

Meeting Notes
ESCOP Social Sciences Subcommittee Meeting
February 19-20, 2013
Washington, DC

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

Members Present

Abigail Borron (Purdue), Dwayne Cartmell (Oklahoma State), David Doerfert (Texas Tech) Adell Brown (Southern University), Tracy Irani (Univ. of Florida), Stephan Goetz (NERDC, Penn State), Scott Loveridge (NCRDC Michigan State), Bruce Weber (Oregon State), Ntam Baharanyi (Tuskegee University), Matt Fannin (Louisiana State), Travis Park (Cornell), Mike Retallick (Iowa State University), Jack Elliot (Texas A&M), James Connors (University of Idaho), John Ricketts (Tennessee State), Bobby Torres (Univ. of Arizona), Daniel Perkins (Penn State), Soyeon Shim (U. of Wisconsin-Madison), Bo Beaulieu (SRDC, Mississippi State), Don Albrecht (WRDC, Utah State), Dreamal Worthen (Florida A&M).

Liaison/Ad Hoc/Ex-Officio Members

Dan Rossi, Rutgers University, NE Regional Assoc of AES Directors ESCOP S&T Chair
Pat Hipple, National Program Leader, Division of Family and Consumer Sciences, NIFA, USDA
ESCOP Science & Technology Committee Chair: Bill Ravlin, The Ohio State University

Ex-Officio (non-voting)Members:

Regional Rural Development Centers: Scott Loveridge, Bo Beaulieu, Stephan Goetz, and Don Albrecht
Chuck Fluharty, Rural Policy Research Institute (RUPRI)
Board on Human Sciences Liaisons: Soyeon Shim, University of Wisconsin
Howard Silver, Executive Director, Consortium of Social Science Associations (COSSA)

Tuesday, February 19, 2013

**8:00 AM Introductions, Review of Agenda, Committee Focus
 Subcommittee Membership Update**

Jack Elliot, SSSc Chair, presided over the meeting that began at 8:00 am with introductions, then followed the agenda:

8:20 AM - Dr. Meryl C. Broussard, Deputy Director, National Institute of Food and Agriculture (on behalf of Dr. Sunny Ramaswamy)

- The senior leadership values the SSSc Gap Report and its usefulness to the Agency. The report serves as a model of communication with senior leadership as a document for change, particularly RFAs.
- Challenges in the mist
 - Current Pending Sequestration. “What if” plans are in place by the Agency, however lots of uncertainty exists.
 - A declining resource base. NIFA was cut \$100 million (10% of its budget) with the loss of mandatory program funding and could lose up to 15% more due to sequestration cuts.
 - The President’s budget is not yet available
 - Unfilled vacancies of senior position (within grant and financial management) because of a freeze in hiring – Thus “mission-critical” travel is only allowed.
- The Response to the challenges:
 - Larger (but fewer) RFA Challenge grants.
 - Planned updates to the IT infrastructure
 - Building bridges with other agencies (e.g., NFS, NIH)

8:45 AM - NIFA & SSSc Overview: Dr. Pat Hipple, *National Program Leader, Division of Family and Consumer Sciences*

- SSSc Review of function and NIFA structure
 - NIFA Changes

With a 10% loss of budget as well as baby boomers retirement having an increasing influence in decision making, we've lost 10% of our staff who will likely not be replaced, expect for key positions. New people are not coming in so existing staff are wearing multiple hats. Rural development function within NIFA - Loss of leadership - tasks picked up by others NPLs. Team approach to this portfolio. PPT is located on the website <http://escop.ncsu.edu/ViewCommittees.cfm?comid=23>.
- Review SSSc role
 - Report underscores the mission and focus
 - Purpose statement to be noted on future agenda
 - APLU authority operations with variety of commissions
 - Advisory committee on technology
 - Commission of economics
 - Commission on International
 - Commission on food, environmental and renewable resources
 - Crossing cutting issues within the REE network
 - Board of Ag Assembly (BAA) is one of 5 APLU boards- ESCOP - Science and Technology committee - SSSc
 - Amplify the voice of the social science so that it is heard up the chain of APLU structure and to NIFA, USDA and beyond.
 - Key point: Important to understand the hierarchy and the leadership of committees in suggesting change. As a group we speak for the group of SSSc; but must work within the 'system'... one voice.
 - Dedicated webpage as a record of transaction (repository of the work)
 - One page committee list and abstract of work from the previous work
 - Missed opportunity to communicate to "lower" organizations.
 - Social scientists have a more difficult time locating where they fit within the RFAs now that the human and social dimensions are being diffused through AFRI programming.

10:00 AM - Jim Richards, representing “Cornerstone Government Affairs,” the APLU contract lobbying firm to talk about their efforts/strategy and farm bill and budget predictions

- “Today's Climate = Change?” – an overview
- BAA - includes all Land-Grant Colleges
- Budget and Advocacy and Farm Bill committees overseen by Policy
 - Attempt to impact NIFA budgeting
 - Work with congress to develop strategies
- Of immediate congressional concern are the BIG “3” issues
 - Debt ceiling - mid May
 - Automatic sequestration - delayed to March 1 (super committee)
 - Continued resolution - expires March 27th
- Other issues driving the congress
 - Immigration reform (likely to see some change in policy)
 - Gun Control
 - Gay Rights
- Climate change
 - Budgetary Process (diagram displayed and described)
 - Result in appropriation bill
- Gap between federal spending and tax revenues is the “biggest issue” - leading to national debt (average spending 20% versus average taxing 18%)

- Sequestration and Spending Caps
 - Budget reductions are split between defense and non-defense on discretionary expenditures.
 - Likened to "eating our seed corn." Feed and Fuel the world
- CAERT delegates - advocacy group- needs to be revitalized with new representation, perhaps young, more engaged individuals on timely issues
 - NIFA prevents disease - NSF & NIH treat disease. Prevention is more important.
- Need to learn the issues to personalize the message - use the "KISS" principle - vitalize rural communities to fuel larger committees.
- Currency of the day is "impact statements."

11:00 AM - Dr. Howard Silver, *Executive Director, Consortium of Social Science Associations (refer also to <http://www.cossa.org/>)*

- Purpose of COSSA is to promote and defend the social and behavior sciences in Washington
 - Membership is comprised of 4 tier membership (17 governing member; 26 member organizations, 58 universities, & 14 centers and institutes)
 - Biweekly newsletter available at www.cossa.org
- Deficit situation similar discussion to Jim Richards
 - Fixated on deficit and debt
 - Leads to cutting budgets for a long time
- Last Year (2012):
 - Last year, amendments lead to problems for the social and behavioral sciences.
 - Called for the elimination of NSF political sciences program
 - Elimination of the American Community Survey (ACS)
 - A call to make ACS voluntary – making data problematic
 - Lead to substantial COSSA activity
 - NSF Social and Behavior Sciences...
 - COSSA taken the lead on:
 - Workshop to follow-up a 2008 to develop common data, measures, and standards
 - Summary of the workshop is on the website
- 2013- An attack on social science on NSF - quit funding political science research

Coming up:

 - The America Competes Act comes up for reauthorization – science technology legislation
 - Social Science funds for NSF, Department of Energy, etc.
- Activity on Human Subjects Research Participation
 - Floating the idea which governs the "common rule" for working human subjects.
 - Activity on STEM education and where it fits. NSF keeps saying yes, the others, not so much. STEM Ed - a lot of duplications and cost - likely to get more scrutiny. Move from social studies to social science.
 - A presence of Leadership gaps as a result of election year. Departure of key persons.
- 2014 - No budget yet. Mid-March is likely to have results. Will receive broad parameters, details will not come out until April. This is not unprecedented as it appears.
 - Leaks in what might be in the budget. President interested in the 'Decade of the Brain' – likely lead to large funding in neuroscience and genomics
 - Deficits are still driving what is occurring in congress.

12:00 PM - Working Lunch

12:45 PM - ESCOP Science & Technology Committee Interface with SSSc - Dr. Dan Rossi, *Northeastern Regional Association of State Agricultural Experiment Station Directors, Rutgers* & Bill Ravlin, *Professor and Associate Director, OSU/OARDC*

- Bill Ravlin - ESCOP Science & Technology Committee Interface with SSSc
 - o Road Map for Food and Agriculture refresher (see ppt)
 - o Discussion on where to go...so what?
 - o Use of the Roadmap as a communication piece for goals for directions, priorities, and marketing, and facilitate partnerships
 - o Delphi process to identify challenge Areas and Priorities (n=250 scientists)
 - o 13 challenges identified
 - o Cross walks with other organizations (usda, nih)
 - o 7 Grand challenge areas - Writing teams - resulted in independent white papers
- Resulted in the current document with seven grand challenges, and 35 objectives - three main areas (Food Security and Human Health, Economic Growth and Job Creations and Sustainable Environment and Natural Resource). Final products of the process completed and/or in progress: original roadmap document, synthesize into - shorter and more accessible brochure or card, and web sites.
- Area for active "system engagement" with social science (e.g., databases of expertise, review panels, responding to stakeholder input opportunity, review the USDA and ESCOP grand challenges to find ways to fit, active role to engage in existing and newly formed teams, active role in forming new teams, actively engage the APLU structure, and impact statements that relate to social science that affect rural and urban areas.)
- Dan reiterated a need for impact statements, a need for messaging with social implications, a need to work within our own institutions to make a social science impact and defining the value of social science - need to crossover to urban from rural. Also noted were a lack of social science assignments from ESCOP and a need to be "at the table." Need to use the "process" in place to communicate with others and tap into committee talent (e.g., measuring impact, how to do this, etc.).

1:30 PM - Dr. Muquarrab Qureshi, Assistant Director - Institute for Youth, Family, and Community

- Shared his vision, challenges, and opportunities as Director of the IYFC.
- IYFC is the hub for social science activities; has a diverse portfolio; focuses on formal and non-formal education and 4-H & Youth and Family & Consumer Sciences.
- We need to tell congress what we delivered from the 2012 Farm Bill? There is a need to provide stories that are impact based from the Farm Bill programs; communicate with US congress as they consider the next version of the Farm Bill by highlighting the past in moving into the future
- "Good News" - Education portfolio numbers - relative to this group how many NIFA fellows have been funded, for example, related human and social sciences. This year, number of applications are up - 25-35% (533 letters of interest) increase in submissions - 50 letters of interest in the human and social sciences.
- A NIFA response to the Gap Analysis Report - existing system to inform the 'system' and it is an impressive document that created a synthesis of the issues and opportunities. It was reviewed by both by Drs. Ramaswamy and Qureshi. As a result, Dr. Ramaswamy sent a memo to senior leadership in NIFA as a critical role of human and social dimensions in social sciences. The report findings started the conversation.
- Results: 1) 2012 RFA incorporated some of the recommendations of the report; not final, need more...making progress, 2) incorporated an interdisciplinary approach - should there be a social science stand alone component? Diffusion way or stand alone?, and 3) Farm Bill priority #6 most relates to social sciences. Wouldn't it be nice to have a 7th priority area - social science? There is an opportunity to re-write the Farm Bill by developing impact stories; make a case in the gap, deliverables and impacts for social science areas; (his) proposed name: "Social and Family

Sciences Food and Natural Resources Processes." There is strong support to move the proposal through the system.

- Challenging times for NIFA. Despite the budget issues, on going discussion on building teams - interdisciplinary writing teams in RFA, including social, behavior and human sciences representation. Suggestions were offered for the SSSc. Need to begin working on the Farm Bill draft. Other suggestions cited include a need to populate RFA writing teams, RFA review panels (USDA web page to self identify) with social scientists, and maintain an 'engaged' approach to continue the influence on the 'system'.

3:00 PM - NIFA Panel (Science Advisory Council) – Report out on Stakeholder Feedback and next steps for SSSc

Dr. Frank Boteler, Assistant Director, Institute of Bioenergy, Climate, and Environment

Dr. Robert Holland, *Assistant Director* invited, *Institute of Food Safety and Nutrition*

- Robert - Handout: AFRI Stakeholder Report
 - "Incorporated" the report in to the RFA - Food Safety - (no difference appear to be there)
 - received push back - apparent disconnect
 - Some surprise, some not. a natural reaction
 - silo effect
 - threat to funding pool
- Frank - Response to the report (see handout)
 - -Key points:
 - RFA are developed by team (National Program Leaders). Referenced several documents including the SSSc document
 - Upward trend in funding for social science in NIFA RFAs in:
 - AFRI Foundational area in Ag Econ and rural Comm
 - Sustainable Bioenergy
 - NIFA Fellowships Grant Program
- "Help us meet our challenges"
- Points to consider:
 - Cited recommendations followed by response and comments
 - Lack of social sciences capacity within the agency to express the issues
 - Need social sciences to help define the outcomes and metrics, particularly in the food safety area.

4:30 PM - Officer Elections – Chair Elect -Reflection/Implications/Next Steps

Jack - Ideas to Consider:

- Social Impact Assessments (metrics, embedded process) in CAP projects
 - pre assessment scan (eg., economic Impact assessments)
 - will contribute to REE score card
 - technologically RFA can benefit from this. Avoiding the "if we build it they will come."
 - Measure of unintended consequence, or negative effects as a result of new technology.
 - cannot assume 100% adoption
 - Investigate the inhibitors of Impact
 - Need to contribute to knowledge level on social impact
 - perhaps valued only with CAP projects? Individual projects?
 - Evaluation of Impacts- formative/summative/developmental systems model
 - Balance social, economic and environmental impact
- Sharing / Communication Documents
 - Rack card
 - Distribution process
 - Preface noting materials are advisory
- Populate Review Panel

- Determine a next round of gaps

David Doerfert was nominated and unanimously elected as Secretary/Chair Elect. Selecting a liaison to the S&T Committee was postponed to Wednesday morning.

4:45 pm Adjourn

Wednesday, February 20

8:00 am Next Steps as Stakeholder/SSSc Rack Card, Jack

Don Albrecht nominated **Scott Loveridge** to serve as the to the ESCOP Science & Technology committee and unanimously elected. Scott replaces Travis Parks in this capacity.

Three (3) follow-up topics: Social impact assessments (SIA), Review panels and Document sharing

David Doerfert offered opening comments and information on social impact assessments. Discussed organizations (e.g., AEA) who have looked at impact assessments. - International Association for Impact Assessment, for example focuses on the topic - There are existing guiding principles, data collection, standards, etc on impact assessment. These efforts could serve as starting points for SSSc in considering best practices when developing impact statements.

- Further discussion:
 - Should we explore Social Impact Assessment (SIA) as a working session in further meetings?
 - Need to sell the agency on the SIA concept
- Proposed the idea of tagging onto AEA (for example) to investigate SIA to move up the process as a result of a need to speed up the timeline.
- Discussion of a meeting in the fall of 2013 with Experiment Station leadership in Columbus, OH.
- David moved to hold the next SSSc meeting September 26-27 in Columbus, OH (held concurrently with the Experiment Station meeting), seconded by Tracy; motion passed by unanimous vote.
 - Established a Working Subcommittee (David, Ntam, Abigail, Dwayne [chair] & Tracy) to collate related resources and begin working on SSSc's contribution to development of social impact assessments; to be used within NIFA.

Populating the RFA review panels with SSSc members is a priority. Jack will send a message to Dr. Ramaswamy and the assistant directors reminding them to involve the SSSc members and the groups the SSSc represents.

Sharing Documents:

- Website - ready access to information
- Follow-up meeting with local Experiment Station Directors the work of SSSc and, now, working on SIAs.
- Perhaps a deed to build on this work, Rack Card, for example
- Link the SSSc website to social science professional organizations to increase awareness
- How does this committee communicate with the larger agency groups?
- Need to advocate social science as a solution to problems
 - Travis (and subcommittee consisting of Pat, Michael, and Dwayne) will work to develop a one page (stand alone) page; containing mission statement, messaging, what ss problems within Ag Ed, Ag Comm, Rural Sociology, Ag Econ, etc.

9:00 AM - NSF Sociology Program Officers – Patricia White and Saylor Breckenridge - discuss NSF program options and assess needs

- NSF Panel members communicated opportunities for sociologists in the Social, Behavioral, and Economic (SBE) Sciences program (1 of 7 areas). there are several interdisciplinary programs across SBE sciences and lots of 'homes' for social science within the SBE program area (several example areas cited). NSF favors funding "things" that have basic applications.
- Within NSF sociology programs, sustainability, climate, water, environmental issues are valued. Timely topics include: migration paths; shift in populations (rural to urban; urban to rural), land use, climate (things that affect humans). At present most efforts have been attitude studies (climate, polar regions, etc.). Encouraging broader studies similar to those in found in agriculture. There is a need to engage each other to identify topics of common interest to NSF & social sciences in agriculture. NSF is interested in proposals within the agriculture social science community that have an applied focus. NSF is in the initial stages of making calls for proposals to engage the social science community.
- Purpose for meeting with the SSSc is to learn more about what "you" are doing and to hold a conversation. Acceptable to suggestions. Current efforts include holding a session with American Sociological Association to talk about research. There is a desire to establish relationships with social scientist (e.g., SSSc) with an interest in representing agriculture in the social science integrating of thoughts (with NSF) to help social scientists and the scientific community in answering important questions. NSF has a desire to provide some direction to a community of scholars who are not reaching out to 'your groups' for funding. NSF is capable of addressing social science issue in agriculture and would like see more proposals come through NSF. There are a lots of 'broader impacts' associated with agriculture (e.g., issues of sustainability, lives and livelihoods, the environment, resources, labor, etc.). These are frequent sociology topics, but rarely have a agriculture component. There appears to be a separation of sociology and rural sociology.
- New initiative within NSF - Interdisciplinary research across the behavior and social sciences (IBES) for collaboration - but must have a 'home' program. Other interdisciplinary areas include BCC - produce community of scholars for establishing capacity of analyzing large amount of data. Also, have RCN - Research Coordination Network, which is a 5 year grant to meeting on a research topic to discuss research differences to help cross disciplinary lines (web page) or bring new insight within discipline.

Break reception with SSSc and NSF panel members

- Appreciation and thank you to Pat Hipple for her role on the SSSc.
- Final comments: Words are everything... there is a need to pick up buzz words to engage the rural sociology community. NSF will continue to be in touch to continue this conversation. NSF is open to invitations to attend meetings. Encourage communities in using NSF to research SS topics. Consider ways that agencies can work together.
 - NSF funds workshops, smaller budgets (\$15 to 70k) that require only a 5-6 pages online of agenda. an example is available. It is possible to use this funding for SSSc in developing the impact assessments.

10:30 AM Chuck Fluharty, President and CEO, Rural Policy Research Institute

- Suggested framework for thinking where rural social science fits and relates to our nations public sector. Some observations:
 - The term 'rural' America will have a impact on our work because of the recent electoral season - democrats felt they couldn't influence rural areas; republicans didn't think they needed to.
 - As the recession is diminished, two topics have been remised in the public dialog; rebirth of rural manufacturing and ag exports in maintaining a balance in trade during this time.

- Lack of political relevance of "rural america" because of the focus on 1) gun control and 2) immigration; of which there is no greater geographical area in need; greatest in rural communities
 - The basic social contrast between rural and urban American is frayed on the issues of gun control and immigration.
 - Recent global OECD study to build indicators, beyond GDP per capita, of wealth, sustainability and economic growth of developed nation - 5 yr study. (see web site - Growth in all Regions report)
 - 45% metro regions grew faster in GDP than the average. Implications for social impacts of growth
 - Key findings related to social science: Different regions need different vehicles (e.g., infrastructure, human capital, innovation, etc.).
- Observations of our current culture.
 - Opportunities in the years to come
 - Affordable Care Act within rural communities (rural workforce) expressed in an allied rural workforce as an economic driver.
 - Climate change and mitigation/adaptation
 - State and local government as related to regional government - Reduction in a "federal footprint" leading to an increase in rural democracy.
 - Challenges .. less funding. Need to think about new institutional designs
- Closing with things we are doing
 - Add research capability
 - Build analytic team to investigate opportunities
 - State and local government
 - funding and supporting 30 states on rural policy efforts
- How can SSSc serve RPRI?
 - Sharing research under way
 - Building a sustainable advocacy within the DC area
- Energy
 - Huge and the jury is still out.
 - Public investment

11:15 AM Summary Discussion/Implications/Next Steps/SSSc Business

- Meet in September, two working committees, membership update (vacancies and refills).
- Jack thanked the committee for being engaged and its efforts in producing the GAP document.
- Pat and the SSSc thanked Jack for his years of leadership.

12:00 pm – Adjourn

Respectfully submitted by

Bobby Torres, Secretary/Chair Elect
Spring 2013

Next Meeting: September 26 & 27 – Coincides with the Fall ESS/ARD/AES meeting
Location: Hilton Easton, Columbus, OH