

ESCOP Chair's Advisory Committee (CAC)
Monthly Conference Call
January 19, 2012
NOTES

Attending:

Mike Hoffman
Arlin Leholm
Mike Harrington
Lee Sommers
Dan Rossi
Eric Young
Abel Ponce de Leon
Hunt Shipman
Steve Pueppke

1. Communications and Marketing Meeting with Extension - Arlen Leholm

ESCOP and ECOP partnered for the first two years of the marketing and communications effort. Then, ECOP decided not to participate for a year. Now that ESCOP has switched firms to kglobal and switched strategies, ECOP has renewed interest in participating as a paying partner.

A meeting was held on Friday, January 13 2012 with members of the ESCOP Communications and Marketing Committee, kglobal, Hunt Shipman (Cornerstone) and representatives from Extension to explore the possibility of Extension joining in the communications/marketing effort with ESCOP, using kglobal and Cornerstone. Kglobal gave a presentation on the current strategy. The goal (to influence key members of Congress and compliment what Cornerstone is doing) won't change if Extension comes on board.

Lee Sommers reported that ECOP has had positive discussions about joining this effort. They will be making a formal request for a joint proposal from kglobal. There will be a need for detailed operating procedures and a small coordinating group to be the main point of contact with kglobal. Kglobal will write a new proposal and submit that jointly to ECOP and ESCOP for approximately \$400,000 (\$200,000 each) for a new 3 year effort. Both ECOP and ESCOP would vote on the new proposal.

2. Budget Outlook – Hunt Shipman, Cornerstone

The President's budget will be coming out the first week in February. The Budget Advocacy Meeting (BAC) will meet the next day. This will be leading up to the AHS/CARET meeting taking place during the last week in February. Few details are out. The budget will be fairly austere; not expecting huge increases to be proposed, but also don't expect severe cuts.

Looking ahead to 2013, and what happens when the automatic sequestrations occur. Fairly soon, OMB will release the accounts that will be affected by this across the board sequestration that is occurring because the Congressional Super-Committee did not yield any

product last December. Numbers rumored now are approximately \$15 billion from USDA, but it is not clear how that will be applied. Certain programs, like food stamps, will likely be exempt, but there are other programs that the administration may decide to hit disproportionately. Also, Congress is expected to change the rules regarding the sequestration before they kick in in January 2013. Cornerstone will monitor this situation in addition to the regular appropriations process.

Hunt Shipman met with Senate Agriculture Committee staff today and talked about what they are hearing on the Farm Bill. There is no clear sense of how Sen. Stabenow will proceed. The House would like to see the Senate make the first move because they fear any bill they pass will languish there. No hearings are scheduled yet, but they are expected in February and March. The framework will likely bear a strong resemblance to that proposed by Sen. Stabenow to the Super Committee.

3. Update from the Budget and Legislative Committee/ESCOP Priorities for 2013 – Mike Harrington

Steve Slack met by phone with the ECOP BLC and the Directors of the Rural Development Centers. There was some discussion about the Rural Development Centers and where they are located in the budget. They are currently located in the integrated portion of the budget. Consensus in that call was that we should take steps to protect that line by moving it under the Extension umbrella. This will be discussed with the ESCOP Budget and Legislative Affairs Committee next week. Recommendations from the Budget and Legislative Affairs Committee and ESCOP will be taken to the BAC meeting, February 7-8, 2012.

At the BAC meeting in Washington DC, focus will be on the President's budget and reaffirming priorities for 2013. The BAC has moved away from seeking out programmatic priorities for AFRI. Have also talked about how to align the BAC with what Science and Technology are doing. Priority for 2013 is to preserve capacity funding with Hatch, Evans-Allen, and McIntire-Stennis and support AFRI. The survey on the Roadmap Priorities is complete (there were 53 respondents) and was reported on in Estes Park and will be reported on at the Budget and Legislative Affairs Committee Meeting next week.

Consolidation of lines is in keeping with discussions about the RDLs. Meryl Broussard and Kathy Wotecki previously identified this as a way to reduce administrative costs of running individual small programs. Hunt Shipman reported that there is pressure on the integrated lines came from consolidation on both the Extension and Research sides of the ledger. There is likely to be continued pressure to do this. If the Rural Development Center proposal goes forward, it would have been the last remaining program in the integrated line out on its own. Consolidation will be discussed by the BAC at their upcoming meeting.

4. Program Themes for the Joint COP's Session/ESS Meeting - Mike Hoffman, Dan Rossi

Its ESCOPs turn to develop the program for the summer joint meeting. Mike Hoffman was approached by APLU with the idea of doing a program on international education and incentivizing faculty to do more international work. Mike and Dan feel that this is too focused on the international realm.

They are looking for ideas from ESCOP. Dan is organizing a conference call with all of the incoming COP chairs. also getting ideas from the ECOP chairs. Past programs have included:

- 2008: Launching the Systems Communication and Marketing Plan
- 2009: A New Era—Implementing the Food, Conservation and Energy Act of 2008
- 2010: NIFAs Mission and Role in Global Food Security
- 2011: Innovative Resource, Sharing Strategies

Ideas proposed by the group included:

- Revisiting communications and marketing (since it has changed significantly). Could do this overlapping with Extension if they come on board. Maybe look at a different strategy that includes marketing to a broader audience? Might be a topic better suited to a joint ESCOP/ECOP session.
- State/federal research funding—strengthening public-private collaborations to support all of our missions, including strengthen the collaboration with ARS.
- 150th anniversary of the Morrill Act (a keystone to our advocacy efforts on funding for this year). What are the products of the last 150 years of the Act and what are the challenges/strategies/opportunities for the next 150 years. This is also a theme for a joint meeting of the North-Central and North-East regions joint meeting this summer, but doesn't overlap enough to preclude doing it. Partnerships could be wrapped into this topic, as one strategy for strengthening and growing the mission. Might be a good topic to both celebrate progress and look forward.

5. Ideas about the ESS meeting in September

Mike Hoffman presented a few ideas for the focus of the ESS meeting in September:

- How are we addressing the next generation of faculty? Already encountering a shift away from applied research (toward basic research). Is that a national trend?
- Return to 1-2 roadmap ideas and see what progress has been made, what else needs to be done.
- Food security is coming up over and over as a global issue and is a nexus of water, agriculture, and climate change. Could also emphasize food safety as a component of food security.

Intend to advance program development at each CAC call, get additional input as the program is developed. .

6. National C-FAR membership for 2012 - Lee Sommers, Nancy Cox

Nancy has been representing the BAA on the C-FAR. BAA is not a formal member of C-FAR and so she has asked to invite Tom Van Arsdale to join the ESCOP meeting in Washington DC at the end of February to provide an update on National C-FAR.

Several people indicated that National C-FAR is a good investment for increasing visibility on The Hill and providing stakeholder perspective.

The group was in favor of having Tom Van Arsdale included on the agenda.

Nancy has been representing the BAA to National C-FAR because the Policy Board asked her to. Nancy wants to suggest to ESCOP that some of the other sections might chip in. This will be a topic of discussion at the upcoming ESCOP meeting. However, if the other sections pay, they might want to rotate the representative, so it might be worth paying the entire amount in order to retain Nancy. The group was in favor of retaining their membership separately in order to retain Nancy for as long as she's willing. Membership renewal will be presented to the Executive Committee at the upcoming ESCOP meeting as an action item.

Mike Harrington sent around a letter regarding National C-FAR.

7. Upcoming ESCOP Meeting during CARET-AHS Meeting - Lee Sommers, Mike Harrington

Mike asked for input on the agenda. The meeting will be held on Monday, so people would need to come in on Sunday. Mike Harrington reviewed the overall agenda for Monday. The group discussed when to hold their meeting on Monday Elected to hold the ESCOP meeting from 8:00-11:30, with the possibility of going later if time is needed. *Mike Harrington will prepare a draft agenda and send that out.*

We have a commitment on a meeting room at the hotel.

Mike Harrington will send out information about the meeting location/hotel, etc. Registration for the whole AHS/CARET meeting will be \$500 but they typically have individual tickets available for the Sunday reception. Mike Harrington will send out information about registration/reception as well. Eddie would like advance notice about those wanting to attend the Sunday reception.

8. Other

NIFA. Lee reported on a meeting he, Mike Harrington and Sarah Lupis had with Meryl Broussard at NIFA last week in Washington DC. Discussed some of the issues that have come up about reporting and financial payments from NIFA. Meryl is aware of these issues and working on them. He encouraged everyone to make him aware when those kinds of issues come up.

ESCOP Representation on USDA Committee on Plant Issues. Last summer, ESCOP nominated Lee to be the representative from the National Plant Germplasm Coordinating Committee to the National Genetic Resources Advisory Council on plant issues that USDA has reactivated—it was an old committee that had been inactive for a number of years. Lee was notified last week that he was not selected for that committee. The Coordinating Committee needs to follow up as to what role ESCOP would have in that USDA advisory committee. Appointments were made at the Secretary's level.

Panel on Strengthening the Partnership, National Admin Officers Meeting, Morgantown WV. The organizing committee has requested that the research EDs serve on a panel discussion about strengthening the partnership between USDA-NIFA and ESCOP. Mike Harrington was asked to take the lead in helping to put together this panel. Mike explained that he is not comfortable with this approach. He feels a director or two should be

included. Mike also learned that Meryl Broussard (NIFA), Chavonda Jacobs-Young (NIFA) and he were assigned by Kathy Wotecki to address the principals of an effective partnership between USDA-NIFA and ESCOP. *The other EDs were asked to give this some thought. Mike Harrington will arrange a conference call to discuss this further for early next week.*