



### **2023-2023 agInnovation/ESCOP Priorities**

- I. Support increased appropriations for USDA-NIFA to enhance capacity and competitive funding for research.
- II. Identify opportunities and develop short- and long-term funding strategies to address critical infrastructure needs at colleges of agriculture at Land-grant universities.
- III. Fully integrate diversity, equity, and inclusion as an essential component of all agInnovation activities and programs.
- IV. Continued emphasis and activities supporting agInnovation's leading role in addressing climate change challenges as they impact agriculture and natural resources.
- V. Strengthen partnership and engagement efforts with USDA, including the OCS, NIFA, ARS, and NRCS.
- VI. Engage agInnovation directors through effective and regular communication.

### **2023-2024 Chair's Initiatives, working with and through ESCOP and other APLU committees, where appropriate.**

- I. **Develop and implement an agInnovation "Research Funding Moonshot" Blueprint and Implementation Plan that includes well-articulated goals, data driven and other effective advocacy strategies, and clear 1-, 5-, and 10-year science deliverables and funding benchmarks for achieving identified goals.**

#### Strategy Examples:

- Convene a planning team to identify goals, strategies, deliverables, and benchmarks. This may include seeking the advice of an external consultant on effective advocacy strategies, facilitate agInnovation blueprint discussion, provide guidance, and share fresh and effective approaches to the planning team.
  - Develop and implement data-driven and other advocacy strategies that effectively demonstrate the need and value of capacity and other research funding to different audiences (within and outside agriculture), including current and new (see priority II) stakeholders and partners.
  - In a proactive and timely manner, engage with and arm APLU and Lewis Burke and Associates with the qualitative and quantitative data, stories, and other information important in research funding advocacy. This includes collecting and analyzing data critical to other advocacy partners beyond APLU/LBA, i.e., NGOs, industry, professional organizations, and others.
- II. **Strengthen current and build new strategic partnerships with traditional and nontraditional entities to 1) broaden network to industry, NGOs, other federal agencies, professional organizations, and others; 2) build and strengthen awareness of our LGU system's research capabilities and coordination; 3) generate and reinforce appreciation of our national and global impact on lives and livelihoods, and 4) catalyze advocacy for federal and other funding to support agInnovation's food security, environmental stewardship, nutrition and health, agricultural systems, energy, bioproducts, and community health and resilience priorities.**

#### Strategy Examples:

- *Using a town hall or similar approach, engage leaders within professional societies to inform and gain input on our funding lines, needs, and national and global impacts to catalyze strong support for research funding.*
- *Engage in complimentary advocacy efforts—e.g., NCFAR, SOAR, Food Tank, and others.*
- *Identify new stakeholders and actively build relationships with industry, NGOs, non-ag organizations, professional organizations, and others.*

For more information, visit [ESCOP](#) or [agInnovation](#), or contact:

George Smith (agInnovation/ESCOP Chair; [smithge@msu.edu](mailto:smithge@msu.edu));  
Jeanette Thurston (agInnovation/ESCOP Executive Vice Chair; [jthurston@ksu.edu](mailto:jthurston@ksu.edu))

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