

ESCOP CAC Meeting Minutes
Thursday, April 16, 2015

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

Action Items:

- Jeff Jacobsen will contact Nancy Cox to find out more information concerning meetings, etc. for the NC-FAR Board before contacting Ernie Minton. - **Done**
- Jeff Jacobsen will contact Ernie Minton to see if he is willing to serve on the NC-FAR Board - **Done**

Agenda:

1. Interim Actions of the Chair – Bob Shulstad
 - N/A
2. NIMSS/NRSP1 Update – Jeff Jacobsen
 - Quarterly call on Monday, April 13 with the combine NRSP1/NIMSS Redesign Team
 - Clemson is working on an early beta system to do some testing at selected sites across the country.
 - Bill Brown has agreed to take over Steve Loring’s place on the NIMSS redesign committee
 - Contract with Clemson and APLU (on behalf of ESS) been signed for the NIMSS redesign effort
 - Had discussion on Impact writing
 - The committee went over Sara Delheimer's Annual Review; great reviews
3. Federal Budget Update –Cornerstone
 - No report
4. Budget and Legislative Committee – Gary Thompson and Mike Harrington
 - Working on developing an Advocacy Infrastructure for “Big Ask”
 - Had a face to face meeting on March 3 in Washington, DC
 - Had a conference call on March 31st
 - Started an inventory of water Multistate projects
 - Darren Katz from kglobal will be on the April 28th call to briefly discuss the message testing report, but more importantly how the committee can work with kglobal in developing the advocacy infrastructure model.
 - Bob Holland suggested that the committee pay attention to all programs that relate to the “Big Ask” as duplication of effort at both state and federal levels is an issue.
 - Summary of kglobal focus group & national survey results on water
 - Group is working on putting together regional Impact documents for water that really focus not on what we’ve done, but what are the needs in the different regions
 - Jane set-up an opportunity for us to present ask on water to NC-FAR. Robin Sheppard and Steve Slack did a seminar to NC-FAR Board
5. Communications and Marketing Committee – Rick Rhodes and Dan Rossi
 - Kglobal has completed the message testing project for AgIsAmerica Education campaign

- We found the folks they survey supported the Land Grant Mission. The themes Nutrition and Health and Water security resonated well
 - Scientists were considered credible when discussing water security
 - CMC Plan of Work Committee will be chaired by Rick Rhodes and includes Wendy Wintersteen, Tony Windham and Daniel Scholl
 - The Plan of Work will include goals, message themes and strategies. Important for this group to insure the system gets value out of our investment in Communication and Marketing.
 - Hope to have a Plan of Work draft by July 23 meeting and final plan in place by the fall
 - Plan would be contracts that will be signed by Cornerstone and kglobal
6. Science and Technology Committee – John Russin and Jeff Jacobsen
- Monthly calls have been centered on reacting to the NRC Review to AFRI programs. Final call this month
 - John Russin will present findings at Joint COPS Meeting
 - Next report revolves around the recently released plan by USDA associated with open access to publications and data
 - Planning a face to face ½ day meeting on Thursday during the ESS and Workshop meeting in Charlotte, NC
7. Representative on NC-FAR Board
- Ernie Minton, Kansas State University, name has been suggested to represent ESCOP on the NC-FAR Board
 - Jeff Jacobsen will contact Nancy Cox to find out more information concerning meetings, etc. before contacting Ernie Minton to see if he is willing to serve on the NC-FAR Board
8. Representative to participate in Pesticide Safety National Dialogue
- Eric spoke with Carol who has asked that we hold off naming a representative until they get some of the other positions filled
 - Ask if we could help them ensure good regional representation
9. Other Business
- N/A