

**ESCOP Communication and Marketing Committee**  
**Conference Call Minutes**  
**December 14, 2004**  
**2-3 pm EST**

**Participating:** Jerry Arkin (GA) Chair, Cameron Hackney (WV), Rachel Johnson (VT), Jim Spurling (CSREES), Ron Lacewell (TX), Ron Pardini (NV), Bill Ravlin (OH), Tom Fretz (MD-NERA).

**I. Impact / Hot Topic Subcommittee:** R. Pardini briefed the committee on the subcommittee activities and actions, including recommendations.

- A. **Gathering Impact Statements:** Subcommittee felt that multistate project activities were not in the impact database to the degree possible, thus absents an important component of our work for inclusion when the Impact Writing Committee gathered on behalf of the system. The Impact subcommittee recommends that the Administrative Advisors (AA's) make a more direct effort to collect, write and forward impact statements from the multistate research portfolio to the Impact Writing Committee.

**Recommendation:** AA's are responsible for developing impact statements. The ESCOP Communication and Marketing Committee further recommends that the ED's assume greater responsibility for coordination of the multistate impact statements and seeing that they are conveyed into the database that is used by the Impact Writing Committee. Where possible all impact statements should include examples of economic, social and/or environmental impact.

- B. **Hot Topics List:** R. Pardini and subcommittee gathered the list of hot topics and forwarded to the Impact Writing Committee.

**Recommendation:** The subcommittee *recommends* that the gathering of Hot Topics be made an annual activity. A subcommittee of the ESCOP Communication and Marketing Committee should take responsibility for gathering from the directors those items to be included on the hot topics list. This activity should be done annually, and completed by October 1 of each year. Hot topics for use in focusing the impact writing process should be conveyed to the ESCOP Executive Committee, and the BRT. Our expectations are that ECOP has a similar process.

- C. **Economic Input and Analysis:** The Impact/Hot Topic Subcommittee recommends that where possible that the Impact Writing Committee try to identify those high impact projects where there is need to further develop economic, social and/or environmental impacts. Individual scientists should be identified who could be asked to either add to the impact statement from existing databases, or verify value added impacts for validity.

**Recommendation:** The Impact/ Hot Topic Subcommittee of the ESCOP Communication and Marketing Committee recommends that we secure the services of a few economists and/or scientists from within our system to review the impact statements and where possible and/or where data exists, add statements as to the economic and / or social impacts to strengthen the impact statements. Where possible the writers should try to exploit the value-added aspect of any of the statements, and verify the returns on the public investment in agricultural research.

**D. Impact Writing Training:** The subcommittee recommends that a training session / workshop on impact writing be conducted at this Fall's SAES workshop. T. Fretz was asked to convey this suggestion to the program developers.

**II. Update on the Counterfactual Study:** T. Fretz reported on the status of the counterfactual study. The lay version of the study '*Formula for Success – The Value of Federal Formula Funds to the U. S. Agricultural and Food System*' has been completed. 5000 copies were printed and ready for distribution. Copies are to be mailed to the NASULGC Family (ESS, CES, APS, AHS, IAS, CGA, and CARET) January 1. R. Pardini suggested that we forward copies to National CFAR. CoFarm will also be contacted. *Formula for Success* will be featured at the Science on the Hill Exhibit March 1 along with the Science Roadmap. Copies are being sent to the ESCOP Committee. **(DONE)**

**III. Photo Library:** T. Fretz will follow up and visit with Fred Hutchison about this topic. Hutchison has suggested that the ESCOP Communication and Marketing Committee give some thought to a national photo library for future use in marketing.

**IV. 150<sup>th</sup> Land Grant University Celebrations:** Discussion on what role ESCOP might play in the upcoming celebrations that are beginning on our LGU campuses. Fretz thought that this was a NASULGC issue, suggesting that we could assist, but felt that NASULGC would have greater opportunities to influence the celebrations, which will be very campus focused. T. Fretz suggested drafting a letter to NASULGC to poise the questions as to what their role might be.

**V. Marketing the SAES Subcommittee:** G. Arkin addressed the need to have a subcommittee think about the marketing the SAES network. This might include the development of a long range strategic plan for marketing the SAES's. G. Arkin will contact Mary Duryea about chairing such an effort. R. Lacewell and W. Ravlin willing to participate. G. Arkin will develop a charge for the committee before proceeding further.

**VI. Other:** W. Ravlin noted the need to have an annual face-to-face meeting similar to that held in DC September 2004. Felt that a number of issues emerged and that this has

set the direction for the committee for this year. Suggested as an agenda item for the committees next conference call.