



ESCOP Committee Meeting Minutes

<http://escop.info/committee/the-escop-committee/>

July 20, 2021 (12:30 – 2:17 p.m. EDT)

In attendance: Moses Kairo (UMES - Chair), Alton Thompson (Executive Vice-Chair), David Leibovitz (NERA - recorder), Ami Smith, Andrea Putman, Archie Clutter, Bill Hoffman, Blair Siegfried, Bob Godfrey, Bret Hess, Brunetta Dillard, Carrie Castille, Chris Davies, Chris Pritsos, Conrad Bonsi, Doug Steele, Faith Peppers, Gary Thompson, George Smith, German Bollero, Glenda Humiston, Greg Cuomo, Jan Nyrop, Jeff Jacobsen, Jennifer Tippetts, Jody Jellison, John Talbott, John Yang, Jose Toledo, Karla Trautman, Katie Frazier, Maggie Earle, Marikis Alvarez, Mark Hutton, Mark McGuire, Martin Draper, Matthew Wilson, Mohamed Ahmedna, Nick Gawel, Orlando McMeans, Parag Chitnis, Rick Rhodes, Saied Mostaghimi, Shirley Hyman-Parker, Suzette Robinson, Vernon Jones, Wes Burger, Keith Coble, Richard Rush, Vernie Hubert, Hunt Shipman, Jim Richards, Chris Hamilton, and Ralph Noble

Agenda Item	Topic and Presenter(s)
1.0	<p><i>Call to Order – Moses T. Kairo, ESCOP Chair</i></p> <ul style="list-style-type: none"> • Approval of Agenda <ul style="list-style-type: none"> ○ The agenda was approved by unanimous acclamation. • Approval of Minutes (February 25, 2021) <ul style="list-style-type: none"> ○ The minutes of February 25, 2021 were approved by unanimous acclamation. • Chair’s Interim Actions report <ul style="list-style-type: none"> ○ By a majority vote of the ESS membership, Wendie Cohick (Rutgers) was elected as ESS representative on the Communications and Marketing Committee. ○ ESCOP Executive Committee approved a proposal to contract communications professionals to enhance messaging of ESS outputs, impacts, and accomplishments. ○ On behalf of ESCOP, Moses Kairo along with the regional Executive Directors submitted a response to NIFA’s listening session on the FY23 Budget. ○ New advocacy RFP committee appointees were named: Steve Lommel (South) and George Smith (North Central) ○ Gary Thompson was appointed as liaison to FACA (Food and Agriculture Climate Alliance) ○ Martin Draper (North Central) was appointed to the NIPMCC ○ Moses Kairo endorsed letters to the White House and ranking members of Congress seeking support for increased agricultural research funding. ○ ESS signed on to a letter to USDA Secretary Thomas Vilsack to congratulate him on his appointment and call for his support of capacity programs at LGUs.
2.0	<p><i>NIFA Report – Carrie Castille, NIFA Director</i></p> <ul style="list-style-type: none"> • 220 staff are on board at NIFA, 50 more hires anticipated by September 30 • Michael Mathews from USDA Rural Development has been appointed as liaison to Minority Serving Institutions. • Megan O’Rourke was appointed as National Science Liaison for Climate Change, Brent Elrod was appointed as National Science Liaison for 4-H and Economic Recovery. • NIFA is on pause for any travel beyond local travel, through at least October 1. NIFA will remain on 100% telework until then.

	<ul style="list-style-type: none"> • Carrie has met monthly with the regional Executive Directors to discuss priorities and areas in need of improvement at NIFA. • NIFA will be speaking to the Joint COPS attendees in an expanded format this Wednesday 7/21.
3.0	<p><i>APLU Update – Doug Steele</i></p> <ul style="list-style-type: none"> • Doug thanked the Communications and Marketing Committee, calling out their recent work with Forbes-Tate Partners as having a successful start. • CARET Chair Bob Frazee and the CARET Strategic Task Force are developing some new materials to be released in the next few weeks, the section is asked to stay tuned for that release. • Caron Gala has been named Executive Director of CARET, Florencia Drumwright will serve as the Administrative Support staff for CARET. • Advocacy RFP Working Group is on its last version of a draft RFP to go public this month after a review by the Policy Board of Directors at Joint COPS. • Doug is assembling a small working group to discuss the role of public and Land-grant universities in a response to the effects of climate change.
4.0	<p><i>Agricultural Research Infrastructure Advocacy– Alton Thompson and Jeff Jacobsen</i></p> <ul style="list-style-type: none"> • Champion legislators in both the House (Plaskett-D-VI, Panetta-D-CA, Schreier-D-WA, Adams-D-NC) and Senate (Klobuchar-D-MN, Hirono-D-HI) are supportive of the \$11.5B ask for agricultural research funding. • ARIA committee continues to meet regularly and engage with the Rebuild Rural Coalition and the Food and Agricultural Climate Alliance. • At least one Republican legislator, congresswoman Letlow (R-LA), appears to be on board in support of the ARIA ask. Ongoing discussions are underway seeking her expression of support.
5.0	<p><i>Cornerstone Report – Jim Richards, Hunt Shipman, Vernie Hubert, Maggie Earle</i></p> <ul style="list-style-type: none"> • FY 2022 Appropriations/Annual Budget <ul style="list-style-type: none"> ○ Agriculture Bill includes increases for BAC priorities (primarily AFRI, Evans-Allen) ○ House Appropriations (Minibus) bills will be on the floor of congress next week. Amendments are being filed to that bill with a deadline of 7/21. • Committee on Legislation and Policy <ul style="list-style-type: none"> ○ CLP Chair Marshall Stewart distributed a memo with timelines and a survey to be distributed on the Farm Bill. ○ Participation in the survey is encouraged from all BAA sections: 1862, 1890, 1994, research, extension, academic programs, administrative heads. ○ CLP focuses on language in the Farm Bill, BAC focuses on appropriations. ○ Responses to the survey will be compiled and sent to CLP members for discussion. ○ Glenda Humiston is the ESS CLP rep. The research EDs will meet Monday 7/26 to refine to the process. Next week, expect to hear more about the Farm Bill Survey.
6.0	<p><i>BLC Report – Glenda Humiston and Jeff Jacobsen</i></p> <ul style="list-style-type: none"> • BLC meets monthly, call notes are posted on the ESCOP website BLC page: http://escop.info/committee/blc/ • BLC and APLU are discussing how ESS can be a major player in climate smart agriculture, this is a priority area for the section. • Advocacy materials are posted on the http://Land-grant.org website. • A report on the BLC Finance Committee is enclosed in the committee agenda brief.
7.0	<p><i>National Impact Database Report – Karla Trautman, Steve Loring and German Bollero</i></p> <ul style="list-style-type: none"> • An agenda brief was enclosed, including a report from the committee and an ask to the section. • NIDBC was established in 2014 to advise ESCOP and ECOP on the use of the National Land-grant Impacts Database. • The NIDBC leadership is seeking ESCOP’s approval to move the current joint standing committee to a subcommittee of the Communications and Marketing Committee. Should the ask be approved, a one-year transition period would be granted to the NIDBC. • Following a vote, the NIDBC ask was approved by ESCOP membership.

8.0	<p><i>CMC Report – Karla Trautman, JF Meullenet, and Rick Rhodes</i></p> <ul style="list-style-type: none"> • CMC took on a strategic planning process led by Forbes-Tate Partners. • Two outcomes from strategic planning: development of a strategic communications roadmap, and appointment of an BAA Assistant Vice President, Communications and External Partnerships: Andrea Putman. • Andrea Putman greeted the committee: she looks forward to building upon the CMC’s work, and building strong relationships with communications Directors and ESS external partners. • Strategic Roadmap provides a monthly calendar of events for use by university communicators in social media messaging campaigns. • Rick Rhodes (rcrhodes@uri.edu) manages a list of BAA institutional ag communicators, please contact Rick if you need to make changes to your institution’s entries on the list. • The CMC recommends reorganization to become a standing committee of the BAA. This is on the agenda for approval by the Policy Board of Directors this week. • Per the recommendations of the strategic planning process, the CMC is considering changes to the composition of the committee’s membership • Changes to CMC membership and appointment of NIDB as a subcommittee of the CMC would happen after an affirmative vote by the Policy Board of Directors to reposition the committee as a standing committee of the BAA.
9.0	<p><i>CARET Liaison Report – Katie Frazier, Farm Credit of the Virginias</i></p> <ul style="list-style-type: none"> • CARET is excited to work with new Executive Director Caron Gala. • Updates to the CARET Strategic Plan will hopefully be finalized this Friday 7/23. • CARET representatives are asked to report on offices visited on Capitol hill and provide requests to APLU on priority areas to support.
10.0	<p><i>ESCOP Committee Reports</i></p> <ul style="list-style-type: none"> • PBD Report – Mark McGuire and Gary Thompson <ul style="list-style-type: none"> ○ PBD discussed and supports the unified ask approach. ○ PBD will be voting on changes to the Communications and Marketing Committee, to reposition as a standing committee of the BAA. • STC Report – Jody Jellison and Bret Hess (http://escop.info/committee/stc/) <ul style="list-style-type: none"> ○ The STC is recommending a subtle recalculation of points in the criteria for evaluating Excellence in Multistate Research award nominees. ○ All voting members of ESCOP were asked to vote on this recommendation and it was approved by ESCOP membership. • DCC Report – John Dieffenbacher-Krall and Rick Rhodes <ul style="list-style-type: none"> ○ A new DCC Call to Action (enclosed in agenda brief) was issued to ESS Directors. ○ A motion to adopt the DCC’s call to action was introduced by Rick Rhodes, seconded by Shirley Hymon-Parker, and approved unanimously by ESCOP membership.
11.0	<p>Fall ESS Workshop, Olympic Valley, CA (September 27-30, 2021) – Chris Pritsos and Bret Hess</p> <ul style="list-style-type: none"> • Theme of the meeting is “Disruptive Innovation” • A meeting announcement was enclosed in the set of materials for today’s meeting. • Registration is available now for attendees and guests at separate rates. • Washoe Tribal representatives will deliver a presentation on the history of the meeting site. • The ESS Awards Session will include both Diversity and Inclusion awards as well as the ESS Excellence in Leadership and Multistate Research awardees. • Visit the 2021 ESS Meeting website (http://escop.info/ess-2021/) for details about meeting sessions.
	<p>The meeting adjourned at 2:17 pm EDT.</p>



ESCOP
Experiment Station Committee
on Organization and Policy



2021 ESCOP Meeting Minutes
February 25, 2021; 11 a.m. – 1:30 p.m. ET
Moses T. Kairo – Chair,
Alton Thompson – Executive Vice-Chair

In attendance: Moses Kairo, Ami Smith, Bernie Engel, Bob Godfrey, Bret Hess, Calvin Keeler, Calvin Walker, Caroline (Croll) Henney, Caron Gala, Carrie Castille, Chris Davies, Christina Hamilton, Conrad Bonsi, David White, David Ragsdale, Deb Hamernik, Doug Steele, Doze Butler, Majed El-Dweik, Subramania I.Sritharan, Faith Peppers, Fulya Baysal-Gurel, Gary Jackson, Gary Thompson, George Smith, Glenda Humiston, Greg Cuomo, Hector Santiago, Hunt Shipman, Jason White, Jeff Jacobsen, Jody Jellison, Katie Frazier, Keith Owens, Kevin Kephart, Lesley Oliver, Leslie Parise, Maggie Earle, Marikis Alvarez, Mark Hutton, Mark McGuire, Martin Draper, Matthew Wilson, Mike Salassi, Nick Gawel, Orlando McMeans, Parag Chitnis, Chris Pritsos, Ralph Noble, Rick Rhodes, Rob Gilbert, Saied Mostaghimi, Saige Zespy, Shirley Hymon-Parker, Steve Loerch, Steven Lommel, Susan Duncan, Susan Stluka, Timothy Conner, Vernon Jones, Vernie Hubert, Wondi Mersie, Doug Buhler, J.F. Meullenet, David Leibovitz, Alton Thompson, Mohamed Ahmedna.

Agenda Item	Topics and Notes
1.0	<p>Call to Order – Moses T. Kairo, ESS Chair</p> <ul style="list-style-type: none"> • 1.1 Approval of Agenda <ul style="list-style-type: none"> ○ The agenda was approved by unanimous acclamation. • 1.2 Approval of Minutes (ESCOP Executive Committee Meeting, Oct. 27, 2020) <ul style="list-style-type: none"> ○ The ESCOP Executive Committee meeting minutes were approved by unanimous acclamation. • 1.3 ESCOP Interim Actions <ul style="list-style-type: none"> ○ Martin Draper was appointed to the National IPM Coordinating Committee. ○ Martin Draper was appointed to the Strategic Realignment Implementation Committee ○ Bret Hess was appointed ESCOP Liaison to ACOP. ○ JF Meullenet was appointed as CMC Incoming Chair. ○ Hongwei Xin was appointed to NCFAR Board of Directors. ○ Gary Thompson was appointed as ESS representative on research working group for Food, Agriculture, and Climate alliance. ○ Launched Agriculture Research Infrastructure Initiative (ARIA). ○ Aligned STC priorities with the USDA Ag Innovation Agenda. ○ The interim actions were approved by unanimous consent.
2.0	<p>Dialogue with NIFA Director – Dr. Carrie Castille</p> <ul style="list-style-type: none"> • USDA Secretary Thomas Vilsack has been sworn in. • SAES Directors are encouraged to communicate with NIFA and Dr. Castille directly to find their fit within USDA-NIFA’s priority areas and hold NIFA accountable.

	<ul style="list-style-type: none"> • Climate research / mitigating climate change has been identified as a “North Star” priority for USDA. Additional funding is warranted for both capacity and competitive programs related to climate research. • Food, agriculture, and forestry are at the center of NIFA’s Climate-smart policies. • A particular emphasis is placed on addressing the effects of climate change on producers, consumers, and small businesses. • NIFA is committed to finding new revenue opportunities for landowners. • A new NIFA reporting system (being developed) will integrate Research and Extension. • Specific NIFA priorities related to climate are being developed and will be socialized to the APLU community. • Specific methods of investment for both capacity and competitive funding models are being determined at NIFA.
<p>3.0</p>	<p>Ag Research Infrastructure Advocacy (ARIA) – Moses Kairo, Alton Thompson, and Jeff Jacobsen</p> <ul style="list-style-type: none"> • ARIA is a top priority for the Experiment Station Section, and we are now engaged with Rebuild Rural Coalition. • We are tasked with conducting cutting-edge research in old facilities, and now is the time to pursue an investment in infrastructure. • An agenda brief is enclosed with detailed information on the ARIA effort to date. A list of societies and groups engaged by ESS is included in the agenda brief. • SAES Directors are encouraged to provide feedback on ARIA at the link enclosed in the agenda brief. • A communications toolbox will be sent to Directors next week, this should be used hand in hand with the advocacy toolbox provided in January. • Glenda and Caron have been on the phone with one of the ARIA external groups, and interest is high. External groups need to know “what’s in it for them.” There is further marketing to be done, but there is enthusiasm around the effort. • Directors are encouraged to engage with state-level agricultural and infrastructure working groups. • The first Rebuild Rural Full Coalition Meeting of 2021 is on March 4th at 11:00 am (Eastern). It will include a summary of the Gordian report deferred maintenance costs at ag research facilities at colleges of agriculture. The roll out will showcase the importance of investing in this critical piece of rural infrastructure to ensure the future of U.S. agriculture’s competitiveness through research. Register for the March 4 meeting: https://zoom.us/webinar/register/WN_55H8fCVLTQqdcHlm3Sz1WAroups. <p>Congressional Engagement – Caron Gala and Doug Steele</p> <ul style="list-style-type: none"> • Doug Steele joined a NASDA panel on 2/24 and encourages AES Directors to engage with state departments of ag. • Barb Glenn (NASDA Director) has infrastructure investment as a high priority for the NASDA portfolio. • The ARIA effort has been pitched to White House representatives as a component of addressing climate change mitigation. • Directors should reach out to Caron, Alton, or Cornerstone with champions identified to engage with congress. • It is helpful for anybody who would benefit from the ARIA effort to participate – beyond AES Directors.

	<ul style="list-style-type: none"> • If anybody who clearly understands the ARIA details is ready to participate in marketing to external groups, please contact Caron directly.
4.0	<p>Advocacy Report – Hunt Shipman</p> <ul style="list-style-type: none"> • A fifth COVID-19 assistance package is working its way through congress. Congress is using a budget reconciliation process to pass this legislation. • The House version of this package includes provisions related to minority farmers, loan forgiveness, and direct assistance to producers. • Cornerstone’s focus in the near-term with congressional offices is talking about the appropriations request, but they also keeping an eye to the infrastructure request. Enthusiasm and support are critical for the ARIA effort to succeed.
5.0	<p>Strategic Realignment Implementation Committee (SRIC) – Marty Draper and Gary Thompson</p> <ul style="list-style-type: none"> • A Strategic Realignment slide deck is enclosed with these minutes. • Directors are encouraged to send questions or concerns on Strategic Realignment to Marty Draper (maddr@ksu.edu) or Gary Thompson (gat009@uark.edu).
6.0	<p>APLU Report - Doug Steele</p> <ul style="list-style-type: none"> • Policy Board of Directors is rebidding the advocacy contract from 2022-24 (Cornerstone contract is now in a termination year). • APLU BAA has joined the Food, Agriculture, and Climate alliance, and that group is supportive of the ARIA effort. • NIFA + APLU-BAA joint committee is on hold for now as USDA works through leadership transition. NIFA is in close communication with the BAA and Dr. Castille values our relationship. • Joint CoPS will not be meeting in-person. A virtual meeting will be held July 19-23, 2021.
7.0	<p>ESCOP Committee Reports and Updates</p> <ul style="list-style-type: none"> • Budget & Legislative Committee – Glenda Humiston / Jeff Jacobsen <ul style="list-style-type: none"> ○ BLC meets monthly and attendance has been strong. Call notes are posted regularly on the ESCOP BLC website. ○ The Gordian report has been rolled out nationally as part of the Rebuild Rural Coalition. ○ Addressing climate change is a priority for the BLC. The committee is considering what a “moon shot” ask would look like with regard to climate research funding. ○ The current unified ask is an 8% increase for capacity and competitive lines, as well as additional emphasis for 1994 funding lines. ○ The TD Wealth account for the ESS Cash reserve has grown since its inception. ○ ESS Budget and Finance Update: an ESS Financials slide deck is enclosed with these minutes. • Communications & Marketing Committee – J.F. Meullenet/Rick Rhodes/Doug Steele <ul style="list-style-type: none"> ○ CMC materials are enclosed with these minutes.

- Karla Trautman (ECOP/SDSU) is now the CMC Chair following Mark Rieger's departure. J.F. Meullenet (ESCOP/Arkansas) is serving as incoming chair.
 - CMC Executive team meets bi-weekly with Forbes-Tate Partners to work on the communications roadmap, toolkit, calendar of events, and new APLU Executive Director position description.
 - Forbes-Tate is seeking system-wide input to generate content for the roadmap plan.
 - CMC has requested consideration to be repositioned as a standing committee of the BAA. The Policy Board of Directors is moving forward with this request, which will be voted upon during Spring 2021.
- **Science & Technology Committee – Jody Jellison/Bret Hess**
 - STC materials are enclosed with these minutes.
 - A letter was submitted through ESCOP providing feedback to NIFA on the Ag Innovation Agenda.
 - STC has provided content and support for the ARIA toolbox
 - A document illustrating the importance of off-campus facilities and branch stations was drafted by the STC. The goal: a national map and inventory to illustrate the impact of AES facilities beyond our campuses.
 - **ESCOP was asked to approve the seconded motion by the CAC, to provide STC documents to APLU and request the inclusion of the branch station materials in the ARIA effort. The motion passed by unanimous consent.**
- **Diversity Catalyst Committee – Rick Rhodes, on behalf of Henry Fadamiro**
 - DCC materials are enclosed with these minutes.
 - **ESCOP is asked to approve the seconded motion from the DCC to present up to two \$1,000 + travel cost awards (one individual, one team) for the National ESS Diversity and Inclusion Award, should there be two compelling nominations. The motion passed by unanimous consent.**
- **National Impact Database Committee – Rick Rhodes, on behalf of Steve Loring**
 - NIDB materials are enclosed with these minutes.
 - In 2020, 383 impact statements were submitted to the NIDB. 182 of those impact statements addressed COVID-19.
 - NIDB anticipates the implementation of the strategic communications roadmap and toolkit.
- **NRSP Review Committee – Doug Buhler / Jeff Jacobsen**
 - New approved NRSP Guidelines are posted on the ESCOP website, the new two-track NRSP submission system is in place.
 - NRSP8 is renewing this year, and NRSP1 will renew next year.
 - The NRSP RC will meet virtually in the spring.
- **NRSP1 Management Committee – Keith Owens/Jeff Jacobsen**
 - NRSP1 Management Committee materials are enclosed with these minutes.
 - NRSP1 management committee has met quarterly since COVID-19. The mid-term review was favorable and a renewal proposal will be drafted beginning in fall 2021.

	<ul style="list-style-type: none"> ○ Paula Agudelo from Clemson University will serve as the new NRSP1 Chair upon Keith Owens’s retirement. ○ Faith Peppers was thanked for staying on this committee. <ul style="list-style-type: none"> ● REReport Research Working Group – Bret Hess <ul style="list-style-type: none"> ○ A NIFA RWG agenda brief is enclosed with these minutes. ○ The RWG continues to meet biweekly to discuss the buildout of individual modules. ○ Katherine Webb Martinez from University of California has joined the RWG. ○ Rollout of the integrated NIFA reporting system has been paused in response to feedback from across the system.
<p>8.0</p>	<p>CARET – Katie Frazier</p> <ul style="list-style-type: none"> ● CARET Executive Committee met in October 2020 and are currently working through finalization of a new strategic plan. ● Virtual CARET-AHS meeting begins on 2/26/21, nine new CARET delegates will be introduced this Sunday. ● “Effective Advocacy Strategies for CARET and AHS” webinar was held in January – a powerful, productive activity for both groups.
<p>9.0</p>	<p>ECOP Report – Caroline (Croll) Henney</p> <ul style="list-style-type: none"> ● Caroline (Croll) Henney shared a slide and brief for the ECOP report, both are enclosed with these minutes. ● ECOP is working on an “Extension Priorities 101” toolkit for the section to have consistent messaging in hand across the system, relevant to all states. ● A group of teams are working on concept notes around ECOP priority areas to include in the toolkit.
<p>11.0</p>	<p>ESS Fall Workshop, Squaw Valley, California, September 27 - October 1, 2021 Meeting – Chris Pritsos (UNR) and Bret Hess (WAAESD), Hosts</p> <ul style="list-style-type: none"> ● The 2021 ESS Meeting is still moving forward to be held in person. (view a video about the meeting: http://escop.info/event/ess-2021/) ● UNR will keep everybody up to date on the status of the ESS meeting. ● Directors were invited to respond to a brief survey to gauge interest in attending the 2021 ESS Meeting: https://www.surveymonkey.com/r/ESS-2021.
<p>12.0</p>	<p>Final Remarks and Adjourn – Moses T. Kairo</p> <ul style="list-style-type: none"> ● NCFAR has been circulating a letter to new USDA Secretary Vilsack in support of NIFA capacity and competitive programs. Many regional associations have signed on to the letter. The deadline for co-signing the letter in tomorrow, 2/26/21. ● Chair Moses Kairo introduced a motion to ESCOP for their approval to sign on to the letter to Secretary Vilsack. The motion was approved by unanimous consent, and ESCOP will sign on to the letter. ● The meeting adjourned at 1:30 PM ET.

Agenda Item 4.0 Agricultural Research Infrastructure Advocacy Initiative (ARIA)
Presenters: Alton Thompson and Jeff Jacobsen
Action: For Information

ARIA Advisory Committee Members:

Moses Kairo, Chair
Alton Thompson, Executive Vice Chair, ARD
Thomas Coon, PBD Chair
Caron Gala, ALPU
Vernie Hubert, Cornerstone
Glenda Humiston, BLC Chair
Jeff Jacobsen, NCRA Executive Director
Paul Patterson, BAC Chair
Sue Peterson, APLU/Council on Government Affairs, Kansas State University
Doug Steele, APLU
Marshall Stewart, CLP Chair

The Agricultural Research Infrastructure Advocacy Initiative (ARIA) is a bold initiative by the Experiment Station Section, endorsed by APLU BAA PBD and other Sections, to request that Congress support an agricultural research infrastructure investment of at least \$11.5 billion at U.S. colleges of agriculture in any future federal infrastructure initiatives. Specifically, based on large part on the Gordian Report, ESS is urging funding over a five year period for the [Research Facilities Act](#) (Act), 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 also has the authority to waive matching requirements, as well as consider geographic and equity in program administration. These details would be discussed and our recommendations would be provided, if and when, ARIA is funded.

Below is a synopsis of our current progress:

- On March 31st, President Biden announced [The American Jobs Plan](#) which proposed to invest about \$2 trillion across a multitude of U.S. infrastructure. 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 also is calling on Congress to provide \$30 billion in additional funding for R&D that spurs innovation and job creation, including in rural areas. His plan also will invest \$40 billion in upgrading 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, including 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.”

- The ARIA Advisory Committee convened a meeting with NIFA representatives about the USDA FASE EPSCoR program as a possible mechanism to address diversity, equity, institutional size in allocating the ARIA Funds. One of the NIFA representatives was a former NSF employee who was very knowledgeable of both EPSCoR programs. Hence, the discussion was very productive. The ARIA Advisory Committee will continue to look at the USDA FASE EPSCoR program, and adjust as necessary to fit ARIA.
- In July, a “Dear Colleague” letter signed by Representatives Jimmy Panetta, Kim Schrier, Stacey Plaskett and Alma S. Adams was sent to the House leadership to support ARIA. This letter also included a reference to and inclusion of Cooperative Extension.
- On June 16, the House Agriculture Committee held a hearing entitled “1890 Land Grant Institutions: Investing for Agricultural Resiliency, Equity, and Global Impact.” Four 1890 Presidents including Chancellor-Dean and former PBD Chair, Orlando McMeans, testified before this Committee. House Members praised the 1890 Land-grant Institutions’ accomplishments in conducting critical agricultural research, teaching the next generation of agriculturalists, and providing outreach to their communities through cooperative extension. Member’s questions focused on the benefits of the 1890 Scholarship Program and Centers of Excellence, the need for broadband, addressing inequity, and the national benefit of the land-grant university system. Considerable time was also spent on discussing the need for funding for infrastructure and deferred maintenance, noting the opportunities new and updated buildings could provide. Reps. Adams, Schrier, Plaskett and Panetta focused specifically on ARIA.
- On June 8, the Supporters of Agricultural Research (SoAR) submitted a letter to President Biden and Congress requesting \$40 billion for agricultural infrastructure and agricultural research and innovation.
- On June 3, the Rebuild Rural Coalition hosted a webinar to provide an update on their infrastructure proposal/priorities, including ARIA.
- On May 20, Rebuild Rural Coalition posted a factsheet on ARIA on its website.

https://rebuildrural.com/sites/default/files/2021-04/AgResearch_2021.pdf

- On May 3, 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 APLU BAA Administrative Heads Section, Cooperative Extension Section, and APLU Council on Governmental Affairs were very helpful in obtaining these signatures.
- On March 4, a webinar, hosted by the Rebuild Rural Coalition, rolled out the Gordian Study, “A National Study of Capital Infrastructure at Colleges and Schools of Agriculture.” Peter Reeves, Gordian Vice President, summarized this study. Afterwards, the Association of Public and Land-Grant Universities (APLU) Board on Agricultural Assembly, Experiment Station Section provided three expert perspectives (Moses Kairo, Glenda Humiston and Tom Coon) on the need for transformation of agricultural research facilities through strategic R&D infrastructure investment. The presentation included a summary of the importance of investing in this critical piece of rural infrastructure to ensure the future of U.S. agriculture’s competitiveness.
- The ARIA-Advisory Committee continues to be engaged with the White House Office of Public Engagement, the White House Office of Science, Technology and Policy, the Food and Agriculture Climate Alliance, and the Rebuild Rural Infrastructure Coalition (comprised of more than 250 organizations from across the country focused on rural communities) and other key partners.
- ARIA has a lot of supporters, but only a few champions. The ARIA Advisory Committee continues to work diligently to identify Congressional champions. We are very close on some champions on the Democratic side, but definitely need to identify some champions on the Republican side. Any assistance that you can provide will be appreciated greatly.
- The ARIA Advisory Committee requests that you continue to engage your congressional delegation on the importance of this request in the next infrastructure bill. This will enable your delegation to act when appropriate in support of the request and your needs. For more information about the request, please review and use the ARIA’s Advocacy Resources, the [leave behind document](#) , [talking points](#), and the [Communications Rollout Toolkit](#).
- The ARIA Advisory Committee encourages each of you to use the materials in our Communications Toolbox, to write ‘op-eds.’ Rep. Stacey Plaskett wrote a very impactful op-ed article in Agri-Pulse. ESCOP Chair Moses T. Kairo, PBC Thomas Coon, BLC

Chair Glenda Humiston and Chris Watkins, ECOP Chair are developing an op-ed article that would hopefully reach key policymakers.

- Agri-Pulse and the Chicago Council on Global Affairs are teaming up to host a monthly column to explore how the U.S. agriculture and food sector can maintain its competitive edge and advance food security in an increasingly integrated and dynamic world.
- We also wish to acknowledge the many efforts of states and stakeholders in states that support the ARIA effort and are constantly and actively working to make this critical need a reality.

Agenda Item 6.0 ESCOP Budget and Legislative Committee (BLC)
Presentors: 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) Katherine Fink (NIFA) Paula Geiger (NIFA) Bill Hoffman (NIFA) Glen Hoffsis (BVM) Laura Jolly (BHS)</p> <p>(Next Chair from NERA)</p>
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BLC Committee (<https://escop.info/committee/blc/>)

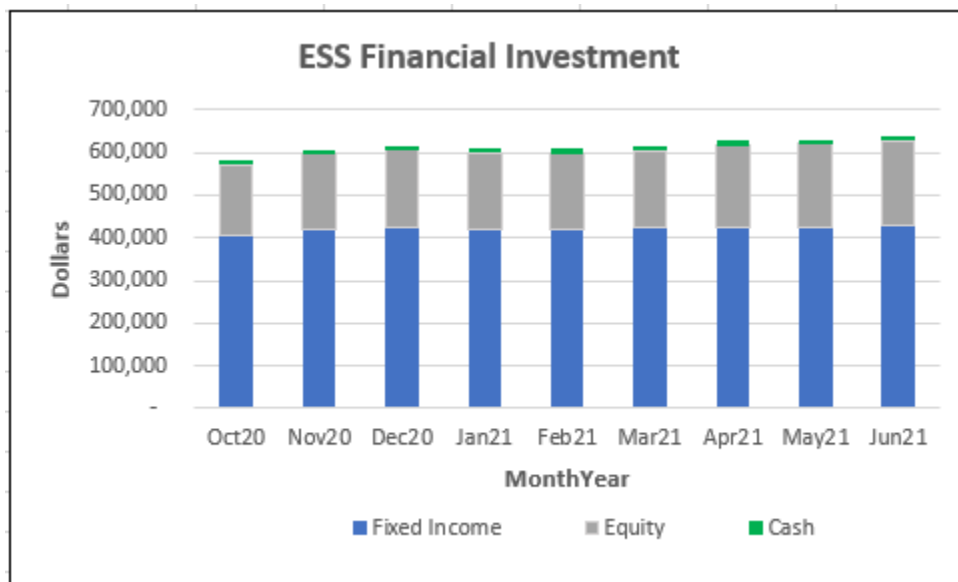
The BLC Committee meets monthly on Zoom with good attendance and call notes regularly posted on the BLC webpage. Infrastructure of at least \$11.5B deficit has been a consistent topic of discussion as the advocacy plan with associated resources are developed and utilized. Chair Humiston and the Executive Vice-Chair have been participating in the Agricultural Research Infrastructure Advocacy group (ARIA) and have been assisting in material/process development associated with the ESS Infrastructure priority. Chair Humiston has also been involved with formal presentations to stakeholders. APLU, Cornerstone Government Affairs, leadership from other sections and allies have been assisting in the effort. Several BLC meetings have been dedicated to a robust discussion on a BIG ASK relative to Climate Change that have provided an initial foundation for broader discussions within ESS committees and a planned panel session at our Fall ESS Annual Meeting. APLU is working with the Riley Foundation and others to develop a conference grant to provide more leadership to identifying our strengths and, hence, potential avenues for significant contributions. Regular updates related to budget are provided from APLU, Cornerstone, NIFA, ECOP, and BHS liaisons.

The BLC Chair and Executive Vice-Chair have attended the BAA - BAC and CLP conference calls. Over this timeframe, BAC discussions have addressed a change to the initial Unified Ask on nine priority lines (8% across most capacity and AFRI lines, and with special emphasis on the 1994 LGU lines (three) totaling \$100M). Following release of the President's budget with notable increase requests for AFRI and the research lines (Hatch, Evans-Allen, McIntire-Stennis), these higher numbers were integrated into the updated Unified Ask. In addition, the BAA BAC also voted to increase the ask for Extension lines similar to the research lines (all were subsequently approved

by PBD). The 1994 lines remained as in the original Unified Ask. In total, the new Unified Ask is \$471.79M. An updated one-pager to be used for advocacy is available at the Land-Grant.Org website. Other BAC discussions revolve around moving deadlines forward for Section 'asks' on initiatives and budget requests. This is to be discussed more at Joint COPs. 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. The transfer of \$600,000 from the APLU-managed ESS account to a conservative TD Wealth investment account occurred in October 2020. Our TD Wealth Manager is guided by the permissible ranges in asset allocation: cash (0-10%), fixed income (60-70%), and equity (30-40%). APLU has approved read-only access to this account for Jeff Jacobsen, BLC Executive Vice-Chair, to enable regular reporting to the Finance Committee and ESS membership. The Finance Committee will meet with TD Wealth about every six months to monitor our investment. APLU must ask for these semi-annual meetings with TD Wealth. The performance from inception to the first six months of 2021 (nine months) 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

TO: Moses Kairo, Chair-ESCOPE; Chris Watkins, Chair-ECOP; Ken White, Chair-AHS

FROM: Karla Trautman and Steve Loring, Co-Chairs-National Impact Database Committee

DATE: July 6, 2021

RE: Disposition of the National Impact Database Committee, a standing committee of ECOP and ESCOP

The Ask:

The National Impact Database Committee (NIDBC) seeks the approval of ECOP and ESCOP to move the current joint, standing committee to a subcommittee of the Communications and Marketing Committee. Below we describe the background on the request and recommendations on how the NIDBC will operate during its transitional year while approvals of the transfer are secured.

Background:

On December 3, 2014, a new, standing, joint committee, the National Impact Database (NIDB) Committee was convened by ECOP chair Delbert Foster and ESCOP chair Bob Shulstad (memo attached.) The charge to the new committee was to monitor and advise the development team on the refinement and implementation of the database and the website ([Land-grant Impacts](#)), provide updates to ECOP and ESCOP, encourage training, promote use, and publicize information on the website. The charge included solicitation of the NIDB Committee to provide recommendations on continuation of the committee.

NIDB Committee Primary Accomplishments:

During the past six years, the National Impact Database Committee has met the original charge and, in doing so, implemented a number of important policy changes that have improved the quality of the submissions to the database and the use of the database. These policy changes fall under three broad categories: training writers and submitters of impact statements, implementation of a review process of submitted impact statements, and engagement of professional communicators to create compelling, value-added content based on submitted statements.

National Impact Database Committee Transition Recommendations:

While the new Assistant Vice President, Food, Agriculture and Natural Resources (FANR) Communications and External Partnerships has been recently named and the Communications and Marketing Committee (CMC) is in the process of seeking standing committee status of the BAA, the NIDBC shares the following recommendations:

- The NIDBC be merged with the Communications and Marketing Committee as a trial functional subcommittee of the CMC. The original charge to the NIDB Committee could be accomplished as part of the system's efforts dedicated to communications and

marketing. From a temporary standpoint, current members of the NIDB Committee would retain their appointments as temporary assignments for a period of a year to provide continuity of NIDB operations during integration into the CMC.

- Support for the Land-grant Impacts website (\$12,500 each annually from ECOP and ESCOP) would continue for a period of a year as the NIDB integrates into the CMC.
- Support for the National Land-Grant University Impact Database Communications team (\$5,000 each annually from ECOP and ESCOP) would continue for a period of a year as the NIDB integrates into the CMC. At the end of one year, the arrangement will be evaluated by the three funding sections (AHS, ECOP, and ESCOP) to determine if the combination of the NIDB and CMS is satisfactory in meeting the communications goals.

Post transition:

Once approvals of the transfer of the NIDBC to the CMC are approved by ECOP, ESCOP and the BAA and the CMC is named a standing committee of the BAA, the National Impact Database Committee will cease as a joint, standing committee and will serve the CMC as a subcommittee.




Extension Committee on Organization & Policy
(ECOP)

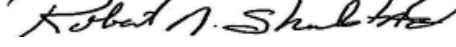


Experiment Station Committee on
Organization and Policy
(ESCOP)

December 3, 2014

To: Tim Cross, Cooperative Extension (Co-chair)
Bill Brown, Experiment Station (Co-chair)
Michael Quart, Cooperative Extension
Steve Loring, Experiment Station
Ashley Hawn, KGlobal
Joe Zublena, Measuring Excellence in Extension
Sarah Lupis, Multistate Research Impacts
Faith Peppers, Land-grant System Communications
Tyrone P. Miller, Jr., Land-grant System Evaluation
Adele Turzillo, National Institute of Food and Agriculture
Ron Brown, Cooperative Extension ex officio
Eric Young, Experiment Station ex officio

From: Delbert Foster, Chair, ECOP 
Chair, Extension Committee on Organization and Policy
Vice President for Land-Grant Services
Executive Director 1890 Programs
South Carolina State University

Bob Shulstad, Chair, ESCOP 
Chair, Experiment Station Committee on Organization and Policy
Associate Dean for Research
University of Georgia

Re: Appointment to New Standing Committee – National Impacts Database (NIDB) Committee

Most of you have already been serving on the ad hoc Impacts database committee for Extension and Research. Due to the importance of this issue, both ECOP and ESCOP have approved an expanded joint standing National Impacts Database Committee and are asking that you serve on this committee for a three-year term beginning January 2015.

The charge to the new committee is to monitor and advise the development team on the refinement and implementation of the database and the public-facing website (<http://landgrantimpacts.tamu.edu/>), provide updates to ECOP and ESCOP as needed, encourage necessary training on how to use the database, promote use of the NIDB by Extension and Research, and publicize use of the information on the website. An additional charge to the NIDB is that at the approximate 2.5 year point, the committee is asked to provide a written report to ECOP and ESCOP with recommendations regarding if and how monitoring and improvement of the database should be continued. If this standing committee is recommended for continuation, the report should include guidance on terms, rotation, composition and operation of the NIDB.

The committee will be co-chaired by a director/administrator of Extension and a director of Research. Dr. Cross, Chair of the current ad hoc committee, will be the co-chair from Extension. The co-chair from Experiment Stations will be Dr. Bill Brown.

Having a high-quality and accessible system of collecting and searching impacts of Extension and Research is important to all of us as we seek to be more accountable for our programs. Your service on this committee is appreciated. If, for some reason, you are unable to serve, please let us know. Thank you for this professional contribution.

xc: ECOP Members
ESCOP Members
Extension and Research Executive Director/Administrator team
Darren Katz
Bob Holland
Bill Hoffman
Sonny Ramaswamy

Agenda Brief: Communications and Marketing Committee (CMC)

Date: July 20, 2021

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

1. **Committee Membership** (as of July 20, 2021): see [ESCOP Communications and Marketing \(CMC\)](#)
2. **Meetings:**
 - The CMC met by teleconference on March 18, 2021.
 - The CMC met by teleconference on April 15, 2021.
 - The CMC met by teleconference on June 17, 2021.
3. **Accomplishments/Upcoming Plans:**
 - The Executive Committee of the CMC met biweekly with Forbes/Tate Partners (FTP) on March 2, March 16, March 30, April 13, April 27, May 11, May 25, June 8, June 22, July 6 and July 20.
 - A search advisory committee was convened to seek and evaluate candidates for the position of APLU/FANR Assistant Vice President for Communications and External Partnerships. Following the screening of all applications, seven applicants were interviewed during the week of April 26-29, 2021. Three finalists were identified from this initial group and those finalists were interviewed by the search advisory committee, the CMC and invited guests on May 18-20, 2021.
 - The new APLU/FANR Assistant Vice President of Communications and External Partnerships is Andrea Putman. 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.
 - The contract with Forbes/Tate Partners has been extended to provide Andrea with an opportunity to on-board with the architects of the strategic communications roadmap.
 - One of the hallmarks of the strategic communications roadmap is a monthly calendar of events (e.g., see attachment APLU BAA July Content Plan). That calendar is shared with all institutional communicators and provides suggestions for engagement in the strategic communications roadmap bringing value to the system and to each institution. Rick Rhodes manages the list of communicators for the CMC. If you want to add folks to that list, please send those suggestions to [Rick](#).
 - The CMC expects that changes to the BAA's Rules of Operation will be advertised in October such that a vote to establish the CMC as a standing committee of the BAA will be undertaken around the time of the national APLU meeting in November.
 - Per the recommendations of the strategic planning process, the CMC is considering and suggesting changes to the composition of the CMC. In short, fewer directors, more communicators. The CMC is recommending that the "next-gen CMC" would include a member of AHS, ECOP and ESCOP to serve as the Executive Committee

(as they do now.) The member from each section would serve 1-year, sequential terms as the incoming chair, chair and outgoing chair. The other committee members would include:

- Regional communications representatives (5 total; 1 from 1890s, NC, NE, S and W; new).
- ACE representative (1, same as current).
- CGA representative (1, same as current).
- NIDB representative (1, same as current).
- APS representative (1, same as current).
- NIFA liaison (1, new).
- Ex-officios include AHS/Admin representative (Doug Steele, same as current, ECOP representative (Caroline Crocoll, same as current) and ESCOP representative (Rick Rhodes, same as current), FANR Assistant Vice President (Andrea Putman, new) and advocacy consultant (same as current.)

Total membership would be 18 with 13 voting members and 5 ex-officios. The following positions are suggested for removal from the current CMC: AHS chair, ECOP chair, ESCOP chair, AHS representative, ECOP representative, ESCOP representative, and CARET representative. Changes in the composition of the CMC are expected to occur following the naming of the CMC as a standing committee of the BAA.

- The CMC also anticipates the move of the NIDB Committee to serve as a subcommittee of the CMC.

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

5. **Attachments:**

- a. APLU BAA July Content Plan

APLU BAA July Content Plan

Theme of the Month

“America’s Producers Feed the World”

This month, we kick off our social toolkit celebrating Independence Day. As we commemorate the 245th anniversary of our nation’s birth, we must also highlight the many producers and innovators who feed the world and lead agriculture research. For many states in the Union, agriculture is the largest industry and supplier of jobs. This month, we will focus on those who bring food to the dinner table, lead ag innovation, and champion research.

BAA’s content will stress the importance of our nation’s producers, how they feed the world, and the need for robust research funding. This month’s content will also focus on Independence Day, the congressional appropriations process, and various designated days of celebration.

Key Messages

- For years, agriculture has been our nation's economic engine and plays an integral role in our communities, our health and well-being, jobs, and long-term global competitiveness.
- This is supported by the role land-grant universities play in fostering innovative research and ag technology developments across the country.
- These institutions are on the front lines of leading ag research that can determine the next major trends in agriculture.
- It’s imperative these institutions are armed with the tools they need to shape the next generation of American farmers and producers.
- We encourage policymakers to prioritize federal funding in agriculture and life sciences research and the Cooperative Extension System to continue to bring cutting-edge discoveries to the American people.

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 July Calendar of Potential Dates for Amplification

- National Ice Cream Month

Important Legislative Dates

- Senate Appropriations Committee calendar is TBD

National Dates and Events

- 4th – Independence Day
- 17th – World Emoji Day
- 24th – National Day of the Cowboy
- 25th – National Parents' Day
- 30th – International Day of Friendship

National Food and Agriculture Related Days

- 6th – National Fried Chicken Day
- 7th – National Chocolate Day
- 13th – Cow Appreciation Day
- 13th – National French Fry Day
- 16th – National Cherry Day
- 18th – National Ice Cream Day
- 25th – National Wine and Cheese Day
- 31st – National Avocado Day

July 4th Social Media

- Land of the free and home of the brave. Happy #IndependenceDay! #AgIsAmerica
- This #IndependenceDay, we celebrate our diverse nation and the many contributions made by our farmers and producers from sea to shining sea. #AgIsAmerica
- Agriculture is the economic engine of our nation. We want to wish America's world-class farmers and producers a happy #IndependenceDay! #AgIsAmerica

Ag Is America Social Media

- ICYMI: @USDA is providing loan-repayment assistance to nearly 13,000 socially disadvantaged farmers. #AgIsAmerica @Marketplace has more here: <https://www.marketplace.org/2021/06/10/after-years-of-setbacks-socially-disadvantaged-farmers-get-debt-relief/>
- DYK: @APLU_Ag membership includes 215 campuses and 26 university systems, including 79 U.S. land-grant institutions across the country? Learn more about membership: https://www.aplu.org/about-us/Membership-Benefits_Final.pdf #AgIsAmerica
- This month, America celebrated 245 years of independence. We should also celebrate the many ag producers who bring food to dinner tables across the country and lead farm innovation. #AgIsAmerica
- Every state has an economic engine. For [INSERT STATE], that engine is #agriculture. Learn how @APLU_News is shaping the next generation of producers here: <https://www.aplu.org/about-us/> #AgIsAmerica

Call to Action (July 13th): Cow Appreciation Day

- Beef – it's not only what's for dinner, it's also responsible for 17% of the \$391 billion in total cash receipts for agricultural commodities. #CowAppreciationDay
- DYK: @Niamrre leads the fight to ensure U.S. beef is bacteria-free and safe to eat. This #CowAppreciationDay, urge your lawmaker to properly fund these vital institutions: <https://www.niamrre.org/> #AgIsAmerica
- On #CowAppreciationDay, we recognize the hardworking producers who make America the world's largest producer of beef. More on the top-performing industry here: <https://www.ers.usda.gov/topics/animal-products/cattle-beef/> #AgIsAmerica
- Earlier this year, @APLU_News led 350 #agriculture organizations in urging Congress to invest \$11.5 billion in the federal ag research infrastructure, including the beef industry. #CowAppreciationDay More: <https://tinyurl.com/mdxn6hd3>
- To continue maintaining the largest fed-cattle industry in the world, we must equip the next generation of American producers with the necessary tools. #CowAppreciationDay Tell your member of Congress to pass @USDA's funding proposal: <https://tinyurl.com/cucxapha>

Continued Appropriations Social Media

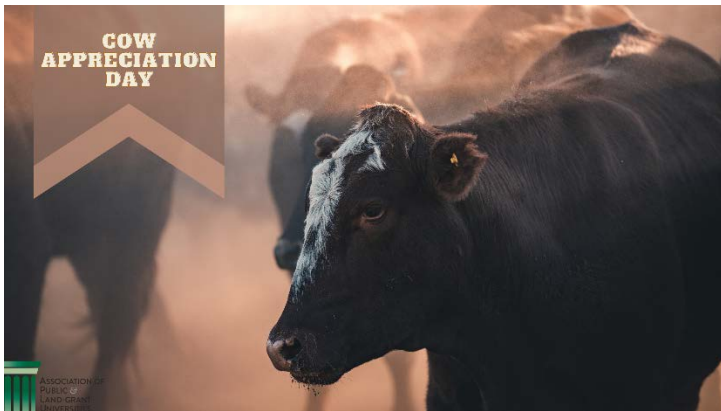
- Federal funding, through appropriations, is critical for land-grant universities, researchers, and students to conduct their research. Learn more about the appropriations process here: <https://bit.ly/3wnaxc9>
- Last month, @AppropsDems and @HouseAppropsGOP met to mark up the FY22 @USDA budget. Take a look at some of the key provisions: [LINK TO SUBCOMMITTEE RELEASE]
- It's official – the U.S. House of Representatives has passed the #AgApprops bill. Next stop: the U.S. Senate. More from @SenateApprops here: <https://tinyurl.com/sxp53pet>
- 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>

Designated Holiday Social Media

- I scream, you scream, we all scream for ICE CREAM! Thanks to America's dairy farmers for making #NationalIceCreamDay possible! #AgIsAmerica
- Whether you are happy, sad, or laughing, emojis capture it all! Happy #WorldEmojiDay! 🍷 🌍 🌎
- Today we celebrate the cowboys and cowgirls who get the job done and care for America's livestock. #NationalDayOfTheCowboy #AgIsAmerica
- On #InternationalDayofFriendship, we celebrate our friends made in the classroom, in the lab, and in the fields. #AgIsAmerica

Social Media Graphics





Letter to the Editor:

Title: Feeding a Free Nation

Each Fourth of July, families and friends gather to celebrate the birth of our nation with fireworks, live music, and delicious food. This Independence Day, I encourage you to think of the countless farmers and producers who work tirelessly to bring that delicious food to picnic tables across the country. In 2019, the agriculture industry contributed \$1.109 trillion to the U.S. gross domestic product (GDP). This type of contribution would not have been possible without the proper training, research, and innovation provided by our nation's public and land-grant universities.

[INSERT LOCAL EXAMPLE]

[INSERT SCHOOL NAME] is on the front line of leading ag research that can determine the next major trends in agriculture. We must provide our researchers with the tools they need to shape the next generation of American farmers and producers. During your Fourth of July celebration, remember the American producers who feed a free nation.

Word Count: 144

ESCOP CARET Liaison Report
Agenda Brief 9.0
Submitted by Katie Frazier, CARET Liaison
July 15, 2021

New CARET Executive Director

Eddie Gouge retired as CARET Executive Director after 31+ years in that role on March 31, 2021. APLU was committed to ensuring that CARET received support in the future in order for us to meet our mission statement: *Deliver a highly effective, integrated advocacy approach to increase support for the land-grant system, its national priorities, and to secure necessary funding for research, extension, and teaching.*

Effective mid-May, Caron Gala assumed the responsibilities as Executive Director of CARET. Caron is the Director of Government Affairs on Agriculture and International Development and brings experience of advocacy work within the federal government but also a stronger connection between CARET and the Council of Government Affairs. ESCOP knows Caron and her outstanding experience and abilities well as she has worked on the strategic initiative to support agricultural research investments.

CARET Strategic Plan Development

CARET's Strategic Plan was created in 2008 and reviewed every 4 years since that time. The CARET Executive Committee approved an ad hoc group to focus on this effort made up of representatives from CARET, AHS, ag communicators, Cornerstone, and CGA. The group engaged Mitch Owen of Mitchen, Inc. in January 2021 to facilitate these efforts.

Leading up to the joint CARET/AHS meeting in March, the ad hoc group conducted more than 60 interviews with impacted parties, and then presented common themes from the interviews to a joint CARET/AHS session in March. In May, the CARET Executive Committee met to review a draft of the Strategic Plan and offer additional feedback. Four main areas of focus will include building and strengthening relationships and understanding across all parts of the land-grant system, improving and increasing communication and coordination, an engaged and accountable CARET organization, and developing, training and supporting the general membership of CARET. The new Strategic Plan is expected to be approved during the upcoming CARET Executive Committee meeting on July 23.

Action Requests and Congressional Outreach

CARET has been active in continuing their congressional outreach, both as part of the CARET/AHS meeting and fly-in in March, as well as additional action requests regarding FY 2022 appropriations as well as Agriculture Research investments through Cornerstone. In addition, each Regional CARET Chair has been tasked with specific outreach to their region's CARET delegates and offer to help with delivering the F.Y. 2022 appropriations ask and filling out any necessary forms. CARETs also reported back to the Regional Chair the outcomes of their congressional meetings for a more formalized tracking system of advocacy and outreach efforts.

Agenda Item 10.1: Policy Board of Directors

July 20, 2021

Presenter: Mark McGuire

The BAA Policy Board of Directors (PBD) was convened by chair Tom Coon on Friday, February 19, 2021. The following are highlights of the discussions and decisions of the PBD:

Accepted and approved the FY22 advocacy recommendations from the Budget and Advocacy Committee, which included:

- Approval of a FY22 Unified Ask of 8% increase over FY21 for Capacity and Competitive (AFRI) funds and increase in the three 1994 Tribal Colleges and University competitive lines. Details can be found at: land-grant.org
- Approval of the Agriculture Research Infrastructure proposal of \$11.5 billion in new funding to address the aging research infrastructure identified by the Gordian/Sightline report. A national roll out of the proposal will be on March 4th in partnership with the Rebuild Rural coalition. More details will be available after the national announcement.
- Approved the Higher Education Multicultural Scholars and Education Grants for 1890's Institutions with overall request for increased funding of over \$3 million to raise the appropriated lines to authorization levels. A one-page overview is being developed.

Update Note: The FY22 Unified Ask was modified and approved by the Policy Board of Directors following the release of the President's budget. Requested amounts are: AFRI \$700M; Smith-Lever \$400.05M; Hatch \$329.38M; Evans-Allen \$92.837M; 1890 Extension \$78.740M; McIntire-Stennis \$45.783M; 1994 Extension \$10M; 1994 Education \$6M; 1994 Research \$6M.

Accepted nominees from the North Central Region for Policy Board of Directors Chair-Elect:

- J. Ernest (Ernie) Minton, Dean of Kansas State University's College of Agriculture and Director of K-State Research and Extension.
- Karl Martin, Dean of the Division of Extension at the University of Wisconsin Madison.

Approved developing a BAA ballot measure to make the Communications and Marketing Committee a standing committee of the PBD, along with the Budget and Advocacy Committee and Committee on Legislation and Policy.

- CMC, 2016 Plan of Work: The plan included a statement that defined the CMC as the *policy-making body that oversees the development, implementation and effectiveness of the targeted educational efforts, including coordination with the APLU Board on Agriculture Assembly, Cornerstone Government Affairs and other advocacy messaging efforts.* One of the goals of the plan was the development of *ways to coordinate activities with the BAA and its committees including the Budget and Advocacy Committee (BAC) and the Committee on Legislation and Policy (CLP).*

- The CMC has outgrown its current model of organization and now seeks a means to clearly and closely integrate activities with the oversight organization of AHS, ECOP and ESCOP & the BAA. Equally important, the CMC seeks greater activation of its constituent organizations and partners during calls to action. If effective coordination of the CMC with the BAA, BAC, CLP and institutional partners is to be successfully accomplished, then the reporting lines of the committee must be clearly established.

Discussed and approved the process for bidding the BAA Advocacy Contract for 2022-2024:

- Appointment of committee membership.
- The committee will assist in the development of an Advocacy RFP and Developing a Scope of Work that supports the advocacy strategies of the BAC and CLP with a focus on increasing funding in support of BAA member priorities.
- Time Frame:
 - March, committee identified and orientation
 - April-May, development of RFP
 - June-July, RFP released, and proposals solicited
 - August, RFP's screened, and finalists selected
 - September-October, conduct interviews, and final selection
 - November, introduction of new consultants during APLU annual meeting
 - January, new contract is initiated

Discussion on joining the Food and Agriculture Climate Alliance (FACA)

- The Food and Agriculture Climate Alliance consists of organizations representing farmers, ranchers, forest owners, the food sector, state governments and environmental advocates. These groups have broken through historical barriers to develop and promote shared climate policy priorities across the entire food and forestry value chains.
- Federal policy can and should provide incentives and support for farmers, ranchers, and forest owners as they tackle the challenges created by climate change. **Policy recommendations cover six areas of focus: soil health, livestock and dairy, forests and wood products, energy, research, and food loss and waste.**
- More information and details can be located at [Ag Climate Alliance | Working together to define and promote shared climate policy priorities](#)

Supported continued discussions with NIFA on the formation of a NIFA-APLU BAA External Partnership Committee with a purpose of To engage with NIFA leadership to discuss topics of mutual interests, provide feedback on concerns or issues expressed by CFERR/BAA members, discuss priority areas, emerging issues and opportunities for future collaborative and maintain open lines of communications between the two organizations.

Summary provided by Doug Steele, VP Food, Agriculture and Natural Resources, APLU

Agenda Item 10.2: Science and Technology Committee (STC)

Presenters: Jody Jellison and Bret Hess

Action Requested: Approval of revised multistate research award evaluation criteria

Committee Members:

<p>Chair: Jody Jellison (NERA) Past Chair: Laura Lavine (WAAESD)</p> <p>Delegates: Alton Thompson (ARD) John Yang (ARD) Joe Colletti (NCRA, retired) Frank Casey (new member, NCRA) Bill Barker (NCRA, retired) Bernie Engel (new member, NCRA) Indrajeet Chaubey (NERA) Mark Hutton (NERA) Susan Duncan (SAAESD) Nathan McKinney (SAAESD) Gene Kelly (WAAESD) Chris Davies (WAAESD)</p> <p>Executive Vice Chair: Bret Hess (WAAESD ED) Saige Zespy (Former WAAESD Recorder) Jennifer Tippetts (WAAESD Admin Mgmt)</p>	<p>Liaisons: Wendy Powers (ECOP) Jim Farrar (NIPMCC; Pest Mgmt Subc) Tim Killian (SSSC; Social Sci Subc) Tim Conner (NIFA) Robert Matteri (USDA ARS)</p>
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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 endorsed a proposal to hire communications professional(s) who will turn around information in a timely manner to improve the effectiveness of communications to the public, press, and policymakers. Resulting ESCOP-specific products will be delivered to the new AVP for Communications and External Partnerships for further amplification. STC also endorsed the infographic on the climate survey results as the first deliverable from a communications professional. Next on the docket will be a communications piece on branch experiment stations that STC developed in support of ARIA. An additional activity by STC to-date has been to compare ESS climate

survey results to innovation and R&D areas targeted through Agriculture Innovation Mission (AIM) for Climate.

Evaluation of nominations for the ESS Excellence in Multistate Research Award is a major thrust of STC in the spring. The four nominations considered by STC were NE1501- *Harnessing Chemical Ecology to Address Agricultural Pest and Pollinator Priorities*; S1074- *Future Challenges in Animal Production Systems: Seeking Solutions through Focused Facilitation*; W4188: *Soil, Water, and Environmental Physics to Sustain Agriculture and Natural Resources* and NCERA137- *Soybean Diseases*. Overall, STC felt this collection of nominations was as good, if not better, than any other set of nominations the committee has considered to-date. After considerable discussion of the merits of each nomination, STC voted to recommend W4188: *Soil, Water, and Environmental Physics to Sustain Agriculture and Natural Resources*. The ESCOP Executive Committee's approval of STC's recommendation is greatly appreciated.

Although the evaluation criteria utilized to score nominations has improved, STC encountered a challenge comparing nominations because of differences in size and scope of the projects, various degrees of industry connections, variable funding opportunities available to support the projects, and length of project existence seemed to favor longer standing projects over projects formed more recently. The proposed remedy for addressing these challenges is to redistribute the points among the impacts, added value, and funding leveraged sections with points ascribed to the added value section being apportioned equally among the four synergistic activities. Therefore, STC respectfully requests ESCOP Executive Committee approval of the recommended changes to the evaluation criteria outlined in the scoresheet attached to the end of this agenda brief. If approved, the same changes will be made to the 2022 request for nominations.

National Integrated Pest Management Coordinating Committee (NIPMCC)

Issue papers on [Emerging and Invasive Pests](#), [Pesticide Resistance Management](#), [Communication and Stakeholder Engagement](#) to help frame the importance of IMP were approved by STC for posting on the website. Additional one-pagers were developed from the issue papers with the intent to use the information for any relevant advocacy efforts. The one-pagers are available at: http://escop.info/wp-content/uploads/2017/05/NIPMCC_OVERVIEW_ONEPAGE_20210419.pdf; http://escop.info/wp-content/uploads/2017/05/NIPMCC_RESISTANCE_ONEPAGE_20210419.pdf; and http://escop.info/wp-content/uploads/2017/05/NIPMCC_INVASIVES_ONEPAGE_20210419.pdf.

The NIPMCC Executive Committee held another virtual quarterly meeting on June 9, 2021. In response to NIFA asking for guidance across all programs, the NIPMCC Chair and Chair-elect will co-lead 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 all day Tuesday October 19th and the morning of Wednesday October 20th will be a hybrid format, with those attending in person at North Carolina State University in Raleigh, NC.

Social Sciences Subcommittee (SSSC)

The SSSC held a virtual meeting March 24 and March 26, 2021. The first day consisted of updates from NIFA, APLU, AAEA, RUPRI, COSSA, C-FARE and Farm Foundation. There was also a discussion with NIFA about how SSSC would effectively interact with NIFA science liaisons as well as staff in Kansas City to advance social and behavioral sciences in agriculture. Presentation of the ESS climate survey helped frame the discussion regarding inclusion of human dimensions in climate science. Volunteers are working on the following actions from the March 26 meeting: 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.

Evaluation Form

Excellence in Multistate Research Award

Issue, problem or situation addressed (5 points)

Objectives (5 points)

Outputs or the project's products and deliverables (10 points)

Qualitative and quantitative descriptions of social, economic, ecological, and(or)environmental
Short-term outcomes, description of how the project has created awareness (5 points)

Medium-term outcomes, description of how the project has changed behavior (5 points)

Long-term outcomes, description of how the project has changed condition (5 points)

Impacts, description of the direct, indirect, and/or anticipated global benefits and/or how society and the world is better off (~~15 points~~) (10 points)

Added-value and synergistic activities across mission areas (~~30 points~~)

Multi-disciplinary activities (10 points)

Multi-functional integrated activities (10 points)

Additional partnerships, associations or collaborations (10 points)

Emphasize what the committee did together that would not have been accomplished with individual work (10 points)

Evidence of multi-institutional and leveraged funding with examples of sources (~~15 points~~) (10 points)

Participating institutions and units on page 4 only (5 points)

Agenda Brief: Diversity Catalyst Committee (DCC)

Date: July 20, 2021

Presenter: Henry Fadamiro (Chair)

1. **Committee Membership** (as of July 20, 2021): See [ESCOP Committee Diversity Catalyst Committee \(DCC\)](#)
2. **Meetings:**
 - The DCC met via teleconference on March 16, 2021.
 - The DCC met via teleconference on April 20, 2021.
 - The DCC met via teleconference on May 26, 2021.
 - The DCC met via teleconference on June 15, 2021.
3. **Accomplishments/Upcoming Plans:**
 - On March 29, 2020 the DCC suggested to the Chairs of the National Impact Database Committee (Karla Trautman and Steve Loring; [Land Grant Impacts Database](#)) that Diversity and Inclusion be made an “Area of Impact” or a tag to be associated with an impact statement. The DCC envisioned this strategy as a means to profile high impact programs that are using best practices to promote diversity and inclusion.
 - The DCC evaluated the nominees for the National Experiment Station Section Diversity and Inclusion Award. This year, for the first time, the DCC will be recognizing an individual and a group during the awards luncheon at the ESS Meeting on September 29.
 - The DCC submitted to the USDA on July 15, a brief statement on barriers to USDA/NIFA programs (see attachments).
 - The DCC has written a “Call to Action” that will be presented to ESCOP during the Joint COPS on July 20. (See Action Requested below.) This is a follow-up item to the report from the ESS Meeting Opening Session, [Inclusive Excellence: Systematic Approaches to System Change Summary Report](#) (also included in the Call to Action).
4. **Action Requested:** Consideration and adoption of the “DCC Call to Action 2020_2021 v7.” All other items are for information only.
5. **Attachments:**
 - a. DCC Call to Action 2020_2021 v7
 - b. Diversity Catalyst Committee input to the USDA: July 15, 2021

Diversity Catalyst Committee (DCC)

Call to Action 2021

Land-grant institutions and the Experiment Station Section have a duty to understand how they have benefitted from racial injustice 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 commit to an active anti-racist agenda in all aspects of our work.

Background:

During the annual 2020 Experiment Station Section meeting, the opening session was dedicated to “inclusive excellence.” From that session, the attached summary report was written¹. During the opening work session, the Experiment Station Section directors identified four diversity challenge areas and discussed potential actions to address those challenges. These are listed in the report. Prior to and coincident with the ESS meeting, 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. During his leadership term, ESCOP Chair, Moses Kairo declared that the first of the Chair’s Initiatives was: Fully integrate Diversity, Equity and Inclusion as an essential component of all our programs. Last, the Diversity in Research Leadership Task Force, the predecessor to the DCC, recommended strategies to broaden the diversity of leaders holding research administrative positions. Many of the suggestions made by that task force are reiterated here. It is to these ends that the DCC shares the following reflections and recommendations.

Diversity and Inclusion Challenge Areas:

The Experiment Station Section Directors identified four diversity and inclusion challenge areas. These included:

- Recruiting and retaining a diverse workforce: developing a pipeline to support inclusive excellence.
- Strengthening partnerships among the 1862/1890/1994 institutions.
- Addressing funding challenges/disparities across the three LGU systems.
- Reaching/working with underserved populations.

Call to Action:

The DCC issues a Call to Action to engage all directors. Of the challenge areas listed above, the DCC asks you to identify a challenge that you intend to address in the upcoming year and use the following questions to guide your 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?

¹ The summary report was written by Woody Hughes, Jr., Brian Raison and Rachel Welborn.

- 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 university?

DCC Actions:

The DCC will periodically ask each director what they've undertaken. The DCC will work with NIFA to profile exemplary actions of the directors. The DCC will seek directors to share what they've done in a series of best practice sessions. The DCC will encourage submission of nominations for Diversity and Inclusion Award winners and celebrate your accomplishments.

Inclusive Excellence: Systematic Approaches to System Change

September 28, 2020 Opening Session to the 2020 ESS/AES/ARD Annual Meeting
Summary Report

Session Objectives – Participants will:

- Explore how inclusive excellence can strengthen existing Experiment Station efforts.
- Engage in a series of conversations that will identify obstacles to affect inclusive excellence and strategies to overcome the obstacles.
- Be challenged to implement at least three actionable steps that lead to inclusive excellence at their home institutions.

If we do wonders with one set of eyes, imagine seeing the world from various other set of eyes.

~Session Participant

Survey Highlights

In a survey to ESS members prior to this session, several assets as well as challenges to inclusive excellence were identified. During this session, participants explored potential strategies to leverage assets to address the four top challenges identified. The section that follows documents potential strategies to address these issues:

1. Recruiting and retaining a diverse workforce; developing a pipeline to support inclusive excellence
2. Strengthening partnerships among 1862/1890/1994 institutions
3. Addressing funding challenges/disparities across the three LGU systems
4. Reaching/working with underserved populations

Call to Action

This report serves as a summary of thoughtful input on what ESS could do in order to vastly impact Inclusive Excellence. The charge to the reader is this:

How will this input be translated into CONCRETE ACTION that will have the greatest positive impact in Inclusive Excellence in 5-10 years?

In a changing world, a diversity of ideas will better help us find solutions to new problems that are not predictable with past understanding.

~Session Participant

Strategies for Addressing Top Challenges

Recruiting and Retaining a Diverse Workforce; Developing a Pipeline to Support Inclusive Excellence

- **Internships**
 - Targeted internships
 - Internships leading to permanent positions at slightly better the entry-level salaries (e.g., incentive)
 - Reserve internships for minority serving inst.
- **Mentorships - strong peer-to-peer mentorship for underrepresented groups**
- **Pipeline development**
 - Industry pipeline program (industry scholarships/internship opportunities)
 - Grow the diverse workforce that you want to see by grooming students from freshman through graduate school for those w/ graduate programs
 - Use capacity funds to recruit diverse graduate students (will end up as faculty hopefully)
 - Postdoctoral programs to bridge to faculty
 - Work with your institutions MANRRS groups as a pipeline for employees
<https://www.manrrs.org/>
 - Develop a program from diversity scholarships in undergrad and grad.
- **Training**
 - Training own diversity PhD students
 - Identifying unconscious or systematic biases currently causing attrition within the pipeline
- **Start with youth development**
 - Start early with 4H in creating the foundation for a diverse workforce
 - Change the perspective of high school students about what Agriculture is, most of the best talent is going to a pre-med pathway
 - Campus experiences for 3rd graders from URMs
 - Target students in 7-12 for scholarships in Ag programs to build the pipeline
- **Exchange programs/shared programs/cross training/collaboration**
 - Graduate student swap between 1862s, 1890s, 1994, like a clinical rotation, for a semester research project.
 - Develop summer experiential exchanges for students between the LGU system
 - Student opportunities to exchange across campus
 - Create regional research exchange programs to provide greater experience for grad students and post docs
 - Station scientists from other organizations at our experiment stations

- Cross training of students from diverse institutions - summer internships at diverse locations - all institutions involved
- Dual degrees from more than one institution/program
- Providing learning opportunities to each other's students within a region.
- Multiyear faculty exchanges across institutions
- Develop bridge research programs with 3 LG types
- **Incentivize - Incentives for minority faculty and students**
- **Identify successful examples**
- **Examine/reshape recruitment and hiring practices**
 - Aggressive search locally and internationally
 - Reduce the number of non-essential required qualifications in job ads
 - Improve recruitment strategies.
 - Strengthen hiring practices
 - Strong start up packages
 - Reactive and proactive work environment- vetting in hiring for sensitivity
 - Train all personnel involved in any aspect of hiring training in recruiting and retaining a diverse workforce
 - Dedicated funding to assist in hiring diverse faculty.
- **Collaboration**
 - Shadow AES/ARD Directors and get them to regional/national meetings
 - Encourage and build through regular monthly/weekly meetings with Admin
 - Build Regional strategic relationships with 1890s and 1994's to do target hires at faculty or staff
 - Joint travel to relevant sites
 - Change the climate so that different people with different life experiences can feel at home

Strengthening Partnerships among 1862/1890/1994 Institutions

- **Building relationships**
 - Physically visit other institutions
 - Faculty exchanges across the three LGU family members.
 - More face to face get-togethers with faculty working in related areas and administrators across these institutions
 - Effective partnerships begin with building strong relationships!
 - Regular collaborative sessions
 - Faculty "internships" or mini sabbaticals at institutions of different land grant groups
 - Virtual exchanges
 - University alliance formation among 2-3 other university partners
 - Reach out to one of each institution type different from your own and invite to 1) a meeting, 2) a research proposal.
 - specialty listing
 - Names of 1862/1890/1994s into a hat and matchmake to outcomes and/or speed dating.
 - Partnership building grantsmanship workshops
 - Create shared appointments within and across states that have scientists from both institutions at each of the universities
 - Hold meetings at more affordable locations for larger participation or meet at an 1890 or 1994 institution's campus for major meetings.
- **Target collaboration on issues**
 - Targeted meetings focused on joint challenges or common stakeholders
 - Link common interests at grass roots level, not admin.
 - Organize mixed research teams around a given area and provide funds
 - Targeted special collaborative initiatives
 - Think tanks that will connect researchers/expertise with targeted outcomes
 - Identify common goals.
 - Develop statewide or regional joint research programs to include all types of institutions
 - Collaborative projects
- **Funding/grants**
 - Dedicated competitive funding
 - Seed grants to form or strengthen teams between 1862/1890/1994 institutions and facilitation of these partnerships
 - Fund cooperative projects with faculty at other LGU types
 - Create grants in AFRI, NSF, NIH, etc. that requires partnerships with 90 and 94
 - RFAs that require or at least favor collaborations among LGUs

- Funding that not only rewards diverse granting participants, but also highlights different cultural perspectives in presenting research results
- Expand Hatch Multistate type funding to 1890 and 1994 institutions
- National funding programs requiring programs that include all partners
- Dedicated funding for collaborative projects for mixed research teams
- Require collaborations across institutions for more grant sources.
- Shared grants requiring multiple diverse land grant institutions.
- USDA-funded graduate student and post-doc exchange programs
- Financial Benefit should go primarily to the 1890 and 1994 partners, 1862 faculty should be rewarded internally from the effort and time.
- Dedicated competitive 1890 funding for the 1890 LGUs, and dedicated competitive 1994 funding for the 1994 LGUs that is separate from new and existing dedicated competitive funding for all LGUs
- **Expand leadership opportunities**
 - Invite 1890's and 1994's to lead on projects and not just follow
 - Provide funding to 1890s & 1994s to lead the strengthening partnership efforts
 - Allow 1890's to lead programs with 1862s as participants
 - 1890/1994 lead interdisciplinary proposals
 - Due to external funding having a long history of moving extraordinarily slow at some 1890 LGUs, in some instances, take that into consideration when determining which institution will be responsible for managing external financial resources as it relates to 1890/1994/1862 collaborative partnerships
- **Strengthen multi-state opportunities**
 - Create a program that allows for more participation from the 1890s and 1994s in Multistate projects
 - Take better advantage of multistate opportunities
 - Collaborations are personal - invest in more involvement of 1890/1994 in multistate research projects
 - Multistate research projects / research teams
 - Joint multi-disciplinary research initiatives
 - Joint research and extension programming
 - Encourage faculty to include project partners from these universities
- **Cross institution pipeline development**
 - Joint degree programs and grant program collaborations
 - Automatic adjunct faculty appointments with institutions within each state
 - Building partnerships around recruitment of faculty and staff for 1862, 1890 and 1994
 - Share facilities, human and other resources
 - Co-advise students

Addressing Funding Challenges/Disparities across the Three LGU Systems

- **Join together/ collaborate (3) for significant request for all ag research**
 - Joint programs/research projects
 - Collective pipeline directed to UG and MS programs at 1890/1994 institutions leading to PhD program at 1862 so all institutions benefit at their strengths.
 - Collaborate to be unified and make a concerted effort on behalf of all.
 - merge the different institution types to reduce segregation in higher education
 - true long-term partnerships. not one-time funding that encourages last minutes request.
- **Collaborative grant development**
 - public private partnerships
 - grant and project cooperation across 1890/1862/1994
 - Shared grants across diverse institutions with equal sharing of resources.
 - Designated pools of funding (collaborations)
 - develop funding opportunities targeted specifically to joint submissions from the 3 LGU systems focused on developing solutions to meet global challenges
 - Commit to submitting a proposal with at least one other institution AND commit to allowing the minority-serving institution to be the host of the project.
 - set asides in OREI, SCRI and other competitive funding opportunities
 - Partnerships between institutions strengthen research grant applications!
 - funding opportunities that require meaningful roles/budgets for all 3 LGU
 - national initiative stimulating ag research to the level of NIH; all LGU benefit
 - Collaboratively developed research proposals
 - partner across LGU systems to find grants together and foundation support
 - Joint projects/grant programs that require participants from more than one land-grant category: 1862 + 1890 + 1994
 - develop joint grantsmanship workshops and proposal development activities, preferably with accompanying seed funding committed from the institutions
 - build extra power in grants including commodities for partnerships
 - grant subcontracting
 - meaningful participation of 1890s and 1994s with the 1862s, not as add-ons
 - collaborative grants with dedicated funding and long-term partnerships
- **United approach to funding/advocacy**
 - Joint advocacy for more funding
 - All land-grant Universities advocate for equitable funding at the federal level
 - 1890's and 1994's need to have the fully funded match just as the 1862's do.
 - Do the state-based work to ensure equitable match availability
 - Focus on increasing 1890 and 1994 \$ BEFORE 1862 after IDing the goal that works.
 - Joint lobbying to minimize competition amongst institutions

- work with state legislatures and Congress to highlight the benefits of leveraging resources across systems
- Better aligned requests to Congress
- Joint efforts in seeking state matching funding.
- Join forces for advocacy as ONE
- Advocacy for funding increases of underfunded programs
- Willingness of 1862 institutions to equitably share increases in funding (based on need) with 1890 and 1994 institutions
- Expand advocacy efforts
- Expand Capacity Funds - and have student and faculty demographics as part of the formula for allocating dollars
- Local and state representation, federal reps in the corner as well- part of this also means a diverse representation to represent a diverse constituency
- **Share resources**
 - Share AES research stations which some lack.
 - willingness to share resources
 - Share resources
 - Pooling internal funding across different institutions
 - Create opportunities for leveraging

Reaching/Working with Underserved Populations

- **Listen and identify needs first; develop true long-term partnerships**
 - Include multiple members of those populations in advisory groups to set priorities.
 - Collaborate on research projects addressing underserved populations to include a needs assessment.
 - intentional outreach and inclusion in advisory groups
 - match making process to identify underserved populations and their needs, then facilitation process to make connections with LGU that have resources and want to assist
 - Use/revise/enhance/change frameworks to engage underserved populations
 - Firstly, define and identify the populations
 - Working with advocacy groups for underserved populations to identify needs
 - Engage the stakeholders directly in setting the research and outreach agenda
 - Get out more and find stakeholders and address their concerns
 - ID some problems and then sign up to do
 - listen first and be there for long haul.
 - Show genuine interest
 - listen to needs, and create intentional collaborations with clear measures of accountability
 - Underserved populations aren't always overlooked, but not considered in the plan. Be interesting and try hard. Nobody wants to partner with you if you are boring and not in tune with culture!
 - Listen carefully to what your target population says is important to them.
 - identify shared issues (e.g., use of public lands)
 - shared stakeholder communication activities- both to gather input into our programs and delivery of results
 - Include underserved perspectives in interpretation of research results and sharing those perspectives as a way to enhance conversations and include diverse audiences.
 - targeted programs in the poorest counties in each state/ long-term and intentional
- **Understand, respect and build on the strengths of each other**
 - Working with underserved populations with limited resources is what 1890's and 1994's do well. This is a case where 1890s/1994's could lead the conversation
 - Partner with the experts, Extension, especially 1890 Extension
 - Partner with 1862s, 1890s, and 1994s to deliver instructional and research programs in underserved areas/populations
 - Increased collaborations
 - Use Extension partners to reach out across state/region/nation
 - Build on linkages that have already been established

- collaboration with institutions that focus on underserved populations
- identify the best communicators - then build the team who has the scientific expertise to solve issues
- **Strengthen understanding/training around working with underserved audiences**
 - Special training for reaching the underserved
 - Build a greater understanding to learn how to become more effective.
 - reach out to NGOs and other non-university entities (e.g. advocacy groups) to learn best practices in how they engage underserved populations
- **Grow the pipeline of students and faculty from underserved groups**
 - Dual and joint graduate degrees across all LGUs
 - Provide internships for underserved populations.
 - scholarships
 - Summer camps/interns/faculty sabbaticals for underserved groups
 - recruiting employees/students from the targeted underserved population
 - Create shared internships to focus on this area
 - Create programs and funding for teachers in target schools to develop familiarity. Match the faculty to the population
 - Student exchanges/mentoring across diverse institutions.
 - scholarships/ internships - multi-year commitments
 - Hire faculty with this as a major job expectation and hold them to this through T&P process. or create an endowed chair with this expectation
 - Student internships that target underrepresented groups within the state and region - do this as a regional/joint activity rotating across universities or joint effort
 - employing a diverse faculty and staff
- **Purposeful inclusion/ prioritization**
 - Make it a priority, rather than an afterthought.
 - Field days that facilitate bringing in underserved populations
 - Increase the focus on urban populations, food islands, linkage of food with health outcomes.
 - Community service/open classes and community events, schools
 - Better funding for these types of programs

Addendum: Participants provided other rich content to the session through a series of related discussion prompts. These are included below for reference.

Discussion Prompt: How would we (ESS) be better if we truly worked under a banner of Inclusive Excellence?

- Then we will value the opinion of others who train of thought is not of the same cannon (our view), from a traditional way
- ESS would produce more innovative programs and products and of more practical value to a larger number of people in our communities
- We will be able to more freely share our resources and truly bring 1862, 1890, and 1894 institutions together.
- Working under a banner of Inclusive Excellence would yield broader perspectives on existing issues.
- We would be better equipped to approach problems (both internal to the university and external) in more meaningful ways, and ultimately provide solutions that are more robust.
- We need to ask our advisory groups, stakeholder groups, and commodity support groups to better embrace DEI as a relevant system of increasing market share and consumer support.
- build more trust and confidence among ourselves
- Bring a broader set of experiences that would challenge our assumptions of “the way” to solve or approach issues
- also a better set of outcomes for our students and adult learners
- Fresh, more efficient processes across the board that don't follow, "We do it this way because it's how we've always done it."
- It would help to enhance inter-institutional cooperativity
- If we embrace inclusive excellence, we would expand both the diversity of ideas in addressing research questions while also expanding our potential impact.
- reach more people more effectively
- Inclusion of different viewpoints and experiences can spark innovation.
- All voices would be heard and valued, leading to a better working climate, increased productivity, and innovation.
- Examples of best practices or new programs that work at other institutions that could be modeled at our institutions
- Through IE, we would be able to more effectively engage stakeholders whose
- Research questions and answers that address the needs - limitations of all those who live in our borders to ensure safe, food, feed, and fiber
- If we do wonders with one set of eyes, imagine seeing the world from various other set of eyes.
- Reach a broader audience
- It would change the perspectives we all harbor, to open minds to see problems more broadly.

- Chance to hear perspectives you might not consider, or might have misconstrued, and learn issues that are outside your normal thinking.
- Richer experience for all involved.
- Diverse world experiences bring very different ideas on how to approach a problem — both research challenges and institutional challenges.
- We will be able to more freely share our resources and truly bring 1862, 1890, and 1994 institutions together.
- Broadened perspectives and horizons.
- In a changing world, a diversity of ideas will better help us find solutions to new problems that are not predictable with past understanding.
- Provide more role models and motivation to strive for leadership positions for marginalized people.
- Problems which ESS aims to address and respond to impact a diverse group, answering these challenges will require a diverse team
- Inclusive Excellence would provide for stronger, more meaningful and impactful multi-disciplinary and multi-institutional collaborations: leveraging of resources.
- Empowering and welcoming a diverse community of scholars will improve the quality of everything we do, from teaching to the quality of our research questions and solutions.
- Being inclusive doesn't just make us better, it makes us relevant to more people.

Discussion Prompt: What is ONE THING I could change or do this year that would have the greatest positive impact in Inclusive Excellence in 5-10 years?

- Reach out to other institutions that we have not connected with as yet.
- Work on regional strategies with Alton Thompson and ARD Directors
- I will reach out to 1890s and 1994s to recruit my graduate students.
- Network with people who are not just like me. Build my circle with people outside my box.
- Intentional communication and engagement.
- support shared internships
- Focus on audience when developing materials to report data
- be proactive in reaching out to other groups
- Hire faculty members of color and support them with quality start-up packages.
- Incentivize my faculty to collaborate with 1890 universities on research projects
- Be strategic and intentional about inclusivity
- Recruit faculty from 1890 and 1994
- collaborate with 1890s on internships in agriculture fields
- Try to carve out seed funding for new collaborative efforts between our faculty (1862) with 1890 or 1994 partners
- Try to institutionalize the concept of inclusive excellence with faculty and administration and establish a pilot program to foster interactions between ESS 1862 and 1890s.

- I think my "one new idea" is also the answer for this one: Building an advisory committee that will better connect communicators from 1862, 1890 and 1994 institutions so we can benefit from their input and they can benefit from learning about each other, their audiences and their cultures.
- Establish meaningful relationships with other institutional members of the LGU family.
- Reach out to build trust with 1994 institutions
- Helping others (students, high school teachers, Madea, etc.) to understand all that "Agriculture" is. That is the best way to recruit and will lead to positive change in the years to come. [Madea--the person who is raising those students who should major in agriculture, but because of the view of agriculture, these students are majoring in other areas.]
- Facilitate meaningful conversations among minority and majority students for deeper understanding of challenges and opportunities of DEI
- This has been an amazing thinking and reflecting time. THANK YOU!
- Our 1862 HSI has some of the same challenges that our 1890 and 1994 institutions are facing, so I will seek ways to collaborate at a higher level.

Discussion Prompt: What are 2-3 action steps I could take in the next 30 days to advance toward this ONE THING?

- Identify funding opportunities to enable these interactions and collaborations to become a reality.
- I sure would love to think through how the SRDC could help with these ideas.
- Agriculture can be so much more than its historical image, data sciences, gene editing, innovation and entrepreneurship, we need to embrace those traits
- Plan for seed funding for collaboration with 1890 universities
- Talking to everyone I meet about agriculture:
- Flip the narrative that education is the pathway away from Agriculture.
- Pick up the phone and start networking!
- Establish a regular monthly meeting with my counterparts in 1890 and 1994 universities.
- Target faculty from 1890 and 1994 to participate in AFRI grants
- I love the emphasis on conversation...that's where it starts!
- As was mentioned earlier, I will work with Gary Thompson to plan and implement joint programs, proposals with ARD and the Southern region

Respectfully submitted by:

- *Woody Hughes, Jr., Fort Valley State University*
- *Brian Raison, The Ohio State University*
- *Rachel Welborn, Southern Rural Development Center*

Diversity Catalyst Committee input to the USDA: July 15, 2021

Diversity, equity and inclusion: 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, we strongly support removal of barriers to USDA programs with specific reference to grant funding programs offered the National Institute for Food and Agriculture (NIFA). Barriers that we've identified include mandatory, non-federal matching funds for competitive grant programs. This is a strong disincentive for application by many universities and frequently a non-starter for small 1862 institutions, 1890 institutions and 1994 institutions. We strongly implore the USDA and 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. We also encourage NIFA and the USDA to systematically address diversity and carefully consider how diversity and inclusion requirements are built into RFAs. Those rubrics need to be clear, observable and measurable, not parenthetical statements. Last, we ask that the USDA and NIFA in particular, to share how input is used in the aftermath of a listening sessions. The lack of feedback is a disincentive to future participation. Have all voices been heard and how has the input been used?

2021 EXPERIMENT STATION SECTION MEETING

[WEBSITE](#)



**SEPTEMBER 27-
SEPTEMBER 30, 2021**

Olympic Valley, CA 96146

2021 ESS FALL MEETING

LODGING



Discounted room rates available until 8/26/2021.

[**Book Now**](#)

SV* ALPINE MEADOWS

**A name change is under consideration by the resort*

Olympic Valley, CA 96146

Welcome 2021 Experiment Station Section guests! Book your entire stay online or by calling the contact center at 1-800403-0206.



The nearest airport is Reno-Tahoe International Airport (RNO), located 47 miles from the Resort.



Shuttle services available. Click link below for timing, pricing and to book.

[**Shuttle Info**](#)

TOPICS



THEME: DISRUPTIVE INNOVATION

- Emerging from the Pandemic-Innovations Necessary to Sustain Higher Education
- No-Boundary Thinking and the Use of Transdisciplinary, Diverse Teams
- Agricultural Research is the Solution to Climate Change
- Leadership in Diversity and Inclusion

Please be aware that topics may change, more information to come.

HIGHLIGHTS



Tram Ride and Dinner at [High Camp](#)



[Tahoe Gal](#) Luncheon (optional)