



ESCOP Meeting

Monday, February 25, 2013, 9:30am – 12:00pm
 Hilton Oldtown Alexandria – Madison Room
 Alexandria, VA

Agenda

	Item#	Topic and Presenter
9:30am	1.0	Welcome and Introductions – Mike Hoffmann <ul style="list-style-type: none"> • Approval of Agenda • Approval of Minutes of ESCOP Exec. Committee Meeting on Nov. 12, 2012 at Denver, CO http://escop.ncsu.edu/docs/Nov2012ESCOPExecCommitteeMinutesandBriefs.pdf • Chair's Interim Actions
9:45am	2.0	NIFA Update – Meryl Broussard (TBC)
10:00am	3.0	Cornerstone Update (2014 Budget, Farm Bill, Key Targets) – Jim Richards/Hunt Shipman
10:15am	4.0	Budget and Legislative Committee – Jeff Jacobsen/Mike Harrington
10:25am	5.0	Communications and Marketing Committee – Nancy Cox/Arlen Leholm
10:35am	6.0	Science and Technology Committee – Bill Ravlin/Dan Rossi
10:45am	7.0	NRSP Review Committee – Abel Ponce de Leon/Arlen Leholm
10:55am	8.0	Policy Board of Directors Update – Steve Slack/Eric Young
11:05am	9.0	Joint COPS Meeting – Steve Slack/Arlen Leholm
11:10am	10.0	ESS/SAES/ARD Workshop – Steve Slack/Arlen Leholm
11:15am	11.0	<i>Discussion I</i> – Priority Setting Process – Mike Harrington
11:30am	12.0	<i>Discussion II</i> – Additional Research Awards at APLU – Mike Hoffmann
11:45am	13.0	<i>Discussion III</i> – Identifying New Leaders – Mike Hoffmann
12:00pm		Adjourn
		Agenda Briefs Only
	14.0	ECOP Liaison Report to ESCOP – Doug Lantagne ECOP Response to PCAST Report
		Future Meetings: July 24-25, 2013 Joint COPS Meeting, Manhattan, KS September 24-26, 2013 ESS Annual Meeting and Workshop, Hilton Columbus at Easton, Columbus, OH November 10-12, 2013 APLU Meeting, Marriott Wardman Park, Washington, DC

Agenda Brief #1: ESCOP Chair's Interim Actions

Presenter: Mike Hoffmann

For Information Only

- Has worked closely with ECOP Chair Daryl Buchholz to strengthen a strategic alliance between ESCOP and ECOP.
 - Sent letter to Sonny Ramaswamy dated December 1, 2012, in response to the Principles of Partnership (see below).
 - Mike and Daryl will meet with Cathie Woteki, USDA Under Secretary for Research, Education and Economics on February 20, 2013.
 - Mike and Daryl will also meet with the NIFA Center for International Programs staff, the NIFA Science Leadership Council, and NIFA Director Sonny Ramaswamy on February 28, 2013.
 - Mike and Daryl will conduct USDA-NIFA Seminar “Knowledge with a Public Purpose” on Feb. 28, 11am-12pm at 1401 Waterfront (see flyer below)

- Presided over monthly (Oct.’12, Dec.’12 and Jan.’13) Chair’s Advisory Committee Call with EDs and chairs of committees, and discussed the following:
 - ECOP-ESCOP Strategic Alliance
 - Partnership Committee
 - Association for Communication Excellence Proposal for a non-voting, advisory role in ESCOP – decision is to invite ACE liaison to the ESCOP Communication and Marketing Committee
 - Budget/Farm Bill Update
 - Pest Management Working Group Paper
 - NRSP Guidelines
 - Sharing Best Management Practices
 - PCAST Report: “Agricultural Preparedness and The Agricultural Research Enterprise” , and ECOP and ESCOP Response
 - PBD Meeting Update
 - ESCOP Committee Reports
 - Budget and Legislative
 - Communications and Marketing
 - Science and Technology
 - NRSP Review Committee



EXPERIMENT STATION COMMITTEE ON ORGANIZATION AND POLICY

Experiment Station Section
The Board on Agriculture Assembly
National Association of State Universities and Land-Grant Colleges

December 1, 2012

Dr. Sonny Ramaswamy
Director, National Institute of Food and Agriculture
United States Department of Agriculture
Jamie L. Whitten Building, Room 305-A
1400 Independence Ave., SW., Stop 2201
Washington, DC, 20250-2201

Dear Sonny,

On behalf of the Experiment Station Committee on Organization and Policy (ESCOP) and the Extension Committee on Organization and Policy (ECOP), we want to express our collective appreciation for your leadership in launching the Principles of Partnership, a renewed partnership among the Land Grant Universities, the United States Department of Agriculture and the many other federal and state and private sector agencies and organizations. The Principles of Partnership vision and mission provides an excellent framework to address the challenges facing society in the 21st Century and beyond. Together we can collectively advance the principles embodied in the Morrill Act, promote a common cause, build trust, improve communication, and as partners, provide the leadership needed to achieve our vision and mission in the 21st Century.

With the Principles of Partnership now in place, we have an excellent opportunity to work together to develop specific recommendations and action steps that will ensure that the benefits of the renewed partnership are realized. To develop these recommendations and associated expected outcomes we suggest the creation of a "Partnership Committee" consisting of membership from the previous committee including the COPs but could also be expanded to include representation from ARS, ERS, etc. This committee should be inclusive and reflect the full breadth of the partnership.

If you agree with this suggestion, we are willing to help identify potential members and work closely with you to take full advantage of the opportunity before us. We look forward to hearing from you.

Best regards,

Michael Hoffmann, ESCOP Chair
Daryl Buchholz, ECOP Chair



Extension Committee on Organization & Policy
(ECOP)



Experiment Station Committee on Organization and Policy
(ESCOP)

USDA-NIFA Seminar

Thursday, February 28, 2013

11 a.m. – 12:00 p.m. (ET)

1401 Waterfront

Knowledge with a Public Purpose

Learn how Cooperative Extension and Agricultural Experiment Stations
work together to take research to practice.

Facilitating: Martin A. (Marty) Draper
President, Epsilon Sigma Phi, DC Chapter
USDA-NIFA National Program Leader - Plant Pathology



Daryl Buchholz

Chair, ECOP

Associate Director, Kansas State University
Research and Extension
Kansas State University



Mike Hoffman

Chair, ESCOP

Director, Cornell University Agricultural
Experiment Station
Cornell University

Agenda Brief #4: Budget and Legislative Committee

Presenters: Jeff Jacobsen and Mike Harrington

For information only

The committee holds regular monthly conference calls that have generally been well attended. The current B&L Committee membership is shown below.

<p>Chair: Jeff Jacobsen (WAAESD)</p> <p>Delegates: William (Bill) Brown (SAAESD) Ron Allen (WAAESD) Ernie Minton (NCRA) Karen Plaut (NCRA) Orlando McMeans (ARD) Carolyn Brooks (ED-ARD) Bob Shulstad (SAAESD) Tim Phipps (NERA) Thomas Burr (NERA) Ron Allen (WAAESD) Bret Hess (WAAESD)</p> <p>Executive Vice-Chair Mike Harrington (WAAESD)</p>	<p>Liaisons Paula Geiger (NIFA) Caird Rexroad (ARS) Glen Hoffsis (APLU Vet Med) Eddie Gouge (APLU) Ian Maw (APLU) Dina Chacon-Reitzel (CARET) Cheryl Achterberg (APLU - BoHS)</p> <p>Jim Richards (Cornerstone) Hunt Shipman (Cornerstone) Vernie Hubert</p> <p>*Chair elect -TBD</p>
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The B&L Committee endorsed the Pest Management Working Group Recommendations. The final document was essentially identical to what was approved at the 2012 Joint COPS meeting. With consent of ESCOP Chair Mike Hoffman, the recommendations were forward to the BAA-Budget and Advocacy Committee for further action.

The B&L Committee held a face to face meeting earlier today during which approaches to priority setting were discussed. Details from this discussion will be presented.

BAC Meeting Results: The BAC met by conference call on Feb 12 to finalize the system’s FY 2014 appropriations requests for the National Institute of Food and Agriculture (NIFA). Unfortunately, the President’s 2014 Budget had not been released prior to this discussion. President’s 2014 Budget is expected 2nd week in March.

No action is being taken on FY 2013 Budget and Farm Bill until sequestration (\$89 B) occurs and numbers are known. It is unknown if sequestration will affect the Research Title, but “We need to minimize impact on programs we care about and NIFA top line”.

New discussion items:

SNAP-Ed: The SNAP-Ed program which incurred a 28% cut in total funds in January (as a one-time cut) and after the fiscal year started. SNAP-Ed funding, which comes from the Food and Nutrition Service (not NIFA), may exceed S-L funding in some states.

Concerns:

- Not all states manage the program in the same manner, e.g. extension, state departments of health, so there is a potential for mixed messages.
- Who is the lead?
- There is potential for confusion relative to existing NIFA budget lines, so clarity of discussion and any advocacy information should be very informative of this program.

Next steps:

- This will be a separate initiative since funding comes from a different budget line so as not to confound NIFA advocacy.
- All parties need to sing from the same page.
- Need to stress impacts on end users.
- Each region is putting together “impacts” of cuts
- Work with ASNNA (state groups) to create consistent message

Crop Protection Working Group: Approved WG paper and Summary and will forward to Policy Board of Directors with recommendation for approval.

Given the tight budget situation, the committee supported all current programs at the appropriated level or the President’s budget request whichever is higher. Need to make sure that we do not lose ground.

2014 Budget: No changes to priorities as stated in November and January: AFRI, capacity funds for Hatch, Evans-Allen –McIntire-Stennis, Smith-Lever, 1890 Extension and 1994 Research and Extension.

Other Critical Issues supported: 1890 Institutions Capacity Building Grants and Facilities Grants Programs, Insular Area Competitive Grants, Higher Education Competitive Grants, New Technologies for Ag Extension (eXtension), Renewable Resources Extension Act, Veterinary Medicine Loan Repayment Program and Animal Health and Disease Research.

Each of these priorities will be documented in a one-pager (two-sided) at www.land-grant.org/documents.html

Agenda Brief #5: AES/CES Communications & Marketing Project

Presenters: Nancy Cox, Hunt Shipman, Darren Katz, and Arlen Leholm

Purpose of the effort:

The Experiment Station Committee on Organization and Policy (ESCOP) and the Extension Committee on Organization and Policy (ECOP) joined together in 2012 to coordinate a targeted educational effort 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](#), are assisting with this educational effort. Guided by the AES/CES Communications and Marketing Committee (CMC), ESCOP and ECOP have entered into a two-year agreement effective May 1, 2012 with kglobal and Cornerstone, with annual renewal. The annual commitment is \$400,000 split equally between ESCOP and ECOP. See link below for a more complete description of the effort.

The CMC will have their annual meeting on Sunday, February 24, 2013 from 4 to 6 PM during the CARET meetings in Washington, DC. Nancy Cox, Research, and Scott Reed, Extension, co-chairs of CMC will lead a discussion on strategies and priorities for the coming year. Actions from this meeting will be reported at the February 25, ESCOP Monday morning meeting.

Information for Directors, Administrators and University Communications Professionals:
http://escop.ncsu.edu/comattach/3_CMC%20Directors%20Info_Final_20120814.pdf

Monthly kglobal Report:

Each month kglobal provides an electronic update to the Communication and Marketing Committee (CMC) of their work which is conducted in close coordination with Cornerstone and the CMC. See the monthly kglobal reports and all other background information on CMC efforts at the link below.

https://mywebspace.wisc.edu/xythoswfs/webui/_xy-48320354_1-t_vlvjX5gF

Action: Information only

Agenda Brief #6: ESCOP Science and Technology Committee

Presenter: William Ravlin/Daniel Rossi

Background Information:

1. Committee Membership:

- Chair
 - William Ravlin (NCRA)
- Delegates
 - John Liu (SAAESD)
 - John Russin (SAAESD)
 - Gary Thompson (NERA)
 - Cameron Faustman (NERA)
 - Steve Meredith (ARD) – Vice Chair
 - Marakis Alvarez (ARD)
 - Larry Curtis (WAAESD)
 - David Thompson (WAAESD)
 - Joe Colletti (NCRA)
 - Abel Ponce de Leon (NCRA)
- Executive Vice-Chair
 - Dan Rossi (NERA, Executive Director)
- NIFA Representative
 - Muquarrab Qureshi
- Social Science Subcommittee Representative
 - Travis Park
- Pest Management Strategies Subcommittee Representative
 - Frank Zalom

2. Meetings – The Committee last met on July 24, 2012 in Savannah, GA. The Committee will have a conference call in May. No face-to-face meetings are scheduled at this time.

3. Multistate Research Award – The announcement for the next round of awards was sent out to directors and participants in the NIMSS System on October 2, 2012. The nominations are due to the Regional Associations by February 28, 2013. The Regional Associations will submit their nominations for the national award by April 30, 2013 and the Committee will meet by conference call in May and forward their recommendation to the ESCOP Executive Committee.

4. Science Roadmap – A near final version of the synthesis paper has been completed and will be distributed at the meeting.

Action Requested: For information only.

Agenda Brief #7: NRSP Review Committee

Presenter: Arlen Leholm for Abel Ponce de León, NRSP-RC Chair

Background:

At the 2012 Fall ESS Business Meeting in Portsmouth, NH, the directors approved the following changes to the NRSP-RC's process in an effort to streamline the NRSP review process:

Changes to NRSP Operational Guidelines

(Updated 10/10/2012)

1. The NRSP RC will approve 5 year budgets for new and renewing projects, with the stipulation that if Hatch funds are reduced, NRSP funding will also be reduced by the same percentage. Typically there would be no more than 2-3 projects under consideration for five year renewal in any given year. This would allow for in depth discussion if needed.

- There will be a 3rd year review to assess progress toward goals, objectives and funding targets. The interim review would be provided to the Directors as part of the committee's report at the regional association summer meetings and may include a recommendation for the reduction of funding if adequate progress has not been made.*
- Approval of NRSP RC recommendation on five year budgets, new projects, and other actions will be by a simple majority vote of those voting at the ESS Annual Meeting*

2. All NRSPs should expect a finite time frame for off the top support after which resources would decline to a maintenance level (e.g. \$50,000 to \$100,000/year). This would allow the project to maintain visibility as an NRSP and providing a conduit for outside resources to leverage AES funds. An excellent example of this can be found in the history of NRSP-3.

3. Total funds expended on NRSP projects cannot exceed \$2,000,000. This upper limit is slightly higher than the current \$1.731 million, but still well less than 1% of Hatch. This limit combined with more effective management and planned reduction of funding to existing projects will facilitate the development of new high priority NRSPs.

NOTE: The requirement for a Management and Business Plan will be examined. The program requires submission of a plan that must include "provisions for developing alternative funding or reducing off-the-top funding to a minimal level". Included would be an assessment of transition options, and alternative funding sources that would help accomplish item 2 above.

Activity as of February 2013:

- The EDs, Mike Harrington in particular, are working to complete an official, revised version of the NRSP Guidelines. These revised guidelines will be distributed and uploaded to the ESCOP website when finalized.
- We created and distributed the fillable .pdf NRSP Midterm Review Form to all members of the NRSP-RC and the AAs of the projects scheduled for midterm review this year (NRSP4, NRSP6, and NRSP9). These completed forms are due to Chris Hamilton in the NCRA office by February 28, 2013 and will be distributed to the other regions by March 15, 2013.
- This year should be considered a trial-run of our midterm review process, which may be updated/changed as needed.
- NRSP8's renewal, NRSP_temp281, is also under review by the NRSP-RC this spring. This project has submitted all required materials, which have also been distributed to the NRSP-RC members.
- The NRSP-RC will meet by teleconference to discuss NRSP_temp281 and the three midterm reviews on June 3 at 1 pm Central Time. If needed, a follow-up call will be scheduled for later in the summer.
- A summary of NRSP budgets and projects up for review is listed below:

		Project Period	Midterm Review Year
NRSP-1	National Information Management and Support System (NIMSS)	2011-2016	2014
NRSP-3	The National Atmospheric Deposition Program (NADP)	2009-2014	-
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	A National Agricultural Program for Minor Use Animal Drugs	2009-2014	-
NRSP-8	National Animal Genome Research Program	2008-2013	-
NRSP-9	National Animal Nutrition Program	2010-2015	2013
†NRSP_temp281	National Animal Genome Research Program (NRSP8 renewal)	2013-2018	2016

†NRSP_temp281's requested annual budget for 2013-2018 is \$500,000, the same as the expiring NRSP8's.

Action Requested: For information only.

Agenda Brief #8: Policy Board of Directors Update

Presenter: Steve Slack

The Policy Board of Directors met on November 13 in Denver during the APLU Annual Conference. Below are some highlights from that meeting.

1. Chair Report
 - Vote on BAA Rules of Operations change to make the BAC and CLP chairs voting members of PBD received a yes vote from 2/3 of those voting, but not of all eligible voters, which is needed to change the Rules, therefore the motion failed.
2. BAA/CARET Budgets. 2013
 - CARET – requesting a 5% (\$10,000) increase in total assessment to cover inflation
 - Motion from Budget & Advocacy Committee – approve increase, passed unanimous
 - Board on Agriculture Assembly budget
 - Three proposals to take care of deficit (\$10,000)
 - Maintain current assessment and take deficit from reserves
 - 2% increase leaves ~ \$10,000 surplus
 - 5% increase leaves ~ \$15,000 surplus
 - No change in assessment since 1999
 - Capacity and competitive funds have increased average 21% over past 10 years
 - Board on Agriculture Assembly maintains a 1 year budget carry over
 - Motion – adopt assessment increase proposal for 5% increase – passed unanimous
3. Lead 21
 - Enrollment is very good – 83
 - Continue to work with FSLI to ensure the programs are complementary
4. Riley Memorial Foundation
 - Asking for sponsorship of Foundation speakers for \$1,000
 - Need more information on Foundation to make a decision
 - Need to be careful about setting precedent that leads to future requests
 - Tabled until March PBD meeting
5. PBD Officers for 2012/13
 - Vice-chair – John Ferrick
 - Secretary – Terry Tatsey
6. Liaisons and Other Assignments
 - Annual Meeting Program – John Ferrick
 - BAC – Charles Boyer
 - CLP – Steve Slack
7. Budget & Advocacy Report
 - Crop Protection Working Group
 - Working on new draft
 - Reaching out to IR-4 to keep them on board, but new draft will probably not include their budget in the consolidation
 - Cornerstone contract extension for 2013-2015
 - 2% increase per year based on review
 - Recommend approve contract, passed unanimously
 - Some frustration among CARET about engagement on campus and nationally, particularly with new deans
 - Looking into orientation sessions and/or mentoring

8. Legislation & Policy Report

- Not much activity by committee last few months
- Cornerstone is working with House Ag staff to resolve matching issue in Farm Bill language

9. Hispanic Serving Institutions definition now includes land-grant status

- Eighty institutions qualify as HSI's, some are APLU members but most are not
- How should APLU adjust its structure to accommodate the HIS's?
- HACU, Hispanic Association of Colleges & Universities, is their organization and should be the primary contact for discussions with these institutions

10. Consequences of non-payment of assessments

- Rules say an institution who has not paid APLU assessments cannot participate in Board on Agriculture Assembly elections as candidates or voting
- Currently assessments that fall under this rule are only the general Board on Agriculture Assembly & CARET assessments
- Eddie will list all assessments and Policy Board of Directors will decide in March which ones should impact this rule

11. BAA Rules of Operations

- Changes can only be made with 2/3 approval of all eligible voting members
- This should probably be changed to be 2/3 voting members provided 1/2 of the eligible voters actually vote
- PBD will discuss how to proceed on this question in March

[BAAPBD] Preparation for the BAAPBD Meeting in San Diego on March 26, 2013

1 message

Gouge, Eddie <egouge@aplu.org>

Wed, Feb 13, 2013 at 9:12 AM

Reply-To: "A.P.L.U. Board on Agriculture Assembly's Policy Board of Directors" <BAAPBD@listserv.umd.edu>

To: BAAPBD@listserv.umd.edu

MEMORANDUM

TO: Policy Board of Directors, Board on Agriculture Assembly
Alternates, Policy Board of Directors, Board on Agriculture Assembly

FROM: Bruce A. McPheron
Chair, Policy Board of Directors
Board on Agriculture Assembly

DATE: February 13, 2013

SUBJECT: Preparation for the BAAPBD Meeting in San Diego on March 26, 2013

The March meeting of the Policy Board of Directors in San Diego is fast approaching, and we need to be in the process of preparing for our discussions.

In order to do so, I want to draw your attention to items from our meeting in November that require responses from the constituency that you represent for action by the Board.

I have attached a copy of the minutes of our Board meeting and highlighted those specific items that will be discussed/acted upon during our meeting.

Specifically, we will:

- Take action on the request from the Riley Memorial Foundation to join as a sponsor with an annual fee of \$1,000. (materials were distributed following the November meeting regarding the Foundation and its work).
- Discuss ways in which CARET can be more fully engaged in the work of the BAA and determine the need for “new BAA member” orientations.
- Discuss ways to interface with HSIs and explore ways of inclusion of representation from this cohort of institutions with the BAA
- Review the listing of all the BAA Assessments, which will be provided; each section is to share how it does (or will) handle a non-payment of its own section’s assessment(s).
- Continue the discussion of the need to revise the *Rules of Operation* that requires a “two-thirds majority of the voting representatives” to amend these; what changes would be acceptable to your constituency?

Please be sure to have whatever discussions are necessary with your own constituent group on each of these items so that you can appropriately represent it. We also will be discussing the A·P·L·U Annual Meeting and plans for plenary sessions sponsored by the BAA.

Agenda Brief #9: Joint COPS Meeting – July 24-25, 2013

Presenter: Steve Slack, Chair Elect

Location: Manhattan, Kansas

The Joint Planning Committee is still working on meeting details and the process for developing a program. The joint educational session will be focusing on examples of programs that integrate research, extension and/or teaching missions and program impacts.

More program details to follow.

Agenda Brief #10: Plans for 2013 ESS Meetings, September 24-26, 2013

Presenter: Steve Slack, Chair Elect

Location: Hilton Easton, Columbus OH - Free Airport Shuttle Service

Prices for hotel and registration should be comparable to previous years.

<http://www3.hilton.com/en/hotels/ohio/hilton-columbus-at-easton-CMHCHHF/index.html>

We are in the process of contacting speakers for the opening program on September 24 as well as lunch and dinner speakers. Currently ED's are working on options for the 4 breakout sessions.

Day 1 - The meeting will begin at 3:00pm, Tuesday afternoon, September 24 for the welcome and North Central general session followed by the opening evening reception.

Day 2 – Full day meetings including morning breakout sessions for Regional Associations and evening banquet.

Day 3 – Morning meetings with closing session ending at 2:00pm. We encourage you to stay engaged through the final session. The hotel is only minutes away from the airport, which should allow ample time for later afternoon travel.

See Draft Agenda below.



2013 ESS/SAES/ARD Meeting and Workshop
Hilton Columbus at Easton
3900 Chagrin Drive
Columbus OH 43210

Draft Program (10/29/12)

Tuesday, September 24, 2013	
1:00 PM	Registration
3:00 – 5:30 PM	Welcome and North Central General “Topic” Session Q & A
6:00-8:00 PM	Opening Reception
Wednesday, September 25, 2013	
7:00 AM	Registration
6:30 – 7:45 AM	Breakfast
8:00 – 10:00 AM	Regional Meetings <ul style="list-style-type: none">• ARD• NCRA• NERA• SAAESD• WAAESD
10:00 – 10:30 AM	Break
10:30 – 12:00 PM	ESS Business Meeting
12:00 – 1:30 PM	Luncheon with Speaker(s) ??
1:30 – 3:00 PM	ESS Business Meeting (continued)
3:00 – 3:30 PM	Break
3:30 – 5:00 PM	Discussion Session I
6:00 – 8:00 PM	Banquet <ul style="list-style-type: none">• Speaker (brief)
Thursday, September 26, 2013	
7:00 – 8:15 AM	Breakfast
8:30 – 10:00 AM	Discussion Session II
10:00 – 10:30 AM	Break
10:30 – 12:00 PM	Discussion Session III
12:00 – 12:30 PM	Boxed Lunches
12:30 – 2:00 PM	Discussion Session IV
2:00 PM	Adjourn

Agenda Brief #12: Discussion II – Additional Research Awards at APLU

Presenter: Mike Hoffmann

Currently the only award presented to the experiment station system at the annual APLU meeting is the multistate award. In contrast extension has multiple awards presented at the ceremony. Should ESCOP consider more awards to help recognize the many contributions made by AES leaders – Directors, Associate Directors, Ex Directors, etc.?

Drafts of two potential awards follow:

I. Outstanding Service to the AES Community

Candidates for this award have demonstrated leadership in a specific role such as a Director, Associate Director or leader of a workgroup or task force. Examples of specific roles include the enhancement of cooperation across a region in the role of Ex Director, creation of a model AES system of value to all AES's, development of new strategic directions for AES resulting from the efforts of a task force. Candidates being recognized for their accomplishments should have sustained exemplary efforts throughout their time with ESS/ESCOP and are widely recognized for this by their peers. Candidates should have clearly advanced the land grant mission while in their leadership role.

II. Career Accomplishment

Candidates for this award have achieved widespread recognition nationally and within ESS/ESCOP for their leadership skills and accomplishments. This award recognizes sustained accomplishments throughout the candidates' careers, and is a capstone for individuals who have achieved extraordinary distinction for their efforts with ESS/ESCOP. Individuals nearing retirement may be nominated to receive this award.



Extension Committee on Organization & Policy (ECOP)

ECOP Report to the Experiment Station Committee on Organization and Policy

Douglas O. Lantagne, ECOP Liaison to JCEP

2.14.13

The Extension Committee on Organization and Policy (ECOP) continues to position Cooperative Extension as the local and online transformational education leader for a safe and affordable food supply, healthy people and families, sustainable natural resources, adaptation to varying climate, and community economic viability. ECOP reports recent progress on these core themes:

Build partnerships and acquire resources

- The ECOP National Task Force on Health has been launched with Michelle Rodgers, University of Delaware, and Cindy Reeves, USDA-NIFA, co-chairing. The task force will outline priorities and related outcome indicators for Cooperative Extension health programs for the next 3-5 years, and name potential partners, public and private, including non-traditional partners, to be engaged in resource development, program implementation, and outcomes reporting
- The Smith-Lever Centennial Celebration Working Group, co-chaired by Bill Woodrum, West Virginia State University, and Frankie Gould, Louisiana State University AgCenter, has three major areas of emphasis – a toolkit of communications materials, a celebration/convocation in Washington, DC aligned with the Public Issues Leadership Develop (PILD) 2014 conference, and an advocacy agenda led by the ECOP Budget and Legislative Committee, chaired by Rick Klemme, University of Wisconsin.
- Discussions continue with the U.S. Department of Energy on energy literacy and State Energy Extension Partnerships (SEEP), and the USDA Food and Nutrition Service about Supplemental Nutrition and Assistance Program Education (SNAP-ED).

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.
- Chuck Hibberd, University of Nebraska, represents ECOP on the National Council on Food and Agriculture Board of Directors replacing Paul Coreil, Louisiana State University AgCenter.

Enhance leadership and professional development

- “Strong Partnerships, Sustainable Resources” is the theme of the 2013 National Extension Directors and Administrators (NEDA) meeting March 18-20, 2013 in San Antonio, TX.

Strengthen organizational functioning

- Jimmy Henning, University of Kentucky, has been named ECOP Chair-elect, replacing Paul Coreil, Louisiana State University AgCenter.
- The ECOP 4-H Working Group, chaired by Chuck Gay, Utah State University, will provide recommendations about 4-H national leadership from the land-grant university perspective.

For more information, contact Daryl D. Buchholz, Chair, dbuchhol@ksu.edu, or Jane Schuchardt, Executive Director, jane.schuchardt@extension.org.

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.

COOPERATIVE EXTENSION

EXTENSION COMMITTEE ON ORGANIZATION & POLICY (ECOP)

Daryl Buchholz, *Chair*
Kansas State University

Jimmy Henning, *Chair Elect*
University of Kentucky

Douglas L. Steele, *Past Chair*
Texas A&M AgriLife Extension

Jon C. Boren
New Mexico State University

Thomas G. Coon
Michigan State University

Paul Coreil
Louisiana State University
Agricultural Center

Charlotte V. Eberlein
University of Idaho

Delbert Foster
South Carolina State University

Charles A. Hibberd
University of Nebraska-Lincoln

Michelle S. Rodgers
University of Delaware

Fred Schlutt
University of Alaska Fairbanks

Celvia E. Stovall
Alabama Cooperative Extension
System

James N. Trapp
Oklahoma State University

Mary Jane Willis
Rutgers University

William J. Woodrum
West Virginia State University

For more information, contact:
Jane Schuchardt
Executive Director, 202.478.6029
jane.schuchardt@extension.org

February 8, 2013

Dr. Catherine Woteki
Under Secretary, USDA Research, Education and Economics, and Chief Scientist
1400 Independence Ave., SW
Room 216 W, Whitten Building
Washington, DC 20250-0110

Dear Dr. Woteki:

Cooperative Extension, represented by the Extension Committee on Organization and Policy, thanks you for encouraging the development of the *Report to the President on Agricultural Preparedness and the Agriculture Research Enterprise (December 2012)*. Upon careful review of the document, ECOP provides comments as seen attached.

Certainly the application of research to change lives and the agricultural enterprise is critical to America, especially related to national security and economic stability. Cooperative Extension will continue to work with you to advance the agricultural research innovation ecosystem, and its application, through educational programs targeted to farmers, ranchers, and others involved in feeding America and the world. During our meeting in your office at 11 am on February 20, 2013, we look forward to speaking with you about specific implementation strategies related to the report.

Sincerely,



Daryl D. Buchholz
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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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—COOPERATIVE— EXTENSION

Extension Committee on Organization & Policy (ECOP)

ECOP Response to the PCAST *Report to the President on Agricultural Preparedness and the Agriculture Research Enterprise*

The Extension Committee on Organization and Policy (ECOP), the national representative leadership and governing body of Cooperative Extension, supports the importance to the US that the report places on the food and agricultural system and **supports the need for additional funding for research, extension and education, but not at the expense of capacity funding, which also needs to be increased.** This report would better serve the food and agricultural enterprise by focusing on the fact that the broad issue is general underfunding of agricultural research, extension, and education.

The report would be stronger with a more comprehensive focus on the research, extension and education process across the system. Evidence of a contemporary and accurate understanding of Cooperative Extension would enhance the report's validity. **Cooperative Extension's contemporary role is to translate research findings, engage target audiences and provide sustained educational programs that result in changed practices and behavior; this should be a component of any strategy to address key challenges in agriculture.** It is stated on page 31 of the report that the "extension activity is the model for agriculture extension activities worldwide," but Cooperative Extension is a transformational education process, not simply an information-dissemination activity, as this report implies. The success of this model in the US is based on the collaborative effort between the research and extension functions of the Land-grant university system, not two unrelated endeavors. Cooperative Extension supports the USDA being the agency that brings necessary coordination of funding to the Land-grant partnership.

The major challenges identified in this report are consistent with, though not as inclusive as, the Cooperative Extension Strategic Opportunities¹ identified by the Extension system. The Extension system recognizes the challenges identified in the report as important to the food and agricultural research, extension and education enterprise. Increases in funding, however, should not be limited to these challenges. **Cooperative Extension supports a broader focus including locally identified needs and other priority initiatives, for example, youth development, obesity, and community and economic development, among others.** Cooperative Extension also supports the idea that "federal" funds should not be limited to a few key challenges but should also be used for state/local issues since "federal" funds come from taxes paid by local citizens and these citizens should have input into how they are used.

¹ Cooperative Extension Strategic Opportunities: "Preparing for and responding to economic and natural disasters," "Protecting our rich natural resources and environment," "Ensuring an abundant and safe food supply for all," "Foster greater energy independence," "Help families, youth and individuals be physically, mentally and emotionally healthy," "Enhance workforce preparation and life skills," and "Strengthen the profitability of animal and plant production systems."

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A pervasive weakness in the report is the lack of recognition of the need to not only discover new technologies and information and make them available, but also to provide an extension educational program that leads to behavioral change. Discovering new tools, information and solutions is important to addressing the key challenges, but until the new tools, information and solutions are applied and adopted, their value cannot be realized. The report refers to deployment of technology and technology transfer, terms generally relating to commercialization, which is important. However, some technologies and research-based information, particularly those in the realm of the common good, require not just deployment of new products or technologies but an understanding of why and how to adopt a new practice or behavior by the producer or consumer. In fact, the report itself says: *Moreover, many of these challenges are clearly in the public domain, as they focus on critical public goods, such as long-term water security; integrated pest-management strategies; or the development of new varieties of livestock, cereal, vegetable, and cover crops that commercial enterprises may not have an interest in. In many cases, important benefits of agricultural research cannot be monetized, making them an unlikely focus for the private sector.* **An educational program that effectively engages producers and/or consumers and leads through the adoption process to behavioral change is necessary to enable these public goods to be realized.** Cooperative Extension translates science for practical applications; engages the public by providing reliable information leading to positive action; and transforms individuals, families, communities, and businesses in both rural and urban areas. To effectively address the challenges identified, the solution needs to facilitate behavioral change.

As stated in “The Case for Federal Capacity Funds,”² the Extension system makes the case that the role of extension is different from the research role and requires a base of capacity funding due to the nature of the process. **Capacity funding, contrasted with the start and stop nature of competitive funding, enables the persistent, pervasive and trusted intervention necessary for transformational learning to take place over time, over multiple locations and over multiple audiences.** To effectively address the challenges identified, increased capacity and competitive funding is needed in the food and agriculture system.

The report provides considerable data showing how USDA funding is different from other agencies (NSF, DOE, NIH), asserts that the difference in funding strategies results in a lack of effectiveness, and recommends that “the focus of USDA research funding shift towards competitive grants, gradually rebalancing the research portfolio for intramural funding and funding for land grant institutions to incorporate incentives for innovation consistent with other research agencies across the Federal Government.” **Cooperative Extension believes that recommendations of the report would be improved if authors considered the beneficial effects of USDA collaboration of research, extension and education and the synergy resulting from the local/state/federal Land-grant partnership.**

The report recommends that the President establish an implementation committee to act on recommendations. If such a committee is established, **consideration should be given to the importance of strong representation from the Cooperative Extension system on an implementation committee because of its role of translating research information, engaging with the public by providing reliable information leading to positive action; and transforming individuals, families, communities, and businesses in both rural and urban**

² “The Case for Federal Capacity Funds” is available at <https://www.aplu.org/document.doc?id=4197>

areas. Without this critical component of the process, much of the result of research remains “on the shelf.” Extension adds value to the research/discovery function.

The report also recommends creation of a permanent, independent science advisory committee. The report can be strengthened with an acknowledgement of the current national advisory board – NAREEE – National Agricultural Research, Extension, Education, and Economics Advisory Board, and how the additional committee would differ. If a new board is created, it will be important to include representation from the extension function so that the adoption of research findings are considered in the advice it may provide.

Cooperative Extension supports the idea of minimizing duplication of public sector and private sector research and extension. The recommendation can be strengthened, however, by considering that private and public sectors may have different motives and that **there is value in the objective, non-profit motive of public sector entities such as Cooperative Extension.**

ECOP agrees with the importance placed on workforce training in this report and suggests consideration of the workforce development that takes place through the extension function. Financial support of programs such as 4-H, training programs for crop consultants, and community and economic development programs is also important in the food and agriculture enterprise in both rural and urban communities.

To summarize, ECOP agrees with the need for enhanced funding to support the research, extension and education enterprise in agriculture in order to solve challenges that are increasingly critical to US society and even the world. However, ECOP also supports a balanced increase in both competitive and capacity funds for research, extension and education. Finally, ECOP also calls attention to the importance of Cooperative Extension’s contemporary role of education that leads to adoption and adds value to research, and in collaboration with research, contributes to the success of the US Land-grant system.