

Agenda Brief: ESCOP Science Roadmap Task Force

Date: July 20, 2011

Presenter: Bill Ravlin/Daniel Rossi

Background Information:

1. Task Force Membership:

- Jerry Arkin, C & M Chair
- Carolyn Brooks, ARD
- Mike Harrington, WAAESD
- Arlen Leholm, NCRA
- Bill Ravlin, Task Force Chair and S & T Chair
- Dan Rossi, NERA
- Steve Slack, B & L Chair
- Eric Young, SAAESD

2. Meetings

The Task Force met on June 1, 2011 by conference call. It will meet again in July.

3. Task Force Charge

The Science Roadmap Task Force will develop operational plans and corresponding strategies for implementing and marketing the Roadmap. It will also develop strategies for the use of the Roadmap recommendations in the development of budget requests and advocacy efforts. It may find it necessary to generate estimates of the costs of implementing the Roadmap and of the expected benefits from its implementation. The Task Force will first help design a session at the ESS/SAES/ARD Workshop in September 2011 to obtain initial input from the SAES/ARD directors. It should be prepared to provide an update at the ESCOP Executive Committee meeting in November and a draft plan at the winter ESCOP meeting

4. Chair Ravlin identified the following potential uses of the Science Roadmap recommendations:

- Influence other research agenda such as USDA, EPA, NIH and other federal partners
- Create an environment that our faculty will use to think of potential research opportunities
- Help form teams to facilitate discussion around broad societal needs and problems
- Stimulate ongoing discussion in these seven challenge areas in formal (conference) or informal settings. The system will periodically come together and look closely at these challenge areas.
- Use it as the raw data for creating marketing tools to highlight and communicate what we do to a diverse audience. The Science Roadmap represents a large agenda for the ESS, but can be tailor-made for specific audiences.

The ESCOP Committees will review these and determine how to become engaged in the process.

The Task Force will work on developing a workshop session on operationalizing the Roadmap for the September meeting. Mike Harrington is coordinating that effort.

The newly engaged marketing firm, kglobal, will give a presentation at the September meeting and a portion of that talk will be about the Science Roadmap and how they will be able to utilize it in their efforts.

Action Requested: For information only.