

ESCOP CAC Teleconference Minutes
Thursday, December 19, 2019 at 4 pm ET

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

Zoom Connection Info:

Web/mobile <https://ncsu.zoom.us/j/833707066>

Phone: 1 929 205 6099 or +1 669 900 6833 Meeting ID: 833 707 066

Participants: George Hopper, Chair, Moses Kairo, Deb Hamernik, Doug Buhler, Jeff Jacobsen, Steve Loring, Jim Richards, Maggie Earle, Vernie Hubert, Chris Hamilton, Rick Rhodes, David Leibovitz, Bret Hess, Doug Steele and Ernie Minton

Call notes:

1. Welcome and roll call – George/Eric
2. Approval of today's agenda – George
 - Approved
3. ESS/CES Joint Meeting survey results - George & Eric (see attachment)
 - Future joint meeting planning tasks should be more balanced, including ESCOP and ECOP ED support offices and host institution in division of effort
4. ESS reserve investment update –Deb, Jeff & Eric
 - Finance Committee had first conference call and went over basics of investment plan
 - Next call is with TD Wealth on January 15th to go over policy and discuss risk and cover questions & answers
5. NIFA re-imagining input - ED's
 - Scott has asked for input on re-imaging NIFA
 - ED's sent out Scott's questions, as well as Doug at APLU
 - Northeast has had call and input is coming in
 - North Central has questions on Google Docs for sharing ideas
 - West had a Zoom meeting with directors and business officers
 - South is soliciting input and will have a conference call in late January
 - ED's will discuss how / if to compile the information
6. American Phytopathological Society Congressional Reception – Deb (see attachment)
 - APS public policy group asked for support for a Congressional reception as part of their advocacy efforts
 - Decided not to fund due to risk of setting a precedent for this type of request
7. ESCOP meeting during CARET/AHS, timing - George & Eric
 - Meeting will be Monday morning 8:00 am to noon
8. APLU update – Doug (if available)
 - Attended NCFAR, they are planning to do a new strategic plan, primarily because funding has dropped off so they need to prioritize activities
 - Met with Scott Angle, he's requesting input for NIFA reimagined from a very broad audience of stakeholders
 - Scott Hutchison is going to put resources into his five priority areas for USDA/REE
9. Cornerstone report – Hunt or Jim (if available)
 - House and Senate have passed the mini-bus bill, which includes agriculture appropriations for FY20

- NIFA will get ~ \$56 Million increase, mostly in 1890's lines and AFRI, Hatch and S-L stayed flat
 - Bill also include the matching waiver language for SCRI
10. Other Committee updates since ESS meeting
- a. B&L – Ernie/Jeff
 - One meeting since APLU, discussed BAC meeting input
 - Talked about ESCOP's motion to include facilities funding at bottom of one-pager for CARET
 - b. S&T – Jody/Brett
 - Requested ECOP to designate liaison, Wendy Powers was added as liaison
 - c. DCC – Ali/Rick
 - Met earlier today, Henry Fadamiro is incoming chair, call for award nominations will go out in early January, training on cultural conflict will be done on Tuesday of CARET/AHS meeting in DC
 - d. NRSP-RC – Doug/Jeff
 - Selected Faith Peppers to be impact writing manager for NRSP 1
 - Jeff is working with NIFA to make sure allocation is done correctly for off-the-top funding
 - e. PBD – Gary/Eric
 - Met on last day of APLU Annual Conference
 - No increase in assessments, invoice statement will have a better explanation for each assessment
 - Approved agricultural appropriations unified ask to be 7 lines, which includes 1994 line
 - BAC will have fly-in prior to CARET/AHS to discuss advocacy strategy
 - Strategic realignment final scheme was approved and implementation committee will be appointed
 - Gene Editing and Healthy Forest initiatives were approved to continue moving forward
11. Other items, as needed

Recent ESCOP Appointments (since ESS meeting): None

Upcoming Meetings:

- ESCOP Committee Meeting, March 2, 8:00 – 12:00, Omni Shoreham Hotel, Washington, DC
- Joint COPS Meeting, July 21-23, 2020, Kansas City, MO

2019 Joint ESS/CES-NEDA Meeting Executive Summary and Survey Results
Nashville Marriott at Vanderbilt University
Nashville, Tennessee
September 23-26, 2019

About 30% of the members of the APLU/BAA Experiment Station and Cooperative Extension Section who attended the meeting participated in the survey (JotForm.com) that was launched 10/4/2019. Survey results are found on the next 3 pages.

Statistics

71 of the 76 either 1890 or 1862 land-grant institutions were represented.

53 states/territories/District of Columbia, plus the Menominee Indian Tribe (1994 College of the Menominee Nation) of Wisconsin were represented.

9 people registered as Guests to attend networking reception and off-site dinner event

9 people paid late registration fee

3 people registered as Guest Speakers

Suggestions for Future Joint Meeting Planning Efforts

1. Begin the planning of the meeting a minimum of 14 months in advance.
2. Future planning committees should include host state directors, administrative support and/or institutional representation and, whenever possible, they should be responsible for organizing local arrangements.
3. Regional Associations should commit to separate meetings, submit specifications, and agree to pay for food/beverage and AV **before** the hotel contract is secured.
4. Administrative support for the meeting should be divided among the Sections' Executive and Assistant Directors and the host institution. Responsibilities before, during, and after the meeting should be shared among the support offices include the following:
 - Coordinate planning committee meetings (polls, connection details, and messaging to committee members on behalf of the co-chairs).
 - Administer meeting budget and set-up on-line registration.
 - Run a hotel contract with primary responsibility for all specifications and pre-meeting and onsite communications with hotel staff.
 - Be responsible for meeting program, social media, unique graphics and links; drafting the original program, providing intermediate versions for review, and ordering printing and shipping of final program.
 - Implement the Post-meeting survey.
 - Administer onsite registration and trouble-shooting.
 - Help with communications, agreements, and reimbursements of guest speakers.
 - Other duties as assigned by the Planning Committee

2019 Joint ESS/CES-NEDA Survey

Last updated 10/28/19

Number of Responses	49	Note: Total number of participants surveyed is 162
CES	24	
ESS	20	
Responsibility for Both	5	

How satisfied are you that the 2019 Joint ESS/CES-NEDA Meeting achieved the following objectives?

The following scores are averages on a scale of 1 (Very dissatisfied) to 5 (Very satisfied)

Gained knowledge to enhance the units you manage

4.18 ESS: 4.20 CES: 4.13 Both: 4.40

Increased the quality and number of relationships within the Extension and Experiment Station functions of the Land-grant university system

4.06 ESS: 3.89 CES: 4.13 Both: 4.40

Increased the awareness and knowledge of BAA Section priorities, especially those that leverage our research and extension missions

3.67 ESS: 3.80 CES: 3.61 Both: 3.40

Recognized design thinking as a strategic method to enhance ideation, creativity and collaboration and its application to critical emerging issues

4.04 ESS: 4.15 CES: 3.92 Both: 4.20

Continued to grow our capacity to improve strategic collaborative opportunities with our NIFA colleagues

3.71 ESS: 3.63 CES: 3.71 Both: 4.00

Strengthen research/extension alliances

3.75 ESS: 3.58 CES: 3.71 Both: 4.60

Discovered new management practices regarding personnel management

3.61 ESS: 3.63 CES: 3.50 Both: 4.00

Improved framing the Land-grant value proposition

3.59 ESS: 3.55 CES: 3.67 Both: 3.40

Insert your suggestions/comments about the Meeting Objectives listed above in the space provided below.

Very well organized. Excellent job and service.

The session on the Land Grant value proposition was not very helpful. Too much information and too little time. The exercise that we were asked to do at the end did not have enough time allotted to do effectively.

I am very satisfied with the Joint ESS/CES/NEDA meeting objectives. I learned a lot. Thanks for the organizing committee's hard work.

I don't need or want professional training at these meetings.

Please restructure how the ESS Business Meeting is run. Perhaps informational items can be distributed by email instead of discussed during the meeting? As it is currently structured, it is challenging to retain the key points that the leadership team wishes to convey.

This was my first time at this meeting and while I did meet many colleagues, I found the program itself lacking in what I thought I was going to come away with. I liked the design thinking--but I needed more at the end on how to implement with my own teams/org. The new management practices and framing sessions were not worthwhile to me at all.

It's still very unclear to me if the effort of planning these joint meetings is worth the effort expended.

Enjoyable

Excellent Joint Meeting.

How satisfied are you with the Sessions?

The followings are averages on a scale of 1 (Very dissatisfied) to 5 (Very satisfied)

New Colleague Orientation (Marshall Stewart, Doug Steele, Ed Jones, George Hopper)	4.53	ESS: 4.43	CES: 4.56	Both: 4.50
Idea Generation Workshop :: Design Thinking Tools - Kathryn Segovia	4.15	ESS: 4.20	CES: 4.18	Both: 3.75
The NIFA-LGU Partnership - Scott Angle, Mark Latimore, George Hopper	3.96	ESS: 3.70	CES: 3.96	Both: 4.25
Joint ESCOP/ECOP Budget & Legislative Committee Lunch Meeting - Jon Boren	4.09	ESS: 3.90	CES: 4.30	Both: 4.00
National 4-H Council Dinner Presentation - Jennifer Sirangelo, Andy Turner, Jon Boren,	4.05	ESS: 0.00	CES: 4.10 <i>(Below Ave., 3 of 20)</i>	Both: 3.50 <i>(Below Ave., 1 of 2)</i>
Experiment Station Section Meeting - Deb Hamernik	4.05	ESS: 4.00 <i>(Below Ave., 3 of 20)</i>	CES: n/a	Both: 4.50
Cooperative Extension Section Meeting - Ed Jones	4.00	ESS: n/a	CES: 3.95 <i>(Below Ave., 2 of 20)</i>	Both: 4.33
Personnel Management Best Practices - Darrell Easley	3.69	ESS: 3.67	CES: 3.60	Both: 4.25
Value Proposition – Creating Client Loyalty - Faith Peppers	3.61	ESS: 3.88	CES: 3.79	Both: 3.50

Insert your suggestions/comments about the Meeting Objectives listed above in the space provided below.

I think the presenters and content for the Personnel Management and Value Proposition session were outstanding, I just wish there had been more time in each to work through the exercises.

The invited speakers were interesting, however, I am not sure how much I actually got out of what they presented. The HR presentation was a good review of policies and procedures and how to implement them, but did not present anything that I didn't already know or already was implementing. The exercise with the wallets, while entertaining and a great way to get to know better two or three colleagues at the meeting, did not present a method that was really useful in a real-world setting for developing a vision or strategy. The last presentation, directed towards branding, was obviously useful for Extension and some Research entities. Putting a number of people with very specific and different brand issues/interests together and having them try to develop a common brand within just a very short period of time just didn't work well. But, that exercise did introduce us to the idea, and I can see how the brand worksheet/formula could be useful in some instances/organizations.

The 4-H dinner went way, way, way too long.

I learned a lot from all the above-mentioned sessions especially the session on New Colleague Orientation, NIFA-LGU partnership, Design Thinking, National 4-H Council, and Personnel Management Best Practices.

It is not a good use of my time to have professional training at these meetings

The new colleague orientation was the best thing about the whole event. Thank you to the panel for this!

The session with the NIFA Director was disheartening. Clearly, there is no cogent plan for staffing and operating NIFA. While ESS tries to promote the spirit of collaboration, in reality, we are treated as subjects of NIFA. NIFA distributes \$ in the form of capacity and competitive funds. We grovel for those funds. Where is the collaboration?

Why didn't Mark Latimore present a Strategic Agenda for 2020? With the large investments made by the Extension Section members, this is entirely unacceptable.

Again, all of the sessions were well planned and executed

How often should the 2 Sections meet?

Every Year	2
Every 2 Years	33
Every 3 Years	9
Every 5 years, if at all	1

Additional Comments

All very nice

I think the closing dinner was nice and the venue was great. The dinner could have used something to inspire folks to mingle a little after the meal.

The hotel venue was fine, but pretty pricey, all things considered. We were in Nashville, not San Francisco or DC.

The Closing Dinner event was less than stellar. I am NOT a fan at all of country music, and had little (ok, no) interest in seeing dozens of rhinestone costumes behind glass that had been worn by people I have never heard of when they sang music that I don't care to listen to. I am sure that others, country music fans, will give the opposite opinion. But, you asked. The food was ok. I had much better dinners on the other evenings when we went out to local restaurants. The best part of the evening was talking with people at the table. We could have done that without being subjected to the hall of fame was a experience.

It was a nice venue and enjoyable evening. Thanks to the organizers!

Needed more time at the Country Music HOF.

Very satisfied with the registration, meeting agenda, hotel, and closing dinner at Country Music Hall of Fame.

Really enjoyed the opportunity to see the Country Music Hall of Fame and have dinner there. Nice close to the days of meetings. Thanks.

great closing dinner venue!

The closing dinner at the Hall of Fame was outstanding! The setting was perfect for socializing.

I am not sure that we really do much that helps with the integration of the two organizations, however, it probably is more efficient in terms of costs and ability to have Cornerstone and NIFA there to have 1 meeting.

Closing event was excellent, as were the hotel facilities and registration.

The closing event was great. The dinner was great and the museum provided quite a learning experience. I just wish that there could have been some country line dancing. That would have livened up the dinner portion of the event.

The Innovation workshop was excellent and we should have a part 2 where we can go through a more applicable exercise.

The event at Country Music hall of fame was a great event.

Kudos to the planning committee.

Everything was well done.

	Gold	Silver	Bronze
Organization/Institution Benefits	\$5,000	\$2,500	\$1,000
Admission tickets to U.S. Botanical Gardens Congressional reception	4	2	1
Name listed on reception welcome sign, sized according to sponsorship	Large	Medium	Small
Name and/or Logo listed on pre-event invitations, materials, & on-site reception materials*, sized according to sponsorship	Large	Medium	Small
Name listed on food & beverage “Sponsored by” signs	✓		
Name & Logo placement on International Year of Plant Health (IYPH) activity website, sized according to sponsorship	Large	Medium	Small
Product/Service description on IYPH activity website	✓		
Seat on the Research Award selection committee	✓	✓	✓
Inclusion of name, handle in IYPH social media campaigns (# of mentions)	4	3	2
Invitation to <i>Brunch-n-Learn</i> on Capitol Hill – March 3, 2019	✓		
Logo included on <i>Brunch-n-Learn</i> invitation & speaker presentation	✓	✓	
<i>*USBG prohibits use of logos at on-site events</i>			