



ESCOP Meeting Minutes
February 27, 2012
Key Bridge Marriott, Washington D.C.
Georgetown Salons B & C



Participants

Lee Sommers, CO	Orlando McMeans, WV	Doug Lantang, ECOP
Mike Hoffmann, NERA	Jane Schuchardt, APLU	Dan Aga, American Samoa
Jeff Jacobson, MT	Carolyn Brooks, ARD	Singeru Singeo, COM
Bob Shulstad, GA	Dan Rossi, NERA	Lee Yudin, Guam
Bret Hess, WY	Eric Young, SAAESD	Tom VanArsdale, N-CFAR
Abel Ponce de Leon, MN	Arlen Leholm, NCRA	Thomas Frank, kglobal
Gerald Arkin, GA	H. M. Harrington, WAAESD	Jenny Nuber, kglobal
William Ravlin, OH	Clarence Watson, OK	Lauren Sloat, kglobal
Steve Slack, OH	Connie Pelton Kays, CARET	John Baker, MI
Craig Nessler, TX	Nancy Cox, N-CFAR	Jim Richards, Cornerstone
Barbara Allen-Diaz, CA	Doug Steele, ECOP	

Summary of Actions

Agenda Item	Actions Taken
1.0	Approved: Minutes from November 14, 2011 Executive Committee Meeting, San Francisco, CA were approved. Approved: Agenda, with the following additions: <ul style="list-style-type: none">• Discussion of what's happening with the partnership effort• Possible joint meeting with the NARY board
2.0	Approved: Renewal of membership in N-CFAR (\$1000).
6.0	Approved: The proposal submitted by kglobal to fund a grassroots and social media campaign funded at \$400,000/year for each of the next two years and shared equally at \$200,000/year by ESCOP and ECOP. Amended: The motion was amended to include an amendment to the assessment to be reduced from \$300,000 to \$200,000 per year for the next two years.
11.0	The proposal to include the Wheat Workers' MTA on the ESCOP web site was favorably received by the group. No formal vote was taken.
12.0	The EDs will write a proposed policy on special funding requests for the summer meeting and further discussion will take place at that time.
15.0	Nancy Cox will contact NAREE and ESCOP will put together a planning committee.

Minutes and Agenda Briefs

Agenda Item	Topic and Presenter
1.0	<p>Call to order—Lee Sommers</p> <ul style="list-style-type: none"> • Introductions <ul style="list-style-type: none"> ○ Connie Pelton Keys, CARET, was welcomed to the group • Approval of Minutes/Agenda <p>Motion: Approve the minutes from November 14, 2011 Executive Committee Meeting, San Francisco, CA.</p> <p>Action: Unanimously approved meeting minutes from November 14, 2011 Executive Committee Meeting, San Francisco, CA.</p> <p>Motion: Approval of agenda with the addition of an update on the partnership effort and an update on a possible joint meeting with the NARY board.</p> <p>Action: Unanimously approved meeting agenda with the above additions.</p>
2.0	<p>N-CFAR Activities and Membership—Tom Van Arsdale, Nancy Cox, & Lee Sommers</p> <p>Handout: N-CFAR Overview</p> <p>In meeting discussion:</p> <ul style="list-style-type: none"> • N-CFAR facilitates advocacy for agricultural research through activities such as the Lunch n’ Learn Hill seminar series. They look for the best research and extension stories and timely topics to put in front of staffers. • The N-CFAR annual meeting will take place on March 29, 2012. On March 28th, business leaders will be invited to discuss concerns about agricultural research and education. They will be encouraged to support the institutions that develop the trained, educated workforce they rely on. • N-CFAR is working closely with Cornerstone to coordinate efforts. • N-CFAR handouts <p>Motion: Renew membership in N-CFAR (\$1000).</p> <p>Action: Unanimously approved ESCOP membership in N-CFAR</p>
3.0	<p>Cornerstone Update, 2013 Budget Proposal, Farm Bill, Next steps—Jim Richards/Hunt Shipman</p> <p>In meeting discussion:</p> <ul style="list-style-type: none"> • An overview of the Cornerstone Report and a series of handouts from the Budget and Advocacy Committee developed to explain the land-grant system’s FY2013 priority requests for NIFA are available at www.land-grant.org • How to communicate to constituents about the consolidation of authorities: A white paper was developed on the Crop Protection Program consolidation. The components of this proposed consolidation were all developed under the 406 and 3D authority and must be managed as such, no matter where the money comes from.
4.0	<p>NIFA Update – Meryl Broussard</p> <p>Handout: NIFA Stakeholder Listening Sessions</p> <p>In meeting discussion:</p> <ul style="list-style-type: none"> • New NIFA director will be announced soon. Chavonda Jacobs-Young is still the acting director. Also trying to fill Assistant Director of Youth, Family, and Community position. • NIFA wants to develop formal linkages with ECOP and ESCOP to develop the Crop Protection Program. They want to work with universities and stakeholder to work through the process. • \$150 million of mandatory programs would be lost without the reauthorization of the Farm Bill. Staffing has had to be optimized. Some early-retirement options were utilized this year. • Listening Sessions and Webinars are coming up soon. Public comment period is open until March 22nd. Formal, written comments are helpful.

Agenda Item	Topic and Presenter
5.0	<p>Budget and Legislative Committee Update includes BAC actions—Steve Slack & Mike Harrington</p> <p>In meeting discussion:</p> <ul style="list-style-type: none"> • A white paper on the Crop Protection Program is being developed that proposes a joint working group to work with NIFA and stakeholders to develop a more integrated program. • More discussion on where the IR4 program fits into the Crop Protection Program is needed.
6.0	<p>ESCOPE Communications and Marketing Committee Update—Gerald Arkin and Arlen Leholm</p> <p>In meeting discussion:</p> <ul style="list-style-type: none"> • In 2010, ESCOP approved a contract with kglobal (3 years for \$300,000 a year—\$60,000 goes to Cornerstone; \$240,000 to kglobal). The kglobal strategy was presented at the Estes Park meeting. This started a discussion about a unified campaign with ECOP, emphasizing social media in addition to traditional media. Since then, there have been subsequent meetings to pursue a dialog about opportunities to partner, both generally from an operational sense, and budgetarily. Last night, the two groups met again to discuss issues, obstacles, fine tuning of the proposal. Cooperative extension partnership proposed a funding level of \$400K per year, shared equally between ESCOP and ECOP, and that the proposal be for two years. <p>Motion: Seconded motion from ESCOP C&M Committee--ESCOP approve the proposal submitted by kglobal to fund a grassroots and social media campaign funded at \$400,000/year for each of the next two years and shared equally at \$200,000/year by ESCOP and ECOP. The motion was amended to include an amendment to the assessment to be reduced from \$300,000 to \$200,000 per year for the next two years.</p> <p>Action: Approved unanimously.</p> <ul style="list-style-type: none"> • kglobal (Thomas Frank , Jenny Nuber, and Lauren Sloat): kglobal is building an army of speakers and social media contacts so that when the opportunity arises, they are ready to go. kglobal is working closely with Cornerstone to deliver educational messages and make sure that Hill staffers have heard about great stories we are all working on. kglobal has been collecting contacts and will contact universities in an area before any efforts are made to reach out to these individuals. • Key audiences: U.S. Legislators, media outlets (so they will reach out to kglobal as the experts), public at large to show that we have big numbers (= big voice). • Targets: Cornerstone pinpoints the targets for opportune agenda timing. At the moment, House and Senate appropriators are the current targets. An example, Kingston in GA—cares deeply about the military so working on stories that involve extension helping the military in Afghanistan. Ran an op-ed in his district about this work and met with him personally about it. • <p>Follow-up:</p> <ul style="list-style-type: none"> • ECOP will vote during the second week of March on this same proposal. ECOP feels it's important to speak and act as one as we continue to advocate for federal funding. • If approved by both, will collectively form a subcommittee to provide overall leadership in developing organizational structure and protocol for working with kglobal.
7.0	<p>Science and Technology Committee—Bill Ravlin & Dan Rossi</p> <p>In meeting discussion:</p> <ul style="list-style-type: none"> • Water came out as a low priority in the survey for the Science Roadmap. As the synthesis paper is developed, both priorities and cross-cutting issues, like water, will be considered.
8.0	<p>PBD—Steve Slack</p> <p>In meeting discussion:</p> <ul style="list-style-type: none"> • The Policy Board last met at the APLU Annual Meeting on November 15, 2011 in San Francisco, CA. • The next meeting is scheduled for March 22, 2012 in Seattle, WA.

Agenda Item	Topic and Presenter
9.0	<p>Joint COPS meeting—Mike Hoffman & Dan Rossi</p> <p>In meeting discussion:</p> <ul style="list-style-type: none"> • The Spring Meeting will include time for joint reports and a discussion about opportunities for pre-collegiate exposure to agricultural research to increase diversity in agriculture students and the workforce. • For the Fall Meeting, proposed sessions include: <ul style="list-style-type: none"> ○ Session 1: Local grown. Example of yogurt production outpacing supply in New York state was given. ○ Session 2: Intelligence community concerns about the global food supply ○ Session 3: The future of the land-grant system
10.0	<p>NRSP Review Committee, project renewals and proposals—Abel Ponce de Leon & Arlen Leholm</p> <p>Handout: NRSP 2012-2013 Requests for Off-the-Top Funding</p> <p>In meeting discussion:</p> <ul style="list-style-type: none"> • NRSP4 has off the top funding with the hope of being reestablished. This year they were totally out of the federal budget. \$325,000 split between the four regions may not be enough to get the job done. • Need to encourage regions to have discussions during their spring meetings. Feedback from NRSP committee will come during early summer. The final vote will take place in September.
11.0	<p>NPGCC, Materials Agreement—Lee Sommers & Clarence Watson</p> <p>Handout: Wheat Workers' Material Transfer Agreement</p> <p>In meeting discussion:</p> <ul style="list-style-type: none"> • An agreement between Colorado State University, Texas A&M University, Kansas State University, and Oklahoma State University to share wheat germplasm was put into place last year. Since then, UC Davis, and OSU have also adopted this agreement. There is interest in institutionalizing this MTA and potentially in modifying it for other crops. The motivation behind this is to ensure that there is strong public sector breeding programs developing new cultivars. • This MTA would be available to anyone who has an interest and made available through the ESCOP web site with a list of institutions who have signed on. This would provide some institutional memory and would require very little effort from ESCOP. • This proposal was favorably received by the group. No formal vote was taken.
12.0	<p>Proposal to support outstanding student participation in Growing the Bioeconomy Conference Oct 2-5, 2012—Arlen Leholm</p> <p>In meeting discussion:</p> <ul style="list-style-type: none"> • There is a need for a more comprehensive process by which ESCOP can support student involvement in important conferences. The EDs will write a proposed policy on special requests for the summer meeting and further discussion will take place at that time.
13.0	<p>Winning Teams Winning Grants Workshops update – Arlen Leholm & Mike Harrington</p> <p>In meeting discussion:</p> <ul style="list-style-type: none"> • There is a need for faculty training on putting together successful large, collaborative grants, especially with NGOs and the private sector. • There is also a need to develop “soft skills” (e.g., develop dialog meetings, how to deal with intellectual property issues, and emotional intelligence and project management). • Due to the volume of material to cover, regional workshops are being held, with a follow-up workshop in DC. • While the program hasn’t been in place long enough to determine if it is generating more successful proposals, antidotal evidence suggests that it is helping to improve proposal writing and grant success.

14.0	<p>The NIFA Partnership – Clarence Watson</p> <p>In meeting discussion:</p> <ul style="list-style-type: none"> • Kathy Woteki asked that a committee be formed to develop a document that reaffirms the spirit of the Morrell Act. • A teleconference is scheduled for March 6th with 1-2 additional as follow-up. • The committee will attempt to vet the document, but the time frame is very short.
15.0	<p>Possible Joint Meeting with the NAREE Board</p> <p>In meeting discussion:</p> <ul style="list-style-type: none"> • Do ESCOP and ACOP want to have a forum with the NAREE Board • ECOP will be featured at the upcoming April meeting. This is the second time extension has been featured by the NAREE Board. • The Executive Committee wants to explore the possibility of featuring ESCOP at the Spring 2012 meeting and it might make sense to include ACOP as well. • The group was highly in favor of this proposal. Nancy Cox will contact NAREE and ESCOP will put together a planning committee. It was agreed that the event should be held at an AES that is not too expensive to travel to, relatively close to DC.
	Adjourn

Future Meetings

Joint COPS - Savannah, GA, July 25-26, 2012

ESS Annual Meeting - Portsmouth, NH, September 24-26

APLU Annual Meeting—Denver, CO, November 13-15, 2012

Agenda Brief 1.0: ESCOP Past Meeting Minutes and Today's Agenda

Presenter: Lee Sommers

Background Information:

Past Meeting Minutes

<http://escop.ncsu.edu/docs/ESCOP%20Exec%20Committee%20Meeting%20Minutes.pdf>

ESCOP Executive Committee Meeting

Minutes

November 14, 2011

1:45-5:00 pm

Marriott Marquis Hotel

San Francisco, CA

Approval of Agenda and Interim Actions – Lee Sommers

Interim actions included:

- Appointment of committee members
- CAC Calls
- Conference call with Doug Steele, Lyla Hougum, Meryl Broussard, Jim Richards and Mike Harrington to discuss principles for combining lines
- Conference call with Duane Houck, Robin Shepard, Doug Steele, Rick Klemme, Steve Slack and Mike Harrington to discuss budget line consolidation of Regional IPM Centers, Methyl Bromide Transition with S-L 3d Pest Management programs; Organic Transition with S-L 3d Sustainable Agriculture; and Water Quality moved to S-L 3d. This was the basis for a motion put forward to and passed by the BAC.

NIFA Update - Meryl Broussard

- Recognized that NIFA has incurred significant budget reductions due to loss of special grants and other funding cuts. This has resulted in travel budget cuts and reconsideration of how grants review panel meetings could be restructured as the panel meetings constitute approximately 65 % of the NIFA travel budget. There was also an Executive Order to cut travel by 20%.
- Budget cuts have forced the reduction of "departmental reviews". (See Action Items below)
- There will be a retirement buyout with some 30 personnel in NIFA expected to take advantage of this option.
- Due to recent retirements, the Funds Management branch has had to replace and train new personnel. Concentrating on getting funds out to states and grant recipients.
- The AFRI synopsis for 2010 was recently published on the NIFA website.
- Approximately 33% of AFRI funds are going to foundational programs
- OMB 2013 budget directive includes instructions to plan for 5% and 10% cuts
- Farm Bill:
 - Provided technical amendments, no new initiatives
 - Mandatory programs will be lost if not reauthorized (e.g. Biomass R&D, Specialty Crops, Organic Ag, Beginning Farmer-Ranchers)

BAA-Policy Board of Directors Update – Steve Slack/Eric Young

- Elections: Steve Slack was elected as the ESCOP representative, Barbara Allen Diaz is the alternate.
- PBD will meet on Tuesday, November 14.
- The LEAD -21 program is seeking a new management entity. There are several applications for consideration. Four proposals received; University of Georgia, University of Florida, North Carolina State University and Ohio State University with review and decision in December.

Federal Budget Issues 2012 and beyond - Cornerstone Gov't Affairs, Jim Richards, Hunt Shipman

- FY'12 budget is expected later today, most lines are expected to be at/near the Senate recommendation
- FY '13 budget may include mandatory funds for research, possibly prescriptive such as to include some "special grants" activities
- There is congressional concern over some of the awards that NIFA has made e.g. recent "Peoples Gardens" awards. This has led to more oversight on RFAs in the future.

CLP-Farm Bill Status Report – Vernie Hubert/Mike Harrington

- All of the system's recommendations have been put into legislative language and forwarded to the Staff. About 2/3 of the recommendations have been accepted.
- Supercommittee offered up \$23 billion in cuts for the Farm Bill, approximately \$9 billion in programs will terminate the end of the current Farm Bill.
- Indirect cost rate (F&A). The current rate is 22% of full amount. APLU, Presidents and other are on record as wanting full negotiated IDC rates. However, ECOP (55%) voted against an increase.

Budget and Legislative Committee – Steve Slack /Mike Harrington

- Preliminary recommendations support maintaining current funding for the Hatch, McIntire Stennis, Evans Allen and AFRI.
- Final FY'13 priority decisions deferred to BAC February meeting
- Supercommittee actions could impact decisions regarding the FY'13 budget
- One-line budget proposal is off the table
- Joint motion from ECOP and ESCOP for budget line consolidation was distributed. The proposal, combining the lines listed below, was based on discussions in which the ESCOP and ECOP (as represented by their respective Chairs and BLC Chairs considered recommendations from the 406 Task Force as well as recent changes in the federal budget affecting the future of various lines. Lines to be consolidated:
 - Regional Pest Management and Methyl Bromide Transition be consolidated into Smith Lever 3(d) Pest Management.
 - Organic Transition be consolidated into Smith Lever 3(d) Sustainable Agriculture.
 - Water Quality/Resources be moved into single budget line within Smith Lever 3(d) (the location it was in the early 1990s).
 - Language providing for the intent of these programs are implemented needs to be included to assure that current philosophy and institutional eligibility (especially the 1994's) are maintained.
 - If Section 406 funding is threatened and/or proposed for elimination, immediate steps are to be taken by Cornerstone. 1994's concerned that moving lines to Smith-Lever 3d will make them not eligible for funds.
- Also need to develop a strategy to protect the Rural Development Center and Food & Ag Defense Initiative lines.

- BAC actions/recommendations to the Policy Board:
 - Approved ESCOP-ECOP motion to combine lines as above
 - Recommended Cornerstone contract renewal for another year and begin negotiating next 3-year contract

Science and Technology Committee: Roadmap Priorities – Bill Ravlin/Dan Rossi

- A small task force comprised of Ravlin and the EDs developed recommendations of future needs/ use of the Roadmap.
- Recognized that there are really only about 4 priorities with several cross-cutting themes e.g. sustainability, water, etc.
- A 4-5 page general consumption summary will be created.
- 50 responses to the priorities survey have been received. The priorities are not expected to change appreciably from what was presented at the ESS Meeting in Estes Park. Data will be finalized to ascertain the top 2-3 priorities with each challenge.
- A letter to the USDA and NIFA detailing the top priorities will be sent for consideration as new grants programs are developed.

Communications and Marketing Update; Kglobal Update, Moving Forward – Impacts and Data Mining – Jerry Arkin, Arlen Leholm, Jeffry Morris, Vice President, K-Global

- Extension has expressed a strong interest in joining the effort with Kglobal
- There is pressure from CARET to have a single voice with ESCOP and ECOP in the marketing effort.
- Arlen and Mike met with a small group from Extension to discuss how Extension might be incorporated into the plan.
- A meeting will be held in early January with Extension to discuss principles and approaches to implementation.
- Jeff Morris- we need to develop mechanisms by which “nuggets” can be mined from the system and fed to K-global.

Understanding the APHIS Biotechnology Quality Management System Program - Gretchen Flanley, Sherpa 360 The APHIS Biotechnology Quality Management System (BQMS) Program provides compliance assistance to the regulated community for the voluntary adoption of a BQMS. A BQMS serves as an important tool to help organizations involved in biotechnology research and development analyze the critical control points within their management system to better maintain compliance with APHIS regulations for the import, interstate movement, and environmental release of regulated genetically engineered (GE) organisms.

The Program provides:

- interactive training workshops with other BQMS Program participants and USDA officials,
- documented guidelines and templates to aid in the development of a BQMS
- a baseline assessment of current management practices in relationship to the BQMS standard
- one-on-one targeted assistance as needed
- internal audit training
- facilitated third-party audits of the organization’s BQMS
- acknowledgement of BQMS Program completion

The APHIS BQMS Program is available to interested parties in the regulated community who wish to validate their approach to APHIS regulatory compliance. Participation is limited based on available

resources. To contact a BQMS Program representative, e-mail or call BRS.BQMS@aphis.usda.gov or (301) 734-6356

Building Capacity in Issues Management in the Land Grant System (NCERA223) - Faith Pepper, Ruth Borger, Dave King

- Issues management is an anticipatory, strategic management process to detect and respond appropriately to emerging trends or changes in the socio-political environment. Once identified, organizations can respond to the issues either directly or sometimes preemptively when the issue is in the potential stage; indirectly through actions like negotiations with affected groups; or by choosing when in the lifecycle of the issue the organization should respond. Issue management is a means for an organization to work with issues offensively and to seek opportunities through that work.
- See NERA223 project on the NIMSS for additional details.
- Impact Statements
 - Need to reinitiate the Impact Database process which had some 3500 entries.
 - Need to structure and link databases
 - Impact statements need to be consumable
 - Need a 3 year training cycle to assure broad understanding of what is needed in impact statements.

ACTION ITEMS:

ESCOP Vote on IDC Rate

Maintain current level - 1

Intermediate rate - 12

Full ICD – 0

Recommendation will be forwarded to CLP at its meeting on Tuesday November 15.

Motion: Slack/Ravlin “Request that the Policy Board send a letter to be sent to Cathy Woteki, and Chavonda Jacobs-Young “Encouraging USDA-NIFA to keep NPLs engaged in departmental reviews” Passed unanimously. Slack to carry recommendation to PBD meeting on Tuesday.

Other Business

Dina Reitzel will be stepping down as the CARET liaison to ESCOP to join the CARET Executive Committee
Connie Pelton Keys from KS will be the new CARET liaison to ESCOP
Doug Lantange will be replacing Ed Smith as the ECOP liaison to ESCOP

Upcoming Meetings:

Feb. 26-29, 2012 Joint AHS-CARET Meeting: Key Bridge Marriott 1401 Lee Highway, Washington DC
Feb. 27 (tentative), 2012 ESCOP Meeting: Key Bridge Marriott 1401 Lee Highway, Washington DC
July 25-26, 2012 Joint COPS: Savannah Marriott Riverfront, 100 General McIntosh Boulevard
Sept 24-26, 2012 ESS Annual Meeting and Workshop, Portsmouth, NH

Attendance:

K. Plaut, NCRA, J Kokini NCRA, M Broussard NIFA, B Shulstad SAAESD, E Young SAAESD, E Smith ECOP Liaison, D Benfield NCRA, B Ravlin NCRA, B Frost WAAESD, C Brooks ARD, O. McMeans ARD, J Hayes SAAESD, H Shipman Cornerstone, V Hubert Cornerstone, B Hess WAAESD, D Scholl NCRA, R Moore, SAAESD, C Watson SAAESD, B Brown SAAESD, S Mostaghimi SAAESD, J Edelson SAAESD, J Jacobsen WAAESD, S Slack NCRA, D Reitzel CARET, M Hoffmann NERA, D Rossi NERA, Lee Sommers WAAESD, M Harrington WAAESD, Doug Lantange ECOP

Today's Agenda

Time	Agenda Item	Topic and Presenter
9:30	1.0	Call to order—Lee Sommers <ul style="list-style-type: none"> • Introductions • Approval of Minutes/Agenda
9:40	2.0	NCFAR Activities and Membership—Tom Van Arsdale & Nancy Cox
9:55	3.0	NIFA Update – Meryl Broussard
10:10	4.0	Cornerstone Update, 2013 Budget Proposal, Farm Bill, Next steps—Jim Richards/Hunt Shipman
10:30	5.0	Budget and Legislative Committee Update includes BAC actions—Steve Slack & Mike Harrington
10:40	6.0	Communications & Marketing Committee, kglobal proposal to include Extension—Gerald Arkin & Arlen Leholm
10:55	7.0	Science and Technology Committee—Bill Ravlin & Dan Rossi
11:05	8.0	PBD—Steve Slack
11:10	9.0	Joint COPS meeting—Mike Hoffman & Dan Rossi
11:20	10.0	NRSP Review Committee, project renewals and proposals—Abel Ponce de Leon & Arlen Leholm
11:35	11.0	NPGCC, Materials Agreement—Lee Sommers & Clarence Watson
11:45	12.0	Proposal to support outstanding student participation in Growing the Bioeconomy Conference Oct 2-5, 2012—Arlen Leholm
11:55	13.0	Winning Teams Winning Grants Workshops update – Arlen Leholm & Mike Harrington
12:00		Adjourn

Action Requested:

- Approve meeting minutes from November 14, 2011 Executive Committee Meeting, San Francisco, CA.
- Approve today's agenda.

Agenda Brief 2.0: NC-FAR Activities and Membership

Presenters: Tom Van Arsdale, Nancy Cox, & Lee Sommers

Background Information:

- In 2009 or 2010 ESCOP became member of NC-FAR. Nancy Cox became is the ESCOP representative to the NC-FAR executive committee.
- The 2012 Annual-Board meeting is scheduled for Thursday, March 29.
- According to the by-laws, timely 2012 membership payment is due by March 31 (invoice attached).
- The National C-FAR's 2011 Annual Report: http://www.ncfar.org/2011_Ann_Report.pdf

Action Requested: Vote on proposal to renew membership in NC-FAR.



NATIONAL COALITION FOR FOOD AND AGRICULTURAL RESEARCH

INVOICE

Organization: Board on Agriculture Assembly, APLU
86878

Member ID:

Name: Dr. Nancy Cox

Email:

Address:

City, State, Zip:

<i>Description</i>	<i>Amount</i>
2012 Membership	\$1,000

MEMBERSHIP RENEWAL: _____

~ Please Consider ~

Sponsorship Contribution

[Supports Hill Seminar Series, Other Outreach Initiatives Not Included in NC-FAR Budget]

() \$5,000 () \$2,500 () \$1,000 () \$500 () Other _____

SPONSORSHIP CONTRIBUTION: _____

Questions or Need More Information?

Contact: Debi Seymour at (217) 356-2426, x 151 or [DebiS@assochq.org] ~or~
Tom Van Arsdall, Executive Director, at (703) 509-4746, or [tom@vanarsdall.com]

Please return this completed form with payment to:

National C-FAR, 1800 South Oak Street, Suite 100, Champaign, Illinois 61820

If Charging, Can Send via E-mail DebiS@assochq.org or Fax (217) 398-4119

(FEIN 36-4426548)

Circle: VISA MasterCard American Express Discover

Credit Card Charge will appear as "FASS Online" on your statement

CC# _____

Exp. Date _____ **TOTAL \$** _____

*Signature _____

☐ **Check enclosed: Checks must be in US Dollars and drawn on a US bank**

Membership Guidelines

*The membership year is January 1 through December 31, with a deadline of **March 31**, 2012 for timely payment of dues.*

*1. **A National Member** shall be a national not-for-profit or non-profit organization, corporation, association, co-operative, or other business entity whose business and purpose is similar or related to*

the purpose of this Organization. Annual dues for a National Member shall be \$2,500 for organizations with annual budgets over \$5 million and \$1,000 for all others.

*2. **An Affiliate Member** is any organization, individual or corporation, profit, not-for-profit, or nonprofit, supportive of the purpose of this Organization.*

a. Corporate members. \$2,500

b. A local, state and federal government agency, or a university unit. \$1,000

c. A regional, state or local organizational member (not-for-profit stakeholder assn or organization). \$500

d. Individuals. \$100

Agenda Brief 4.0: NIFA Update

Presenter: Meryl Broussard

NIFA Stakeholder Listening Sessions

AFRI Stakeholder Listening Session and Upcoming Webinars

NIFA will host a meeting to obtain stakeholder input and comments for consideration in developing FY 2013 Agriculture and Food Research Initiative (AFRI) solicitations on Wednesday, February 22 from 8 a.m. to 5 p.m. in the Waterfront Centre, Room 1410, 800 9th Street, SW, Washington, DC. The meeting is open to the public and persons who use or conduct research, extension, or education activities are invited to attend. Persons wishing to present oral comments at the February 22 meeting are requested to pre-register by contacting Terri Joya, telephone 202-401-1282; or, fax 202-401-1782. Participants requiring special accommodations should contact Terri Joya. Written comments will be accepted until March 22, 2012. Please note that written comments may be incorporated into a frequently asked questions document, and/or used during the meeting if agreeable by the stakeholders. All comments and the official meeting transcript will be available on the NIFA Website.

In addition, NIFA will host a series of seven webinars during March and April. These program-specific webinars will focus on the AFRI Challenge Areas, Fellows Grant, and Foundational Program. The date and time for each webinar will be posted to the AFRI Frequently Asked Questions/Webinars page on or before February 22. Visit the Federal Register Notice for the full announcement and additional details.

NIFA Capacity Building Grants for NLGCA Institutions

NIFA is implementing a newly funded competitive grants program called the Capacity Building Grants for Non Land Grant Colleges of Agriculture (NLGCA) Institutions Program. NIFA is designated to act on behalf of the Secretary of Agriculture in soliciting public comments and stakeholder input from interested parties regarding the development of the Capacity Building Grants for NLGCA Institutions Program. The meeting is March 25, 2012, from 9 a.m. to 1 p.m. in the Waterfront Centre, Room 1410-D, National Institute of Food and Agriculture, U.S. Department of Agriculture, 800 9th Street, SW., Washington, DC. All comments must be received by close of business on March 19, 2012. Contact Tamia Powell, telephone 202-720-1973 or fax 202-720-2030, for more information. The Solicitation of Input from Stakeholders Regarding the Capacity Building Grants for Non Land Grant Colleges of Agriculture Institutions Program notice was published in the Federal Register on February 1.

Solicitation of Input on Extension IPM Competitive Grants Program

The Extension Integrated Pest Management (IPM) Coordination and Support Program (EIPM-CS) is among the Extension programs funded under Section 7403 of the Food, Conservation, and Energy Act of 2008 (Pub. L. 110-246) (FCEA) amended section 3(d) of the Smith-Lever Act (7 U.S.C. 343(d)). It provides the opportunity for 1862 and 1890 Land-Grant Institutions, including

Tuskegee University and West Virginia State University to compete for section 3(d) funds. Section 7417 of FCEA also provided the University of the District of Columbia the opportunity to compete for section 3(d) funds. NIFA is designated to act on behalf of the Secretary of Agriculture in soliciting public comment from interested persons regarding the future design and implementation of this program. The public meeting will be held in Nashville Meeting Room, Memphis Marriott Downtown Hotel, 250 North Main Street, Memphis, Tennessee 38103, telephone 888-557- 8740 (toll-free in USA); 901-527- 7300 (outside USA) on Thursday, March 29, 2012, from 2 p.m. to 4 p.m. Central time. All comments not otherwise presented or submitted for the record at the meeting must be submitted by close of business Wednesday, May 2, 2012, to assure consideration in the next RFA. Contact Elizabeth Ley, telephone: 202-40 1- 6195; fax: 202-40 1- 1794; or email: newEIPM@nifa.usda.gov for more information. The Solicitation of Input from Stakeholders Regarding the Smith-Lever 3(d) Extension Integrated Pest Management Competitive Grants Program notice was published in the Federal Register on February 1.

Crop Protection Listening Sessions:

- March 29 (2:00-5:00pm CT), the closing day of the 11th International IPM Symposium, in Memphis, TN. Memphis Downtown Marriott, Nashville room (time extension to 5:00pm is confirmed).
- April 11, 2012-via web and conference call.
- April 16, 2012-Washington, DC at the 1410 A-D Waterfront Center (we still need to book a recorder for this session).
- May 1, 2012- via web and conference call.

Action Requested: For information.

Agenda Brief 5.0: ESCOP Budget and Legislative Committee

Presenters: Steve Slack and Mike Harrington

Background Information:

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

Chair Steve Slack (NCRA)	NIFA Liaison Paula Geiger (NIFA)
Delegates William (Bill) Brown (SAAESD) Jeff Jacobsen* (WAAESD) Ernie Minton (NCRA) Karen Plaut (NCRA) Orlando McMeans (ARD) Carolyn Brooks (ED-ARD) Bob Shulstad (SAAESD) Tim Phipps (NERA) Thomas Burr (NERA) Bret Hess (WAAESD)	Representatives Caird Rexroad (ARS) Glen Hoffsis (APLU Vet Med) Eddie Gouge (APLU) Ian Maw (APLU) Dina Chacon-Reitzel (CARET) Cheryl Achterberg (APLU - B of Hum Sci) Jim Richards (Cornerstone) Hunt Shipman (Cornerstone) *Chair elect
Executive Vice-Chair Mike Harrington (WAAESD)	

BAC Meeting Results

The BAC met in Washington on Feb. 15-16 to finalize the system's FY 2013 appropriations requests for the National Institute of Food and Agriculture (NIFA). The take home message is that the committee supported all programs at the appropriated level or the president's budget request whichever is higher.

We agreed to the following seven priorities:

Core Priorities (\$Millions)	F Y 2012	President	A•P•L•U Goal
Agriculture and Food Research Initiative	264.470	325.000	325.000
Smith-Lever 3(b)-3(c)	294.000	292.411	294.000
Hatch Act	236.334	234.834	236.334
Evans-Allen	50.898	50.898	50.898
1890 Institutions Extension	42.592	42.592	42.592
McIntire-Stennis Cooperative Forestry	32.934	32.934	32.934
1994 Institutions Research and Extension	6.113	6.113	6.113

Each of these priorities will be documented in a one-pager (two-sided). The document repository is here: www.land-grant.org/documents.html

Another incredibly difficult budgetary year is expected and the BAC determined that everything must be done to protect the significant gains that have been secured in the recent past.

Other Critical Initiatives Supported by APLU Component Organizations	
1890 Institutions Capacity Building Grants	Higher Education Competitive Grants
1890 Institutions Facilities Grants	New Technologies for Ag Extension (eXtension)
1994 Institutions Equity Grants	Renewable Resources Extension Act
Insular Area Competitive Grants	Veterinary Medicine Loan Repayment Program
Non-Land-Grant Univ. Capacity Building Grants	Animal Health and Disease Research

The BAC also supported in principle the new Crop Protection Program \$29 million and will seek to have all programs moved out of the Integrated Programs account to either Research and Education or Extension.

Final Results from the Science Roadmap Priorities Survey

The survey was closed with a total of responses 50 as follows: ARD - 8, NCRA – 7, NERA – 8 SAAESD – 14, WAAESD – 12. As discussed earlier these results should be used to provide input to NIFA and to ARFI. There will be an AFRI listening session on February 22 at Waterfront Center with a written comments deadline of March 22, 2012. We propose that the top two priorities in each Challenge be forwarded to NIFA.

Challenge 1: We must enhance the sustainability, competitiveness, and profitability of U.S. food and agricultural systems.

- Improving agricultural productivity by sustainable means, considering climate, energy, water, and land use challenges (90%)
- Developing new plant and animal production systems, products, and uses to increase economic return to producers (62%)
- Developing profitable agricultural systems that conserve and recycle water (26%)
- Developing institutional mechanisms that create incentives for sharing agricultural water and that increase public support for balancing the requirements for food production on the one hand and the life-quality issues of society on the other (12%)

Challenge 2: We must adapt to and mitigate the impacts of climate change on food, feed, fiber, and fuel systems in the United States.

- Improving existing and developing new models for use in climate variability and change studies; addressing carbon, nitrogen, and water changes in response to climate; assessing resource needs and efficiencies; identifying where investments in adaptive capacity will be most beneficial; and addressing both spatial and temporal scale requirements for agricultural decision making (84%)
- Developing economic assessments to provide more accurate estimates of climate change impacts and the potential costs and benefits of adaptation, and to validate and calibrate models (54%)

- Identifying appropriate policies to facilitate both mitigation and adaptation, and identifying how these policies interact with each other and with other policies (36%)
- Incorporating advances in decision sciences that could improve uncertainty communication and the design of mitigation and adaptation strategies (20%)
- Developing new technologies, including social networking tools, for more effective communication to selected target audiences (4%)

Challenge 3: We must support energy security and the development of the Bioeconomy from renewable natural resources in the United States.

- Developing technologies to improve production-processing efficiency of regionally-appropriate biomass into bioproducts (including biofuels) (70%)
- Assessing the environmental, sociological, and economic impacts of the production of biofuels and coproducts at local and regional levels to ensure sustainability (44%)
- Expanding biofuel research with respect to non-arable land, algae, pest issues that limit biofuel crop yields, and emissions of alternative fuels (36%)
- Developing agricultural systems that utilize inputs efficiently and create fewer waste products (30%)
- Restructuring economic and policy incentives for growth of the next generation domestic biofuels industry (20%)

Challenge 4: We must play a global leadership role to ensure a safe, secure, and abundant food supply for the United States and the world.

- Developing technologies and breeding programs to maximize the genomic potential of plants and animals for enhanced productivity and nutritional value (80%)
- Developing effective methods to prevent, detect, monitor, control, trace the origin of, and respond to potential food safety hazards, including bioterrorism agents, invasive species, pathogens (foodborne and other), and chemical and physical contaminants throughout production, processing, distribution, and service of food crops and animals grown under all production systems (55%)
- Developing food supply and transportation systems and technologies that improve the nutritional values, diversity, and health benefits of food and that enhance preservation practices, safety, and energy efficiency at all scales, including local and regional (43%)
- Decreasing dependence on chemicals that have harmful effects on people and the environment by optimizing effective crop, weed, insect, and pathogen management strategies (14%)
- Identifying plant compounds that prevent chronic human diseases (e.g., cancer), and developing and encouraging methods to enhance or introduce these plants and food system (8%)

Challenge 5: We must improve human health, nutrition, and wellness of the U.S. population.

- Investigating the potential of nutritional genomics in personalized prevention or delay of onset of disease and in maintenance and improvement of health (60%)
- Developing community-based participatory methods that identify priority areas within communities, including built environments, that encourage social interaction, physical activity, and access to healthy foods— especially fruits and vegetables—and that can best prevent obesity in children and weight gain in adults (58%)
- Understanding factors, including biological and psychological stresses, that contribute to chronic diseases and the aging processes (40%)

- Identifying and assessing new and more effective nutrient delivery systems for micronutrients and antioxidants (28%)
- Identifying, characterizing, and determining optimal serving size and frequency of intake for health benefits of the consumption of specific foods containing bioactive constituents (12%)

Challenge 6: We must heighten environmental stewardship through the development of sustainable management practices.

- Reducing the level of inputs and improving the resource use efficiency of agricultural production (56%)
- Developing ecologically-sound livestock and waste management production systems and technologies (44%)
- Developing systems-oriented and science-based policy and regulation for sustainable agricultural systems (36%)
- Assessing the capacity of agricultural systems to deliver ecosystem services, including trade-offs and synergies among ecosystem services (34%)
- Enhancing internal ecosystem services (e.g., nutrient cycling, pest control, and pollination) that support production outcomes so that chemical inputs can be reduced (30%)

Challenge 7: We must strengthen individual, family, and community development and resilience.

- Understanding how local food systems actually work, particularly for small producers and low-income consumers, and how local food production contributes to the local economy, to social and civic life, and to the natural environment (78%)
- Understanding the relative merits of people-, sector-, and place-based strategies and policies in regional economic development and improving the likelihood that rural communities can provide supportive environments for strengthening rural families and spurring a civic renewal among people, organizations, and institutions (58%)
- Understanding the links among individual behavior, community institutions, and economic, social, and environmental conditions (36%)
- Assessing the role of broadband and the accelerated investment being made in broadband penetration in rural America as a community economic development strategy (16%)
- Modeling of poverty risks and outcomes to disentangle the influences of characteristics of poor individuals from the influences of their families, communities, and other organizational and institutional factors (12%)

Action Requested: For information only.

Agenda Brief 6.0: ESCOP Communication and Marketing Committee

Presenters: Gerald Arkin, Chair and Arlen Leholm

- The ESCOP Communication and Marketing Committee will meet during the CARET meetings in Washington DC, on February 26, 2012 (Sunday) from 4 to 6 PM.
- Members of the ESCOP Marketing Committee including Lee Sommers, ESCOP Chair, met with ECOP leadership, kglobal and Cornerstone on January 13, in Washington DC, to discuss the merits of ECOP joining ESCOP in the kglobal/Cornerstone Communication and Marketing efforts. Numerous discussions have taken place since that time.
- kglobal and Cornerstone were asked to submit a proposal that would include a joint effort for ESCOP and ECOP. See the joint proposal by kglobal and Cornerstone in the link below.
 - <http://ncra.info/docs/Marketing/kglobal02082012.pdf>

The key agenda item at the ESCOP Communication and Marketing Committee February 26th meeting will be discussion of the joint ECOP/ESCOP Marketing Proposal from kglobal/Cornerstone. ECOP leadership has approved the proposal and will take the proposal to the full ECOP meeting in March, 2012. A working group will be formed on February 26th to develop the operating procedures for a joint effort assuming approval by both ECOP and ESCOP.

At the last national ESS meeting in 2010, a second three-year assessment for the Marketing effort was approved starting in April of 2011. ESS is in the first year of the second three-year annual assessment for \$300,000. The joint ECOP/ESCOP proposal is for two years at \$400,000 per year with ECOP paying half. If the proposal passes ESCOP and ECOP in the next few weeks, the ESCOP assessment would be reduced to \$200,000 per year for the last two years of the three-year assessment.

Action requested: Approval of a new Joint ESCOP/ECOP Communication and Marketing Committee Proposal.

ESCOP Report

February 26, 2012

The initial stages of any campaign are dedicated to two main strategies: 1) to educate about the issue and 2) to build support for the issue. We have focused our most recent efforts around three components; three pillars, if you will, to building a strong foundation of support and our “army” of followers.

Events

When we say educate, we don’t only mean educating the outside world about the importance and incredible contributions of land-grant universities. We also mean educating land-grant universities on what sorts of things they can do to help spread that important message.

We see our role as becoming the connecting point between all the parties involved in your mission to protect federal funding. By becoming the nucleus of this complex network of stakeholders, we can synthesize all the interests—and how they play out in a way that is meaningful to members of Congress—and repackage them in one tidy place, all for the sake of the greater good. That’s why it’s so important for us to create a new web presence going forward that becomes a hub of information and a one-stop-shop for anyone wondering about land-grant universities, their function and how they receive funding. Half the battle is organizing yourselves internally to present a united front for your common interests, and that’s where we come in.

We take every opportunity we can to speak with members of ECOP, ESCOP and any university leaders in an effort to help build an internal network of supporters who can help us provide content and spread information.

Members of our team attended the following events.

- September 26-29, 2011, ESS/SAES/ARD Meeting in Estes Park, Co.
- November 13-15, 2011, 2011 Annual Meeting in San Francisco, SF
- February 8-11, 2012, Lead21 Conference in Washington, D.C

1919 m street, nw
suite 610
washington, d.c.
20036
202.349.7075

washington, dc
atlanta, ga
st. louis, mo
san francisco, ca

These events were terrific networking opportunities and we met countless people who are now ready to send us great stories, follow @AgIsAmerica on Twitter, retweet and otherwise help us to spread the word and influence!

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One of them was Natalie Hummel, who has turned into an amazing supporter, retweeter and general Ag cheerleader, all the while doing important, very cool things with rice down in Louisiana.



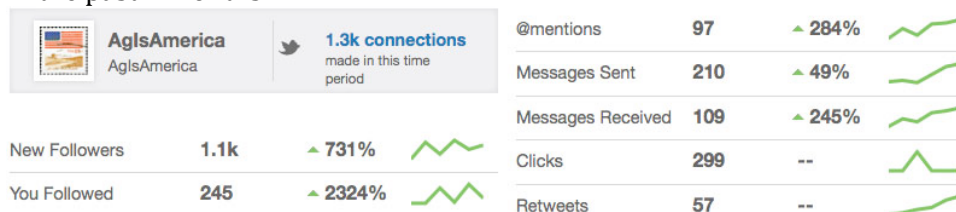
Natalie Hummel @NatHummel [Reply](#) [Retweet](#) [Favorite](#) · [Open](#)
Follow [@AgIsAmerica](#) to learn about the land grant university system. Gathering impact stories & sharing value of res & extension. #agchat

Social Media

Speaking of Twitter, we are pleased to announce that the @AgIsAmerica army is growing in leaps and bounds. And while we are initially focusing on Twitter, our goal is to continue to grow and recruit followers and engage with the most influential people within the areas of education, agriculture, land-grant universities, research and congress. Twitter helps us build the foundation.

Twitter Handle: AgIsAmerica
Joined Twitter On: Mon, Sept 12, 2011
Current Followers: 11,026

In the past 2 months:



We also target key groups and influencers. By targeting, we mean we tweet directly at in addition to following members of these groups:

1: Targeted Congressional Committees. We follow and tweet to chairman, ranking members, members and party officials on:

- House Committee on Agriculture
- Senate Committee on Agriculture, Nutrition and Forestry
- House Committee on Appropriations
- Senate Committee on Appropriations

- Senate Committee on Commerce, Science & Transportation
- House Committee on Science, Space & Technology

3

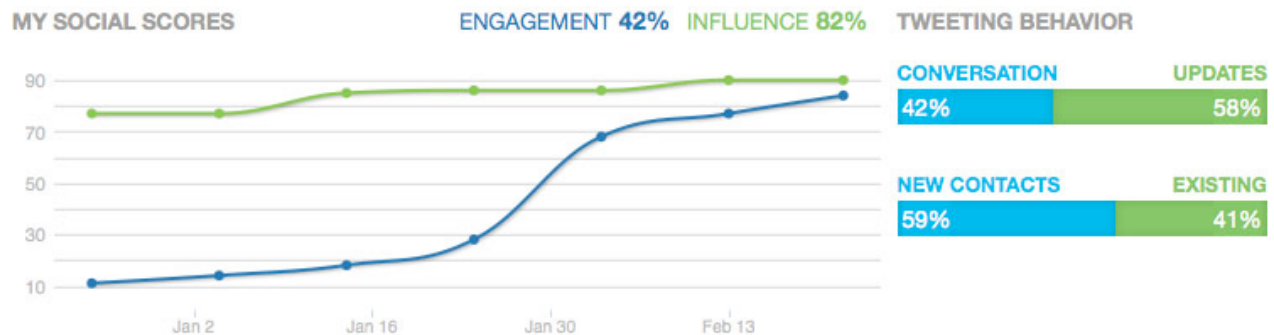
2. Ag Targets and Resources

- Land-grant universities and their colleges of agriculture
- Ag thought leaders
- Researchers
- Soon to be: Extension educators

3. We've also built private twitter lists (that we follow and monitor) for

- Land-grant universities
- Land-grant colleges of agriculture
- Ag reporters/writers
- Ag researchers
- Congress & governmental institutions
- Soon to be: Extension educators

You may ask, how do we know that what we are doing matters and that we are making an impact? We measure the effectiveness of our strategy by our followers and their engagement, specifically with our target audience.



There are three tools we use to monitor our impact: Twitalyzer, PeerIndex and Klout.

Our average Twitalyzer impact score in the last 30 days is 1.6% - putting us in the 71st percentile of all Twitter users! We are classified as having great potential as we continue to build followers and spread our influence.

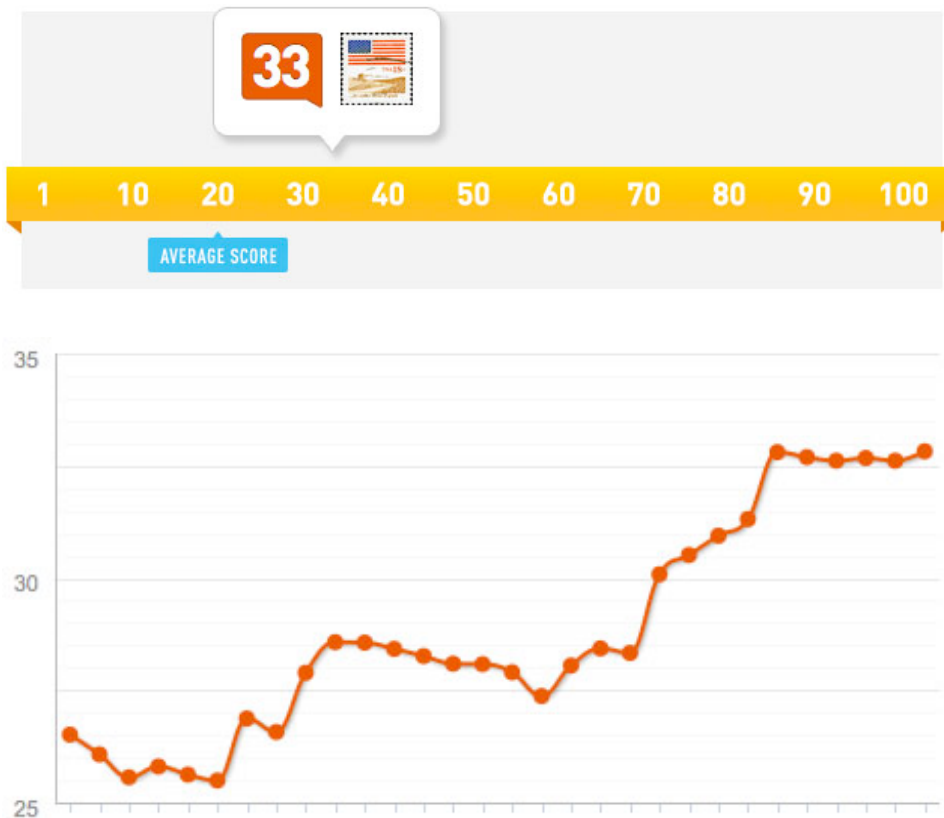
PeerIndex reflects the impact of your online activities, and the extent to which you have built up social and reputational capital on the web.

For example:

User	PeerIndex	Authority	Activity	Audience
AgIsAmerica	31	30	33	29
Cornell_Univ	24	31	37	22
Kent. State U.	11	8	13	9
LSU	43	38	41	58
PSU AgSci	45	43	43	53

4

Klout is an industry standard for measuring your influence based on your ability to drive action in social networks. Our Klout score is above average and its growing everyday!



Topics, Hashtags & Mentions – Things that really matter

5

Topics

The topics section shows the overall words usage on Twitter in form of a tag cloud. The more a certain word is used, the larger it is in the cloud.

WHAT THIS IS ALL ABOUT

says vital farmers economy lead want million join resources landgrant rural production billion crop graduates mark invest schools station americas check solutions impact economic keeping university people land learn plant dollars researchers local community via industry food farm research experiment funding makes value extension agricultural workshop shortage jobs collaboration annual america security money health development corn diseases program using grow helps

 Hover a topic to see how many times it has recently been used.

Hashtags

Tagging is not essential to Twitter, but can definitely grow your reach.

POPULAR HASHTAGS

#ag #research #agriculture #agricultural #agchat #agribusiness #coopext #cesvalue #msu #fic #disease #trout #natural #globaldev #umc #osu #jobs #ucdeveloped #aquaculture #university

@ Mentions

This section shows the user profiles that @AgIsAmerica has interacted with.

MENTIONS AND @REPLIES MEANS INTERACTIONS



Our method is about quality and quantity. To the former, you need only look at the types of users that are engaging with us to see that our message is being heard where it matters most. The Senate Ag Committee, for example, is one source that has engaged with us online, demonstrating that we reach not only its audience of 2,203 followers, but we're seen as a source of information on agriculture, too.

Additionally, you can measure our impact by looking at quantitatively. An average tweet, like the examples of some recent tweets below, reaches 5,000-10,000 people via our followers, and then continues to spread to the followers of those who retweet our message, and then to their followers, and then their followers, and on and on.



AgIsAmerica @AgIsAmerica

Close

Bio-based manufacturing (using #ag goods) is an industry poised to grow and create jobs, says @StabenowPress ow.ly/9coJJ

12:03 PM - 21 Feb 12 via HootSuite · Details

 Reply  Delete  Favorite



AgIsAmerica @AgIsAmerica

Close

Learn how the @MNNationalGuard will bring economic stability to Afghanistan thanks to #research from @NDAgriculture ow.ly/95PUN

8:55 AM - 16 Feb 12 via HootSuite · Details

 Reply  Delete  Favorite



OSU Small Grains @OSU_smallgrains

Close

want to learn more about the impact of your tax dollars invested in agricultural research and Extension? #ff @AgIsAmerica

4:04 PM - 17 Feb 12 via web · Details

↩ Reply ↻ Retweet ★ Favorite



AgIsAmerica @AgIsAmerica

Close

Research from @UMassAmhurst School of #Ag will make an economic impact of over \$3 billion ow.ly/972se @ScottBrownMA

8:50 AM - 17 Feb 12 via HootSuite · Details

↩ Reply 🗑 Delete ★ Favorite



Martin Draper @PlantDr2

Close

Feeding the future generations will come through agricultural research, education and extension. Check out @AgIsAmerica.

9:17 PM - 12 Feb 12 via Mobile Web · Details

↩ Reply ↻ Retweet ★ Favorite

Grassroots

While we are not yet at the stage of full grassroots steam ahead, we have had some important grassroots action over the past few months.

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Media Placement

We placed a great op-ed in a targeted local publication in Georgia, signed by State Senator and Majority Whip Cecil Staton, about the importance of ag-education in the United States and how it is actually helping soldiers in Afghanistan.

Coverage of the Battelle Report

The Battelle Report—and the way we spread its message—provides a great example of how our grassroots network operates. A 2011 report by the Battelle Institute, the world's largest independent research and development organization, documented the tremendous influence of land grant universities in the 12 North Central States. The report called agriculture and agbiosciences primary drivers of economic growth and jobs in the region and noted that Extension Services and Experiment Stations are the foundation to an industry valued at \$125 billion with more than 2.4 million jobs.

Craig Workman, a past president of the St. Louis Chapter of the Mizzou alumni association and owner of The Workman Company—a marketing agency in St. Louis that represents Novus International, among other ag innovators—called his acquaintance, State Director Derek Coats, to convey that he'd heard discussion around this report regarding funding cuts to agricultural research. Further, he communicated that agriculture is a necessity in Missouri and that Mizzou plays a considerable role in developing new products, opportunities, and innovation for business and society.

Within the same time period, Derek also received this same message from another acquaintance. Jon Lawrence, one of his personal friends, voiced concern not only about Mizzou but for land-grant institutions in general, telling Derek that it was important the senator knew that the focus on this issue came from across the state and nation and not just certain regions.

Another close friend of the State Director, Ben Terrill—the Director of Marketing at American Veterans Care Corporation—delivered this same message to Derek, showing support for land-grant institutions from a market not traditionally served by them, again demonstrating that concern about this issue stemmed from multiple regions and sectors.

As a result, Derek confirmed that he'd received this information from multiple sources and would make sure the senator was aware of the vital importance that land-grant institutions play in the state economy. He conveyed this information to Senator Blunt before a trip to Columbia to meet with the Ag School dean. At the meeting, Blunt pledged his support of redirecting mandates back into research and sponsoring individuals doing such research at MU.

Online Media Analysis:

Focusing on media mentions that occurred after the August 1 release of Battelle's "Power and Promise" study, Battelle was featured on a variety of websites, including national news sites, niche sites (including environmental and agricultural), as well as university sites. Using the online metric tool "Compete.com," the approximate unique monthly visitors per website were calculated. In all, the Battelle news release had the potential of reaching nearly 40 million unique viewers.

1	Seedquest.com	6,540
2	Aplu.org	2,722
3	Streetinsider.com	150,356
4	Renewableenergic.com	3,320
5	Morningstar.com	973,370
6	Stockrants.com	2,140
7	Contacto-latino.com	4,981
8	Omaha.com	443,931
9	Feedstuffs.com	4,557
10	Thecropsite.com	424
11	Thebioenergysite.com	1,264
12	Finance.yahoo.com	30,082,731
13	Whotv.com	124,804
14	Amestrib.com	35,601
15	Environmental-expert.com	27,745
16	iStockAnalyst.com	131,940
17	cattlenetwork.com	23,927
18	tcdailyplanet.net	26,841
19	Reuters.com	4,753,817
20	Environmentguru.com	3,940
21	Noodls.com	8,488
22	Silobreaker.com	116,749
23	Ruralmessenger.com	6,428
24	Interceder.net	121,107
25	Momaha.com	7,642
26	Chippewavalleypost.com	2,147
27	Minnesotafarmguide.com	1,444
28	Midwestproducer.com	1,826
29	www.uwex.edu	110,598
30	www.wbi.wisc.edu	1,021,245
31	ianrnews.unl.edu	1,695
32	www.ag.ndsu.edu	178,671
33	duplin.ces.ncsu.edu	271,651
34	www.msu.edu	908,253
35	www.ndus.edu	10,729
36	citnews.unl.edu	5,324
37	news.cals.wisc.edu	6,270
38	New.wisc.edu	31,585



Summary

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Since September, we have worked to build out a cadre of 11,000 online supporters who help us in several important ways. First, they communicate our message by following us and spreading our content, which not only increases our visibility but also allows us to more easily recruit other supporters. These numbers also vastly increase our credibility; being able to quickly reference our online presence is an immediate way for members of Congress to assess our reach and strength. Moreover, this serves as a database that we can activate when the time is right to communicate to and educate elected officials. When we do reach out, our message will be received more seriously due to our massive number of engaged followers. This is all a great foundation for moving forward with more grassroots work and to synthesize all our efforts in a new online hub.

Agenda Brief 7.0: ESCOP Science and Technology Committee

Presenters: William Ravlin & Daniel Rossi

Background Information:

Committee Membership

- Chair
 - William Ravlin (NCRA)
- Delegates
 - John Liu (SAAESD)
 - John Russin (SAAESD)
 - Tim Phipps (NERA)
 - Cameron Faustman (NERA)
 - Steve Meredith (ARD) – Vice Chair
 - _____ (ARD)
 - Larry Curtis (WAAESD)
 - David Thompson (WAAESD)
 - Jozef Kokini (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

Multistate Research Award

The announcement for the next round of awards was distributed on December 13, 2011. Nominations are due at offices of the Executive Directors on February 29, 2012. The regional associations will review the nominations and forward their recommendations to the Committee by April 30. The Committee will review the regional nominations and forward their recommendation for a national winner to the ESCOP Executive Committee by May 21. The Executive Committee will forward their selection to APLU by July 1 and the award will be presented at the APLU meeting.

Science Roadmap

A draft of a synthesis paper from the Science Roadmap is being prepared and will be reviewed by the Committee in the near future.

Meetings

The next face-to-face meeting of the committee will be in the spring.

Action Requested: For information only.

Agenda Brief 9.0: Joint COPS Meeting

Presenters: Mike Hoffman & Dan Rossi

Background Information:

Draft Joint COPS Program

Savannah Marriott Riverfront Hotel in Savannah, GA

8:00 – 11:45 am, July 25, 2012

Theme: Moving the Morrill Act into the Future

Goal: The goal of the session will be to examine the challenges and opportunities facing the land grant system in a rapidly changing world. The years ahead will be far different and more challenging than anything experienced since the passing of the Morrill Act in 1862. We now live in a highly interconnected and interdependent world that faces a rapidly growing human population, a rapidly warming climate, water scarcities and increasing competition for natural resources. Despite the escalating need for applied research and extension to respond to this rapidly changing world we now face dwindling support for applied research and extension at both the state and federal level – a perfect storm. How will, and how should, the land grant system achieve its mission in the coming years?

Session 1:

Title: Renewing and Reframing the Partnership with the USDA
Speaker: Catherine Woteki, Under Secretary for Research, Education, and Economics and Chief Scientist (TBC)
Response Panel: Representatives of the COPS
Q & A

Session 2:

Title: Strengthening Public/Private Collaborations
Speaker 1: TBD, Individual from private sector with a comparable mission to offer the perspective from a traditional ag/food group
Speaker 2: TBD, Individual from private sector with a comparable mission (ag or non-ag) to offer the perspective from a non-traditional group such as an environmental advocate
Response Panel: Representatives from the COP's
Q & A

Session 3:

Title: A New Model for Land Grants

Speaker:

TBD, Someone to describe a new model for the land grants

- A new model is needed – we now change when faculty retire, is there something wrong with this model?
- Need some game changers
- Open source publication for more rapid sharing of knowledge
- Enhancing public – private partnerships
- NGO's, industry
- More entrepreneurial
- New metrics for success –publications, but also effect on policy, leading change (social media), multidisciplinary efforts, translational applied research

Response Panel:

Representatives from the COP's

Q & A

Action Requested: For information only.

Agenda Brief 10.0: NRSP Review Committee

Presenter: Abel Ponce de Leon, NRSP Review Committee Chair and Arlen Leholm

Background Information:

1. All NRSP projects have submitted their requested budgets for FY2013. Please refer to the FY2103 Summary document for specific request. All projects are requesting the same amounts as FY2012.
2. NRSP_temp261 has resubmitted their revised proposal, taking into account their peer reviews from last year and this year. Please note: Although the peer reviews are available for viewing at the link below, the final version of the proposal was prepared to address these concerns. Peer reviews were generally favorable.
3. All available NRSP proposals and budgets can be found online here:
https://mywebspace.wisc.edu/xythoswfs/webui/_xy-44812680_1-t_ZJclubaD
4. NRSP budgets and proposals should be reviewed by directors at their upcoming spring meetings. Any comments or concerns should be sent to the NRSP-RC before the summer call.
5. We will be working with the other members of the NRSP-RC to schedule a conference call sometime early in the summer to prepare final recommendations to ESCOP in advance of the fall ESS business meeting and vote.

Action requested: EDs should have their directors discuss NRSP budgets and proposal at their regional spring meetings and share their comments with the NRSP-RC by the end of April 2012.

NRSP 2012-2013
Requests for Off-the-Top Funding

Project	Request FY2010	Authorized FY2010	Request FY2011	Authorized FY2011	Request FY2012	Approved by ESCOP FY2012	Request FY2013	Action Requested
NRSP1	356,427	356,427	0	0	50,000	50,000	50,000	1 year budget request
NRSP3	50,000	50,000	50,000	50,000	50,000	50,000	50,000	1 year budget request
NRSP4	481,182	481,182	481,182	481,182	481,182	481,182	481,182	1 year budget request
NRSP6	150,000	150,000	150,000	150,000	150,000	150,000	150,000	1 year budget request
NRSP7	325,000	325,000	325,000	325,000	325,000	325,000	325,000	1 year budget request
NRSP8	500,000	500,000	500,000	500,000	500,000	500,000	500,000	1 year budget request
NRSP9			350,000	175,000	175,000	175,000	175,000	1 year budget request
NRSP_temp261						Deferred	150,000	Request to approve new proposal and budget

		Project Period
NRSP-1	National Information Management and Support System (NIMSS)	2011-2016
NRSP-3	The National Atmospheric Deposition Program (NADP)	2009-2014
NRSP-4	Enabling Pesticide Registrations for Specialty Crops and Minor Uses	2010-2015
NRSP-6	The US Potato Genebank: Acquisition, Classification, Preservation, Evaluation and Distribution of Potato (Solanum) Germplasm	2010-2015
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
NRSP_TEMP261	ipmPIPE National Research Support Project	2012-2017

Agenda Brief 11.0: National Plant Germplasm Coordinating Committee

Presenters: Eric Young, Lee Sommers, and Clarence Watson

Background Information:

A proposal will be discussed to facilitate sharing of material transfer agreements (MTA) between institutions. The wheat improvement programs at Colorado State University, Oklahoma State University, Kansas State University, and Texas A&M University have implemented a MTA that guides exchange and use of wheat germplasm as a means of enhancing public plant breeding programs. The MTA has also been adopted by several other programs in the western region. A central location for providing the MTA to any interested party is desired. A proposal will be discussed involving use of the ESCOP website as the central location where a copy of the MTA could be downloaded by an interested institution. The ESCOP website would also contain a list of institutions that have adopted the MTA. The MTA may be updated periodically by the four originating institutions and made available to others.

The Wheat Workers' Material Transfer Agreement can be viewed/downloaded here:

<http://www.wheatworld.org/wp-content/uploads/research-wheat-workers-material-transfer-agreement-20110513.pdf>

Action Requested: Discussion and vote on the proposal to use the ESCOP web site as the central location for the MTA.

Agenda Brief 12.0: Proposal on Graduate Student Participation in Bioeconomy Conference

Presenter: Arlen Leholm

Background:

Growing the Bioeconomy: Social, Economic and Environmental Implications

As the bioeconomy expands, **decision-makers need up-to-date knowledge** to develop strategies and manage this growth. Environmental scientists, policy experts and scientific leaders will work together in this meeting of the minds to understand the **implications** of the bioeconomy. [Three leading academic associations](#) working on the life sciences in Europe and North America invite you to attend and **contribute to a shared understanding** of the challenges and opportunities relating to the bioeconomy.

The three Associations designing this conference include: Association for European Life Science Universities (ICA); Canadian Faculty of Agriculture and Veterinary Medicine (CFAVM); and APLU.

During three half-day sessions, **Growing the Bioeconomy** will address the environmental, social and economic implications of the growth in this sector, following an initial overview of the latest technical developments. The final day of the conference will be devoted to examining what our next steps should be.

The town of [Banff](#) is located in the foothills of the Canadian Rockies. It is the ideal setting for calm reflection and stimulating discussion.

Conference date: October 2-5, 2012

Conference location: [Rimrock Resort Hotel](#), Banff, Alberta, Canada

See the website for the Growing the Bioeconomy conference for more information:

<http://www.ales.ualberta.ca/Bioeconomy.aspx>

The three Associations designing this conference would like to have active participation from graduate students in the conference. The funding plan for the United States is to match our Canadian partners (CFAVM) by approaching ESS, CES, APS, and the PBD requesting an allocation of \$3550 each to support graduate student attendance and participation.

Competitive Plan for Involving Graduate Students

We would like to feature active graduate student participation in this conference through posters and selected lunchtime presentations. One way to attract high-quality submissions, and reward the students appropriately, is to make the process somewhat competitive. This provides students with an incentive to create excellent posters and deliver engaging presentations as well as provides them with an opportunity to build their academic CV.

We propose to invite all students to submit an abstract to one of the three categories (Economic/Policy, Social or Environmental). Students can indicate on their application form whether or not they would like to compete to deliver a five-minute poster summary presentation.

Presuming we receive more applications than we have space for, the program committee representatives for each of the categories will select the best abstracts and invite those students to share their posters at the conference. The registration costs for all student presenters accepted will be waived.

Of those poster-presenting students, 12 with the best-written abstracts (who have stated that they wish to participate) will be selected for the speaking competition. As a reward for selection, we are aiming to find opportunities to cover these students' accommodation costs.

The pre-competition will take place on Tuesday afternoon/evening. The students will deliver their presentations to a small pre-screening panel selected by the conference organizing committee. Six of these students will win the opportunity to deliver a five-minute presentation to all conference attendees during the Wednesday lunch hour to be adjudicated by a final judging panel (perhaps one session lead from each theme). This approach delivers two objectives including giving the students a chance for one more polishing practice under some pressure as well as ensures an exceptionally high quality feature program for the final lunch presentations on Wednesday. Winning this competition will be something they can mention on their CV, and if we can get a sponsor, we could name the speaking prize after the sponsor. It is intended to present awards for the best presentation, 1st runner up, and best poster in each of the categories.

CFAVM funds will be utilized to cover the registration and accommodation costs for any Canadian students who are selected, it is requested that the partner organizations from the U.S. and Europe work with the organizing committee to identify additional support for students from their organizations comparable to the Canadian Students. As travel costs are not covered for any of the students, this sets a fair and equitable standard in supporting students from any of the participating countries for each of the supporting organizations.

Action Requested: Have ESCOP vote on the proposal to contribute \$3,550 for graduate student involvement in the Bioeconomy Conference