

**Minutes ESCOP Social Sciences Subcommittee Meeting
February 10-11, 2011
Washington, DC**

Location

APLU Building (Kellogg Room)
1307 New York Avenue, NW
Phone: 202.478.6040
<http://www.aplu.org>

Thursday, February 10, 2011

Members in Attendance:

Don Albrecht, Utah State University, Rural Sociology

Bo Beaulieu, Mississippi State University, Rural Sociology

Jack Elliot, Texas A&M University, Agricultural Communications – SSSC Secretary & Chair
Elect

David Doerfert, Texas Tech University, Agricultural Communications

Matt Fannin, Louisiana State University, Agricultural Economics

June Henton, Auburn University, Human Sciences

Tom Johnson, University of Missouri, Agricultural Economics

Scott Loveridge, Michigan State University, Agricultural Economics

Charles Moss, University of Florida, Agricultural Economics

Ed Osborne, University of Florida, Agricultural Education – SSSC Chair

Travis Park, Cornell University, Agricultural Education – Liaison to the ESCOP Science and
Technology Committee

Daniel Perkins, Pennsylvania State University, Human Sciences

John Ricketts, Tennessee State University, Agricultural Education

Brenda Seevers, New Mexico State University, Agricultural Education

Soyeon Shim, University of Arizona, Human Sciences

Marshall Stewart, North Carolina State University, Human Sciences

Bobby Torres, University of Arizona, Agricultural Education

Pat Hipple, National Program Leader, Division of Family and Consumer Sciences, NIFA, USDA

Dan Rossi, Rutgers University, NE Regional Association of Experiment Station Directors
ESCOP S&T Chair

Ex-Officio Members:

Chuck Fluharty, Vice President for Policy Programs, Rural Policy Research Institute

Dr. Howard Silver, Executive Director, Consortium of Social Science Associations (COSSA)

Tamara Wagester, Council on Food, Agricultural and Resource Economics (C-FARE)

Ed Osborne, SSSC Chair, presided over the meeting that began at 8:00 a.m. with introductions and then the following agenda was followed:

8:00 A.M. Introductions, Review of Agenda, Committee Focus
 Subcommittee Membership Update

Charge is to work with USDA on social science perspectives including in their RFAs.

8:20 A.M. NIFA Overview: Dr. Pat Hipple, *National Program Leader*
 Division of Family and Consumer Sciences

See attached fact sheet and accompanying power point presentation (Pat Hipple Feb 10).

8:40 A.M. Rural Development Programs Update: Dr. Sally Maggard
 National Program Leader, Division of Community and Education

Sally works with the four regional rural development centers and she encouraged us to view the broad landscape as we move forward with NIFA efforts. For example, rural communities are often forgotten and usually misunderstood. Look at the restructuring as an opportunity to move foundational research forward. Example: wind turbines will not be located in downtown Dallas. Rural poverty and jobs are high priority items. Systems research and analysis is necessary to show the interrelationships among the various factors that face rural communities. She believes Obama is committed to helping rural communities. Have dedicated staff in other agencies outside of USDA (e.g., HUD) focused on rural but not tied to NIFA.

9:00 A.M. Dr. Caroline Crocoll, *Director*
 Division of Family and Consumer Sciences

Caroline shared the process used by Family and Consumer Sciences to influence the ESCOP Science Roadmap. The contextual focus that FCS brings to NIFA is often behavioral in nature and she provided examples where this type of research could enhance NIFA research efforts. Understanding culture within the U.S. and the rest of the world is important when conducting research and studying change and is a strength of FCS. The USDA reporting codes for FCS were shared. A question was raised about the codes; do they adequately address a contemporary FCS or social science research agenda?

See accompanying power point presentation (Caroline Crocoll).

10:00 A.M. Dr. Roger Beachy, *Director*
 National Institute of Food and Agriculture

Roger expressed his support for the social sciences. For example, NIFA supports a “systems” approach and a logic model analysis that is holistic in nature. NIFA has a separate mission from the Land-Grant mission. USDA NIFA has been included in recent PCAST meetings. USA agricultural production increases 1.4%/year. Compare this rate to Brazil which is about double

that figure. Competitive grants (versus entitlement) seem to be the growth area for USDA. For example, the “Obesity” awarded grants have large and important social science presence. Whom does Extension serve? Should Extension publications include NIFA, USDA, University, etc. logos? That would help market what we do to many audiences, including legislators. By placing “science” first when we speak, it helps market agriculture better (e.g., the science for agriculture, the science for food, etc.). We are encouraged to speak with a unified voice, that is, “support for ‘science’ for agriculture.” Research for America is a voice for medicine, STEM, etc. Who is the voice for agriculture? Are we too fractured and independent to move forward? Ph.D. Land-Grant graduates might be prepared too narrowly and need expertise in communication, marketing, education, and other social science attributes. Feed the Future, an initiative between USAID and USDA, is designed to utilize the expertise of both groups. However, it is dependent upon federal funding, and with looming cuts, where will Feed the Future end up. Roger asked us to send a letter to Dr. C. Woteki, urging her to approve the hiring of the senior executive service (SES) position (i.e., Assistant Director) for the Institute of Families, Youth and Communities. Currently, the position is held by Dan Kruger, who is on leave; however, it is widely understood that he may not return to the position, and yet, the vacancy of this position will keep the IFYC behind in shaping the NIFA’s agenda.

See accompanying power point presentations (Roger Beachy; Roger Beachy Science Roadmap Introduction; and Bo Beaulieu Science Roadmap).

11:00 A.M. Reflection/Implications/ Next Steps

- Tamara reinforced that Extension documents/publications should include NIFA/USDA logos.
- Travis indicated that the message today seemed more intense than in past years.
- Daniel expressed concern about the current state of Extension cuts may not allow states to respond effectively in the future.
- Don is concerned about urban awareness of agricultural issues.
- Scott encouraged agricultural communicators to be more involved in NIFA initiatives.
- Soyeon supported a clearer agenda.
- Bo wondered if we really have a large enough pool of social scientists to address all of these issues.
- Charles asked if the productivity comparison could be improved by evaluating total productivity vs. growth.
- Ed challenged the group to create a unified message to send to Dr. Beachy.

11:30 A.M. Tamara Wagester, *Executive Director*
The Council on Food, Agricultural and Resource Economics

CFARE is a non-profit based in the DC area.

Their three areas of focus are:

- To be a nexus of new ideas.
- To seek resources for its members.
- To be a source of economic interpretation and information.

Three suggestions:

- We are encouraged to prepare success stories.
- Participate within your professional groups.
- Get active with other disciplines.

Linda Kay Benning introduced Jane Schuchardt who is the new Executive Director of Extension.

12:00 P.M. Working Lunch

12:45 P.M. New ESCOP Science Roadmap & SSSC Interface with S&T
Dr. Dan Rossi, *Northeastern Regional Association of State Agricultural
Experiment Station Directors, Rutgers*

Dan appreciated the support and involvement of the SSSC for assisting with the process and writing of the Science Roadmap. A detailed review of the process and its outcomes were presented by Dr. Rossi. The plan is available at:

<http://www.nera.umd.edu/escop/scienceroadmapnov172010.pdf>

Dr. Bill Ravlin, *Chair, ESCOP Science & Technology Committee
The Ohio State University*

Bill joined the group via a conference call. The marketing plan was shared and some targeted venues were illustrated during Bill's discussion. He suggested a "systems" approach could now link the grand challenges together. Food and agriculture systems need to be economically, environmental, and socially sustainable. Need to understand and differentiate between short-term weather patterns and climate change. Attract and develop the next generation of agricultural scientists.

- How can the Roadmap be integrated within Land-Grant Experiment Station research?
 - It is written broadly enough that it fits many social science disciplines.
 - Develop a brochure.
 - Develop a "policy brief" style document.
 - Debrief with the Experiment Station Directors when we go home.
 - Develop crosswalks with NIFA and other strategic plans.
 - Utilize the Roadmap within university faculty development efforts (e.g., at Texas A&M University the document serves as the primary resource for a 2050 Land-Grant visioning exercise).
 - Sustainability is a thread that could run through the entire project.
 - The SSSC challenge is to use the roadmap.
 - Board on Natural Resources has created its own Roadmap. Dan asked Soyeon if Board on Human Science has also created a Roadmap. She didn't think the BoHS has yet developed one but will check with the Board at the next meeting.

2:00 P.M. Dr. Amy McCune, *Youth Development Program Specialist
National 4-H Headquarters*

Institute of Youth, Family & Community

Priorities & Research Programs – STEM focused. Learning, Engagement, and Change are cornerstone elements of 4-H. Positive Youth Development Achieved Through Connections, Competencies, and Capacity.

- It is hard to come up with a good word or image that is not part of 4-H.
- Essential elements in programs: belonging, mastery, generosity, and independence.
- The science of learning, the science of engagement, and the science of change come together to create positive youth development. Community change begins with individuals who are learning and engaging.

4-H Research and Evaluation Roadmap:

- Building Capacity
- Bridging Research & Practice
- Building Partnerships

See attached handout and accompanying power point presentation (Amy McCune).

3:00 P.M. Dr. Jermelina Tupas, *Director*
Division of Community and Education

See accompanying power point presentation (Jermelina Tupas).

4:00 P.M. Dr. Howard Silver, *Executive Director*
Consortium of Social Science Associations (COSSA)

Howard discussed the current state of affairs on the hill. The key message is that budgetary concerns are up-in-the-air (for now).

4:45 P.M. Officer Elections
Reflection/Implications/Next Steps

June Henton moved David Doerfert seconded the motion to approve the minutes. The motion passed.

Liaison to the ESCOP Science and Technology Committee:
Travis Park nominated.

Secretary and Chair-Elect:
No nominations this afternoon.

- John encouraged the group to send a message concerning clarity within the RFAs.
- Ed asked the question, “do we know what we really want?” Can we suggest changes to Roger Beachy?
- Are social scientists ready to lead these large multi-university, inter-disciplinary projects?

- Do we make an effort to understand biological scientists and their culture? That is, make an investment of time to understand their issues.
- Social Scientists are needed on review panels.
- Perhaps a multi-state research committee could help unify social scientists.

5:00 P.M. Adjourn

(Dinner on your own)

Friday, February 11

8:00 A.M. Participating in NIFA Grant Panels: Pat Hipple, *National Program Leader, Division of Family and Consumer Sciences*

See accompanying power point presentation (Pat Hipple Feb 11).

Suggestions include:

- Faculty should keep an updated website presence with CV and research expertise clearly identified.
- NIFA needs breadth and depth.
- There are two types of opportunities: panel reviews (in DC; expenses reimbursed; 2-5 days; etc.) and ad hoc (electronic review for a specific expertise).

Officer Elections:

Liaison to the ESCOP Science and Technology Committee:
Travis Park nominated and elected.

Secretary and Chair-Elect:
Soyeon Shim nominated and elected.

Next meeting hold: February 21 & 22, 2012

8:30 A.M. Chuck Fluharty, *Vice President for Policy Programs Rural Policy Research Institute*

See accompanying power point presentation (Chuck Fluharty).

Five goals (details are in the power point presentation):

- Counsel and decision support
- Information and analysis
- Collaborative engagement
- Support for collaborative briefings
- Public speaking engagements

- Focused on rural issues including rural health issues, wealth building, and entrepreneurship.
- Rural Futures Lab is in 2nd year and creating white papers as initial work. Also sounds like SWOT analysis is underway as part of the initial work.
- Health is being looked at through a newly created Rural Human Services Panel.
- Rural Regional Innovation Initiative (RRII). Focused on governance and development strategies.
- Has 11 future strategic priorities.
- Initial Farm Bill discussion kicks off next week (Wednesday).
- "Probably too late to mitigate climate change, we are talking about adaptation to climate change now."

9:00 A.M. Dr. Luis Tupas, *Director*
 Division of Global Climate Change

See accompanying power point presentation (Luis Tupas).

- The hazards association with climate change; the associated variations in weather are random.
- Also concerned with the impacts of agriculture on climate so conch is bidirectional
- Food Security (details are in the power point presentation):
 - Availability of food
 - Access to food
 - Stability of food supply
 - Utilization of food
- Two basic strategies: adaptation and mitigation. Understanding of "foot print" is a starting points as well as negative impacts of any mitigation strategy and competing use of resource (food vs. fuel; use of water to grow corn for fuel)
- Reducing carbon emission and other gases through agriculture being examined.
- Two main types of adaptation: autonomous and planned adaptation.
- Funding some modeling program, looking for livestock modeling, crop modeling, and climate modeling. Can be work from centers of excellence focused on a region.
- Beef cattle and grazing would be a good project this year.

Soyeon Shim shared her experience with her NIFA Internships (see the website):

- Summer NIFA Fellows
- NIFA Visiting Scholar -- Two one-week long over a three month period, sponsored by a NIFA program director (e.g., – Caroline Crocoll for the Institute of Families, Youth and Communities).

10:00 A.M. Dr. Debby Sheely, *Assistant Director*
 Institute of Food Production and Sustainability

Debby shared information about NIFA grant distribution. She also encouraged us to sign up to serve on review panels. Her advice included: contact program leader to seek counsel; biological

science focused panels need social scientists; faculty need to highlight their expertise on their website page – these sites are sometimes reviewed when they are assembling panels; social science expertise is needed during the RFA development phase. Comments and edits are welcomed. The group visited about being involved with future NIFA Division Leader searches through webinars. Longer term projects are on the horizon, but these multi-year efforts will require annual reviews. Possible adjustments including cancelling the funding for the project could result if advancement toward the goals is inadequate. Discussion about a social science focused Grand Challenge was lively and educational. Including international or global efforts within the Grand Challenges was also well received. The agency staff is predominantly biologically trained and this is evident in the RFAs – meaning the social science language is perceived that it was included as an afterthought. Social scientists can offer a systems approach; behavioral impact; educational/extension/engagement assessments; etc. to the RFAs. There was a suggestion to make the job talks of the candidates for principal scientists for each Institute available via webinar. Debby will check with Roger Beachy and will get back to us.

11:00 A.M. Summary Discussion/Implications/Next Steps

- Create a Grand Challenge area that has a social science focus within AFRI. What are our areas of expertise? Should we create a SSSC research agenda? Perhaps we could pull the social science roles from the Roadmap. Eighty percent of the problems can be solved through human dimensions with twenty percent of the budget.
- Send Ed some positive comments/reflections on what we heard during our SSSC meeting.
- Webinar participation on future NIFA search presentations is a follow-up suggestion.
- NIFA is receptive to SSSC input.
- A Senior NIFA Executive Position is unfilled and Roger Beachy asked for our support.
- Grant panel participation is a challenge for each of us when we go to our home institutions.
- Solicitation for vacant SSSC positions.
- Cathie Wotecki and four principle scientists are suggestions for next year's meeting.

11:50 A.M. Adjourn

Respectively Submitted, Jack Elliot, Secretary and Chair-Elect

ESCOP Social Science Subcommittee Officers and Liaisons 2011/13:

Dr. Jack Elliot, Chair – Texas A&M University

Dr. Soyeon Shim, Secretary and Chair-Elect – University of Arizona

Dr. Travis Park, Liaison to the ESCOP Science and Technology Committee, Cornell University

Pat Hipple, USDA Liaison to the SSSC, NIFA, USDA

Siva Sureshwaran, Liaison to the SSSC, NIFA, USDA

Dr. Dan Rossi, ESCOP Liaison to the SSSC, Rutgers University

Dr. Bill Ravlin, ESCOP Science and Technology Committee Chair, The Ohio State University

February 21 & 22, 2012 next meeting