

**ESCOP CAC Meeting Minutes**  
**Thursday, December 18, 2014**

**Participants:** Bob Shulstad, Chair, Eric Young, Mike Harrington, Shirley Hymon-Parker, Gary Thompson, Steve Slack, and Donna Pearce , recorder

**Action Items:**

- Eric will contact Mary Duryea to see if she is willing to serve as incoming chair in the Communications and Marketing Committee - Done, Mary declined to serve as CMC chair elect and would like to be replaced after 2015
- Put Renew National C-FAR Member-Sponsor Support on the ESCOP March agenda

**Agenda:**

1. Interim Actions of the Chair – Bob Shulstad
  - Meeting with Cornerstone/kglobal
  - Meeting with Woteki and Ramaswamy Friday
    - Great meeting with Cornerstone/kglobal
    - Talked about message testing. Looking at testing the messages on the platforms audiences relate to and what issues they respond to.
    - Three focus groups already completed, reactions to various questions and what's important to them.
    - Hope to concentrate on food safety and water issues
    - Kglobal will share questions on survey with us soon
    - Should receive the report end of February
2. NIMSS/NRSP1 Update – Jeff Jacobsen
  - No report
3. Federal Budget Update –Cornerstone
  - No report
4. Budget and Legislative Committee – Gary Thompson and Mike Harrington
  - On our November 25 conference call we discussed what happen at the ESCOP meeting
  - Discussion on setting up priorities for 2015-2016
  - Talked about looking at the Science Roadmap and how to start thinking about mechanisms to communicate action priorities that may impact the competitive grant opportunities
  - Discussed more fully NIFA programs for Higher Education, especially the increasing the student pipeline
  - Next meeting in January
5. Communications and Marketing Committee – Nancy Cox, Dan Rossi
  - Appointment needed for chair-elect from ESCOP
    - Eric will contact Mary Duryea to see if she is willing to serve as chair-elect
6. Science and Technology Committee – John Russin and Jeff Jacobsen
  - No report
7. Renew National C-FAR Member-Sponsor Support – Eric Young
  - Will put on March ESCOP agenda