

ESCOP CAC Meeting Minutes
Thursday, November 20, 2014

Participants: Bob Shulstad, Chair, Eric Young, Dan Rossi, Mike Harrington, Jeff Jacobsen, Shirley Hymon-Parker, Gary Thompson, Steve Slack, Clarence Watson, Jim Richards and Donna Pearce , recorder

Action Items:

- Dan Rossi will send out an email to the ESCOP Executive Committee proposing that the total marketing assessment be reduced to \$200,000 for 2015.

Agenda:

1. Communications and Marketing Committee – Nancy Cox, Dan Rossi

- Administrative Heads has agree to be equal partners with extension and research
- ESCOP portion of the cost will be one third of \$400,000 or \$133,333. We have been assessing the directors at the full \$300,000 level.
- We have kept the assessment at \$300,000 level even though we are only spending \$200,00
- We need to decide what level the assessment needs to be and reduce the amount of the assessment given the ECOP and AHS commitment
- Ian has indicated that he needs the ESCOP decision in December so he can prepare next year's assessments letters.
- ESCOP has no other source of funds other than these assessments. These funds have been used to support varies activities like meetings, speaker fees and the Impact Database
- Suggest reducing the assessment level from \$300,000 to \$150,000 -\$200,000. Consider leaving assessment at \$300,000 for 2 more years and reduce the invoices down to a new level this coming year. If needed we can put invoices back up if extension drops out.
- Dan Rossi will send out an email to the ESCOP Executive Committee proposing that the total marketing assessment be reduced to \$200,000 for 2015.

2. PBD report - Steve Slack and Eric Young

- Futuring (\$50,000) and Message Testing (\$55,000) both out of the Policy Board reserves
- Lead 21 - paid off loan over a year early
- Antibiotic Resistance Task Force - initiated from Board of Vet Medicine
- Very satisfied with the work of Cornerstone. They are in the 3rd year of 3 year contract which includes a 2% increase. Approved a new contract be negotiated without a bid process.
- 1890's 125 Anniversary -DC celebration on July 15-16

3. Seeds & Breeds Update – Steve Slack, Jeff Jacobsen

- Waiting on a charge from Sonny, he has ideas different from what the committee has discussed so we thought it would be best to get clarification on those to ensure how we precede is in alignment with his thinking

- Should receive something soon from Sonny and will move ahead with sending out communications on how we might address this

4. Water Initiative Update – Steve Slack, Mike Harrington

- All groups that wanted to see the proposal and respond to it have done so
- Mike Harrington and Robin Shepard have been tasked with developing a one-pager that highlights the priorities to be address so we have a document that highlights the talking points
- Some directors have not seen the proposal, so we need to send it out broadly to all list serves, so everyone is on the same page, however better to wait until one-pager can be sent at same time
- Timeline for one-pager completion is before Christmas
- Mike will draft a letter for Barbara Allen-Diaz to send out to various groups with the proposal

5. NIMSS/NRSP1 Update – Jeff Jacobsen

- Jeff Jacobsen will take over as NRSP1 lead AA and Bill Brown will remain as NRSP1 Chair.
- Future Calls: Quarterly
- Proposal input/review system has been created, along with the approval process to move a project through the system.
- A redesigned team has been put into place – leads are Chris Hamilton and Sarah Lupis
- Timeline to have new system operational is this time next year

6. Federal Budget Update – Hunt Shipman/Cornerstone

- Still hoping to have an omnibus bill to fund FY'15 between now and December 11th

7. Budget and Legislative Committee – Gary Thompson and Mike Harrington

- Focusing on capacity and competitive along with the Water Initiative
- Water Initiative should be pushed in FY'17, NIFA is finalizing FY'16 now
- Need to pay more attention to the 1994's investment
- Completed draft of the Return on Investment white paper and it has been sent out to extension for their input. Hope to have a one page executive summary by the CARET meetings.

8. CLP report - Gary Thompson

- Discussed the implementation of Farm Bill title 7 mandatory spending as well as the \$3 Million for Farm Bill education that will be for extension to develop web based tools to help farmers understand the new Farm Bill provisions
- Discussion on the child nutrition reauthorization. Senate is having hearings and Cornerstone will be monitoring these programs
- Presented the ESCOP proposal to support ratification of the International Treaty on Plant Genetics Resource for Food and Agriculture and they approved Cornerstone working on this.
- Greg Bohach presented this to PBD, who also approved it as a legislative initiative. A letter of support for ratification will be sent from Barbara Allen-Diaz to the new chair and ranking member of the Senate Foreign Relations Committee after Jan 1

9. Science and Technology Committee – John Russin and Jeff Jacobsen

- Multistate Research Award and ESS Leadership awards were presented at the APLU meeting
- We have asked APLU to highlight and acknowledge both awards and awardee's in their electronic newsletter
- We have made suggestions on the official program for next year to expand the coverage of both awards

10. Unified Message update – Eric Young and Bob Shulstad

- Sent letter from Bob to Wendy Wintersteen stating that ESCOP endorses the concept of a unified message as outlined in the white paper
- Riley Foundation sent out a press release on November 17 that mentions the purpose of the white paper and the press conference for official release December 5 in Washington, DC

11. NIFA-CES Retreat – Clarence Watson and Jeff Jacobsen

- Purpose of meeting was to try and improve the relationship between ECOP and NIFA
- ECOP and ESCOP don't have a lot of input on budget once it goes behind the curtain
- NIFA wants to become more like NSF which means more basic and more competitive
- They have two missions
 - Provide financial assistance
 - Provide leadership for national programs
- NPL's spend about 90% of their time dealing with competitive grants and little with capacity programs

12. Other Business

- Bob and Mr. Foster will meet with REE & NIFA leadership and Cornerstone & kglobal on December 18 - 19 in Washington, DC