



ESCOP Meeting Agenda and Minutes, July 2014

Sheraton San Diego Hotel and Marina
 1590 Harbor Island Drive (Bay Tower)
 San Diego, CA 92101
 Meeting Room: Coronado Ballroom

Tuesday, July 22, 2014
 1:00-5:00 PM

AGENDA

(Click [here](#) for Meeting MINUTES)

Time	Agenda Item	Topic and Presenter
1:00 pm	1.0	Welcome and Call to Order – Steve Slack, Chair 1.1 Approval of the Agenda 1.2 Approval of the March 3, 2014 ESCOP Meeting Minutes: http://escop.ncsu.edu/meetattach/362_2014MarchESCOPMeetingMinutesWithBriefs.pdf 1.3 Interim Actions of the Chair 1.4 ESS Leadership Award – Steve Slack, John Russin, Jeff Jacobsen
1:15 pm	2.0	Cornerstone Report – Hunt Shipman/Jim Richards
1:30 pm	3.0	NIFA Update – Sonny Ramaswamy, Robert Holland <ul style="list-style-type: none"> • NIFA Report • Reporting • Strategic Plan • NIFA Federal Assistance Policy Guide
1:45 pm	4.0	Policy Board of Directors Update – Steve Slack
1:50 pm	5.0	2014 Fall ESS/AES/ARD Meeting and Workshop Update – Robert Shulstad, Eric Young
2:00 pm	6.0	ESCOP Committee Reports (Approximately 5 min for each, beyond submitted written briefs) 6.01 Science and Technology Committee - John Russin, Jeff Jacobsen 6.02 Budget and Legislative Committee Agenda - Bret Hess, Mike Harrington 6.03 NRSP Review Committee - Bret Hess, Mike Harrington 6.04 Water Security Working Group – Mike Harrington 6.05 Impact Database – Bill Brown, Eric Young 6.06 NIMSS/NRSP1 Update – Dan Rossi, Jeff Jacobsen, Chris Hamilton 6.07 National Integrated Pest Management Coordinating Committee (NIPMCC)

		<p>– Mike Harrington, Jeff Jacobsen</p> <p>6.08 Futuring Task Force – Dan Rossi, Mike Hoffman</p> <p>6.09 Capital Infrastructure Task Force – Dan Rossi, Mike Hoffman</p>
3:00 pm	Break, as needed	
3:20 pm	7.0	Communications and Marketing Committee, Update and Expansion Proposal Discussion – Nancy Cox, Dan Rossi
3:40 pm	8.0	Report from ECOP – Clarence Watson, ESCOP Liaison to ECOP
3:50 pm	9.0	<p>Discussion Topics - All</p> <ol style="list-style-type: none"> 1. Open Access Data – Jeff Jacobsen, lead 2. NIFA’s Strategic Plan – Dan Rossi, lead (see also Item 3.0, NIFA Update)
4:50 pm	10.0	<p>Other Business – Steve Slack</p> <ul style="list-style-type: none"> • Update on the Celebration of the 125th Anniversary of the Signing of the Second Morrill Act – Carolyn Brooks • Integration of Canadian and Mexican Colleagues on the BAA – Steve Slack • ESCOP Response to Centers of Excellence – Steve Slack
5:00 pm	11.0	Final Remarks and Adjourn – Steve Slack

Meeting MINUTES

Attendees: Shirley Hymon-Parker, Carolyn Brooks, Ernie Minton, Connie Pelton-Kays, John Russin, Bob Shulstad, Dan Rossi, Sonny Ramaswamy, Hunt Shipman, Steve Slack, Jeff Jacobsen, Eric Young, George Hopper, Mike Hoffman, Bret Hess, Mike Harrington, Daryl Buchholz, Darren Katz, Chris Hamilton (recorder)

Item #	Topic	Notes	Actions
1.1	Approval of the agenda		Approved
1.2	Approval of the March 2014 ESCOP meeting minutes		Approved
1.3	USDA Climate Hub Joint ECOP/ESCOP MOU	Jeff Jacobsen modified ECOP's original MOU letter to include ESCOP. It is currently out for comment. Bret Hess suggested that we remove the "soils and minerals" text from the ESCOP paragraph and also, on page 3, 3 rd bullet, add in "conduct research" in addition to the existing text.	Jeff Jacobsen will make these changes and send on for final USDA, ECOP and ESCOP (if additional changes occur) approval and ECOP/ESCOP Chair signatures. This will then be forwarded to USDA.
1.4	ESS Leadership Award	<p>Jeff Jacobsen passed around mock-ups of the options (plaque or vase) for review and discussion.</p> <p>It was also asked if the ESS Multistate Research Award winner plaque at NIFA has been updated. Jeff Jacobsen and other EDs will check on the plaque the next time they are at the NIFA Waterfront Center and ask NIFA to update, if needed.</p>	<p>The group chose the vase as the official award. Jeff Jacobsen will order the vases for each winner, then he work with the EDs to be reimbursed for each regional awardee..</p> <p>EDs will check on the multistate award winner plaque the next time they are at the NIFA Waterfront Center and ask NIFA to update, if needed.</p>
2.0	Cornerstone Report	Most items had already been addressed by the time Hunt Shipman gave his update. Main points: We still have no good vision on the current appropriations process, so a Continuing Resolution may be put in place on 10/1, with a possible delay of the 2016 budget.	

3.0	NIFA Update, provided by Sonny Ramaswamy	<p>Sonny discussed many aspects of NIFA and its partnership with ESCOP and other groups. The main points were:</p> <ul style="list-style-type: none"> • NIFA values its partnerships and is working on our behalf • The 2015 budget process is currently at an impasse. • 2016 NIFA budget requests will include increases in support for competitive and capacity funds, the three innovation institutes (\$125 M each), and three specific initiatives: plant and animal breeding, tactical science (food and ag defense initiative), and minority serving institutes. • Regarding the water “big ask”, some components will be included in the budget narrative. Sonny reiterated that the timing of this ask was off-schedule with the federal budget, but that we should work together <u>now</u> for next year. • The 2016 budget theme is “Ag and Health”, embracing the nexus of public, animal, plant, environmental, and economic health. • The 2016 budget is due out in February 2015. • Be mindful of research duplication, such as why the same research is being conducted in two different locations (i.e. co-located, complimentary ARS and AES research), and be prepared to explain its purpose and need to Hill staffers. Placed-base approaches have been key to the transformation. • Foundation for Food and Ag Research – Board names to be announced on 7/23/2014. • Centers of Excellence: According to the Farm Bill language, when directly competing groups apply for the same competitive funds, anyone identified as a Center of Excellence will receive some level of priority. NIFA is taking input 	<p>For future meeting invites, please include NIFA as well as the leaders of ARS, (Chavonda Jacobs-Young), ERS (Mary Bohman), and Catherine Woteki.</p> <p>Please provide NIFA with your input on the Centers for Excellence competitive funding priority rule before July 31, 2014. Send via email to vbest@nifa.usda.gov (please put “comments” in the subject line) or via fax to 202/690-1260 addressed to Centers of Excellence Implementation Team.</p> <p>Please share your feedback on ways to better incorporate the NIFA heat maps, impact statements, and local level data for sharing with Congress.</p>
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		<p>on this rule between July 17 and 31. Please provide your input.</p> <ul style="list-style-type: none">• Matches and Waivers: LGU partners are also exempt from matching, although the determination of true partnership will be left up to the grant review panel to determine.• Crop Protection Consolidated Lines and concerns over universities charging higher overhead than the original 10%: The universities are taking the overhead funds, not the USDA/NIFA, so agreements are needed at the local, institutional level. Some universities have agreed to maintain the original 10%. The System has decided it wants the consolidated line to go under Extension.• Capital Infrastructure Survey: It's important to have a baseline on our aging facilities to be able to take forward for increased funding in the future. NIFA encourages us to support this effort.• Innovation Institutes: Created to support audacious ideas and leverage intellectual resources, as well as support AFRI.• NIFA Strategic Plan: More discussion on 7/23/2014, is data driven and still evolving. ESCOP wishes to further discuss our role in the Plan.• Impact Reporting: The TAMU database is still a work in progress, but NIFA staff uses the database and impacts to learn more about everyone's skills and capabilities, regardless of institution size and communications capacity. Eventually, these impacts will be coupled with the NIFA heat maps (www.reeis.usda.gov), so that we can convey to Congress exactly who is benefiting from ag funds, down to the county level. NIFA will be able to send alerts to	
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		<p>Congressional reps in the areas affected by each impact story. NIFA encourages feedback on this effort.</p>	
4.0	PBD Update	<p>There were several items to discuss, but many also fall under item 6.0, so those will be posted there.</p> <ul style="list-style-type: none"> Canadian and Mexican institutions are joining APLU, how can we incorporate and engage them in the family? As of right now, we don't know how they will exist within the structure, so we hope this will be an evolving process as they align with the group. Perhaps have them serve in a liaison capacity, as we do with CARET and ECOP. We could also invite them to regional meetings once they are more established with APLU. For formal engagement, we should wait until the official announcement is made at the Nov 2014 APLU meeting, but please feel free to informally invite them to events, as you see fit. By-law changes within changes to BAA Rules of Operation: Current system requires 2/3 majority vote to make a by-law change, but does not specify having a quorum for the vote. Proposed options are: 1) require 2/3 majority vote of at least 50% of eligible voting members. This option is favored; 2) Simple majority vote of at least 50% of eligible voting members. ESCOP favors option 1 and Steve Slack will take this information forward. 	<p>Steve Slack inform the PBD that ESCOP favors by-law change option #1, the 2/3 majority of a quorum (50%) of eligible voters.</p>
5.0	2014 Fall ESS/AES/ARD Meeting and Workshop Update	<p>Workshop program is set and speakers have been confirmed. Registration link to become live before the end of the month.</p>	<p>Reg link is live (http://areg.caes.uga.edu/) as of 7/24. Please register and reserve your room ASAP.</p>

6.0	ESCOP Committee Reports	Most information is available in the agenda briefs, but additional comments and information provided in the lines immediately following:	
6.01	Science and Technology Committee	Multistate award competition was very tight, but W2128 emerged as the winner. Jeff Jacobsen and John Russin will be brainstorming together for additional topics for S&T to address.	
6.04	Water Security Working Group	The group met in Cincinnati in May and expanded their initial effort. The most recent version of the paper will be sent around to the working group this week and out to everyone in August.	
6.05	Impact Database	TAMU is still working on finalizing the database and recently added a "free text" search to the public search. The Academic Program Heads are considering joining the database, so if they do, our portion of the maintenance costs will decrease.	Please remind your directors to continue to populate the database with impacts.
6.06	NIMSS/NRSP1 Update	An updated agenda brief was provided here .	
6.07	National Integrated Pest Management Coordinating Committee (NIPMCC)	Robin Shepard, Mike Harrington, and Jeff Jacobsen are working with the group to develop rules of operation. The committee would function as a sub-committee of Science and Tech; ECOP is fine with this. The committee would make recommendations for both ESCOP and ECOP. Their next meeting is scheduled for 9/23-24 and they are planning for the committee's formal roll-out then.	
6.08	Futuring Task Force	There was discussion on the best way to fund this effort (see brief for details). ESCOP favors having the funds come out of the PBD reserve account, rather than	Steve Slack will inform the PBD of ESCOP's choice to have payment funds come out of the PBD's reserve account.

		through an additional assessment.	
6.09	Capital Infrastructure Task Force	Discussion ensued regarding the three options for payment of the Sightlines survey. ESCOP favors option #3: Large 1862s pay \$1500, small 1862s and 1890s pay \$750, and the other groups pay a lump sum of \$3000.	Steve Slack will inform the PBD that ESCOP favors payment option #3.
7.0	Communications and Marketing Committee, Update and Expansion Proposal Discussion	Discussion ensued regarding the three proposed expansion strategies/options listed in the CMC brief . ESCOP supports the full proposal of all three strategies. ECOP voted to sustain their support of the CMC effort for FY2015.	Steve Slack will inform PBD that ESCOP supports all three strategies.
8.0	ECOP Report to ESCOP	Discussion focused on the formation of the Health Steering committee, which will be requesting nominations for members to each of the six task-force priority areas. ECOP hopes to have members from research and other partners involved in these working groups. A nomination request from the steering committee will go out within the next 60 days. **As of 7/24, ESCOP decided to nominate Clarence Watson and Shirley Hymon-Parker as our reps to this committee.	As of 7/24, ESCOP decided to nominate Clarence Watson and Shirley Hymon-Parker as the ESCOP reps to the ECOP Health Steering Committee. These names will be shared when the formal request is released.

AGENDA BRIEFS

Item 1.4: ESS Leadership Award

Presenters: Steve Slack, John Russin, Jeff Jacobsen

Action Requested: Approval of final award announcement, resolution for Fall ESS Meeting, and award mock-up

Final version of award announcement:

Experiment Station Section Awards for Excellence in Leadership (June 2014)

Purpose

To recognize those who have served the Regional Associations, the Experiment Station Committee on Organization and Policy (ESCOP), the Experiment Station Section (ESS) and/or the national Land-grant System with exemplary distinction. Through this person's leadership, he/she shall have personified the highest level of excellence by enhancing the cause and performance of the Regional Associations and ESS in achieving their missions and the Land-grant ideal.

Award and Presentation

Up to five awards, one from each ESS region, will be presented each year. The awards shall be signified by the creation of a suitably inscribed piece approved by the ESCOP Executive Committee and presented to the recipient or his/her proxy at the Association of Public and Land-grant Universities (APLU) annual meeting and will be further memorialized by a resolution to be read during the ESS fall meeting. The home institution shall be made aware of the recognition by formal letter from the ESCOP Chair to the Chief Executive Officer of the institution and its governing body (Board of Trustees, Board of Regents, etc.) with others copied as appropriate. The expense of the actual award recognition will be borne by the Regional Association, while the expenses associated with travel of the winners to the APLU meeting will be borne by the Associations and/or home institutions.

Eligibility

Eligible for this award are former or current State Agricultural Experiment/Research Station (SAES or ARD) leaders who have provided service as assistant director, associate director, director, or as chief operating officers with equivalent, but variant titles (e.g. vice chancellor, associate vice chancellor, associate vice president, dean for research) and/or as a regional executive director. This award is distinctive in its expectations and not necessarily coincident with retirement, election to specific office or any other specific professional benchmark.

Nominations

Nominations shall include a statement of accomplishments prepared by the nominator(s) unbeknownst to the candidate and supported by letters from up to five (5) former or current members of the ESS. Other letters of support from the home and other institutions may be submitted with the discretion of the nominator(s). Nominations shall address the contributions of the nominee to the Land-grant ideal through service to include offices held, committee assignments, other service and, in particular special and extraordinary service activities. Such service should include for example: active participation in affairs of the Regional Association and/or ESCOP; regional, national and/or international special assignments with distinctive performance that has advanced the mission of the ESS and the land-grant ideal; and a record of significant accomplishments in the agricultural sciences. Specific examples of contributions may include the enhancement of cooperation across institutions, creation of model administrative systems useable by other institutions, and development of new strategic directions for the Regional Associations or the ESS. Although testimony as to the nominee's contributions to his/her home state and institution are welcomed, they are not pivotal to assessing the contributions to ESS and related activities.

Submission and Review

Nominations for the recognition should be submitted to the Regional Associations by February 1 of each year. The Regional Associations will review the nominations and will select one regional winner. The Associations will submit the names of the winners to the ESCOP Chair by July 1 and he/she in turn will forward them to APLU. The winners will be announced at the fall ESS meeting and the awards will be presented at the APLU annual meeting. Regional Associations may also choose to recognize the Awardee in addition to the above venues.

Resolution for Fall ESS meeting minutes:

**A Resolution to Recognize the 2014 Experiment Station Section Awardees
for Excellence in Leadership**

WHEREAS, the following individuals have served their own institutions, their Regional Associations, the Experiment Station Section and the Land-grant System in various leadership positions with exemplary distinction:

Dr. Carolyn Brooks, Executive Director, Association of 1890 Research Directors

Dr. Colin Kaltenbach, Dean and Director Emeritus, University of Arizona

Dr. Arlen Leholm, Executive Director (retired), North Central Regional Association

Dr. Bruce McPheron, Dean and Director (former), Pennsylvania State University; Vice President and Dean (current), The Ohio State University

Dr. Craig Nessler, Director, Texas A&M AgriLife Research

WHEREAS, these leaders have personified the highest level of excellence by enhancing the cause and performance of the Regional Associations and Experiment Station Section in achieving their mission and the Land-Grant ideal; and

WHEREAS, these leaders have, through their many service activities exhibited by offices held, committee participation and unique assignments, made very significant regional and national contributions that build programs and capacity; and

WHEREAS, these leaders have provided significant, dynamic and high quality performance with regional, national and/or international impacts and have a record of significant accomplishments in the agricultural sciences; and

THEREFORE, BE IT RESOLVED, the members of the Experiment Station Section assembled at their annual meeting in Jekyll Island, Georgia, on October 1, 2014 congratulate Drs. Brooks, Kaltenbach, Leholm, McPheron and Nessler for their recognition as the 2014 Experiment Station Section Awardees for Excellence in Leadership; and

BE IT FURTHER RESOLVED, we express sincere appreciation and gratitude to these leaders for their dedicated service and many valuable contributions to the Regional Associations, Experiment Station Section and the Land-grant System; and

BE IT FURTHER RESOLVED, that original copies of this resolution be provided to Drs. Brooks, Kaltenbach, Leholm, McPheron and Nessler that a copy be filed as part of the official minutes of this meeting.

Item 4.0: Policy Board of Directors Update

Presenter: Steve Slack

The Policy Board of Directors met in San Juan, PR on March 11 – 12. Below are notes from that meeting.

1. Assessments
 - Invoices were sent out and payments are coming in, reminders will be sent in May
 - There are still a lot of questions on how assessments are calculated and used, Ian will write one-pager explanation that will be sent with future invoices
2. Cornerstone
 - New three-year contract was approved and in force now
 - Contract ends next year, BAC will have to decide if we continue with cornerstone or put out a bid request for an open search
 - ICOP is concerned that funding for international ag is not being advocated for as strongly as needed, but this is done primarily thru APLU rather than BAA
3. Budget and Advocacy Committee
 - Budget priorities for 2015 have been approved
 - Need a strategy to advocate for increased Evans-Allen and 1890 Extension to cover Central State University's eligibility for funds starting in 2016
 - Need a position statement on how Congress should respond to any future requests from an institution to become a Land-grant
4. Futuring Task Force
 - Mike Hoffman is chair, Daryl Buchholz- ECOP, Joe Broder- ACOP, John Ferrick- ICOP, Craig Berouty – AHS, Dan Rossi – ED support
 - Currently collecting existing documents and looking for a facilitator
 - Group needs to decide focus of futuring effort to make sure it doesn't get too broad
 - Facilitation of this process could be done by internal expert, an external expert may increase credibility however the cost would be significantly higher
5. Committee on Legislation and Policy
 - Farm Bill completed, no other activity currently
 - Greg Bohach has agreed to take over as CLP chair now that Farm Bill has passed
6. FSLI & LEAD21
 - LEAD21 on track to pay off loan two years early
 - LEAD21 Board will decide whether to rebid management contract or stay with University of Georgia
 - FSLI had a full cohort in the past class and is doing well financially
7. Facilities Survey Task Force

- Sonny has requested a facilities repair and renovation survey to assess the need across the system
 - A private firm, Sightlines, has done this for some Land-grant Universities
 - Task Force recommends contracting with Sightlines, but how to pay for it is a problem, outlined six reasons it would be difficult for institutions to pay individually
8. Non-payment of Assessments
- ECOP has set policy for non-payment of Cooperative Extension System assessments
 - Consequences of not paying the BAA imposed assessments has not changed
9. NIFA Report – Sonny Ramaswamy
- \$8.5 Million increase in AFRI
 - Innovation Institutes \$25 Million per year for five years for three institutes, first three will be in the following areas
 - Pollination and pollinator health
 - Anti-microbial resistance
 - Manufacturing innovation in bio products and bioprocessing
 - NIFA will have to start paying rent and security for Waterfront Center
 - Non-land grant capacity funds were zeroed out in President’s budget, but they have never been in President budget, Congress has always put them in
 - Opportunity Growth Initiative
 - Presidential initiative that’s in his budget as a separate line for lots of agencies
 - ~ \$56 Billion total in President budget
 - NIFA would receive \$60 Million to incorporate into AFRI
 - \$15 Million for Hatch and \$5 Million for Evans-Allen, which will be competitive
 - New Foundation for Food and Agriculture Research
 - Eight members to be named by NAS and seven members by industry
 - Facilities survey
 - Scope of survey that Sonny proposed was focused on research, but if System wants to broaden it to all functions, that’s fine
 - ARS survey has been done periodically to help guide reallocation
 - ARS requested \$150 Million to build new poultry facility
 - If System doesn’t want to fund it, then it cannot be done
 - Sonny is getting details on facilities authorization language to see how funds can be used if they’re appropriated
 - Bruce and Ian will talk to Sonny about funding options
 - Question tabled until July PBD meeting
10. Communication Marketing Committee

- Kglobal has proposed three additional areas for expansion
- Total additional cost would be \$300,000 per year, but \$100 K only needed in one year
- Cooperative Extension Section will have to increase their assessment after this year, if AHS join they'd have to add a new assessment also
- Ask Communication Marketing Committee to rank the options from Kglobal
- Decision on expansion will have to wait until CES and AHS make decisions on whether or not to join the effort

11. Canadian & Mexican Members

- Seven Canadian and four Mexicans have joined APLU and paid dues
- Five Canadian and three Mexican institutions have outstanding invitations
- Sections are encouraged to invite each new member institution to send representatives to the next Section meeting, Ian will send institutional contacts to PBD members

12. Rules of Operation Change

- Amendment to require 2/3 of those voting to change bylaws (rather than 2/3 of all voters) provided more than 50% of eligible voters actually vote.

The PBD also had votes on two recommendations from the BAC since they met in March.

1. Indirect charges on Extension IPM Programs for 2014

- Approved BAC's recommendation to send a memorandum to the Deans and Directors/ Administrators to provide guidance in their individual communications with their respective Vice Presidents for Research regarding waiving the indirect charges for FY 2014/15 only.

2. Water funding initiative

- Approved BAC's recommendation for a \$100 million funding initiative (\$100 million each year for five years) of new money around the issue of water security, as presented in their draft concept paper. This will be used in upcoming discussions with NIFA Director Ramaswamy about FY 2016 budget priorities.

Item 5.0: 2014 Fall ESS/AES/ARD Meeting and Workshop Update
Presenters: Robert Shulstad, Eric Young

2014 ESS Meeting and Workshop

Draft Schedule, 6/18/14

Tuesday, Sep 30	
3:00 - 7:00	Registration
6:30 - 8:30	Opening Reception
Wednesday, Oct 1	
6:30 – 8:00	Breakfast
7:30 - 10:30	Regional Meetings (start time determined by region)
10:30 - 11:00	Break
11:00 – 12:30	ESS Business Meeting
12:30 - 1:30	Lunch
1:30 - 3:00	ESS Business Meeting
3:00 - 3:30	Break
3:30 - 5:00	<p>University of Georgia Session – Moderator: Bob Shulstad</p> <ul style="list-style-type: none"> • Overview of the GA Agricultural Experiment Station – Bob Shulstad • Mike Doyle, Center for Food Safety (confirmed) • Scott Jackson, World Soybean Center for Applied Genetic Technology and Institute of Plant Breeding, Genetics, and Genomics (confirmed) • Steve Stice, Regenerative Bioscience Center (confirmed)
	Dinner on your own

Thursday, Oct 2	
6:30 - 8:00	Breakfast
8:00 – 8:30	<p>“Leadership in Agriculture: Case Studies for a New Generation”, a new book on leadership by John Patrick Jordan, Gale A. Buchanan, Neville P. Clarke and Kelly C. Jordan – Moderator: Steve Slack</p> <ul style="list-style-type: none"> • Gale Buchanan and John Patrick Jordan (confirmed)
8:30 - 10:00	<p>ARS Update and Partnering with ARS – Moderator: Dan Rossi</p> <ul style="list-style-type: none"> • ARS Update – Chavonda Jacobs-Young, ARS Administrator (confirmed) • Collaborations between AES and ARS Scientists Panel
10:00 - 10:30	Break
10:30 – noon	<p>Phytobiomes Research – Moderator: Mike Harrington</p> <ul style="list-style-type: none"> • Jan Leach, Bioagricultural Sciences & Pest Management, Colorado State Univ (confirmed) • Kelley Eversole, President, Eversole Associates (confirmed)
12:00 - 1:30	Lunch
1:30 - 3:00	<p>International Germplasm Exchange – Moderator: Eric Young</p> <ul style="list-style-type: none"> • Background and ARS Point of View on International Treaty on Plant Genetic Resources for Food and Agriculture and Other Relevant International Agreements – Peter Bretting, ARS (invited) • Industry Point of View – Tom Nickson, Monsanto or Stephen Smith, DuPont Pioneer (tentative) • University Point of View – (breeder w/experience in international germplasm exchange) • Potential for Senate Ratification of International Treaty – Jane DeMarchi, ASTA (invited), and Hunt Shipman, Cornerstone Inc. (confirmed) • Q&A and Discussion
3:00 -3:30	Break
3:30 - 5:00	<p>Public Access of Publications and Datasets, Best Management Practices – Moderator: Jeff Jacobsen</p> <ul style="list-style-type: none"> • Simon Liu, National Ag Library (confirmed)

6:00 - 10:00	Group Dinner
Friday, Oct 3	
7:00 - 9:00	Breakfast and Depart

Item 6.01: Science and Technology Committee Report

Presenter: John Russin/Jeff Jacobsen

2014 National Multistate Research Award

The Science and Technology committee received four nominations for the National Multistate Research Award this year:

- NCERA197: Agricultural Safety and Health Research and Extension
- NE9: Conservation and Utilization of Plant Genetic Resources
- W2128: Microirrigation for Sustainable Water Use
- S1049: Integrated Management of Pecan Arthropod Pests in the Southern U.S.

W2128: Microirrigation for Sustainable Water Use was chosen as the 2014 winner and was approved by majority vote of the ESCOP Executive Committee; we received back 9 out of 10 possible votes and all were for approval.

The National Multistate Research Award call for nominations document was updated to reflect current practices.

Other Business

The ESS Excellence in Leadership Award call and processes document was updated. This Award call will reside with the rotating ESCOP Chair in the future.

Appointed Jeff Jacobsen, Executive Vice Chair, with S&T support through Chris Hamilton NCRA Assistant Director.

Appointed Dr. Deb Hamernik (University of Nebraska – Lincoln) as the new NCRA representative, replacing Dr. John Baker.

Action Requested: None, for information only.

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Item 6.02: ESCOP Budget and Legislative Committee Agenda Brief

Presenters: Bret Hess and Mike Harrington

For information only

The committee holds regular conference calls on the last Tuesday of each month that have generally been well attended. The current B&L Committee membership is shown below.

Chair: Bret Hess (WAAESD)	Liaisons
Delegates:	Rick Klemme Chair ECOP BLC
Barry Bequette (ARD)	Paula Geiger (NIFA)
Carolyn Brooks (ED-ARD)	Emir Albores (NIFA)
Karen Plaut (NCRA)	Glen Hoffsis (APLU Vet Med)
Ernie Minton NCRA	Eddie Gouge (APLU)
Tim Phipps (NERA)	Ian Maw (APLU)
Gary Thompson (NERA)*	Dina Chacon-Reitzel (CARET)
Bill Brown (SAAESD)	Cheryl Achterberg (APLU - BoHS)
Bob Shulstad (SAAESD)	Jim Richards (Cornerstone)
Jim Moyer (WAAESD)	Hunt Shipman (Cornerstone)
Jeff Steiner (WAAESD)	Vernie Hubert (Cornerstone)
Executive Vice-Chair	*Chair elect
Mike Harrington (WAAESD)	

Water Working Group: The B&L Committee endorsed an initial description of the issues and strawman document. A draft WG document is expected by the Joint COPS meeting. The B&L Committee supports bringing forward a “Big Audacious Ask” on Water Security based on the Water Working Group efforts. This effort is in conjunction with our Extension colleagues, in consultation with Cornerstone and endorsed by ESCOP and ECOP, the BAC and the Policy Board. The Initiative is for \$100m/yr. for 5 yrs. The Committee recognizes that it may take a year or two to accomplish this.

Status of NRSP-7 Minor use Animal Drug Program: The project has requested a one year budget (NRSP-RC approved \$325,000) which does not provide for program sustainability and is insufficient to cover a single drug approval. This may be a terminal year for the project unless they are successful in obtaining additional funds. At this time, the amount of money coming to the project is insufficient to cover the cost of a single drug approval.

The NRSP-7 Committee has developed a request for approximately \$6m which would provide realistic support for the project. Unfortunately, it is difficult to rally the diverse stakeholder groups e.g. sheep goats, llamas, catfish, deer etc. There is language in the Farm Bill that authorizes this type of program. They intend to spend the year exploring alternative funding options and bolstering stakeholder support for a proposal that would provide realistic funding.

Survey in Science Roadmap Implementation: The B&L Committee is conducting a survey to determine the impact of the Science Roadmap has had on decision making in the SAES system. A full report will be presented at the Annual Meeting; however, as of this writing, there have been 41 responses. Preliminary results indicate:

- 67% of respondents report that the Science Roadmap has guided programmatic decisions.
- Of those reporting no change, 60% reported the priorities were already aligned with the Roadmap.
- Challenges 1, 2, 3, 4, 5, 6 were most influential in programmatic decisions:

Challenge 1: We must enhance the sustainability, competitiveness, and profitability of U.S. food and agricultural systems.	88.24% N=30
Challenge 2: We must adapt to and mitigate the impacts of climate change on food, feed, fiber, and fuel systems in the United States.	82.35% N=28
Challenge 3: We must support energy security and the development of the Bioeconomy from renewable natural resources in the United States.	73.53% N=25
Challenge 4: We must play a global leadership role to ensure a safe, secure, and abundant food supply for the United States and the world.	82.35% N=28
Challenge 5: We must improve human health, nutrition, and wellness of the U.S. population.	88.24% N=30
Challenge 6: We must heighten environmental stewardship through the development of sustainable management practices.	82.35% N=28
Challenge 7: We must strengthen individual, family, and community development and resilience.	64.71% N=22

Improving agricultural productivity by sustainable means, considering climate, energy, water, and land use challenges	79.41% N=27
Developing new plant and animal production systems, products, and uses to increase economic return to producers	82.35% N=28
Improving existing and developing new models for use in climate variability and change studies; addressing carbon, nitrogen, and water changes in response to climate; assessing resource needs and efficiencies; identifying where investments in adaptive capacity will be most beneficial; and addressing both spatial and temporal scale requirements for agricultural decision making	61.76% N=21
Developing economic assessments to provide more accurate estimates of climate change impacts and the potential costs and benefits of adaptation, and to validate and calibrate models	29.41% N=10
Developing technologies to improve production-processing efficiency of regionally-appropriate biomass into bioproducts (including biofuels)	61.76% N=21
Assessing the environmental, sociological, and economic impacts of the production of biofuels and coproducts at local and regional levels to ensure sustainability	47.06% N=16
Developing technologies and breeding programs to maximize the genomic potential of plants and animals for enhanced productivity and nutritional value	79.41% N=27
Developing effective methods to prevent, detect, monitor, control, trace the origin of, and respond to potential food safety hazards, including bioterrorism agents, invasive species, pathogens (foodborne and other), and chemical and physical contaminants throughout production, processing, distribution, and service of food crops and animals grown under all production systems	64.71% N=22
Investigating the potential of nutritional genomics in personalized prevention or delay of onset of disease and in maintenance and improvement of health	47.06% 16
Developing community-based participatory methods that identify priority areas within communities, including built environments, that encourage social interaction, physical activity, and access to healthy foods— especially fruits and vegetables— and that can best prevent obesity in children and weight gain in adults	64.71% N=22
Reducing the level of inputs and improving the resource use efficiency of agricultural	64.71% N=22
Developing ecologically-sound livestock and waste management production systems and	70.59% N=24
Understanding how local food systems actually work, particularly for small producers and low-income consumers, and how local food production contributes to the local economy, to social and civic life, and to the natural environment	64.71% N=22
Understanding the relative merits of people-, sector-, and place-based strategies and policies in regional economic development and improving the likelihood that rural communities can provide supportive environments for strengthening rural families and spurring a civic renewal among people, organizations, and institutions	50.00% N=17
The action items have had little to no impact on programmatic decisions for my unit.	14.71%

	N=5
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- Types of Programmatic Decisions Influenced:**

Created new faculty/staff positions that were better aligned with Roadmap priorities	33.33% N=10
Allocated funds to new programs/projects that were better aligned with Roadmap priorities	60.00% N=18
Redirected funds to existing programs/projects that were better aligned with Roadmap priorities	70.00% N=21

- Responses by Region:**

ARD	11.43% 4
NCRA	25.71% 9
NERA	14.29% 5
SAAESD	28.57% 10
WAAESD	20.00% 7

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Agenda Item 6.03: NRSP Review Committee Update

Presenter: Bret Hess

Action Requested: For information (Consent)

Background:

The NRSP Review Committee (NRSP-RC) met in Denver, CO on June 17, 2014 for their annual meeting.

The meeting included discussion of two renewing proposals (NRSP_TEMP003 and NRSP_TEMP301), one new project proposal (NRSP_TEMP321), NRSP-1s midterm review and pending updates to the NIMSS, and the NRSP Guidelines.

The following actions were taken by the NRSP-RC:

Motion and second and unanimous approval of the following recommendation for substantive changes to the NRSP Guidelines:

- Section III. A. General: Change bullet four under delegated authority to “delegate authority to the NRSP-RC to invest up to 1% of total Hatch Funding in NRSPs.”
- Section IV. B Management and Business Plan: Add the following “For the multistate program, including NRSPs; leveraging shall mean funding brought to bear on the project objectives regardless of source, not including in-kind support from host institution(s).”

NRSP Project	Title	Request for FY15	NRSP Review Committee Action
NRSP_TEMP003	The National Atmospheric Deposition Program (NADP)	\$50,000	Approve 5-year budget
NRSP_TEMP301	A National Agricultural Program for Minor Use Animal Drugs	\$325,000	Approve 1-year budget ¹
NRSP_TEMP321	Database Resources for Crop Genomics, Genetics and Breeding Research	\$398,631	Approve 5-year budget ²

¹ NRSP7 must demonstrate that they have secured new (not in-kind) funds that are equal to or more than 2x the off-the-top funding requested prior to submitting another renewal proposal.

² Pending formal response to NRSP-RC questions about database platform selection and communication with the National Animal Genome Research Program (NRSP-8) database manager.

Summary of Key Discussion Points

In 2012, ESCOP capped the total off-the-top budget at \$2M, which represents less than 1% of federal formula funds. If all new and renewing projects are approved for FY15, when combined with existing projects, total off-the-top spending would exceed this cap at \$2,035,868. In addition, it is widely anticipated that the NRSP-1 Management Committee will request a mid-cycle budget increase to facilitate a critically-needed upgrade to the NIMSS. The NRSP-RC felt strongly that the system requires a functional NIMSS database; there was widespread and strong support for completely revamping NIMSS, and even for putting other things on hold to ensure that the NIMSS is functional. For these reasons, the

RC recommends extending their flexibility in decision-making by amending the NRSP guidelines to allow the RC to recommend approval of off-the-top budgets up to 1% of Hatch formula funds. Hatch funding for FY15 is currently proposed at \$243.701 million; 1% would equal \$2.43M, which would accommodate all existing, renewing, new, and potential (i.e., NRSP1) off-the-top budgets.

The NRSP-RC discussed the tenuous status of the National Agricultural Program for Minor Use Animal Drugs (NRSP_TEMP301/NRSP7), noting that the group has struggled to leverage both funds and stakeholder support. The current off-the-top budget cannot support the program because it requires at least \$1M to approve a new drug. The RC strongly recommends that, if approved, this group use their FY15 funding to enhance stakeholder engagement and further recommended that NRSP7 demonstrate that they have secured new (not in-kind) funds that are equal to or more than 2x the off-the-top funding requested prior to submitting another renewal proposal to ensure that the project is viable and sustainable in the future.

Based on questions received from new and renewing project committees regarding leveraging, the RC recommends clarifying the definition of leveraging in the guidelines by adding the language to Section IV., B Management and Business Plan, that reads: "For the multistate program, including NRSPs; leveraging shall mean funding brought to bear on the project objectives regardless of source, not including in-kind support from host institution(s)."

A summary of the NRSP portfolio, including NRSP-RC actions, is below.

NRSP 2014-2015

Project	Request FY2012	Authorized FY2012	Request FY2013	Authorized FY2013	Request FY2014	Approved FY2014	†Request FY2015	NRSP Review Committee Recommendation
NRSP1	50,000	50,000	75,000	75,000	75,000	75,000	75,000 ¹	
NRSP3	50,000	50,000	50,000	50,000	50,000	50,000	<i>see below</i>	
NRSP4	481,182	481,182	481,182	481,182	481,182	481,182	481,182	
NRSP6	150,000	150,000	150,000	150,000	150,000	150,000	150,000	
NRSP7	325,000	325,000	325,000	325,000	325,000	325,000	<i>see below</i>	
NRSP8	500,000	500,000	500,000	500,000	500,000	500,000	500,000	
NRSP9	175,000	175,000	175,000	175,000	175,000	175,000	175,000	
NRSP_TEMP003 (NRSP3)							50,000	Approve 5-year budget
NRSP_TEMP301 (NRSP7)							325,000	Approve 1-year budget ²
NRSP_TEMP321							279,686	Approve 5-year budget ³

Requests for Off-the-Top Funding

†Assuming an acceptable midterm review, all NRSP budgets were approved during 2012 Fall ESS Meeting for the duration of their current, five-year cycles.

¹NRSP-1 is anticipated to request additional funding during the September ESS meeting to facilitate an overhaul of the NIMSS and maintenance of the new system.

²NRSP7 must demonstrate that they have secured new (not in-kind) funds that are equal to or more than 2x the off-the-top funding requested prior to submitting a renewal proposal.

³Pending formal response to NRSP-RC questions about database platform selection and communication with the National Animal Genome Research Program (NRSP8) database manager.

Summary of NRSPs

Project Number	Project Name	Project Period	Midterm Review Year
NRSP-1	National Information Management and Support System (NIMSS)	2011-2016	2014
NRSP-3 (NRSP_TEMP003)	The National Atmospheric Deposition Program (NADP)	2015-2019	2017
NRSP-4	Enabling Pesticide Registrations for Specialty Crops and Minor Uses	2010-2015	2013

NRSP-6	The US Potato Genebank: Acquisition, Classification, Preservation, Evaluation and Distribution of Potato (Solanum) Germplasm	2010-2015	2013
NRSP-7 (NRSP_TEMP301)	A National Agricultural Program for Minor Use Animal Drugs	2015	-
NRSP-8	National Animal Genome Research Program	2013-2018	2016
NRSP-9	National Animal Nutrition Program	2010-2015	2013
NRSP_temp321	National Animal Genome Research Program (NRSP8 renewal)	2014-2019	2017

Item 6.05:

ESCOP Agenda Brief July 22, 2014

Agenda Item: Impact Database Update

Presenters: Bill Brown and Eric Young

The Extension/Research impact database is active at landgrantimpacts.org. The web site's homepage search capability is still being developed to allow public users to search on any input field (ex. research or extension, institution, state, funding source, challenge area, etc) as well as a free text search. Also the home page has six broad integrated categories and tags under those categories that will allow a user to narrow their search by subject matter. These categories and tags were derived from an integration of the goals and objectives from the ESCOP's Science Roadmap and ECOP's Strategic Opportunities documents.

The quality control point for the impact statements being entered is at the CES and AES directors' level. Each director has designated one or more inputters and they will be the only ones with access to the input site. The directors are responsible for assuring their designated inputters are trained in writing impact statements. Periodically, a committee will evaluate quality of the impact statements contained in the database and give feedback to the directors and inputters. As of mid-June there have been 23 research impact statements added to the database and the completed multistate impact statements are in the process of being added. Directors are encouraged to have their designated personnel input completed impact statements from the recent past as well as new ones as they're written.

Database development is being led by Scott Cummings (Texas A&M AgriLife Extension Service) and his IT group at TAMU. Scott's group thus far has been guided by an ad hoc integrated steering committee, chaired by Tim Cross (UTIA). Other members include: Bill Brown (UTIA), Eric Young (SAAESD), Tom Coon (OSU), Jenny Nuber (kglobal), Faith Peppers (UGA), and Scott Cummings (TAMU). This group has advised Scott on such aspects as web page and input screen components, URL name, categorization and tags, search capabilities, output format, etc. Discussions are underway to replace this committee with a permanent steering committee that is jointly appointed by the ECOP and ESCOP Chairs. Most of the members of the current ad hoc committee will likely be appointed to the new committee.

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Item 6.06 NIMSS Update (7/17/2104)

Presenters: Jeff Jacobsen, Dan Rossi, Chris Hamilton

Current NIMSS – NIMSS System Administrators, NIFA and others have been manually maintaining the system and its services, while under repair. Recently, important functions have been fixed and NIFA can approve participants and projects. Approval letters are not automatically sent, yet can be copied and pasted to committees as needed. The transfer from UMD to Amazon Web Services, under the auspices of Rutgers (and NRSP1) is a work in progress. At this time, the system appears to be stable with the intent of a maintenance management program for the remainder of CY2014 and CY2015.

Future “NIMSS” – A subcommittee of NRSP1 [Jeff Jacobsen (chair), Bill Brown, Steve Loring, Adel Shirmohammadi, Shirley Hymon-Parker, Chris Hamilton] reviewed the responses to a national solicitation for a redesign of NIMSS. Available members of this group and two IT professionals (Robert Ridenour UTIA; John Chamberlain NMSU) participated in a conference call with Clemson’s Youth Learning Institute (YLI) to respond to provided questions and offer additional insights. Several follow-on calls were made to clarify residual questions. In addition, two other IT professionals reviewed this proposal with favorable recommendations. These details were provided to NRSP1 electronically and discussed in conference calls.

NRSP1 recommends developing a contract with Clemson’s YLI for the redesign and operations/maintenance of the new system. The one-time cost of the redesign is: \$265,000 and the cost of the on-going maintenance is: \$128,500. This would require: 1) a mid-cycle budget adjustment to NRSP1 and 2) a contract for service with YLI. The approved 5-year period for NRSP1 is 2011-2016.

With the above financial recommendations, our discussion has been to develop a 3-year contract. One year of redesign and two years of operations and maintenance with the new system. This would result in a redesign that is responsive, operational and optimally tested by the system over the following two years.

The NRSP Review Committee has approved a modified budget for FY2014 up to an additional \$200,000 as one-time costs for redesign (total of \$275,000) and an additional \$75,000 as on-going costs (total of \$150,000). A follow up call will be needed to consider the actual proposal costs of \$265,000 (one-time) and \$128,500 (on-going).

Given the approved NIMSS funding level of \$21,590 and carryover funds at Rutgers in the amount of \$18,410 that can be applied to the redesign cost, approval will be needed for a one-time increase in funds in FY2015 for NIMSS redesign in the (net) amount of \$225,000. Approval will also be needed for an increase in funding in FY2016 to support NIMSS on-going maintenance in the amount of \$106,910. Finally, approval will be needed for a one-year NRSP-1 proposal for FY2017 that includes a total of \$128,500 to support on-going maintenance of NIMSS in the third year of the Clemson contract.

Discussion Items: ESS and financial approval processes, APLU as contracting entity (terms, conditions, ownership), Redesign team membership.

Action requested: For information and discussion only.

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Item 6.08: Futuring Steering Committee

Date: July 22, 2014

Presenter: Mike Hoffmann/Daniel Rossi

Background Information:

1. Committee Membership:

Michael Hoffmann (Chair)	ESCOP
Daryl Buchholz	CES
John Stier (or Josef Broder)	APS
John Ferrick	IAS
Craig Beyrouthy	AHS
Dan Rossi	ED support

2. Background – ESCOP proposed to the BAA PBD and the Board approved embarking on a system-wide futuring initiative to help position the Land-grant System to address the grand challenges facing society, now and as they intensify in the future. This futuring initiative will not duplicate the roadmapping and strategic planning efforts made by the various BAA sections in recent years, but rather use those and other relevant plans as a starting point to develop a long-range integrated vision for the system 20 - 25 years in the future. The first step was the appointment of a steering committee consisting of representation from the various BAA sections. The charge to the Steering Committee was to determine the charge, goals, outputs, timeline and composition of a Futuring Task Force that would guide the initiative.
3. Update – The Task Force has prepared a draft report, “Land Grant University Futuring Task Force Plan,” a copy of which is attached. The Task Force is currently developing estimates of the financial resources that will be needed to implement the plan. The plan will be presented to the PBD at their July meeting

Action Requested: For information only.

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Land Grant University Futuring Task Force Plan¹

Task Force Charge

The Task Force is charged to conduct a futuring exercise that will help position the Land-grant University System (System) to address the intensifying grand challenges facing humanity including a rapidly warming climate and the need to feed another two billion people by 2050. In this global context, we need to take full advantage of the opportunity to change, or even transform, as we transition to a new generation of faculty. The System is offered a unique opportunity to shape its future if we plan strategically and in anticipation of the great change that will occur over the next 20-25 years. This futuring effort would move the System into a visionary and anticipatory mode – one critically needed at this time in human history and one willing to fully embrace the enormity and urgency of the challenges. Bold and difficult decisions must be made if the System is to achieve its fundamental mission – *Knowledge with Public Purpose* – in a rapidly changing world.

The Process

Futuring follows the anticipatory techniques of: 1) understanding the local, national and international political, social, and economic drivers that influence the landscape in which our institutions work, 2) analyzing underlying assumptions that influence the roles of land grant institutions, 3) creating multiple simulations of how changing landscapes, both here and abroad, that influence the direction and impact of land grant institutions, 4) developing resulting forecasts from the outcomes of the simulations, 5) preparing concept papers that reflect various scenarios and outcomes, 6) making sure that decision makers within the System understand possible outcomes and are ready to address anticipated changes, and 7) providing frequent feedback on impact from new directions so that continual improvement can be achieved.

Expected Outcomes for the System

- More relevant and higher quality teaching, research, and extension programs.
- Timelier decision-making in developing strategic directions for our institutions and programs.
- Shifting from reactive to proactive modes in anticipation of change.
- More effective and timely framing, valuing and ranking of priorities.
- Positioning current and future assets to address emerging challenges and opportunities both here and abroad.
- Development of mutually beneficial globally focused partnerships that address the Systems domestic agenda while at the same time address global challenges that intersect with our domestic priorities.

¹ The suggested process and outcomes of this plan were taken in part from the following articles: Sobrero, P. (2004). The steps for futuring. *Journal of Extension* [On-line], 42(3). Available at: <http://www.joe.org/joe/2004june/comm2.php>
Sobrero, P. M. (2004). Futuring: The implementation of anticipatory excellence. *Journal of Extension* [On-line], 42(2). Available at: <http://www.joe.org/joe/2004april/comm1.php>

Guiding Principles

- The System is a unique institution in that it encompasses teaching, research and Extension – all with public purpose.
- The System must respond quickly, boldly and proactively to the unprecedented grand challenges now facing society, in particular a burgeoning global population and climate change, which is threatening food and water security and social stability worldwide.
- The System will continue to face financial challenges and needs to seek new and creative ways to sustain our human and operational capacity.
- The System could function better with more purposeful and strategic collaboration both here and abroad.
- The System operates in an increasingly diverse and interconnected global community.
- Changes in communications technology are rapid and greatly impact the teaching, research, extension, and outreach functions of land-grant universities and we must make optimal use of these technologies.
- Discussions related to the futuring exercise should be open and participatory. Results should be readily available (open access).
- A wide range of discussants should be engaged for futuring conversations.

Task Force Goals

- Create a data driven process using existing databases and previously published strategic plans and roadmaps² to support analysis of trends, to track emerging and critical issues through environmental scanning and to use that information to project future change.
- Develop forecasts and visionary plans that provide basic understanding of future possibilities to inform planning, programming, and operations.
- Utilize existing information dissemination systems to communicate futuring activities and results.
- Develop a baseline and process for evaluating the impact of using futuring to inform decision making.
- Establish a culture at all levels in the System for sustained futuring activities so that futuring becomes the foundation upon which substantive long-range planning is based.

Task Force Outputs

² Including the Kellogg Commission on the Future of State and Land-Grant Universities Report, PCAST Report on Agricultural Preparedness and the Agriculture Research Enterprise, ESS Science Roadmap for Food and Agriculture, CES Strategic Opportunities for Cooperative Extension, APS Human Capacity Development – The Road to Global Competitiveness and Leadership in Food, Agricultural, Natural Resources and Related Sciences, and the APLU Science, Education and Outreach Roadmap for natural Resources.

- A summary report that provides an assessment of challenges and opportunities for society and the Land Grant System supported by a series of issue briefs and recommendations.
- Specific recommendations relative to resource needs to support future programming, system-wide recruitment and staffing models, and alliance and partnership development.
- A system-wide data driven process for futuring, planning and impact monitoring.

Task Force Composition

A relatively small team (5-7) of thought leaders who fully recognize the enormity of the challenges faced by humanity and the need for a rapid response by the System and who will engage as necessary a wide range of discussants internal and external to the System. Engagement of a public or private resource to organize the futuring exercise is likely, e.g., The Rand Corporation (<http://www.rand.org/pardee.html>) or Future Search (<http://www.futuresearch.net>).

Timeline

- July, 2014 – Approval by Policy Board of Directors (PBD) of Task Force plan and budget
- July – August, 2014 – Appointment of Task Force members; securing a facilitator
- September - October, 2014 – Initial conference call; confirm operational plan; identify and recruit discussants
- November, 2014 – Face-to-face meeting at APLU Annual Meeting; interim report to PBD
- November, 2014 – February 2015 – Futuring sessions conducted; populating and analysis of data bases; establishing baseline and process for evaluating impacts;
- March and April, 2015 – Interim reports at AHS/CARET and PBD meetings; analysis of initial information; identification of issues; appointment of concept paper writing committees
- April – June, 2015 – Projections and scenarios developed; issue concept papers prepared; summary report with recommendations drafted
- July, 2015 – Presentations at Joint COP’s meetings
- August – October, 2015 – Finalize concept papers and summary report; prepare issue briefs; develop marketing and advocacy plan
- November, 2015 – Final report to the PBD

Budget Needs

Professional facilitator expenses:	\$28,000*
Task force travel expenses:	7,000
Meeting expenses:	5,000
Publishing costs for summary report and issue briefs:	<u>10,000</u>
Total	\$50,000

* The cost of facilitation will vary depending if it is done internally (Land Grant personnel) or externally (e.g., Rand Corp., Future Search, etc.).

Item 6.09: Capital Infrastructure Task Force

Date: July 22, 2014

Presenter: Mike Hoffmann/Daniel Rossi

Background Information:

4. Committee Membership:

Michael Hoffmann (Chair)	Experiment Station Committee on Organization & Policy (ESCOP)
Jim Kadamus	Sightlines
Dale Gallenberg	Non-land-grant Agricultural & Renewable Resources Universities (NARRU/NLCGA)
Pamela J. White	Board on Human Sciences
Tim White	National Association of University Forest Resources Programs (NAUFRP)
Eleanor M. Green	Association of American Veterinary Medical Colleges (AAVMC)
Carolyn Brooks	1890 Land Grant Institutions
Dan Rossi	ED Support

5. Background – Sonny Ramaswamy has requested an estimate of the backlog of capital infrastructure needs among APLU institutions. ESCOP was asked to coordinate a process to develop such an estimate. A Capital Infrastructure Task Force with representation from all elements of our system was appointed with the charge to work with Sightlines to design a survey to collect information to allow Sightlines to extrapolate capital infrastructure needs on our campuses.

6. Update – The Committee worked with Sightlines in the development of a survey proposal. The proposal with a price tag of \$100,000 was presented to the Policy Board of Directors at their March meeting. The Committee has been asked to prepare a plan for funding this project through assessments from the participating institutions. We are working with Ian Maw to prepare such a funding plan which will be presented to the PBD at their July meeting.

Action Requested: For information only.

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Item 7.0: AES/CES Communications and Marketing Committee (CMC)

Date: July 22, 2014

Presenter: Nancy Cox/Daniel Rossi

Background Information:

1. Committee Membership:

Wendy	Wintersteen	AHS
Ian	Maw	APLU Representative to CMC
Hunt	Shipman	Cornerstone Government Affairs
Nancy	Cox	ESCOP CMC Representative to NC-FAR; CMC ESCOP Co-Chair
Steve	Slack	ESCOP Chair, FY2014
Michael	Harrington	ESCOP ED
Mary	Duryea	Southern Region ESCOP
Ronald	Pardini	Western Region ESCOP
Jenny	Nuber	kglobal
Daniel	Scholl	North Central Region ESCOP
Robin	Shepard	ECOP ED
Jane	Schuchardt	ECOP ED&A Point Person
Carolyn	Brooks	1890s Region ESCOP; ESCOP ED
Kirk	Pomper	1890s Region ARD
William	Hare	Northeast Region ECOP
Tom	Coon	North Central Region ECOP
Gina	Eubanks	1890s Region ECOP
Darren	Katz	kglobal
Tony	Windham	Southern Region ECOP
Daniel	Rossi	ESCOP ED&A Point Person
Connie	Pelton Kays	CARET
Jimmy	Henning	ECOP Chair, FY2014
Richard	Rhodes	NERA ESCOP
Scott	Reed	CMC ECOP Co-Chair
Faith	Peppers	ACE Representative to CMC
Linda	Martin	ACOP Representative to CMC

2. Meetings – The CMC held a face-to-face meeting on March 2, 2014 and met by conference call on May 22, 2014. It will next meet by conference call on September 25, 2014.

3. Update:

- The CMC continues to work closely with kglobal and Cornerstone on a targeted educational effort to increase awareness and support for basic and applied research

and transformational education provided by Land Grant Universities through Agricultural Experiment Stations and Cooperative Extension.

- We are into the second year of a two year partnership with ECOP to support the Project. ECOP has not yet made a decision to extend the partnership. The AHS have indicated an interest in joining the effort and a proposal for possibly expanding the effort is under consideration if additional funds are made available through the AHS.
- An expansion proposal was prepared by kglobal in response to a request from the CMC. It includes three potential alternatives for expanding the initiative:
 - Being Smarter: Messaging – includes regional focus groups and national survey for message validation, \$80,000 – 100,000
 - Being Broader: Targeting More Districts – adding 10 additional target districts, \$120,000
 - More Integrated: Leveraging the Power of the Communicators – working with all communicators from system rather than only those in target districts, \$75,000
- The CMC is preparing a set of recommendations that will be presented to the PBD at their July meeting.
- The CMC has focused its messages during the past year on nutrition and health. It is now considering adding a second focus – water security.

Action Requested: For information only.

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Communications and Marketing Project Recommendations

Prepared by

AES-CES Communications and Marketing Committee

Scott Reed and Nancy Cox, Co-Chairs

July, 2014

Background

The Experiment Station Committee on Organization and Policy (ESCOP) and the Extension Committee on Organization and Policy (ECOP) joined together in 2012 to coordinate an educational effort, specifically targeted at legislators in Washington D.C., to increase awareness and support of basic and applied research and transformational education provided by land-grant universities through the Agricultural Experiment Stations (AES) and Cooperative Extension System (CES). kglobal, a public affairs/marketing firm, in cooperation with Cornerstone Government Affairs, assists with this educational effort. Guided by the AES/CES Communications and Marketing Committee (CMC), ESCOP and ECOP have entered into agreements with kglobal and Cornerstone negotiated annually through contracts with APLU. The total cost of the project for the years 2013 and 2014 was \$400,000 annually split equally by ESCOP and ECOP.

The overall purpose of the project is to increase federal funding flowing through competitive and capacity lines to AES and CES. In FY 2014, the seven core programs as advocated by the APLU Board on Agriculture Assembly (BAA) Budget and Advocacy Committee (see www.land-grant.org) are at or above the FY 2012 levels. Further, increases are reported to be higher in comparison to other USDA programs. Other factors associated with return on investment are:

- 1) Asking what would happen to funding levels without this project.
- 2) How helpful kglobal efforts provide the education Congressional members need in order to respond positively to advocacy efforts by Cornerstone.
- 3) Moving from reactive to proactive messaging, such as the focus during the last year on nutrition and health research and Extension.
- 4) Working closely with the communications experts across the land-grant system, especially in selected Congressional districts, in order to maximize the impact story.
- 5) Outputs related to social media, articles in traditional media, and visibility through www.agisamerica.org.

Current Status

ESCOP has committed to another three years of support for the project. ECOP will discuss continuance; however, this is not possible at the current funding level (\$200,000 annual) beyond 2015 without an increase in assessments or change in current ECOP expenditures.

There is interest by the BAA Policy Board of Directors, particularly with the Administrative Heads Section (AHS), in joining the effort as a funding partner, especially if all three missions of the land-grant university – teaching, research, and Extension can be adequately represented. An expanded scope could allow the addition of more student stories. These stories would be of interest to our target audience and also could result in additional benefits including attracting more undergraduate and graduate students to land-grant programs, thus feeding the pipeline for future professionals.

In order to accommodate an expanded scope of the project and to maximize its impact, the CMC tasked kglobal with providing a proposal on how the Communications and Marketing Project could be expanded.

Expansion Proposal

The kglobal proposal includes three potential alternatives for expanding the Communications and Marketing Project:

Being Smarter: Messaging

- Provide better understanding of target audiences—what they think, what issues concern them, and what drives them to action
- Support programs that are more efficient and effective
- Includes regional focus groups and national survey for message validation
- Budget: \$80,000-100,000 depending on scale of the national survey

Being Broader: Targeting More Districts

- Currently working with 12-15 target districts
- Add 10 additional target districts to grassroots efforts
- Identify, mobilize and activate more voices in more districts to educate legislators on the importance of the work of their local land-grant university
- Budget: \$1000 per district per month. Total budget: \$120,000 per year

More Integrated: Leveraging the Power of the Communicators

- Currently working closely with the universities in target districts

- Expand the program to include and involve communicators in every state with land-grant universities
- Educate communicators on current efforts, training them in current messaging, and leveraging their local relationships
- Result in more stories, more local buy-in and greater access to our target audiences across the nation
- Budget: \$75,000 per year

Cornerstone Comments on the Communications and Marketing Project and the Expansion Proposal

Kglobal brings resources to our effort that Cornerstone does not possess – digital media, social media and grassroots/grasstops communications (especially from non-agriculture alumni). It is impossible to compartmentalize the actions and payoffs to directly connect any one action with any outcome. However, given the results we have had recently, we believe that the mix of lobbying activities from Cornerstone with kglobal’s educational efforts is working well.

The AHS members’ interest in expanding the current activities is one which we support. kglobal has been judicious in its allocation of resources given the budget. We believe that their proposal will accomplish/contribute to key objectives:

- Recognizing that the natural turnover in Congress (members and staff) requires some repetition in our ongoing activities, the expansion would allow for this while further building on past educational efforts.
- It would better leverage the existing infrastructure and investment that each university has made in its communications staff.
- The message testing is one component we believe would pay particular dividends in targeting what we are saying to what resonates with members and staff rather than telling them what we want them to hear (or *think* they want to hear).

Understanding that there may be insufficient funds to do all 3 of kglobal’s proposed activities, we think each has individual merit and defer to Darren Katz and his team on how to get the best “bang for the buck” if scaling is necessary.

CMC Recommendations

Based on a series of committee discussions and a survey of its members, the CMC makes the following recommendations:

- There is strong support for continuation of the current program.

- If the AHS were to decide to join the effort, all expenditures should be split evenly among participating sections to ensure equal partnership. If the current program were continued as is with a budget of \$400,000, it would be funded equally at \$133,333 from each the three sections.
- Depending upon the availability of additional funds, the expansion proposal alternatives should be implemented in the following priority order:
 - I. More Integrated: Leveraging the Power of the Communicators
 - The total program cost would be \$475,000
 - The cost to each section would be \$158,333
 - II. More Integrated: Leveraging the Power of the Communicators and Being Broader: Targeting More Districts
 - The total program cost would be \$595,000
 - The cost to each section would be \$198,333
 - III. All three alternatives
 - The total program cost would be \$685,000 (assuming the cost of the messaging alternative would be \$90,000)
 - The cost to each section would be \$228,333

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Item 8.0: ECOP Report to ESCOP

Presenter: Clarence Watson, ESCOP Liaison to ECOP; Daryl Buchholz, ECOP Liaison to ESCOP



Extension Committee on Organization & Policy (ECOP)

Report to the Experiment Station Committee on Organization and Policy Daryl Buchholz, ECOP Liaison (6.10.14)

Build Partnerships and Acquire Resources

- The ECOP National Task Force on Health, chaired by Michelle Rodgers, University of Delaware, has outlined priorities for Cooperative Extension health programs for the next 3-5 years, and named potential partners, public and private, to be engaged in resource development and program implementation. See <https://www.aplu.org/document.doc?id=5134>. As a result of this important work, "Healthy Food Systems, Healthy People" is the theme of a work session at the Joint COPs meeting July 22-23, 2014 in San Diego.
- The Extension Centennial Celebration Working Group, co-chaired by Doug Steele, Texas A&M AgriLife Extension, and Frankie Gould, Louisiana State University AgCenter, report successful events in Washington, DC, on 3.5.14 (Capitol Hill Reception) and 5.7-8.14 (Convocation) along with a robust social media presence and fundraising resulting in nearly \$100,000. See www.extension100years.net.
- The NACo - Cooperative Extension National Leadership Team meets on a quarterly basis and is investigating ways to work together on urban programming, emergency preparedness, civility in public discourse and other educational tools for local leadership and government officials.
- ECOP Budget and Legislative Committee, chaired by Rick Klemme, University of Wisconsin, works with the APLU Board on Agriculture Assembly to communicate the "both-and" of federal competitive and capacity funding. The FY 2015 federal budget shows favorable proposals for Cooperative Extension capacity funding. Efforts are underway to recommend new funds for water security programs in FY 2016.

Increase Strategic Marketing and Communications

- The AES-CES Communications and Marketing Committee, co-chaired by Scott Reed, Oregon State University, continues work to educate decision-makers about results of research and Extension investments. The current emphasis at www.agisamerica.org is nutrition/health research and Extension.
- The database at www.excellenceinextension.org has been renamed to www.landerantimpacts.org and allows for public access to impact statements from Cooperative Extension and the Agricultural Experiment Stations. Professional development opportunities on writing impacts are in process.

Enhance Leadership and Professional Development

- Plans are underway for the 2015 National Extension Directors and Administrators meeting to take place in October 12-15, 2014 in Chicago. The shift from March to October is to position Cooperative Extension to meet jointly with the Experiment Station Section (ESS) during this time frame in 2016.

Strengthen Organizational Functioning

- The ECOP 4-H National Leadership Team, initially led by Charlotte Eberlein, University of Idaho, begins its work in August 2014. A Memorandum of Understanding outlining the responsibilities of Cooperative Extension at the state level, USDA-NIFA, and the National 4-H Council was signed 5.8.14.
- ECOP Chair Jimmy Henning continues focus from 2013 on the ESCOP-ECOP strategic alliance working closely with Steve Slack, ESCOP chair, on the partnership with USDA and a program focus on water security.

For more information, Jane Schuchardt, Executive Director, jane.schuchardt@extension.org, or visit <http://ecopmondayminute.blogspot.com/>.

ECOP is the representative leadership and governing body of Cooperative Extension, the nationwide transformational education system operating through land-grant universities in partnership with federal, state, and local governments.

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