on 1) did they agree to add it to the list of recommendations?, and 2) were they still comfortable and in agreement with how the current list of draft recommendations stood?
- At the end of the meeting, all panelists were given a final opportunity to voice any questions or clarifications needed on the draft list of recommendations they had developed. During this time, panelists agreed that although they felt comfortable with the recommendations, they were only nominated representatives for their regions and couldn’t verifiably say that they spoke for all the Directors and counterparts in their respective regions. It was agreed that the list of recommendations would remain as draft only until they were able to vet them through various Director-level meetings and other channels in their regions. Panel members would then report back to each other at virtual meetings they would hold in July and August, 2015. The timeline agreed upon was that the list of recommendations, after being vetted through the Research and Extension Directors and being further refined during the virtual meetings would be presented to NIFA as final (as part of this report) by September 1, 2015.

Discussion Themes

There were many topics discussed by the panelists over the course of the multi-day meeting, and they could be grouped into five main themes:

- **Duplication and Redundancy;**
- **Integration between Research and Extension;**
- **Return on Investment;**
- **Utilization of Data; and**
- **Necessity of Data.**

These themes were informed by surveys and pre-work done by the panelists to get feedback from their constituencies as well as written exchanges between some of the Research and Extension Directors and NIFA prior to the panel convening.

Duplication and Redundancy

One of the most discussed themes during the panel was that of duplication. Referring to “redundancy between systems” or “redundant reports or data elements in reports” were other phrases used by the panelists when talking about duplicative requirements in reporting. Concern about duplicative reporting was also voiced prior to the panel convening in a letter from the Northeastern Regional Association of SAESs to NIFA (see [Appendix C](#)). The letter stated that “there is duplication among the

reporting systems for capacity funds and this leads to unnecessary time spent on entering redundant data. The POW software should “pull” information from the REEport system and it cannot.”

Recognizing the redundancy between NIFA’s two main systems, REEport and POW, the discussion on this topic naturally centered on identifying which elements in which system were essential to keep and which were redundant and could be eliminated. For example, research projects funded by Hatch and Evans-Allen are required to enter “accomplishments” for each project annually in REEport, but similar “accomplishments” (i.e. outcomes) are asked for annually at the program level (which is informed by the research projects, hence the duplication) in the POW system. Taking this discussion a step further, LGU representatives asked NIFA staff which data were more useful, given the similarities in the elements between the systems. NIFA responded that the agency tends to use data from REEport more often because it is reported at a level of specificity that NIFA needs; namely, projects in REEport are classified not just by Knowledge Areas (KAs), which are also used in the POW, but also by Subjects of Investigation (SOIs) and Fields of Science (FOS). Projects in REEport are also associated with keywords where programs in POW are not. NIFA relies heavily on the classifications and keywords in REEport to do its reporting up through the Department and to Congress.

The exception to the above is the accomplishments statements (also referred to as “outcomes” or “impact stories”) NIFA requires annually. For these, NIFA tends to rely heavily on what is reported in the “outcomes” section of the POW system (in the Annual Report of Accomplishments and Results). Anecdotally, there seemed to be agreement that one of the reasons for this is that the “outcomes” or “impact stories” entered into the POW reports are written by one primary person who ensures it is a high quality outcome written at a level that can be understood by many different types of audiences. This led the panelists to the idea that the National Impacts Database (NID; housed at Texas A&M University) could be utilized by NIFA and LGUs to tie impacts already entered into the NID to projects and programs in NIFA’s system(s). This would eliminate duplication and maintain high quality impacts being available to NIFA for its own reporting. It was also noted that the NID should never become mandatory, as that would affect the quality of how the NID is utilized and who is entering what types of impacts there.

Tied to the theme of duplication was the technical discussion on why the systems don’t share data with one another. One of the reasons is the difference in age and platforms of the two systems. REEport is on a modern platform while POW is very dated. Investing the resources in making the two systems share data between one another is hard to do because NIFA’s resources are already being spent at their limit just to keep the two running separately with each of their own needed improvements and upgrades. Ultimately, this led the panelists to question why two systems are needed and sparked the idea that a single system approach would be a better use of resources.

Integration between Research and Extension

The panelists emphasized during the meeting that they and their constituencies recognize the efficacy and benefit to planning and carrying out work that is integrated among Research and Extension. While the two sometimes appear disjointed, both sides constantly look to each other to inform their programming; Research looks to Extension for outreach and dissemination and Extension relies on Research for research-based information and curricula. The panel was unanimous in its determination that integrated reporting does not necessarily equate with well-planned, integrated work. Both Research and Extension representatives on the panel felt strongly that NIFA’s current requirement for integrated reporting does not result in high quality data that truly represents the specificity of work

being done on both sides. Conversely, the panelists felt that an unintended consequence of integrating their programs (in the current reporting process/model) has been a loss of the granularity that NIFA says it needs. Each side feels there is some level of their having to “fit” into the planned programs identified as “joint” when in fact the programs may be heavily influenced more by one side than the other and/or programs they’d prefer to report into were not agreed upon by both sides to be part of the joint POW. Panel members felt NIFA will get better, more accurate data by restoring an institution’s ability to choose whether to submit separate or joint reports from Research and Extension.

Given the above, panelists also acknowledged that there are inherent differences between research and extension that will always exist. Most specifically, Extension representatives talked about how Extension does not, and really should not, operate at a “project” level that has defined start and end dates with specific objectives for the project duration. Rather, Extension conducts work in larger initiatives or programs that are usually ongoing and address broad objectives that involve many more people than a single primary Project Director (i.e. researcher/scientists) and his or her Co-Project Directors. Because of this paradigm difference in how work is managed and conducted, panelists cautioned that there should not be an expectation that Research and Extension will ever be able to report at the same exact level of detail (such as how Research currently reports on projects in REEport). However both Research and Extension understand the legislative requirement for grouping research and extension work into “planned programs” and agreed that the LGUs can do that in a more meaningful, specific way that NIFA needs if they have more flexibility in choosing whether or not to submit reports together. Additionally, Extension representatives agreed that there are elements in the current REEport system that Research uses for reporting that they could use as well, such as NIFA’s classification schema of Knowledge Areas (KAs) tied with Subjects of Investigation (SOIs) (Extension currently reports using only KAs in the POW system).

Return on Investment

A question brought up by each of the regions and in much of the panel discussion was: “what data does NIFA need, and why?” NPLs on the panel as well as other NIFA representatives explained that NIFA has an essential need to be able to talk about the agency’s return on investment from the capacity funds. One of the major challenges NIFA has had in doing this is being able to query and report on data from both Research and Extension at the same level of specificity. Currently, the project level reported on by Research in the REEport system is at the level most helpful to NIFA’s reporting needs. Additionally, NIFA has a technical challenge in how its reporting systems feed into multiple databases. While that technical challenge was not for the panel to solve, NIFA representatives did make the point that it is a reality of the current software systems that cannot be eliminated soon, so a recommendation to help alleviate this challenge would be desired. This discussion supported the idea of using one system/database for both Research and Extension capacity and competitively funded projects/programs. Ultimately, the panel agreed that moving to one system/database would enable both sides (research and extension) to report at a level of granularity more similar to each other (although not exact) in order to provide NIFA what it needs to track its investment while reducing the cost and administrative burden on the federal side to review and track data (some of which is duplicated) in two different systems.

Utilization of Data

One of the sentiments expressed by panel members from the LGUs was that every additional report or format in which data is requested, no matter how small, adds to the feeling of burden and the inability for an institution to be able to refer back to “one spot” or “one report” that contains useful data. In a letter from the Northeast Extension Directors to NIFA (see [Appendix E](#)), this reality was emphasized: “The more we ask people to report in multiple formats the less reliable the data will be. The more a state can report what is required as well as what is useful to the state, the more reliable the data are.” The panel’s discussion around the concept of how data are utilized really focused on ways in which the POW reporting process could be streamlined so that the projects and programs can be reported on in a way that is meaningful and “easy” for the LGUs. If the data are grouped into programs and/or initiatives that make sense to the people (researchers and extension personnel) who are providing the data, then there will be stronger feedback loops in the future for them to be able to look at what was reported, understand it, and improve upon it; there will be incentive for them to improve upon it if they can also use it for other state or federally required reports. This discussion ultimately led to the recommendation that LGUs have the freedom to identify their own programs and NOT be required to report against any federally defined programs or challenge areas. It also supported the recommendation of LGUs having the flexibility to report singly or jointly between Research and Extension.

Necessity of Data

When discussing workload burden, the panelists acknowledged that burden is not always directly correlated to the amount of data elements being asked for or their complexity. In fact, some panelists pointed out that reporting at a more detailed level with potentially more complexity would be acceptable to the LGUs *as long as they can be confident it is needed and know that it is being used by NIFA*. Likewise, reports are more easily reviewed by NIFA NPLs and are not seen as such an administrative burden when they are of high quality and contain all useful data that NPLs can disseminate and use for contributing to data calls. So, when talking about reducing burden, panel members agreed that the specific data elements reported for POW funds should be reduced by determining each element’s (in the current system) level of necessity. The panelists identified three levels: legislatively mandated by AREERA; absolutely needed by NIFA to report to the President, Congress, and other important stakeholders; and nice to have. Ultimately, panel members agreed that “nice to have” elements contribute to reporting burden and should be eliminated. This decision was supported in the letter sent by the Western Regional SAESs to NIFA (see [Appendix F](#)), which stated: “We believe that USDA could obtain the information it *deems absolutely essential* while minimizing its administrative overhead costs and those of the Experiment Stations.” NIFA’s written response to this statement (see [Appendix D](#)) also voiced agreement, stating: “...all elements –Merit and Peer Review, Stakeholder Input, and Planned Programs description—of the current Plan of Work are required. It is the format and type of data under the Planned Programs that are discretionary, and we can alter what is needed and useful in the Planned Programs section.” Thus, the Panel’s recommendations work in concert to eliminate portions of the Planned Programs sections of the current POW that are not *required* by AREERA or *essential* to NIFA’s reporting needs and business operations.

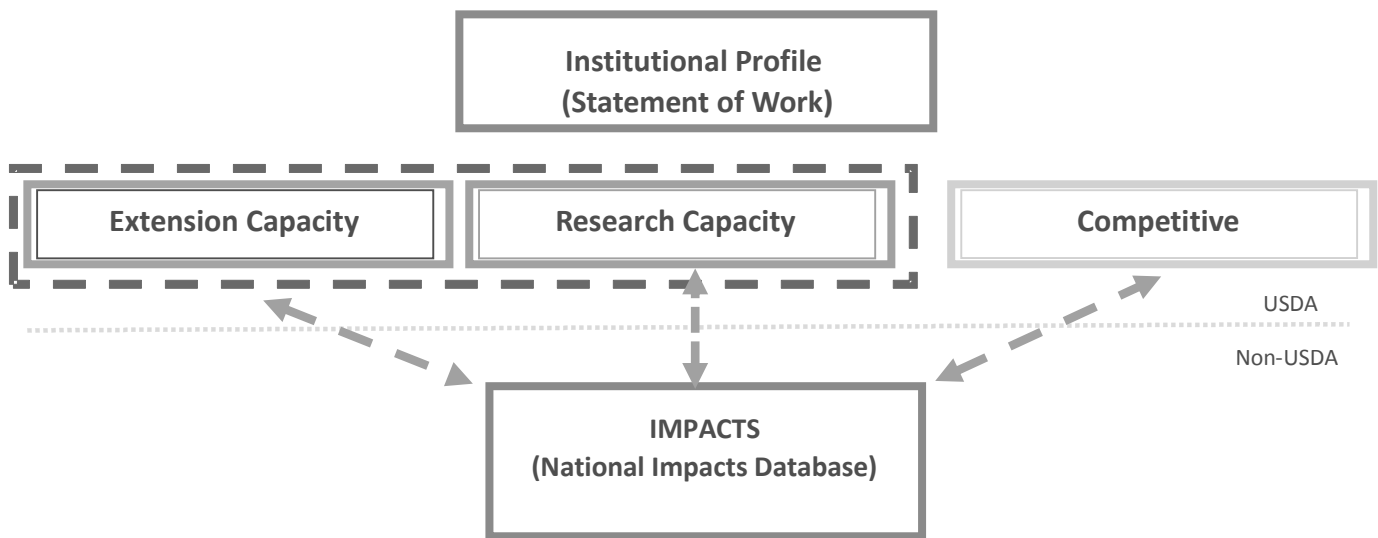
Recommendations

The Panel makes the following recommendations to NIFA so that the POW reporting process may be streamlined in a way that reduces the reporting burden on the LGU partners as well as the review burden on NIFA National Program Leaders. These recommendations have been vetted by the LGU panel members to Research and Extension Directors in their regions and by NIFA panel members to their Institutes. The Panel convened for two virtual meetings in the summer of 2015 to refine the recommendations throughout the vetting process. The Panel believes that these recommendations will streamline the POW reporting process and will improve data quality, resulting in a data collection that meets legislative requirements while providing NIFA what it needs to continue to promote the effectiveness of the AREERA and NARETPA capacity funds.

The following recommendations are classified under two categories: system-specific and general.

SYSTEM-SPECIFIC RECOMMENDATIONS

1. There should be one reporting system with a stable platform that has the elements depicted in the graphic below. The existing Plan of Work and Annual Report of Accomplishments reporting system should be eliminated concurrent with the introduction of the new system.



- a) In support of this recommendation, NIFA should invest in human capital and hardware/software to improve the current and future reporting system (or its replacement for the single system/database approach) and make plans to discontinue support of the older and less flexible POW platform. The "single system" approach should be developed in a way that allows for aggregation of all numerical data wherever possible; it should also be able to prepopulate qualitative/descriptive data wherever possible.
- b) Concurrent with the recommendation above, technical issues currently present in REEport, including but not limited to the excessive time needed to upload and download documents, formatting issues, and the tendency for the system to crash should be addressed, especially if the REEport platform will be leveraged for the single

- system approach recommended here; the system needs to be a robust and high-performance platform.
- c) The future system (whether REEport or other) should include the capability for advanced querying of all data elements and the ability to export data in desired formats.
2. The Institutional Profile module in the new system should contain those elements mandated by AREERA and other data elements deemed essential by NIFA, including:
 - a) a Short Programmatic Overview of the submitting institution(s);
 - b) a Short Annual Programmatic Summary covering Research, Extension, and Integrated program and project accomplishments (the summary should highlight those programs and projects that have realized significant accomplishments and impacts in the previous year);
 - c) description of Merit and Scientific Review processes;
 - d) description of Stakeholder Input and utilization processes;
 - e) Multistate Extension and Integrated Research and Extension components as required by AREERA;
 - f) a list of “planned programs” (or whatever they will be called in the new system).
 3. The Institutional Profile module should be structured so that it may remain relatively unchanged from year to year and will repopulate annually for the institution; this results in a 5-year dynamic, rolling “plan” for all 1862 and 1890 Institutions (both Research and Extension).
 - a) If an institution wishes to make changes to their profile annually, they should be able to do so (both add and subtract program elements), and a mechanism to highlight such changes for the NIFA reviewer should exist.
 4. The listing of “planned programs” that is entered into the “Institutional Profile” should allow tagging to NIFA’s topic areas; this will allow entered data to be rolled up for NIFA’s use.
 5. The Research Capacity and Competitive reporting modules should function in a manner similar to how they are currently accounted for. The Extension Capacity reporting module should be developed to include planning and reporting related metrics needed by NIFA to assess progress and to promote the accomplishments of capacity-funded programs.
 6. The Extension and Research Capacity and Competitive reporting modules should be linked to the National Impacts Database (NID) so that users of the system are not required to enter impact statements that are already documented in the NID.
 - a. The potential for linking to the Excellence in Extension database should be explored as well in order to determine if there is any opportunity to further reduce duplicative reporting.
 7. Participation in the National Impacts Database should be optional, not mandatory. The NID will be informed by the Extension and Research Capacity and Competitive reporting modules of the single system. Language in the NID should be updated to link to NIFA’s topic areas so that NIFA may properly associate impacts to agency’s areas of focus.

8. Knowledge areas (KAs) and Subjects of Investigation (SOIs) should be expanded and/or modified to meet both Research and Extension's needs.
9. NIFA should restore the flexibility of a state to report by institution (1862, 1890), organization (Research, Extension), or jointly.

GENERAL RECOMMENDATIONS

10. The following sub-groups should be created in order to ensure all recommendations of the Panel of Experts are carried out accurately and efficiently (note that a Panel Expert may serve on one or more sub-groups):
 - a) a sub-group to define the Extension Capacity program reporting module; the group will clearly define data fields/elements that need to be included in the new module;
 - b) a sub-group to operationalize the data elements and functionality of the "Institutional Profile;
 - c) a sub-group to identify new Knowledge Areas (KAs) and Subjects of Investigation (SOIs) for addition to NIFA's Manual of Classification so that both Research and Extension can classify projects and programs accurately;
 - d) other sub-groups as needed; for example, fiscal monitoring/tracking (the Panel of Experts will serve as a committee for determining when a new sub-group is required.
11. Reporting Deadlines: NIFA should keep all capacity reporting deadlines with the due dates that currently exist but should re-visit this issue once the new "single system concept" has been implemented (currently Feb 1 for Research REEport Financial Report; Mar 1 for Research Progress and Final Report; April 1 for all other capacity reporting).
12. A permanent accountability and reporting track (akin to the fiscal track) for the National Extension and Research Administrative Officers' Conference (NERAOC) should be implemented. NIFA should send Representatives from the Planning, Accountability, and Reporting Staff (PARS) to the meeting annually so that feedback can be gained and improvements made to the database, by both sides, without waiting for the Panel of Experts to convene every five years.
13. A commitment should be made by NIFA to work with Land Grant partners to ensure that the resultant system is fully searchable by (but not limited to) author, keyword, topic, programmatic classification, and location of work, and that the information within the modules will be effectively linked within the larger system.
14. NIFA should strengthen the State Liaison Program to more effectively build and maintain relationships between program leaders and state institutions.
 - a) NIFA should clarify, standardize, and communicate the review criteria NPLs use to review programs/projects.
 - b) NIFA should clarify and communicate/educate its LGU partners how data are used to report out to various audiences and stakeholders.

15. Non-AREERA programs, such as McIntire-Stennis, should not be included in the new reporting model proposed in these recommendations at this time, but the Panel acknowledges that the new “single system” approach, combined with NIFA’s grants modernization initiative, could eventually result in a framework that may be applied to all NIFA funding programs.

Issues for Further Consideration

The panel identified some issues of which it would like to make Directors of Research and Extension as well as NIFA senior leaders aware for further attention and analysis. These issues shaped the discussion of the multi-day meeting and, in turn, some of the recommendations made by the panel, but final conclusions were not reached on them due to limitations such as time, scope of panel objectives and not having all the right people present to inform a decision.

Application Process and Tracking NIFA's Return on Investment for Capacity Funds

Discussion on the theme of "Return on Investment" was broad and resulted in some specific recommendations included in this report, but portions of the discussion left the panel inconclusive about how to improve NIFA's ability to link technical content reported in the POW and Annual Reports with an institution's application for the funds each year. There are three specific challenges with linking these two things that the panelists identified: timeline, joint reporting, and utilization of funds. The panelists representing the LGUs felt strongly that the April timeframe each year was the ideal time to be submitting updates to the POW and Annual Report, but this is well-ahead of when the Request for Applications (RFA) is released each year. When it comes to joint reporting, it becomes complicated to allow institutions to submit joint POWs/ARs (per the panel's recommendation) yet also tie those joint reports to separate applications for funding. Regarding how funds are utilized by the LGUs, most institutions use them to fund either the salaries or projects/programs of many faculty/researchers and extension agents in their organizations (some spread it out evenly while some award it competitively via an internal process). The result is capacity building and a foundation for those faculty and agents to pursue other federal, state and private funding for their work. It seems that any push on the federal side to move toward identifying "budgets" as part of tying technical content to an application for funds would make it easier to track NIFA's investment dollar for dollar, but the capacity building nature of the funds would be lost. Furthermore, the breadth of research and extension that is currently carried out and reported on for these funds would be reduced greatly by nature of the LGUs responding to this by using capacity dollars to fund just on a small set of projects/programs. Ultimately, the panel members representing the LGUs felt strongly that NIFA should not require a specific budgetary link between POW technical content and the application for funds, but if that conversation needs to be extended further, then it should occur between NIFA leadership and Research and Extension Directors.

One other question that came up around the topic of tracking investment was: when reporting on programs in the POW, how much information should be included, given that most programs are funded by multiple funds, not just the federal capacity funds? It seems that the more complete picture with all dollars and FTEs included should be reported to NIFA, as that's how the capacity-building nature of NIFA's funds can be demonstrated, but there is concern among some LGUs that this is "double counting" in reporting. Some panel members expressed a desire for more guidance from NIFA on this topic. The panelists strongly encourage more discussion at the Director's level in order to answer this question, as it would result in a better understanding of what should be reported, consistency among LGUs in what's reported, and better utilization of the information.

Joint Programming between 1862 and 1890 LGUs

When talking about restoring a state's flexibility to determine whether or not to submit POWs and reports jointly between Research or Extension, the discussion came up questioning if the same expectation (that the work is planned jointly even if not reported on jointly) exists for those states with multiple LGUs (an 1862 and 1890; two 1862s; or two 1890s). While some institutions have very good working relationships with their colleagues at their counterpart 1862/1890 institution, some institutions have traditionally remained less integrated and focused on their own programming. Conversely, there are some institutions that are state-mandated to carry out joint work between multiple institutions. Thus, there is a wide array and extent to which work between multiple LGUs in a state is integrated, and it was unclear to the panel how to handle that at a federal reporting level. The panel encourages NIFA leadership to have that conversation with 1862 and 1890 Research and Extension Directors in order to determine and clearly define and communicate the agency's expectation of how research and extension work in those states with multiple LGUs are integrated and leveraged between the institutions.

NIFA's State Liaison Program

Another issue the panel discussed was: How can NIFA's State Liaison program be strengthened? One of the Panel's recommendations is to improve communication between each LGU and its NIFA Liaison, but the Panel was inconclusive in identifying how that, realistically, should be done. There was discussion around some of the specific challenges that prevent a Liaison from fomenting strong relationships with their designated state, namely: restricted travel funds, frequent changing of state assignment (mostly due to retirements and employee attrition), as well unclear expectations of the level of support a Liaison is supposed to provide to his or her assigned state. Many panelists agreed that their institutions would like to have more conversations up front with their Liaison *before and during* the annual submission of their POW or Annual Report (AR), but currently, the process is set up so that the conversation only occurs after, if at all. One of the main problems with this is that the LGUs are in a position of trying to decide what pertinent information to include in their POW/AR (and also in what strategic organizational pattern) but they don't feel they are able to get feedback from their Liaison before making those decisions and submitting the required reports. The LGUs want to know that what they are submitting is what NIFA needs and not hear after the fact, during the review process, that they spent time reporting information that is not really needed or helpful to NIFA. Additionally, the Panel discussed the fact that there is inconsistency in the level of attention and leadership NPLs provide to their states, whether in their annual review comments or in their efforts to schedule phone calls, virtual meetings, or site visits. The Panel's wish is that NIFA leadership re-evaluate the State Liaison program - its goals and expectations - so that both the LGU partners and the NPLs understand what is expected of them in the relationship and can see value in continuing it.

Software Systems

The "one system approach" described in the recommendations section of this report does not assume the use of any one system. While the Panel acknowledges that REEport is NIFA's largest data collection/transactional system, it does not assume that the "one system" NIFA should or will use is REEport. During the meeting, representatives from NIFA informed the panel a bit on where NIFA's grants modernization effort stood and made it clear that the future direction of applications, awards, and reporting for capacity funds is somewhat unclear at this point. The panel strongly encourages NIFA to move toward a system that is high-performing, dependable, and agile. The agency must ensure that

it/USDA has the necessary resources to continually improve the system and fix issues in a timely manner.

Next Steps

This report has been provided to NIFA containing the panel's final recommendations as of September 1, 2015. The panel acknowledges that NIFA will provide an official response to each of the discrete recommendations within 60 days. In the response, the panel expects NIFA to identify which recommendations it agrees to implement in short, medium, and long term timeframes, providing rationale where applicable. The panel expects that NIFA will also identify recommendations which it agrees to implement but that also require approval from the Office of Management and Budget (OMB) before they may be acted upon.

After an official response from NIFA has been disseminated and there is agreement on moving forward with certain recommendations (fall of 2015), the panelists have agreed to continue providing support in operationalizing and carrying out those recommendations. Some tactics that were discussed are as follows:

- Panel members agreed that periodic virtual meetings with the core panel group will be helpful through the end of federal fiscal year (FY) 2016 (the need for additional meetings in FY17 will be assessed at the end of FY16). The first two meetings were held in July and August, 2015. Virtual meetings will serve as an opportunity for the panelists to check in with one another and ask questions/report back about what they have learned at regional meetings and from other stakeholder groups; they will be able to continue to receive and provide feedback, encouraging communication between and among the LGU community and NIFA throughout the implementation process. The meetings will also be an opportunity for NIFA to gain insight and understanding as to how the LGU system is reacting to and understanding the major changes in POW reporting moving forward.
- Sub-committees: In building new modules within the “one system approach,” the Panel agreed that smaller sub-committees composed of people with expertise in certain areas would be the best way to determine requirements and business processes for those new elements. These sub-committees will be able to report back to the larger group at the periodic virtual meetings to keep everyone informed. The sub-committees may also serve in a “consultant” capacity for NIFA when the agency has questions or needs clarification on developing certain new elements or implementing new procedures for data collection.
 - Sub-committees may be composed of anyone who has an interest and experience in the particular objective(s) of the committee; sub-committee members may include panelists themselves or any other volunteer from the LGU community or NIFA staff.
 - Timeline: Sub-committees that have been identified in the official recommendations will commence after NIFA has provided an official response. Thus far, three sub-committees have been identified to:
 1. define the Extension Capacity program reporting module; the group will clearly define data fields/elements that need to be included in the new module;
 2. operationalize the data elements and functionality of the “Institutional Profile;
 3. identify new Knowledge Areas (KAs) and Subjects of Investigation (SOIs) for addition to NIFA’s Manual of Classification so that both Research and Extension can classify projects and programs accurately.

Each sub-committee will be definitively ended once its objective(s) is met. Needs for other sub-committees not yet identified may arise at a later date and will begin and end as applicable to its objective(s).

- Panel members may continue to serve as resources for providing insight or opinions to NIFA; they may act as “beta testers” of the new system once there are modules to begin testing and may work with NIFA’s Planning Accountability and Reporting staff as well as the Office of Information Technology (OIT) to determine or refine specific requirements of the new system and new modules.

Timeline for Implementation of Recommendations

Action	Date Range	Recommendations Supported
Improvement of REEport performance (speed, stability, etc.)	July 2015 and onward	1, 1b, 13
National Extension and Research Administrative Officers’ Conference (NERAOC) – submissions or new accountability and reporting track/topics	July 2015 and onward	12
National Impacts Database – begin discussion about addition of new fields and linkages with NIFA systems	Fall 2015	6, 7
Expand NIFA’s Knowledge Area (KA) and Subject of Investigation (SOI) classifications to include Extension work	Fall - Winter 2015	8, 10
Evaluation and improvement of NIFA’s State Liaison Program	Winter 2015	14
Federal Register Process for new data collection in REEport	January – November 2016	1, 1a, 2, 3, 4
Design Team for new system modules and data collection (including Institutional Profile and Extension Module sub-committees)	January 2016 through December 2017	1, 2, 3, 4, 5, 9, 10, 13, 15

Conclusion

The panelists believe that the recommendations in this report will contribute to an overall more effective data collection process for required Plans of Work which reduces burden and duplicity on all individuals and organizations involved. The panelists are confident that each of the objectives outlined in this report have been addressed by the final recommendations. In addition, the panelists acknowledge that the recommendations do not wholly address all of the issues and themes discussed during the two and a half days of the panel meeting. It is important for NIFA and Land Grant University senior leaders to recognize the additional issues detailed in this report and try to find the proper groups and vehicles to address them. The panelists and their constituencies look forward to receiving NIFA’s official response to the recommendations so that they and others may continue partnering with NIFA to implement short and long-term improvements to the Plan of Work reporting and review process.

Appendices

Appendix A

PLAN OF WORK PANEL OF EXPERTS – FACT SHEET

BACKGROUND

The 2008 Farm Bill included a requirement to work with Land-Grant University partners in extension and research to review and identify measures to streamline the submission, reporting under, and implementation of AREERA Plan of Work requirements. May, 2015, will mark 5 years since NIFA last held a Panel of Experts, and the agency agreed to run such a panel every five years in response to the Farm Bill requirement.

PURPOSE

The purpose of the Panel is to have research and extension representatives from each region, as well as NIFA National Program leaders, engage in taking a critical look at the type of data being collected via the POW software, how and when it is collected, and how it is disseminated and used for reporting purposes, both at the state and federal levels.

EXPECTED OUTCOMES

The final deliverable from the Panel is a set of recommendations for how each of the aforementioned items can be streamlined and improved. NIFA will use these recommendations to improve business procedures and data collection, including but not limited to: modifying existing business rules/policies, implementing new ones, and/or changing the software format and data fields to improve data quality.

LOGISTICS

Dates: June 16 – June 18, 2015

Location: NIFA, Waterfront Centre, Room 3455

The panel will convene the morning of Tuesday, June 16 and will adjourn by noon on Thursday, June 18th. The travel, lodging, and per diem costs, as well as an honorarium of \$250 per day for all non-federal panelists (\$500 per day for the Co-Moderator) will be covered by NIFA.

PANEL COMPOSITION and EXPECTATIONS*

The panel will be comprised of 14 people, with representation as follows:

- **10 professionals from the Land Grant University partners:** 1 Research and 1 Extension person from each region comprises the 10 LGU representatives; these professionals have voting authority on the panel.
- **4 NIFA staff:** 4 National Program Leaders representing all four institutes.

- **2 Co-Moderators:** 1 from NIFA Planning & Accountability staff and 1 from LGU partners; the moderators do not have voting authority on the panel.
- **An OIT Liaison** will also be present during the panel to hear discussion and offer feedback on technical questions.

All Panelists are expected to be physically present for the Panel from 6/16-6/18. They are also expected to spend some time before the Panel soliciting feedback from their respective regions/stakeholder groups/colleagues in response to general topics and questions the PARS POW Business Leader will provide in March (e.g. reporting preparation and submission timelines/due dates, how can we improve the quality of outcomes data collected, what about the software is working/not working...? etc.)

PROCESS FOR SELECTING PANELISTS

The process for selecting panel members for the NIFA-led 2010 Panel of Experts was successful, so a similar model was followed for the 2015 Panel. To identify LGU partners, we asked the Regional SAES Executive Directors and Extension Executive Administrators to identify one person each from their respective regions. To identify the outside Co-Moderator, we asked the Extension EAs to provide potential candidates who have the facilitation expertise and knowledge of AREERA reporting to help guide the Panel; we are in the process of contacting the folks who might be interested. To identify NIFA Staff, the PARS POW Business Leader has contacted the appropriate Directors in Policy and OIT for them to select a representative. We are in the process of contacting the Institute Deputy Directors to select representatives for their Institutes.

**List of Panelists and Participants:*

LGU Co-Moderator: Bruce Haas, Michigan State University

NIFA Co-Moderator: Karl Maxwell

External Panelists:

Region	Research	Extension
Northeast	Cameron Faustman	Lisa Townson
North Central	David Jackson	Deborah Lewis
Southern	Jody Jellison	Scott Cummings
Western	Steve Loring	Debbie Carter
1890 LGUs	Maifan Silitonga	Benjamin Forbes

Internal NIFA Panelists and Supporting Staff:

Role	Name
National Program Leader	Marty Draper (IFPS)
National Program Leader	Edwin Lewis (IYFC)
National Program Leader	Ray Knighton (IBCE)
National Program Leader	Jeanette Thurston (IFSN)
OGFM Policy Liaisons	Maria Koszalka and Lisa Scott-Morring
OIT Liaisons	Bill Bristow and Joe Barbano
PARS Director	Bart Hewitt
PARS Coordinator	Katelyn Sellers

Agenda Topics

The following topics will guide the panel discussion over the two and half days we are together in Washington, D.C. (not necessarily in the order they appear here). Panelists, both LGU partners and NIFA staff, are expected to come to panel prepared with their own and their respective colleagues' (other regional LGU partners, stakeholder groups, etc.) thoughts organized in a way that allows them to contribute to the panel discussion in a fruitful and efficient manner.

TOPIC: Timing of Submissions

The current due date for the POW and Annual Report each year from the states is April 1. Are there different dates that would make more sense for when the Plan and Annual Report should be due to NIFA? Consider the following:

- Having an approved POW in place is a requirement for being eligible for receiving the applicable capacity funds; the capacity RFAs come out each year in the August/September timeframe. In this regard, the POW is functionally part of the “application” to the RFA; essentially, it serves as the project narrative.
- For most other NIFA programs/projects, annual progress reports are due within 90 days after the period of performance being reported on. The AREERA Annual Reports are currently due approximately 180 days after the close of the previously federal fiscal year’s period of performance (related: the individual Hatch and Evans Allen Project Progress Reports in REEport are due by March 1 annually, 120 days after the close of the previous federal fiscal year).
- Workload Burden: Having the same due date requires the states to work on both the POW and AR report submissions at the same time each year; could workload burden be reduced if they could work on and submit the two reports separately/consecutively? Also, the same submission date means that NIFA NPLs have to work on their reviews of each submission simultaneously, effectively cutting their allotted 60 day review period for each report in half and reducing the opportunity for meaningful feedback.

TOPIC: Connecting Projects to Programs

- This currently applies to Hatch/Hatch Multistate and Evans Allen research funds only; individual projects of each PD (or co-PD) at an institution being supported by these funds must have a documented project in REEport.
- The Programs in the Plan of Work should encompass all of the projects an institution has submitted to REEport.
- How can we do a better job of showing how each project supports a particular program?
 - What challenges do states face when trying to associate projects in REEport to Planned Programs in the POW (currently a requirement at project initiation)?
 - What challenges do NPLs face when reviewing a POW and trying to understand how all of an institution’s research projects support a program?
 - How can we assure that Annual Reports clearly show activity and results of both research and extension functions, as appropriate to the various planned programs?

- How can we standardize reporting between Research and Extension? The first bullet above of this topic says “projects to programs” applies to Research only, but what if it could apply to Extension (Smith-Lever 3b&c and 1890 Extension) as well?
 - Let’s consider a scenario where the work being done, both in Research and Extension, is documented via “projects” in REEport while the “Programs” in the POW are significantly pared down into lists of those projects (states would no longer need to include such lengthy narratives of activities being done in those programs):
 - Could this reduce reporting burden in the POW and Annual Report?
 - What would be the benefits of this approach?
 - What would be the negatives of this approach?

TOPIC: Software Functionality

- Is there anything about how the software functions that you particularly like? Why?
- Is there anything about how the software functions that you particularly do not like? Why and what about it would you like to see changed?
- For LGU partners: Is there anything about the software that impedes your institutions from reporting high quality data?
- For NPLs: Is there anything about the software that impedes your ability to provide a comprehensive, high quality review of the POW and Annual Report?

TOPIC: Reporting Outcomes

Ensuring that high quality outcomes are present in Annual Reports is in the best interest of the states and NIFA. Successful impacts can be reported in the form of an aggregated national number or individual qualitative story by NIFA to defend and support the capacity funds and their importance to agricultural research and extension and subsequently link those outcomes to higher level impacts. What can we do to collect outcomes and impacts in a better way, both at the nationally aggregated level and individual state level? Consider the current ways each of these is reported on:

- National Outcomes:
 - The national outcomes are quantitative only; the purpose is to be able to aggregate them so that NIFA can report a “national” impact.
 - NIFA has used Google Forms for three years now; does this positively or negatively affect a state’s option to report on any of the indicators?
 - There are just over 200 disparate data points that make up the national outcomes and indicators; is this too many? Is it overwhelming to know which ones are or are not important?
- State-Defined Outcomes
 - Currently, the software is set up with a 1:1 ratio for quantitative measure to qualitative story (i.e. for each outcome measure a state enters into their Annual Report, they are able to report a success story related to that one measure); there is no ability for a state to relate multiple quantitative measures with one qualitative statement.
 - Should we change the software to collect these data differently? If yes, how?
 - Consider: For reporting purposes (to USDA, Congress, etc.) , NIFA’s view is that the most useful qualitative data the agency receives in the Annual Reports are those that truly follow reporting on; 1) what the “issue” was, 2) “what was

done” about it, and 3) what the “results” were. Further, linking such an alliterative to quantitative data adds power to the personal.

TOPIC: What does NIFA need?

Plans of Work and Annual Reports should serve the specific purposes of allowing states to meet the legislative requirements for receiving the applicable capacity funds and allowing NIFA to monitor and report out on the impacts of those funds. In thinking about those two purposes, we need to ask the question: what data does NIFA really need to carry out its “monitoring”?

- There are only two components in AREERA reporting that are legislatively required: Stakeholder Input and Merit Reviews; all other data currently collected in the POW and Annual Report are discretionary.
- Are there parts of a POW/AR that the states find burdensome to report on? Why? Let’s consider if any of those overlap with NPL reviewers’ perception:
 - Are there parts of a POW/AR that NPLs do not find very useful in determining if a state is producing useful outcomes and meaningful impacts?
 - Are there parts of a POW/AR that NPLs rely on in order to determine overall acceptability of a state’s programming and integration of research and extension?

March 27, 2015

To: Dr. Sonny Ramaswamy
Director, USDA-NIFA

Bart Hewitt
Director, Planning, Accountability, and Reporting Staff

Katelyn Sellers
POW & REEport Business Manager

From: NERA Station Directors/Associate Directors
Dr. Ted Andreadis, Connecticut Agric. Experiment Station
Dr. Greg Weidemann and Dr. Cameron Faustman, Univ. of Connecticut
Dr. Mark Rieger, Univ. of Delaware
Dr. Sabine O'Hara, Univ. of the District of Columbia
Dr. Ed Ashworth and Dr. Fred Servello, Univ. of Maine
Dr. Dr. Cheng-i Wei and Dr. Adel Shirmohammadi, Univ. of Maryland
Dr. Patricia Vittum, Univ. of Massachusetts
Dr. Jon Wraith, Univ. of New Hampshire
Dr. Brad Hillman, Rutgers State Univ. of New Jersey
Dr. Michael Hoffmann, Cornell University - Ithaca
Dr. Susan Brown, Cornell University - Geneva
Dr. Gary Thompson, Pennsylvania State University
Dr. Rick Rhodes III, Univ. of Rhode Island
Dr. Tom Vogelmann, Univ. of Vermont
Dr. Dan Robison and Dr. Tim Phipps, West Virginia University

Re: Plan of Work (POW) Panel of Experts Meeting on June 16-18, 2015

The Northeastern Regional Association of State Agricultural Experiment Station Directors (NERA) recently met for our annual winter meeting in Baltimore, Maryland, and discussed the Plan of Work (POW), the upcoming POW Panel of Experts Meeting, and impacts reporting. NERA members have reviewed this letter and agree that it represents the discussion and recommendations that took place at the Baltimore meeting. In addition, we have unanimously instructed our representative at this meeting, Cameron Faustman (Associate Director, CT-Storrs Agric. Experiment Station), to pursue the concerns/suggestions/ideas outlined below.

There is a recognition among all NERA members that there must be accountability for capacity (formula) and competitive funds provided to Experiment Stations and PIs through USDA programming. USDA is under legislative mandate to provide reporting on these funds and their ability to fulfill that obligation depends on input provided by the Experiment Stations.

We also recognize that it is critical for USDA to demonstrate to the President and Congress that their funding programs have impact and we would like to facilitate this through an efficient and meaningful mechanism. However, we believe that the current POW and annual reporting system is inefficient, unnecessarily complex, and does not focus on delivering impactful products useable by USDA and our institutions.

The following concerns/suggestions/questions were expressed by NERA members:

- It is not clear what information NIFA needs and how it is subsequently used. The NERA membership reviewed the Agenda Topics for the POW Panel of Experts (attached as Appendix) meeting and were uniformly surprised to learn that "... there are only two components in AREERA reporting that are legislatively required: Stakeholder Input and Merit Reviews; all other data currently collected in the POW and Annual Report are discretionary". The qualitative and quantitative aspects of the material required for input by Experiment Stations, and the format in which it is requested represents a significant time commitment of questionable value. We believe that stories of successful impact(s) are important but much of the required information is not relevant to that purpose.
- There is duplication among the reporting systems for capacity funds and this leads to unnecessary time spent on entering redundant data. The POW software should "pull" information from the REEport system and it cannot. Perhaps there's an opportunity to employ provisions in the federal Paperwork Reduction Act (PRA) to help justify changes to OMB?
- The POW is designed as a 5-year plan but the reporting is treated as a rolling 5-year plan. Why not allow the POW to be implemented with an option to modify along the way and minimize the interim reporting until the 5-year period is completed and fully reported on?
- Our impression is that USDA needs to be able to tell stories regarding the impacts of funded research and the National Impacts Database could serve this function. Why not limit reporting to Impacts and discard the majority of other information currently requested?
- Clerical notes. (1) The software for entering POW and annual report data is poorly constructed and not user-friendly, (2) we recommend that the annual meeting of managers (San Diego in May) be used as a forum for getting feedback on the many clerical aspects of POW reporting that are listed on the draft agenda in the Appendix to this letter.

We believe that the POW Panel of Experts meeting should be redirected to consider more fundamental questions of the reporting paradigm. There are five topics currently listed on the draft agenda and the first four (i.e., *Timing of Submissions*, *Connecting Projects to Programs*, *Software Functionality*, *Reporting Outcomes*) are clerical in nature. Clearly, there is value in helping USDA and the Experiment Station/Extension system work through them, but they are easily addressed. And they assume continuation of the current reporting model.

We believe that the system of reporting needs extensive modification to reduce the burden of time required for preparation, to deliver the needed information to the USDA and to provide

a reporting strategy that is mutually beneficial to USDA, Experiment Stations and Land Grant universities. Hence, the USDA could obtain the information it deems truly valuable while minimizing its administrative overhead costs and those of the Experiment Stations. It is our hope that the Panel of Experts meeting will be a start to reinventing the reporting system for a modern world and we are prepared to help facilitate the adoption of a reasonable, efficacious reporting system.

March 31, 2015

To: NERA Station Directors/Associate Directors
From: Sonny Ramaswamy, Director, NIFA-USDA
Subject: Plan of Work (POW) Panel of Experts Meeting on June 16-18, 2015

Thank you for your memorandum dated March 27, 2015, on your concerns and recommendations regarding the Plan of Work and Annual Report of Accomplishments.

We have an opportunity at the POW Panel of Experts meeting in June to significantly streamline the POW and its Annual Report of Accomplishments, focusing on what is required by legislation in regards to accountability, and require what is needed for NIFA to effectively evaluate the use of the four Capacity funds.

Bart Hewitt met with me last month and shared much of the same concerns and recommendations you make in your memorandum. Our hope is that during the June meeting, we can collaboratively develop a path forward, resulting in the replacement of the Planned Programs data now required, significantly reducing the redundancy of data requested for the research programs, and finally reducing the reporting burden.

Please note that all parts—Merit and Peer Review, Stakeholder Input, and Planned Programs description—of the current Plan of Work are required. It is the format and type of data under the Planned Programs that are discretionary, and we can alter what is needed and useful in the Planned Programs section. The data format of the Merit and Peer Review and Stakeholder Input sections, along with the Multistate Extension and Integrated Research and Extension, are mandatory under AREERA. This section was separate from the Plan of Work previously and has now been integrated into the Plan of Work software. Although the Executive Summary is a discretionary part of the Plan of Work, it is useful to the National Program Leaders in understanding the breadth of your programs.

The impact stories provided currently in the Annual Report are extremely useful; the inputs (i.e., dollars expended, FTEs, volunteers) and the standard outputs (publications, extension participation contacts, patents, student numbers, etc.) are also critically important because they are a part of reports NIFA is required to submit to the Office of Management and Budget, the Office of Science and Technology Policy, the White House, the USDA Secretary's office, and to Congress. These inputs and outputs can be obtained (with some tweaking) from REEport if we can get the Extension programs to be entered there, as well. Thus, if Extension were to enter their programs and projects into REEport, all we would need for Annual Reports are impact stories.

The base of the software is now going into its ninth year, as it was implemented in its current format in 2006. So we agree now is the time for a software upgrade to make it more user friendly.

The timing of submissions will also be part of the discussion in June. We believe requiring annual progress reports earlier is in keeping with the terms and conditions for all grants, which are technically due within 90 days of anniversary date. The anniversary date on all capacity grants is October 1. Moreover, the Plans of Work should not be due until about June 1 of each year if we continue with the rolling 5- Year Plans of Work. No matter which way the Panel of Experts recommends on continuing with rolling Plans or bringing back the concept of single 5- Year Plans (or 4-Year Plans), we still need to receive Annual reports for inputs, standard outputs, and impact stories because of the reasons noted above.

We look forward to the meeting in June and hearing from NERA and the other regional research and Extension representatives.

May 11, 2015

TO: Dr. Sonny Ramaswamy
Director, NIF A-USDA

Bart Hewitt
Director, Planning, Accountability, and Reporting Staff

Katelyn Sellers
POW & REEport Business Manager

FROM: NEED Directors / Administrators and Associate Directors:

Dr. Dan Lerner, University of Vermont
Dr. Nancy Bull, NEED Executive Director
Dr. Michael O'Neill, University of Connecticut
Dr. Michelle Rodgers, University of Delaware
Dr. William Hare, University of District of Columbia
Mr. John Rebar, University of Maine
Dr. Stephen Wright, University of Maryland
Dr. Enrique Escobar, University of Maryland Eastern Shore
Dr. Patricia Vittum, University of Massachusetts
Drs. Ken La Valley, Lisa Townson, University of New Hampshire
Dr. Larry Katz, Mary Jane Willis, Rutgers University
Dr. Chris Watkins, Cornell University
Dr. Denis Calvin, Pennsylvania State University
Dr. Deborah Sheely, University of Rhode Island
Dr. Doug Lantagne, University of Vermont
Dr. Steven Bonanno, West Virginia University
Dr. Ami Smith, West Virginia State University

SUBJECT: Plan of Work (POW) Panel of Experts Meeting on June 16-18, 2015

We are in receipt of your March 31, 2015 reply to the Northeast Experiment Station Directors/ Associate Directors. We appreciate that federal law and regulation dictates what is needed to be reported. Focusing on what is required and needed to evaluate the use of the Capacity funds is understood. A component of the reporting burden is the redundancy of reporting tools and mechanisms. As you well know, not only does Extension report to USDA-NIFA but also to county officials, state legislators, and University leadership. The ability to access data from one database for multiple functions allows for efficiency of resources as well as consistency in data collection and quality. We would like to suggest that one database from which a wide variety of reports might be programmed would result in greater efficiency than submitting to multiple databases as is now the practice. While coming to agreement on a single database might not be

simple or quick, we do have some models from which to build. By working collaboratively across the land grant system and USDA-NIF A, we can more efficiently utilize our resources. While the NIF A website states that REEport is NIF A's primary grant reporting system, we understand from your response to NERA Directors that the system is 9 years old and time for an upgrade and a new look.

The land grant university system has developed a data collection system which allows for impacts to be collected based on teaching, research, and extension (<http://landgrantimpacts.tamu.edu>) and includes the ability to search the database. While a voluntary system, this extensive database might be considered as a foundation for as a new NIF A data collection tool. Additionally, it might be fruitful to consider a single reporting system that enables integration of Extension and Research. Efforts have been made within the Extension system to educate on what is an effective impact statement.

The more we ask people to report in multiple formats the less reliable the data will be. The more a state can report what is required as well as what is useful to the state, the more reliable the data are. Coming together, as one system, to report data once would be a giant step forward. We ask for your sincere consideration and for the agenda of the June meeting to be adjusted to allow for this critical conversation among all partners to occur. We look forward to participating in that important conversation. We look forward to partnering with USDA NIFA as we make the adjustments necessary for much needed improvements.

**Western Association of
Agricultural Experiment Station Directors**

Office of the Executive Director

Memorandum

May 13, 2015

To: Dr. Sonny Ramaswamy
Director, National Institute of Agriculture

Bart Hewitt
Director, Planning, Accountability, and Reporting Staff

From: WAAESD Members

Subject: Plan of Work (POW) Panel of Experts Meeting on June 16-18, 2015

The Western Association of Agricultural Experiment Station Directors (WAAESD) met in Portland OR April 28- May 1. Discussions included the Plan of Work (POW), the upcoming POW Panel of Experts Meeting, and impacts reporting.

The WAAESD is in receipt of the letter developed by the Northeast Regional Association (NERA) that detailed a number of concerns relating to reporting requirements. We have endorsed the NERA memo and have instructed our representative at this meeting, Dr. Steve Loring (Associate Director, NM State Agricultural Experiment Station), to pursue the concerns/suggestions/ideas outlined by the NERA.

We recognize the need for accountability for both capacity and competitive funds. It is critical for USDA to demonstrate to the President, Congress and OMB that funding programs have impact and we would like to facilitate this through an efficient and meaningful mechanism. However, we believe that the current POW and annual reporting system is inefficient, unnecessarily complex, and does not focus on delivering impactful products useable by USDA and our institutions.

Like the NERA, we believe that the POW Panel of Experts meeting should be redirected to consider more fundamental questions of the reporting paradigm. There are five topics currently listed on the draft agenda and the first four (i.e., *Timing of Submissions, Connecting Projects to Programs, Software Functionality, Reporting Outcomes*) are clerical in nature. Clearly, there is value in helping USDA and the Experiment Station/Extension system work through them, but they are easily addressed. And they assume continuation of the current reporting model.

We believe that the system of reporting needs extensive modification to reduce the work burden required for preparation, to deliver the needed information to the USDA and to provide a

reporting strategy that is mutually beneficial to USDA, Experiment Stations and Land Grant Universities.

We believe that USDA could obtain the information it deems absolutely essential while minimizing its administrative overhead costs and those of the Experiment Stations. It is our hope that the Panel of Experts meeting will be a start to reinventing the reporting system for a modern world and we are prepared to help facilitate the adoption of a reasonable, efficacious reporting system.

Plan of Work Panel of Experts *Recommendations to NIFA*

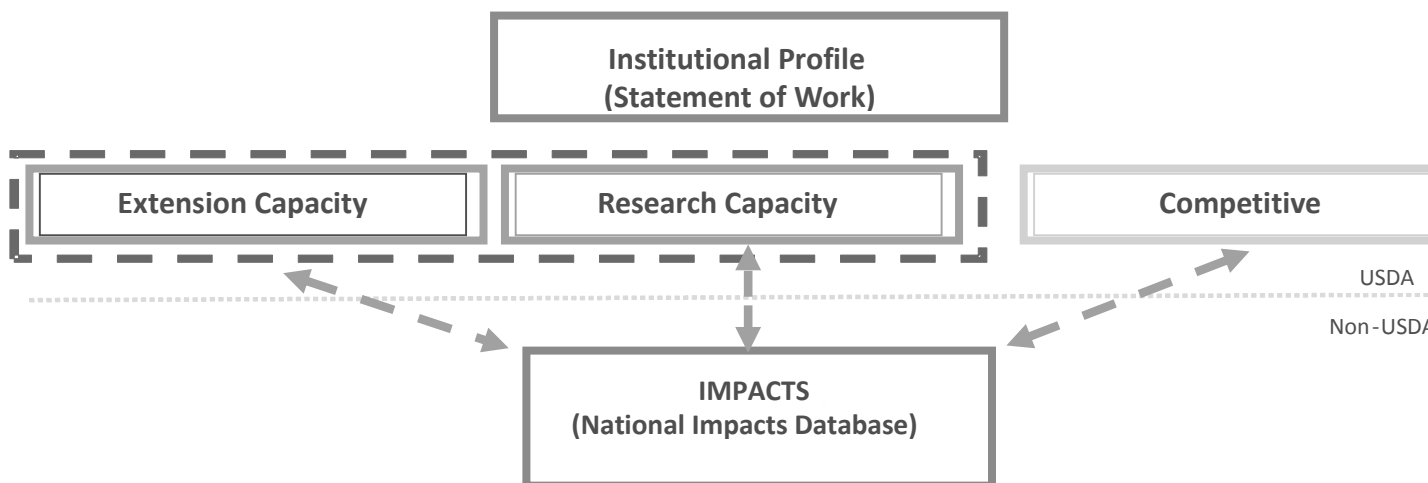
A Panel of Experts on the AREERA Plan of Work reporting process convened on June 16-18 to discuss improvements to the current reporting process. The Panel consisted of 14 members representing Research, Extension and NIFA. The Panel, with input from their respective regions and from NIFA program leaders, agreed that the current process is duplicative and burdensome. The Panel makes the following recommendations to NIFA so that the process may be streamlined in a way that reduces the reporting burden on the Land Grant Institutions as well as the review burden on NIFA National Program Leaders. The Panel also believes that this streamlining will improve data quality and result in a data collection that meets legislative requirements while also providing NIFA what it needs to continue to promote the effectiveness of the AREERA capacity funds.

The following recommendations are in draft form and will be vetted with the Panel members' regional leaders and constituencies before being presented to NIFA as final. All proposed changes will be made by the Regions to their respective representatives on the Panel. The final recommendations will be contained in a larger report that details the issues and logic that formed these recommendations. Report will be developed by the Panel over the next 60 days.

The following recommendations are classified under two categories: system-specific and general.

SYSTEM-SPECIFIC RECOMMENDATIONS:

1. There should be one reporting system with a stable platform that has the elements depicted in the graphic below. The existing Plan of Work and Annual Report of Accomplishments reporting system should be eliminated concurrent with the introduction of the new system.



- a) In support of this recommendation, NIFA should invest in human capital and hardware/software to improve the current and future reporting system (or its replacement for the single system/database approach) and make plans to discontinue support of the older and less flexible POW platform. The “single system” approach should be developed in a way that allows for aggregation of all numerical data wherever possible; it should also be able to prepopulate qualitative/descriptive data wherever possible.
 - b) Concurrent with the recommendation above, technical issues currently present in REEport, including but not limited to the excessive time needed to upload and download documents, formatting issues, and the tendency for the system to crash should be addressed, especially if the REEport platform will be leveraged for the single system approach recommended here; the system needs to be a robust and high-performance platform.
 - c) The future system (whether REEport or other) should include the capability for advanced querying of all data elements and the ability to export data in desired formats.
2. The Institutional Profile module in the new system should contain those elements mandated by AREERA and other data elements deemed essential by NIFA, including:
- a) a Short Programmatic Overview of the submitting institution(s);
 - b) a Short Annual Programmatic Summary covering Research, Extension, and Integrated program and project accomplishments (the summary should highlight those programs and projects that have realized significant accomplishments and impacts in the previous year);
 - c) description of Merit and Scientific Review processes;
 - d) description of Stakeholder Input and utilization processes;
 - e) Multistate Extension and Integrated Research and Extension components as required by AREERA;
 - f) a list of “planned programs” (or whatever they will be called in the new system).
3. The Institutional Profile module should be structured so that it may remain relatively unchanged from year to year and will repopulate annually for the institution; this results in a 5-year dynamic, rolling “plan” for all 1862 and 1890 Institutions (both Research and Extension).
- a) If an institution wishes to make changes to their profile annually, they should be able to do so (both add and subtract program elements), and a mechanism to highlight such changes for the NIFA reviewer should exist.

4. The listing of “planned programs” that is entered into the “Institutional Profile” should allow tagging to NIFA’s topic areas; this will allow entered data to be rolled up for NIFA’s use.
5. The Research Capacity and Competitive reporting modules should function in a manner similar to how they are currently accounted for. The Extension Capacity reporting module should be developed to include planning and reporting related metrics needed by NIFA to assess progress and to promote the accomplishments of capacity-funded programs.
6. The Extension and Research Capacity and Competitive reporting modules should be linked to the National Impacts Database (NID) so that users of the system are not required to enter impact statements that are already documented in the NID.
 - a. The potential for linking to the Excellence in Extension database should be explored as well in order to determine if there is any opportunity to further reduce duplicative reporting.
7. Participation in the National Impacts Database should be optional, not mandatory. The NID will be informed by the Extension and Research Capacity and Competitive reporting modules of the single system. Language in the NID should be updated to link to NIFA’s topic areas so that NIFA may properly associate impacts to agency’s areas of focus.
8. Knowledge areas (KAs) and Subjects of Investigation (SOIs) should be expanded and/or modified to meet both Research and Extension’s needs.
9. NIFA should restore the flexibility of a state to report by institution (1862, 1890), organization (Research, Extension), or jointly.

GENERAL RECOMMENDATIONS:

10. The following sub-groups should be created in order to ensure all recommendations of the Panel of Experts are carried out accurately and efficiently (note that a Panel Expert may serve on one or more sub-groups):
 - a) a sub-group to define the Extension Capacity program reporting module; the group will clearly define data fields/elements that need to be included in the new module;
 - b) a sub-group to operationalize the data elements and functionality of the “Institutional Profile;
 - c) a sub-group to identify new Knowledge Areas (KAs) and Subjects of Investigation (SOIs) for addition to NIFA’s Manual of Classification so that both Research and Extension can classify projects and programs accurately;

- d) other sub-groups as needed; for example, fiscal monitoring/tracking (the Panel of Experts will serve as a committee for determining when a new sub-group is required).
11. Reporting Deadlines: NIFA should keep all capacity reporting deadlines with the due dates that currently exist but should re-visit this issue once the new “single system concept” has been implemented (currently Feb 1 for Research REEport Financial Report; Mar 1 for Research Progress and Final Report; April 1 for all other capacity reporting).
 12. A permanent accountability and reporting track (akin to the fiscal track) for the National Extension and Research Administrative Officers' Conference (NERAOC) should be implemented. NIFA should send Representatives from the Planning, Accountability, and Reporting Staff (PARS) to the meeting annually so that feedback can be gained and improvements made to the database, by both sides, without waiting for the Panel of Experts to convene every five years.
 13. A commitment should be made by NIFA to work with Land Grant partners to ensure that the resultant system is fully searchable by (but not limited to) author, keyword, topic, programmatic classification, and location of work, and that the information within the modules will be effectively linked within the larger system.
 14. NIFA should strengthen the State Liaison Program to more effectively build and maintain relationships between program leaders and state institutions.
 - a) NIFA should clarify, standardize, and communicate the review criteria NPLs use to review programs/projects.
 - b) NIFA should clarify and communicate/educate its LGU partners how data are used to report out to various audiences and stakeholders.
 15. Non-AREERA programs, such as McIntire-Stennis, should not be included in the new reporting model proposed in these recommendations at this time, but the Panel acknowledges that the new “single system” approach, combined with NIFA’s grants modernization initiative, could eventually result in a framework that may be applied to all NIFA funding programs.

NRSP Review Committee Agenda Brief (Fall Meeting)

Presenters: Bret Hess and Mike Harrington

For information only

NRSP Review Committee Members

<p>Bret Hess, Chair (WAAESD)</p> <p>Delegates:</p> <ul style="list-style-type: none">• Fred Servello (NERA)• Shirley Hymon-Parker (ARD)• Doug Buhler (NCRA)• Tom Bewick (NIFA)• Clarence Watson (SAAESD)• L. Washington Lyons (Cooperative Extension)	<p>Executive Directors:</p> <ul style="list-style-type: none">• Eric Young (SAAESD)• Mike Harrington, Executive Vice-Chair (WAAESD) <p>Interim Delegate:</p> <ul style="list-style-type: none">• Tim Phipps (NERA) <p>Stakeholder Representative:</p> <ul style="list-style-type: none">• Don Latham (CARET)
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Background:

The NRSP Review Committee (NRSP-RC) met in Denver, CO on May 28, 2015 for its annual meeting to review proposals, budgets, and guidelines and make recommendations for funding. The committee recognized the need for additional clarification regarding peer review of proposals and is currently drafting an appendix to the guidelines to more clearly outline this processes. Recommendations are presented below.

NRSP 2015-2016

Requests for Off-the-Top Funding

Project	Request FY2013	Authorized FY2013	Request FY2014	Authorized FY2014	Request FY2015	Approved FY2015	†Request FY2016	NRSP Review Committee Recommendation
NRSP1	50,000	50,000	75,000	75,000	300,000	300,000	183,500	
NRSP3	50,000	50,000	50,000	50,000	50,000	50,000	50,000	
NRSP4	481,182	481,182	481,182	481,182	481,182	481,182	see below	
NRSP6	150,000	150,000	150,000	150,000	150,000	150,000	see below	
NRSP7	325,000	325,000	325,000	325,000	325,000	325,000	see below	
NRSP8	500,000	500,000	500,000	500,000	500,000	500,000	500,000	
NRSP9	175,000	175,000	175,000	175,000	175,000	175,000	175,000	
NRSP10					398,631	398,631	370,165	
NRSP_TEMP004 (NRSP4)							481,182	Approve proposal & 5-year budget request.
NRSP_TEMP006 (NRSP6)							150,000	Approve proposal & 5-year budget request; require committee to investigate alternative funding models and report back to NRSP-RC at mid-term review. See attached.
NRSP_TEMP7 (NRSP7)							325,000	Reject proposal & 5-year budget request; with 1-year transition funding for \$325,000. See attached.
NRSP_TEMP9 (NRSP9)							225,000	Approve proposal & 5-year budget request.

†As of 2012, all NRSP budgets are approved for the duration of their current 5-year cycle, assuming an acceptable mid-term review.

FY16 National Research Support Projects

National Research Support Program (NRSP) Ballot

* 1. What station do you represent?

* 2. Do you approve the NRSP Review Committee recommendation to approve the proposal and 5-year budget for the following projects:

	Yes	No
NRSP_TEMP004, "Enabling Pesticide Registrations for Specialty Crops and Minor Uses" (2015-2020), \$481,182	<input type="radio"/>	<input type="radio"/>
NRSP_TEMP006, "The U.S. Potato Genebank: Acquisition, Classification, Preservation, Evaluation and Distribution of Potato (Solanum) Germplasm" (2015-2020), \$150,000	<input type="radio"/>	<input type="radio"/>
NRSP_TEMP009, "National Animal Nutrition Program" (2015-2020), \$225,000	<input type="radio"/>	<input type="radio"/>

If "NO" suggest an alternative

* 3. Do you approve the NRSP Review Committee recommendation to reject the proposal and budget for NRSP_TEMP007, "A National Agricultural Program for Minor Use Animal Drugs" (2015-2020), \$325,000?

Yes

No

If "NO" suggest an alternative

Summary of NRSPs

Project Number	Project Name	Project Period	Mid-term Review Year
NRSP-1	National Information Management and Support System (NIMSS)	2014-2017	2016
NRSP-3	The National Atmospheric Deposition Program (NADP)	2014-2019	2017
NRSP-4 (NRSP_TEMP4)	Enabling Pesticide Registrations for Specialty Crops and Minor Uses	2015-2020	2018
NRSP-6 (NRSP_TEMP6)	The U.S. Potato Genebank: Acquisition, Classification, Preservation, Evaluation and Distribution of Potato (<i>Solanum</i>) Germplasm	2015-2020	2018
NRSP-7 (NRSP_TEMP7)	A National Agricultural Program for Minor Use Animal Drugs	2015-2016	-
NRSP-8	National Animal Genome Research Program	2013-2018	2016
NRSP-9 (NRSP_TEMP9)	National Animal Nutrition Program	2015-2020	2018
NRSP10	Database Resources for Crop Genomics, Genetics and Breeding Research	2014-2019	2017

A Synopsis of the U.S. Potato Genebank: Acquisition, Classification, Preservation, Evaluation and Distribution of Potato (*Solanum*) Germplasm (NRSP6)

Background

The official National Plant Germplasm System project for the US potato genebank is in the National Research Support System designated as NRSP6. The NRSP system is a key facet of the State Agricultural Experiment Station (SAES) System. NRSP6 provides germplasm stocks, germplasm data, R&D techniques and tools and custom materials for germplasm evaluation to the stakeholders such as public and private plant breeders, potato researchers, food suppliers and processors both domestically and internationally. NRSP6 has been a viable national project (since the 1950s) with current top 10 state (unit) users from CA, IA, ID, MD, MI, MN, NY, OR, WA and WI and, in reality, nearly 50 states using the Genebank over short timeframes. The Genebank has over 5,000 items of germplasm for the world's most important non-cereal crop with 45% of these being unique. While the demand for Genebank services is increasing, the overall financial health is declining; thereby creating uncertainties that project evaluators recommend broader discussions to identify options for a more sustainable future. Very preliminary conversations have occurred with the National Potato Council leadership and staff, a NRSP review team member, a state breeder, state potato commission and a regional agricultural research association. Other key leaders, users and stakeholders must be consulted and fully engaged in order to design alternative funding models.

Challenges

- Potato is a prohibited import crop, so current genetic resources in the US genebank are the only ones readily available to users. Continued restrictions on international germplasm collection and distribution limit new discoveries, thereby increasing the importance and use of the current stocks.
- Historical purchasing power erosion and direct cuts in program support across all of the primary funding sources (USDA Ag Research Service, State Ag Experiment Stations, University of Wisconsin-Madison, Industry, grants) and numerous in-kind contributions negatively impact the overall operation of NRSP6. Budget pressures have negatively impacted: personnel, operations, maintenance, facility and equipment. The end result is a tenuous future.
- A key essence of the NRSP system is to leverage expertise and resources across priority projects such that the SAES System and other users (as appropriate) benefit and share the costs. This is a strength as well as a weakness.

Next Steps

- Fortuitously, several key meetings are occurring which will allow for a more inclusive discussion and evaluation of future prospects for action (National Potato Council board and managers summer meeting, NRSP6 and regional ag research association(s)).
- Assuming that these discussions are favorable, key individuals should be identified to serve on a committee to delve deeper into the challenge and identify potential solutions that will lead to a consistent and sustainable funding model that will ensure a quality, financially stable and comprehensive US Potato Genebank well into the future.

A Synopsis of the National Agricultural Program for Minor Use Animal Drugs. (NRSP-7)

Background

The minor use animal drug program has been in existence since 1983 with the following mission/objectives:

1. *Identify* animal drug needs, including naturally occurring biotherapeutics and feed additives, for minor species and minor uses in major species,
2. *Generate* and *disseminate* data for safe and effective therapeutic and biotherapeutic applications, and
3. *Facilitate* FDA/CVM approvals for drugs and biotherapeutics identified as a priority for a minor species or minor use.

NRSP-7 functions to coordinate efforts among animal producers, pharmaceutical manufacturers, FDA/CVM, USDA/ Research, Education, and Extension, universities, State Agricultural Experiment Stations and veterinary medical colleges throughout the country.

The project has received off the top funding since USDA NIFA funds have not been available for the past 6 years. After efforts to join forces with NRSP4 failed in 2014, the NRSP Review Committee (RC) provided a one year approval with a requirement of leveraging off the top funding and also emphasized the importance of engaging stakeholders in support of the project.

A majority of NRSP-RC members felt that the committee did not demonstrate “new” leveraged funds, as required, and, rather, only did a better job of reporting funds that already existed (based on explanations provided in the proposal). In addition, the RC expressed concern that, even with NRSP funding, there would not be sufficient funds to make the program effective or impactful. Finally, there was concern about a lack of stakeholder involvement.

Thus, by a **7-1 vote, the committee approved a recommendation to reject the proposal and budget.** Assuming the recommendation is upheld at the Experiment Station Section Meeting in September, NRSP7 will receive 1-year of funding at the current level to phase out activities.

Challenges

- New Minor Use Animal Drugs have been approved at a rate of 1.6/yr. during the 32 years of the program and 52 applications have been made.
- The cost of the program to provide information to support a single label claim has risen to approximately \$3.1 million. At the current funding level approval of a single drug would require 4-5 years.
- There are currently six active projects.
- There is little or no *organized* stakeholder involvement (i.e., an advisory committee) in identifying priorities.
- The program has struggled to remain in existence.
- The program has been unable to garner broad stakeholder support.

Additional Comments:

The NRSP-RC feels that this is an important effort but it needs to have more structure and guidance. This would commence with a retreat of the administrative advisors and other principals at a central location. This meeting would address organizational shortcomings and develop further approaches to codify the program.

A second meeting would bring together stakeholders including the drug industry, producers, USDA, with the aim of directly identifying problems, address funding needs and creating an Advisory Committee.

Several NRSP-RC members are interested in working with the committee to build support for the program to a level that would truly make it effective and impactful.

NRSP_TEMP007 Addendum and Response

From: Margaret Smith [mailto:mes25@cornell.edu]

Sent: Wednesday, August 26, 2015 6:31 AM

To: brethess@uwyo.edu; sjhymonp@ncat.edu; cwatson1@uark.edu; tbewick@nifa.usda.gov; buhler@anr.msu.edu; lwlyons@ncat.edu; tphipp@wvu.edu; eric_young@ncsu.edu; Harrington, H. Michael <Michael.Harrington@colostate.edu>; donel@frontiernet.net

Cc: John George Babish <jgb7@cornell.edu>; Frances D. Galey <FGaley@uwyo.edu>; Elzer, Philip H. (PElzer@agcenter.lsu.edu) <pelzer@agcenter.lsu.edu>; George Smith <smithge7@msu.edu>; Sherman, Gary <gsherman@nifa.usda.gov>

Subject: NRSP-007 reconsideration request

Importance: High

To: NRSP Review Committee

From: Margaret Smith, Lead Administrative Advisor for NRSP-007

Re: Reconsideration of NRSP-007 renewal request

Kindly find attached information requesting reconsideration of the NRSP Review Committee's recommendation to terminate NRSP-007. This information comes from the NRSP-007 chair and regional managers. They make a strong case for the need for continuation of NRSP-007, which I sincerely hope your group will carefully consider. Please note that the essentials are summarized in the prologue and expanded on in only five following pages, the document addresses key concerns regarding the project expressed by your group, and especially note the strong letter of support from the U.S. Food and Drug Administration's Center for Veterinary Medicine at the end of the document.

Thank you in advance for your thoughtful consideration of this document.

Margaret E. Smith

Professor, Plant Breeding & Genetics

School of Integrative Plant Science, Cornell University

G42 Emerson Hall, Ithaca NY 14853

Tel. 607-255-1654, FAX 607-255-6683

Associate Director, Cornell Univ. Agricultural Experiment Station

342 Roberts Hall, Ithaca NY 14853

Tel. 607-255-2552, FAX 607-255-9499

Email mes25@cornell.edu

Sent: Fri 8/28/2015 11:27 AM

To: Margaret Smith <mes25@cornell.edu>; brethess@uwyo.edu; sjhymonp@ncat.edu; cwatson1@uark.edu; tbewick@nifa.usda.gov; buhler@anr.msu.edu; lwlyons@ncat.edu; tphipp@wvu.edu; eric_young@ncsu.edu; donel@frontiernet.net; escop-nrsp@lists.ncsu.edu

Cc: John George Babish <jgb7@cornell.edu>; Frances D. Galey <FGaley@uwyo.edu>; Elzer, Philip H. (PElzer@agcenter.lsu.edu) <pelzer@agcenter.lsu.edu>; George Smith <smithge7@msu.edu>; Sherman, Gary <gsherman@nifa.usda.gov>

Colleagues:

We read with interest the addendum provided by the members of NRSP-7.

We want to be clear as to the current status of the project. The NRSP Review Committee (NRSP-RC) provided for a one year project in 2014 with specific guidance that the project seek additional resources (not in kind). In addition, there was an identified need to develop strong connections with industry stakeholders. Unfortunately the proposal fell well short of the committee's expectations so a recommendation, as seconded motion, will be made to the Experiment Station Section (ESS) not to fund this project. The ESS will vote during its annual meeting in late September. A majority of the members must vote against the NRSP-RC recommendation resulting in the Committee developing an alternative motion. Should the vote uphold the committee's recommendation, NRSP-7 will have a final year of funding at the current level of \$325,000 to close out the project.

The NRSP-RC recognizes the importance of NRSP-7 and is most concerned about its long term viability. Regardless of the ESS vote, NRSP-RC members are willing to assist the project team with essential steps toward a sustainable future. The NRSP-RC suggested set of taking points (see attached) providing action steps and guidance to the project were developed and shared early in the summer.

Please feel free to contact either or both of us if you would like to discuss this further.

Bret W. Hess
Associate Dean for Research & Director
Wyoming Agricultural Experiment Station
University of Wyoming
1000 E. University Ave., Dept. 3354
Laramie, WY 82071-2000
(307) 766-3667
www.uwyo.edu/uwexpstn

H. Michael Harrington
Executive Director
WAAESD
970-491-6280 Office
970-491-7457 Direct
970-420-1309 Cell
www.waaesd.org



A National Study of Capital Infrastructure and Deferred Maintenance in Schools of Agriculture Facilities



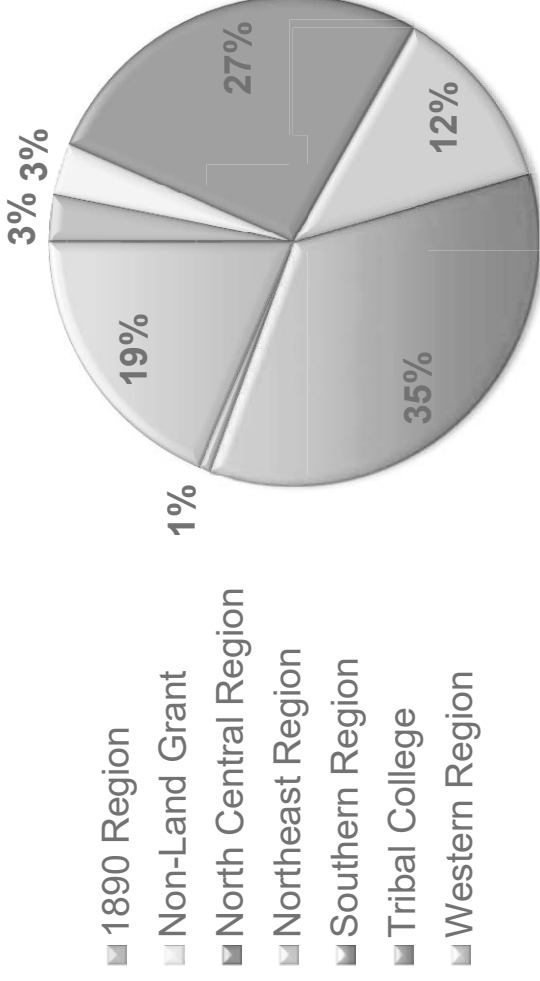
Breakdown of Survey Responses

Category	Response
Campuses	91
Buildings	15,596
Gross Square Feet	87.7 Million
Est. CRV	\$28.9 Billion

Campuses Responding by Region



GSF Responding by Region



Key Findings of the Study

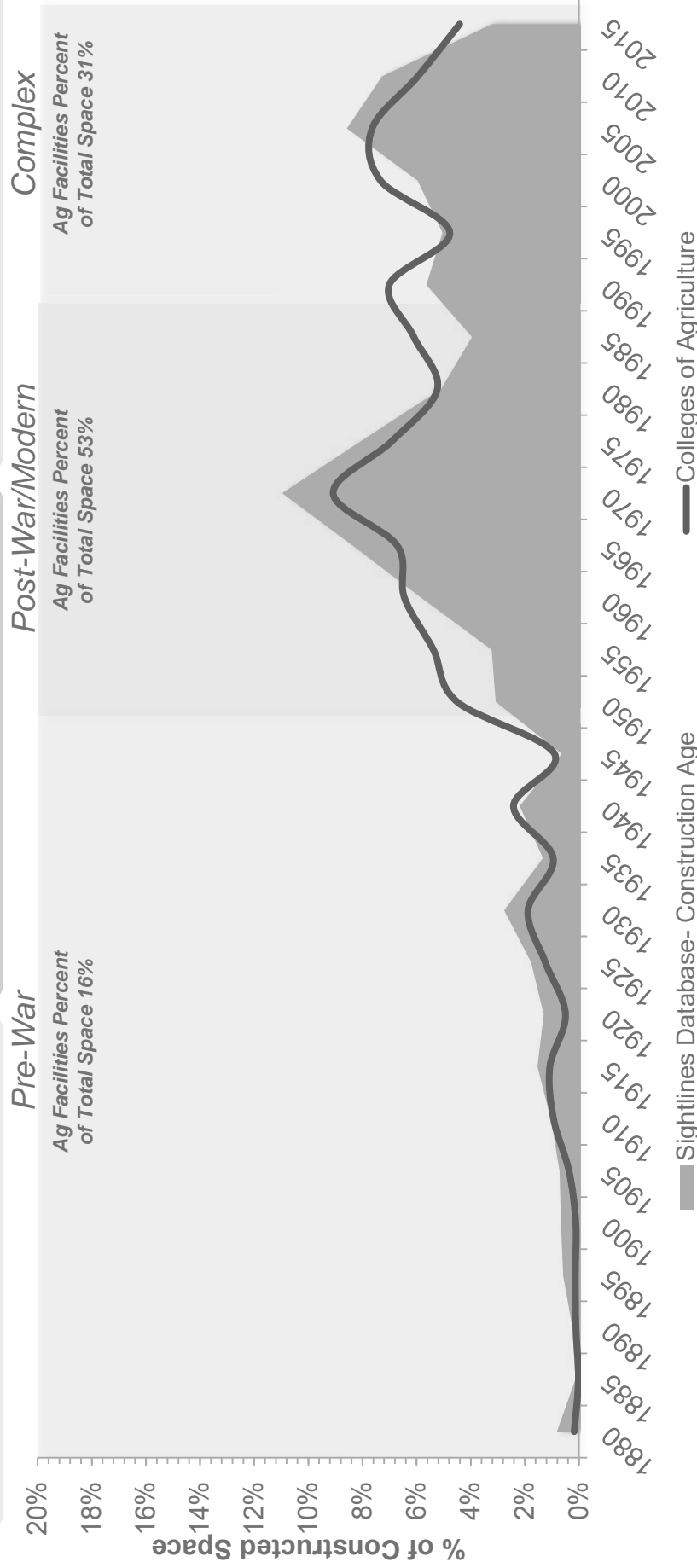
- 1. The level of deferred maintenance identified is significant and conditions exist for it to continue to grow.**
- 2. There are three main areas identified that are contributing to the growth of deferred maintenance:**
 - 1. The majority of space was constructed during a period of rapid, poor quality construction.*
 - 2. Most buildings have received insufficient capital investments as they have aged.*
 - 3. 80% of campuses are investing at such a low level that deferred maintenance will grow annually.*
- 3. These conditions are consistent across the country.**

Drivers of Deferred Maintenance

When Schools of Agriculture facilities were constructed

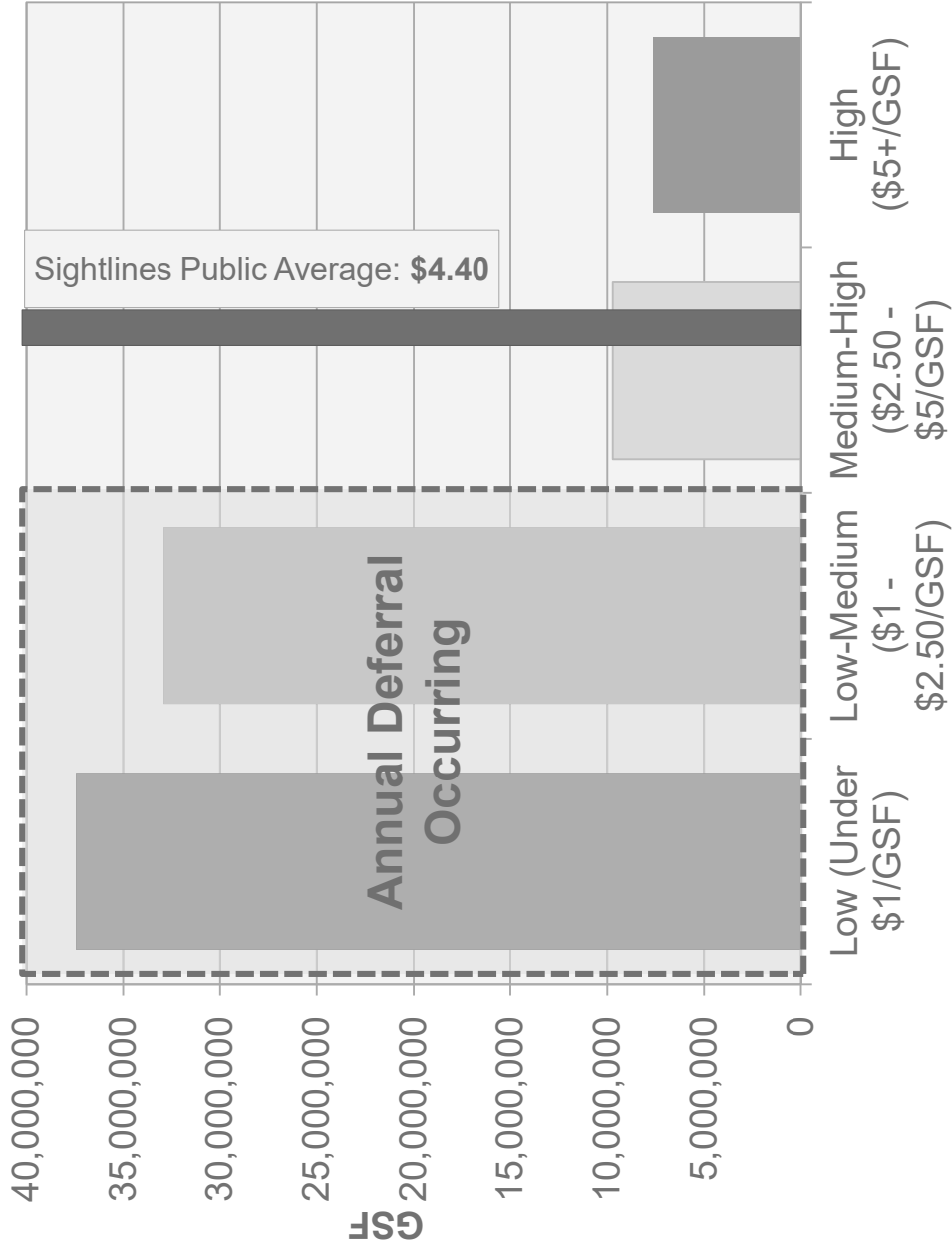
The campus age drives the overall risk profile

<p>Pre-War</p> <ul style="list-style-type: none"> Built before 1951 Durable construction Older but typically lasts longer 	<p>Post-War/Modern</p> <ul style="list-style-type: none"> Built between 1951 and 1990 Lower-quality/Quick-flash construction Already needing more repairs and renovations 	<p>Complex</p> <ul style="list-style-type: none"> Built in 1991 and newer Technically complex spaces Higher-quality, more expensive to maintain & repair
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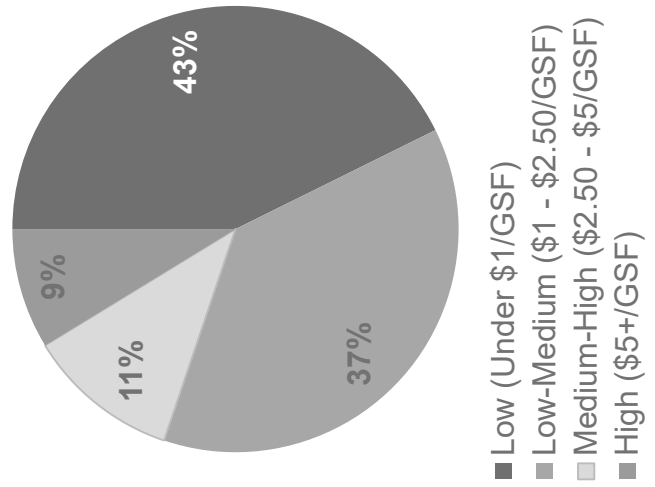


Spending Levels at Schools of Agriculture

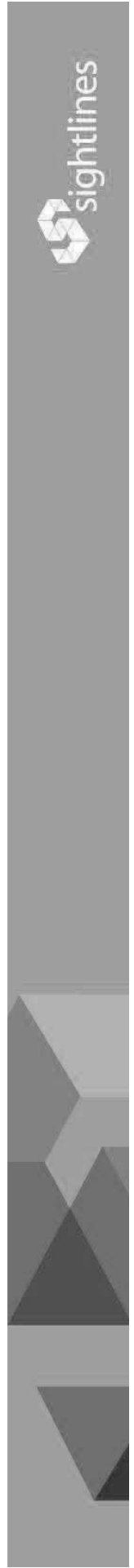
Distribution of Space by Annual Funding Level



Funding Level Distribution

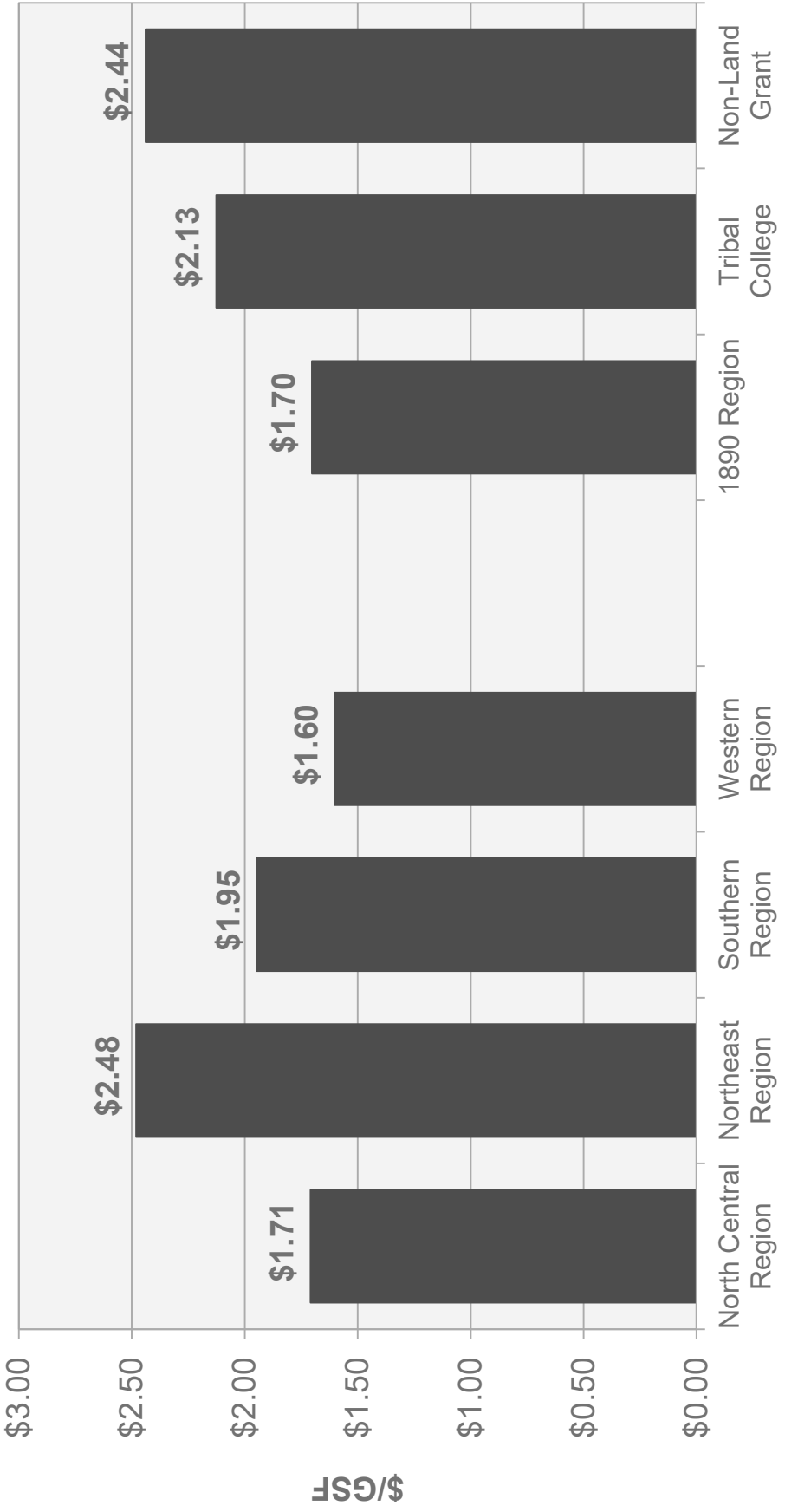


- APLU Avg: \$1.86
- APLU Sightlines Members: \$2.08
- APLU Non-Sightlines Members: \$1.55
- Sightlines Database Public Avg: \$4.40

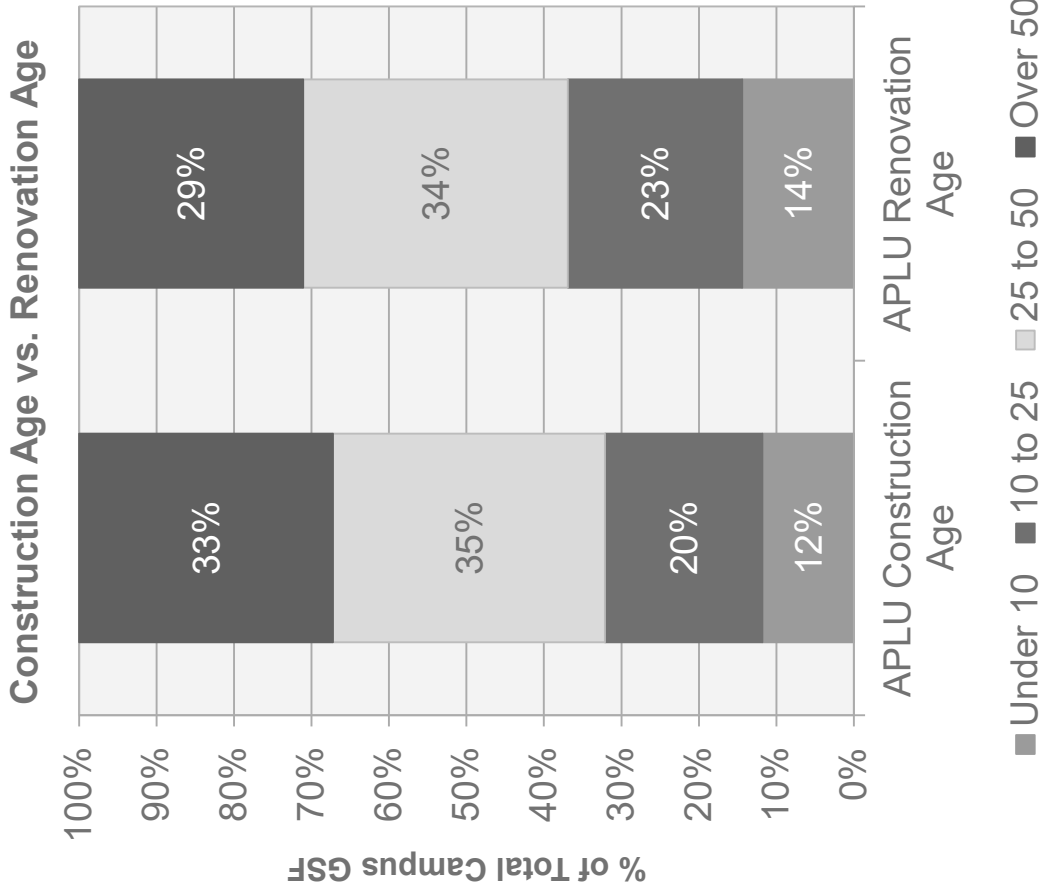


Average Spending by Region

Average Annual Capital Investments by Region



Age Profile of Schools of Agriculture Facilities



Buildings over 50
 Life cycles of major building components are past due. Failures are possible.
 Highest risk

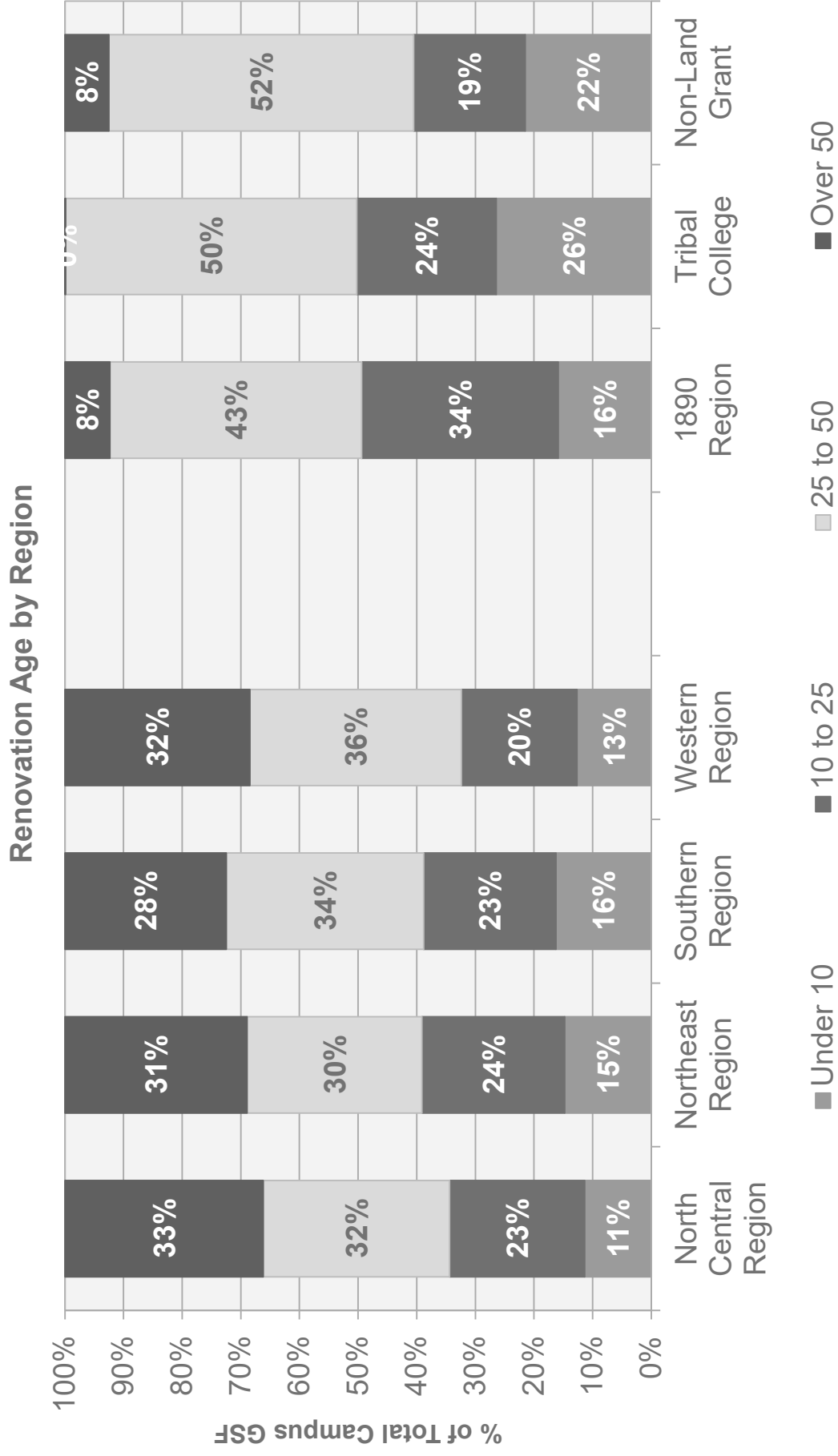
Buildings 25 to 50
 Major envelope and mechanical life cycles come due.
 Higher Risk

Buildings 10 to 25
 Short life-cycle needs; primarily space renewal.
 Medium Risk

Buildings Under 10
 Little work. "Honeymoon" period.
 Low Risk

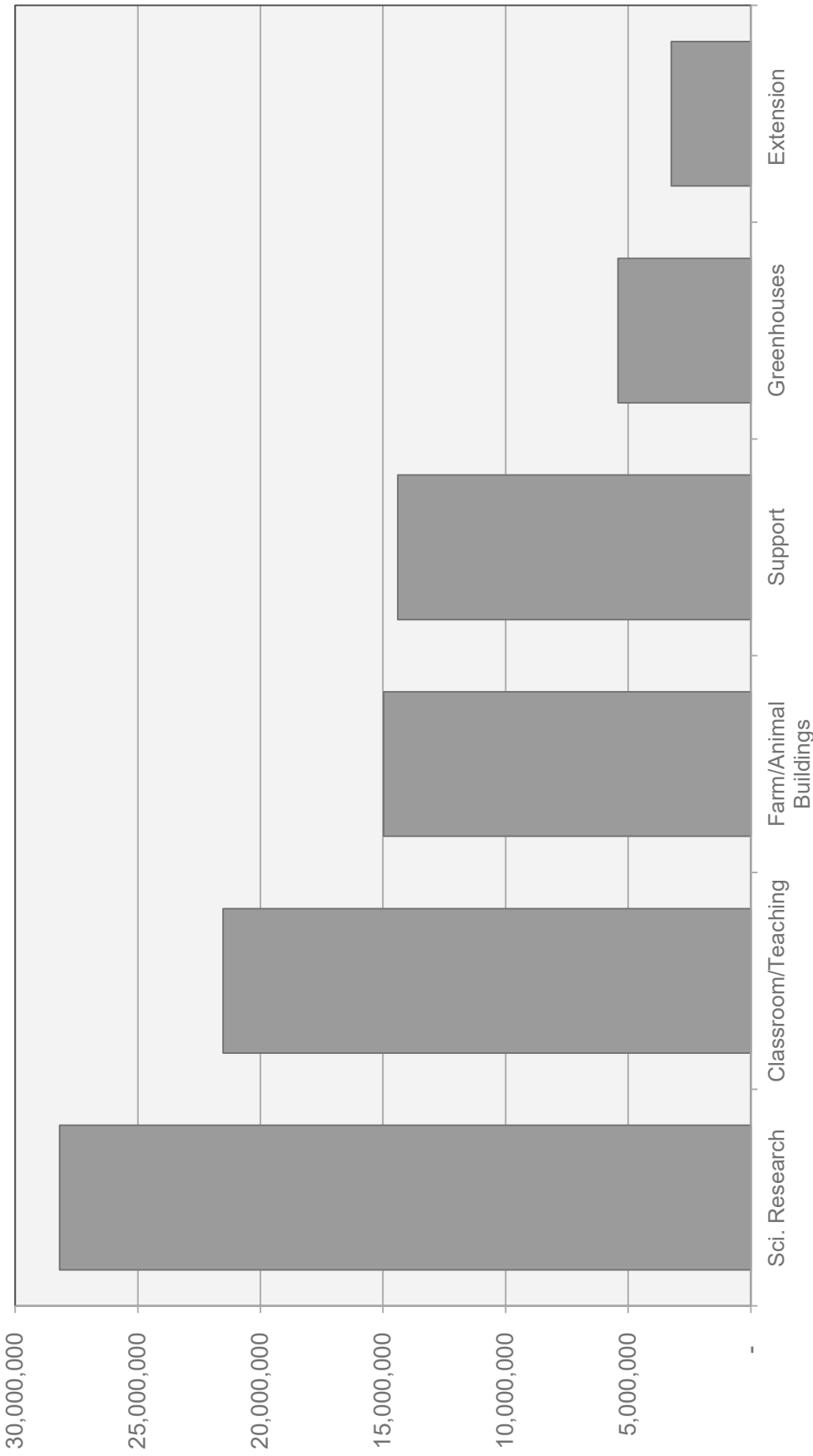


Age Profile by Regions



57% of space is Academic & Science Research

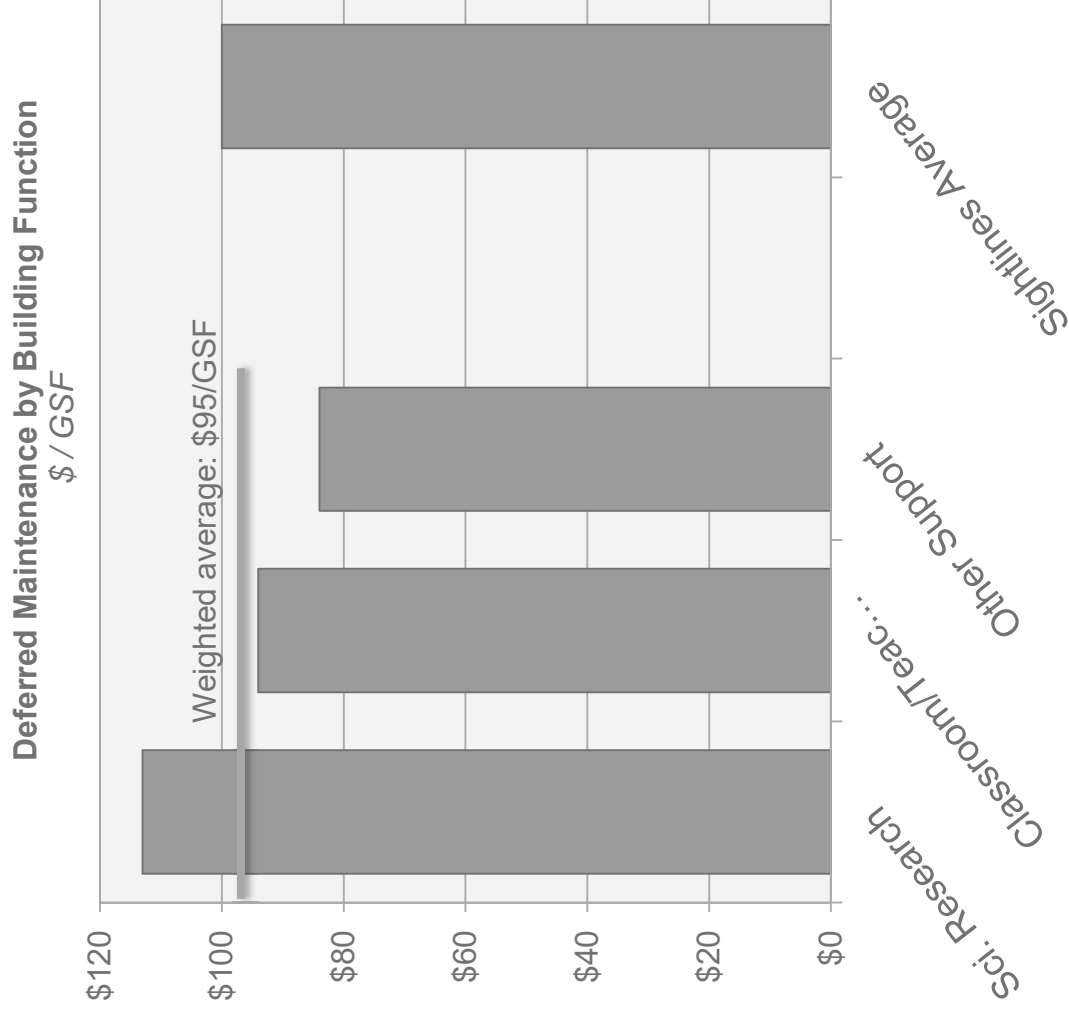
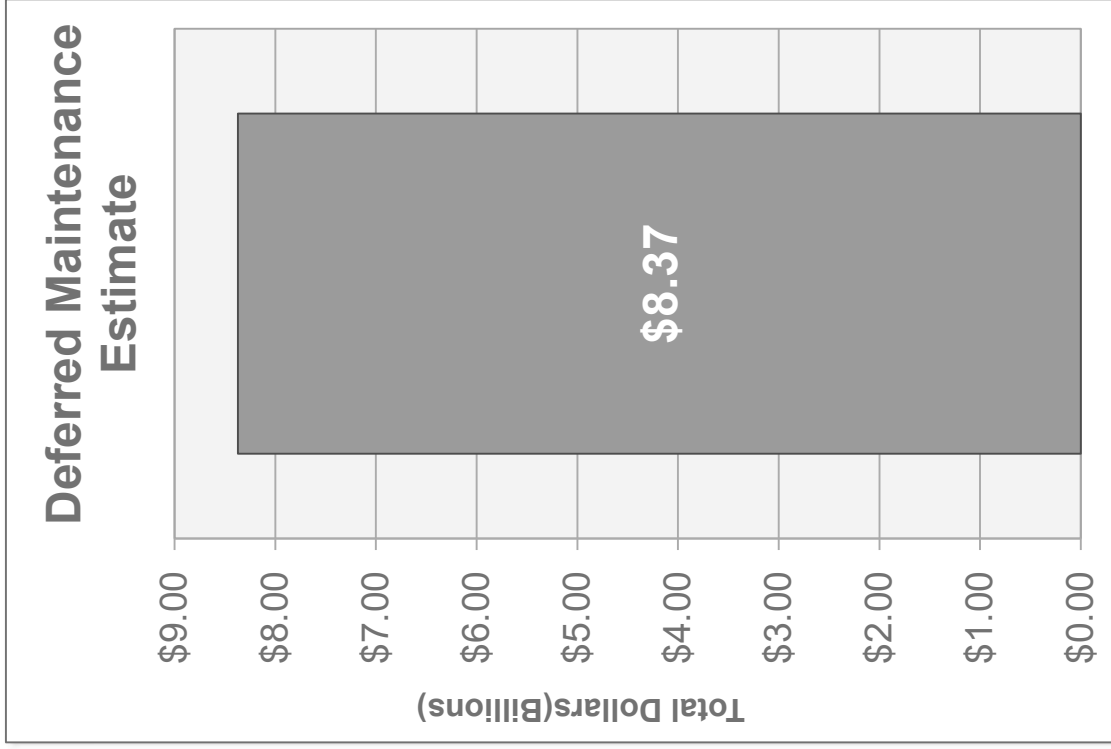
GSF by provided Building function



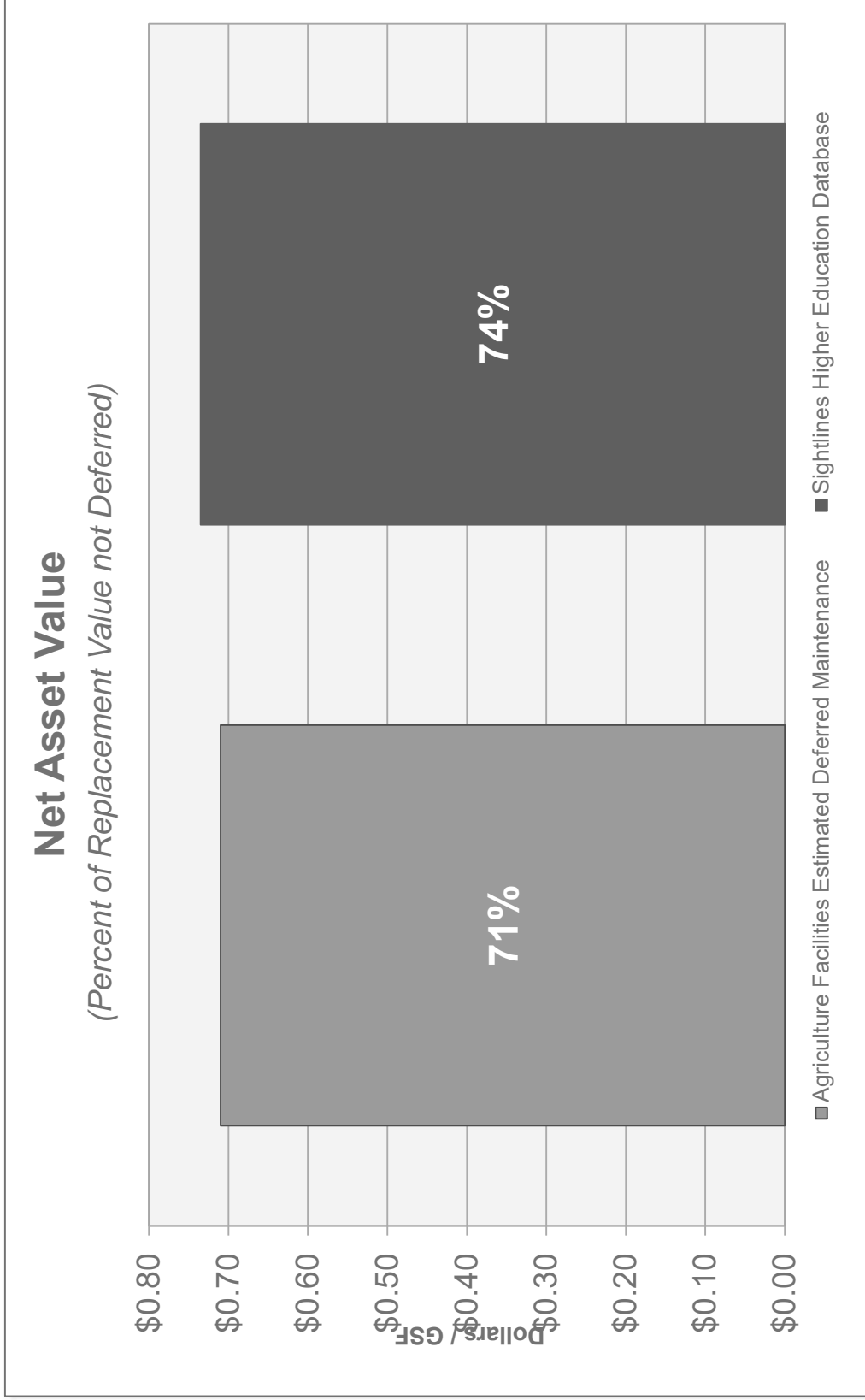


Summary of Findings

Findings – Total Identified DM



Deferred maintenance accounts for 30% of buildings value

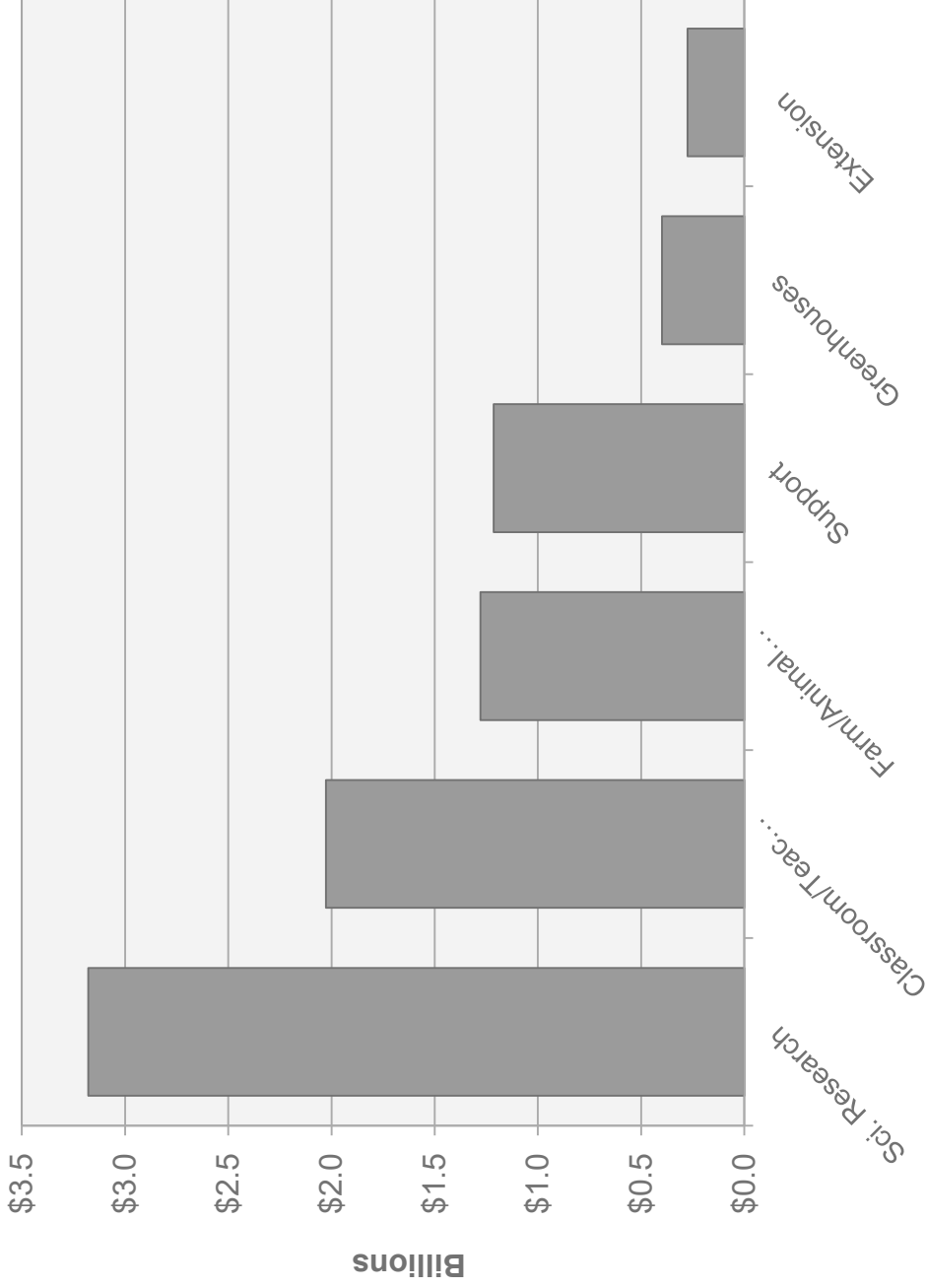


$$\text{Net Asset Value} = \frac{\text{Replacement Value} - \text{DM}}{\text{Replacement Value}}$$

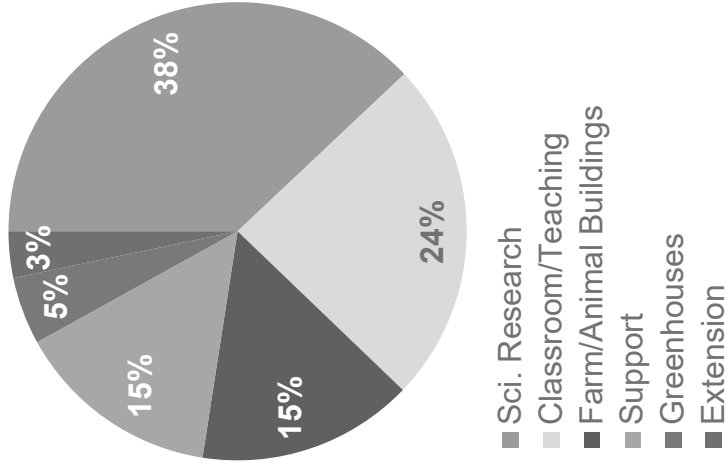
Deferred Maintenance by Building Function

Greatest need in programmatic spaces

Deferred Maintenance by Building Function

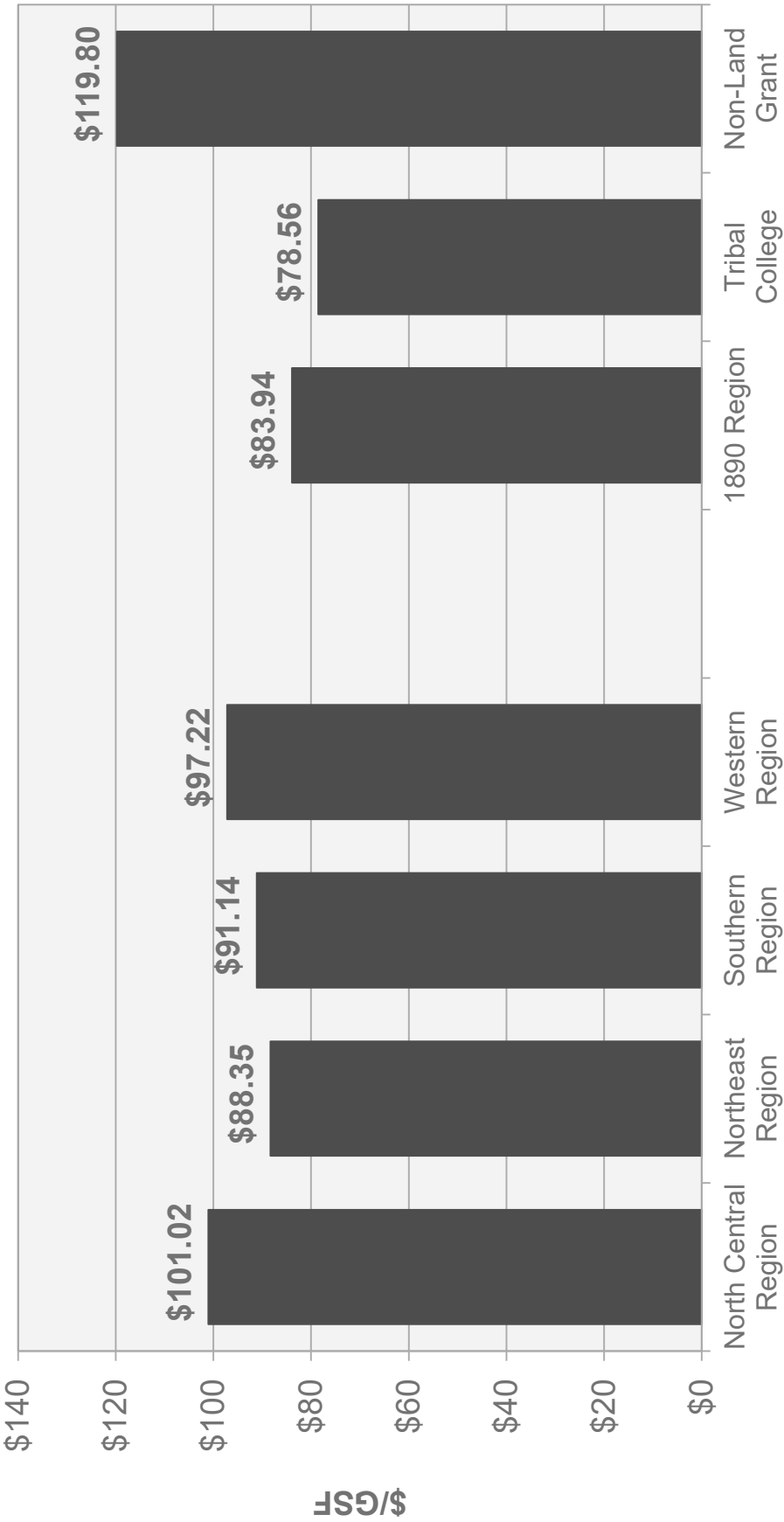


Need by Function



DM by Region

Deferred Maintenance by Region - Normalized



What can be done?

- > **Capital Infusions are needed(federal and state):**
 - > A capital infusion of funds to renovate or replace the aging facilities will have an immediate return on investment and protect the billions in research currently being done in these facilities.
- > **Institutions need to develop multi-year capital plans:**
 - > This means engaging in a process to set capital priorities and a plan to phase in work over time. Two specific strategies to consider:
 - > Targeting major renovations
 - > Demolition or renovation through replacement
- > **Campuses need proactive maintenance in newer facilities:**
 - > Proactive maintenance will protect capital investments and slow the rate of deferred maintenance growth

Questions and comments



NRSP Review Committee: Budget Recommendations

- **NRSP_TEMP004, Enabling Pesticide Registrations for Specialty Crops and Minor Uses (NRSP4) [2015-2020]**
 - **Approve** proposal and 5-year budget request at \$481,182/year

YES = 98% NO = 2%



NRSP Review Committee: Budget Recommendations

- NRSP_TEMP006, The U.S. Potato Genebank: **Acquisition, Classification, Preservation, Evaluation and Distribution of Potato (Solanum) Germplasm (NRSP6) [2015-2020]**
 - **Approve** proposal and 5-year budget request at \$150,000/year; require committee to investigate alternative funding models and report back to NRSP-RC at mid-term review.

YES = 90% NO = 10%



NRSP Review Committee: Budget Recommendations

- **NRSP_TEMP009, National Animal Nutrition Program (NRSP9) [2015-2020]**
- **Approve** proposal and 5-year budget request at \$225,000/year

YES = 98% NO = 2%



NRSP Review Committee: Budget Recommendations

- **NRSP_TEMP007, A National Agricultural Program for Minor Use Animal Drugs (NRSP7) [2015-2016]**
 - **Reject** proposal & 5-year budget, with 1-year transition funding for \$325,000.

YES = 88% NO = 12%

ESS SCIENCE & TECHNOLOGY COMMITTEE

Marikis Alvarez, Chair

*Fall ESS Business Meeting
Ballantyne Hotel & Lodge, Charlotte, NC
September 30, 2015*

PREVIOUS ESS EXCELLENCE IN MULTISTATE RESEARCH AWARD WINNERS

2008: NC229 - Porcine Reproductive and Respiratory Disease: Methods for the Integrated Control, Prevention and Elimination of PRRS in United States Swine Herds

2009: S1039 - Biology, Impact and Management of Soybean Insect Pests in Soybean Production Systems

2010: NE1033 - Biological Improvement of Chestnut through Technologies that Address Management of the Species, its Pathogens and Pests

2011: S1032 - Improving the Sustainability of Livestock and Poultry Production in the United States

PREVIOUS ESS EXCELLENCE IN MULTISTATE RESEARCH AWARD WINNERS

2012: NCERA208 - Response to Emerging Threat: Soybean Rust

2013: SERA005 - Sweet Potato Collaborators Conference

2014: W2128 - Microirrigation for Sustainable Water Use

2015 ESS EXCELLENCE IN MULTISTATE RESEARCH AWARD NOMINEES

NC140: Improving Economic and Environmental Sustainability in Tree-Fruit Production Through Changes in Rootstock Use

NE1201: Mycobacterial Diseases of Animals

S1049: Integrated Management of Pecan Arthropod Pests in the Southern U.S.

W3122: Beneficial and Adverse Effects of Natural, Bioactive Dietary Chemicals on Human Health and Food Safety

2015 ESS EXCELLENCE IN MULTISTATE RESEARCH AWARD

National Winner

*NC140: Improving Economic
and Environmental
Sustainability in Tree-Fruit
Production Through Changes
in Rootstock Use*



ESS EXCELLENCE IN MULTISTATE RESEARCH AWARD FUNDING

- *Use of \$15,000 of off-the-top MRF as award to national winner*
- *Up to \$5000 for travel to award ceremony*
- *Balance of funds to support activities which enhance & contribute to research and/or outreach objectives of project*

ESS EXCELLENCE IN MULTISTATE RESEARCH AWARD GUIDELINES FOR 2016

- *National Award submissions now limited to 3 pages, plus a 1-page appendix listing participating stations. Regional awards, however, may utilize additional documents to select their nominee.*
- *Regional associations may review, edit and finalize their nomination prior to the final submission*
- *May 30 – Regional associations submit final regional nominations to ESCOP Science & Technology Committee*

ESS SCIENCE & TECHNOLOGY COMMITTEE: PATH FORWARD FOR 2016

- *Face-to-face meeting on October 1, monthly/quarterly calls thereafter*
- *Formalized S&T committee guidelines*
- *Open access to publications and data*
- *Continued discussion on various Federal agency, foundation, and related entities reports (Riley Foundation, AGree, NRC Reports and NIFA Updates, NIFA Centers of Excellence, Commodity Boards, etc.) with recommendations to ESCOP*
- *Other topics*
 - *Signature Programs (e.g. breeding)*
 - *Water Security and related issues*
 - *Listening Sessions*
 - *Development of Crosscutting programs (Biomedical, Vet, Eng)*
 - *Other*

Agenda Brief: Communications and Marketing Committee (CMC)

Date: September 30, 2015

Presenter: Richard Rhodes/Daniel Rossi

Background Information:

1. Committee Membership:

Voting Members:			
Chair (CES)	Scott	Reed	West
Incoming Chair (ESS)	Richard	Rhodes	Northeast
Past Chair (AHS)	Nancy	Cox	South
AHS Representative	Wendy	Wintersteen	North Central
CES Representative	Tony	Windham	South
ESS Representative	Daniel	Scholl	North Central
AHS Chair	Walter	Hill	1890
ECOP Chair	Delbert	Foster	1890
ESCOP Chair	Bob	Shulstad	South
ACOP Representative	Linda	Martin	North Central
ACE Representative	Faith	Peppers	South
CARET Representative	Connie	Pelton Kays	North Central
APLU CGA Representative	Dustin	Bryant	South
Nat'l Impacts Database Representative	Sarah	Lupis	West
Non-Voting Members:			
kglobal Liaison	Darren	Katz	
Cornerstone Liaison	Hunt	Shipman	
AHS ED/Admin. Rep	Ian	Maw	
ECOP ED/Admin. Rep	Jane	Schuchardt	
ESCOP ED/Admin. Rep	Daniel	Rossi	

2. Background

- The Communications and Marketing Committee (CMC) meets face-to-face once per year and otherwise quarterly by conference call. The next scheduled conference call is on October 22, 2015.

- The CMC oversees and guides the Communications and Marketing Project (CMP), a coordinated and targeted educational effort to increase awareness of the value of Land Grant University agricultural and related programs. More specifically, the CMP supports the creation of unified messages and a targeted educational effort to raise awareness and understanding of the impacts and outcomes of federal funding through capacity and competitive lines to the state agricultural experiment stations and Cooperative Extension.
- Two consulting firms, kglobal and Cornerstone Government Affairs, are contracted to lead this effort. These firms help identify key targets and appropriate corresponding strategies to focus communication and education efforts. kglobal then implements earned media strategies utilizing Land-grant University and other stakeholder assets. These strategies include traditional media, the use of grassroots and grass-tops connections (as defined by kglobal), and digital and social media approaches (AgisAmerica website, Twitter, Facebook and YouTube).
- The CMP is financially supported by three sections of the APLU Board on Agriculture – Administrative Heads (AHS), Cooperative Extension (CES) and Experiment Station (ESS). The annual CMP \$400,000 budget is equally shared by ESS, CES and AHS.

3. CMC Activities

- The CMC continues to work closely with kglobal and Cornerstone providing feedback and input to their plans and activities. It also closely monitors the detailed quarterly report generated by kglobal.
- The CMC completed the development of a formal set of operating guidelines.
- The Guidelines established a standing Plan of Work Committee with a charge to prepare an annual report that articulates clear and focused goals and strategies.
- The 2016 plan of work is currently being drafted. The goal is to have a plan in place by late fall that can then be used guide the operations of the CMC during 2016 and to contribute to the development of contracts for kglobal and Cornerstone Government Affairs for oversight of the work as it relates to the CMP.

4. CMP Update

- The kglobal quarterly reports provide extensive details on the communications and marketing strategies to highlight these areas along with the general value of the Land-grant University system. Traditional and digital media efforts to increase engagement are described, metrics are reported and results are explained. We will not attempt to summarize all of the information in these reports but will highlight several specific activities.
- kglobal conducted a message testing study around the two major themes that have been emphasized this past year – Health and Nutrition and Water Security. The study was funded by the BAA Policy Board of Directors. It was completed in January and is guiding the communications efforts of kglobal.
- An increased effort has been made to more fully engage the institutional communicators.

- A series of Twitter Town Halls jointly hosted by kglobal and individual institutions have been used to further enhance brand identity and increase organic engagement.
- The National Land-grant Impacts Database was launched this year and kglobal provided support to that effort.
- The 125th Anniversary of the Second Morrill Act was a very significant activity this year. kglobal worked closely with the 1890's Association to develop and implement a traditional and digital outreach plan supporting this important celebration.

Action Requested: For information only.

CAMPAIGN GOAL

Ag Is America is a communications campaign that raises the level of awareness among key Members of Congress and their staff of the value of federal funding investment in research, extension and teaching at Land-Grant Universities.

AG IS AMERICA



TACTICS

- Generate news stories nationally, but with a specific focus on our targeted areas.
- Use social media to amplify stories, engage with key influencers and generate ongoing conversations around critical issues.
- Optimize the website as a platform for media, policymakers, and other stakeholders
- Continually test our messaging to optimize its effectiveness.

TWITTER TOWN HALLS

Northeastern Integrated Pest Management (IPM) Institute based at Cornell University.

- In just over an hour, our unique hashtag #agischat garnered over 2.4 million impressions and a reach of almost 72,000.
- We also engaged with every Member of Congress and invited third party stakeholders from 12 states, from Vermont to West Virginia, as well as the District of Columbia to take part in the Town Hall.

UPCOMING TWITTER TOWN HALL

- Wednesday October 14th during the NEDA conference to highlight Cooperative Extension
- 4 universities – UDC, Kansas State, Southern, and NDSU
 - to spotlight their innovative programs, workshop, and Extension education
- #AgIsChat

DIGITAL MEDIA

- This quarter, we have so far increased the average Twitter engagement rate by 26%, Facebook reach by 171%, and overall social media engagement by 112%
- On Twitter, we have 22.1k followers
- On Facebook, we have 12,871 likes

WEBSITE

So far this quarter, we have:

- Increased website traffic by 28%
- Added a total of 82 new stories
- Increased new users by nearly 22%
- Increased overall pages visited by 18%

TRADITIONAL MEDIA

- So far this quarter, we obtained over 400 media hits and over 240 million impressions, measured by circulation numbers and website traffic.
- Our September press release, highlighting nearly 30 land-grant intuitions and a multi-state research project on fruit tree production, received the most impressions ever – 168 million.

MESSAGE TESTING IMPLEMENTATION

- We continue to implement various aspects and lessons learned from our message testing research, which consisted of regional focus groups and a national survey.
- Scientists and researchers were overwhelmingly regarded as the most credible authority figures.
- We include more quotes from scientists and researchers in our collateral. We've also shared quotes from scientists and researchers on our social media platforms.
- Monthly Meet the Researcher/Educator

CONNECT WITH US



@AgIsAmerica



Facebook.com/AgIsAmerica

CONTACT US

Darren Katz, Partner

202.770.9306

darren.katz@kglobal.com

Ashley Hawn, Account Executive

202.734.9039

ashley.hawn@kglobal.com



QUESTIONS AND ANSWERS



Agenda Item: Impact Database Update

Presenters: Bill Brown and Eric Young

Background:

The National Impacts Database (<http://landgrantimpacts.tamu.edu/>), is continuing to be populated by research and extension impacts. As of September 1 there were 459 research impacts and 996 Extension impacts. Kglobal continues to use the database as a source of marketing information for the Ag is America web site and social media outlets. In addition, various NPL's and offices at NIFA are using the database more frequently to access information about impacts of NIFA funded research and Extension. Because of the increased use by NIFA, it's **VERY** important to select the appropriate funding sources when entering impact statements, particularly the capacity lines.

The Oregon State University Professional and Continuing Education (PACE) unit has completed production of the impact writing learning modules, with input from a national team of Land-Grant and Extension communication experts. The learning modules are ready and will be available at a cost of \$80/person. There is an open access sample page and video available at: <https://pace.oregonstate.edu/catalog/impact-statement-reporting> which gives more details on the content. Anyone who would like to have full single-use access to the training modules can arrange that by contacting Chris LaBelle, director, PACE, (541) 737 2807, chris.labelle@oregonstate.edu.

A group of writers, editors and designers from each region have volunteered to meet together for 2-3 days in a central location to produce compiled national impact statements on a timely topic in each of the six focus areas of the database. The group requested financial support for this work session from ESCOP and ECOP at the July meetings. The team would include 4 writers, 4 editors and 1 designer. A total of \$10,000 was requested to offset travel, meeting and production expenses. This proposal was discussed by ESCOP but was not approved due to uncertainty about how the product would be useful to the directors or ESS in general. The group has submitted a more detailed proposal to ESCOP and Bob Shulstad has asked the Communication and Marketing Committee to review it and make a recommendation on support based on the marketing perspective of this activity. The committee will discuss the revised proposal during their call in October and bring a recommendation to ESCOP at the November meeting.

Action Requested: Information only.

Healthy Food Systems, Healthy People Initiative Update

Background:

On July 23, 2014, as a result of the recommendations from the 2014 Joint COPs meeting, the BAA's Policy Board of Directors, together with the Board on Human Sciences, established the Healthy Food Systems, Healthy People steering committee. The charge to this committee was to develop a broad-based initiative to improve human health and reduce chronic disease by integrating agricultural, food, and nutrition systems with health care systems through alignment of science, education, community engagement, and strategic partnerships, for which funding will be sought in 2018. The Committee is co-chaired by Richard Linton, Dean, College of Agriculture and Life Sciences, NCSU, and Christine Ladisch, Dean, College of Health and Human Sciences, Purdue. This action was taken to build on initial work by ECOP's Health Task Force who identified several recommendations as to how Extension could create programs to better address issues related to human health and chronic diseases. The steering committee focused on identifying knowledge gaps and research needs that could support future education and community engagement activities related to human health and would facilitate integration across agriculture, food, nutrition, and health care systems. They also identified a significant number of public and private partnerships that would be essential to move this initiative forward. The research priorities were integrated with Extension programming needs identified by the ECOP task force to develop the final report, which is expected to be submitted to APLU by October 1, 2015.

Action: For information only

**A Resolution to Recognize the 2015 Experiment Station Section Awardees
for Excellence in Leadership**

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

**Dr. Alton Thompson, Provost and Executive Vice President of Academic Affairs,
Delaware State University**

**Dr. Fred Cholick, former Dean and Director (retired), Kansas State University
(President and Chief Executive, Kansas State University Foundation) (retired)**

**Dr. Michael P. Hoffmann, Director, Cornell University Agricultural Experiment Station
- Ithaca**

**Dr. Eric Young, Executive Director, Southern Association of Agricultural Experiment
Station Directors**

**Dr. Ron Pardini, Professor of Biochemistry, University of Nevada Reno, former AES
Associate Director and Interim Dean and Director**

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

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

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

THEREFORE, BE IT RESOLVED, the members of the Experiment Station Section assembled at their annual meeting in Charlotte, North Carolina, on September 30, 2015 congratulate Drs. Thompson, Cholick, Hoffmann, Young and Pardini for their recognition as the 2015 Experiment Station Section Awardees for Excellence in Leadership; and

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

BE IT FURTHER RESOLVED, that original copies of this resolution be provided to Drs. Thompson, Cholick, Hoffmann, Young and Pardini that a copy be filed as part of the official minutes of this meeting.

**Resolution of Appreciation to Agricultural Experiment Station
Administrators who left their positions and responsibilities in
the 2014 to 2015 year.**

WHEREAS, the following have served as Administrators of their respective State Agricultural Experiment Station, and

WHEREAS, they have actively participated and served in various capacities at the state, regional and national level on behalf of the Agricultural Experiment Station System, Now, therefore be it

RESOLVED that the State Experiment Station Directors at their annual meeting on September 30, 2015, in Charlotte, NC, recognize the contributions and service toward strengthening the State Agricultural Experiment Station System, and with them success and happiness in all their future endeavors.

ARD

- Dr. Barry Bequette, Alcorn State University
- Dr. William Randle, NC A&T State University
- Dr. Teferi Tsegaye, Kentucky State University

NERA

- Dr. Michael P. Hoffmann, Cornell University

NCRA

- Dr. Steve Slack, The Ohio State University

SAAESD

- Dr. William Batchelor, Auburn University
- Dr. Steve Oliver, University of Tennessee
- Dr. Mary L. Duryea, University of Florida
- Dr. George Askew, Clemson University

WAAESD

- Dr. Barbara Allen-Diaz, University of California
- Dr. Steve Sparrow, University of Alaska Fairbanks
- Dr. Don Thill, University of Idaho
- Dr. Lowell Catlett, New Mexico State University

RESOLUTION OF APPRECIATION

WHEREAS, Dr. Bob Shulstad, Chairman of the Experiment Station Section [ESS] of the Board of Agricultural Assembly has provided selfless and committed leadership and keen oversight to enhance the system, and

WHEREAS, under Dr. Shulstad's leadership and support, the priorities of the Experiment Station Section of the Board of Agricultural Assembly have been greatly enhanced and have achieved significant accomplishments, and

WHEREAS, Dr. Shulstad has provided outstanding leadership in the area of planning and building relationships with other research, extension and academic units, and

WHEREAS, Dr. Shulstad has been visionary and timely in conducting ESS business,
LET IT BE KNOWN, that the Experiment Station Section of the Board on Agricultural Assembly recognizes Dr. Shulstad's invaluable contribution and service to the national agricultural research system, and

THEREFORE, on this day of September 30, 2015, the Experiment Station Section resolves to extend their sincere gratitude for his commitment, service, and leadership in making the system more effective in addressing current and future needs, challenges and opportunities in agricultural research, and

BE IT FURTHER RESOLVED that an original of this resolution be provided to Dr. Bob Shulstad and that a copy be filed as part of the official minutes of this meeting

RESOLUTION OF APPRECIATION

WHEREAS, the Experiment Station Section of the Board on Agriculture Assembly met at the Ballantyne Hotel and Lodge, in Charlotte, NC on September 28 to October 1, 2015, and

WHEREAS, those attending were educated and stimulated by the meetings, tours, workshops, and banquet,

WHEREAS the location for the meeting was outstanding and the accommodations were both compatible and conducive to effective interaction resulting in a successful meeting;

THEREFORE be it resolved that the Experiment Station Section of the Board on Agricultural Assembly expresses its appreciation to Dr. Carolyn Brooks, Dr. Shirley Hymon-Parker and Dr. Leonard Williams for arranging the facilities; handling the logistics; and coordinating the meetings, breakout sessions and social events, and

BE IT FURTHER RESOLVED that an original of this resolution be provided to Dr. Carolyn Brooks, Dr. Shirley Hymon-Parker, and Dr. Leonard Williams and that a copy be filed as part of the official minutes of this meeting.

Action Requested: Approval of Resolutions

— COOPERATIVE — EXTENSION

Extending Knowledge, Changing Lives

Extension Committee on Organization and Policy (ECOP)

ECOP Report to ESCOP

Beverly Durgan, Liaison; Delbert Foster, ECOP Chair, 9.16.15

ECOP Core Theme -- Build Partnerships and Acquire Resources

- *Private Resource Mobilization* – Changing Our World, Inc., a philanthropy management consulting firm, will present strategies for national private fundraising at the October 2015 ECOP meeting in St. Louis. Next steps, if adopted, will complement federal funding and not compete with university efforts.
- *Federal Resource Development* – For FY 2017 federal budget advocacy, support water security and for FY 2018, healthy food systems and healthy people. Sponsoring an ECOP webinar October 5, 2015 on *Understanding the Federal Budget Process* to encourage alignment on federal budget messaging.
- *National System Task Force* – Launching effort to create a national brand for Cooperative Extension. The intention is to build on opportunities similar to the producer education project with USDA-Farm Service Agency, funded through the Agriculture Act of 2014 (farm bill) Title I (see additional report).
- *ECOP-ESCOP Health Implementation Team* – Continuing work with five action teams (health literacy, health insurance literacy, chronic disease prevention and management, health public policy education, and positive youth development for health) charged with increasing evidence-based educational programs, connecting with appropriate science, and advising on resource development.

ECOP Core Theme -- Increase Strategic Marketing and Communications

- *Strategic Opportunities and Measuring Excellence* – Together with ESCOP, encouraging submission to and use of www.landgrantimpacts.org designed as a one-stop point for program impacts.
- *AES-CES-AHS Communications and Marketing Committee (CMC)* – Together with ESCOP and the BAA Administrative Heads Section (AHS), supporting an emphasis on water security. Engaging with kglobal on *Twitter Town Halls* beginning with a session at NEDA 2015 in St. Louis.

ECOP Core Theme -- Enhance Leadership and Professional Development

- *National Extension Directors and Administrators (NEDA)* – The meeting, October 12-14, 2015 in St. Louis, is based on the new *Cooperative Extension Innovation Inventory* and will include an innovation showcase, an innovation video produced on-site, and concurrent work on innovative leadership models.
- *Celebrating Excellence* – Named Excellence in Extension and Diversity Award winners for 2015.
- *ECOP-ESCOP Strategic Alliance* – New chairs will continue national leadership together for 2016.

ECOP Core Theme -- Strengthen Organizational Functioning

- *eXtension Foundation Board of Directors* – Named a new CEO, changed funding model from assessments to membership, focusing on key issues of health and climate, and, while retaining public-facing communities of high visibility, will focus primary effort on innovative electronic strategies and professional development for state and local Extension excellence.
- *Extension Disaster Education Network (EDEN)* – Advised EDEN leadership on strategic direction for disaster preparation, response, recovery, and mitigation. EDEN has been in existence 20 years.

More Information: www.extension.org/ecop and <http://ecopmondayminute.blogspot.com/>

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

EDUCATION for PRODUCERS

on New Farm/Ranch Programs

September 1, 2014 to June 30, 2015

As a result of the Agriculture Act of 2014 (farm bill), new programs were available to livestock, dairy, and crop producers. USDA Farm Service Agency (FSA) worked with Cooperative Extension, a function of land-grant universities, to help producers make informed decisions about program participation. These results represent survey responses from participants in joint Extension-FSA educational programs offered over a 10-month period by 40 land-grant universities. **These data are a subset of the larger Extension effort that included other meetings, individual consultations, and education through social media.**

AUDIENCE COMPOSITION

Total Survey Responses:

102,804



- Dairy Producers - **2%**
- Livestock Producers - **14%**
- Extension Agent or Educators - **2%**
- Land Owners - **18%**
- Agency Personnel - **2%**
- Industry Personal - **3%**
- Crop Producers - **41%**
- Other Participants - **4%**

PROGRAM EVALUATION

On a scale of 1 to 7

Knowledge gained (nearly **DOUBLED**)

2.28 BEFORE **4.40** AFTER

Quality of information and materials

5.15

Quality of presentations and programs

5.38

Degree to which participants intend to use the information

5.92

ETHNICITY/RACE



- African-American Black **1%**
- Asian-American **.3%**
- Hispanic Latino **1%**
- Caucasian White **72%**
- More Than One Race **1%**
- Unknown **25%**
- Native-American Alaskan Native **1%**
- Native Hawaiian Other Pacific Islander **.04%**

EXPECTED REVENUE PROTECTED BY PROGRAM PARTICIPATION

Farm Size by Revenue Protected	Percent (% of Participants Responding)	Revenue Protected (# Responding X Mid-Point)
\$0 to \$50,000	13%	\$73,050,000
\$50,000 to \$99,999	23%	\$389,400,000
\$100,000 to \$249,999	22%	\$893,550,000
\$250,000 to \$499,999	19%	\$1,660,875,000
\$500,000 to \$999,999	15%	\$2,658,750,000
\$1,000,000 plus	7%	\$1,740,000,000

SOCIAL MEDIA OUTREACH



101.1 million Twitter messages

communicating and promoting Farm Bill educational offerings or activities were sent by **11.5 thousand** people and received by **23.5 million** people.

Universities/Agencies with most "tweets"

@USDA	Dept. of Agriculture	4,700 K
@agchat	AgChat	767 K
@usdafsa	Farm Service Agency	368 K
@UNL_CropWatch	Univ. Nebraska-Lincoln Crop Watch	99 K
@USDA_NIFA	National Institute of Food and Agriculture	89 K
@KState	Kansas State University	81 K
@uaex_ag	University of Arkansas	78 K
@UMNExt	University of Minnesota	77 K
@ISUEExtension	Iowa State Extension	72 K
@USDA_AMS	USDA Ag Marketing Service	57 K
@KStateResExt	Kansas State University Extension	47 K
@UNLEExtension	Univ. Nebraska-Lincoln Extension	32 K
@kstateagecon	Kansas State Ag Econ	28 K

Cooperative Extension – National System, Local Results:

This unique network of educators links locally-based educators with faculty from 110 land-grant universities – along with federal, state and local partners – to people in more than 3,000 counties/parishes in all 50 states, the District of Columbia, and U.S. territories. More than 100 years old, this system has one unifying core: It works!

What Does Cooperative Extension Do? See results at www.landgrantimpacts.org.

- Translates science for practical application and uncovers relevant research questions.
- Engages individuals, families, communities, and agricultural businesses resulting in sustained adoption of beneficial behaviors.
- Develops partnerships to take action addressing vexing local, state, and national needs.
- Prepares people for healthy, productive lives.
- Provides rapid response in times of disasters and emergencies.

Why is Extension Valued?

- Established partnership with USDA through the National Institute of Food and Agriculture.
- Sustained infrastructure through capacity funding that can be expanded to deliver educational programs and sustain long-term local connections.
- Distributed network focused on local needs with the ability to respond nationally when needed.
- Integrated with the research and teaching of the nationwide Land-grant University System.
- Ability to engage learners in measurable changes in behavior.
- Connection to limited resource audiences, including the rural poor, and people served by historically black and tribal colleges and universities.
- Added value through www.extension.org, Cooperative Extension's online learning network.

Why partner with Cooperative Extension?

Cooperative Extension has the infrastructure, capability and institutional history to be USDA's transformational educators. The integration of Extension's educational delivery capacity with selected USDA programs, agencies and mission areas can help the USDA achieve its leadership mission in the United States and globally. For those USDA agencies authorized to extend knowledge to people, communities, and agricultural businesses where they live and work, it is prudent for USDA to widely engage Cooperative Extension. During a recent period of unprecedented economic strain, federal agencies are called upon to leverage assets, complement competencies, and invest in quantifiable efficiencies for program delivery. To ensure the future strength of our Nation, an educated public is essential.

Learn More:

Cooperative Extension is coordinated nationally by the Extension Committee on Organization and Policy (ECOP). For more information, call 202.478.6088, email jane.schuchardt@extension.org or sandy.ruble@extension.org, or visit <http://ecopmondayminute.blogspot.com> or www.extension.org/ecop.

August 2015

**COOPERATIVE
EXTENSION**
Extending Knowledge, Changing Lives





Agenda Brief: LEAD 21

Date: September 30, 2015

Presenter: Daniel Rossi/David Benfield

The 2015-16 LEAD21 program (Class 11) began in June, 2015.

- Class 11 is comprised of 84 participants from across the United States.
- Class 11 had over 110 applicants.
- Institutions and agencies include:

Alcorn State University	Texas A&M University, El Paso
Auburn University	Tuskegee University
California State University, Fresno	University of Arizona
Clemson University	University of Arkansas
Delaware State University	University of Arkansas, Monticello
Dine College	University of Arkansas, Pine Bluff
Fort Valley State University	University of Connecticut
Iowa State University	University of Delaware
Kansas State University	University of Florida
Louisiana State University	University of Georgia
Michigan State University	University of Hawaii, Manoa
Mississippi State University	University of Illinois
Montana State University	University of Kentucky
National Institute of Food and Agriculture	University of Maryland Eastern Shore
New Mexico State University	University of Minnesota
North Carolina State University	University of Missouri
North Dakota State University	University of Nebraska-Lincoln
Ohio State University	University of New Hampshire
Oklahoma State University	University of Rhode Island
Oregon State University	University of Tennessee
Pennsylvania State University	University of Tennessee, Martin
Prairie View A&M University	University of the Virgin Islands
Purdue University	University of Vermont
South Dakota State University	University of Wisconsin-Madison
Tennessee State University	Virginia Tech
Texas A&M University	Washington State University

- Each institution is represented by one or two participants. The University of Georgia has three participants.
- Class 11 consists of 43 males and 41 females, 11 participants from the 1890s, 1 participant from the Territories, 2 from USDA/NIFA, 1 from the 1994s, 2 from the Non-Land Grant Colleges of Agriculture, 2 from Hispanic-Serving Institutions, and 65 from the 1862s.

The overall program:

- There were 812 participants in LEAD21 Classes 1 through 10.
- Precursors to LEAD21 include ESCOP/ACOP (278 participants) and NELD (80 participants).
- The total number of alumni in leadership development programs in the Land-grant University System and with our strategic partners is 1,170.
- Across all institutions and agencies, these leadership development programs include 985 from 1862s, 70 from 1890s, 11 from 1994s, 15 from insular areas, 73 from USDA NIFA, 1 from APLU, and 18 represented strategic partners.

The LEAD21 Board of Directors include: Daniel Rossi (Chair, ESCOP), Paul Patterson (Program Chair, ACOP), David Benfield (ESCOP), Craig Beyrouy (AHS), Michel Desbois (USDA/NIFA), Beverly Durgan (ECOP), Mark Erbaugh (ICOP), Brian Kowalkowski (1994), Tanner Machado (At-Large - HSI), Dyremple Marsh (At-Large - 1890), Barbara Petty (At-Large - Past Participant), Nick Place (ECOP), Susan Sumner (ACOP) and Todd Winters (At-Large - Non-land-grant).

The primary purpose of LEAD21 is to prepare participants to lead more effectively in an increasingly complex environment, either in their current positions or as they aspire to other positions. LEAD21 accomplishes this through the actions of the Board of Directors representing all sections (AHS, ACOP, ECOP, ESCOP, and ICOP), NIFA, related institutions and LGUs (1862, 1890, and 1994). The LEAD21 Program is delivered through the highly skilled group of facilitators who have 98 years of combined experience with LGU leadership development programs.

The self-directed learning and peer coaching provided through Sessions I, II, and III focus on a number of competencies that are distinctly identified, studied, reinforced, and actively applied throughout the 12 month LEAD21 Program. The core content areas include:

- **Communicating effectively**
- **Managing conflict**
- **Fostering collaboration**
- **Leading change**

Secondary competencies include: 1) leading with integrity and values, 2) developing self and others, 3) valuing diversity, 4) developing a deeper knowledge and 5) appreciation of higher education.

Applications for Class 12 are due November 15, 2015. Dates for Class 12 are tentatively scheduled as follows:

- Session I, Minneapolis, MN: June 20 – 24, 2016
- Session II, Phoenix, AZ: October 3 – 6, 2016
- Session III, Washington, DC: February 20 – 23, 2017

Tuition for Class 12 remains at \$9,500 which includes all participant materials, lodging and meals.

LEAD21 is currently hosted by the University of Georgia College of Agricultural and Environmental Sciences (CAES) and Rochelle Sapp serves as Program Director. It recently transitioned to Cooperative Extension at UGA. The Board is extremely pleased with the management of LEAD21 by the current staff and very appreciative of UGA's support in the administration of the program.

The current contract will end in 2017. The Board had discussed releasing a national RFP for a new multi-year contract. However, it has decided not to do so at this time. The following factors were considered in making that decision:

- The program is has been very successful and is highly regarded throughout the Land-grant University system.
- The program is now just two years out of debt and current financial projections are strong due to the management efforts by our program manager and the board.
- The University of Georgia has provided excellent service for the program, particularly with regard to participant access to the university's learn management system.
- The Board is very pleased with the current program leadership and facilitation team and has no interest in changing staffing. As a result, it would include in any RFA a requirement that the proposing institution to keep the program director in place, along with the facilitation team. This reduces the degrees of freedom in program administration to the proposing institution, which may make managing the program less attractive to other institutions.
- Continuing the contract under the University of Georgia will reduce disruptions to the program manager, who will then be able to focus on recruitment, curriculum development, program alumni development, and fundraising, among other tasks. This will help to strengthen the program and establish a stronger financial base.

The recent reorganization at UGA with the program being moved to Cooperative Extension is initially very positive. The Board will continue to monitor the current arrangement with UGA and if both the Board and UGA are mutually satisfied with it, it plans to proceed to negotiate a new multi-year agreement with UGA during the spring of 2016. If the prospects for a continued strong working relationship with UGA change, the Board will reconsider this decision.

Action Requested: For information only.