

ESCOP Chair's Advisory Committee
Teleconference Notes
March 28, 2011 4:00 pm EDT

Participants:

Arlen Leholm – NCRA
Eric Young – SAAESD
Clarence Watson – ESCOP Past Chair
Steve Slack – Budget & Legislative Com. Chair
Bill Ravlin – Science & Tech. Com. Chair
Orlando McMeans - ESCOP Chair

Carolyn Brooks – ESCOP Exec. Vice-Chair, ARD
Hunt Shipman – Cornerstone
Jim Richards – Cornerstone
Dan Rossi – NERA

Action Items:

Who	Action	Status
EDs	Continue to work together to acquire responses from the regions related to the REE Roadmap	
Carolyn and Orlando	Get appropriate letters of invitation out for the 2011 ESS/SAES/ARD meeting; contact Lee and Mike accordingly.	done

Minutes of January 24, 2011 and the Agenda for the March conference call were approved.

- 1. Communications and Marketing Report** - Arlen Leholm reported that the committee had unanimously approved the social media marketing strategy as proposed, and as a goal, will work to ensure the messages are well crafted. More details had been outlined in the last ESCOP Agenda Brief, but implementation mechanisms of this new strategy are still being developed. When this 'social media marketing' was discussed at the recent PBD's meeting, the ECOP representative, Scott Reed asked if this strategy would integrate ESCOP and ECOP. He recommended that the C&M Committee might benefit from having representation from the ECOP marketing committee. Arlen reminded all that this had already been recommended as was seen in the agenda brief: "To help with consistent messaging, the ESCOP C&M Committee will invite two Extension Directors to join the Committee as liaisons."
- 2. Input on the REE Roadmap** – Steve Slack referenced the cross-walking attempts that both he and Mike Harrington had initiated in which they both compared the REE Roadmap and the ESCOP Roadmap as a way to facilitate getting input from the five regions. He sought input from the B&L Committee and has received no responses as yet. Dan Rossi solicited input at a NERA meeting. Eric Young will have the roadmap comparisons done at his next regional meeting which includes Extension. The regions may have varying ways of obtaining input, but there was general agreement that looking for gaps, noting congruencies, and hearing from the regions about research needs that should be requested as additions to the REE document are areas that should be focused on for input. The EDs will continue to communicate with one another on this and be ready to share what they have learned from their regions at the NMCC meeting in April.
- 3. Policy Board of Directors Meeting** - Eric reported that AHS has asked the BAC and the CLP to initiate discussions on reducing the lines advocated for increases to one. (Capacity lines would be merged into one and use a formula to determine how increases would be distributed.) Clarity from AHS on how this is expected to take place without causing friction among the 'family' was suggested as needed. Eric reminded the group that all that is asked at this time is that discussions on how this could work was all that has been requested. Additionally, at the meeting it was learned that APLU is

trying to restructure the annual meeting to reduce the complexity of the scheduling and to have more shared programming so people can move around more easily.

4. **BAC Report** – Hunt Shipman and Jim Richards informed the group that Congress has initiated another short term CR that goes until April 8th. However, unlike the last CR, the earmarks of \$134M were removed from NIFA and ARS. Therefore, it will now be very difficult to get that money back as was hoped, in other words, there are no longer funds for earmarks in the latest CR that could have been converted to stay in NIFA. Congress is just returning from the break, so advocacy efforts will start to address what comes forth.
5. **CLP Report** - A deadline was given for CLP representatives to send in changes they wished to make on behalf of their sections. However the changes that were already made at the face-to-face meeting in February were not incorporated in the document sent out for review and revisions.
6. **The Science and Technology Committee Report** – Bill Ravlin reported that ESCOP approved \$4700 to complete the roadmap process. A limited printing of 150 copies of the roadmap should be ready this week. The committee is still deliberating on distribution of the hard copies, noting that all experiment stations should receive one hard copy. Dan Rossi reported that they are working on an Executive Summary that will be a little longer than the one pager developed by John Scofield, as different audiences/recipients may need more detail from an abbreviated document. Assistance for expanding the Executive summary for different needs will be acquired from Podesta, Cornerstone, the C&M Committee and others. Reminder – the Roadmap is already released electronically. ESCOP did not approve the request made by the 2008 Multistate Award winners to receive \$10,000 because they received their award before it was increased to \$15,000 and the first year that it was established (2008) the award was limited to travel expenses to the APLU meeting. The nominations are in for the next Excellence in Multistate Research Award and they will be reviewed by the Science and Tech Committee. The Committee will forward their recommendations to the ESCOP Executive Committee by May 21st.
7. Committee on 406 Integrated Programs – Nothing new to report.
8. ESCOP-ECOP Committee on Partnerships – Discussions will take place at the July Joint COPs meeting with ESCOP and ECOP meeting together to discuss how to work together better on unified priorities and to focus on developing joint work products.
9. **The 2011 ESS/SAES/ARD Meeting and Workshop** – No report but Carolyn and Orlando should get letters out to invite Drs. Beachy, Broussard and Knipling. Carolyn should also contact Lee Sommers and Mike Harrington to see who else they wish to have invited. Others may need to be sent letters of invitation by the ESCOP Chair once discussions about the ESS/SAES/ARD agenda is discussed during the April NMCC meeting.

The meeting was adjourned at 4:45 PM. Next call: April 25th at 4 PM. (712-432-0080; access code 772879#)

Respectfully Submitted,

