

## ESCOP Meeting Minutes

December 07, 2022, 4:00 pm – 5:00 pm

*In attendance:* **Matt Wilson (West Virginia-Chair), George Smith (Michigan State-Chair Elect), Chris Pritsos (Nevada, Reno-Past Chair), Rick Rhodes (NERA-Executive Vice-Chair), David Leibovitz (NERA-Coordinator and Recorder),** Alex Winter-Nelson, Alton Thompson, Anne Dorrance, Anton Bekkerman, Bernie Engel, Blair Siegfried, Bret Hess, Bridget Krieger, Calvin Keeler, Chris Davies, Christina Hamilton, Cindy Morley, Damona Doye, Diane Rowland, Doug Steele, Elizabeth Stulberg, Erica Mirich, Gary Thompson, Gregory Goins, Jean Francois Meullenet, Jeanette Thurston, Jennifer Tippetts, Joleen Hadrich, Jose Toledo, Katie Frazier, Laura Jolly, Lisa Townson, Margaret Smith, Martin Draper, Paula Agudelo, Scot Hulbert, Vernon Jones

### Introductions and opening comments

- The intent of the meeting was to provide updates to ESCOP, the executive committee of the Experiment Station Section, and an opportunity for the section to provide feedback to the ESS/ESCOP chair.
- **The meeting agenda was approved by voice vote.**

### ESS/ESCOP ballot results (ESS assessment, ESS budget, and ACE sponsorship proposal)

- An electronic ballot was circulated to ESS to vote on two questions as presented at the ESS business meeting on September 25, 2022, in Baltimore.
  - **The CY2023 ESS assessment referendum (\$100k for the section) was approved. (42-approve 2-reject; 2/3 majority required)**
  - **The CY2023 ESS Budget Proposal was approved. (40-approve, 4-reject; simple majority required)**

Proposed CY23 ESS Annual Budget	CY23 Proposed	CY22 Approved
<b>INCOME</b>		
Previous CY Carryover (estimate)	\$143,717	\$206,626
ESS Assessment	\$100,000	\$100,000
<b>TOTAL INCOME</b>	<b>\$243,717</b>	<b>\$306,626</b>
<b>EXPENSES</b>		
CMC (APLU Position and support)	\$0	\$100,000
Promotion (meeting travel, forum support)	\$10,000	\$10,000
Communications and Advocacy [New in CY22]	\$15,000	\$25,000
Diversity Catalyst (two awards, travel)	\$6,000	\$8,000
Training	\$15,000	\$18,000
Meeting Support (Joint COPs, ESS)	\$10,000	\$10,000
Website	\$1,000	\$1,000
National Impact Database (TAMU hosted)	\$12,500	\$12,500
National Impact Database Writing (travel)	\$5,000	\$5,000
NCFAR Membership	\$1,000	\$1,000
Printing (APLU, other)	\$4,000	\$10,000
NRSP Stakeholder (travel)	\$1,500	\$1,500
ESS Committee Meetings	\$5,000	\$4,999
AG-NGINE [New in CY23]	\$50,000	\$0
<b>TOTAL EXPENSES</b>	<b>\$136,000</b>	<b>\$206,999</b>
<b>PROJECTED BALANCE AT END OF CY</b>	<b>\$107,717</b>	<b>\$99,627</b>

- The Association for Communications Excellence (ACE) presented a proposal to ESCOP seeking a meeting sponsorship at \$5,000. This is a follow-up to ESS involvement at ACE in 2022; Rick Rhodes and Bret Hess gave a presentation at the meeting.
  - **The ESCOP Executive Committee reviewed and voted to approve the ACE proposal.**

- ACE has a \$150 membership fee. Matt Wilson encourages ESS Directors to support communicators' membership in ACE and involvement in the 2023 meeting.

#### ESS/ESCOP Priorities and Chair's Initiatives (Matt Wilson)

- For 2023, Matt Wilson drafted a concise 1-page statement of ESS priorities and Chair's initiatives. Those were shared with ESCOP Chair Elect George Smith (Michigan State) prior to presentation to ESCOP.
- ESS/ESCOP Priorities
  1. Support increased appropriations for USDA-NIFA to enhance capacity funding for research.
  2. Identify funding opportunities to address critical infrastructure needs for colleges of agriculture at Land-grant universities.
  3. Implement an action plan for ESS communications and marketing that complements and supports the BAA standing Communications and Marketing Committee.
  4. Fully integrate diversity, equity, and inclusion as an essential component of all ESS programs.
  5. Strengthen strategic partnerships with traditional and nontraditional entities.
- ESS/ESCOP Chair's Initiatives
  1. Develop short- and long-term strategies to address critical infrastructure needs at colleges of agriculture at Land-grant universities.
  2. Develop and implement strategies making increased capacity funding a priority for 1862, 1890, and 1994 Land-grant colleges and universities.
  3. Complete efforts to create a new, revised ESS/ESCOP brand, a publicly facing ESS/ESCOP website, and toolkit for creating consistent national messaging that supports ESS advocacy, ESS /ESCOP priorities, and Chair's initiatives.
  4. Engage the Section directors through regularly scheduled, meetings during the coming year.
  5. Position ESS and its LGU members to take a leading role in addressing climate change challenges as they impact agriculture and natural resources.
  6. Strengthen partnership and engagement efforts with NIFA.
- **A motion to approve the 2023 Priorities and Chair's Initiatives was introduced by Chris Pritsos and seconded by Chris Davies.**
  - Prior to calling for a voice vote, Anton Bekkerman asked a question on Priority #3: *Does the ESS have a strategic plan for the section? Are we developing a communications and marketing strategic plan in the absence of a strategic plan for the section?*
  - Is the Science Roadmap currently serving as a proxy for the ESS strategic plan? Or is that just a set of research priorities specifically that might not include communications priorities?
  - Institutional representatives want to know how specifically we intend to use a strategic plan for communications and marketing, if we are going to invest in and pursue those activities.
  - **The third priority was revised prior to voting on the motion. "Action plan" replaced "strategic plan".**
  - **Matt Wilson offered to work with the regional Executive Directors after this meeting to develop a statement of the value proposition for engagement in a strategic plan for communications and marketing.**

- Matt as ESS Chair can regularly engage with Andrea Putman and the BAA CMC to support this effort. What can we do to support their plans – specific insight as to how CMC is putting some focus on ESS.
- JF Meullenet as CMC Chair asked if Matt, Rick, and Andrea could meet separately on this topic.
- The motion to approve the 2023 Priorities and Chair’s Initiatives passed unanimously by voice vote.

ESS/ESCOP branding and website (Erica Mirich, PIVOT)

- Erica recapped the ESS/ESCOP branding effort to date
- New ESS brand concept (AgInnovation) including logo, colors, fonts, tagline is being rolled out. ESS Brand committee will develop a formal rollout plan and a toolkit to provide ESS Directors with what they need to utilize the new branding materials



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- New ESS Front-facing website concept: currently reviewing edits, changes, additions to content that has been collected
  - Erica walked through the current draft version of the website
  - In-house staff training will be held in January for web design
  - **ESS Directors may visit the new website, but for now are asked to not share the link:**
    - <https://pivotreno.wixsite.com/aginnovation>
- Next steps for December – early 2023
  - Brand guidelines
  - Trademark update (ongoing)
  - Plan for launch with branding committee
  - Socialization of new website with key stakeholders
  - Web development
  - Website launch and promotion
  - Development of supporting collateral

Lewis/Burke Associates update (Bridget Krieger and Elizabeth Stulberg, Lewis Burke Associates)

- FY23 appropriations are being finalized. LBA is optimistic that a final bill will be passed, but it might happen over the holiday break. (The [Unified Request for NIFA Funding](#), FY 2023 is posted on [Land-Grant.org](http://Land-Grant.org).)
- BAA priorities ([2023 Farm Bill Title VII Policy Recommendations](#)) were recently unveiled to House and Senate committee staff (majority and minority of both chambers). Conversations with all groups were positive, and accompanying legislative text was appreciated by staffers.
- The House is expected to work on the Farm Bill commencing in February/March 2023, a reflection of the seating of a new Congress. Chair GT Thompson wants to pass an on-time, bipartisan Farm Bill – a priority.

- Senate held a hearing on research – infrastructure issues at USDA-ARS and at LGUs were brought up by Dr. Jacobs-Young. FANR Focus (APLU Newsletter) will have a recording of the hearing, along with supporting materials enclosed.
- **Directors are asked to generate “If/then” stories – this is a format for putting a positive spin on the infrastructure ask.**
  - **“If we only had ‘x’ resource/program, we could do ‘y’.”**
  - **“We do all of these great things, we have a lot of potential, but if we had ‘x’ resource/program, we could do more.**
- LBA’s BAA effort has been primarily focused on Title 7. Title 12 will be addressed in the future, but it has not come up yet formally with the CLP.

#### ESS/CES Chair visits to Washington, DC (Matt Wilson)

- ESS Chair Matt Wilson and CES Chair Bev Durgan (Minnesota) recently visited with stakeholders in DC. Matt will follow up to the section with a letter recapping these visits.

#### ESCOP Committee Reporting

- ESCOP Committees will be asked to provide briefs at a later date.
- The Chair’s Advisory Committee has set a series of monthly calls which provide committee reps with an opportunity to check-in with updates.

*The meeting adjourned at 5:02 pm Eastern Time.*