



2021 ESS Business Meeting Agenda
September 29, 2021 (1:30 – 3:30 p.m. PT)
SV Conference Center

Time	Agenda Item	Topic and Presenter(s)
1:30 p.m.	1.0	Call to Order – Moses T. Kairo, ESS Chair <ul style="list-style-type: none"> 1.1 Approval of Agenda 1.2 Approval of Minutes (October 1, 2020) 1.3 Approval of Interim Actions and Chair's Final Report 1.4 2022 ESS Chair Election – Northeast Region
1:40 p.m.	2.0	Conversation with NIFA Director – Carrie Castille
1:55 p.m.	3.0	ESS Budget Discussion - Moses T. Kairo and Chris Pritsos; Alton Thompson and Bret Hess
2:05 p.m.	4.0	CMC Report – J.F. Meullenet and Rick Rhodes
2:15 p.m.	5.0	BLC and Finance Committee Report/BAC – Glenda Humiston and Jeff Jacobsen
2:25 p.m.	6.0	APLU Report - Doug Steele
2:35 p.m.	7.0	Agricultural Research Infrastructure Advocacy– Alton Thompson and Jeff Jacobsen
2:40 p.m.	8.0	CLP Update – Alton Thompson and Jeff Jacobsen
2:50 p.m.	9.0	NRSP Update – Doug Buhler and Jeff Jacobsen
2:55 p.m.	10.0	Consent Agenda Items <ul style="list-style-type: none"> DCC STC PBD NIDB LEAD-21 NIFA's Research Working Group ECOP Liaison Report to ESCOP
3:10 p.m.	11.0	Resolutions <ul style="list-style-type: none"> ESS Awards of Excellence in Leadership Retirements/New Positions Host Institution and Region
3:20 p.m.	12.0	2022 Meeting Announcement – Matt Wilson and Rick Rhodes, Co-Hosts (Joint with CES)
3:25 p.m.	13.0	Changing of the Guard/Passing of the Gavel – Moses T. Kairo
3:30 p.m.	14.0	Final Remarks and Adjourn – Chris Pritsos



2020-2021 ESS/ESCOP Summary of Activities

Moses T. Kairo, Chair

2021 ESS Annual Meeting
Olympic Valley CA.
September 29, 2021

This report provides a summary of the activities undertaken during the past year. It is organized around the ESCOP Priorities and Chair's Initiatives that were articulated at the start of the year.

1 ESCOP Priorities

1.1 To support increased appropriations for USDA-NIFA to enhance capacity funding for research, Extension, and education and fully fund the AFRI competitive grants program.

- **July 2021.** The ESS Chair met with an OMB Examiner to discuss NIFA's capacity and competitive program funding, primarily for research and Extension. The meeting was the first step for discussions centered on FY 2023 requests. The meeting was successful and the participants included: Tom Coon (PBD Chair), Paul Patterson (BAC Chair), Chris Watkins (ECOP Chair), Doug Steele (APLU), Caroline Henney (ECOP Executive Director), Susan Peterson (Council on Governmental Affairs-CGA), Wendy Powers (Associate Vice President of the University of California Division of Agriculture and Natural Resources), and Michael Boehm (BAC Vice Chair).
- **June 2021.** The ESS Chair submitted ESCOP's response to NIFA's Listening Session on the FY 2023 Budget for Research, Education, and Economics. ESCOP's response focused on the seven grand challenges in its Strategic Roadmap along with the importance of increased public investment in agricultural research and development; agriculture research infrastructure; climate change; workforce development programs; and diversity, equity, and inclusion. I am grateful to the Research Executive Directors for drafting ESCOP's response.

- **April 2021.** The ESS Chair endorsed a letter to the leadership of the Senate, the House, and the Senate and House Appropriations committees in support of the America Grows Act, a bipartisan bill introduced by Senators Dick Durbin (D-IL) and Susan Moran (D-MA) that includes a 5% inflation-adjusted annual increase for agricultural research for the next 10 years. The increase will impact the REE agencies of USDA/ARS, NASS, ERS, and NIFA.
- Working with APLU BAA PBD and many other sections/units including, but not limited to, the Administrative Heads Section, ECOP, and the Council of Governmental Affairs and with the strong support of the Research Executive Directors, the ESS Chair led ESS/ESCOP efforts to obtain federal funds for agricultural research infrastructure.

1.2 To support the strategic realignment of NIFA's funding lines.

- Marty Draper, Kansas State University, and Gary Thompson, Southern Region Executive Director, represented ESS on the Strategic Realignment Implementation Committee (SRIC).
- Ernie Minton, SRIC Chair, submitted the strategic alignment recommendations to the BAC.
- The SRIC recommended a single top line for NIFA that will have all of the information in a single document coupled with a single report language.
- There was no decision made regarding the presentation order of the different lines. There was, at one point, thoughts about presenting them from the highest to the lowest line.
- The SRIC has been disbanded following the completion of its work.

1.3 To develop new funding opportunities to address Critical Infrastructure for Colleges of Agriculture at Land-grant Universities.

Chair's Priority: To support supplemental funding for Critical Infrastructure for Colleges of Agriculture at Land-grant Universities.

The Agricultural Research Infrastructure Advocacy Initiative (ARIA) is a bold initiative by the Experiment Station Section and endorsed by APLU BAA PBD and other Sections. The initiative is a request that Congress support an agricultural research infrastructure investment of at least \$11.5 billion at U.S. colleges of agriculture in all future federal infrastructure initiatives. Nothing of this magnitude has ever been a strategic priority for the system. Largely based on the Gordian Report, ESS is urging funding over a 5-year period via the [Research Facilities Act](#), which is administered by the USDA National Institute of Food and Agriculture (NIFA). The Act authorizes an agriculture- and food-focused research infrastructure program for facility construction, alteration, acquisition, modernization, renovation, or remodeling. ESS seeks to ensure the Secretary of Agriculture has the authority to waive matching requirements as well as consider geography and equity in program administration.

Below is a synopsis of ESS/ESCOP activities from October 2020 – September 2021:

- **October 2020.** A small advisory committee was formed to advise the ESS/ESCOP Chair on charting a path forward to significantly increase the probability that ESS would be successful in obtaining critically necessary funds. The ARIA Advisory Committee consisted of: Moses T. Kairo, Chair; Thomas Coon, PBD Chair; Glenda Humiston, BLC Chair; Vernie Hubert and Hunt Shipman, Cornerstone; Sue Peterson, CGA; Doug Steele and Caron Gala, APLU; and Jeff Jacobsen and Alton Thompson, Regional Research Executive Directors.
- **April 2021.** The ARIA Advisory Committee was expanded to include Paul Patterson BAC Chair; Marshall Stewart, CLP Chair; Chris Watkins, ECOP Chair; and Caroline Henny, ECOP Executive Director.
- The ARIA Advisory Committee developed an excellent advocacy plan consisting of goals and objectives, a timeline, a brief advocacy history of agricultural research infrastructure, the need for federal investment in extramural agricultural research infrastructure, a summary and the significance of the Gordian Study, a framework of our advocacy in terms of federal legislation, talking points, and frequently asked questions. The documents were placed in an 'advocacy toolbox' and a 'communications toolbox' for the ESS members, Sections, stakeholders, etc. to use to advocate effectively for the request of at least \$11.5 billion.
- The ARIA Advisory Committee liaised with the White House Office of Public Engagement; the White House Office of Science, Technology and Policy; the Food and Agriculture Climate Alliance (FACA); Supporters of Agricultural Research (SoAR); the Rebuild Rural Infrastructure Coalition (comprised of more than 250 organizations from across the country who are focused on rural communities); and other key partners.
- The Rebuild Rural Coalition hosted two webinars in support of ARIA.
- The ESS leadership worked closely with the APLU Office of Food, Agriculture and Natural Resources (FANR), the APLU Council of Governmental Affairs (APLU CGA), and Cornerstone to engage stakeholders at the national level. In addition, the rich engagement of system leadership was unprecedented in its reach throughout the LGUs (and other colleges of agriculture), the ongoing duration of the ask, the complexity of the politics, and so much more. A sincere thank you to all.
- **September 2021.** The House Agriculture Committee provided \$3.65 billion in support for the [Research Facilities Act](#) (Act). The reconciliation bill text sent to the budget committee included \$2.6645 billion for RFA grants for construction, modernization, renovation, and acquisition of agricultural research facilities and \$985.5 million for RFA grants for 1890, 1994, Alaska Native serving, Hispanic-serving, and Insular area institutions, and the University of the District of Columbia. The bill text also waives requirements that institutions provide a match of federal funding. In addition to funds for the RFA, \$100 million would be made available for equipment grants.

- **August 2021.** The Senate passed a \$3.5 trillion budget resolution with reconciliation instructions that include '[agricultural climate research and research infrastructure](#).' It is an important milestone in the campaign. Following a summer recess, the House returned to Washington during the week of August 23 to consider the budget resolution. Discussions are ongoing.
- **August 2021.** Senators Mazie Hirono (D-Hawaii), Amy Klobuchar (D-Minn.), Angus King (I-Maine), Tina Smith (D-Minn.), Jeff Merkley (D-Ore.), and Chris Van Hollen (D-Md.) introduced the [AG RESEARCH Act \(S. 2636\)](#) to address the multi-billion-dollar maintenance backlog and modernization needs at various agricultural research facilities.
 - The bill amended the Research Facilities Act (RFA) to provide the USDA National Institute of Food and Agriculture (NIFA) with a grant program that addresses deferred maintenance at schools of agriculture. It also provides the Secretary with explicit authority to waive the matching requirement, encourages the Secretary to ensure that funds are equitably distributed, and extends the "such sums as necessary" authorization of appropriations in the RFA to 2026. All of these amendments align with the APLU BAA ARIA request.
- **August 2021.** The Senate Appropriations Committee voted to advance S. 2599, the Agriculture, Rural Development, Food and Drug Administration, and Related Agencies Appropriations Act, 2022. The [report](#) included language about the ARIA request, stating:
 - "Inadequate Infrastructure at Colleges of Agriculture: The Committee notes that a recent assessment of the infrastructure at the Nation's colleges and schools of agriculture shows that nearly 70 percent of the buildings are at the end of their useful life and that the cost of deferred maintenance is estimated to be \$11.5 billion with a replacement value of \$38.1 billion. For future budget requests, the Committee directs the Administration to demonstrate a commitment to the critical research infrastructure and maintenance backlog to ensure that America remains a global leader in agricultural production, research, and education."
- **July 2021.** Congressional champions in both the [House](#) and the [Senate](#) coordinated "dear colleague" letters, supporting \$40 billion in funding for any comprehensive infrastructure package.
- **June 2021.** With ESS' endorsement, SoAR submitted a letter to President Biden and Congress requesting \$40 billion in agricultural infrastructure and agricultural research and innovation funding.
- **March 31, 2021.** President Biden announced [The American Jobs Plan](#), which proposed to invest about \$2 trillion across a multitude of U.S. infrastructure projects. Of course, the ARIA Advisory Committee saw ARIA in Biden's American Jobs Plan.

Embedded in the narrative under “Invest in R&D” and “The Technologies of the Future” is the following excerpt, with the emphasis added on the *italicized* text:

“Advance U.S. leadership in critical technologies and upgrade America’s research infrastructure. U.S. leadership in new technologies—from artificial intelligence to biotechnology to computing—is critical to both our future economic competitiveness and our national security. Based on bipartisan proposals, President Biden is calling on Congress to invest \$50 billion in the National Science Foundation (NSF), creating a technology directorate that will collaborate with and build on existing programs across the government. It will focus on fields like semiconductors and advanced computing, advanced communications technology, advanced energy technologies, and biotechnology. He is also calling on Congress to provide \$30 billion in additional funding for R&D that spurs innovation and job creation, including in rural areas. Additionally, his plan will invest \$40 billion to upgrade research infrastructure in laboratories across the country, including brick-and-mortar facilities, and computing capabilities and networks. These funds would be allocated across the federal R&D agencies as well as at the Department of Energy. Half of those funds will be reserved for Historically Black College and Universities (HBCUs) and other Minority Serving Institutions, including the creation of a new national lab focused on climate that will be affiliated with an HBCU.

- Op-Eds:
 - Rep. Stacey Plaskett (D-VI) wrote a very impactful op-ed article in Agri-Pulse. The best op-ed is one by a member of Congress in support of our request.
 - As part of the effort, SoAR encouraged the presidents of the University of Nebraska and University of Wisconsin to write a joint op-ed in Agri-Pulse. This was completed.
 - Thomas Coon and Ernie Minton also wrote very impactful op-eds.
- **May 2021.** The APLU agriculture research infrastructure campaign sent a stakeholder letter to House and Senate Agriculture Committee leaders requesting at least \$11.5 billion for research infrastructure at U.S. colleges of agriculture over a period of five years. Over 350 national, regional, and local stakeholder groups signed the letter, which stated that such an “investment is necessary to advance the critical work being done at institutions across the country to support American jobs, recruit a diversity of talent for the agricultural science pipeline, address our climate challenges, and ensure ongoing U.S. leadership in food and agricultural innovation.” The purpose of the letter was to ensure a strong stakeholder show of support for the request. In addition to the Experiment Station Section, members of the APLU BAA Administrative Heads Section, the Cooperative Extension Section, and the APLU Council on Governmental Affairs were very helpful in obtaining these signatures.

1.4 To assess the CMC's Strategic Communications Roadmap Plan and subsequently adopt and implement a strategic plan for communications and marketing.

- ESS actively participated in a search advisory committee to seek and evaluate candidates for the position of APLU/FANR Assistant Vice President for Communications and External Partnerships.
- Andrea Putman was selected for the position. Andrea previously served in a similar position at Supporters of Agricultural Research, SoAR. She joined the APLU on July 12 and a key component of her position will be the implementation of the “[Strategic Roadmap](#)” or strategic communications roadmap as created by Forbes/Tate Partners.
- Funding for the position is cost-shared by ESS, CES, and AHS for a duration of two years.
- The contract with Forbes/Tate Partners was extended to provide Andrea with an opportunity to onboard with the architects of the strategic communications roadmap.
- J.F. Meullenet, Director of the State Agricultural Experiment Station at the University of Arkansas, is the incoming CMC Chair.
- Dr. Wendie Cohick, Dean of Research and Graduate Education in the School of Environmental and Biological Sciences at Rutgers University and Director of Research for the NJ Agricultural Experiment Station, was elected as the ESS' representative on the CMC.
- The ESCOP Executive Committee approved a proposal for ESS to contract with communications professionals to allow the ESS standing committees and the Research Executive Directors to periodically identify the need for communications professionals to develop ESS-specific products in a timely manner. The objective is to enhance the effectiveness of messaging ESS works (e.g., reports, position papers, stories, and accomplishments) to the public, the press, and/or policymakers.
- The first product developed by a contracted communications professional was an infographic on the ESS Climate Research Capacity Survey.
- ESS is supportive of a proposal for the National Impact Database Committee to be repositioned as a subcommittee of the CMC.

1.5 To strengthen strategic partnerships with traditional and nontraditional entities.

Because of the COVID-19 pandemic, strategic alliance visits were not scheduled with many of the traditional and nontraditional entities that were visited by past ESCOP chairs. However, the ESS/ESCOP Chair and Executive Vice Chair Alton Thompson held quarterly meetings with ECOP and maintained relationships with SoAR, NC-FAR, USDA/REE, USDA/NIFA, USDA/ARS, APLU, and NASDA while developing relationships with the USDA/Office of Partnerships and Public Engagement, the Rural Coalition, and the Food and Agriculture Climate Alliance.

1.6 To implement regional research among universities/institutions to address the USDA Science Blueprint.

Climate Change: The Biden administration has described “climate change” as an existential threat and an issue with dimensions in national security, foreign policy, environmental justice, agriculture, transportation, energy, economic development, and prosperity. Further, the new administration’s transition documents and the President’s Executive Order #EO14008 to supercharge the climate change response are clear indicators of opportunities for contributions and leadership by the Experiment Station Section.

To assess the climate research capacity of the Experiment Station Section, the Regional Research Executive Directors polled their respective region’s Land-grant universities in February 2021 as groundwork for positioning the Experiment Station Section to attract research funding, rebuild infrastructure, build collaborations, and implement system-wide advocacy.

Summary of results:

- The survey response rate was 80% (62 of 77 stations responded) and all regions (ARD, NCRA, NERA, SAAESD, and WAAESD) were well represented.
- Institutions in all regions indicated having a climate change agenda and portfolio.
- Across all stations, 93% reported having a growing climate research portfolio (small, medium, and large) and 64% of the respondents reported medium- to large-scale endeavors.

Conclusions:

- The nationwide Experiment Station Section has the breadth and depth of expertise and human capital to address climate change as it relates to sustainable agriculture, food security, food safety, natural resources, biodiversity, water resources, renewable biofuels, carbon emissions, carbon sequestration, carbon banking, efficiency of nutrient use in managed livestock and agronomic systems, and climate change science and modelling.
- The impact of climate change is place-based, hence our nationwide system of distributed facilities and high-quality faculty/staff are uniquely positioned for research efforts across the U.S. There is interest within the Experiment Station Section to approach this challenge with coordinated regional and national approaches.
- Environmental justice and reducing the impact of climate change on underrepresented populations requires a clear focus on equity.
- An investment in modern labs and other facilities to address climate change would assist faculty, staff, and students to catalyze innovations throughout the U.S. by capitalizing on the unique talent and capacities in the Experiment Station Section.

- Grant funding drives climate change innovation. We recommend increasing competitive and capacity grant funding. We support interagency agreements that encourage collaboration, cooperation, and innovation by leveraging and growing funding across traditional agency lines.

Other Activities:

- Several BLC meetings have been dedicated to robust discussions on a BIG ASK relative to climate change that have provided an initial foundation for broader discussions within ESS committees, including a panel session at the 2021 Fall ESS Annual Meeting. The session was moderated by BLC Chair Glenda Humiston and was entitled “Agricultural Research is the Solution to Climate Change.”
- Gary Thompson was appointed as the ESS Steering Committee Member of the Food and Agriculture Climate Alliance (FACA). FACA has six focus areas: (1) soil health, (2) livestock and dairy, (3) forest and wood products, (4) energy, (5) research, and (6) food loss and waste.
- Finally, APLU is working with the Riley Foundation and others to develop a conference grant to provide more leadership on identifying Section strengths and, hence, potential avenues for significant contributions.

2 Chair’s Initiatives

2.1 To fully integrate Diversity, Equity, and Inclusion as an essential component of all programs.

Prior to and coincident with the Experiment Station Section (ESS) meeting in September 2020, the United States was in the midst of civil unrest boiling over from years of racial injustice and the need for all Americans to acknowledge and address racial inequities. The Diversity Catalyst Committee (DCC) has been very engaged in a number of impactful activities and initiatives to support the Chair’s initiative on diversity, equity, and inclusion.

Diversity Catalyst Committee

During the annual 2020 ESS meeting, the opening work session was dedicated to “inclusive excellence.” During this session, the ESS directors identified four diversity challenge areas and discussed potential actions to address those challenges: (1) recruiting and retaining a diverse workforce while developing a pipeline to support inclusive excellence; (2) strengthening partnerships among the 1862/1890/1994 institutions; (3) addressing funding challenges and disparities across the three LGU systems; and (4) reaching and working with underserved populations.

From this session, a summary report developed by Woodie Hughes (Fort Valley State University), Brian Raison (The Ohio State University), and Rachel Welborn (Southern Rural Development Center) resulted in a ‘call to action,’ approved by ESCOP, to engage all directors.

The DCC has asked each of the directors to identify a challenge they intend to address from the challenge areas listed above in the upcoming year and to use the following questions to guide their action steps:

- What actions do you intend to take?
- What is the timeline on your actions, and what resources will you deploy?
- What gaps will you address, and what obstacles do you anticipate?
- What goals do you expect to reach?
- What will diversity and inclusion look like on your campus or station?
- How does your response to this call to action fit into the long-term diversity and inclusion strategies of the station, the college, and the university?

The DCC will periodically ask each director what they have undertaken. The DCC will work with NIFA to profile exemplary actions of the directors. The DCC will seek directors to share what they have done in a series of best practice sessions.

At the ESS annual meeting in Olympic Valley, CA, there will be a session entitled: “Leading Across Differences: Diversity, Inclusion and You.” It will be presented by Nehrwrdrbote (Nehrwr) Abdul-Wahid. The session was based on the philosophy that building diversity and inclusion in an institution requires the intentionality of the leadership of its constituent organizations. Nehrwr will engage and challenge the directors in an empathetic and compassionate dialogue with the goal of capacity building in working with and across our differences. The session will focus on building leadership skills by tapping into the diverse talents of leaders, individuals, and work-teams using facilitated self-reflection, authentic dialogue, and innovative and adaptive solutions.

At the luncheon at the conclusion of the session, the ESS Excellence in Diversity and Inclusion Awards (individual and group) will be presented. Shannon Archibeque-Engle, Colorado State University, will receive the individual award while the University of Florida will receive the group award. The University of Florida’s group is led by Carlene A. Chase, who heads a team of horticulturalists who works with new generation farmers with a focus on organics.

The DCC has been asked by NIFA leadership to review and provide feedback on how best to incorporate diversity, equity, and inclusion into its newly drafted goals. To our knowledge, this type of engagement with NIFA has not occurred before.

Finally, land-grant institutions and the Experiment Station Section have a duty to understand how they have benefitted from racial diversity and to ensure their programs and services do not perpetuate systems of oppression and injustice. We challenge ourselves to not simply strive to become non-racist but to commit to an active anti-racist agenda in all aspects of our work.

NIFA

In responding to the NIFA listening session about the FY 2023 budget, the DCC submitted the following statement: “Future research in agriculture must have at its heart a commitment to diversity, equity, and inclusion if we expect this nation to have truly sustainable and just food systems. *We strongly support NIFA programs that commit to and champion diversity in all of its incarnations.* We specifically advocate for improving and increasing grant funding opportunities that target: 1890 institutions; 1994 institutions; Hispanic-serving institutions; Alaska Native and Native Hawaiian-serving institutions; Insular regions; New Beginning for Tribal Students; multicultural scholars, graduate fellowship, and institution challenge grants; food and nutrition education (e.g., EFNEP); and women and minorities in STEM fields.

Second, ESS strongly supports the removal of barriers to USDA programs with specific reference to grant funding programs offered by NIFA. Barriers that were identified include mandatory, non-federal matching funds for competitive grant programs. This is a strong disincentive for application by many universities and frequently is a non-starter for small 1862 institutions, 1890 institutions, and 1994 institutions. ESS and DCC strongly implore the USDA, NIFA in particular, to focus on delivering customer service to individuals that lack extensive grant experience. Creation of grant portals that respect and reflect the diversity of funding success (from high to low) is imperative. ESS and DCC also encourage NIFA and the USDA to systematically address diversity and carefully consider how diversity and inclusion requirements are built into RFAs. The rubrics need to be clear, observable, and measurable and not parenthetical statements. Last, we ask the USDA, NIFA in particular, to share how input is used in the aftermath of a listening session. The lack of feedback is a disincentive to future participation. Hear all voices.

2.2 To improve collaborations across 1862, 1890, and 1994 land-grant colleges and universities and among federal agencies and allied groups.

In ESS’ committees (primarily the Chair’s Advisory, Budget and Legislative, Diversity and Catalyst, and Science and Technology committees) and subcommittees, the ESS/ESCOP Chair has ensured that the members consists of 1862 and 1890 land-grant universities, and where possible, the 1994 land-grant universities. The Executive Directors are particularly sensitive to the involvement and input from the 1994s (i.e., ARIA, the \$300 million infrastructure, and the FY 2022 and FY 2023 budget requests).

Under the leadership of Gary Thompson, Executive Director of the Southern Association of Agricultural Experiment Station Directors, the 1862s and 1890s have collaborated to develop a conference grant proposal on ‘artificial intelligence’ to be submitted to NIFA.

In an effort to increase collaboration in research and graduate education between the directors in the Southern Region, Gary Thompson and Alton Thompson, executive directors for the Southern Association of Agricultural Experiment Station Directors and the Association of 1890 Research Directors, respectively, have planned a joint session at the upcoming 2022 Southern Mini Land-grant Meeting to be hosted by Texas A&M and Prairie View A&M universities.

Plans are also underway to have one joint business meeting per year, probably in the spring.

Finally, as stated earlier, ‘strengthening the partnerships between 1862s/1890s/1994s is one of the four challenges being addressed by the Diversity Catalyst Committee.

2.3 To support COVID-19 related supplemental funding for food and agricultural research relief and recovery.

Land-grant Universities (LGUs) and other institutions throughout the U.S. are uniquely positioned to address challenges amid the COVID-19 pandemic. Eighty-one percent of the agricultural research directors at LGUs provided information on the impact of pandemic restrictions on their programs. As led by Jeff Jacobsen, Executive Director for the North Central Region, and with rich participation from the research EDs and Caron Gala, ESS developed a proposal for \$300 million in supplemental funding for research. Supplemental support is critical to meet the direct needs caused by a stop in U.S. research operations. Additional federal assistance will help the U.S. agricultural research enterprise overcome unexpected disruptions in ramp-down and ramp-up costs to close and restart research activities and ramp-up costs for new research related to COVID-19. In addition, this proposal for supplemental allocations would support the research that was most negatively affected, i.e., the Tribal and 1890 research programs.

The proposal was included in the appropriations bills to be considered by the House; unfortunately, the ESS proposal did not receive funding.

2.4 To strengthen partnership and engagement efforts with NIFA, including: Project CAFÉ’ (Collaboratively Achieving Functional Excellence), the Research Working Group, and other items that may arise.

As ESS/ESCOP Chair, I would like to thank the senior NIFA leadership, as led by Director Carrie Castille and Associate Director Parag Chitnis, for engaging with ESS in very intentional and positive ways. As NIFA continues to ‘re-imagine’ itself and to implement Project CAFÉ while concurrently streamlining its reporting requirements and processes needed for program efficiency and effectiveness, ESS is committed to working closely with the organization to communicate our views and needs to serve the national experiment station system and research programs better. ESS continues to work with NIFA as the agency continues to hire quality people to fill a number of vacancies critical to the success of ESS.

NIFA Reporting System

Thirteen ESS members formed a REEport Research Working Group (led by Bret Hess, Executive Director for the Western Region, and Chris Hamilton, Assistant

Director from the North Central Region) that collaborated with NIFA to streamline its reporting system for efficiency and ease of use. The first iteration of the research initiation module went live in the NIFA Reporting System (NRS) at the end of May for projects funded by Hatch (regular) and Hatch Multistate for 1862 institutions and Evans-Allen for 1890 institutions. This release marked a significant milestone in bringing AREERA-funded research and Extension together for the first time in a centralized reporting portal with stream-lined efficiencies and a reevaluation of required materials versus historically-collected materials.

The partnership between NIFA and the Land-grant Universities has been vital to the success of the project. Having users continuously involved in design and testing activities ensures that NIFA delivers a system that serves their needs.

Institutions, for example, appreciated the streamlined initiation format and the approval and tracking features. Up next will be detailed notifications and features for sorting and filtering project lists. NIFA, with input from ESS, will continue adding other functions based on feedback from users. Having the research community using the NRS in these early stages provides the team-crucial information on what works and what needs more attention.

Land-grant University to You (LGU2U) Initiative

NIFA's relocation to Kansas City, MO, created a significant need to strengthen long-term relationships, rebuild shared culture, impart knowledge, and renew essential partnerships between land-grant universities and NIFA. NIFA has rapidly re-staffed and rebuilt with a workforce that reflects a wide range of prior experience and varying familiarity with LGU's mission, functions, and administrative procedures.

The LGUs are key NIFA stakeholders and partners in capacity grant and other unique programs. Good working relationships between LGUs and NIFA are extremely valuable to both. Together, the LGUs and NIFA believe an investment to reinvigorate and reimagine this historic partnership will benefit both parties and all stakeholders by synergistically enhancing our missions and catalyzing our capacity to build a better future. Hence, the creation and implementation of the LGU2U Initiative with NIFA.

The LGU2U Initiative, led by Jeff Jacobsen and Robin Shepard, Research and Extension Executive Directors of the North Central Region, respectively, will reinforce and enhance the unique relationship between LGUs and NIFA through active learning and engagement resulting in a strengthened and vibrant partnership. Initially, North Central's LGUs, through the LGU2U Initiative, are offering to have their experienced workforce accelerate this rebuilding to improve our partnership with unique opportunities to jointly grow, continuously improve our processes, and achieve shared success.

Matt Faulkner, Mike Fitzner, Rob Hedberg, Albert Nyakatura, Kylee Lewman, and Calvin Mitchell of NIFA are working collaboratively with Jeff and Robin to ensure the success of the initiative. As NIFA rebuilds its staff, processes, and systems, this presents an important opportunity for both partners. As USDA's premier stakeholder-driven extramural science funding agency, how well NIFA functions and partners with the LGUs is a timely and critically important metric.

As indicated earlier, this pilot program is being initiated by the North Central Cooperative Extension Association (NCCEA) and the North Central Regional Association (NCRA). It offers virtual sessions led by the staff and leaders of the North Central LGU, strategically matching LGU expertise with NIFA's Office of Grants and Financial Management (OGFM). Future efforts will focus on personnel with program leadership.

The goal of LGU2U is to accelerate the onboarding process and help to restore the agency's institutional knowledge and capacity to engage with LGUs and other partner institutions. North Central LGUs and NIFA will jointly commit to long-term partnership improvements. As this pilot program is successfully refined, other program and people contacts will occur nationally and those contacts will be engaged in future versions of the LGU2U program.

2.5 To improve the organizational readiness and strategic capacity to deal with the next major crisis.

At the 2021 ESS Annual Meeting in Olympic Valley, CA, there were two sessions related to improving organizational readiness and the strategic capacity to deal with the next major crisis.

Session 1: Title: "Emerging from the Pandemic – Innovations Necessary to Sustain Higher Education"

Description of Session: The COVID-19 pandemic was unprecedented in so many ways, not the least of which was its innovative approaches to avoid complete collapse. The questions now are what innovations have emerged that will shape the future and what innovations are on the horizon that will affect higher education?

Session II: Title: "No-Boundary Thinking and the use of Transdisciplinary, Diverse Teams"

Description of Session: Pat Sullivan's book, *"Intellectual Anarchy: The Art of Disruptive Innovation"* was the focus of the discussion. We learned a definition of disruptive innovation (DI), barriers to DI, strategic principles for innovation for which diversity in all of its incarnations is a cornerstone, delivery strategies, and the finale: "Disrupt."

2.6 Acknowledgements

ESS operations are dependent on many members who selflessly provide leadership to the various committees and initiatives of the Section. It has been an honor and privilege to serve with such a dedicated group of individuals. I would also like to extend a special thank you to the five Regional Executive Directors and especially to Dr. Alton Thompson the Executive Vice Chair and ED for the ARD 1890 Region for his invaluable support during my tenure as Chair.

ESS FINANCIALS

➤ **2021 ESS assessments (61/77) \$16,923 (9/1/2021)**
(collected \$82,864)

➤ **ESS Accounts**

-TD Wealth Investment \$652,894 (9/1/2021)

-Cumulative Cash Reserve ~\$244,462 (12/31/2020)

ANNUAL ESS BUDGET (CY21 and CY22)

CARRYOVER CASH RESERVES		\$244,462	~\$189,227
INCOME	CY21 BUDGET	CY21 ACTUAL (PROJECTED)	CY22 BUDGET
ESS Assessment	\$100,000 (\$99,787)	\$82,864	\$100,000 (\$99,787)
EXPENSES			
CMC (APLU Position and support)	\$100,000	\$100,000	\$100,000
Promotion (meeting travel, forum support)	\$10,000	0	\$10,000
Communications and Advocacy <i>[new]</i>	(na)	(na)	\$25,000
Diversity Catalyst (<u>two</u> awards, travel) <i>[new]</i>	\$8,000	\$4,000 (tbd)	\$6,000
Training	\$15,000	\$15,000 (tbd)	\$18,000
Meeting Support (Joint COPs, ESS)	\$10,000	\$600 (tbd)	\$10,000
Website	\$1,000	0	\$1,000
National Impact Database (TAMU hosted)	\$12,500	\$12,500	\$12,500
National Impact Database Writing (travel)	\$5,000	0	\$5,000
NC-FAR Membership	\$1,000	\$1,000	\$1,000
Printing (APLU, other)	\$10,000	(tbd)	\$4,000
NRSP Stakeholder (travel)	\$1,500	0	\$1,500
ESS Committee Meetings <i>[new]</i>	\$4,999	\$4,999 (tbd)	\$6,000
NET BALANCE		~\$189,227	~\$89,014

ESS Financials, CY2021 Budget/Projected Expenses, and Proposed Budget for CY2022

Current Financials

- 61 of the 77 stations have paid their assessment, amounting to \$82,864 collected (out of the assessed total of (\$99,787) as of September 1, 2021.
- The TD Wealth Account has grown to \$652,894 (from the original \$600,000) as of September 1, 2021.
- Current cash reserves were ~\$244,462 at the end of the 2020.
- The pandemic has reduced expenditures and may influence final ESS assessment receipts.

CY2021 Budget/Projected Expenses

- The CY2021 budget that was approved included \$100,000 for the *new* CMC effort plus another \$79,000 for operations.
- Note that, due to rounding in the APLU accounting system, actual assessments to be collected equal \$99,787 not \$100,000.
- Unlike last calendar year when the pandemic significantly reduced expenditures, relatively more of the budget will be spent on training and standing committee meetings associated with the ESS annual meeting.
- The ESCOP Executive Committee approved two DCC Awards. Both Awardees traveled to the ESS annual meeting to accept their awards.
- Projected expenditures will reduce the cash reserves as anticipated, with only \$55,185 of the CY2021 budget expected to be spent, and the projected carry over going into CY2022 is ~\$189,227.

Proposed Budget for CY2022

- The Section committed to fund the *new* CMC effort for two years. CY2022 is the second year CMC assessment of \$100,000 (ESS members were only billed \$99,787 for two consecutive years).
- The remainder of the proposed budget supports the Section's additional priorities and the Chair's initiatives.
- The \$10,000 proposed for Promotion includes funds to support both ESCOP priorities and the Chair initiatives, such as contracting communications professionals for products like the Climate Survey infographic and participating in various forums like the Ag on the Hill.

- The new line for Communications and Advocacy is intended to create an Advocacy Toolkit in support of one of the new initiatives that will be proposed by the 2022 Chair (e.g., <https://advocacy.extension.org/>).
 - The envisioned online toolkit will help create an improved brand for the Experiment Station Section and will require hiring a web designer and developer to create an exceptional and inspiring online presence that includes content from the ESCOP website and additional content that is created by ESCOP committees and communications professionals.
 - The proposed budget to create the advocacy toolkit is based on an estimate from a firm that designs and develops websites to enhance the website visitor's educational experience.
- The DCC line was reduced to reflect an amount that is expected to cover the monetary awards and travel for two awardees based on projected expenditures from CY2021.
- Based on CY2021 projected expenditures, the \$18,000 in the training line is intended to cover outside speaker expenses for DCC training and another keynote speaker that is chosen by the incoming Chair to deliver content in support of the theme for the ESS annual meeting.
 - The minimal honorarium for most professional speakers is \$5,000, and high-profile speakers will not even consider a virtual speaking engagement for \$5,000.
 - Professional speakers also expect to be reimbursed for travel expenses.
 - Some high-profile speakers are more willing to commit if the audience purchases their book or other educational materials.
- The Meeting Support line was proposed at the same amount as past years in case there are unexpected expenses or budget overruns associated with hosting the Joint COPs and ESS meetings.
- The \$1,000 for website is for routine maintenance of the ESCOP website.
- ESCOP's share of the National Impacts Database is \$12,500.
- Although a writing team has not been able to travel the last two years, the hope is this activity will resume in CY2022. The proposed amount is ESCOP's share to support convening of impact writers.
- Printing includes projected cost of APLU printing next year's awards booklet plus other products like the Climate Survey Infographic that

communications professionals and the EDs will help develop in support of the communications and advocacy effort.

- NRSP-RC is expected to meet in person after two years of virtual meetings. The covers travel expenses for the CARET representative to attend the NRSP-RC meeting.
- The three standing committees of ESCOP are being asked by the Chair to hold a meeting in conjunction with the ESS annual meeting. The intent of the meeting is to begin developing a work plan to support ESCOP priorities and Chair initiatives. The Section is being asked to help cover additional costs for the committees to meet before or after the ESS annual meeting.
- Cash reserves are projected to decrease further in CY2022 to fund ESS operations in support of ESCOP priorities and the Chair's Initiatives.
 - ESS Assessment receipts are not yet 100% for CY2021 and are to be determined for CY2022.
 - The TD Wealth investment is expected to grow and will be available for future use.
- ESS will vote to approve the CY2022 Budget as presented during the 2021 ESS Annual Meeting.

Looking Ahead

- The ESS Assessment will need to be reevaluated based upon future analysis.
 - ESCOP's portion of CMC is to be determined after the completion of the two-year commitment (CY2021 and CY2022).
 - Carry over funds to support ESS operations will diminish.
 - Future use of the TD Wealth investment is to be determined.

Agenda Brief: Communications and Marketing Committee (CMC)

Date: September 29, 2021

Presenter: Karla Trautman (Chair), JF Meullenet (Incoming chair), Steve Loring (Past Chair)

1. **Committee Membership** (as of September 29, 2021): see [ESCOP Communications and Marketing \(CMC\)](#).

2. **Meetings:**

- The CMC met by teleconference on July 15, 2021.
- The CMC met by teleconference on August 19, 2021.
- The CMC met by teleconference on September 16, 2021.
- The CMC is scheduled to meet by teleconference on October 21, 2021.

3. **Accomplishments/Upcoming Plans:**

- During the Joint COPS, several items of importance to the CMC were unveiled and/or discussed. First, the new Assistant Vice President (AVP) of Communications and External Partnerships, Andrea Putman, was introduced. Second, a formal request for CMC standing committee status, with intent to restructure CMC membership composition, was presented to the BAA Policy Board of Directors. Third, ECOP and ESCOP approved a request by the NIDB Committee to move the NIDB Committee, currently a joint standing committee of ECOP and ESCOP, to a subcommittee of the CMC. Both ECOP and ESCOP approved the request.
- The APLU and Forbes/Tate Partners (FTP) initiated the hand-off of the communications efforts from FTP to the AVP. Closeout activities included an audit of online social media traffic, a report on best practices for moving forward and turnover of all materials related to the communications effort.
- During the August 19, 2021 CMC teleconference, chair Karla Trautman thanked FTP and FTP principal, Ryan McConaghy, for exemplary efforts and contributions to the BAA.
- AVP Putman has developed a draft of a 2-year plan (attached) to support system's communications and marketing initiatives that will (or could) include: producing a podcast series to highlight stories from across the LGU system; generating long-form story ideas and pitching them for use in feature articles; strengthening partnerships with allied organizations and NIFA; and reinvigorating the AgIsAmerica website with original content and driving our established followers in social spaces to the AgIsAmerica website.
- AVP Putman is coordinating closely with APLU Council on Government Affairs and Public Affairs to ensure there is alignment between all groups.
- An associate will be hired soon to work half-time with AVP Putman on communications and partnerships, and half-time with the Executive Director for the Board on Human Sciences.
- AVP Putman is creating a list of media contacts and will start to establish a BAA relationship with those contacts.

- The October social media toolkit will be drafted soon (e.g., National Pork Month, National Seafood Month, National Vegetarian Month) and the CMC is assisting in developing the calendar. The August and September calendar content plans are attached.
 - The CMC is drafting suggestions to be made to the BAA Rules of Operations to establish the CMC as a standing committee of the BAA.
4. **Action Requested:** For information only.
 5. **Attachments:**
 - a. APLU BAA August Content Plan
 - b. APLU BAA September Content Plan
 - c. AVP Putman 2-year plan

APLU BAA August Content Plan

Theme of the Month

“Local Fairs: A Time to Come Together”

If agriculture is a key part of our nation's economic engine, then our hard-working farmers and producers are the tireless mechanics who ensure it remains a well-oiled machine. There's no better way to celebrate and appreciate the local farmers who bring food to your table than visiting a county or state fair and directly supporting the families who nourish our communities. The outstanding work of our ag producers and research institutions is evident from the displays of superior livestock, state-of-the-art equipment, and cutting-edge solutions to address the challenges of feeding a rising global population.

Key Messages

- Local fairs are a great place to see firsthand the role agriculture, life science research, and the Extension System play in making communities stronger and healthier. Cooperative Extension is engaging millions of American students through 4-H, the nation's largest youth development organization. 4-H programming brings young people and adults together to create community change and promote civic engagement, healthy living, and scientific understanding.
- Funding resources for federal research programs are addressing critical challenges many communities face, such as providing assistance for farmers and ranchers, protecting our environment and precious natural resources, promoting youth development and academic excellence, and improving quality of life.
- Attending a local fair is one of the best ways to contribute to your community's ag producers and teach future generations about the importance of the land. Fairs showcase the staple crops of a region, give children exposure to farm animals and livestock, and are a great place to learn about new research innovations spearheaded by agriculture institutions.

Recommended Plan for the Month

1. Schedule pre-planned social for the month in accordance with upcoming dates.
2. Monitor news throughout the month for items related to the theme that would be good to post on social in real time.
3. Determine most useful media market (i.e. legislative target) for a related LTE and recruit a signer.
4. Personalize and pitch draft LTE.

Full August Calendar of Potential Dates for Amplification

Important Legislative Dates

- August Recess – Opportunity to engage members of Congress while they are in district

National State Days

- 10th - National Connecticut Day
- 17th - National Massachusetts Day
- 24th - National Maryland Day
- 31st - National South Carolina Day

National Food and Agriculture Related Days

- 3rd - National Watermelon Day
- 15th - World Honeybee Day
- 19th - National Potato Day

Social Media

- It starts with federal funding and it ends with [INSERT RESEARCH AT @SCHOOL]. Learn more about this important work to [EXPLAIN PROJECT].
- Federal investments in land-grant institutions like [SCHOOL] have a strong return. [INSERT LINK TO EXAMPLE]
- At [SCHOOL] we are highlighting [STUDENT RESEARCH PROJECT]. Thanks to federal funding, we have the resources to [EXPLAIN RESEARCH]. Learn more about our latest research initiatives here: [LINK]

Fair Time Social Media

- The smell of livestock, funnel cakes, and some of [STATE NAME]'s best culinary inventions are in the air. That's right - it's fair time! #AgIsAmerica #FairTime
- This year, take a break from the rides and delicious fried food to explore the outstanding work of [STATE NAME]'s ag producers at your fair's livestock exhibition. #AgIsAmerica #FairTime
- DYK: Candy apples have been around for over 100 years?! They were created by New Jersey candy-maker William Kolb. You and your family can enjoy this historic – and – delicious tradition at your local fair. #AgIsAmerica
- Fair Fun Fact: Cotton candy was first introduced by a dentist. At the 1904 World Fair in St. Louis, Dr. William Morrison revealed his tasty confection. Don't miss some good ol' cotton candy this year at your local fair! #AgIsAmerica
- Chicago was the first city to hold a World Fair in 1893, celebrating 400 years since Christopher Columbus arrived. Since then, local fairs have become a staple of community, food, and appreciating ag producers. #AgIsAmerica
- At your local fair, you can milk a goat, lead a calf, pet a baby chick, and so much more! Local farmers and ranchers bring some of their best livestock to the fair, and it's a great chance to recognize their hard work. #AgIsAmerica

Ag Is America Social Media

- Land-grant universities benefit communities small and large. Learn more by following @AgIsAmerica and @APLU_News for the latest updates. #AgIsAmerica
- To maintain our global edge, university research needs a strong foundation – literally. A new @GordianCompany and @APLU_News study found an \$11.5 billion funding gap for infrastructure at schools of agriculture. Learn more: <https://bit.ly/3xSCA4v>

August Tweetstorm - National Honeybee Day

Source for numbers below: [Helping Agriculture's Helpful Honey Bees | FDA](#)

- Have you heard the buzz? Today is National Honeybee Day! In the U.S., bee pollination accounts for about \$15 billion in added crop value. Could we BEE anymore grateful? #AgIsAmerica
- DYK: Honeybees are some of the best ag producers out there? They work alongside our farmers to ensure we're getting some quality crops, and we are so thankful! #NationalHoneybeeDay
- In 2019, honeybees produced about 157 million pounds of honey worth a total value of \$339 million! Now that's buzzworthy. #NationalHoneybeeDay
- *Buzz* *Buzz* Breaking News: One-third of the food eaten by Americans comes from crops pollinated by honeybees, including apples, melons, cranberries, pumpkins, and much more! Happy #NationalHoneybeeDay.
- Honeybees are nature's farmers. Without them, we wouldn't be able to pollinate some of the country's most important plants. Today, we celebrate these little helpers. #NationalHoneybeeDay
- Here in [STATE], honeybees are a crucial part of our environment. Find out how [SCHOOL] is helping preserve the natural habitats of our honeybees. #NationalHoneybeeDay #AgIsAmerica
- [SCHOOL] loves Honeybees! We use our research to [PROJECT ABOUT HONEYBEES] allowing us to ensure these insects keep our crops growing. Learn more: [LINK TO RESEARCH]

Continued Appropriations Social Media

- Last month, @SenateApprops hosted @SecVilsack & acting @USDA budget director John Rapp for a hearing on the @USDA FY22 budget request. Watch: <https://tinyurl.com/2dv8x368>
- Congress must ensure #agriculture, life science research, and Extension remain a priority. Tell your lawmaker to prioritize our economy, climate, and public health. <https://bit.ly/36TibQJ>

Designated Holiday Social Media

- Whether you like them mashed, fried, hashed, or in a salad, we hope you get your daily dose of potatoes today! #NationalPotatoDay
- Today and every day, we celebrate #WomensEqualityDay.
- On #NationalSisterDay, we honor the love and friendship only a sister can give.

Social Media Graphics



Letter to the Editor:

Title: Best in Show

It's that time of the year where we can almost smell it in the air. Popcorn, candied apples, and some of [STATE NAME]'s best culinary inventions. That's right; it's fair time! Each year, crowds from every corner of [STATE NAME] come to [STATE FAIR LOCATION] to witness the best of our state. One of my favorite state fair pastimes is the 4-H booths and visiting the livestock exhibits. This is where you see the hard work and dedication of our state's producers.

It's always a treat to see the young men and women who are growing into their profession as second or third-generation producers, ready to take on whatever challenges may come. Prioritizing ag research funding is essential to ensure these young producers can continue supporting their family operations for generations to come. During this year's state fair, I encourage you to take a break from the rides and food lines to explore the outstanding work of tomorrow's ag producers.

Word Count: 159

APLU BAA September Content Plan

Theme of the Month

"Back to School"

As summer comes to an end, families across the country have sent or are sending their students back to school. Whether it's a kindergartner heading to school for the first time or a college student returning to campus after an unpredictable year, this month provides plenty of opportunities to spotlight our students and the role our universities play in preparing them to tackle today and tomorrow's challenges. Land-grant universities play a crucial role in strengthening communities by enriching our youth through 4-H programming, teaching students both inside and outside the classroom, and promoting exploration and innovation in agriculture research.

Key Messages

- As our colleges and universities welcome back students, the precautions and measures they are taking to protect their communities from the COVID-19 virus is a topic on everyone's minds. With the rise of new variants, land-grant universities are at the forefront of innovative solutions to help combat the impacts of the virus through research, education, and Extension. This demonstrates the importance of federal funding to provide schools with the required resources so they can keep doing great work.
- Cooperative Extension is engaging millions of American youths through 4-H, the nation's largest youth development organization. 4-H programming brings young people and adults together to create community change and promote civic engagement, healthy living, and scientific understanding. These positive outcomes are directly tied to robust, predictable investments in land-grant universities.
- Advancing innovation is essential to ensuring America keeps its competitive edge. Federal investments that enable land-grant universities to make the next generation of breakthroughs in gene-editing technology, artificial intelligence, climate preparedness, food security, and precision agriculture are needed to ensure the U.S. remains a global leader. In turn, these investments generate a strong return for taxpayers by reducing public health costs, offering education and opportunity to their neighbors, and improving our quality of life.

Recommended Plan for the Month

1. Schedule pre-planned social for the month in accordance with upcoming dates.
2. Monitor news throughout the month for items related to the theme that would be good to post on social in real time.
3. Determine most useful media market (i.e. legislative target) for a related Letter to the Editor and recruit a signer.
4. Personalize and pitch draft Letter to the Editor (LTE).

Full September Calendar of Potential Dates for Amplification

Important Legislative Dates

- 30th - End of the 2021 Fiscal Year (U.S. federal government)

Stakeholder Dates and Events

- 8th - USDA report and statistics released on food security
- 10th - NIFA FY 2021 1890 Institution Teaching, Research and Extension Capacity Building Grants (CBG) Program Application Deadline
- 30th - NIFA FY 2020 NSF - NIFA Plant Biotic Interactions Program Request for Applications Deadline

National Holidays

- 2nd - VJ Day
- 4th - National Wildlife Day
- 6th - Labor Day
- 7th - International Day of Clean Air
- 17th - Constitution Day
- 25th - National Lobster Day

National State Days

- 7th - National New Hampshire Day
- 21st - National New York Day
- 28th - National North Carolina Day

National Food and Agriculture Related Days

- 4th - National Macadamia Nut Day
- 13th - National Peanut Day
- 29th - National Coffee Day

Key Social Handles

Ag is America	@AgIsAmerica
APLU Ag	@APLU_Ag
Sec. Vilsack (Sec of Agriculture)	@SecVilsack
USDA	@USDA
USDA National Institute of Food & Ag	@USDA_NIFA
Agricultural Research Service	@USDA_ARS
USDA Farm Service Agency	@usdafsa
Northeastern Regional Association	@NERASAES
APLU News	@APLU_News
4-H	@4H

Back to School Social Media

- The smell of clean notebooks, fresh pens, and a lot of hand sanitizer is in the air! That's right – school is back in session! #AgIsAmerica #BacktoSchool @APLU_Ag

- [SCHOOL NAME] is excited to welcome students back on campus. Learn more about how we're preparing for the arrival of this year's cohort [LINK]. #AgisAmerica @APLU_Ag
- [SCHOOL NAME] is excited to open its doors and welcome the next generation of ag innovators for an exciting fall semester! @APLU_Ag @AgIsAmerica
- It starts with federal funding, and it ends with [INSERT RESEARCH, TEACHING, EXTENSION AT @SCHOOL]. Learn more about this important work to [EXPLAIN PROJECT]. @AgIsAmerica
- Federal investments in land-grant institutions like [SCHOOL] are critical for our nation's success and have a strong return for taxpayers. [INSERT LINK TO EXAMPLE] @APLU_Ag @AgIsAmerica
- At [SCHOOL] we are highlighting [STUDENT RESEARCH PROJECT]. Thanks to federal funding, we have the resources to [EXPLAIN RESEARCH]. Learn more about our latest research initiatives here: [LINK] @APLU_Ag @AgIsAmerica

COVID-19 and School Research Social Media

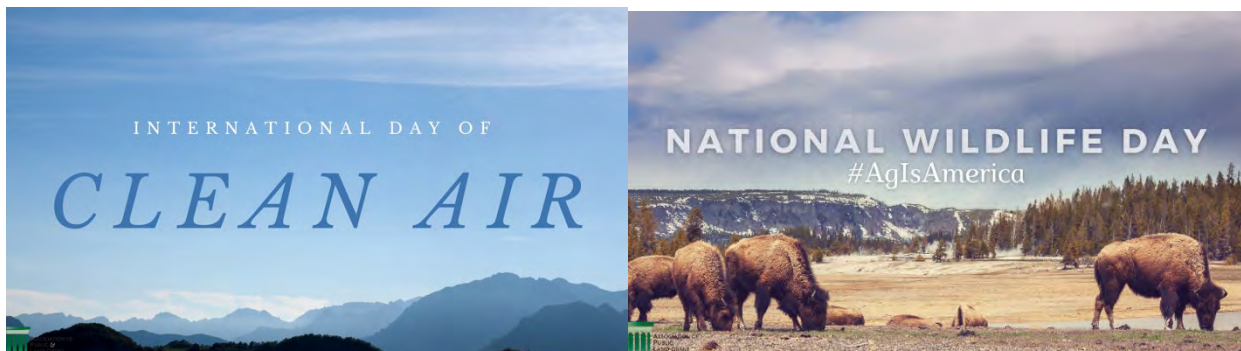
- Thanks to the hard work of our research team, [SCHOOL NAME] is making breakthroughs in researching the effects of #COVID19. Learn more about how we're taking on the virus here: [INSERT LINK TO EXAMPLE]
- With additional variants coming to light, scientific innovation must stay ahead of the curve to combat #COVID19. That's why at [@SCHOOL], we are [EXPLAIN PROJECT]. #AgisAmerica
- At [@SCHOOL], we know the importance of tackling the challenges brought forth by #COVID19. That's why we started [EXPLAIN PROJECT]. Learn more about how we're fighting the virus and its variants here: [LINK]. #AgisAmerica

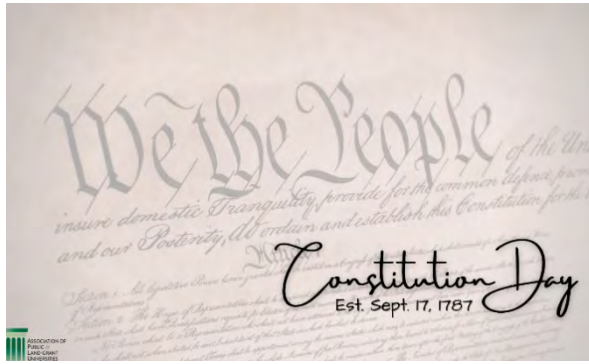
September Tweetstorm - International Day of Clean Air

- We all want clean air. Today, do your part to conserve our planet's precious air. #InternationalCleanAirDay
- DYK: @USDA_NIFA creates and funds a comprehensive air quality program to research the best ways for agricultural producers to implement clean air initiatives? Learn more about how federal funding is helping clean the air: <https://bit.ly/2URwFyo>
- Finding climate-friendly solutions to agriculture is an immediate priority. @USDA_NIFA's Air Quality Program fosters science and transfers this knowledge through high-impact Extension programs. Learn more about effective ag air quality policies: <https://bit.ly/2WiXnAe>
- On #InternationalCleanAirDay, we are celebrating our schools of agriculture and research institutions at the forefront of finding climate solutions and feeding a growing global population.
- At [@SCHOOL], we are taking on the climate crisis through our [EXPLAIN PROJECT]. Learn more about our work here [LINK]. #AgisAmerica #NationalCleanAirDay
- Thanks to federal funding, there are a number of tools for ag producers to measure their air quality and determine how to farm sustainably. Find out what the best practices are for clean air and farming by visiting here: <https://lpeic.org/air-quality/>
- **THREAD:** Agriculture schools and research institutions are constantly innovating to address the climate crisis. #InternationalCleanAirDay #AgisAmerica
 - On #InternationalCleanAirDay, we're highlighting [@SCHOOL] 's work on [PROJECT] to contribute to higher air quality in the U.S.

Designated Holiday Social Media

- On #NationalWildlifeDay, we celebrate the Earth's natural beauty and the conservation efforts being made to protect it.
- This #LaborDay, we'd like to thank all of our hardworking farmers, ranchers, ag researchers, and educators who work tirelessly to ensure food security and high-quality ingredients are a reality for American families. #AgIsAmerica
- On this day in 1787, the U.S. Constitution was signed in Philadelphia, PA, helping cement a young nation's commitment to democratic ideals. #ConstitutionDay
- Today we celebrate the nearly 7,000 peanut farmers who work hard to feed a hungry world. #NationalPeanutDay #AgIsAmerica
- #NationalPeanutDay Fact: The U.S. is one of the world's leading peanut exporters, with an average yearly value exceeding \$675 million. More: <https://bit.ly/3kIXyTD> #AgIsAmerica
- Fun Fact: Americans consume nearly 700 million pounds of peanut butter per year. That's enough to coat the floor of the Grand Canyon! #AgIsAmerica #NationalPeanutDay More: <https://bit.ly/3zdhlvIQ>
- DYK: In 2019, the U.S. harvested 125.8 million pounds of American lobster, generating a value of more than \$628.5 million into the nation's economy. #NationalLobsterDay
- Whether brewed hot, over ice, or with foam, we hope you enjoy your daily cup of coffee today! #NationalCoffeeDay





Letter to the Editor:

Title: Saving Lives this School Year

September is a busy time for parents, children, teachers, and communities as schools across the country open and the new academic year kicks off. The start of this school year is especially important as many schools will open their doors for the first time since the global COVID-19 pandemic started.

Many of these schools include agricultural research universities, whose student researchers had to hit pause on many groundbreaking research and studies. Eighteen months into the pandemic, our nation's land-grant colleges and universities are conducting research that are making a difference in the fight against the deadly virus.

For example, [Insert local university research]

As this new school year kicks into high gear, let's celebrate the many contributions made by our land-grant universities. They help protect our communities and advocate for additional federal investments to ensure that our institutions and students can continue to innovate, spur job growth, and keep America ahead of the curve.

Word Count: 149

TWO YEAR PLAN AND PRIORITIES (August 2021 – August 2023)
Working Draft – 8.13.2021

To implement APLU's Board on Agriculture Assembly (BAA) Strategic Communications Roadmap, the Assistant Vice President, Food Agriculture and Natural Resources (FANR) Communications and External Partnerships (Andrea Putman) will coordinate with the:

- FANR team
- Communications and Marketing Committee
- Constituent groups (e.g., AHS, ESCOP, ECOP)
- Land-grant university (LGU) ag communicators
- APLU Public Affairs
- APLU Council on Governmental Affairs

The plan will promote the value of LGUs research, education, and Extension as well as highlight the positive impacts of federal funding. Priorities include:

COMMUNICATION MATERIALS DEVELOPMENT AND DISSEMINATION

- Strategic implementation of Forbes Tate Partners recommendations
- Develop effective, targeted content to support advocacy
- Collect, curate, organize, and spotlight LGU agriculture and life sciences stories and accomplishments
- Provide tools (e.g., monthly communications kits) to LGU communications directors
- Multi-purpose content across platforms.

Examples include:

- Podcasts
- Blogs
- Story bank (for consideration, alternative: integrate with Land-grant Impacts database)
- Social Media
 - AgIsAmerica Facebook and Twitter
 - APLU BAA Twitter
- Websites
 - Update and refresh AgIsAmerica website
 - Update BAA section of APLU website

MEDIA

- Establish and cultivate relationships with editors and reporters
- Write and edit op-eds and letters to the editor
- Develop talking points for use in media interviews
- Pitch to media outlets (e.g., Agri-Pulse, The Hill) in close coordination with APLU Public Affairs.

STRATEGIC PARTNERSHIPS / COALITION BUILDING

- Strengthen strategic partnerships with allied organizations (e.g., NIFA, FFAR, NCFAR, FACA)
- Build coalitions and collaborate with partners across external organizations (e.g., federal agencies, national agriculture and related organizations, professional communicators' organizations, funders).

REVIEW AND ADJUSTMENT

- Since this is a new plan, the team will review it at six-month intervals and adjust accordingly.

Agenda Item 5.0 ESCOP Budget and Legislative Committee (BLC)
Presenters: Glenda Humiston and Jeff Jacobsen
Action: For Information

Committee Members:

<p>Chair: Glenda Humiston (WAAESD) Past Chair: Ernie Minton (NCRA)</p> <p>Delegates: Alton Thompson (ARD) Vernon Jones (ARD) Gary Pierzynski (NCRA) Shawn Donkin (NCRA) Puneet Srivistava (NERA) Anton Bekkerman (NERA) Steve Lommel (SAAESD) Saied Mostaghimi (SAAESD) John Talbott (WAAESD) Chris Pritsos (WAAESD)</p> <p>Executive Vice-Chair Jeff Jacobsen (NCRA ED) Chris Hamilton (NCRA AD; Recorder)</p>	<p>Liaisons: Jon Boren (ECOP) Katie Frazier (CARET) Doug Steele (APLU) Caron Gala (APLU) Jim Richards (CGA) Hunt Shipman (CGA) Vernie Huber (CGA) Maggie Earle (CGA) Josh Stull (NIFA) Paula Geiger (NIFA) Bill Hoffman (NIFA) Glen Hoffsis (BVM) Laura Jolly (BHS)</p> <p>Incoming Chair: Anton Bekkerman</p>
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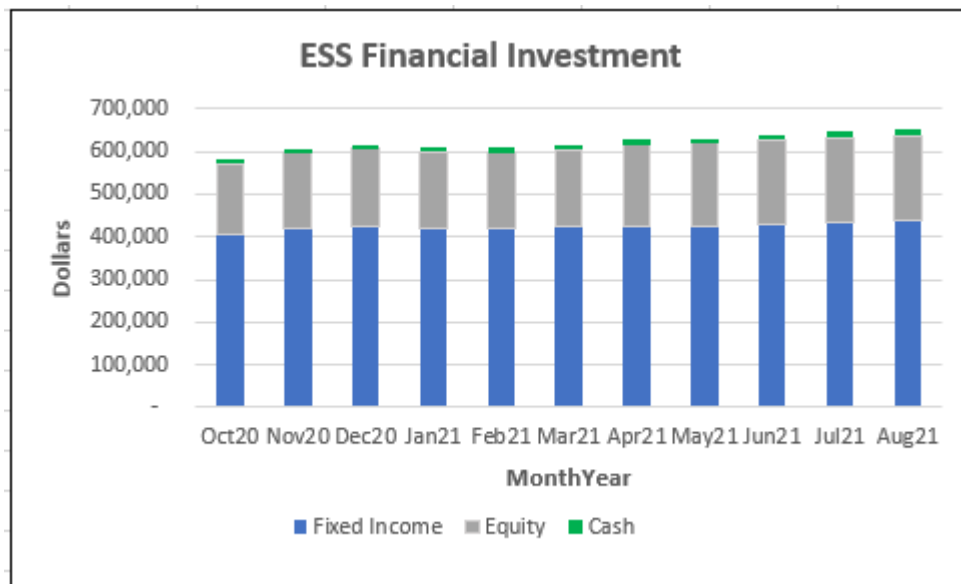
BLC Committee (<https://escop.info/committee/blc/>)

The BLC Committee meets monthly on Zoom with good attendance and call notes regularly posted on the BLC webpage. Leadership remains engaged with the ARIA infrastructure effort which now has a focus on the reconciliation bill as the mechanism. It is also noted that the current reconciliation bill has many other programs with potential appropriations that would bring the collective 'us' to unprecedented levels of funding. Following the ESS Annual Meeting, the ESCOP BLC will meet to discuss longer-term topics and approaches such as with BAC, CLP, capacity/competitive funds, Tribal College and University funding, and annual vs multiyear budget and advocacy efforts. In addition, different aspects of federal advocacy (CARET/AHS, system vs institutional, CGA) and ESCOP BLC best practices will be discussed.

The BLC Chair and Executive Vice-Chair attend the BAA – Budget and Advocacy (BAC) and the Committee on Legislation and Policy (CLP, includes other research EDs) conference calls. Recent BAC discussions have centered around the annual NIFA appropriations bill, bipartisan infrastructure and reconciliation bills, and the implementation of earlier budget priority setting by Sections and groups in order to enhance coalition building and advocacy efforts. CLP efforts focus on the Farm Bill by improving the approach (new forms for information collection), timing and content of various priorities across Sections and groups. ESS via the Executive Directors reviewed and summarized survey documentation from Fall 2020 for research and then requested additional item and feedback from regional associations. These have been summarized and submitted to the CLP leadership on behalf of ESS for future group discussions and reprioritization. Minutes from these discussions can be found at: <https://www.land-grant.org/>.

Finance Committee (<https://escop.info/blcfinance/>)

The Finance Committee members are: Shirley Hymon-Parker (Chair), Chris Pristos, Glenda Humiston, Saied Mostaghimi, Doug Steele, Chris Hamilton, and Jeff Jacobsen. Following the 2021 ESS Annual Meeting Shirley Hymon-Parker will be replaced by Moses Kairo (Past Chair) and Chris Pristos will be replaced by Matt Wilson (Incoming Chair). We thank them for their service during the inaugural year of the Finance Committee. Our TD Wealth Manager is guided by our permissible ranges in asset allocation: cash (0-10%), fixed income (60-70%), and equity (30-40%) with an overall moderately conservative investment strategy. Currently, we are 67% fixed income, 31% equity and 2% cash. Management-wise, these funds can be liquidated by ESS and APLU to cash in a matter of days. The performance from inception to the first eight months of 2021 (eleven months total) is shown below as a graph and table. Data is from the last day of each month.



Period (MonthYear)	Fixed Income	Equity	Cash	Total
Oct20	406,013	164,659	11,747	582,420
Nov20	419,967	176,667	10,441	607,075
Dec20	424,033	181,768	11,007	616,808
Jan21	421,976	177,153	12,937	612,066
Feb21	420,653	177,483	13,026	611,161
Mar21	422,802	180,982	13,242	617,026
Apr21	423,093	193,280	11,031	627,404
May21	426,864	193,600	11,111	631,575
Jun21	429,673	197,589	11,930	639,192
Jul21	435,173	197,311	14,210	646,693
Aug21	436,628	201,976	14,290	652,894

Agenda Item 7.0 Agricultural Research Infrastructure Advocacy (ARIA)
Presenters: Alton Thompson and Jeff Jacobsen
Action: For Information Only

The Agricultural Research Infrastructure Advocacy (ARIA) is a bold initiative by the Experiment Station Section (ESS), endorsed by APLU, to request that Congress support an agricultural research infrastructure investment of at least \$11.5 billion at U.S. colleges of agriculture. Throughout the ARIA campaign, the ESS has asked congressional champions to ensure the Secretary of Agriculture has the authority to waive matching requirements, as well as consider geographic and equity in program administration.

On Monday, September 13, the House Agriculture Committee provided \$3.65 billion in support for the [Research Facilities Act](#) (Act). The reconciliation bill text sent to the budget committee included \$2.6645 billion for RFA grants for construction, modernization, renovation, and acquisition of agricultural research facilities and \$985.5 million for RFA grants for 1890, 1994, Alaska Native serving, Hispanic-serving, and Insular area institutions, and the University of the District of Columbia. The bill text also waives requirements that institutions provide a match of federal funding. In addition to funds for the RFA, \$100 million would be made available for equipment grants.

In addition to the funding provided for the RFA, there is funding for agricultural education, extension, and research related to climate change. For example, the bill allocates \$500 million, across FY 2022 through FY 2026, for the Agriculture and Food Research initiative (AFRI); as well as \$600 million for Smith-Lever (Cooperative Extension), \$126 million for 1890 Extension, and \$40 million for 1994 Extension. House committees of jurisdiction submitted their bills to the House Budget Committee on September 15. The House leadership continues to debate the overall price-tag for the reconciliation package prior to releasing final bill text. We expect that debate will continue into October.

However, the time is now to express appreciation to members of Congress for the notable recognition of Land-grant University agricultural research infrastructure needs. We urge you to keep up the drumbeat of awareness about the issue, expressing gratitude if it is appropriate to do so. While the documented need for support remains at \$11.5 - \$38 billion, the amount in reconciliation is a significant step towards our goal, also meeting the equity and waiver caveats that ESS asked for.

As a result, APLU staff have put together the following resources for you (links will be added at a later time):

- Updated talking points
- Twitter examples
- Op Ed
- Thank you to members of Congress

Please use these to keep up the outreach and drumbeat on the issue.

Thank you in advance for your hard teamwork prior to reaching our finish line.

Agenda Item 8.0 **Committee of Legislative and Policy (CLP)**
Presenters: **Alton Thompson and Jeff Jacobsen**
Action: **For Information Only**

In response to Marshall Stewart's (CLP Chair) memo on July 13, 2021, Moses T. Kairo, ESS Chair, requested and was granted approval to allow the research Executive Directors to internally compile farm bill topics to be vetted by the section and respond to the CLP by September 15.

Our process was open and transparent. We directed our summary for comment and additional input to members of the section prior to submitting the information provided below. The information provided below also includes the research responses from October 26, 2020 along with other topics that were of interest to the research community and pertinent to the farm bill recommendations.

General

- Add LGUs as recognized research collaborators where other entities (e.g. Extension, USDA ARS) are acknowledged or added in other Titles in the Farm Bill (e.g. NRCS and the Conservation Title) and with pertinent research thrusts (e.g. climate, soil health, sustainability, conservation).
- Remove barriers to collaboration with USDA ARS and LGUs.
- Encourage regional food systems as components of national food security in competitive grant programs. In addition, encourage investment in big data applications in agriculture.
- Elevate specialty crops to the status of commodity crops.
- Provide authorization and funding for plant breeding programs with new crop development.
- Shift the focus on specific dietary components to roles that nutrition plays on preventing chronic disease.
- 2018 Farm Bill directed USDA ARS to develop and implement a National Strategic Germplasm and Cultivar Collection Assessment and Utilization Plan (SEC. 7205) that "takes into consideration the resources and research necessary to... as a self-study internal evaluation activity." Several of these National Plant Germplasm Station gene banks are on LGU campuses and have other affiliations. Consequently, significant consultations on the human and physical infrastructure necessary to improve these joint programs should include resources and research needs by USDA ARS and relevant LGUs as part of any action agenda in the 2023 Farm Bill.
- Based upon the research Grand Challenges and the expansive capacity/interest in climate change research agenda, increase Hatch funding.
- Re-enforce, strengthen and stipulate that 1862 and 1890 research directors are the only administrative officials responsible for capacity research programs at state-certified institutions eligible to participate in capacity-funded programs.
- Increase F&A IDC rate only if new money is appropriated to NIFA competitive grant programs.

Infrastructure

- Engage with any opportunity to do singularly or as a collaborator and partner (e.g. USDA ARS, NRCS) on new and deferred maintenance and agricultural infrastructure at LGUs and non-LGUs with agricultural programs.

Matching

- Specialty Crop Research Initiative (SCRI) – Remove or modify with waiver authority for Secretary. Continue funding at current level.
- Research Facilities Act – Remove or modify with broad waiver authority for Secretary.
- Evans-Allen to ensure that it is new funds (not redirected) and greater than current matching levels.
- Remove or modify the current 100% match requirement with New Beginning for Tribal Student (NBTS) grants.

Reauthorization and Authorization Levels

- 1890 Scholarship Program, 1890 Capacity Building Grants Program, 1890 Facilities Improvement Program – Do and increase.
- Modify and/or provide clarity in titles to address the inequities and eligibility rules for participating in cost-share programs.
- FFAR had mixed support from several respondents in its reauthorization – from no to something less than current level.
- Increase the authorization levels of the Multicultural Scholars, Graduate Fellowships and Institution Challenge Grants.
- Change the authorization and restrictions on tuition remission (e.g., allow use of Hatch funds to pay tuition and allow use of tuition paid by an institution to support a graduate student stipend paid by capacity funds as non-Federal match) and indirect costs from (capacity) funds 7 U.S. Code § 3319.
- Within AFRI awards for new investigators, the stated criteria is too restrictive and counterproductive for the future workforce. Currently serves as 5-year, career track experience which does not allow for pandemics, family leave options, publication limit needs to change. Modify the language to be less restrictive and to reflect modern realities.
- Reauthorize the Sun Grant program at \$75,000,000. The regional center concept has established value for regionally relevant bioeconomic research and development. Broadening the emphasis beyond bioenergy and allowing the recovery of real costs of administration by the performing institutions will strengthen the potential for economic impact through the regions of the United States.
- Support for research and Extension activities with Titles VIII (Forestry), IX (Energy), X (Horticulture) and XII (Miscellaneous) for McIntire-Stennis; growing and processing crops for biofuel, C sequestration, climate mitigation and adaptation, renewable energy systems; expanding farmers markets, local food programs with research and infrastructure; grow and expand beginning, socially disadvantaged workforce, respectively.

1890 Institutions

- Increase funding for the Evans-Allen Program from the 30% percentage share of Hatch funding to 40%.
- Increase the 1890 Centers of Excellence from six to twelve.

1994 Institutions

- Eliminate the mandate that requires 1994 collaborations on research grants with 1862 LGUs, 1890 LGUs, USDA ARS, Institutions with approved forestry programs.
- Concurrent with expanding the eligibility of 1994s with McIntire-Stennis funds increase the total allocation.

Agenda Item 9.0 **NRSP Review Committee (RC)**
Presenters: Doug Buhler and Jeff Jacobsen
Action: For Information Only

NRSP-RC Committee Members:

Chair: Doug Buhler (NCRA)	Delegates:
Past Chair: Fred Servello (NERA)	Shirley Hymon-Parker (ARD)
	Mark McGuire (WAAESD)
	Steve Lommel (SAAESD)
	Matt Wilson (NERA)
Executive Vice-Chair:	Don Latham (CARET, Stakeholder)
Jeff Jacobsen (NCRA ED)	Tom Bewick (NIFA)
Assistant Director, Ex-officio:	Mike Schmitt (ECOP)
Chris Hamilton (NCRA AD, Recorder)	Bret Hess (WAAESD ED)

Website: <http://escop.info/committee/nrsp-rc/>

The NRSP RC had several interactions with NRSP8 the National Animal Genome Research Program during its midterm review. The scientific accomplishments were strong and the AA reviews were positive with notable advancements across animal species. Their summary white paper clearly documented progress. However, the midterm report did not address the original NRSP RC request from its project renewal in 2018 to provide a business plan that documented progress towards securing alternative funding. Subsequent communications and an additional review by the NRSP RC acknowledged several activities that might provide alternative funding in the future. This midterm review was based upon the prior NRSP Guidelines, since the current iteration of NRSP8 is grandfathered in and not obligated to follow the recent updated Guidelines. Lastly, the NRSP RC provided clear expectations for any future renewal project requiring a budget that is significantly reduced as alternative funding was obtained and will be reflected in any future NRSP8 project renewal request from its inception. Consequently, the NRSP RC approved the continuation of NRSP8 for the remaining two years as originally approved by the SAES directors.

Future NRSP project reviews expected at this time include the renewal of NRSP1. NRSP1 includes the Multistate Research Information Management (National Information Management Support System (NIMSS)) and the Multistate Research Funds (MRF) Impact Program as a renewal in the *Capacity* NRSP track. NRSP1 will be the first renewal to be considered under the new *NRSP Guidelines* (2020).

Following the ESS Annual Meeting, WAAESD will rotate into the Chair position with Mark McGuire as Chair and Bret Hess as Executive Vice-Chair. In addition, Gary Thompson, SAAESD ED, will rotate onto the NRSP RC replacing Jeff Jacobsen, NCRA ED.

Agenda Brief: Diversity Catalyst Committee (DCC)

Date: September 29, 2021

Presenter: Henry Fadamiro (Chair)

1. **Committee Membership** (as of September 29, 2021): See [ESCOP Committee Diversity Catalyst Committee \(DCC\)](#)

2. **Meetings:**

- The DCC met via teleconference on August 17, 2021.
- The DCC will meet via teleconference on October 19, 2021.

3. **Accomplishments/Upcoming Plans:**

- During the Joint COPS meeting, ESCOP approved distribution of the DCC's Call to Action (included in the ESCOP brief of July 20, 2021). The Regional Executive Directors shared the Call to Action with their deans/directors.
- The August 17, 2021 teleconference was primarily dedicated to a presentation of the USDA goals by NIFA. NIFA director, Carrie Castille, and Chief of Staff, Bill Hoffman, shared the USDA goals and sought the input from the DCC using its lens of diversity, equity, inclusion, and accessibility. On August 30, 2021, Chair Fadamiro submitted the recommendations and reflections of the DCC to NIFA. The DCC was gratified to have been asked by NIFA to lend a DEI perspective and provide comments on USDA goals.
- The ESS meeting featured Nehrwr Abdul-Wahid presenting a training session entitled *Leading Across Differences: Diversity, Inclusion and You*. The DCC is looking forward to this session serving as a catalyst to assist the committee in developing a strategic plan for the upcoming year.
- During the awards portion of the ESS Meeting, the two National Experiment Station Diversity and Inclusion Award winners were recognized. That included the individual award that was given to Dr. Shannon Archibeque-Engle (Colorado State University) and group award given to the Organic Farming Team, Horticultural Sciences Department (University of Florida, IFAS).

4. **Action Requested:** Information only.

5. **Attachments:** None.

Agenda Item 10.2: Science and Technology Committee (STC)

Presenters: Jody Jellison and Bret Hess

Action Requested: For information only

Committee Members:

Incoming Chair: Bernie Engel (NCRA) Past Chair: Jody Jellison (NERA) Delegates: Alton Thompson (ARD) John Yang (ARD) Joe Colletti (NCRA, retired) Frank Casey (NCRA) Shibu Jose (new member, NCRA) Indrajeet Chaubey (NERA) Mark Hutton (NERA) Susan Duncan (SAAESD) Nathan McKinney (SAAESD) Gene Kelly (WAAESD) Chris Davies (WAAESD) Executive Vice Chair: Bret Hess (WAAESD ED) Jennifer Tippetts (WAAESD Admin Mgmt)	Liaisons: Wendy Powers (ECOP) Jim Farrar (NIPMCC; Pest Mgmt Subc) Tim Killian (SSSC; Social Sci Subc) Tim Conner (NIFA) Robert Matteri (USDA ARS)
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ESCOP Web: <http://escop.info/committee/scitech/>

<http://escop.info/committee/national-integrated-pest-management-coordinating-committee-nipmcc/>

<http://escop.info/committee/social-sciences-subcommittee-sssc/>

S&T Committee (STC)

Regular STC business encompasses reviews, reactions, and feedback to relevant national-level reports and findings. The STC only met once since the Joint COPs meeting. The committee discussed exploring how ESS climate survey results to innovation and R&D areas targeted through Agriculture Innovation Mission (AIM) for Climate as well as areas identified in the Council on Agricultural Science and Technology report titled “The Role of Agricultural Science and Technology in Climate 21 Project Implementation.” It was decided to place further review of these materials on the back burner until after the working session on climate change scheduled for the 2021 ESS Fall Meeting. The agenda for the STC meeting on September 29 follows:

10 min. Opening: Committee member introductions, welcoming new members, old business (approval of previous minutes), crowning the new chair

60 min. Brief overview of the committee scope and objective for this meeting: Discussion of STC priorities for the coming year.

- 1. --Enhancing collaboration among multi-state committees to more effectively address the ESCOP roadmap grand challenges and work towards informing policy**
 - a. Western Water Network as an example**
 - b. Regional germplasm projects as a funding model**
- Longer term how can the system address recommendations from the Blue Ribbon Panel**
 - a. Recommendations maybe a good starting point**
- 2. Strategies for supporting the ESCOP priorities and chair initiatives**
 - a. Liaison from 1994s and enhancing DEI within STC**
 - b. Climate Science**
 - c. Others as appropriate**
- 3. Increase support and interaction with STC subcommittees**
 - a. NIPMCC**
 - b. SSSC**
- 4. Additional areas for funding**
 - a. What needs to be increased**
 - b. What are the new opportunities**

10 min. Next steps, action items and deliverables for consideration at the APLU fall meeting. Assignment of follow-up tasks prior to the October meeting if needed

10 min. New business and items from the floor and adjourn.

National Integrated Pest Management Coordinating Committee (NIPMCC)

The NIPMCC Executive Committee is scheduled to hold another virtual quarterly meeting on September 28, 2021 to discuss the development of a strategic vision for the IPM research and extension enterprise. The target will be to complete the document before the International IPM Symposium. This will be an agenda item for the annual National IPM Coordinating Committee Meeting. The annual meeting originally scheduled all day Tuesday October 19th and the morning of Wednesday October 20th will now be 100% virtual format.

Social Sciences Subcommittee (SSSC)

The SSSC continues to work on development of a document on the impacts of social sciences to support the infrastructure advocacy effort, expansion of the 2012 gap analysis to include some of the immediate priorities of the administration (climate change, economic recovery, COVID recovery, rural revitalization, and diversity, equity & inclusion) as part of the vision for the immediate future, creation of the Rules of Operations for posting on the website, and filling vacancies on SSSC.

Agenda Brief 10.3 Policy Board of Directors

September 29, 2021

Presenter: Mark McGuire

The BAA Policy Board of Directors (PBD) was convened by chair Tom Coon, *Chair, BAA Policy Board of Directors and Vice President of Agricultural Programs, Oklahoma State University* during the 2021 Joint COPs Virtual Meeting on Thursday, July 22, 2021. The following are highlights of the discussions and decisions of the PBD:

Policy Board Update

NIFA External Advisory Committee

- The External Advisory Committee will be replaced by a blue-ribbon panel to review NIFA procedures
- NAS will be forming and staffing the blue-ribbon panel review process

Strategic Realignment Recommendation

- In bill language, incorporate the three current appropriations accounts (research and education, extension, and integrated) into one NIFA agency account described in a single streamlined paragraph
- Single line of appropriations similar to NIH or NSF with bill language spelling out details
- No prioritization of any given line and does not change the authorizations or amounts to lines but cleaner advocacy process
- BAC preparing a request to House and Senate Ag Appropriations subcommittees to incorporate bill language next year or possibly into Farm Bill

Advocacy RFP

- Contract with Cornerstone is ending this calendar year, and the Advocacy RFP will identify a professional advocacy organization to help the BAA to accomplish the following:
 - Increase funding levels for key existing USDA programs
 - Identify new initiatives or opportunities in the Farm Bill
 - Develop a multi-year strategy
 - Develop initiatives beyond USDA in other agencies
- Mike Boehm (University of Nebraska Lincoln) the incoming BAC chair is chairing this committee
- RFP call for proposals early August
- RFP committee will initially screen (mid-September) and recommend best proposals to PBD

Communications and Marketing

- Executive Committee meeting biweekly with Forbes Tate Partners (FTP)
- Work with FTP to create a strategic communications plan for system
 - Strategic roadmap – communications strategies and implementation
 - Launching monthly calendar of events – suggestions for engagement – weekly social media for monthly theme to get things moving across the system
 - Engage university communicators - CMC is monitoring listserv 140-150 communicators
 - Momentum across LGUs for pushout of monthly calendar and toolkit (plug and play content)
- Assistant VP Communications and External Partnerships – Andrea Putman
 - Previous service at SoAR – 6.5 years
 - FTP contract extended through August to assist Andrea

CMC Vision

- Designation as a standing committee of the BAA on par with the BAC and CLP

- Update the rules of operation
- Change composition of committee – more communicators and fewer administrators
 - 5 new regional communicators plus ACE, APS, NIDB, NIFA
 - 18 – 15 voting and 3 ex officio members --- remove several of current members
- Designate NIDB committee as a subcommittee of CMC (ECOP and ESCOP approve this change)

CARET Update

- Caron Gala appointed as the Executive Director for CARET
- CARET strategic planning this year – Paul Patterson (chair BAC) webinars for AHS and CARET
- Better defining the role of AHS with CARET delegates – making the most of their efforts
 - Focusing on relationship of AHS – selection and coordination of CARET delegates – strengthening accountability – stronger connections with members of Congress
- March 6-9, 2022 - CARET-AHS in person meeting at the Omni Shoreham is being planned

FY23 Advocacy Priorities Process

- CLP is requesting topical input for next 2024 Farm Bill
- BAC FY23 seeking input from each section outlining the justification and impact of increases for existing lines “increased funding will help address this challenge”
- Plan for priorities done before end of calendar year – adjust before Hill visits
- 85% budget is in the 6 top lines – proposals for additional funding should include (guiding outline only...not approved by BAC):
 - I. BAA Section or Council
 - II. Name/Title of Individual Submitting the Request
 - III. Current NIFA/Farm Bill Funding Line and Amount
 - IV. Amount Increase Requested (or New Funding Line)
 - V. Background on Current Funding Line (Purpose, Legislative Language, Eligibility)
 - VI. Justification for Increase/New Request
 - VII. Stakeholders
 - VIII. Closing Comments
- November PBD meeting – 1st draft of priorities will be discussed
- Marty Draper: For future discussion - Suggest we adopt a strategy where we first support our core programs, but also include a "secondary" program or two each year also. We will NEVER grow those programs and we will continue to lose programming power over time.

Next PBD meeting is scheduled for November 11 from 3:00-4:30 ET

- Voting on advocacy priorities – adoption of contract advocacy firm – budgets 2022 FANR and CARET – discussion about BAA assessments

Agenda Brief: National Impact Database (NIDB) Committee

Date: September 29, 2021

Presenters: Steve Loring and Karla Trautman (Co-Chairs)

1. **Committee Membership** (as of September 29, 2021): Steve Loring, Karla Trautman, Debby Lewis, German Bollero, Sara Delheimer, Francis Gould, Faith Peppers, Ron Brown, Rick Rhodes; Ex-officio Members – Scott Cummings, Bret Hess, Jeff Jacobsen, Gary Thompson.
2. **Meetings:**
 - The NIDB Committee met via teleconference on August 10, 2021.
3. **Accomplishments/Upcoming Plans:**
 - During the Joint COPS meetings, co-chair Karla Trautman visited with the Administrative Heads, ECOP and ESCOP to present the proposal that the NIDB Committee be made a sub-committee of the CMC. Co-chair Trautman suggested that once the transfer is made that the membership of the NIDB Committee not change for a period of a year to allow the CMC and the NIDB to identify the exact needs of the subcommittee and the associated membership.
 - Both ECOP and ESCOP approved the move of the NIDB Committee from a joint standing committee of ECOP and ESCOP to a subcommittee of the CMC. Finalizing this move will depend on approval by the CMC and BAA Policy Board of Directors.
 - Scott Cummings, manager of the NIDB at Texas A&M, is looking into creating a photo gallery linked to the database.
 - The NIDB will put out a call for 2021 impact statements in the early fall and will use this opportunity to call out tags (e.g., COVID, D&I) for any statements to be submitted yet in 2021, as well as the ability to go back and add tags to statements submitted in 2020.
4. **Action Requested:** For information only.
5. **Attachments:**
 - a. none

Agenda Brief 10.5

September 2021

LEAD21 is intended to meet the future needs for leadership development of faculty, specialists, program and team leaders, research station and center directors, district and regional directors, department heads and chairs, and others in land grant universities' colleges of agricultural, environmental, and human sciences and USDA/NIFA.

The primary purpose of LEAD21 is to develop leaders in land grant institutions and their strategic partners who link research, academics, and extension in order to lead more effectively in an increasingly complex environment, either in their current position or as they aspire to other positions.

Participation in LEAD21 over the last ten years has spanned the country.

Program Goal

1. Enhance application of skills and knowledge learned in five core, and four secondary leadership competencies.
2. Develop a peer leadership network in order to enhance personal leadership practice, collaboration, and diversity of perspective.
3. Develop and implement an individual leadership development process.

How it Works

The one-year LEAD21 core curriculum includes 3 sessions and a concurrent individual learning component.

Leadership competencies are enhanced using a combination of exposure, information, knowledge and practice.

Session I: Uses self-assessments to increase awareness of leadership strengths, weaknesses and styles, and teaches various leadership skills and tools. Participants establish a personal development plan.

Session II: Uses simulations and small group exercises to increase awareness of group and team dynamics, the role of individuals within those groups and teams, and how communication, conflict, change and collaboration effect teams.

Session III: Focuses on public leadership policy development and federal legislation, as well as managing change and resources.

Class 16 Updates:

- LEAD21 Class 16 was fully virtual for all three sessions and completed their program experience in February 2021.

Class 17 Updates:

- Class 17 has a total of 86 participants from 39 different institutions including 3 from Northern Marianas College and 3 from USDA/NIFA).
- Class 17 Demographics are more diverse than any previous class:
 - 45 females and 41 males: First class with more females than males
 - 33 identify as underrepresented groups
- Session 1 (June 2- - 25, 2021) was virtual.
- Session 2 (October 4 – 7, 2021) will be virtual.
- Session 3 (February 21 – 25, 2022) is being planned for Washington, D.C. (Format has not been decided)

Class 18 Recruitment & Applications:

- Class 18 applications will open in mid-September and close November 30th, 2021.
- Registration is \$9,750.
- Class 18 is expected to be fully in person: Session 1 – Chicago, Session 2 – Denver, Session 3 – DC).

Programmatic Changes 2020 - 2021:

- In responding to the COVID-19 pandemic, LEAD21 quickly adapted and moved to a virtual delivery for Class 16 and continues to do so for Class 17 as needed. Curriculum was adapted to maximize the time spent synchronously with participants.
- LEAD21 Session 1 will move to the Chicago area beginning in June 2022 due to the Minneapolis hotel closing because of COVID.

LEAD21 Alumni Association

- The LEAD21 Alumni Association continues to grow and be active. The Alumni Association is currently working on their 501c6 status.
- A virtual professional development conference was held in March 2021.

LEAD21 Board of Directors:

ACOP – Cynda Clary (Program Chair), and Brian Warnick,
ECOP – Amy Loader and 1 Vacancy
AHS – Karen Plaut
ESCOP – Alton Thompson and Wendy Powers-Schilling,
ICOP – Tom Thompson (Chair)
NIFA – Kimberly Whittet, 1994 and Carrie Schumacher
1890 – Kirk Pomper
NARRU – Jim Prince
HSI – Martin Sancho-Madriz
At-large – Katherine Cason (Past Participant)

Agenda Item 10.6: NIFA's Research Working Group

Presenter: Bret Hess

Action Requested: For Information

Members sorted by region:

Association of 1890 Research Directors –

Dr. Ami Smith, Associate Vice President & Director Of Gus R. Douglass Land-Grant Institute, West Virginia State University, 304-204-4305, smitham@wvstateu.edu

Ms. Tracie J. Bishop, Program Manager and REEport Site Administrator, University of Maryland Eastern Shore, 410-651-6383, tjbishop@umes.edu

North Central Association of Agricultural Experiment Station Directors –

Dr. Casey Hillmer, Assistant Director for the Wisconsin Agricultural Experiment Station, University of Wisconsin-Madison, 608-262-2397, casey.hillmer@wisc.edu

Ms. Lynn Laws, Experiment Station Research Programs Coordinator, Iowa State University, 515-294-4544, lynnlaws@iastate.edu

Northeast Regional Association of Agricultural Experiment Station Directors –

Ms. Rubie Mize, Research Coordinator, Maryland Agricultural Experiment Station, 301-405-4049, rgmize@umd.edu

Dr. John Dieffenbacher-Krall, Assistant Director, Maine Agricultural and Forest Experiment Station, 207-581-3211, john.dieffenbacherkrall@maine.edu

Southern Association of Agricultural Experiment Station Directors –

Dr. Susan Duncan, Associate Director of Virginia Agricultural Experiment Station, Virginia Tech, 540-231-3724, duncans@vt.edu

Ms. Cynthia Nichols, Budget Director for AgResearch, University of Tennessee Institute of Agriculture, 865-974-7122, cnichols@utk.edu,

Western Association of Agricultural Experiment Station Directors –

Ms. Ellen Yeates, Program Coordinator for REEport and NIMSS, Washington State University, 509-335-9811, eyeates@wsu.edu

Dr. John Talbott, Associate Director Oregon Agricultural Experiment Station and Director, Sun Grant Western Regional Center, 541-737-2194, John.Talbott@oregonstate.edu

Other Members –

Ms. Chris Hamilton, NCRA Assistant Director and NIMSS System Administrator, 484-716-7645, christina.hamilton@wisc.edu

Mr. David Leibovitz, Coordinator, NERA, University of Rhode Island, 401-874-4801, david_leibovitz@uri.edu

Dr. Bret Hess, Executive Director, WAAESD, University of Nevada, 307-760-3319, bhess@unr.edu

Ms. Katherine Webb-Martinez, Interim Director, Program Planning and Evaluation, Division of Agriculture and Natural Resources, University of California

Progress to-date:

The goals of the POW/REEport Integration project are to satisfy the Agricultural Research, Education, and Extension Reform Act (AREERA) reporting requirements and streamline the Plan of Work (POW) reporting process, reduce the reporting burden on the Land Grant University (LGU) partners, and reduce the review burden on NIFA National Program Leaders (NPLs).

NIFA formed an external working group to receive input from the LGUs as the new reporting system titled “NIFA Reporting System (NRS)” was designed and released. The Research Working Group was meeting virtually every other week from September 2020 through late June 2021. Meetings became less frequent after Hatch and Evans Ellen projects were migrated from REEport into NRS.

Hatch Multistate project initiation information is to be entered manually while the programmers work to have NRS receive information directly from NIMSS. NIFA will no longer approve multistate research projects after the regional office approves the project. Ideally, approved Appendix Es will be part of the information automatically transferred from NIMSS to NRS. NIFA will be notified to assist with the appointment of a NIFA representative to all newly approved multistate projects.

The Research Working Group met last on August 31, 2021. The migration of Animal Health and Disease Research and McIntire-Stennis to NRS was announced by NIFA soon after. This migration is targeted to be completed for the new fiscal year. This is a major step in integrating all capacity-funded programs in a single reporting system and extending the benefits of streamlining beyond the Plan of Work.

Annual and final reports for projects that have not been migrated to NRS should be completed in REEport. Modules for the 2021 Annual Accomplishment Report and Plan of Work are under development. It is quite probable these will be collected in Confluence again this year.

The results section of NRS has been streamlined compared with REEport. The proposed NRS Results/Accomplishments module requests answers to the following four questions to help illustrate progress over time and to capture outcomes and impacts.

1. In 2-3 sentences, briefly describe the issue or problem that your project addresses.
2. Briefly describe, in non-technical terms, how your major activities helped you achieve, or make significant progress toward, the goals and objectives described in your non-technical summary.
3. Briefly describe, if applicable, how your target audience benefited from your project’s activities.
4. Briefly describe how the broader public benefited, or may benefit in the future, from your project's activities.

The Research Working Group is scheduled to meet virtually on Tuesday, September 28.

Agenda Brief: [Extension Committee on Organization and Policy \(ECOP\)](#)
Date: September 29, 2021
Presenter: [Wendy Powers](#), University of California
ECOP Chair-elect, ECOP Liaison to ESCOP

ECOP Membership (as of September 29, 2021): see [Cooperative Extension Section Leadership/ECOP Lists](#)

Meetings: October 12-14, 2021 [National Extension Directors and Administrators \(NEDA\) Annual Meeting](#) (Virtual) Theme: ***Envisioning the Future of Cooperative Extension: A System Without Borders***

Key Accomplishments/Upcoming Plans:

ECOP CES Strategic Alignment-Since the adoption of the [2020-2023 Strategic Directions for ECOP and CES](#) and the [2020-2021 Annual Action Plan and Ongoing Priorities for the Cooperative Extension Section \(CES\)](#), much work has been accomplished by ECOP's Standing Committees to [align national-level efforts with CES priorities](#). From these plans, the ECOP Budget and Legislative Committee (BLC) with Jon Boren, New Mexico State University as Chair, has led the development of the [Advocacy and Education Toolkit](#) to provide ECOP leadership and CES with consistent messaging and resources focused on national advocacy and education priorities, including [diversity, equity, and inclusion](#); [climate mitigation, resiliency, and adaptation](#); [economic and workforce development](#); [health equity and well-being](#); [4-H and positive youth development](#); [urban programs](#); [broadband access and digital skills](#); and [community nutrition education](#).

ECOP's Diversity, Equity, and Inclusion Efforts-As a result of small group dialogue around racial equity during the 2020 National Extension Directors and Administrators Annual Meeting: ***Leadership in a Time of Social, Economic and Political Disruption***, ECOP's 2020-2021 Learning for Leaders professional development series focused on several sessions including *Inclusive and Equitable Organizations – An Evidence Based Model*; *Improving Inclusivity in Our Institutions and ECOP*; *Leaders Encouraging Collaborations with Diverse Communities: Consider the Experiences of Extension Educators*; and the *4-H Equity Strategic Plan*. Information about these resources is located at [ECOP Learning for Leaders](#).

ECOP Program Action Teams-The ECOP Program Committee, with Ivory Lyles, University of Nevada-Reno, as Chair, has developed Program Action Teams (PATs) for each of ECOP's priority areas, bringing together Extension experts to advance programmatic resources and partnerships. Each of the PATs has an [Extension Foundation](#) Catalyst and [NIFA](#) Liaison assigned to them, as well as ESCOP experts. A strong partnership between the ECOP 4-H Leadership Committee and [National 4-H Council](#) leads the 4-H positive youth development priority area, as well as advancements in the health arena. Through the [New Technologies for Ag Extension Program](#), NIFA has provided supplemental funding to the Extension Foundation around ECOP/CES national priorities. Additionally, there is interest from other partners and agencies in providing national-level support and advance Extension's visibility, communications, programs, [impacts](#), and demonstrate the value of ECOP's investment of [Cooperative Extension Section](#) assessments.

Support of Research Infrastructure-ECOP and the Cooperative Extension Section fully support the research infrastructure proposal and values this critical facilities funding. ECOP Chair Chris Watkins, Cornell University, has on several occasions signed-on to letters and memos to stakeholders and key decision-makers to support this proposal. Additionally, ECOP and EDA Team Members have provided feedback and support in the development of the above documents.

2023 Farm Bill Activities-ECOP deployed a survey of 2023 Farm Bill priorities to Extension Directors and Administrators. A CES Farm Bill Advisory Team is in the process of looking at the raw data. Additionally, the team is exploring recommendations around SNAP-Ed, and [Data Science for the Public Good](#).

Action Requested: For information only.

Resources: [2020-2023 Strategic Directions for ECOP and the Cooperative Extension System Annual Action Plan and Ongoing Priorities for the Cooperative Extension Section](#)
[Extension Advocacy and Education Toolkit](#)

**A Resolution to Recognize the 2021 Experiment Station Section Awardees for Excellence
in National Leadership**

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

- Dr. Conrad Bonsi, Professor and Associate Dean/Associate Research Director at the George Washington Carver Agricultural Experiment Station, College of Agriculture, Environment, and Nutrition Sciences, Tuskegee University
- Dr. Deb Hamernik, *former* Associate Dean for the Agricultural Research Division and *current* Deputy Director, Institute of Food Production & Sustainability, USDA National Institute of Food and Agriculture
- Dr. Keith Owens, *retired* Associate Vice President, Oklahoma State University Agricultural Research Division of Agriculture and Natural Resources, Oklahoma State University
- Dr. Frederick (Fred) A. Servello Dean Emeritus, College of the Natural Sciences Forestry and Agriculture, University of Maine and Director Emeritus, Maine Agricultural and Forest Experiment Station
- Dr. John A. Tanaka, *retired* Associate Director of the Wyoming Agricultural Experiment Station and Professor Emeritus, Department of Ecosystem Science and Management, University of Wyoming

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

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

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

THEREFORE, BE IT RESOLVED, the members of the Experiment Station Section assembled at their annual hybrid meeting, on September 28, 2021 congratulate Drs. Bonsi, Hamernik, Owens, Servello, and Tanaka, as the 2021 Experiment Station Section Awardees for Excellence in National Leadership; and

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

BE IT FURTHER RESOLVED, that original copies of this resolution be provided to Drs. Bonsi, Hamernik, Owens, Servello, and Tanaka and that a copy be filed as part of the official minutes of this meeting.

ESS Retirements/Left Positions – October 1, 2020 – September 30, 2021

Be it resolved, the Experiment Station Section thanks those administrators who have left or retired from their positions in FY 2021 and we hereby extend our congratulations to:

Association of 1890 Research Directors (ARD)

Dozie Y. Butler, University of Arkansas at Pine Bluff
Alton Johnson, Central State University
Dyremple Marsh, Delaware State University
Jose Ulises Toledo, West Virginia State University

Southern Region

Robert Houtz ,University of Kentucky
Keith Owens, Oklahoma State University
David Ragsdale, Texas A&M University
Reuben Moore, Mississippi State University
Robert Godfrey, University of the Virgin Islands
Henry Fadamiro, Texas A&M University

North Central Region

Marshall Martin, Purdue University
William Barker, University of Wisconsin – Madison
Joe Colletti, Iowa State University

Northeastern Region

Mario Teisl, University of Maine
Mark Rieger, University of Delaware
Jean Harvey, University of Vermont

Western Region

Milan Shipka, University of Alaska Fairbanks
Nicholas Mills, University of California - Berkeley.
Timothy Paine, University of California - Riverside
Steve Loring, New Mexico State University.
Joyce Loper, Oregon State University.
Andre-Denis Wright, Washington State University
John Ritten, University of Wyoming

ESS New Positions – October 1, 2020 – September 30, 2021

Be it resolved, the Experiment Station Section thanks those administrators who have taken on new positions in FY 2021 and we hereby extend our congratulations to:

Association of 1890 Research Directors (ARD)

Cherese W. Casson, Delaware State University
Michelle Corley, Central State University
Bruce W. McGowan, University of Arkansas at Pine Bluff
Ami M. Smith, West Virginia State University
Jose Ulises Toledo, Southern University

Southern Region

Henry Fadamiro, Texas A&M University
Scott Senseman, Oklahoma State University
Arthur Appel, Auburn University
James (Jamie) Matthews, University of Kentucky
Thomas Zimmerman, University of the Virgin Islands

North Central Region

Jeri Barak, University of Wisconsin - Madison
Carolyn Lawrence-Dill, Iowa State University

Northeastern Region

Diane Rowland, University of Maine
Puneet Srivastava, University of Maryland
Anton Bekkerman, University of New Hampshire
Laura Lawson, Rutgers University
Wendie Cohick, Rutgers University
Jason White, Connecticut Agricultural Experiment Station (New Haven, CT)
Darrell Donahue, West Virginia University

Western Region

Pete Pinney, University of Alaska Fairbanks.
Mitch McClaran, University of Arizona
Laura Prihodko, New Mexico State University.
Shawn Donkin, Oregon State University.
Rich Koenig, Washington State University.
Eric Webste, University of Wyoming.