



ESCOP Executive Committee Meeting Agenda with Briefs

Marriott Wardman Park
 Marriott Balcony A (Mezzanine Level)
 Washington, DC

Monday, November 11, 2013
 1:45-5:00 PM

(Agenda Briefs to be included only if changed from Sept 25, Columbus, OH meeting)

Duration	Time	Agenda Item	Topic and Presenter(s)
5 m	1:45 pm	1.0	Call to Order – Steve Slack, Chair 1.1 Approval of the Agenda 1.2 Approval of September 25, 2013 ESS Meeting Minutes in Columbus, OH posted at: http://escop.ncsu.edu/Docs/2013ESSBusinessMeetingMinutesAndBriefs.pdf 1.3 Approval of Interim Actions <u>This agenda has two major issues, Item 2 & 3. All other items should be very brief and only reported on if something is new since our Columbus meeting.</u>
1 hour	1:50 pm	2.0	Planning for Futures Task Force- Dan Rossi to facilitate What do we want to accomplish? Plans for how best to implement. Do we need an outside firm to have a good outcome and much more...
15 m	2:50 pm	Break, as needed	
1 hour	3:05 pm	3.0	A priority setting agenda item for our next five years. What does ESCOP want to accomplish? Open ended discussion with some specific priorities to be selected with at least one champion to follow with next steps-All EDs to help facilitate. This session should have Cornerstone, kglobal, and Meryl Broussard, plus others to yet to be defined
20 m	4:05 pm	4.0	<u>Impact Database Working Group Recommendations</u> -Bill Brown/Eric Young
5 m	4:25 pm	5.0	NIFA Update(If needed) – Meryl Broussard
	4:35 pm	6.0	Cornerstone Report (if needed) – Hunt Shipman (given at other times at ALPU meeting)
10 m	4:45 pm	Items 6-10: Chair Slack will ask if any new updates are needed	
		6.0	Communications and Marketing Committee Report – Nancy Cox
		7.0	<u>NRSP Review Committee Report</u> –Bret Hess
		8.0	BAA-Policy Board of Directors – Steve Slack/Eric Young
		9.0	ARS Update – Robert Matteri
		10.0	<u>Science and Technology Committee Report</u> – John Russin/Dan Rossi

		11.0	<u>Budget and Legislative Report</u> – Bret Hess/Mike Harrington
3 m		12.0	Other Business –Steve Slack 12.1 Tentative Plans for 2014 ESS Meeting – Eric Young
2 m		13.0	Final Remarks and Adjourn – Steve Slack

FINAL

AGENDA BRIEFS

Item 4.0

Impact Database Recommendation to ESCOP

ESCOP Impact Database Working Group

10/25/13

Bill Brown, Chair (Univ of Tennessee Institute of Agricultural)

Cathy Gant-Hill (North Carolina A & T State Univ)

Sarah Lupis (WAAESD)

Dave Benfield (Ohio State Univ)

Eric Young (SAAESD)

The charge to the Working Group was “to consider mechanisms, including the ECOP Strategic Opportunities and Measuring Excellence System, for collecting and making readily available to NIFA, other federal agencies, AES and CES directors, and others information on impacts of AES research”. The Working Group has had two conference calls to discuss the most appropriate and cost effective method to provide a searchable database of AES research and integrated activities to our partners and the general public. In addition, Eric Young attended a joint meeting of ECOP's Program Subcommittee and their Measuring Excellence in Extension Implementation Team which focused primarily on the status and next steps for the new Excellence in Extension impact database. Also, Bill Brown and Eric Young had a conference call with Scott Cummings, Associate Head for Extension and Program Leader Organizational Development, Agricultural Leadership, Education, and Communications Dept, Texas A&M AgriLife Extension Service. Scott leads the unit at TAMU that developed and has maintained Extension's metrics database since 2007 and over the past year has worked on their impact database.

The Working Group recommends that ESS join CES in utilizing the impact database that has been developed at TAMU to make available for search and retrieval impact statements of AES research.

Below are some of the reasons and additional information supporting this recommendation.

- The basic impact database and input portal is already programmed and is being used to enter impact statements. It was designed to be easily modified to fit specific needs, although the current input fields would be appropriate for research. It would be much more cost effective and quicker than building a whole new database.
- The database is designed to be searched and sorted by all input fields, including key words. Impacts related to specific topics, region, funding source, etc are easily retrievable. If both research and extension impacts are in one database, then all relevant impacts will be retrieved.

- Extension is currently developing a public front end web site that can be inclusive of all LGU functions, including academic programs if they also choose to utilize it. The front end will have search and output capability for anyone who wants to retrieve impacts from the entire database. It also will contain links to an extension homepage (the current Excellence in Extension site) and to research homepage, if we decide to utilize it. The function specific homepages will have appropriate links to whatever that function needs, including a password protected input site which feeds the common database. Bill Brown and Eric Young are currently serving on an integrated task force that is working with Scott Cummings to develop this public site. Other members include Tim Cross, Chair (UTK), Jenny Nuber (kglobal), Tom Coon (Ohio State), Faith Peppers (UGA), and Madeline Mellinger (CARET)
- Only specific people designated by the directors will have access to enter impact statements into the database. This will be the quality control point and institutions will be responsible for assuring impact statements are appropriate quality when entered. Periodic review of the database content will be done to give feedback to those entering statements and to trainers.
- Extension would very much like us to join their effort for a number of reasons, including that it would provide one-stop shopping for anyone looking for impact information and that it will encourage input of integrated impact statements in the future.

The estimated cost to ESS for development of the research impact portion of the database will be \$12,500 for the first year. This will include development, testing, and implementation of the system; ESS's share of developing the 'Land-Grant' public site; and revamping the internal sites to reflect the land-grant system. The final cost could change based on the actual determination of the components of the system but no significant increases in budget are expected. Invoices are sent at the end of the fiscal year after the work is done. Continuing maintenance cost for ESS is expected to be approximately \$2,000 to \$2,500 per year after the development phase is complete.

If ESS joins CES in this effort, the timeline for completion would be February/March of 2014. This would be the point at which impact statements may be entered into the database. Some of the timeline considerations are based on the work with the various committees involved in this overall effort.

In a parallel effort, a small group from the Association of Communication Excellence (ACE) has proposed developing training modules on impact statements for a broad LGU audience, which will be available mid-year 2014. Cost for developing these modules will be covered either by a one-time system wide assessment or by user fees. The outline for the modules and individuals currently helping develop the content include:

- Module 1
 - Brief history of Impact Statements
 - Why do they matter?
 - Know your audience.
 - Pam Kan-Rice, University of California
 - Joanne Littlefield, Colorado State University
- Module 2
 - Definition of impact
 - How to write an impact statement

- Faith Peppers, University of Georgia
- Suzanne Steel, Ohio State University
- Janet Rodekohr, University of Georgia (retired)
- Module 3
 - Targeting your audience
 - Impact statement review
 - Frankie Gould, Louisiana State University
 - Terry Meisenbach, eXtension

We have been assured that these modules will include information specifically for research impacts; including discovery research, tracking research that leads to societal change, and integrated activities. The training modules will be a support function, not a prerequisite for entering impact statements into the database.

We recommend that ESS's participation in and funding of the training modules be a separate independent decision. Also, because of the capacity within the AES system to potentially develop training for writing research impacts at little or no cost, we recommend ESCOP support the "user fees" approach to funding the ACE training modules.

Item 7.0: NRSP Review Committee Update

Presenters: Bret Hess/Mike Harrington

For Information only

The NRSP program has moved to the Western Region for management support.

Membership

Chair: [Bret Hess](#) (WAAESD)

Delegates:

- [Shirley Hymon-Parker](#) (ARD)
- [Doug Buhler](#) (NCRA)
- [Tom Bewick](#) (NIFA)
- [Clarence Watson](#) (SAAESD)
- [Fred Servello](#) (NERA) - Interim Delegate
- [L. Washington Lyons](#) (Cooperative Extension)

Executive Director [Eric Young](#) (SAAESD)

Executive Director/Executive Vice-Chair [Mike Harrington](#) (WAAESD)

Representative [Don Latham](#) (Stakeholder (CARET))

Pending Proposals/Reviews

- NRSP7 is renewing this year. They will be submitting a one-year proposal to allow discussions to continue on potentially fusing the NRSP-7 and IR-4. The one year "extension" for NRSP-7 will place both projects on the same timeline for renewal.
- A new NRSP project is being proposed. NRSP_TEMP321, "Database Resources for Crop Genomics, Genetics and Breeding Research." A full proposal is being prepared, the pre-proposal having been received favorably by the NRSP-RC. The full proposal and 5-year budget is to be submitted by January 15th.
- NIFA approved NRSP8, "National Animal Genome Research Program" on September 26th. Thanks to NIFA for fast-tracking the approval process so the project could start on time on October 1st.
- Dr. Kirby Stafford III will be replaced on the NRSP-RC on an interim based by Dr. Fred Servello of the Univ. of Maine. The NE Region will formally appoint a representative at their Spring Association Meeting.

Item 10: ESCOP Science and Technology Committee

Date: November 11, 2013

Presenter: John Russin/Daniel Rossi

Background Information:

1. Committee Membership:

- Chair
 - John Russin (SAAESD)
- Delegates
 - Marakis Alvarez (ARD, Vice-Chair)
 - Teferi Tsegaye (ARD)
 - Joe Colletti (NCRA)
 - John Baker (NCRA)
 - Tom Burr (NERA)
 - Cameron Faustman (NERA)
 - John Liu (SAAESD)
 - Nathan McKinney (SAAESD)
 - Larry Curtis (WAAESD)
 - David Thompson (WAAESD)
- Executive Vice-Chair
 - Dan Rossi (NERA, Executive Director)
- NIFA Representative
 - Muquarrab Qureshi
- Social Science Subcommittee Representative
 - Scott Loveridge
- Pest Management Strategies Subcommittee Representative
 - Frank Zalom

2. ESS Excellence in Multistate Research Award – The announcement for the 2014 Multistate Research Award has been forwarded to the Directors. Nominations are due by February 28, 2014 to the regional association offices.

3. ESS Leadership Excellence Awards – The announcement for the five regional 2014 Leadership Excellence Awards has been forwarded to the Directors. Nominations are due by February 1, 2014 to the regional association offices.

4. Science Roadmap – An additional 2,500 copies of the Science Roadmap brochure have been printed. Individual directors have requested additional copies for distribution within their institutions and states. Copies are also being distributed to members of the original writing teams and various partners including NIFA, ARS and ERS. Copies will also be distributed to members of CARET at their March meeting.

Action Requested: For information only.

Item 11: Budget and Legislative Committee Update

Presenters: Bret Hess/Mike Harrington

For Information only

Bret Hess will complete the term (1yr) as committee chair replacing Jeff Jacobsen who stepped down as Dean at Montana State.

The committee holds well attended monthly conference calls to remain informed on budget and legislative matters and well as to discuss priorities that are of interest to the ESS and ESCOP. At the 2013 ESS Annual meeting the committee presented results from the 2013 Directors survey on priorities as related to the various budget lines in the Research and Education and Integrated portions of the NIFA budget. The results indicated continuing support for capacity and competitive funds as highest priorities and, as well, the need to increase funding support for academic programs.

We are planning a face to face meeting during the AHS=CARTE meeting to discuss future activities taking into account the results of the discussion during the November 2013 ESCOP Executive Committee Meeting.

Membership

Chair: Bret Hess (WAAESD)

Delegates:

- [Barry Bequette](#) (ARD)
- [Carolyn Brooks](#) (ED-ARD)
- [J. Ernest Minton](#) (NCRA)
- [Karen Plaut](#) (NCRA)
- [Tim Phipps](#) (NERA)
- [Gary Thompson](#) (NERA)
- [Bob Shulstad](#) (SAAESD)
- Jim Moyer (WAAESD)
- [Jeffrey Steiner](#) (WAAESD)
- [William \(Bill\) Brown](#) (SAAESD)

Executive Vice-Chair: [Mike Harrington](#) (WAAESD)

NIFA Liaisons:

[Paula Geiger](#) (NIFA)

- [Ven Neralla](#) (NIFA)

Representatives:

- [Dina Chacon-Reitzel](#) (CARET)
- Vernie Hubert, [Jim Richards](#), Hunt Shipman (Cornerstone)
- [Cheryl Achterberg](#) (APLU - Board of Human Sciences)
- [Eddie Gouge](#), Ian Maw (APLU)
- [Caird Rexroad](#) (ARS)
- [Glen Hoffsis](#) (APLU Board on Veterinary Medicine)