



ESCOP Executive Committee Meeting

Monday, November 12, 2018, 1:45 pm to 5 pm CT
 New Orleans Marriott Hotel , Balcony 'L'
 New Orleans, LA

Final Agenda and Minutes (last update, 11/14/2018)

Item #	Time	Topic	Presenter(s)
1.0	1:00 - 1:10 pm	Call to Order <ul style="list-style-type: none"> • Approve Agenda • Interim Actions 	Deb Hamernik, ESCOP Chair
		(Hold flexible time in agenda for Scott Angle, ~30 min)	
2.0	1:10 - 1:20 pm	NIFA Listening Sessions Update	Deb
3.0	1:20 - 1:45 pm	CMC Update , Plan of Work Discussion & Feedback (Loring Request, Support letter on kglobal)	Rick Rhodes, Steve Loring
4.0	1:45 - 2:00 pm	B&L Report and Strategic Realignment Update	Ernie Minton, Mike Harrington, Hunt Shipman
5.0	2:00 - 2:20 pm	Cornerstone Advocacy Update	Hunt Shipman
6.0	2:20 - 2:40 pm	NIDB: Update and Next Steps ; Talking Points	Steve, Eric, Deb, All
7.0	2:40 - 3:00 pm	Other Committee Reports (new info only) 7.1 PBD 7.2 S&T 7.3 DCC 7.4 NRSP-RC 7.4 Other	Gary Thompson, Eric Young Laura Lavine, Jeff Jacobsen Jeff Fred Servello, Rick All
	3:00 - 3:45 pm	Break	
7.0	3:45 - 4:00 pm	Committee Reports, cont. as needed	
8.0	4:00 - 4:30 pm	NIFA Update (flexible time)	Scott Angle
9.0	4:30 - 4:40 pm	Joint ESS/CES-NEDA Fall Meeting Update	George Hopper, Eric Young
10.0	4:40 - 5:00 pm	Other Business, as needed	Deb
	5:00 pm	Adjourn	

Meeting Attendees: Deb Hamernik (ESCOP Chair), Jeff Jacobsen (NCRA and ESCOP Exec Vice Chair), Archie Clutter (UNL), Robin Shepard (NCCEA and ECOP, for Rick Klemme), Wendy Powers (for Glenda Humiston, Univ of CA), Becky Walth (CARET Liaison), Keith Owens (OK State), Bob Godfrey (UVI), Eric Young (SAAED), Gary Thompson (PSU), Rick Rhodes (NERA), Alex Murphy (kglobal), Susan Duncan (VA Tech), Jurgan Schwartz (UMES), Adel Shirmohammadi (UMD), Jody Jellison (UMA), Kirk Pomper (KY State), Carter Catlin, Jr. (TN State Univ), Alton Thompson (ARD), Gary Pierzynski (Ohio State), Cynthia Montgomery (USDA/NIFA), Mike Harrington (WAAESD), George Hopper (MS State), Andra Johnson (Southern Univ), Vernon Jones (Langston Univ, OK), Jose Toledo (WV State Univ), Bobbie Moore (USDA/NIFA), Keith McGee (Alcorn State Univ), Saied Mostaghimi (VA Tech), Hunt Shipman (CGA), George Smith (MSU), Jeanette Thurston (USDA/NIFA), Mark Latimore, Jr. (ECOP), Marikis Alvarez (DE State Univ), Conrad Bonsi (Tuskegee Univ), Subramania Sritharan (Central State Univ), Bill Hoffman (USDA/NIFA), Scott Angle (Director, USDA/NIFA), Christina Hamilton (NCRA, recorder)

Meeting Minutes

Item #	Topic	Notes/Action(s) Taken
1.0	Call to Order <ul style="list-style-type: none"> • Approve Agenda • Interim Actions 	<ul style="list-style-type: none"> • Chair Deb Hamernik led a welcome and introductions for the meeting. • Agenda changes: <ul style="list-style-type: none"> ○ Note incorrect agenda start time, meeting started at 1:45 pm, not 1 pm. We'll take a shorter break to make up the time. ○ Swap times for items 2.0 and 3.0 (CMC, then NIFA Listens) ○ Allow time for NIFA Director Scott Angle to speak upon his arrival. • Interim actions – none to report by the chair at this time.
2.0	NIFA Listening Sessions Update	<ul style="list-style-type: none"> • See agenda brief for a template document that can be used by members attending these listening sessions. Written ESCOP testimony will also be created from the information in this document and submitted by the end of November. • ESCOP and ECOP will also create a joint letter and submit this month.
3.0	CMC Update , Plan of Work Discussion & Feedback (Loring Request, Support letter on kglobal)	<ul style="list-style-type: none"> • Alex Murphy from kglobal discussed kglobal's work on Ag is America this year and Steve Loring and Jenny Nuber joined by Zoom. Link to Alex's slides is here. • Floor opened for questions for kglobal: <ul style="list-style-type: none"> ○ How is success measured? Through industry standard metrics, see ppt. for details. ○ How do you get direction for what to work on? We work with Cornerstone or

		<p>directly with key, targeted institutions and their communicators on specific topics.</p> <ul style="list-style-type: none"> ○ Mainly reaching out to communicators for institutional level activities, not really using our multistate impact website or NIMSS, although they were involved with NIDB a few years ago. ○ This year, kglobal’s primary focus has been on the BAA One Ask, advocacy video effort, and the Farm Bill, specifically the EFNEP and SNAP-Ed issues. ○ What do you recommend to universities to best share their efforts? Reaching out to their communications experts has really been key. ○ ACE (Assoc for Communication Excellence) representative, Faith Peppers, has the communicator list for institutions. Please reach out to Faith to make sure kglobal has the correct contact person for your institution, if you are concerned. Action: Rick Rhodes will have Dave Lebovitz upload the communicator list to the ESCOP page. ○ Steve Loring, incoming CMC chair, has reached out to each section to collect information on what we want to see, going forward, in an effective communications effort/development of a Plan or Work for our external contractor. ○ Concerns were expressed over the small number of communicators on the CMC. Perhaps including more university government affairs members is also something to consider. ○ Regarding the contract with our external communications contractor (currently kglobal) Jeff Jacobsen suggested a one-year, “bridge” contract to allow us time to solicit feedback and develop a robust, new POW. We will involve Doug Steele (APLU) in this process, as well, since APLU develops and signs contracts on behalf of ESCOP.
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		<ul style="list-style-type: none"> ○ Action: Please send feedback to Rick Rhodes and Steve Loring on what you want to see going forward with CMC and its POW. Consider short term to cover the one-year contract, as well as long term. ○ Action: Cynthia Montgomery would also like to see the communicators list. Rick Rhodes will send that to her.
4.0	B&L Report and Strategic Realignment Update	<ul style="list-style-type: none"> • Mike Harrington, for Ernie Minton, shared handouts from the 11/12/2018 morning Strategic Realignment meeting and gave background on the work the group has done so far. • The appropriations informational webinar created by Cornerstone is currently being edited to provide more information on the process, based on the 12-line model and will be available soon. • Strategic realignment FAQ document currently out for review, but also will be available soon. • Not sure when final recommendations will be made; it might not be by CARET in March. We want to take the time to do it right. • Action: Please provide any feedback you have on the realignment to B&L as soon as possible.
5.0	Cornerstone Advocacy Update	<ul style="list-style-type: none"> • FY19 appropriations: House would provide increases in all but 1890 Extension, Senate increase to 1890s Extension and Evans-Allen. The Ag appropriations bill is not yet completed, but should be by 12/7/2018. • Farm Bill: SNAP-Ed is one of our biggest opportunities, but it's wrapped up in controversial pieces of the Farm Bill. Hopefully, conference on this will wrap up by the end of the year to avoid having to start over with new Farm Bill legislation. • Some committee member changes will take place in the House and Senate, as expected after the election. No changes in the Ag appropriations committee, however.
6.0	NIDB: Update and Next Steps; Talking Points	<ul style="list-style-type: none"> • Not much has changed since the Fall ESS Lincoln meeting update, other than Steve Loring has taken over as chair, so a vacancy now exists for ESCOP to fill. • Input use and search information was collected recently by Eric and he found that much

		<p>variation exists and input rates have changed quite a bit over time. The number of new impact statements declined at the same time when concerns arose over the quality of the statements. In addition, until the new NIDB was unveiled, only testimonial information was available on actual usage.</p> <ul style="list-style-type: none"> • The review process for new statements will likely start early in 2019. Lower quality statements already in the database may be archived at some point. • Click here for NIDB search and use information collected by Eric Young. • A suggestion was made to hire a communications expert to take over these statements and database, like the multistate impact writer. • Will database planning be rolled up into the CMC POW? We need to be sure to include ECOP in these conversations. Eric will make sure the NIDB discusses this topic during their next call. • Discussion ensued regarding the redundancy of NIDB information already provided by states to NIFA through REEport. Is this redundancy worth keeping it around? Is the NIDB still serving the original purpose and should we keep it around or pull the plug? Is it worth the money spent (ESCAP provides \$12,500 annual for NIDB and \$5,000 for the annual writing effort)? • It will be critical to consider emerging social media trends to stay on top of current communication efforts and maximize visibility of our efforts and the NIDB, should we decide to continue with it. • Perhaps a director survey on the utility of the NIDB would be helpful. • Action: EDs will discuss the NIDB more at their upcoming fall NMCC meeting and possibly develop survey questions for directors in an effort to better gauge NIDB interest and utility.
7.0	7.1 PBD 7.2 S&T 7.3 DCC 7.4 NRSP-RC 7.4 Other	<ul style="list-style-type: none"> • PBD meets tomorrow, not much new, Gary Thompson asked the group what they would like to have discussed. The idea of a CMC one-year contract with our external contractor was offered. As a point of information, Gary also noted that's it's unlikely that CMC will be made a formal PBD committee.

		<ul style="list-style-type: none"> • S&T: Committee and EDs have completed the first round of new refreshed Roadmap review of one-pagers. • DCC: Emerging conversations exist amongst diversity professionals in colleges of agriculture regarding a face-to-face meeting. Currently, no formal group opportunity exists for college of ag diversity and inclusion officers. Perhaps create a potential conference grant with NIFA, discuss BPs, stay tuned for more information. • NRSP-RC: NRSP3 and NRSP10 will be renewing this year. Committee is working on revising guidelines to help tighten up review criteria. More info to come. • NRSP1 Management Committee: Impact program director Sarah Lupis has resigned, her portion of NRSP1 funds (\$13,125 to \$14,772 to CSU) will likely be used for additional social media efforts for now.
8.0	NIFA Update	<ul style="list-style-type: none"> • New NIFA Director Scott Angle joined the group and introduced himself and gave background on his progression into his new role. • The NIFA relocation analysis is underway, location being vetted right now from many candidate locations. Most NIFA employees will likely need to move. • Low grant funding rates is also concern and NIFA aims to find a way to increase funding rates while also lowering costs in other areas. • Director Angle will be reaching out to everyone to help answer questions as he gets going in his new role. • NIFA vacancies: What can we (ESCOP) do to help this transition and what's the plan for filling these positions? Right now, people are leaving and it's been hard to hire, because of the relocation. There will be organizational changes, but we're not sure what they will be just yet. Structure of NIFA will likely change and they are exploring many options to minimize issues and fill positions as best they can. Everything is still very unknown at this time. • Cynthia Montgomery: Time and Effort reporting policy, please refer to the fact sheet. Institutions are responsible for creating and following their own policy to make sure effort and funds are tracked properly. NIFA does not prescribe this,

		<p>but an institution policy must be in place and followed and that is what will be audited.</p> <ul style="list-style-type: none"> • What is allowable regarding working with Cannabis and Hemp/CBDs? We need more guidance on how to move forward. Section 7076 of the Farm Bill cuts a small hole in Controlled Substances Act. Funding is only allowable for state pilot programs at this time and federal funds cannot be used for anything else. No provisions made for territories in the current bill since they are not states – the language is firm here. Action: Bill Hoffman indicated that he'll make sure clearer guidance is made available and posted online. • What can we do to help Director Angle in this new role? Director Angle again indicated that he'll reach out as he goes along and there may be more opportunities for visiting LGU scientists to do short-term assignments in NIFA. Our open partnership relationship was emphasized.
9.0	Joint ESS/CES-NEDA Fall Meeting Update	<ul style="list-style-type: none"> • Indianapolis, IN, September 23-26, 2019, Embassy Suites downtown, will be a joint meeting with ECOP. • Planning team has met a few times via phone already • We'll have a banquet at the Indiana Roof Ballroom. • Topic survey went out from Eric Young in early November. Please respond with ideas. • Registration fee should stay at \$450 or less
10.0	Other Business, as needed	None.

Meeting adjourned at 4:39 pm CT.

Item 2.0: NIFA Listening Sessions Update

Presenter: Deb Hamernik

I appreciate the opportunity to provide NIFA with input on research priorities in food, agriculture and natural resources. I serve as the [xxxxxxxxxxxx]. However, today I'm representing the nationwide network of state agricultural experiment station directors, ESCOP for short. These stations are primarily located on the campuses of our country's 1862 and 1890 Land-grant universities and serve NIFA as its national agricultural R&D enterprise, the envy of the world. Today, you'll also be hearing from cooperative extension directors in support of the engagement arm of this R&D enterprise.

I share this background as context for the reflections and recommendations that I'll make.

First, the reflections:

ESCOP believes that relocating NIFA away from the capitol region will have profoundly negative effects on the NIFA/Land-grant university partnership; relegating agricultural research to second class citizenship among Washington's world-class science agencies and eroding key interagency collaborations and relationships. While meetings are easy to schedule over the web, relationships are not.

Second, the diversity of agriculture in this country is exemplified in our system of agricultural research stations that are located in every state and territory in the United States. The remarkable element of these stations is the capability to simultaneously respond to both national needs and local challenges.

Third, in meeting the agricultural challenges in the next decade, your Land-grant partners are committed to educating the workforce for tomorrow. We envision good-paying jobs and quality of life for those that chose to pursue careers that will have far-reaching impact: feeding the future, preserving natural resources, and helping to ensure national security.

Those are the reflections, here are ESCOP's recommendations on the questions posed by NIFA.

Greatest challenge?

ESCOP, the organization that represents researchers in our agricultural experiment stations, supports addressing seven grand challenges in American agriculture and natural resources. These include:

1. Sustainability, competitiveness, and profitability of U.S. food and agricultural systems
2. Adapt to and mitigate the impacts of climate change on food, feed, fiber, and fuel systems
3. Support energy security and the development of the bioeconomy from renewable natural resources
4. Work to ensure a safe, secure and abundant food supply
5. Improve human health, nutrition and wellness
6. Heighten environmental stewardship through the development of sustainable management practices
7. Strengthen individual, family and community development and resilience.

To meet these grand challenges, NIFA must strategically and systematically invest in funding opportunities dedicated to these areas.

What's the breakthrough?

Producing more with less. In making this recommendation, we're seeking reduction of inputs: water, fertilizer, pesticides, fuels, energy and human-power across all agricultural sectors. And this must all be done in a sustainable way. In short, farming smarter, not harder. To achieve this breakthrough, innovation is required. Investment in programs that explore precision farming—such as optimizing plant and animal genetics across various environmental or management conditions throughout the US; exploiting the opportunities offered by our growing understanding of microbiomes and phytobiomes; and integrating all of the data generated with new technologies into decision-support tools that can be used on farms and ranches. All of this will assist in addressing critical issues associated with healthy food production systems, food security, environmental stewardship, and sustainable prosperity in agricultural communities.

We also believe that to do more with less will require the full participation of NIFA's Land-grant partners: researchers, educators, and extension specialists. We support NIFA engaging us with innovative opportunities that seek an integrated approach to sustainable and resilient food production systems throughout the U.S.

Top priority?

Adequate and appropriate support for the nation's #1 agricultural R&D enterprise, the state agricultural experiment stations and our counterpart in program delivery, cooperative extension.

What is the value of publicly funded ag R&D? The Economic Research Service has demonstrated in a number of studies that public investment in agricultural research has resulted in large economic benefits yielding as much as 20% in annual return rates. However, the public investment in agricultural R&D has fallen significantly in the past decade. The sobering element of the disinvestment will not be felt in the short-term. The decline in investment will have the most pronounced effect in the long-term reflecting the lag between experimental innovation and application of a technology or strategy that stabilizes or grows the economy.

The support that's needed breaks down into three buckets: capacity funds, the Agriculture and Food Research Initiative (AFRI), and infrastructure. Of these three, infrastructure poses the largest challenge, yet offers opportunities for innovative state and federal partnerships. It's no secret that across the country, research facilities are aging while scientific instrumentation and technologies are advancing at light speed. While I have no silver bullet to resolve this, having access to bricks and mortar funds would assure that our experiment station scientists at our Land-grant institutions are working in modern, cutting-edge labs and field stations; offering the best that science has to share.

The capacity funds provided by NIFA to Land-grant universities and institutions constitute the capital that makes us competitive. These capacity funds represent the foundational partnership with the federal government, states, and the Land-grant system. This allows us to meet local and regional needs and to be responsive to our unique constituencies. The capacity funds also provide the support to

maintain the intellectual capital within our network of agricultural research scientists and Extension professionals enabling sustained effort to address stakeholder needs. Importantly, for every federal capacity fund dollar invested, each state contributes equally to the endeavor, minimally 1:1.

AFRI, NIFA's competitive grant initiative, funded in FY '18 at \$400 million, is authorized at \$700 million. I appreciate that NIFA does not have control of appropriations. Conversely, I'm confident that NIFA is supportive of AFRI funded at its fully authorized level and we recommend that NIFA consistently strive to secure the authorized level during internal budget negotiations, while strategically maintaining capacity funds.

We value the partnership that our Land-grant universities and state ag experiment stations have with NIFA. ESCOP looks forward to applying the strength of the partnership to secure the resources to ensure that our stakeholders, producers, processors, entrepreneurs, and consumers have access to a robust, innovative, and responsive nationwide R&D enterprise.

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Agenda Brief: Communications and Marketing Committee (CMC)

Date: November 12, 2018

Presenter: Mark Latimore

1. **Committee Membership** (as of November 12, 2018):

Voting Members:	First Name	Last Name	Region	Term	Email
Chair (CES) ¹	Mark	Latimore	1890	2016 – 2019	latimorm@fvsu.edu
Incoming Chair (ESS) ¹	Steve	Loring	West	2018 – 2021	sloring@ad.nmsu.edu
Past Chair (AHS) ¹	Beverly	Durgan	North Central	2015 – 2018	bdurgan@umn.edu
AHS Chair ²	Alan	Grant	South	2017 – 2018	algrant@vt.edu
CES Chair ²	Ed	Jones	South	2018 – 2019	ejones1@vt.edu
ESS Chair ²	Deb	Harmernik	North Central	2018 – 2019	dhamernik2@unl.edu
AHS Representative ³	Nancy	Cox	South	2017 – 2019	ncox@email.uky.edu
CES Representative ³	Steve	Bonanno	Northeast	2016 – 2018	SCBonanno@mail.wvu.edu
ESS Representative ³	Mark	Rieger	Northeast	2017 – 2019	mrieger@udel.edu
ACOP Representative ³	Cynda	Clary	South	2016 – 2018	cynda.clary@okstate.edu
ACE Representative ⁴	Faith	Peppers	South	2015 – 2018	pepper@uga.edu
CARET Representative ³	Becky	Walth	North Central	2016 – 2018	walth@valleytel.net
CGA Representative ³	Rick	Mertens	South	2016 – 2018	richard.mertens@tamu.edu
NIDB Representative ³		Vacant		2019 – 2021	
Non-Voting Members:					
kglobal Liaison	Jenny	Nuber	N/A	N/A	jenny.nuber@kglobal.com
Cornerstone Liaison	Hunt	Shipman	N/A	N/A	hshipman@cgagroup.com

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

The CMC Operational Guidelines define:

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

2. Meetings:

- The CMC Plan of Work subcommittee met by teleconference on October 4.

3. Accomplishments/Upcoming Plans:

- As previously reported, kglobal launched a campaign backing a BAA initiative: support of the version of the Farm Bill that increases *resources* and *roles* for Cooperative Extension in SNAP-Ed.
- The CMC Plan of Work subcommittee has convened and is seeking input from the sections. Plan of Work subcommittee chairman Steve Loring has asked each of the sections (ECOP, ESCOP, and AHS) what they want/expect from the CMC. The subcommittee is also looking for thoughts and suggestions on what deliverables are expected from an external contractor.

4. Action Requested: For information only.

5. Attachments:

- a. none

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Item 4.0: ESCOP Budget and Legislative Committee Agenda Brief

Presenters: Ernie Minton and Mike Harrington

For information only

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

<p>Chair: Ernie Minton (NCRA)</p> <p>Delegates:</p> <p>Bobby Phils (ARD)</p> <p>Alton Thompson (ARD)</p> <p>Shawn Donkin (NCRA)</p> <p>David Benfield (NCRA)</p> <p>Sabine O’Hara(NERA)</p> <p>Jon Wraith (NERA)</p> <p>George Hopper (SAAESD)</p> <p>Saied Mostaghimi (SAAESD)</p> <p>Chris Pritsos (WAAESD)</p> <p>Glenda Humiston (WAAESD)</p> <p>Executive Vice- Chair</p> <p>Mike Harrington (WAAESDI)</p>	<p>Liaisons</p> <p>Jon Boren (ECOP Liaison)</p> <p>Bob Holland (NIFA)</p> <p>Paula Geiger (NIFA)</p> <p>Josh Stull (NIFA)</p> <p>Glen Hoffsis (APLU Vet Med)</p> <p>Eddie Gouge (APLU)</p> <p>Ian Maw (APLU)</p> <p>Becky Walth (CARET)</p> <p>Jim Richards (Cornerstone)</p> <p>Hunt Shipman (Cornerstone)</p> <p>Vernie Hubert (Cornerstone)</p>
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Strategic Realignment of small lines: Recent discussion focused on realignment of small lines concept and is in favor of moving this effort forward. The Strategic Realignment Committee Presentations were made to Sections and Joint COPs in Guadalajara. Moving forward webinars are planned. (See attached)

NIFA move: The Committee is opposed to proposal to move and solicitation of proposals to host NIFA and/or ERS outside of Washington D.C. A letter from Orlando McMeans to Secretary Perdue also expressed concern on the proposed move. There have been over 130 expressions of interest from more than 30 states. Secretary Perdue recently suggested that those expressing interest might be given an opportunity to “sweeten their offers.”

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

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

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Strategic Realignment Update

Ernie Minton/Mike Harrington

In early February 2018, then Policy Board of Directors (PBD) Chair, Mark Hussey appointed The Strategic Realignment Committee with members from the Cooperative Extension, Experiment Station Sections and Administrative Heads, APLU and Cornerstone. Several other members were included to provide additional representation from the Administrative Heads Section as well as Academic Programs. The Committee met during February to late June in one face-to-face meeting, several video conferences as well as email exchanges to develop a set of proposed recommendations that would to reduce the total number of lines in the NIFA budget while maintaining functional equivalency of the lines. In developing the recommendations, the committee considered enabling legislation, funding history, existence of indirect costs, any review processes and history of the President's Budget Requests vs appropriations.

The initial draft recommendations and supporting documents were shared at the July Joint-COPs meeting. A number of suggestions arose during the discussions in Guadalajara. Examples include moving to even fewer lines (e.g. 5 lines to as few as one line), taking an incremental approach, teasing out academic programs, combining 3d programs with Smith-Lever, omitting the 1994 lines from the list, etc. One innovative suggestion would create three lines covering Discovery, Learning and Engagement.

The SA Committee agreed to a three-line model: Education/Learning, Extension/Engagement and Research/Discovery (attached). The Committee is seeking feedback on this model from the BAC, CLP and the Policy Board. After careful consideration, the Committee will then implement a plan to share revised recommendations with regional associations and Sections, as follows:

- Provide a recorded webinar (Appropriations 101) clearly explaining how our budgets are articulated in the appropriations process (including statutory language)
- Implement a feedback plan including a webinar that:
 - Articulates the rationale for the recommendations for realignment
 - Lays out the background data and other factors that the committee considered
 - Communicates options regarding number of lines to regional associations
 - Describes underlying assumptions and principles for each line's content
 - Provides a timeline for feedback on recommendations

Both webinars will become important parts in communicating recommendations to the BAA members to solicit feedback that may result in modifications to the recommendations. Line consolidation is a critical step in simplifying the BAA budget request, deserving of the utmost care and consideration. The Administrative Heads, Academic Programs Directors, Extension Administrators and Directors, and Experiment Station Directors must play key roles in vetting any recommendations with faculty as well as stakeholders to assure a unified voice.

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

Tentative Timeline:

- November- December: Webinar delivery

- November: BAC, CLP, BAA and Policy Board of Directors Update
- November-December: Regional feedback conversations by section
- January-February: Section feedback to Committee, make adjustments to recommendations
- Spring: Updated recommendations to the Policy Board of Directors Meeting

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Draft 3 Line ver 3.0 Model Extension, Research and Education Programs. Assumes off the top allocation processes within institution type, eg. 1890, 1994, 1862 Extension

NIFA Table Top Line	Appropriations Line	Statutory Reference from Report	Legislative Authority from RFA	Realignment	FY 2018 Enacted Funding Level	Realigned funding level (Millions)
EXTENSION/ENGAGEMENT PROGRAMS						472.384
Extension Activities	Smith-Lever Act, Section 3(b) and (c) programs and Cooperative Extension	7 U.S.C. 343(b) and (c) and 208(c) of P.L.93-471	Smith-Lever Act - Section 3 (b) and (c)	1862 Extension Capacity	300.000	
Extension Activities	Smith-Lever Act, Section 3(d) - Food and Nutrition Education	7 U.S.C. 343(d)	NARETPA - Section 1425	Smith Lever 3(d)	67.934	
Extension Activities	Extension Services at 1890 Institutions	7 U.S.C. 3221	NARETPA - Section 1444	1890 Extension	45.620	
Extension Activities	Facility Improvements at 1890 Institutions	7 U.S.C. 3222b	NARETPA - Section 1455 (b)	1890 Grants program	19.730	
Extension Activities	Smith-Lever Act, Section 3(d) - Children, youth, and Families At Risk	7 U.S.C. 343(d)	Smith-Lever Act - Section 3 (d)	Smith Lever 3(d)	8.395	
Extension Activities	Food Safety Outreach Program	7 U.S.C. 7625	Food and Drug Cosmetic Act - Section 1011 (d)	Smith Lever 3(d)	7.000	
Extension Activities	Extension Services at 1994 Institutions	7 U.S.C. 343(b)(3)	Equity in Education Land-Grant Status Act of 1994 - Section 534 (b)	1994s	6.446	
Extension Activities	Smith-Lever Act, Section 3(d) - Farm Safety and Youth Farm Safety Education Programs	7 U.S.C. 343(d)	FACT Act - Section 2390	Smith Lever 3(d)	4.610	
Extension Activities	Renewable Resources Extension Act	16 U.S.C. 1671 et seq.	Renewable Resources Extension Act	Smith Lever 3(d)	4.060	
Extension Activities	Smith-Lever Act, Section 3(d) - Federal Recognized Tribes Extension Program	7 U.S.C. 343(d)	Smith-Lever Act - Section 3 (d)	Smith Lever 3(d)	3.039	
Extension Activities	Rural Health and Safety Education Programs	7 U.S.C. 2662(i)	Rural Development Act of 1972 - Section 502 (i)	Smith Lever 3(d)	3.000	
Extension Activities	Smith-Lever Act, Section 3(d) - New Technologies for Agricultural Extension	7 U.S.C. 343(d)	Smith-Lever Act - Section 3 (d)	Smith Lever 3(d)	1.550	
Extension Activities	Food and Ag Service Learning	7 U.S.C. 7633	Section 413 of the AREERA of 1998	Smith Lever 3(d)	1.000	

RESEARCH/DISCOVERY PROGRAMS						839.727
Research and Education Activities	Agriculture and Food Research Initiative	7 U.S.C. 450(b)	Competitive, Special, and Facilities Research Grant Act - Section 2 (b)	AFRI	400.000	
Research and Education Activities	Hatch Act	7 U.S.C. 361a-i	Hatch Act of 1887	1862 AES Capacity	243.701	
Research and Education Activities	Evans-Allen Program	7 U.S.C. 3222	NARETPA - Section 1445	1890 Research	54.185	
Research and Education Activities	McIntire-Stennis Cooperative Forestry Act	16 U.S.C. 582a through a-7	McIntire-Stennis Cooperative Forestry Research Act	M-S Capacity	33.961	
Research and Education Activities	Sustainable Agriculture Research and Education	7 U.S.C. 5811, 5812, 5831, and 5832	FACT Act - Section 1621, 1622, 1628, 1629	Regional Center of Excellence	35.000	
Research and Education Activities	Education Grants for 1890 Institutions	7 U.S.C. 2152(b)	Equity in Educational Land-Grant Status Act of 1994	1890 Grants program	19.336	
Research and Education Activities	Minor Crop Pest Management	7 U.S.C. 450(c)	Competitive, Special, and Facilities Research Grant Act	Crop Protection/Tactical Science	11.913	
Integrated Activities	Food and Agriculture Defense Initiative	7 U.S.C. 3351	NARETPA - Section 1484	Crop Protection/Tactical Science	8.000	
Research and Education Activities	Aquaculture Centers	7 U.S.C. 3322	NARETPA - Section 1475 (d)	Regional Center of Excellence	5.000	
Integrated Activities	Organic Transition Program	7 U.S.C. 7626	AREERA - Section 406	Crop Protection/Tactical Science	5.000	
Research and Education Activities	Research Grants for 1994 Institutions	7 U.S.C. 301 note	Equity in Educational Land Grant Status Act of 1994	1994s	3.801	
Research and Education Activities	Sun Grant Program	7 U.S.C. 8114	2008 Farm Bill - Section 7526	Regional Center of Excellence	3.000	
Research and Education Activities	Special Research Grants - Potato Research	7 U.S.C. 450(c)	Competitive, Special, and Facilities Research Grant Act - Section 2 (c) (1) (b)	AFRI	2.500	
Extension Activities	Food Animal Residue Avoidance Database Program	7 U.S.C. 7642	AREERA - Section 7642	Crop Protection/Tactical Science	2.500	
Research and Education Activities	Alfalfa and Forage Research Program	7 U.S.C. 5925	7 U.S.C. 5925 (d) (8)	AFRI	2.250	
Research and Education Activities	Farm Business Management	7 U.S.C. 5925f	FACT Act - Section 1672 (d)	Regional Center of Excellence	2.000	
Integrated Activities	Regional Rural Development Centers	7 U.S.C. 450(c)	1965 Act - Section 2 (c) (1) (b)	Regional Center of Excellence	2.000	
Integrated Activities	Methyl Bromide Transition Program	7 U.S.C. 7626	AREERA - Section 406	Crop Protection/Tactical Science	2.000	
Research and Education Activities	Special Research Grants - Global Change/UV Monitoring		Competitive, Special, and Facilities Research Grant Act - Section 2 (c) (1) (b)	AFRI	1.405	
Research and Education Activities	Special Research Grants - Aquaculture Research	7 U.S.C. 450(c)	Competitive, Special, and Facilities Research Grant Act	AFRI	1.350	
Research and Education Activities	Supplemental and Alternative Crops	7 U.S.C. 3319d	NARETPA - Section 1473 (d)	AFRI	0.825	

EDUCATION/LEARNING PROGRAMS						44.204
Research and Education Activities	Education Grants for Hispanic-Serving Institutions	7 U.S.C. 3241	NARETPA - Section 1455	AFRI	9.219	
Research and Education Activities	Multicultural Scholars, Graduate Fellowship and Institution Challenge Grants	7 U.S.C. 3152(b)	NARETPA - Section 1417	AFRI	9.000	
Research and Education Activities	Veterinary Medicine Loan Repayment	7 U.S.C. 3151a	NARETPA - Section 1415 (a)	Vet Med	8.000	
Research and Education Activities	Capacity Building for Non Land-Grant Colleges of Agriculture	7 U.S.C. 3319i	NARETPA - Section 1473 (f)	AFRI	5.000	
Research and Education Activities	Payments to the 1994 Institutions	7 U.S.C. 301 note	Equity in Educational Land-Grant Status Act of 1994	1994s	3.439	
Research and Education Activities	Education Grants for Alaska Native and Native Hawaiian-Serving Institutions	7 U.S.C. 3156	NARETPA - Section 1419 (b)	AFRI	3.194	
Research and Education Activities	Veterinary Services Grant Program	7 U.S.C. 3151b	NARETPA - Section 1415 (b)	Vet Med	2.500	
Research and Education Activities	Grants for Insular Areas	7 U.S.C. 3222b-2, 3362, and 3363	NARETPA - Sections 1490 and 1491	AFRI	2.000	
Research and Education Activities	Secondary and 2-year Post-Secondary Education	7 U.S.C. 3152(j)	NARETPA - Section 1417 (b) (1)	AFRI	0.900	
Extension Activities	Smith-Lever Act, Section 3(d) - Agriculture in the K-12 Classroom	7 U.S.C. 3152(j)	NARETPA - Section 1417 (b) (1)	Smith Lever 3(d)	0.552	
Extension Activities	Women and Minorities in Science, Technology, Engineering and Mathematics (STEM) Fields	7 U.S.C. 3152(j)	NARETPA - Section 1417 (b) (1)	Smith Lever 3(d)	0.400	

Item 6.0: ESCOP/ECOP National Impact Database Committee Agenda Brief

Presenters: Steve Loring and Eric Young

For information only

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

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

Institutional Representatives and Impact Statement Reviewers

- The NIDB Committee prepared letter(s) for the Regional Executive Directors to send to the Extension and Research Directors in their region requesting:
 - **Institutional Representatives** – From each institution, name/contact information for the following:
 - **Four (4) Institution Administrators**, typically two (2) each for Extension and Research.
 - **Four (4) Institution Contacts**, typically two (2) each for Extension and Research. These individuals will have input rights to the database.
 - **Six (6) Impact Editors**, typically three (3) each for Extension and Research. These individuals will have input rights to add impact statements to the database.
 - **Impact Statement Reviewers** – each institution is requested to provide name/contact information for possible reviewers of impact statements from their institution.
 - Ultimately there will be 30 reviewers (6 from each of the 5 regions).
- The review system will be automated as follows:
 - The database system allows for 30 reviewer “slots”. The names of the reviewers are inserted into a “slot” within the database system. Impact statements that are submitted into the database system will rotate through the slots for review assignment. When an impact statement is reviewed by “X slot”, the system will be able to track the review history of “X slot/reviewer”.
 - All reviewers from the same region will not be placed into consecutive slots (i.e. NCR in slots 1-6. Instead, every group of 5 slots will have someone from each of the 5 regions.

- When an Impact Statement is submitted, it will not necessarily be assigned to a reviewer from its region.
 - If an Impact Statement is not picked up by the assigned reviewer in X number of days, it will go to the next reviewer on the list. There will be an opt-out option for the reviewer in the initial message.
 - Reminders will be automated by the system. Goal is for a reviewer to pick up their assignment within 7 days with periodic reminders to complete review. Drop date of 10 days to pick up assignment or it will be passed to a new reviewer.
- During the fall of 2018, the Impacts Database Committee will beta test the new system. Target launch in early January, 2019.

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Item 6.0: NIDB Talking Points

National Impact Database (NIDB)—For Your Consideration:

- 1) How many states submit information to the NIDB?
- 2) How often do states submit information to the NIDB?
- 3) What is the quality of impact statements in the NIDB?
- 4) Do states create their own impact statements for use locally instead of contributing to NIDB?
- 5) Who uses information in the NIDB?
- 6) Does NIFA use information in the NIDB? If so, how?
- 7) Recruiting communicators from land grant universities to serve on the NIDB review team has been challenging. To date, few states have contributed communicators to serve on the NIDB review team.
- 8) Is there duplication of effort among the NIDB, the Communications and Marketing Committee (kglobal), and NRSP1 (via Multistate Research Fund Impacts; www.mrfimpacts.org)? Are there synergistic activities between these entities? If not, why not?
- 9) Does information in the NIDB link back to one or more grant or accession numbers or specific funding sources (sponsors)? If not, why not?
- 10) Do states value the NIDB enough to continue to provide financial support for the NIDB?

Database Search Use Information for 1/1/18 to 11/1/18							
Total Research Statements by State				Statements Entered by Year			
State	Number of Statements	State	Number of Statements	Year	Number of Statements	States Entering	
AL	3	MO	77	Research Statements (total in database 953)			
AK	2	NH	44				
AR	9	NJ	15	2014	259	29	
CA	8	NM	9	2015	213	22	
DL	14	NY	17	2016	130	9	Note: 19 different
FL	125	NC	16	2017	159	9	states entered
GA	37	OH	42	2018*	109	9	over these 3 yrs.
HI	4	OK	3				
IL	108	OR	1	Extension Statements (total in database 2046)			
IN	33	PA	7				
IA	11	SD	21	2014	343	35	
KS	20	TN	41	2015	385	25	
LA	1	TX	36	2016	230	23	
MD	11	UT	3	2017	377	29	
MA	2	VA	24	2018*	167	17	
MI	38	WV	5				
MN	22	WI	41	* incomplete year			
MS	13	WY	5				
Database Search Use Information							
Total entrances to top 75 impacts - 1409			1409				
Total entrances all impacts - 1931			1931				
Total page views - 4849			4849				
Avg time on page - 2:20			2:20				
Washington, DC had highest search use of any US City							
Users			140				
New users			127				
Unique sessions			319				
Average session time			5:34				

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Item 7.1: Policy Board of Directors Agenda Brief
Presenters: Gary Thompson and Eric Young
ESCOP Executive Meeting, November 12

The Policy Board of Directors (PBD) met on November 14, 2017, March 21 and July 18, 2018. Below are highlights of discussion items during those meetings. The next PBD meeting will be November 13 in New Orleans.

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

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

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

1. Chairs' Interim Actions

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

2. BAA Assessments

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

3. Budget and Advocacy Committee

- Reviewed FY2019 requests and developed one-pager for CARET Hill visits
- Need to begin these discussions earlier next year, particularly related to allocation of any single ask increase

- Ad hoc committee formed to discuss extra allocation to 1890 lines, Alton Thompson is chair, they'll make recommendation to BAC
 - Strategic Budget Realignment Committee is discussing combining groups of small lines in NIFA's budget
 - Currently reviewing Cornerstone's annual report and Plan of Work for next contract
4. Committee on Legislation Policy
- SNAP ED and FNEP merger discussion is still going on in Ag Committee, but this is not for public information yet
 - Request from non-Land-grants to tighten up requirements to be designated as a non-Land-grant, is causing some problems for current non-Land-grants who might not qualify
 - Current idea is to require at least 2 degrees in ag, natural resources, or environment, but some only have 1 degree
 - Should go ahead with 2 degree requirement for this Farm Bill and modify it in the future if needed
 - Fix in language for University of DC as an 1862 to receive matching funds from DC government
 - Fix language so that NIFA funds can be used more easily for international work
 - Fix language so 1890's can carry over capacity funds, similar to 1862's
5. Communication and Marketing Committee
- System does a generally poor job of reaching out to decision makers and bad job reaching general public
 - CNC relationship to kglobal is separate issue from role of CMC in BAA business
 - CMC should manage communication related to all aspects of Land-grant University system
 - Administrative Heads Section needs to make sure the correct person from their institution is on contact list for CMC action, should be whoever makes strategic marketing decisions
 - Also institution's government relations person should be connected
 - Need to ask question – is there commitment from the Administrative Heads Section to have a national marketing effort and make that part of their college's communication director's job
 - Lots of groups putting out messages related to increased funding for agriculture, which is fine, except when the messages conflict
 - Alan Grant, Gary Thompson, and Chuck Hibberd should have a discussion with Cornerstone about their relationship with kglobal. Academic Programs Section chair should also be involved.
 - Need to focus on strategic marketing and if/how kglobal should take more of a leadership role
 - Each Policy Board of Directors member should talk with their group about whether or not there is a commitment for communication and marketing
 - Commitment from Administrative Heads Section is key since most communication directors report to them
 - Some communicators and government relations people are involved in national level activities and could be included in these conversations
 - Could redirect CMC funds to hire a full time communicator at APLU to lead this effort at national level and pay attention to this all the time
 - Would need to be sure there are realistic expectations and measurable outcomes
 - SoAR is starting Fed By Science initiative funded by member institutions
 - CMC does need strategic goals, question is how do you achieve those goals and measure success

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

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

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Agenda Brief: NRSP Review Committee (NRSP-RC)

Date: November 12, 2018

Presenter: Fred Servello

6. **Committee Membership** (as of November 12, 2018): Fred Servello (Chair, NERA), Rick Rhodes (Executive Vice Chair, NERA), Valerie Giddings (ARD), Doug Buhler (NCRA), Jeff Jacobsen (NCRA), Mark McGuire (WAAESD), Keith Owens (SAAESD), Don Latham (CARET), Tom Bewick (NIFA), Ron Brown (ECOP)

7. **Meetings:**

- The NRSP-RC presented recommendations to the ESS on October 3, 2018.

8. **Accomplishments/Upcoming Plans:**

- The recommendations of the NRSP-RC were accepted by the Experiment Station Section. This included approval of the renewal of NRSP8 and the satisfactory 3-year reviews of NRSP4, NRSP6 and NRSP9. Details of the ESS decisions related to the NRSP-RC recommendations can be found on the ESCOP website at http://escop.info/wp-content/uploads/2018/10/FallESSBusiness_MIN_20181003.pdf.

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

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