

ESCOP Meeting Minutes - March 05, 2018

Participants: Gary Thompson (Chair), Rick Rhodes (Executive Vice-Chair), David Leibovitz, Bill Brown, Mike Harrington, Ernie Minton, Dave Benfield, Jeanette Thurston, Said Mostaghimi, Jeff Jacobsen, Joe Colletti, Greg Cuomo, Bill Barker, Archie Clutter, Adel Shirmohammadi, Gene Kelly, Hunt Shipman, Shirley Hymon-Parker, Bill Gibbons, Steve Lommel, Jackie Burns, Moses Kairo, Jim Moyer, Alton Thompson, Deb Hamernik, Bret Hess, Eric Young, Bob Godfrey, Becky Walth, Glenda Humiston, Doug Buhler, Govind Kannan, Ali Fares, Marikis Alvarez, Parag Chitnis

Agenda: Agenda was approved unanimously as written.

Minutes from November 2017 ESCOP Executive Committee Meeting: **Minutes were approved unanimously as written and will be posted to the ESCOP website.**

Interim Actions: ESCOP drafted a one-pager for inclusion in the full CARET/AHS meeting package, to define who we are and who we represent. Gary Thompson and Rick Rhodes met with NC-FAR in December to discuss ESCOP's identity, priorities, and strategy for the future.

The ESS meeting will be held October 01-03, 2018 in Lincoln, NE. University of Nebraska-Lincoln may be showcasing some of their facilities if a tour is desired. The planning committee is working on the program, registration is anticipated to go live in early June.

A list of new appointments made by ESCOP Chair Gary Thompson is enclosed as Agenda Brief 1.2.

Committee Reports (briefs enclosed):

Policy Board: PBD will be meeting on March 21, 2018 in San Antonio, TX. One discussion item: elevating the status of the Communications and Marketing Committee (a committee of ESCOP, funded by ESCOP/ECOP/AHS). The designation of the CMC as a standing committee requires a 2/3 approval by the full PBD membership.

PBD Strategic Plan of Work; changed format to get less boilerplate reporting, in favor of more substantial report of what's been done over the past year. The PBD POW is outlined in agenda brief. This reporting happens annually and may be consolidated into a PBD/BAA Annual Report for release at the APLU Annual Meeting.

Communications and Marketing Committee: Met face to face on Sunday, March 04, 2018. The CMP is a \$400,000/year effort, 1/3 of that amount is supported by each of ESCOP/ECOP/AHS. The goal of the project is to either raise our funding across the six BAA priority areas, or keep it level. CMC asks that Directors act in response to Calls to Action, and to share stories that illustrate impact of agricultural programs. Mark Latimore is the new chair of the CMC, and a new Plan of Work has been adopted. A Call to Action related to FY19 Federal appropriations is forthcoming. Gary would like to see kglobal (marketing consultant) release three major outcomes that illustrate the impact of the CMC's work; ESCOP is seeking a higher level reporting than metrics on tweets/clicks/site visits. The context of these metrics should be added go kglobal reports.

The "One Ask" video campaign (2017) received a tepid response, but resulted in more messages reaching out to congress that any previous BAA campaign.

Comments from ESCOP on the CMC: Should we change the charge of the CMC, so that expectations are better defined and in line with what Directors are interested in seeing? We need to see the impact of these metrics, more analysis beyond the metrics on their own. AgIsAmerica is preaching to the choir. Where can we change opinion in key sectors that don't have an understanding of Ag Research? Beyond impact – are we articulating the issues and challenges (e.g. biosecurity, climate change) to illustrate the importance of Ag Research to the public? Have Deans had the opportunity to make the charge to institutional communicators, to emphasize that this is important? Are we linking the CMC's work with the National Impact Database / should the two groups be brought together under the CMC's new charge? We should recognize who our audience is before creating new material – can't have the same material targeting legislators and the general public.

Science and Technology (see brief): A new roadmap is underway; more flexible, more targeted to our audiences. A mockup will be released to ESCOP to gauge the collective comfortability with the S&T's new direction. The NIPMCC and the SSSC have become more active and outcome-oriented. Jeff Jacobsen is ESCOP's link to those subcommittees through S&T. Visit the S&T website (<http://escop.info/committee/scitech/>) to follow along with the committee's activities.

Budget and Legislative Committee (see brief): Two concurrent activities: 1.) the "One Ask" (separate from consolidation) for a \$200m increase across capacity lines and AFRI, and 2.) a change process associated with line consolidation.

Strategic Realignment – a committee has been established to examine line consolidation in the NIFA budget. Mike Harrington has examined all lines in the NIFA budget, and along with Cornerstone has been working on an initial proposal around consolidation. Members of the line consolidation subcommittee: ESCOP + ECOP Chairs, Chairs from B&L, Mike Harrington, Rick Klemme, and Jim Richards (Cornerstone, ad hoc). 45 lines in the NIFA budget – 27 of those are \$5m or less, and 22 of those were zeroed out in this year's Presidential budget.

A new NIFA Fact Sheet has been released related to Time and Effort reporting. NIFA and COGR are slated to discuss this at NERAOC 2018 in Grand Rapids.

Comments from ESCOP: At a recent Sun Grant meeting, a conversation was held around strategic realignment – surprisingly the conversation wasn't all that negative. Directors may be going into this process with more angst than what is realistic. Line consolidation is worth an early conversation with potentially affected groups. The Insular line in the NIFA budget is one of the smallest and it is already a consolidation of two lines. That is an example of consolidation working as long as the funding remains intact. The funding is managed in relation to RFAs within a line anyway.

Diversity Catalyst Committee (see brief): Working to examine the committee's membership and structure. Regional offices have served as the major operating arm of this committee. Opportunities for training and programming have been provided at regional and national meetings. Diversity/Inclusion/Equity will be included in a session at ESS 2018 in Nebraska. The DCC's first award call was released and nominations are due on March 30, 2018. **ESCOP will release the Award Call to the LGU community once more, and it is posted on the DCC website.**

National Impacts Database (see brief): Regional EDs have been active participants in this committee. The writing team is expanding; 28 stories and 15 fact sheets were recently released. A new front-end

website is being designed for the database, these recently released stories will be inputted into the website. Social media will be integrated into the new design. Quality of statements has become a concern – the committee has come to a consensus around a plan to address this issue. The committee proposes that each institution identifies up to five site administrators (two official Research + Extension, three additional administrators). Training will take place in FY19, led by Faith Peppers and Sarah Lupis, and is anticipated to be mandatory for the site inputters. A review committee of six members per region (three Research / three Extension), administered by the regional EDs, will assess all content before it makes the database. Analytics have been added to the website. This will be socialized at the regional spring meetings and direct feedback from the Directors will be obtained.

NRSP Review Committee: NRSP4, NRSP6, NRSP9 are all up for mid-term review; regional associations will consider these at spring meetings. NRSP8 is being redrafted and that proposal also be reviewed at regional meetings. The NRSP-RC will be meeting in Providence, RI on May 22.

ESCOP Website (see brief)

COGR Hemp Letter (see brief): COGR is seeking assistance from the APLU to advocate for change in marijuana laws to allow research on industrial hemp, which should be classified separately from both medical and recreational marijuana. Ian Maw and APLU Leadership seek ESCOP's recommendation on whether to sign the COGR letter. **A motion was introduced to sign on to the letter, seconded and received unanimous approval. ESCOP will communicate this to Ian Maw.**

Cornerstone Update (Hunt Shipman): COGR Hemp Letter was on the NASDA's February meeting agenda – they approved a similar resolution. Work on two fiscal years' federal budgets (FY18 and FY19) is going on simultaneously. In the 2018 budget, the House had \$800m less to work with, Senate \$400m less than in FY17. The ability for an omnibus approps bill to be drafted and approved by March 23 (before Easter recess) is not likely. Many small lines are proposed for significant reductions or being zeroed out. The BAA's priorities for FY2019 (\$200m increase) remain unchanged. Chairman Conaway continues to work on a Farm Bill proposal, the bill could be marked up during the week of March 19.

NIFA Update (Jeanette Thurston): Sonny Ramaswamy's term ends on May 05, 2018. NIFA does not know who will serve in his position. Director for Planning, Accountability, and Reporting staff, Bart Hewitt, is retiring at the end of March 2018. Communications Director Virginia Bueno has also retired. A couple of new NPLs are on board. NIFA's FY18 Explanatory Notes show that AFRI is changing; instead of six challenge areas, they are consolidated into three RFAs – 1.) Sustainable Ag Systems, 2.) Education and Workforce Development, 3.) Foundation of Applied Sciences Program. The invitation to NIFA is open – come to campus or ask your liaison to provide a webinar. NIFA thanks ESCOP for their hand in developing the Ag Outlook Forum; while attendance was low the event was a success.

Federal Cooperative Fish and Wildlife Research Units (Jack Payne): 40 units nationwide, mostly housed in colleges of agriculture. These are the major way the US produced Fish and Wildlife scientists and managers. The President's budget proposes zeroing out these units. CARET Delegates are urged to ask congress during hill visits to not accept this proposal. Two primary beneficiaries of these units: 1.) State Fish and Game units, and 2.) LGU system and its graduates. **ESCOP will distribute information about the Cooperative Fish and Wildlife Research Units.**

ESCOP Strategic Directions (Gary Thompson): ESCOP is continuing to foster the relationships with connections made by Bret Hess in 2016-17. Gary Thompson and Rick Rhodes met with NC-FAR in December 2017 to describe ESCOP and ECOP, and received a warm response. Gary Thompson and Chuck Hibberd (ECOP Chair) will be visiting DC in April 2018, anticipating to meet with NC-FAR, NASDA, NACO, FFAR, and SoAR. They may return once again in May 2018 to visit granting agencies (NSF, NIH, DOE).

Joint COPs will be held July 16-18, 2018 in Guadalajara, Mexico. The proposed theme: “Collaborations Across the Border.” A potential ESCOP-ICOP topic could be Trans-Boundary Diseases. **Anyone who participates in a research program in collaboration with Mexico should contact Gary Thompson, with the anticipation of discussing at Joint COPs.**

ESCOP has furthered interactions with counterpart organizations. The strongest link is with ECOP, but ACOP and ICOP relationships are being strengthened. Joint COPs is an opportunity to hold joint sessions, while we’re all in the same place. At APLU 2017, Amrit Bart (ICOP) visited the ESCOP Executive Committee meeting. Additionally, ESCOP and APS held a joint session during APLU.

An NRCS meeting is in the works. Jeff Jacobsen and Robin Shepard will be meeting NRCS Leadership to continue this discussion and determine common areas of interest. **If Directors meet, correspond, or collaborate with state NRCS leadership, contact Jeff Jacobsen (NCRA) and/or Robin Shepard (NCCEA).**

SoAR has released the “Fed By Science” initiative – how should ESCOP evaluate whether or not this is worthwhile to engage in? What is the benefit of doing so? Deans are being asked to participate.

Chair’s priorities:

1. Engage ESS Leadership and ESCOP members to participate in Land-grant beneficial activities. What are the expectations of our membership?
2. Strengthen relationships with the APLU BAA family
3. Build strategic alliances and partnerships with external constituencies
4. Support strategic areas of importance to ESCOP

Open Discussion on the Chair’s Priorities:

- Collaboration. E.g. – Antimicrobial Resistance request from APLU; we’re not sure if we can respond as a prime on that, but ESCOP can be a partner. Who *would* serve as the prime and who are our partners?
- If we had an ESCOP-sponsored symposium around a specific initiative, that could pool institutions together to address a specific topic area.
- We don’t have a national inventory of these specific initiatives and we can build one through the regional offices.
- A multistate committee to address AMR is in place. Without a formal inventory of these initiatives their identity can be forgotten among our national circles.
- Participate in NIFA Listens sessions.
- We’ve drafted Pest Management, Water, Health and Nutrition initiatives over the past 5 years. High cost with low results. An effort was put forth from ESCOP and APS to NIFA Listens last year, but is it worth our time and effort?

- We should take advantage of time together during meetings to hold targeted discussions above and beyond our business session.
- What's on the horizon? What are relevant topic areas for a "next generation" question? E.g., Emerging contaminants.
- In the wake of 9/11, ESCOP participated in a Biosecurity Task Force. Today, the food system is no longer as secure as it once was. A whitepaper was drafted by food scientists that was immediately classified. A consultant (former CIA) discussed 'Terrorist Theater' such as the events of 9/11. What about a quarantine, e.g. an outbreak of hoof-and-mouth disease? Is there potential for this to happen?
- NCRA will be meeting with National Corn Growers and American Soybean Society headquarters in April.
- Have we looked at the number of multistate projects existing around particular topic areas? Can we create a linkage between projects so that multiple multistate projects can get together periodically (every ~2 years) around a particular topic area?
- **ESCOP should explore whether or not there's enough multistate collaboration, information, and expertise around these potential areas of focus (security). Examine a new funding model for collaborative research – to foster national experts across our organizations, money must be in place.**
- **Reimagining what ESCOP does – what are we going to do, as leaders, to fundamentally change the way we do business? We have obstacles that we have developed workarounds for. We should eliminate those obstacles. We need to participate, we need to vote.**
- **When Directors see calls for participation, they should read them and distribute them to appropriate constituencies. Keep an eye out for calls for participation in multistate projects. Multistate projects are where new collaborations begin.**
- **Directors should make a concerted effort to engage closely with the leaders of Scientific Societies, and should be engaging the folks on Capitol Hill directly.**
- **ESCOP will incorporate targeted discussion into its business meetings. Committee reports can be taken care of in a consent agenda, as agenda briefs.**

ESCOP-ECOP Joint Session in 2019: SAAESD is seeking a new ESCOP Chair-Elect nominee, as Bill Brown is leaving for Texas Tech University. In February 2018, Rick Klemme and Chuck Hibberd (ECOP) contacted Eric Young about the interest in another joint meeting in Fall 2019. Rick and Chuck are poised to take the lead on logistics for this potential meeting, as it was handled by ESCOP (Chair Bret Hess-WY) in 2016. The location would likely be in the Southern region, or the southern portion of the North Central.

Suggestion from Bret Hess: Planning Committee should be advised to ensure this meeting is truly a Joint meeting – without leaning toward ESCOP or ECOP particularly.

Motion introduced to hold a joint ESCOP-ECOP session in 2019 was introduced, seconded and approved unanimously. Gary Thompson will communicate this to Rick Klemme and Chuck Hibberd.

Resolution to Bill Brown: Mike Harrington personally took the opportunity to thank Bill Brown for his service to the Experiment Station Section.

The meeting adjourned at 11:38am EST.

2018 ESCOP Meeting
8:00 AM – 12:00 PM
Monday, March 5, 2018
Hilton Crystal City at Washington – Crystal Ballroom
Arlington, VA 22202

ESCOP Agenda Item	Time	Description	Presenters
	8:00 am – 12:00 pm	ESCOP Business Meeting	
1.0	8:00 am – 8:15 am	Call to Order <ul style="list-style-type: none"> • Approve Agenda • Approve Minutes, ESCOP Executive Committee, November 13, 2017 • Interim Actions 	Gary Thompson
2.0	8:15 am – 9:30 am	Committee Reports and Updates	
		2.1 Policy Board of Directors 2.2 Communications & Marketing Committee 2.3 Science & Technology Committee 2.4 Budget & Legislative Committee 2.5 Diversity Catalyst Committee 2.6 Impact Database Subcommittee 2.7 NRSP Review Committee 2.8 ESCOP Website 2.9 Other	Gary Thompson and Eric Young Mark Latimore and Rick Rhodes Laura Lavine and Jeff Jacobsen Bill Brown and Mike Harrington Karen Plaut and Jeff Jacobsen Bill Brown Fred Servello and Rick Rhodes David Leibovitz TBD
3.0	9:30 am – 9:45 am	Advocacy Update	Hunt Shipman
4.0	9:45 am – 10:00 am	NIFA Update	Parag Chitnis and Jeanette Thurston
	10:00 am – 10:15 am	Break	
5.0	10:15 am – 10:30 am	Fish and Wildlife Cooperative Research Units	Jack Payne
6.0	10:30 am – 11:45 pm	ESCOP Strategic Directions – 2018	Gary Thompson
7.0	11:45 am – 12:00 pm	ESCOP/ECOP Joint Session – 2019	Bill Brown and Eric Young

Agenda Brief 1.2

Appointments made by ESS/ESCOP chair Gary Thompson

Appointee/ Nominee	Email	Committee/Position	Term	Comment
Tim Killian	tkillian@uark.edu	SSSC ¹ /Human Sci, South	2018 – 2020	
Brian Meyers	bmyers@ufl.edu	SSSC/Teacher Ed, at- large	2018 – 2020	
Rebekka Dudensing	rmudensing@tamu.edu	SSSC/Ag Econ, South	2018 – 2020	
Matthew Mars	mmars@email.arizona.edu	SSSC/Ag Leadership, West	2018 – 2020	
Lorie Higgins	Higgins@uidaho.edu	SSSC/?	2018 – 2020	
Bob Godfrey	rgodfre@uvi.edu	ECOP Liaison		Replace Clarence Watson
Steve Loring	sloring@nmsu.edu	CMC incoming chair	2018 - 2021	ESS rotation
Deb Hamernik or Jan Nyrop	dhamernik2@unl.edu or jpn2@cornell.edu	BAA PBD		Noms to fill Clarence Watson seat

Informational - appointments not made by ESS/ESCOP Chair

Appointee/ Nominee	Email	Committee/Position	Term	Comment
Ernie Minton	eminton@ksu.edu	Budget/Leg Chair		Replace Bill Brown
Laura Jolly	ljolly@iastate.edu	Liaison to ESCOP from ² BOHS		Replace CY Wang

¹ Social Sciences Subcommittee (SSSC)

² Board on Human Sciences/APLU

Agenda Item 2.1

Policy Board of Directors Agenda Brief

Presenters: Gary Thompson and Eric Young

The BAA Policy Board of Directors met on November 14 in Alexandria, VA. The two agenda items below will be discussed. The next PBD meeting will be on March 21 in San Antonio, TX

1. Communications and Marketing Committee as Policy Board of Directors Standing Committee
 - Recommendation is to appoint the CMC now as an ad hoc committee of Policy Board of Directors and work toward making it a standing committee
 - ACOP and ESCOP are supportive of recommendation
 - ECOP has concerns about their specific role relative to strategic communications in the best interest of the LGU system
 - Policy Board of Directors needs to determine what the charge of the ad hoc Communications and Marketing Committee should be
 - Subgroup composed of Policy Board of Directors members (or designee) plus Bev Durgan and Faith Peppers will study this and make recommendations in March
2. PBD Strategic Plan of Work
 - The 2017-2022 PBD Plan of Work has the following goals and planned actions. Each Section or unit represented on the PBD reports annually in the fall on its activities related to these actions
 - PBD Plan of Work

Current and Emerging Issues and Future Directions

Goal:

- Identify current and emerging local, regional, national, and global opportunities and challenges and facilitate strategic discussions and actions that will impact and guide future directions for the System.

Actions:

- Encourage the various Sections within the BAA to frame strategic approaches to integrate, prioritize, and address existing and anticipated future opportunities and challenges in learning, discovery, and engagement.
- Provide forums to engage the System and external partners in strategic dialogues to develop recommendations on policy and System-wide approaches for action to address current and emerging issues.

Resource Advocacy

Goal:

- Seek additional resources for the System through collaborations, partnerships, communications, marketing, budget development, and advocacy.

Actions:

Support the Budget & Advocacy Committee (BAC) in its budget development and advocacy efforts, including:

- Developing the System's federal budget request and associated messages with target audiences.
- Communicating and vetting the BAC's message throughout the System and stimulating and supporting dialogue among the BAA sections.
- Coordinating marketing and communication efforts across the BAA and among learning, discovery, and engagement leaders.
- Fostering understanding of the rationale for budget requests and gaining commitment for them.
- Using the BAA's contracted advocacy and communication and marketing firms effectively by setting and providing oversight for achievement of measurable goals.

- Including System members and constituent groups (e.g. CARET, professional societies, commodity organizations, and other user groups) in the development and implementation of advocacy strategies.
- Facilitating development of a strategic communications and marketing plan to enhance the public's understanding of the System's impacts on social, environmental, and economic issues at the community, national, and international levels.
- Identifying and cultivating legislative Congressional champions.
- Building and deepening relationships across all missions with the National Institute for Food and Agriculture (NIFA).
- Seeking and establishing mission-critical relationships with other appropriate federal and state agencies including the Foundation for Food and Agriculture Research (FFAR).
- Identifying and recommending new national-level collaborators and partners and fostering mutually beneficial relationships with them.

Authorizing Legislation and Associated Action

Goal:

- Develop and support policies and legislative action and subsequent implementation that enhance the System's ability to carry out its missions and increase the federal investment in the System over the life of the Farm Bill.

Actions:

Support the Committee on Legislation and Policy (CLP) in its efforts to guide Farm Bill and other appropriate legislation development, passage, and subsequent implementation, including:

- Positioning the System for new opportunities.
- Developing appreciation within key federal agencies of the System's capabilities.
- Identifying and cultivating legislative champions.
- Forming implementation teams to work with appropriate federal agencies.
- Monitoring rules as they are developed and published.
- Keeping the System informed of new opportunities and funding mechanisms presented as new legislation is implemented.
- Monitor legislation and policies that may enhance or impede the System's progress and work with decision makers to make modifications where appropriate.

System Integration

Goal:

- Enhance integration of goals and activities among BAA members and between the BAA and other groups within APLU's structure to gain synergy from collaborative actions.

Actions:

- Develop a public value message to describe and communicate collective BAA impact.
- Encourage efficiencies between and among federal agencies for learning, discovery, and engagement.
- Continue communication among Policy Board of Directors members to find common ground and enhance integration of efforts.
- Support events and other opportunities that promote cross-Section communication and collaboration.
- Work with APLU staff and BAA Executive Directors and Administrators to ensure appropriate and effective linkages between the BAA and other groups within APLU.
- Recognize excellence throughout the System through support of national awards and recognitions.
- Support leadership development within the System, particularly through the Food Systems Leadership Institute (FSLI) and LEAD-21.
- Support diversity and inclusion across the System in all decisions and actions.

Agenda Brief: Communications and Marketing Committee (CMC)

Date: March 1, 2018

Presenter: Rick Rhodes for Mark Latimore

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

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

Cornerstone Liaison	Hunt	Shipman	N/A	N/A	hshipman@cgagroup.com
AHS ED/Admin. Rep	Ian	Maw	N/A	N/A	IMaw@APLU.ORG
ECOP ED/Admin. Rep	Rick	Klemme	N/A	N/A	rickklemme@extension.org
ESCOP ED/Admin. Rep	Rick	Rhodes	N/A	N/A	rcr3@uri.edu

The CMC Operational Guidelines define:

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

2. Meetings:

- The CMC met by teleconference on October 17, 2017.
- The CMC met by teleconference on January 24, 2018.
- The annual face-to-face meeting of the CMC will be held on March 4, 2018.

3. Accomplishments/Upcoming Plans:

- The CMC forwarded a recommendation to the BAA seeking appointment of the CMC as a standing committee of the BAA. (The CMC is currently a standing committee of ESCOP with participation by ECOP and AHS.) The BAA tabled the request and is seeking input from its members.
- kglobal has developed “lessons learned” from the first video campaign that supported the APLUs “One Ask” (attached.) While the video campaign tripped off modest responses from the Land-grant community, Cornerstone reported that Congress received more input than any other previous “call to action.”
- kglobal is initiated a series of mini “calls to action” to assist in developing strategies for reaching key constituent groups.
- The CMC presented a brief of activities at the BAA business meeting on November 12, 2017.
- On December 6, 2017, APLU executed contract with kglobal for continuing work for calendar year 2018.
- kglobal and Cornerstone did a tag-team presentation on advocacy, communications and marketing at the New Administrators Orientation, December 13-14, 2017.
- kglobal released Q4 report (attached.) Much of Q4 was dedicated to small “calls to action” (see bullet above) to test engagement of social audiences.

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

5. **Attachments:**

- a. kglobal, "AgIsAmerica November CTA: Food Safety. Social Engagement Call-to-Action Campaign Memo," December 22, 2017.
- b. kglobal, "Association of Public and Land-grant Universities. 2017 Q4 Insights Report," October 1, 2017-December 31, 2017.

AgIsAmerica November CTA: Food Safety Social Engagement Call-to-Action Campaign Memo December 22, 2017

What We Did

Our October CTA showed us that users will click through to the AgIsAmerica website to participate in a survey, especially when it references their university. For our next engagement test, we created several Facebook and Twitter posts that asked users to submit questions on food safety. Our aim was to test whether user engagement is higher when there is no specific click-through that leads away from the site; instead, users were simply asked to comment on the Facebook post.

We worked with three schools – **University of Georgia**, **University of Connecticut**, and **University of Maryland** – to draft an original food safety blog post (*see Appendix A*). We also worked with **Kansas State University** to identify an additional food safety expert who would answer any submitted questions in a follow-up post.

Once the blog was posted on the AgIsAmerica website, we created a corresponding graphic that illustrated four simple tips for food safety which led to the blog post and asked for submission of questions (*see Appendix B for all posts*).

Our post was targeted to specific subsets of the community including: mothers, home cooks, meat and seafood buyers, people interested in health news and information, and people who entertain for the holidays. Additionally, with our Kansas State University (KSU) expert, we targeted KSU alumni to test engagement when KSU was specifically mentioned.

In total, we put up three Facebook posts and three Tweets with varying images, copy, and target audiences.



Ag Is America

Published by Courtney Pories [?] · November 17 at 3:53pm · 🌐

Send us your food safety questions and you can get expert answers from researchers at [K-State Research and Extension](#). In the meantime, check out these tips from our land-grant universities and stay safe this holiday season: <http://bit.ly/2mDn9go>



Results

Surprisingly, our posts on both Facebook and Twitter did not receive any submitted questions.

On Facebook, the posts were viewed over 7,300 times and received more than 400 engagements. The engagements, however, mainly consisted of likes and shares (284 in total) and post clicks (118 clicks in total), which suggests users were engaging with the food safety blog post and the attached graphic, but not the specific CTA of comments.

On Twitter, the posts were viewed over 3,880 times and received 113 engagements.

Once again, we saw higher rates of engagement when we localized posts (specifically mentioning Kansas) and targeting folks within that geographic location.

Key Campaign Takeaway

This mini Call-to-Action was an interesting step to understanding the level of interest and engagement with the AgIsAmerica social networks. In comparison to the October CTA, it appears that our audiences are very engaged when asked to do a specific task (e.g., fill out a survey). They are less engaged, however, when the ask is more reliant on their input, such as organizing their own question to ask, despite the absence of click-throughs to another website outside of the social platform.



Insights + Analytics



Ag Is America

Published by Courtney Pories [?] · November 15 at 12:05pm · 🌐

A big part of the holiday season is cooking for loved ones. During this time of year, it is especially important that we're practicing proper food safety techniques when we're preparing, serving, and storing. Ask us your food safety questions in the comments below and our experts will weigh in!



Targeted Audience

- Lives in the United States
- Age 18-65+
- Female
- Interested in family meals, Thanksgiving, Christmas and holiday season, homemade food, family, mothers, farming, dairy, raw meat

Views: 1,474

- All female
- Mostly age 65+
- Mostly from Texas, Florida, Tennessee, Oklahoma, Georgia

Likes: 71

Link Clicks: 0

Shares: 0



Ag Is America

Published by Courtney Pories [?] · November 17 at 3:53pm · 🌐

Send us your food safety questions and you can get expert answers from researchers at [K-State Research and Extension](#). In the meantime, check out these tips from our land-grant universities and stay safe this holiday season: <http://bit.ly/2mDn9go>



Targeted Audience

- Lives in Kansas
- Age 18-65+
- Female
- Interested in food, food safety, cooking, food storage, farming, agriculture

Views: 3,549

- All female
- Mostly age 65+
- All from Kansas

Likes: 108

Link Clicks: 2

Shares: 31





Ag Is America

Published by Courtney Pories [?] · November 20 at 3:47pm · 🌐

Have a question about food safety? Our experts are ready to help. Comment your concerns below, and in the meantime, read about these good food safety practices: <http://bit.ly/2mDn9go>



Ag Is America

Community

[Learn More](#)

Targeted Audience

- Lives in Kansas
- Age 18-65+
- Male and Female
- Interested in food, food safety, cooking, food storage, farming, agriculture

Views: 2,285

- Mostly male
- Mostly ages 18-24
- Mostly from California, Florida, Texas, and Pennsylvania

Likes: 50

Link Clicks: 1

Shares: 12



Ag is America

@agisamerica

Avoid sickness this holiday season by following good food safety practices. Tweet us your questions and our experts will provide their tips!



Targeted Audience

- Lives in the United States
- Age 18-65+
- Male and Female
- Interested in holiday cooking, food storage, home cooking and grilling, entertaining, meat and seafood buyers, health news and information

Views: 4,276

- Mostly male
- Mostly ages 18-54
- Mostly from Ohio, Florida, New York, Pennsylvania

Likes: 2

Link Clicks: 0

Retweets: 0



Appendix A (food safety blog post – [full post here](#))

ALL OF YOUR FOOD SAFETY QUESTIONS ANSWERED!



Did you know that one in six Americans potentially get sick from food poisoning every year? The CDC estimates that each year 48 million people get sick from a foodborne illness, 128,000 are hospitalized, and 3,000 die.

How can we protect ourselves and our food supply?

We sat down with food safety experts from three land-grant university systems to discuss the issues consumers are facing and how land-grant universities can help.

1. First, how concerned should consumers be about food safety and the potential for food contamination?

Dr. Jianghong Meng, University of Maryland (UMD): We have one of the best food safety systems in the world, and while our food is generally safe, people still suffer from foodborne illness. Consumers need to be aware of the potential risk of foodborne illness and practice safe food handling.

Diane Wright Hirsch, University of Connecticut New Haven Extension (UCONN): I think it makes sense for consumers to be generally aware and learn about safe food handling practices. It's also important for them to report unsafe behaviors to the managers of restaurants and be aware of recalls in case of outbreaks and other food safety issues, such as bits of broken plastic in a food container.

2. What is the number one thing consumers should know when it comes to food safety?

UConn: Consumers should know how we get sick from food—most do not. What are the bugs that cause illness, what foods are risky, how to minimize or prevent the risk by using safe handling practices and finally, knowing the symptoms of foodborne illnesses.

Dr. Judy Harrison and Dr. Francisco Diez-Gonzalez, University of Georgia (UGA): They should also know how to find reliable information to educate themselves about food risks, proper food handling practices and misinformation about food. Reliable sources of consumer food safety information can be found on state Extension websites at land grant universities and on government websites such as the FDA, USDA-FSIS and CDC.

Note: see below for links to CDC, FDA, and USDA-FSIS websites, and check them out!

3. Is there a certain type of food (e.g., poultry, red meat, seafood, etc.) that consumers have to be more careful handling due to potential contamination?

UGA: All raw animal foods (e.g. poultry, meat, seafood, eggs, etc.) should be considered contaminated with disease-causing or pathogenic bacteria and therefore could cause illness, if consumed raw or improperly cooked. Any of these animal foods can also be vehicles for cross-contamination to ready-to-eat foods, such as vegetables.

4. How long can raw meats stay in the fridge before going bad?

MD: It depends on type of meat and type of package. Grocery stores usually have a “sell by” or “best by” date labeled on the package, which is a good way to determine how long you can keep it in the fridge. If you are not using it by that date, you can always freeze it, which will help preserve it much longer.

Appendix B (social posts)



Ag is America

Published by Courtney Pories [?] · November 15 at 12:05pm · 🌐

...

A big part of the holiday season is cooking for loved ones. During this time of year, it is especially important that we're practicing proper food safety techniques when we're preparing, serving, and storing. Ask us your food safety questions in the comments below and our experts will weigh in!



Ag is America

@agisamerica

Following



Have a question about food safety? Tweet us your concerns - our experts are ready to help!



3:33 PM - 30 Nov 2017



Ag is America
@agisamerica

Following



Have a question about food safety? Our experts are ready to help. Tweet us your concerns, and in the meantime, read about these good food safety practices:

bit.ly/2mDn9go



3:55 PM - 20 Nov 2017

Association of Public and Land-grant Universities 2017 Q4 Insights Report

October 1, 2017 – December 31, 2017

Overview

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

In the fourth quarter (Q4) of 2017, our team primarily focused on small calls-to-action (CTAs) to test the engagement of our social audiences. Working with a variety of schools, our CTAs tested survey responses, social engagement, and downloads/click throughs. This provided a comprehensive view of how our audiences will engage with our content, which will help direct a larger CTA in the spring.



Community Activation Re-Focus (CTAs)

After wrapping up the video campaign in Q3, our team proposed testing smaller CTAs to our online audiences to increase the engagement rates of future, larger campaigns. We planned for three CTAs in Q4 to provide insight for 2018.

Our first CTA was a simple five-question survey hosted on the AgIsAmerica website that questioned land-grant university alumni on their participation with LGUs and interest in specific agricultural content. We launched the survey on Monday, October 16 and promoted it primarily on Facebook, in addition to emailing communicators from our target schools to share with their networks.

The survey was enormously successful with the website page viewed by over 1,599 people and with over 336 respondents. Additionally, the social media posts promoting the survey were the most popular posts from Ag Is America this year with **over 50,000 views, 213 engagements, 57 shares, and 23 comments**.

The October CTA provided useful insight in terms of who responded to the survey (respondents skewed female), which states were most engaged (Oregon – a target state and an institution we maintain a strong relationship with), and which agricultural topics were most interesting to our audience (agricultural economy, water conservation). The full October CTA report can be found in **Appendix A**.

Our second CTA, which launched in November, tested whether user engagement would be higher if there is no specific click-through that leads them away from the site (as with the survey). Instead, we tested whether users would engage by commenting on a Facebook post.

To do this, we first worked with three institutions – **University of Georgia, University of Connecticut Extension, and University of Maryland** – to draft an original food safety blog post, in addition to an original graphic. We then promoted the post on both Facebook and Twitter and asked for a submission of questions on food safety, where an expert from **Kansas State University** would then answer as an additional blog post.

Surprisingly, we did not receive any submitted questions, yet the posts were viewed **over 11,180 times** and received **more than 500 engagements** (potentially due to the graphic and compelling blog post). While an unexpected response, this provided additional insight: our audiences are very engaged when asked to do a specific test (e.g., filling out a survey), but are less engaged when the ask is more reliant on their input. The full November CTA report can be found in **Appendix B**.

Our last CTA (currently in process) will test engagement when a user is asked to download a specific file. This will provide insight to whether our audience will click-through to the website and then perform a specific ask.

For this CTA, we worked with the **University of California-Davis** to promote their My Healthy Plate program and compiled a complementary grocery list to supplement this program. Both the



grocery list and the My Healthy Plate resources will be available for download via the Ag Is America website.

Due to the holidays, we are promoting the CTA in January corresponding to New Year's resolutions of healthy eating. Once the engagement wraps, we will submit a separate, full report to the committee.

Content Creation

Compelling content is important to position Ag Is America as an active, engaged, and creative brand. During the fourth quarter, we particularly wanted to feature our specific target schools in original posts to showcase their involvement with innovative research.

In October, our team worked with the University of Connecticut to announce their new projects under the CLEAR (Center for Land Use Education and Research) program (see **Appendix C**).

In November, we collaborated with three schools to create "Food Safety 101," a post that featured Dr. Jianghong Meng (University of Maryland), Diane Hirsch (University of Connecticut New Haven Extension), and Dr. Judy Harrison and Dr. Francisco Diez-Gonzales (University of Georgia) answering questions on food safety in a Q&A format (featured in **Appendix B**). This post was part of our November CTA.

For December, our team created a special holiday gift guide infographic with Oregon State University (see **Appendix D**).

In Q4, we also continued to research, solicit, and categorize case studies, impact statements, and feature stories from land-grant universities to be repurposed and disseminated over Ag Is America digital platforms. This included **55 blog posts** and over **118 social media posts**.

Digital + Social

The foundation of our social media content is our AgIsAmerica.org website. Every social media post links back to our website for more information and provides a visitor with the opportunity to return to the original article on the school's website.

Website highlights

- Researched and drafted **55 blog posts** highlighting the land-grant system's achievements and news around water and healthy food systems.
- Generated over **5,409 page views** (a 41% increase from last quarter), maintaining our strong rate since redesigning the website

Social highlights

- **Facebook:** 62 original posts garnered over **118,499 views** (a 21% increase from Q3) and **6,802 engagements** (a 90% increase from Q3).



- We saw a massive increase in engagements due to the CTAs hosted on Facebook – in particular, the survey was enormously successful with engaging our audiences.
- We also continued to focus on growing our audience on Facebook – **increasing our likes by 1,462** this past quarter.
- **Twitter:** 56 original tweets that received **over 54,263 views** and **389 engagements**.
 - We are consistently seeing more engagement and views with our Facebook audience, as opposed to our audience on Twitter. As we plan for more and larger CTAs in the future, it will be important to keep this in mind.

Media Relations

After meeting the West Virginia University team at the 1890s summit (see below), kglobal collaborated with their team from one of their newest projects, Creating Agriculture Incubator for Education in Southern West Virginia. The program works with former coal miners, veterans, and other residents in the southern WV region and teaches them alternative agricultural methods that provides economic opportunity not only for themselves, but for the state.

We worked with the program's director to draft a media pitch and pitched to several publications that have been specifically reporting on coal miner retraining, such as *Reuters* and *Politico's Morning Ag*. While the story has not yet placed, we will continue to work with WVU as the program continues to have a large, measurable impact on the region, increasing the likelihood of placement.

Internal Communications

On October 17, our team attended the CMC Q3 meeting, presented findings from the video campaign and discussed proposed CTAs for the final quarter.

On November 7, our team presented at the annual 1890 Land-Grant Communications Summit in Washington, D.C. with updates from Ag Is America and suggestions on continued engagement with the universities.

On December 14, our team attended the New Administrators Orientation in Alexandria, VA to discuss advocacy.



Appendix A – October CTA report

AglIsAmerica: Survey Call-to-Action Campaign Memo

October 2017

What We Did

To test and engage the AgIsAmerica audience, we created a **simple five-question survey** to determine interest in (1) water and (2) healthy systems. These survey questions give us insight as to what content to prioritize and which users to target that content to:

1. Name
2. Email
3. Which land-grant university did you attend?
4. Did you participate in any agricultural programs or organizations while attending?
5. What type of content are you interested in learning about?

To prepare for the survey's launch, content in the first half of October was promoted to four target schools with strong historical relationships to AgIsAmerica: **the University of Florida, the University of Georgia, North Dakota State University, and Oregon State University**. This provided a foundation of people most likely to respond to the survey.

The survey launched on Monday, October 16 and was promoted on social media – primarily Facebook – and emailed out to all communicators at the target schools above to share within their networks (Appendix I).

The email included a request to share the survey with alumni audiences and suggested social copy tailored to each school.

Of the four schools targeted, only Oregon State University responded, confirming that they would send to the appropriate alumni lists, which contributed to Oregon having a significant response rate. We worked with Faith Peppers at the University of Georgia directly, we did not hear a response back from North Dakota or Florida.

What Happened

The Survey

A total of **336 people** responded to the survey, including respondents from:

- University of Georgia (64 responses)
- University of Florida (61)
- Oregon State University (56)
- North Dakota State University (20)



- Kansas State University (17)
- Washington State University (15)
- Auburn University (12)
- University of Missouri (5)
- UC Davis (4)
- University of Tennessee (4)
- Oklahoma State University (4)
- Iowa State University (4)
- Clemson University (4)
- Virginia Tech (3)

Over **71% of respondents** participated in agricultural programs at their university. These programs included:

- Block and Bridle (13 responses)
- Future Farmers of America (10)
- Livestock Judging (8)
- Economic Organizations (7)
- Master Gardeners (6)
- Cattlemen's Association (4)
- Association for the Study of Animal Behavior (ASAB)
- Sigma Alpha
- Alpha Gamma Rho
- 4-H
- Alpha Tau Alpha

The first tier of compelling content for respondents (around 40% of all respondents interested in said topic) included:

- Agricultural economy
- Water conservation
- Water quality
- Livestock and animal husbandry

The second tier of compelling content (around 30% of all respondents interested):

- Urban farming and lifestyles
- Nutrition
- Food safety
- Healthy food systems
- School/youth-related health and nutrition

Aquaculture was marked as “interesting content” by under 20% of users (16%).



Content

The website was viewed by over 1,599 people, representing a **completion rate of over 21%**. The average

On social media, the survey post was the most popular AgIsAmerica social post this year, attracting over **50,000 views**, 213 engagements, 57 shares, and 23 comments. Organic discussion from viewers included sharing it to their own personal networks (including ag networks like the National Association of County Agricultural Agents) and even a descendant of Justin Smith Morrill commenting.

Sample user comments:



Insights + Analytics

This survey was an important step towards better understanding the AgIsAmerica community wants and needs. Not only did we collect great foundational data from the survey, we also learned key information about the community:

- 61% of all respondents were **female**.
- People **aged 45+** were most responsive to the survey, with a clickthrough rate (CTR) of 4% at older cohorts. Younger responders (18-44) saw a CTR of around 1%.
- The average CTR on Facebook is between 1-2%.
- Although we primarily targeted four states, people responded from **48/50 states**.
- This suggests that people saw our post organically past our dedicated efforts.
- **Oregon** saw the most engaged audience, with a CTR of 3.30%. followed by North Dakota, Florida, and Georgia. Kansas, Montana, and Washington also saw CTR above 2%. High clickthrough rates from populous states such as Oregon, Florida, and Georgia shows that the



right targeted content will still reach proper audience if cultivated properly with enough engaging content.

- Respondents from the **University of Georgia** were most likely to mark “aquaculture” as an interest. The topic approached 0% interest outside of Georgia and, to lesser degrees, Oregon and Florida.
- Respondents from **Oregon and Georgia** clicked through to the survey **100% more often** when their alma mater was specifically mentioned. North Dakota respondents were only 33% more willing to clickthrough.

Key Campaign Takeaway

This mini-call-to-action campaign was a great test of our AgIsAmerica community. We were able to understand key topic areas to focus on with four distinct regions and note an older female cohort would be the most likely to engage with our content in general.

That our community is most interested in agricultural economy and livestock was the most unexpected insight, as a very select minority of our current article base focuses on economic impact and animal husbandry, in favor of more general nutrition articles. Going forward, we will place particular focus on how water and healthy system research and extension efforts impact the economy and husbandry practices.

Appendix I (Email to target schools – specifically OSU)

Hello, all!

Circling back now that it's mid-October... we officially launched our small engagement activity I previously mentioned this week! I know you filled out the communicator survey earlier this month (thank you!) and this is very similar except it's going to our audiences on our social platforms.

The audience survey is [located here](#) and we're hoping you could share it on your social platforms or with an alumni listserv (which would actually be perfect) – any communication you have that goes to your own community from OSU.

Here is the copy we've been using on our platforms if you'd like to use the same:

"Are you an alumni of OSU? Fill out this quick one-minute survey to help make a direct impact on how your university's work and research is showcased to everyday Americans: <http://bit.ly/2hMBpOh>"

Let me know if you have any questions! We're pushing it out this week and then wrapping up responses by the end of October so we can better tailor content to audiences from specific universities.

Thanks in advance!

--

terri baumann
senior account executive
kglobal
public affairs + public relations

phone: 202.253.5938
kglobal.com/terri-baumann



Appendix B – November CTA report

AgIsAmerica: Social Engagement Call-to-Action Campaign Memo

November 2017

What We Did

From our previous Call-to-Action (CTA) in October, we know users will click through to our website to participate in a survey, especially when in reference to their university. To continue to test engagement with the AgIsAmerica audience, we created several Facebook and Twitter posts that asked users to submit questions on food safety. This will test whether user engagement is higher as there is no specific click-through that leads them away from the site; instead, users are simply asked to comment on the Facebook post.

In drafting the social posts, we first worked with three schools – **University of Georgia**, **University of Connecticut Extension**, and **University of Maryland** – to draft an original food safety blog post that would be posted along with the question submission (*see Appendix A*). We also worked with **Kansas State University** to identify an additional food safety expert who would answer the submitted questions in a follow-up post.

Once the blog post was drafted and posted on the AgIsAmerica website, we created a corresponding graphic for social posts that illustrated four simple tips for food safety, led to the blog post, and asked for submission of questions (*see Appendix B for all posts*).

Our post was targeted to our audiences including mothers, home cooks, meat and seafood buyers, people interested in health news and information, and people who entertain for the holidays. Additionally, with our Kansas State University (KSU) expert, we targeted KSU alumni to test engagement when KSU was specifically mentioned.

In total, we posted three Facebook posts and three tweets on Twitter with varying images, copy, and target audiences.

Results

Surprisingly, our posts on both Facebook and Twitter did not receive any submitted questions.



On Facebook, the posts were viewed over 7,300 times and received more than 400 engagements. The engagements, however, mainly consisted of likes and shares (284 in total) and post clicks (118 clicks in total), which suggests users were engaging with the food safety blog post and the attached graphic, but not the specific CTA of comments.

On Twitter, the posts were viewed over 3,880 times and received 113 engagements.

Insights + Analytics



Ag Is America

Published by Courtney Pories [?] · November 15 at 12:05pm · 🌐

A big part of the holiday season is cooking for loved ones. During this time of year, it is especially important that we're practicing proper food safety techniques when we're preparing, serving, and storing. Ask us your food safety questions in the comments below and our experts will weigh in!



Targeted Audience

- Lives in the United States
- Age 18-65+
- Female
- Interested in family meals, Thanksgiving, Christmas and holiday season, homemade food, family, mothers, farming, dairy, raw meat

Views: 1,474

- All female
- Mostly age 65+
- Mostly from Texas, Florida, Tennessee, Oklahoma, Georgia

Likes: 71

Link Clicks: 0

Shares: 0



Ag Is America

Published by Courtney Pories [?] · November 17 at 3:53pm · 🌐

Send us your food safety questions and you can get expert answers from researchers at [K-State Research and Extension](#). In the meantime, check out these tips from our land-grant universities and stay safe this holiday season: <http://bit.ly/2mDn9go>



Targeted Audience

- Lives in Kansas
- Age 18-65+
- Female
- Interested in food, food safety, cooking, food storage, farming, agriculture

Views: 3,549

- All female
- Mostly age 65+
- All from Kansas

Likes: 108

Link Clicks: 2

Shares: 31





Ag Is America

Published by Courtney Pories [?] · November 20 at 3:47pm · 🌐

Have a question about food safety? Our experts are ready to help. Comment your concerns below, and in the meantime, read about these good food safety practices: <http://bit.ly/2mDn9go>



Ag Is America

Community

[Learn More](#)

Targeted Audience

- Lives in Kansas
- Age 18-65+
- Male and Female
- Interested in food, food safety, cooking, food storage, farming, agriculture

Views: 2,285

- Mostly male
- Mostly ages 18-24
- Mostly from California, Florida, Texas, and Pennsylvania

Likes: 50

Link Clicks: 1

Shares: 12



Ag is America

@agisamerica



Avoid sickness this holiday season by following good food safety practices. Tweet us your questions and our experts will provide their tips!



Targeted Audience

- Lives in the United States
- Age 18-65+
- Male and Female
- Interested in holiday cooking, food storage, home cooking and grilling, entertaining, meat and seafood buyers, health news and information

Views: 4,276

- Mostly male
- Mostly ages 18-54
- Mostly from Ohio, Florida, New York, Pennsylvania

Likes: 2

Link Clicks: 0

Retweets: 0

Key Campaign Takeaway

This mini Call-to-Action was an interesting step to understanding the level of interest and engagement with the AgIsAmerica social networks. In comparison to the October CTA, it appears that our audiences are very engaged when asked to do a specific task (e.g., fill out a survey). They are less engaged, however, when the ask is more reliant on their input, such as organizing their own question to ask, despite the absence of clickthroughs to another website outside of the social platform.

Appendix A (food safety blog post – [full post here](#))

ALL OF YOUR FOOD SAFETY QUESTIONS ANSWERED!



Did you know that one in six Americans potentially get sick from food poisoning every year? The CDC estimates that each year 48 million people get sick from a foodborne illness, 128,000 are hospitalized, and 3,000 die.

How can we protect ourselves and our food supply?

We sat down with food safety experts from three land-grant university systems to discuss the issues consumers are facing and how land-grant universities can help.

1. First, how concerned should consumers be about food safety and the potential for food contamination?

Dr. Jianghong Meng, University of Maryland (UMD): We have one of the best food safety systems in the world, and while our food is generally safe, people still suffer from foodborne illness. Consumers need to be aware of the potential risk of foodborne illness and practice safe food handling.

Diane Wright Hirsch, University of Connecticut New Haven Extension (UCONN): I think it makes sense for consumers to be generally aware and learn about safe food handling practices. It's also important for them to report unsafe behaviors to the managers of restaurants and be aware of recalls in case of outbreaks and other food safety issues, such as bits of broken plastic in a food container.

2. What is the number one thing consumers should know when it comes to food safety?

UConn: Consumers should know how we get sick from food—most do not. What are the bugs that cause illness, what foods are risky, how to minimize or prevent the risk by using safe handling practices and finally, knowing the symptoms of foodborne illnesses.

Dr. Judy Harrison and Dr. Francisco Diez-Gonzalez, University of Georgia (UGA): They should also know how to find reliable information to educate themselves about food risks, proper food handling practices and misinformation about food. Reliable sources of consumer food safety information can be found on state Extension websites at land grant universities and on government websites such as the FDA, USDA-FSIS and CDC.

Note: see below for links to CDC, FDA, and USDA-FSIS websites, and check them out!

3. Is there a certain type of food (e.g., poultry, red meat, seafood, etc.) that consumers have to be more careful handling due to potential contamination?

UGA: All raw animal foods (e.g. poultry, meat, seafood, eggs, etc.) should be considered contaminated with disease-causing or pathogenic bacteria and therefore could cause illness, if consumed raw or improperly cooked. Any of these animal foods can also be vehicles for cross-contamination to ready-to-eat foods, such as vegetables.

4. How long can raw meats stay in the fridge before going bad?

MD: It depends on type of meat and type of package. Grocery stores usually have a “sell by” or “best by” date labeled on the package, which is a good way to determine how long you can keep it in the fridge. If you are not using it by that date, you can always freeze it, which will help preserve it much longer.

Appendix B (social posts)



Ag is America

Published by Courtney Pories (?) · November 15 at 12:05pm · 🌐

A big part of the holiday season is cooking for loved ones. During this time of year, it is especially important that we're practicing proper food safety techniques when we're preparing, serving, and storing. Ask us your food safety questions in the comments below and our experts will weigh in!



Ag is America

@agisamerica

Following



Have a question about food safety? Tweet us your concerns - our experts are ready to help!



3:33 PM - 30 Nov 2017

Appendix C – UCONN original post

UNIVERSITY OF CONNECTICUT'S CLEAR IMPROVES THE STATE'S ENVIRONMENTAL SITUATION STRAIGHT FROM THE SOURCE



In the wake of recent natural disasters and climate rollercoasters, it's important that communities prepare themselves for whatever may come next. In Connecticut, many of the communities lack the resources and funding to address their city's climate issues on their own.

The University of Connecticut is stepping in with their new year long Climate Corps course for students studying agriculture. The course begins by teaching students about software and strategies that help assess and improve climate issues. In the second semester, students will go into three Connecticut municipalities and give these communities educated, pro bono recommendations on how to improve their climate resilience policies and plans.

The course is run by University of Connecticut's CLEAR: University of Connecticut Center for Land Use Education and Research. Run by 10 core faculty members, CLEAR operates a unique portfolio of projects focused on Connecticut's land use decision making process in terms of resource protection and management. These projects help support Connecticut's water, land use and climate resiliency, geospatial tools and training, STEM education, and conservation on a local level.

Ag is America had the chance to speak with the CLEAR Department of Extension Director, Chet Arnold, to give us more details on their latest projects and specifically the Climate Corps.

"We think that if it's a successful model, we can apply it to more than just climate issues," Arnold said. "There's a lot of other things we work on like water resource protection and green infrastructure that could give the students real-world experience but also serve as a real benefit to the community."

The Climate Corps is just one of many programs CLEAR leads that directly impact Connecticut's land and local conservation efforts. To learn more about their progress and the other projects they're working on, read more here.

Appendix D – Oregon original graphic

Preserved Food Prepared with
LOVE
(and Safety)



-  ➔ **ALWAYS** follow current, tested recipes from a reliable source!
-  ➔ **LABEL** each item with contents, date preserved, processing time, and method, whether using a Pressure Canner (PC) or Boiling Water Canner (BWC) method.
-  ➔ **SUGGEST** ideas for using the product.
-  ➔ **INCLUDE** complementary items to make your gift complete.
-  ➔ **START** with recommended canning jars, lids and rings—then decorate!
-  ➔ **PACK** carefully to prevent breaking when handling or shipping.
-  ➔ **HAND-DELIVER** perishable foods.

..... And tell your loved ones

- ➔ Refrigerate remaining product after opening jar.
- ➔ Consume home-preserved foods within a year.
- ➔ Return the jars for a refill next year!

Check out tested recipes from **Oregon State University Extension:**

 @OregonStateExt  www.extension.oregonstate.edu



Agenda Item 2.3 Science and Technology Committee

Presentors: Laura Lavine and Jeff Jacobsen

Action Requested: For Information

Committee Members:

Laura Lavine (ARD; Chair)

Gene Kelly (WAAESD)

tbd (WAAESD)

Joe Colletti (NCRA)

Deb Hamernik (NCRA)

John Kirby (NERA)

Adel Shirmohammadi (NERA)

Nathan McKinney (SAAESD)

Susan Duncan (SAAESD)

John Yang (ARD)

Alton Thompson (ARD)

Liaisons:

Terry Nelsen (ERS)

Bob Matteri (ARS)

Dwayne Cartmell (SSSC; Social Sci Subc)

Patrick Beauzay (NIPMCC; Pest Mgmt Subc)

Parag Chitnis (NIFA)

Denise Eblen (NIFA)

Edwin Price (ICOP)

Jeff Jacobsen (Exec Vice-Chair, NCRA ED)

Chris Hamilton (recorder, NCRA AD)

Website: <http://escop.info/committee/scitech/>

Information Items:

S&T Committee

Monthly conference calls and email are the primary means of activity for S&T. All agendas and detailed minutes are posted on the ESCOP website. A refined S&T charge and updated Rules of Operation have been completed. The primary focus of S&T for late 2017 and 2018 has been, and will be, a significant revision of the Science Roadmap. We have reviewed the previous Science Roadmap, the overall goals, audience, distribution, timeline, writing/review/approval processes and preliminary assignments for the new Science Roadmap. The recommendation from this comprehensive review is that a new format for the Science Roadmap is timely. An early concept, the S&T committee endorses, is the one-page topic format which is a concept used by many professional societies and associations. S&T has prepared a preliminary mock-up for our discussion purposes. S&T members have reviewed a number of professional societies and associations one-pagers and longer documents, the Challenge of Change Report, the Water Security white paper, the Antibiotic Resistance and the Healthy Food System, Healthy People publications.

S&T has envisioned color, front and back one-pagers with *potential* content boxes of: Grand Challenge, Expected Outcomes/Impacts, Key Resources, Key Gaps, Success Stories (possibly) and the ESCOP logo, website and key resource links identified. We would describe the facets of ESS while capturing the concept of Grand Challenges, 'honor' the original Science Roadmap and potentially add new Grand Challenges such as Data Science, Workforce Development, ONE Health and more. When we have a suitable mock-up and New Roadmap concept, we will share these with the ESCOP leadership for review and feedback.

National Integrated Pest Management Coordinating Committee (NIPMCC)

The NIPMCC Executive Committee conducts quarterly Zoom meetings to synthesize the 2017 State of IPM Report which will be submitted to ESCOP and ECOP and discuss future actions/agendas. This was a result of the 2017 meeting and part of the ongoing charge to NIPMCC. The next NIPMCC meeting will be from October 23-24, 2018 at APLU. Summary information for the NIPMCC can be found at: <http://escop.info/committee/national-integrated-pest-management-coordinating-committee-nipmcc/>.

Social Sciences Subcommittee (SSSC)

SSSC makes recommendations for specific actions to help the Land-grant system address high priority research and education issues leading to outcomes that deal with social issues in a significant, measurable way and that will generate sustained financial support. The SSSC has nearly 50 members spanning the disciplinary areas of: Agricultural Economics, Agricultural Education, Agricultural Communications, Agricultural Leadership, Human Sciences and Rural Sociology across the five regional associations and an At-large category.

The SSSC met on February 28 – March 1, 2018 with a complete Agenda and in the future minutes to be posted at: <http://escop.info/committee/social-sciences-subcommittee-sssc/>. In general, the meeting themes and topics discussed were APLU activities, NIFA updates, 2017 Action Items Updates, Advocacy Across the Social Sciences, Professional Group Updates (COSSA, C-FARE, Rural Policy Research Institute and Farm Foundation).

Agenda Item 2.4

ESCOP Budget and Legislative Committee Agenda Brief

Presenters: Bill Brown and Mike Harrington

For information only

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

Chair: Bill Brown (UTK)	Liaisons
Delegates:	Doug Steele (ECOP Liaison)
Bobby Phils (ARD)	Bob Holland (NIFA)
Alton Thompson (ARD)	Paula Geiger (NIFA)
Karen Plaut (NCRA)	Josh Stull (NIFA)
Ernie Minton* NCRA	Glen Hoffsis (APLU Vet Med)
Sabine O'Hara(NERA)	Eddie Gouge (APLU)
Jon Wraith (NERA)	Ian Maw (APLU)
George Hopper (SAAESD)	Becky Walth (CARET)
Saied Mostaghimi (SAAESD)	Cheryl Achterberg (APLU - BoHS)
Jim Moyer (WAAESD)	Jim Richards (Cornerstone)
Glenda Humiston (WAAESD)	Hunt Shipman (Cornerstone)
Executive Vice- Chair	Vernie Hubert (Cornerstone)
Mike Harrington (WAAESD)	Jeremy Witte (Cornerstone)
	*Chair elect

The committee holds regular monthly conference calls.

The B&L Committee held a breakfast meeting on March 5 in conjunction with the AHS-CARET meetings. Doug Steel (ECOP B&L Committee chair) was also be in attendance. Discussions focused on advocacy for the single increase budget request for NIFA, strategic realignment efforts, and work products for the 2018 year.

T&E Reporting: A revised [fact sheet](#) was released November 9, 2017. The revision included the B&L requested a set of bullet points that would capture NIFA expectations. Also requested were examples of problems that have surfaced in audit/reviews. The restriction on using federal funds in grant writing was missing. Recent discussions focused on the Council on Government Relations (COGR) input into the NIFA Time and Effort reporting fact sheet. It is COGR's opinion that certain items in the fact sheet would require OMB approval in order to implement.

Strategic Realignment of small lines: The Committee has discussed the realignment of small lines concept and is in favor of moving this effort forward.

All documents related the federal budget are located at the land-grant.org.

Agenda Item 2.5 Diversity Catalyst Committee

Presentors: Karen Plaut and Jeff Jacobsen

Action Requested: For Information

Committee Members:

Karen Plaut (Chair)	Jackie Burns (SAAESD)
Ali Fares (ARD)	L. Wes Burger (SAAESD)
Charles Boyer (WAAESD)	Shannon Archibeque-Engle (Diversity Professional)
Cynda Clary (APS)	Gary Thompson (NERA)
Doze Butler (APS and ARD)	Brian Raison (ECOP)
Soyeon Shim (BHS)	Alton Thompson (ARD)
Rick Rhodes (NERA)	David Leibovitz (NERA)
Sara Lupis (WAAESD)	Chris Hamilton (NCRA)
Donna Pearce (SAAESD)	Bobbie Moore (NIFA)
Jeff Jacobsen (NCRA)	

ESCAP Website: <http://escop.info/committee/diversity-catalyst-committee/>

The Diversity Catalyst Committee (DCC) continues to recommend that ESS members and leadership review and implement, where appropriate, elements of the initial Task Force Report in conjunction with any individual institutional efforts with diversity, inclusion and equity. In addition, activity at the regional association level is highly encouraged. The DCC will focus on the highest priority elements from the major thrusts in the Task Force report (Recruitment and Mentoring, System Integration, Training and Best Practices). Electronic communications and actions are the mode of operation with meetings now held quarterly. In the interim, an extensive library of books and other reference materials are available on the ESCOP website under the DCC Resources. Minutes and supplementary materials are routinely posted on the website. Our Rules of Operation have been finalized. Currently, the inaugural call for the National Experiment Station Section Diversity and Inclusion Award is active with a due date of March 30, 2018. The Award call is provided below.

Specifically, we would point out the new “Links” header under the “Resources” box where we will continually add new materials, training and other key resources in support of our efforts (<http://escop.info/dcc-training-resources/>). These are provided to enhance our collective efforts and provide dynamic resources to directors and other allied members. We are actively reviewing our DCC Committee membership, encourage active participation and will reaffirm or recommend new appointments as necessary. Bobbie Moore, NIFA Civil Rights Director has been officially added to the DCC membership. A replacement will be found for Charles Boyer (WAAESD) and Jackie Burns (SAAESD) will rotate off and not be replaced. Wendy Fink (APLU) has been asked to contact the BHS for a replacement for Soyeon Shim. Donna Pearce has joined DCC as committee support.

In addition to continually reviewing the original Task Force Report, the DCC will institute a regular element in our quarterly calls with regional highlights on innovative activities. Where applicable, these will be recorded and uploaded. DCC members also commit to reporting any individual member activity relevant to the DCC. Finally, the DCC has actively provided input into the Fall 2018 ESS/ARD Annual Meeting program to ensure continued engagement across the national group.

National Experiment Station Section Diversity and Inclusion Award¹

Beginning in 2015 with the establishment of the ESCOP Diversity in Research Leadership Task Force (now the permanent Diversity Catalyst Committee), the Experiment Station Section (ESS as AES and ARD) forged a new commitment to increase diversity across its constituencies and foster inclusive environments which empower all groups within organizations to work better collectively.

Diversity is defined as differences among people with respect to age, socioeconomic status, ethnicity, gender, physical and mental ability, race, sexual orientation, religion and spiritual practices and other human differences. An **inclusive organization** is defined as having a culture which empowers all members to continually innovate, assess and redesign programs, policies and practices to support the success of its membership. ESS through its individual and collective efforts aspires to consistently and holistically model and practice inclusive excellence, as is expected of modern institutions and organizations affiliated with Higher Education.

The National Experiment Station Section Diversity and Inclusion Award support efforts that go beyond simply meeting EEO/AA program requirements. This award recognizes research efforts that support the creation of diverse and inclusive teams at the local, state, regional, or national level. Such efforts could impact one or more of the following areas: administration, advisory and decision-making groups, audiences, coalitions, educational materials and delivery methods, funding, initiatives, policies, programs, staff, and stakeholders.

Award Presentation

The recipient(s) of the National Experiment Station Section Diversity and Inclusion Award will be recognized at the annual AES/SAES/ARD Meeting held in September/October each year with a commemorative plaque and \$1,000 cash award from ESS. Travel reimbursement to attend the awards event will be provided for the primary recipient(s) by ESS. The recipient(s) will be asked to submit photos and a project summary for the ESCOP website, the NIFA Update and for integration into the APLU Award Program. The awardees will also be asked to submit an impact statement for the landgrantimpacts.org database which describes research impacts to the public.

Eligibility and Deadline

The nominee can be an individual, a team or an organization composed of faculty and scientists, staff, students, post-docs or others who contribute to ESS projects and activities in clear and quantifiable ways. The due date for nominations is March 30, 2018. To be considered, nominations must be submitted by email to the DCC Executive Vice-Chair, Jeff Jacobsen (jjacobsn@msu.edu).

Criteria for Nominations

Nominations can be submitted from any area of ESS. Nominations can be made by anyone, including self-nominations. When writing nominations, special attention should be given to efforts that have the potential to be sustained over time or can be replicated in other comparable situations.

The five following elements (total 100 points) will be considered in the review process and should be described clearly in the nomination.

Purpose: Why was this effort undertaken? Describe the efforts by a person, group or organization to achieve diversity and inclusion in an ESS project/program (e.g., Hatch, Hatch

¹ This award nomination was adopted with permission from the Extension Diversity Award.

Multistate, Evans-Allen, McIntire-Stennis). How does the project achieve diversity and inclusiveness with its advisory and decision-making groups, audiences, staff, and stakeholders? (Maximum 10 points)

Basis: Why is this effort worthy of recognition? (Maximum 20 points)

Effort: Are actions and activities in support of diversity and inclusiveness appropriate and fundamentally sound? How do the actions and activities demonstrate impact? (Maximum 20 points)

Impact: Describe efforts that have led to positive, sustainable programmatic and/or organizational change across ESS, institution(s), college(s), department(s) and/or other units? (Maximum 30 points)

Innovation: How did (or will) this effort enhance existing models or create new models for positive change? (Maximum 20 points)

Nomination Package Guidelines

Nominations must not exceed word limits below, and must contain the following:

1. Name, title, address, phone number and e-mail of nominee(s).
2. Name, title, address, phone number and e-mail of nominator(s).
3. A brief synopsis of nomination (30 words or less).
4. A narrative explaining the five elements in the criteria given above (400 words or less per element).

Limitations

Incomplete applications or applications in excess of size limitations will not be considered. Please do not forward DVD's, bound publications or other support materials with the nomination. Only electronic submissions will be considered. Nominations may include links to supplemental materials that clearly demonstrate one of more of the nomination elements.

Selection Process

An Award Review Panel² is appointed by the ESCOP Diversity Catalyst Executive Committee to review nominations and recommend the recipient to the ESCOP Chair and NIFA Director. Upon the recommendation of the Award Panel, an award may not be given every year. The process would be completed by May 1, 2018.

² The inaugural Award Review Panel is the Chair-Elect, one Director, a NIFA representative, a diversity and inclusion professional, a representative from an allied organization or a faculty member designated by a director who has demonstrated commitment to diversity and inclusion. In future years, the previous award recipient could serve in the faculty representative capacity.

Agenda Item 2.6

ESCOP/ECOP National Impact Database Committee Agenda Brief

Presenters: Bill Brown 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
EX Officio Members	
Scott Cummings	IT- Texas A&M University
Michael Harrington	West Region ESCOP Executive Director
Jeff Jacobsen	NC Region ESCOP Executive Director
Rick Rhodes	NE Region ESCOP Executive Director

Content Team Meeting:

- 28 stories; 15 fact sheets; one video
- <https://www.youtube.com/watch?v=-XG4h79H-eU&feature=youtu.be>
- Added 2 more designers and 3 more writers to the team this year.
- Stories and fact sheets are stored in the cloud and Scott Cummings has access to download to the database.

Platform and Website Design:

- Scott Cummings has developed a new website template. The database is not live yet. The new 2018 stories and fact sheets are being moved to the new site.
- Discussion on a possible logo and branding.

Quality of Impact Statements:

- Each institution will have up to two (2) site administrators. These individuals will have input rights and will also enter up to three (3) additional individuals who will have input rights to the database.

- All individuals with input rights must take approved training. The National Impact Database Committee will offer multiple webinars in 2018; specific dates to be announced. Webinars will last approximately one hour and 15 minutes. For 2018, Sarah Lupis and Faith Peppers will be the primary webinar instructors. Peer review panel members (described below) are strongly encouraged to attend webinars in the first quarter. Individuals with input rights should participate as they are able.
- Webinar Agenda:
 - Welcome and Introductions (5 minutes)
 - “Big Impact: Why Impactful Reporting Matters and How to Do it Better” presentation (30 minutes)
This dynamic presentation will summarize the characteristics of high-quality impact statements and emphasize the role they play in elevating the visibility of USDA-funded projects and activities.
 - The Good, the Bad, and the Ugly (20 minutes)
In this interactive session, participants will apply the lessons learned from the presentation as they evaluate examples of impact statements and discuss why they are good, bad, or ugly.
 - Closing Remarks and Questions (10 minutes)
- Review committees will be established by region and administered by ECOP & ESCOP Executive Directors from those regions. Review committees will be composed of three (3) individuals each representing ECOP & ESCOP. Reviewers will be communicators or evaluators from the region’s institutions. Reviewers will serve for two years with appointments staggered. Initially, some reviewers will serve one year so that a rotation can be established.
- When submitted from a given region, an impact statement will be sent electronically to one of the six (6) reviewers in that region. The reviewer will accept to review the statement within a certain time period or an option will be available to not accept the review if there is a conflict of interest. The reviewer may accept the statement as written, in which case the statement will be immediately added to the database. If the reviewer feels that edits to the statement should be made, communication will take place within the system between the reviewer and the individual that input the statement into the system. Communication will continue until the statement is accepted (or not) by the reviewer and added to the database.
 - Analytics can be developed to catalog reviewer activity.
- At this point, there will be no limit to the number of statements that can be entered by a given institution per year.

Agenda Item 2.8 ESCOP Website

Presenters: David Leibovitz, Jeff Jacobsen

ESCOP Website URL: <http://escop.info>

Since October 2017, ESCOP's new website has been using Google Analytics to gather user location and activity data across all pages on <http://escop.info>. Most of the website's audience (79%) resides in the United States. The numbers below are focused on US-based website visitors from October 01, 2017 to March 01, 2018.

- 567 unique users have visited <http://escop.info>
 - 983 sessions have been initiated (1.73 sessions per user)
 - 50 states + Washington, DC are represented across US-based visitors
 - Users from the top 10 states (in order of use - VA, DC, NJ, CA, OR, NC, TX, MD, WI, FL) account for 35% of site visits
 - 79% of users are visiting beyond the escop.info home page
 - Most visitors are reaching Committees, Calendar Events, and About ESCOP pages
 - Session activity has hovered between 140 – 295 visits per month (see below)
 - New @escop.info committee Listservs have gone live, but issues are encountered by users at multiple institutions
 - Regional offices are working with Clemson's team on a case-by-case basis to address Listserv issues.
-

What's next?

- The ESCOP website is consistently active, but can still grow
- The regional associations will continue to utilize the site to make it as active and current as possible
- If you have other needs, please bring them up to the regional offices and we will address them accordingly
- Encourage colleagues to use the ESCOP website
- If you serve on an ESCOP committee:
 - VISIT committee pages
 - UPLOAD content to committee pages for posting and distribution
 - LINK to committee pages in email correspondence
 - CONTACT regional offices to upload content and schedule events

Agenda Item 2.9 COGR Hemp (Latest Draft)

Dear Members of Congress,

The Council on Governmental Relations (COGR) is a non-profit association of 190 research universities and affiliated academic medical centers and independent research institutes. COGR concerns itself with the impact of Federal regulations, policies, and practices on the performance of research conducted at its member institutions.

We are writing on behalf of our member institutions to express our concern that, despite some recent changes to Federal law intended to facilitate legitimate research on *Cannabis sativa* (specifically, changes intended to allow certain research on the low-THC variety of cannabis known as industrial hemp), significant legal, regulatory, and procedural impediments remain that prevent or make it difficult for researchers to contribute to public knowledge in this area. We believe that removing barriers to research is critical to advancing the public interest, and urge you to continue work with the research community to identify and advance potential solutions via legislation (and/or via working with relevant Federal agencies to promote regulations and guidance that remove barriers to research).

There is an increased urgency for robust research on *Cannabis sativa* and certain substances that may be derived from cannabis (such as cannabinoids other than THC, including Cannabidiol ["CBD"], cellulose, essential fatty acids and proteins), especially as an increasing number of states have legalized both medical and non-medical use of cannabis as well as cultivation of industrial hemp. While we have broad concerns about the significant impediments to conducting research on all types of cannabis (including marijuana), the specific focus of this letter is on the barriers to conducting research on industrial hemp, industrial hemp materials and industrial hemp products.

Although the Agricultural Act of 2014 (the "Farm Bill") included a provision (Section 7606, enacted as [Title 7 U.S. Code §5940](#), "Legitimacy of industrial hemp research") authorizing institutions of higher education and state departments of agriculture to cultivate industrial hemp for research, our institutions still face significant challenges in moving ahead with such research. These challenges stem in part from the overbreadth of the Controlled Substances Act's definition of "marihuana," especially as it relates to industrial hemp materials and products., and in part from Federal agency regulations and guidance that appear to impede the intent of Congress to allow certain research on industrial hemp (or, at least, that create substantial confusion as to what is permissible).

In order for research to move ahead in this area, we believe there is a need for clear Federal guidance specifying that researchers may obtain and work with industrial hemp seed, cultivars, and "all parts of the plant" (such as extracts/derivatives) without having to go through the lengthy process of obtaining a Schedule I DEA registration.

But such clear guidance is lacking. While the "Multi-Agency Statement of Principles on Industrial Hemp" (SOP) issued in August 2016 may have been intended to provide such guidance, in fact, it introduced a definition of industrial hemp that is inconsistent with the definition provided by the Farm Bill. In addition, the DEA's "Clarification of the New Drug Code (7350) for Marijuana Extract" issued in December 2016 created concern inasmuch as it appears to sweep industrial hemp extracts into the

same Schedule I category as marijuana extracts. This too seems inconsistent with Congressional intent to permit research on industrial hemp.

The Controlled Substances Act (CSA) as written provides ***no delineation between industrial hemp, cannabinoids (chemicals derived from the cannabis plant) and marijuana/cannabis plants***, thereby contributing to confusion and uncertainty with respect to whether a researcher conducting research using industrial hemp or industrial hemp derivatives might be imputed to have committed a criminal offense for performing research without a Schedule I registration.

In Title 7 U.S. Code §5940 “Legitimacy of Industrial Hemp Research, the U.S. Congress provided that ““industrial hemp” means the plant *Cannabis sativa* L. and any part of such plant, whether growing or not, with a delta-9 tetrahydrocannabinol concentration of not more than 0.3 percent on a dry weight basis.”

The DEA “[Clarification of the New Drug Code \(7350\) for Marijuana Extract](#)” states that “the new drug code (7350) established in the Final Rule does not include materials or products that are excluded from the definition of marijuana set forth in the Controlled Substances Act (CSA).” And, according to the CSA, the term ‘marihuana’ “does not include the mature stalks of such plant, fiber produced from such stalks, oil or cake made from the seeds of such plant, any other compound, manufacture, salt, derivative, mixture, or preparation of such mature stalks (except the resin extracted therefrom), fiber, oil, or cake, or the sterilized seed of such plant which is incapable of germination.” 21 U.S.C. § 802(16).

Further, the DEA’s clarification states, “if a product consisted solely of parts of the cannabis plant excluded from the CSA definition of marijuana, such product would not be included in the new drug code (7350) or in the drug code for marijuana (7360).” By our interpretation this clearly means that, according to the DEA, CBD and other cannabinoids and extracts taken from portions of the plant excluded in the definition of marihuana by the CSA would fall outside of Schedule I regulation. However, the characterization in the CSA and the New Drug Code remains overbroad and, when taken with the definition in the Multi-Agency SOP, continues to contradict the definition of ‘industrial hemp’ as a plant separate from and independent of ‘marihuana’ as defined under the CSA.

By providing this distinct definition of ‘industrial hemp’, separate and independent of ‘marihuana’ under the CSA, Congress has acted to remove industrial hemp and all of its derivative products from enforcement and regulation under Schedule I and the CSA. This position is supported by the recent [Amicus Brief](#) filed with the U.S. Court of Appeals for the Ninth Circuit and signed by 28 U.S. legislators who worked on and voted to pass the Hemp Bill, including Sen. Rand Paul, R-KY, Sen. Ron Wyden, D-OR, and Rep. Jared Polis, D-CO, in support of the [Hemp Industries Association lawsuit against the DEA](#).

The contradicting definitions and lack of clarity regarding industrial hemp materials leaves researchers uncertain whether work with industrial hemp materials without a Schedule I license is a criminal offense. At immediate issue is the approaching growing season for authorized hemp growers/farmers. Farmers need to place orders for seed by the end of February. As an action toward ensuring that research of industrial hemp materials pursuant to pilot programs does not violate the CSA and in light of the confusing and contradictory federal definitions noted in this letter, we urge and need clarification that:

- Institutions of higher education (and state departments of agriculture) conducting research may transfer and receive industrial hemp seed and cultivars between and within states with legalized programs within the U.S. without the need for either a DEA registration or a DEA import license,
- Authorized institutions of higher education (and state departments of agriculture) conducting research need not apply for a separate DEA Schedule I permit in order to obtain and work with industrial hemp seed and cultivars for research purposes.

Respectfully,

cc.

Attorney General Jeff Sessions

Deputy Attorney General Rod Rosenstein

Secretary Sonny Perdue