

ESCOP Chair's Advisory Committee
 Teleconference Notes
 January 24, 2011 4:00 pm EDT

Participants:

Arlen Leholm – NCRA
 Eric Young – SAAESD
 Clarence Watson – ESCOP Past Chair
 Gerald Arkin – Communications and Marketing
 Com. Chair
 Mike Harrington – WAAESD
 Steve Pueppke – Committee on Legislation and
 Policy Representative
 Steve Slack – Budget & Legislative Committee
 Chair
 Bill Ravlin – Science & Tech. Com. Chair

Orlando McMeans - ESCOP Chair
 Mark McLellan - BAA/PBD Representative
 Carolyn Brooks – ESCOP Exec. Vice-Chair,
 ARD
 Ralph Cavalieri – NRSP Review Committee
 Chair
 Fred Hutchison - Cornerstone
 Hunt Shipman – Cornerstone
 Ian Maw – APLU
 Jim Richards – Cornerstone
 Lee Sommers – ESCOP Chair-Elect

Action Items:

Who	Action	Status
Eric Young	Will get ESCOP germplasm policy archived on ESCOP website and removed from NRCS website	
Arlen	Ask Robin Sheppard to keep Orlando abreast of what's happening on the 406 Committee	done

Minutes of December 15, 2010 were approved. Agenda item was added concerning old ESCOP Plant Materials Release Policy.

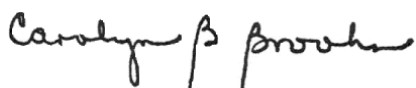
1. **Report from the Chair** – Orlando indicated he felt an obligation to at least be knowledgeable about what is happening with the ECOP-led committee on 406 and Arlen said he would ask Robin Sheppard to get Orlando updates. To date the REE Roadmap had not been received for review by Steve Slack, Mark McLellan and Orlando. Ian Maw indicated that he had heard back from Dr. Cathy Woteki who said the document had been completed but had to clear some internal hurdles before being released. She expects the new release date for the ESCOP reviewers would be mid February. She also suggested that a meeting might be advantageous so that the system's leaders could discuss the document with her.
2. **The 2011 ESS/SAES/ARD Meeting and Workshop** – The meeting will take place in the historic Stanley Hotel in Estes Park, September 26 – 29th. Lee and Mike are still working with conference services but the info should be ready for posting by the first of March. Rates are lowered to \$209 for rooms/night. It was noted that there is a conflict of this September meeting with the meeting of the Am. Society for Hort. Science which will be meeting in Waikoloa, Hawaii from Sept. 25-28, 2011.
3. Clarence and Eric informed the group about an ESCOP policy on germplasm release posted on the NRCS website. The policy was originally written in 1954 and revised in 1988. NRCS thinks it is an active ESCOP policy. The question from Eric was – should the policy be reviewed and updated or simply archived on the ESCOP website. Mark felt it is not a serviceable document since the universities are all independent and have their own policies. Clarence said it is a philosophical document, not a binding one. Lee said that there is no advantage to updating a policy that is not binding. Result: Eric will see that it is archived on the ESCOP website and ask NRCS (with appropriate contacts provided by Clarence and Ernie Minton) to remove it from their website.

4. **BAC Report** – Hunt indicated that the Senate is not making much progress on finishing FY2011. The House will formalize its committee membership this week and make decisions about FY11. Cornerstone will see the President’s State of the Union Address before his speech, but it is out that the President wants more money for research (not known if that includes Ag. research). It is expected that the President’s budget will be released on February 14,th then work will start on both FY2011 and FY2012. Jim Richards and Scott Angle have been to meet with Jack Kingston. The Rollback impact statements have come in except for about 10 from the 1862s. The BAC still plans a message that will be simple and concise, especially to discourage rollbacks to the 2008 levels. BAC will meet in D.C. on Feb. 9 – 10th.
5. **Update from the CLP** – They will meet after the BAC on the 10th and the 11th of February in D.C.
6. **The ESCOP Science Roadmap** – Bill Ravlin reported that the roadmap has been released electronically with an appropriately wide distribution. About 200 hard copies will be printed and distributed. The Communications and Marketing Committee, Cornerstone and Podesta (Hunt and J. Scofield) will work with the Science & Technology Committee to develop a strategic approach to marketing the Roadmap. The committee is having discussions about the system’s IPM Centers. While the centers are valued, discussions about their future have been fragmented and so a teleconference is being considered to include Center directors. S. Slack suggested that an IPM proposal be written for NRSP and have those individuals appropriate for this discussion to be included on the call(s). Arlen indicated that he had spoken to Dan and learned that the NRSP reviews on IPM projects are not very good. Bill said the committee would keep working to pull the right people together to get some strategic thinking done. Orlando expressed his appreciation to the committee for its excellent work, especially getting the Roadmap up and out.
7. **Communications and Marketing Update** – Jerry indicated that the next conference call of the committee would be January 27th. Discussions would include how to use the Roadmap as a marketing tool. There would also be another meeting of the committee at the AHS/ CARET meeting. Arlen reported that Podesta continues to strategically place op-ed pieces. They are now trying to get these write-ups from commercial firm CEOs who value land-grant universities as they help with products and job growth. The choices of the firms must be politically correct.
8. **February ESCOP meeting** – Carolyn asked about whether there would be any special presentations for the ESCOP meeting in March. There being none, the agenda will be developed as they were in the past with more input from the EDs, but there would be some discussion about the ECOP – ESCOP Partnership Committee led by Arlen and Eric.
9. ECOP is leading the committee relating to the 406 Integrated Programs issues. There is ESCOP participation however. Since the 406 lines were not supported in the President's budget in FY2011, the working group is tasked with making recommendations concerning the reauthorization of the Integrated Programs in the FY12 Farm Bill. At this time the working group is exploring three options to preserve the Integrated Programs including:
 1. Retain 406 and modify its intent, structure and purpose.
 2. Utilize Multistate Regional Committees for support and leadership of the 406 programs.
 3. Merge 406 into Smith/Lever 3(d)

Some more discussion on this will take place during the upcoming water conference (1/31 – 2/1). Feedback from the CAC is to consider using some “off the top” funds, an acceptable practice for ESCOP but not a favorable one for ECOP.

Meeting was adjourned at 5:00 PM. Next call: March 28th at 4 PM. (712-432-0080; access code 772879#)

Respectfully Submitted,



ESCOP Chair's Advisory Committee
 Teleconference Notes
 March 28, 2011 4:00 pm EDT

Participants:

Arlen Leholm – NCRA	Carolyn Brooks – ESCOP Exec. Vice-Chair, ARD
Eric Young – SAAESD	Hunt Shipman – Cornerstone
Clarence Watson – ESCOP Past Chair	Jim Richards – Cornerstone
Steve Slack – Budget & Legislative Com. Chair	Dan Rossi – NERA
Bill Ravlin – Science & Tech. Com. Chair	
Orlando McMeans - ESCOP Chair	

Action Items:

Who	Action	Status
EDs	Continue to work together to acquire responses from the regions related to the REE Roadmap	
Carolyn and Orlando	Get appropriate letters of invitation out for the 2011 ESS/SAES/ARD meeting; contact Lee and Mike accordingly.	done

Minutes of January 24, 2011 and the Agenda for the March conference call were approved.

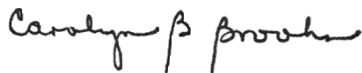
1. **Communications and Marketing Report** - Arlen Leholm reported that the committee had unanimously approved the social media marketing strategy as proposed, and as a goal, will work to ensure the messages are well crafted. More details had been outlined in the last ESCOP Agenda Brief, but implementation mechanisms of this new strategy are still being developed. When this ‘social media marketing’ was discussed at the recent PBD’s meeting, the ECOP representative, Scott Reed asked if this strategy would integrate ESCOP and ECOP. He recommended that the C&M Committee might benefit from having representation from the ECOP marketing committee. Arlen reminded all that this had already been recommended as was seen in the agenda brief: “To help with consistent messaging, the ESCOP C&M Committee will invite two Extension Directors to join the Committee as liaisons.”
2. **Input on the REE Roadmap** – Steve Slack referenced the cross-walking attempts that both he and Mike Harrington had initiated in which they both compared the REE Roadmap and the ESCOP Roadmap as a way to facilitate getting input from the five regions. He sought input from the B&L Committee and has received no responses as yet. Dan Rossi solicited input at a NERA meeting. Eric Young will have the roadmap comparisons done at his next regional meeting which includes Extension. The regions may have varying ways of obtaining input, but there was general agreement that looking for gaps, noting congruencies, and hearing from the regions about research needs that should be requested as additions to the REE document are areas that should be focused on for input. The EDs will continue to communicate with one another on this and be ready to share what they have learned from their regions at the NMCC meeting in April.
3. **Policy Board of Directors Meeting** - Eric reported that AHS has asked the BAC and the CLP to initiate discussions on reducing the lines advocated for increases to one. (Capacity lines would be merged into one and use a formula to determine how increases would be distributed.) Clarity from AHS on how this is expected to take place without causing friction among the ‘family’ was suggested as needed. Eric reminded the group that all that is asked at this time is that discussions on how this could work was all that has been requested. Additionally, at the meeting it was learned that APLU is

trying to restructure the annual meeting to reduce the complexity of the scheduling and to have more shared programming so people can move around more easily.

4. **BAC Report** – Hunt Shipman and Jim Richards informed the group that Congress has initiated another short term CR that goes until April 8th. However, unlike the last CR, the earmarks of \$134M were removed from NIFA and ARS. Therefore, it will now be very difficult to get that money back as was hoped, in other words, there are no longer funds for earmarks in the latest CR that could have been converted to stay in NIFA. Congress is just returning from the break, so advocacy efforts will start to address what comes forth.
5. **CLP Report** - A deadline was given for CLP representatives to send in changes they wished to make on behalf of their sections. However the changes that were already made at the face-to-face meeting in February were not incorporated in the document sent out for review and revisions.
6. **The Science and Technology Committee Report** – Bill Ravlin reported that ESCOP approved \$4700 to complete the roadmap process. A limited printing of 150 copies of the roadmap should be ready this week. The committee is still deliberating on distribution of the hard copies, noting that all experiment stations should receive one hard copy. Dan Rossi reported that they are working on an Executive Summary that will be a little longer than the one pager developed by John Scofield, as different audiences/recipients may need more detail from an abbreviated document. Assistance for expanding the Executive summary for different needs will be acquired from Podesta, Cornerstone, the C&M Committee and others. Reminder – the Roadmap is already released electronically. ESCOP did not approve the request made by the 2008 Multistate Award winners to receive \$10,000 because they received their award before it was increased to \$15,000 and the first year that it was established (2008) the award was limited to travel expenses to the APLU meeting. The nominations are in for the next Excellence in Multistate Research Award and they will be reviewed by the Science and Tech Committee. The Committee will forward their recommendations to the ESCOP Executive Committee by May 21st.
7. Committee on 406 Integrated Programs – Nothing new to report.
8. ESCOP-ECOP Committee on Partnerships – Discussions will take place at the July Joint COPs meeting with ESCOP and ECOP meeting together to discuss how to work together better on unified priorities and to focus on developing joint work products.
9. **The 2011 ESS/SAES/ARD Meeting and Workshop** – No report but Carolyn and Orlando should get letters out to invite Drs. Beachy, Broussard and Knipling. Carolyn should also contact Lee Sommers and Mike Harrington to see who else they wish to have invited. Others may need to be sent letters of invitation by the ESCOP Chair once discussions about the ESS/SAES/ARD agenda is discussed during the April NMCC meeting.

The meeting was adjourned at 4:45 PM. Next call: April 25th at 4 PM. (712-432-0080; access code 772879#)

Respectfully Submitted,



ESCOP Chair's Advisory Committee
 Teleconference Notes
 May 2, 2011 4:00 pm EDT

Participants:

Arlen Leholm – NCRA	Carolyn Brooks – ESCOP Exec. Vice-Chair, ARD
Eric Young – SAAESD	Mike Harrington - WAAESD
Clarence Watson – ESCOP Past Chair	Jim Richards – Cornerstone
Steve Slack – Budget & Legislative Com. Chair	Dan Rossi – NERA
Ralph Cavalieri – NRSP Chair	
Orlando McMeans - ESCOP Chair	

Action Items:

Who	Action	Status
Eric and Carolyn	Compose and send email out to ESCOP Executive Committee asking them to vote on whether the travel expenses of the NAPB President should be paid so that she can attend the NPGCC meeting in Beltsville. MD	done
Dan and Orlando	Dan is to develop a one-pager relating to the establishment of a task force on the operational plans for the ESCOP Roadmap. Orlando is to officially appoint the members	
Arlen and Orlando	Seek input from ECOP to discern the feasibility of holding a joint ECOP-ESCOP meeting in Boston	

Minutes of March 28, 2011 and the Agenda for the May conference call were approved.

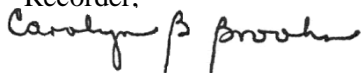
1. New developments – all were surprised to have learned of NIFA Director Roger Beachy’s resignation. However the personal reasons that Roger expressed for making this decision were completely understandable. The ESCOP chair has already tried to make contact with Chavonda Jacobs-Young who will be serving as Interim Director in order to initiate communication between her and the ESCOP leadership as soon as possible.
2. **BAC and B&L Reports** – Jim Richards reported that Congress has completed the FY2011 budget legislatively. The next BAC conference call will take place on May 3rd. There must be a quick “action alert” done following the BAC call because the deadline for members to submit programmatic requests to the Ag. Committee is Friday, May 13th. The House will be very active with the FY2012 budget during June and July and the Senate will proceed at a slower pace. In response to a question about the strategy of advocating for a single line, Jim responded that this would be a cleaner strategy and the system might be more receptive to the idea if appropriate wording could be put into the Farm Bill to make this appealing to the sections as a workable and fair strategy. In responding to a question about why some earmarks remain, Jim explained that they exist to be used for personnel costs on projects that will continue. Rural Development Centers were substantially cut and some ARS centers have been slated for closures. Steve Slack reported that the B&L committee supports holding to the 2011 budget amounts for Hatch, Evans-Allen and McIntire Stennis and supports the amount in the FY2012 President’s Budget for AFRI. The committee also suggested that in “TABLE 2. Other Critical NIFA Budget Lines” in the APLU discussion draft, rather than saying ‘other’ the wording should relate to maintaining or sustaining these budget lines.
3. **CLP** activity continues according to Jim Richards and the CLP will meet at the COPs’ meeting in Boston.
4. **REE Roadmap** – There will be a fly-in meeting in Minneapolis in which Cathy Woteki and the leadership of REE, a facilitator and selected CFERR representation (to include ESCOP current and previous officers, standing committee representatives and EDs) to respond to the REE Action Plan. This meeting is to take place

June 8-9th. System input has already been gathered. Ron Brown took leadership in compiling comments from the system, especially those from ECOP and one of the suggestions is to relate the importance of the land grant community in the REE goals. It was suggested that the B&L and the S&T committees review the plan again in order to give more feedback at the fly-in meeting.

5. **Request for Funding Travel** – Eric Young explained that the National Association of Plant Breeders (NAPB) has a large membership and represents a large part of the National Plant Germplasm System's domestic user group. For that reason, the National Plant Germplasm Coordinating Committee (NPGCC) would like to learn more about NAPB and discuss establishing a liaison relationship with that association. Therefore, Lee Sommers (NPGCC Chair) and Eric Young (ED support) have invited an officer of NAPB to meet with the NPGCC at their next meeting in Beltsville, MD this June. The incoming NAPB President, Rita Mumm (Univ of Illinois), has accepted their invitation, but does not have a source of travel funds that would allow her to attend the meeting. Therefore, Lee and Eric have asked ESCOP to help fund her travel (airfare & hotel) to the NPGCC meeting, which would cost approximately \$800. If a liaison from NAPB is appointed as a result of the discussions with Dr. Mumm, it would be understood that they would cover their own travel to subsequent NPGCC meetings. Action to be taken: email will be sent to the ESCOP Exec. Committee for a vote on whether to support Dr. Mumm's travel.
6. **PBD Report** – No meeting since last call. They will meet during the Joint COPs Meeting in Boston.
7. **The Science and Technology Committee Report** – Dan Rossi reported that the ESCOP Roadmap copies (150) have been printed for distribution. The next step is to develop strategies to make the plan operational. A task force was proposed to work on these plans to include the EDs, representation from the three ESCOP standing Committees, and possibly a few others. The task force would focus on how to market the roadmap, how to use it in budget planning and in the advocacy process. Dan Rossi will develop a one-pager to explain the charge of the task force and once it is deemed ready for circulation, Orlando McMeans will officially appoint the members of the task force. The recommendations of the task force will be presented at the ESS/SAES/ARD meeting in Estes Park in September.
8. **Communications and Marketing Committee Report** – Arlen Leholm reported that action is being taken to implement the social media marketing strategy as was approved by ESCOP. John Scofield will be moving to another firm and so firms more experienced in social media marketing have been pre-interviewed. On May 18th the C&M committee (some face-to-face, others by audio-visual) will interview two firms. The firm chosen to be the Podesta Firm replacement will make a presentation at the September ESS/SAES/ARD meeting. The firm will not only discuss its strategy but also explain the basics of social media marketing.
9. **Agendas for the Boston ESCOP and the ESS/SAES/ARD meetings** – the EDs will continue to fine tune the agendas and ask the CAC to review the drafts and provide suggestions and recommendations. Whether or not there will be an ECOP-ESCOP joint meeting in Boston depends on whether or not ECOP desires to have one. Arlen and Robin Sheppard are discussing whether or not one is needed and Orlando will make contact with the ECOP chair to get his take on whether or not there is need for one.
10. **2011 ESS/SAES/ARD** - Mike informed the group that the dinner program in Estes Park will be on Wednesday now, not Tuesday as was the previous plan.
11. **LEAD21** - Arlen Leholm was given strong praise for his yeoman efforts in settling the disruptiveness of the LEAD21 flagship leadership program. Dr. Rochelle Strickland will provide leadership for the program with assistance from the retired leader, Rob Williams. However the program has now been moved to the University of Minnesota. The ~\$170,000 deficit the program has incurred will be paid off with a five year loan from the PBD and the Board has also approved an audit of the program's financial activity and status. Arlen feels the program may even be on better footing now and was pleased to note that there are 79 participants in this year's class with more 1994 participation than ever before.

The meeting was adjourned at 5:00 PM. Next call: May 23rd at 4 PM. (712-432-0080; access code 772879#)

Recorder,



ESCOP Chair's Advisory Committee
 Teleconference Notes
 August 22, 2011 4:00 pm EDT

Participants:

Arlen Leholm – NCRA	Dan Rossi – NERA
Steve Slack – B & L Com. Chair	Mike Harrington - WAAESD
Carolyn Brooks – ESCOP Exec. Vice-Chair	Jim Richards – Cornerstone
Lee Sommers – ESCOP Chair-Elect	Dan Rossi – NERA
Eric Young - SAAESD	Steve Pueppke – CLP Rep.
Ralph Cavalieri - NRSP Com. Chair	Bill Ravlin – S&T Com. Chair

Action Items:

Who	Action	Status
EDs	Go after 100% submission of the one-page impacts as they relate to currently proposed budget cuts to NIFA capacity lines if they have not already been submitted from the states.	
Pueppke, Slack, Harrington, Sommers(lead)	CLP representatives are to report back to the CAC summarizing outcomes of the September meeting. Communication will begin with the SAES sections by Sept. 16 th to either get feedback to the CLP report or to prepare the directors better for the Estes Park deliberations.	
EDS	Nudge directors to fill out the Science Roadmap priorities survey if they have not already done so	

The meeting was called to order by the Vice Chair of ESCOP, Lee Sommers. No additional items were recommended to be placed on the agenda.

B&L and BAC Reports: Steve Slack indicated that the one-line funding discussion continues.

- EDs were reminded to nudge their regions to submit to Cornerstone the one-page impacts as they relate to currently proposed budget cuts if they have not already submitted them.
- There have been some regional calls to discuss the one-line funding strategy
- The suggestion of surveying regions, as ECOP has done, was not deemed advisable because there has not been sufficient direct communication and thorough explanations for those outside of the leadership committees.

CLP Report: Steve Pueppke indicated that communication has been lacking about the one-line funding concept and the expectation is to have this discussion at the next CLP meeting in D.C. (Sept. 7 – 8th).

- D.C. Coston, now interim President at Dickenson State University, will now serve as co-chair of the CLP with Wendy Wintersteen.
- The Southern AHS and CARET met and discussed the concept and there were concerns because some Congressional staffers had said they were hesitant about the concept because such a strategy would take away the ability of appropriators to put money where they wanted to put it. They also wanted more consideration to be given to the breakdown of competitive funds to capacity funds, i.e. 50:50 rather than 70:30.

- Jim Richards indicated that he too had heard the “tying hands of the appropriators” comments and said this would be resolved if there is a unified message behind the single-line concept, which would translate into saying – ‘In fact this strategy is indeed what your constituents want.’ Previously it was found that key staffers from the House liked the one-line strategy more than those on the Senate side. Jim’s fear is that the system can oftentimes be its own worst enemy and seem to be unwisely skeptical about pushing forward with something new. As for the ratio of 50:50 versus 70:30, the structure is close to 70:30 now. So ratios of even 60:40 could also be considered. Jim indicated that not only do the administration and OMB favor a higher % for competitive programs, the scientific communities favor that as well and we cannot ignore their potential robust lobbying efforts. Ralph spoke as a director and felt capacity funding should keep up with inflation but our major efforts should be getting more for competitive research and Lee felt that by focusing on competitive funding more, support that is broader than the system could be attracted. The sobering comment by Jim is that we need to get protection against the downslide instead of arguing about new money in this regression environment.
- Even though there must be time to explain the one-line funding concept, vet it, lay out specifics, triggers, etc., the timeline will need to take into account that proceedings on the Farm Bill may be on a fast track.
- At the CLP meeting in early September, recommendations and modifications will come from the sections. The representatives on the CLP will quickly summarize and relay this input received at the meeting so that the turn-around time for responses from ESCOP can be quickly obtained. Since there is the possibility that the budget process may expedite the Farm Bill process, Vernie, having heard the dispositions of the CLP sections can at least be writing the language for the Farm Bill. Changes can still be made and altered during a quick timeline; but there is no need to wait for back and forth responses from the sections before initiating the writing of the legislative language. Reminder: The PBD must make the final endorsement.
- The disposition of ESCOP, according to its meeting in Boston is **“ESCOP would support the one-line funding approach in principle with the caveat that endorsement of this strategy would require discussion at the September, 2011 ESS meeting so that full sectional input and deliberation can first be provided.”** However, because the Farm Bill may be on the fast track, Lee will lead an effort with assistance from Mike to share information that resulted from the CLP meeting within one week (by September 16th). This may result in the directors’ early responses to the recommendations/modifications/resulting consensus from the CLP meeting or at least prepare them better for the discussions that will ensue on this topic at the Estes Park meeting.

S&T Committee Report – Bill Ravlin reported that their current initiative is to work with the C&M committee and the Roadmap Task Force to use the Roadmap as a marketing tool. Kglobal is also charged to help extract important pieces of the Roadmap for concise marketing material. Kglobal is planning to meet with C&M staff at two representative institutions – Univ. of GA and Fort Valley State in order to educate themselves more about how to work with the land grants. Responses to the survey to assist with prioritizing the Roadmap have been less than desired and EDs are asked to see if more directors will submit the survey.

ESS/SAES/ARD 2011 Meeting – Lee reported that ~70 have registered. For those who can not stay for the entire program, partial registration fees are available. Lee and Mike will make a site visit to the Stanley Hotel soon.

The meeting was adjourned at 5:09 PM.

Recorder,

Carolyn B. Brooks