



## ESCOP Committee Meeting Draft Minutes

Tuesday, July 21, 2020, 12:30 to 2:35 pm (Eastern Time)

In attendance: Moses Kairo (UMES - Chair), Anton Bekkerman, Shirley Hymon-Parker, Robert Taylor, Vernon Jones, Conrad Bonsi, Greg Cuomo, Jennifer Yezak, Jurgen Schwarz, Katier Frazier, Laura Jolly, Orlando McMeans, Puneet Srivastava, Doug Buhler, Ernie Minton, Archie Clutter, Martin Draper, Bob Godfrey, Christopher Davies, Henry Fadamiro, Robert Houtz, Keith Owens, Wes Burger, Jan Nyrop, Jody Jellison, Jose Toledo, Kirk Pomper, Mark McGuire, Saied Mostaghimi, Sreekala Bajwa, Steve Lommel, Steve Loring, Rolando Flores, Carrere Romanini, Nancy Cox, Wondi Mersie, Gerard D’Souza, Mark Cochran, Alan Sams, Shibu Jose, Nick Gawel, Glenda Humiston, Gary Thompson, Bret Hess, Jeff Jacobsen, Christina Hamilton, Rick Rhodes, Eric Young, Doug Steele (APLU), Hunt Shipman (Cornerstone Government Affairs), Maggie Earle (Cornerstone Government Affairs), Parag Chitnis (NIFA), Lynn Khadiagala (NIFA), Michael Litwack (NIFA), Alton Thompson (ARD - Executive Vice-Chair), David Leibovitz (NERA - Recorder), Caroline Crocoll (ECOP), Kaelin Jackson (APLU), Suzette Robinson (APLU), Caron Gala (APLU), Ryan McConaghy (Forbes Tate Partners)

### Agenda

Item	Topic	Presenter(s)
1.0	Call to Order <ul style="list-style-type: none"> <li>• Approve 3/2/20 <a href="#">Minutes</a></li> <li>• Approve Agenda</li> <li>• Interim Actions               <ul style="list-style-type: none"> <li>• George Hopper (MS State) retired in June 2020 and was thanked for his service as ESCOP Chair.</li> <li>• Strategic plan for Communications and Marketing was developed, Forbes-Tate Partners were hired as external consultants.</li> <li>• ESCOP cash reserve funds have been moved into an interest-generating account with TD Wealth.</li> <li>• Development of a deferred maintenance in Ag Research Infrastructure funding proposal to the BAC.</li> <li>• Approved STC’s recommendation of W4001 as recipient of Excellence in Multistate Research award.</li> <li>• Eric Young (SAAESD Executive Director) is also retiring and was thanked for his service to ESCOP. Gary Thompson will assume the role of SAAESD Executive Director.</li> </ul> </li> <li>• ESCOP Report-PBD Nominees               <ul style="list-style-type: none"> <li>• Martin Draper (NCRA) and Mark McGuire (WAAESD) have been nominated to serve on the PBD.</li> </ul> </li> </ul>	Moses Kairo (UMES), ESCOP Chair <ul style="list-style-type: none"> <li>• Minutes – Approved (Shirley Hymon-Parker / Doug Buhler)</li> <li>• Agenda – Approved (Vernon Jones / Steve Loring)</li> </ul>
2.0	NIFA Report <ul style="list-style-type: none"> <li>• NIFA is going through a leadership transition: Scott Angle has left the Director position, Parag Chitnis will serve as interim Director during the search for a new Director (a political appointment).</li> </ul>	Parag Chitnis, NIFA Interim Director

	<ul style="list-style-type: none"> <li>• NIFA is seeking four Deputy Directors and two Science Division Directors (Environmental systems and Plant systems)</li> <li>• New Division Directors have been hired: <ul style="list-style-type: none"> <li>○ Kevin Kephardt (Agricultural systems)</li> <li>○ Peter Motavelli (Education)</li> <li>○ Mark Carter (Foods Science and Nutrition)</li> <li>○ Suzanne Stluka (Family and Consumer Science)</li> <li>○ Deb Hamernik (Animal Systems)</li> <li>○ Faith Peppers (Communications Director)</li> <li>○ Drenda Williams (EEO Director)</li> <li>○ Katina Hanson (Policy and Oversight Division Director)</li> </ul> </li> <li>• NIFA has held successful recruiting events, conducting virtual interviews and onboarding.</li> <li>• NIFA Priority programs: Capacity programs, MSI programs, AFRI</li> <li>• NIFA Science priorities: USDA Ag Innovation Agenda goals, USDA Science Blueprint, Robustness and resiliency of food systems</li> <li>• NIFA has flexibility to make changes to grant scope and terms and holds daily meetings to discuss new questions from grantees.</li> <li>• AFRI Priorities include Foundational and Applied Sciences (over \$500M in its two funding cycles), Education and Workforce Development, and Sustainable Agricultural Systems (~\$10M)</li> <li>• NIFA is exploring recalculations in its funding formulas. More information is anticipated to come in the fall at the APLU meeting.</li> </ul>	
3.0	<p>NIFA's Research Working Group on Reporting</p> <ul style="list-style-type: none"> <li>• NIFA will deploy the new Plan of Work Extension interface in September 2020</li> <li>• Research reporting is more challenging than Extension because REEport must be integrated (lots of additional data)</li> <li>• Beginning August 4, a Research Working Group will start meeting to inform the consolidation of REEport and the Plan of Work</li> <li>• NIFA wants to narrow down reporting portals to only seek information needed to meet legislative requirements. Many data fields will be eliminated.</li> </ul>	<p>Michael Litwack (NIFA PARS), Lynn Khadiagala (NIFA PARS), Bret Hess (WAAESD)</p>
4.0	<p>APLU Update on Legislative Requests and Advocacy on COVID-19 Related Issues/Initiatives</p> <ul style="list-style-type: none"> <li>• APLU will not physically return to the office until 2021.</li> <li>• Antimicrobial Resistance Consortium (led by Iowa State and Nebraska) is developing a web-based reference site about AMR</li> <li>• APLU CFERR (Commission on Food, Environment, and Renewable Resources - BAA is a member) will take on a new challenge: Behavior and Mental Health and Wellness. A webinar will be held later this year.</li> <li>• APLU together with NASDA will host two USDA Agricultural Innovation Agenda listening sessions: July 27 (row crops), July 28 (livestock)</li> <li>• Strategic Realignment committee is moving forward with a second round, taking recommendations from the first group and working out finer details. Ernie Minton will represent ESCOP in that group.</li> </ul>	<p>Doug Steele (APLU)</p>
6.0	<p>Cornerstone Report</p> <ul style="list-style-type: none"> <li>• COVID-19 legislation Phase 4 is underway: the House passed the \$3T HEROES Act and the Senate will start working on a "Final rescue package" in late July.</li> <li>• FY2021 appropriations already include some HEROES Act funding as a backstop against a Phase 4 bill not moving as quickly as intended.</li> </ul>	<p>Hunt Shipman (Cornerstone), Maggie Earle (Cornerstone)</p>

	<ul style="list-style-type: none"> <li>• BAA requested \$380M as a supplemental COVID-19 request: <ul style="list-style-type: none"> <li>○ \$300M for NIFA Research <ul style="list-style-type: none"> <li>▪ Hatch - \$85M</li> <li>▪ Evans-Allen - \$36.2M</li> <li>▪ McIntire-Stennis - \$11.8M</li> <li>▪ Tribal Research - \$5M</li> <li>▪ AFRI - \$150M</li> <li>▪ Federal Administration - \$12M</li> </ul> </li> <li>○ \$80M for Cooperative Extension</li> </ul> </li> <li>• Infrastructure: House has produced a highway infrastructure and water resources bill. Senate has produced a water resources bill and reported a highway bill in 2019. Path for other infrastructure programs is unclear.</li> <li>• Congress is still in COVID-19 Response mode, not yet Recovery mode.</li> <li>• Cornerstone recommends a Unified Ask focused on 9 lines across capacity and competitive programs. <ul style="list-style-type: none"> <li>○ 8% increase</li> <li>○ Emphasis on 1890s institutions</li> <li>○ AFRI increase</li> </ul> </li> <li>• CLP will develop a 2023 Farm Bill survey to be sent out in spring of 2022 for BAA input. The goal is to have our proposals finalized before the first hearing on 2023 farm bill research.</li> </ul>	
7.0	<p>BLC Report</p> <ul style="list-style-type: none"> <li>• BLC is capitalizing on work that had been done recently with the Sightlines report. BLC is ready to provide input on forthcoming infrastructure bills in the wake of the COVID-19 pandemic.</li> <li>• Finance Committee will meet on August 2.</li> </ul>	Ernie Minton (Kansas State), Jeff Jacobsen (NCRA)
8.0	<p>CMC Strategic Plan</p> <ul style="list-style-type: none"> <li>• Forbes-Tate Partners (FTP) was contracted by the BAA to develop a Public Affairs Strategy.</li> <li>• Forbes-Tate is implementing a three-phased process. Phase 1: Assessment and Strategic Alignment <ul style="list-style-type: none"> <li>○ Examining what tools the BAA has, how they have been used, how that has worked</li> <li>○ FTP survey findings: <ul style="list-style-type: none"> <li>▪ Lean heavily on advocacy.</li> <li>▪ Develop and make consistent use of clear unified messaging, and build capacity</li> <li>▪ Strengthen the internal understanding of external objectives.</li> </ul> </li> <li>○ FTP One-on-one outreach findings: <ul style="list-style-type: none"> <li>▪ One message to support “One Ask.”</li> <li>▪ Define targets, tactics, brands, and goals.</li> <li>▪ Strengthen the linkage between federal dollars and BAA outcomes.</li> </ul> </li> <li>○ FTP Social Audit (examining LGU Social Media space, AgIsAmerica, Land-grant.org) <ul style="list-style-type: none"> <li>▪ Objective: promote AgIsAmerica and APLU-BAA brands and highlight member universities’ expertise and groundbreaking research</li> <li>▪ Opportunity: BAA’s website and social media properties provide channels through which to leverage content and drive web traffic</li> <li>▪ Findings</li> </ul> </li> </ul> </li> </ul>	Ryan McConaghy (FTP), Steve Loring (NMSU), Rick Rhodes (NERA)

	<ul style="list-style-type: none"> <li>• Spikes in traffic in March around the CARET-AHS meeting and appropriations.</li> <li>• Land-grant.org: 85% of visitors since 2019 had never visited before. Visitors are targeting the website directly, not finding their way from a search engine. Content on this page can be higher-level.</li> <li>• AgIsAmerica: higher traffic than Land-grant.org. Compared to Land-grant.org, more people are finding their way to AgIsAmerica through Google and social media. Content can be tailored to the social linkage on these websites.</li> <li>• We need to be in the conversation and stay in the conversation: a consistent cadence of content generation for BAA and its member-institutions is essential to keep our brand at top of mind.</li> <li>• <b>Questions for Ryan McConaghy and FTP can be sent to <a href="mailto:aplu_baa@forbes-tate.com">aplu_baa@forbes-tate.com</a>.</b></li> </ul>	
9.0	<p>NRSP Review Committee</p> <ul style="list-style-type: none"> <li>• Renewals and Mid-term Reviews <ul style="list-style-type: none"> <li>○ NRSP4 and NRSP9 were recommended for renewal, with comments.</li> <li>○ NRSP6 was recommended to be denied as submitted.</li> <li>○ <b>The NRSP RC will present these recommendations during the ESS meeting in September.</b></li> </ul> </li> <li>• Guidelines Revisions <ul style="list-style-type: none"> <li>○ A draft of NRSP guidelines is ready for presentation and voting at the ESS business meeting. This draft was shared with the regional associations for review.</li> <li>○ New guidelines create two classifications of NRSPs: <i>Capacity/Core</i> (ongoing, long-term), and <i>New and emerging initiatives</i> (short-term, seed for research support). This received strong support from all regional associations.</li> <li>○ <b>The NRSP guidelines will be decided upon at the ESS business meeting.</b></li> </ul> </li> <li>• NRSP4 / IR-4 Administrative Advisers <ul style="list-style-type: none"> <li>○ Typically one of the NRSP4 AAs comes from the host institution of IR-4 (previously Rutgers)</li> <li>○ The Northeast IR-4 office is moving to University of Maryland Eastern Shore, as IR-4 is moving away from Rutgers to North Carolina State.</li> <li>○ The Northeast region (NERA Executive Committee and Multistate Activities Committee) and IR-4 are interested in naming an Administrative Adviser from University of Maryland Eastern Shore.</li> <li>○ The NRSP RC and ESCOP agree that the appointment of an Administrative Adviser is a regional-level decision. No action is needed by ESCOP.</li> </ul> </li> </ul>	Doug Buhler (Michigan State), Jeff Jacobsen (NCRA)
10.0	<p>CARET Liaison Report</p> <ul style="list-style-type: none"> <li>• CARET Executive Committee will meet later this week and continue to work on CARET's strategic plan.</li> <li>• CARET priority: maintaining and building relationships with AHS section and outside groups (including National Association of Counties) to strengthen advocacy efforts.</li> </ul>	Katie Frazier, Farm Credit of the Virginias

11.0	<p>ESCOP Committee Reports</p> <ul style="list-style-type: none"> <li>• PBD Report (Gary Thompson) <ul style="list-style-type: none"> <li>○ Gary Thompson will work with Moses on the ESS report for Joint COPs. Directors are advised to contact Moses and Alton with information that should be emphasized at the PBD meeting.</li> <li>○ CGA is developing a strategy to help advocate for Infrastructure / Deferred Maintenance work to be put into legislation.</li> <li>○ Gary Thompson will bring the STC’s Ag Experiment Station one-pagers to the Policy Board of Directors.</li> </ul> </li> <li>• STC Report (Jody Jellison, Bret Hess) <ul style="list-style-type: none"> <li>○ Two one-pagers were produced to illustrate and highlight the Agricultural Experiment Stations. Thanks to Bret Hess, Rick Rhodes, Faith Peppers, and Sara Delheimer for their involvement in developing the one-pagers. <ul style="list-style-type: none"> <li>▪ Single-sided doc: <a href="http://escop.info/wp-content/uploads/2017/05/STC_AESMESSAGE_SINGLE_20200721.pdf">http://escop.info/wp-content/uploads/2017/05/STC_AESMESSAGE_SINGLE_20200721.pdf</a></li> <li>▪ Double-sided doc: <a href="http://escop.info/wp-content/uploads/2017/05/STC_AESMESSAGE_DOUBLE_20200721.pdf">http://escop.info/wp-content/uploads/2017/05/STC_AESMESSAGE_DOUBLE_20200721.pdf</a></li> </ul> </li> <li>○ STC welcomes Wendy Powers as ECOP Liaison.</li> <li>○ ESCOP Executive Committee supports the STC recommendation of W4001 as the recipient of the Excellence in Multistate Research Award.</li> <li>○ STC will engage in the ongoing Ag Innovation Agenda comment process.</li> </ul> </li> <li>• DCC Report (Rick Rhodes for Ali Fares) <ul style="list-style-type: none"> <li>○ Henry Fadamiro (Auburn) will serve as DCC Chair beginning Fall 2020.</li> <li>○ The DCC recommends the University of Florida’s Family, Youth, and Community Sciences Department as the recipient of the National ESS Diversity and Inclusion Award. That award will be presented at the ESS Fall meeting.</li> </ul> </li> </ul>	<ol style="list-style-type: none"> <li>1. Gary Thompson</li> <li>2. Jody Jellison, Bret Hess</li> <li>3. Ali Fares, Rick Rhodes</li> </ol>
12.0	<p>ESS/ARD/AES Workshop (hosted by University of Maryland Eastern Shore and ARD)</p> <ul style="list-style-type: none"> <li>• Meeting theme: “Inclusive Excellence”</li> <li>• The meeting will be held virtually and at a time that can accommodate all attendees in all time zones.</li> <li>• Speakers are confirmed and committed to their sessions on the modified virtual agenda.</li> <li>• ESS National Diversity and Inclusion Award will be presented at the meeting.</li> <li>• The original venue in Baltimore agreed to hold the meeting venue contract and push it out to 2022. The Northeast Region will host the 2022 ESS meeting in Baltimore.</li> </ul>	Moses Kairo, Alton Thompson
	<p>Closing Comments</p> <p>Thanks to all presenters and attendees for joining the meeting. Special thanks go out to APLU for their support on setting up the Zoom meeting. Once more, Eric Young and George Hopper were recognized for their services and congratulated on their retirement.</p>	Moses Kairo
	<p><b>The meeting adjourned at 2:35 pm EDT.</b></p>	