November 3, 2014

Dear Cooperative Extension Section Colleague:

It has been my pleasure to serve as the 2013-2014 ECOP Chair. Thanks to the excellent work of ECOP members, committees, task forces, liaisons, and the Executive Director and Administrator Team, we continue to position Cooperative Extension as the Nation’s premier informal educators for:

- **TRANSLATING** science to practical application;
- **ENGAGING** with target audiences as a catalyst for problem solving, and
- **TRANSFORMING** individuals, families, communities and businesses, both rural and urban, by providing trusted information to make informed decisions.

As we wrap up celebration of Cooperative Extension’s centennial and launch another 100 years of excellence, ECOP shares these highlights of the year summarized against its ongoing four core themes. For the complete ECOP 2014 Accomplishments Report, please see [http://www.aplu.org/CESannualreport](http://www.aplu.org/CESannualreport).

**ECOP Core Theme – Build Partnerships and Acquire Resources**

- **APLU Board on Agriculture Assembly (BAA)** – Fully participated in efforts related to the both/and of federal competitive and capacity funding; developed a federal budget request on water security, and took action on Title I of the Agriculture Act of 2014 (farm bill) to implement and evaluate education on new federal farm/ranch programs.

- **USDA Research, Education and Economics (REE) and National Institute of Food and Agriculture (NIFA)** – Continued relationship-building with Cooperative Extension’s federal partner related to program, budget, Congressional relations, communications, and outcomes reporting. Planned a NIFA-CES retreat to further improve the partnership.

- **ECOP-ESCOP Strategic Alliance** – Scheduled joint meetings for Cooperative Extension and Experiment State Sections chairs with Cornerstone Government Affairs and USDA-REE and NIFA, and provided a seminar for NIFA program staff. Began work on a joint section meeting in September 2016.

- **ECOP National Task Force on Health** – Based on the Cooperative Extension’s National Framework for Health and Wellness [www.aplu.org/document.doc?id=5134](http://www.aplu.org/document.doc?id=5134), recommended a Joint COPs 2014 meeting theme on health which resulted in follow-up action by the APLU BAA Policy Board of Directors and Board on Human Sciences (BoHS) to establish a **BAA-BoHS Healthy Food Systems, Healthy People Steering Committee**. The complementary ECOP Health Oversight Committee and Issue Teams will focus on program development and implementation, and evaluation and impact reporting.
• National Association of Counties – Continued work of the NACo-Cooperative Extension National Leadership Team for the purpose of stronger county- and state-level relationships.

ECOP Core Theme – Increase Strategic Marketing and Communications

• Strategic Opportunities and Measuring Excellence – Transitioned the measuring excellence and impacts to www.landgrantimpacts.org, began work with the Experiment Station Section to report impacts and public value, and initiated a joint ECOP-ESCOP Impacts Database Committee.

• AES-CES Communications and Marketing Committee (CMC) – Worked with ESCOP colleagues to renew contracts and update operating guidelines for educational efforts by kglobal and Cornerstone Government Affairs to targeted Congressional members. Accepted a proposal from kglobal to expand efforts, which was supported by the PBD with one-time funding for message testing.

• Extension Centennial Celebration Task Force – Engaged a team to plan and implement a forward-looking, externally-focused series of face-to-face events and social media involvement; established www.extension100years.net, engaged in fundraising netting nearly $100,000, developed a series of Journal of Extension articles, and positioned Extension for another 100 years of excellence.

• National Coalition for Food and Agricultural Research (NC-FAR) – Continued membership, actively participated on the Board of Directors and Research Outreach Committee, delivered a seminar on Capitol Hill, and implemented a process for quick response to sign-on of advocacy letters.

• ECOP Communications – Developed the ECOP 2014 handout Why Cooperative Extension? http://www.aplu.org/document.doc?id=5097, wrote the weekly ECOP Monday Minute targeted for Directors and Administrators, and coordinated presentations for USDA Ag Outlook Forum, NC-FAR Board of Directors meeting, and other venues.

ECOP Core Theme – Enhance Leadership and Professional Development

• National Extension Directors and Administrators (NEDA) – Implemented and evaluated the March 2014 meeting in Sacramento, CA aligned with the National eXtension Conference.

• New Deans/Directors/Administrators/NPLs Orientation – Together with ESCOP and the BAA, planned the agenda for this December 2013 meeting in Washington, DC.

• Joint Committees on Organization and Policy (COPs) – Served as lead for program planning and implementation for the July meeting in San Diego, CA.

• Functions and Priorities – Upon request, explained the role of ECOP to numerous groups including National EFNEP Conference, NELD-North Central participants, and Regional Rural Development Center Directors.

• Celebrating Excellence – Via leadership by the Personal and Program Committees, engaged a process to name five regional Excellence in Extension Award winners, one national winner, and a National Extension Diversity Award winner, and recognized them in cooperative with USDA-NIFA at the 2014 APLU Annual Meeting.

ECOP Core Theme – Strengthen Organizational Functioning

• eXtension – Through the eXtension Governing Committee, worked with a strategic planning team to develop and approve a new approach for transitioning to The NEW eXtension focusing on professional development and innovative opportunities. The change, including the abolishment of the of the current assessment model replaced by the new membership model, will be voted upon by the Cooperative Extension Section.
• **4-H and Youth Development** – Developed a Memorandum of Understanding [https://www.aplu.org/document.doc?id=5187](https://www.aplu.org/document.doc?id=5187) calling for excellence in 4-H programming. Established the ECOP 4-H National Leadership Committee to engage in regular and substantive discussion about issues of national importance related to the LGU Cooperative Extension System’s implementation of the 4-H program, and to develop recommendations for consideration by ECOP as it works with USDA-NIFA and the National 4-H Council.

• **ECOP Archive Project** – Completed archiving 100 years of paper and electronic files housed at APLU, 1307 New York Avenue, NW, Washington, DC related to Cooperative Extension’s history; prepared a listing of key decisions, and established a process for ongoing maintenance of the ECOP archive.

• **Coordinated ECOP Functioning** – Streamlined national leadership and governing through four ECOP subgroups (Personnel Committee, Program Committee, Budget and Legislative Committee, and eXtension Governing Committee) and strengthened efforts by providing liaisons to the ESCOP, EDEN, JCEP, LEAD21, *Journal of Extension*, and BAA Policy Board of Directors, Committee on Legislation and Policy, and Budget and Advocacy Committee. Initiated an update of the ECOP Rules of Operation.

• **Executive Director and Administrator Team** – Updated a directory for completion of national work and monitored progress through bimonthly teleconferences.

• **Office Procedures** – Continued work in alignment with APLU on the ECOP web site at [www.extension.org/ECOP](http://www.extension.org/ECOP), streamlined financial reporting, and improved the online process for awards nomination and selection.

Please mark your calendar for the October 12-14, 2015 National Extension Directors and Administrators (NEDA) and Cooperative Extension Section meeting at the St. Louis Downtown Embassy Suites. Watch the [ECOP Monday Minute](http://www.extension.org/ECOP) for details.

I look forward to continued ECOP involvement as past chair in 2015 and pledge my support to incoming chair Mr. Delbert Foster. Best wishes in continuing our collective work of *Extending Knowledge, Changing Lives*.

Sincerely,

Jimmy C. Henning
Chair, Extension Committee on Organization and Policy
Associate Dean for Extension and Director, Cooperative Extension
University of Kentucky

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Core Theme: Build Partnerships and Acquire Resources
- Engage with USDA Research, Education and Economics (REE), USDA National Institute of Food and Agriculture (NIFA) through National Program Leaders, and other selected federal agencies to increase understanding of Cooperative Extension’s potential.
- Extend work with Experiment Station Committee on Organization and Policy (ESCOP) to advocate for federal capacity and competitive funding.
- Expand involvement with the National Association of Counties (NACo).
- Continue efforts with the State Energy Extension Partnership Working Group.
- Strengthen relationships with the agriculture industry with continued involvement in the National Coalition for Food and Agriculture Research (NC-FAR) and other groups.
- Investigate opportunities for support of strategic projects related to agriculture and health.

Core Theme: Increase Strategic Marketing and Communications
- Encourage excellence related to the Agriculture Experiment Station-Cooperative Extension System (AES-CES) Communications and Marketing Project.
- Launch Cooperative Extension’s next 100 years while celebrating the centennial.
- Implement a system to collect and distribute strong impact and public value statements.
- Enhance visibility of Cooperative Extension with full participation in the USDA Agriculture Outlook Forum, NC-FAR events on Capitol Hill, and other opportunities.

Core Theme: Enhance Leadership and Professional Development
- Continue applications of findings of the 21st Extension Professional Project including work with the Board on Human Sciences and academic programs to prepare employees.
- Encourage maximum participation in Leadership for the 21st Century (LEAD-21) and the Food Systems Leadership Institute (FSLI).
- Use Cooperative Extension Strategic Opportunities to identify program priorities and communicate national and regional outcomes and impacts.
- Increase Cooperative Extension’s success in the competitive grants environment.
- Increase diversity of employees and programs to meet needs of new audiences.

Core Theme: Strengthen Organizational Functioning
- Implement the National 4-H Partners Memorandum of Understanding.
- Guide eXtension to make changes as recommended by the external evaluation.
- Assure the Executive Director and Administrator Team collaborates effectively with ECOP to achieve goals.
- Develop and implement policies and procedures related to assessments.
- Continue strong alignment of the Cooperative Extension Section with the APLU Board on Agriculture Assembly structure with specific focus on the Experiment State Committee on Organization and Policy, the Board of Human Sciences, and the Council on Agriculture Research, Extension and Teaching.
- Provide clear communications to the Cooperative Extension Section through the ECOP Monday Minute, the web site at www.extension.org/ECOP, the National Extension Directors and Administrators (NEDA) meeting, ECOP webinars, and other venues.
Extension Committee on Organization & Policy (ECOP)

2014 Organizational Structure
As of 4.1.14

Executive Committee
- Communications & Marketing Committee
- Measuring Excellence in Extension
- Cooperative Extension Centennial Task Force
- National Task Force on Health

Personnel Committee
- Excellence in Extension Awards
- New Director and Administrator Orientation
- Strategic Opportunities
- National Extension Diversity Award

Program Committee

Budget and Legislative Committee

Extension Committee on Organization and Policy (ECOP)

Executive Director & Administrator Team

Liaisons to ECOP
Board on Human Sciences • Council for Agricultural Research, Extension and Teaching • Experiment Station Committee on Organization and Policy • National 4-H Council • NIFA (USDA-National Institute of Food and Agriculture)

ECOP Representation in Other Organizations
Experiment Station Committee on Organization and Policy • Extension Disaster Education Network • Joint Council of Extension Professionals • Board on Agriculture Assembly Joint Committees, including: the Policy Board of Directors, the Committee on Legislation and Policy and the Budget and Advocacy Committee • LEAD 21 (Leadership for the 21st Century) • NC-FAR (National Coalition for Food and Agriculture Research)
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In March of 2014, ECOP established the ECOP 4-H National Leadership Committee in order to have a mechanism to engage in regular and substantive discussions about issues of national importance related to the Land-Grant University System’s implementation of the 4-H program. The Memorandum of Understanding signed by the three parties engaged in the dialogue – ECOP, National 4-H Council, and USDA-NIFA – has set the stage for engagement.

The ECOP 4-H National Leadership Committee is comprised of five 4-H Program Leaders and five Extension Directors/Administrators. These representatives (see attached) were selected by each of the regional associations of the five Cooperative extension regions (1890 institutions, North Central, Northeast, Southern, and Western). Jennifer Sirangelo, National 4-H Council and Lisa Lauxman, USDA-NIFA, are ex-officio members. Two advisors from the ECOP Extension Directors and Administrators Team also support the committee.

In August, the committee met for the first time in Minneapolis, MN to start its work. The committee made significant progress on relationship and team building and is well on its way towards building a solid foundation for frank, civil, and ongoing discussions about issues of national importance related to the implementation of the 4-H program by Cooperative Extension. Meeting outcomes included development of committee guidelines that include the values and standards around which we will do our work, identification of initial issues to be addressed by the committee, and establishment of work groups to frame each issue. The work groups are:

- “Widening the Circle” (focused on changing demographics and effectively engaging new audiences)
- Marketing
- Alignment of the vision and goals of the three MOU partners
- Governance
- Resources

The Committee had a virtual meeting in October to discuss work group progress and to transition committee leadership. The committee is grateful to Dr. Charlotte Eberlein, Interim Chair, for convening the committee and getting the process started on the right track. As she will be retiring, leadership has moved to the newly elected co-chairs, Dr. Renee McKee, 4-H Program Leader and Assistant Director at Purdue University, and Dr. Ed Jones, Extension Director for Virginia Cooperative Extension.

As we move forward, we are committed to intentional communication to be sure all who are interested are aware of the issues discussed and the actions taking place. We will provide multiple opportunities for input through a variety of means. We are very aware
of the need to seek thoughtful input so that our discussions and recommendations will provide the groundwork for constructive action on the part of ECOP and our partners.

We will be convening for another face-to-face meeting December 4-5. Agenda items will include the following:

- continued building of understanding and relationships among committee members to support productive dialogue;
- frank discussion of issues of national importance to 4-H;
- ratification of the framing statements for the five priority issues that the committee will focus on initially;
- development of a communication plan and strategy to position this national committee within the broad national 4-H system; and
- creation of an annual plan of work for the committee.

We are pleased to provide this brief snapshot of our progress to date and will release regular updates as our work continues.
<table>
<thead>
<tr>
<th>Region</th>
<th>Representation</th>
<th>Name, Title, Cooperating Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Central</td>
<td>Director</td>
<td>Cathann Kress, Vice President for Extension and Outreach, Iowa State University</td>
</tr>
<tr>
<td></td>
<td>Program Leader</td>
<td>Renee K. McKee, Assistant Director and Program Leader 4-H Youth Development, Purdue University</td>
</tr>
<tr>
<td>1890’s Institutions</td>
<td>Administrator</td>
<td>Edmund R. Buckner, Associate Dean for Research and Extension, University of Arkansas at Pine Bluff</td>
</tr>
<tr>
<td></td>
<td>Program Leader</td>
<td>Woodie Hughes, Jr., Interim 4-H Program Leader, Fort Valley State University</td>
</tr>
<tr>
<td>Southern Region</td>
<td>Director</td>
<td>Edwin J. Jones, Associate Dean and Director, Virginia Cooperative Extension</td>
</tr>
<tr>
<td></td>
<td>Program Leader</td>
<td>Christopher T. Boleman, Assistant Director/State Leader for 4-H Youth Development, Texas A&amp;M</td>
</tr>
<tr>
<td>Western Region</td>
<td>Director</td>
<td>Glen Whipple, Associate Dean, Director of Extension, University of Wyoming</td>
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<tr>
<td></td>
<td>Program Leader</td>
<td>Deb Jones, 4-H Program Leader, University of Alaska</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>Director</td>
<td>Steve Bonanno, Interim Director of the Cooperative Extension Service, West Virginia University</td>
</tr>
<tr>
<td></td>
<td>Program Leader</td>
<td>Christy Bartley, Extension Program Leader - 4-H, Penn State University</td>
</tr>
<tr>
<td>USDA-NIFA Ex officio</td>
<td>Federal Agency</td>
<td>Lisa Lauxman, Director - Division of Youth and 4-H, Institute Youth, Family and Community (IYFC)</td>
</tr>
<tr>
<td>National 4-H Council Ex officio</td>
<td>4-H Nonprofit</td>
<td>Jennifer Sirangelo, President and Chief Executive Officer, National 4-H Council</td>
</tr>
<tr>
<td>Extension Committee on Organization and Policy</td>
<td>Interim Committee Chair</td>
<td>Charlotte V. Eberlein, Cooperative Extension Director, University of Idaho</td>
</tr>
<tr>
<td></td>
<td>ED&amp;A Team Members Working with Committee</td>
<td>Nancy Bull, Executive Director, Northeast Extension Directors</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lyla Houglum, Executive Director, Western Extension Directors Association</td>
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</table>
Purpose
The ECOP Budget and Legislative Subcommittee (BLC):

- Establishes and implements a Federal legislative, budget, and advocacy agenda.

- Represents Extension priorities to the Board on Agriculture Assembly Budget and Advocacy Committee (BAC) and Committee on Legislation and Policy (CLP).

- Informs CARET and other groups for effective advocacy related to Extension strategic opportunities.

- Works with advocacy and educational groups (e.g. Cornerstone Government Affairs, kglobal, National Coalition for Food and Agricultural Research) to identify strategies for moving federal authorization and appropriation agendas forward.

- Recommends the formation, coordination, monitoring, and discharging of task forces (e.g. Crop Protection/Pest Management, Water Security, Health) related to national funding priorities, often in collaboration with the ESCOP Budget and Legislative Committee.

Accomplishments

- Confirmed the ongoing seven top USDA-NIFA budget priorities for FY 2015 with particular emphasis on Smith-Lever (b)&(c) and 1890 Institutions Extension.

- Together with Cornerstone Government Affairs, developed justifications for increases in USDA-NIFA FY 2015 capacity lines supporting Cooperative Extension.

- Aligned with the ESCOP Budget and Legislative Committee to continue efforts advocating for the “both-and” of competitive and capacity funding.

- Collaborated effectively with the APLU Board on Agriculture Assembly Budget and Advocacy Committee by representing the Cooperative Extension perspective while supporting the collective vision for research, education and Extension.

- Continued leadership for recommendations to consolidate lines while retaining functional integrity of programs in the USDA-NIFA budget especially related to crop protection/pest management and water resources (quality and quantity).

- Coordinated with the ECOP Extension Centennial Task Force, Cornerstone Government Affairs, APLU Council on Governmental Affairs, and the Council for Agricultural Research, Extension and Teaching (CARET) to plan and implement the Extension...
Centennial Capitol Hill Reception March 3, 2014 attended by Congressional members and staff, CARET, Land-grant University administrators and faculty, and partners from USDA-NIFA and other organizations.

- Recommended an advocacy agenda, including commemorative legislation, associated with the 2014 centennial celebration of the signing of the Smith-Lever Act.

- Supported efforts of the ECOP National Task Force on Health to identify federal authorizations and appropriations.

- Initiated discussions with the Regional Rural Development Centers about requests for federal funding related to rural vitality, a USDA priority.

- Informed the JCEP Public Issues Leadership Development planning committee regarding appropriate dialogue with OMB representatives during the 2015 meeting, April 12-15, Crystal City, VA.
Background
The Experiment Station Committee on Organization and Policy (ESCOP) and the Extension Committee on Organization and Policy (ECOP) joined together in 2012 to coordinate a targeted educational effort to increase awareness and support of basic and applied research and transformational education provided by land-grant universities through the Agricultural Experiment Stations (AES) and Cooperative Extension System (CES). kglobal, a public affairs/marketing firm, in cooperation with Cornerstone Government Affairs, are assisting with this educational effort. Guided by the AES/CES Communications and Marketing Committee (CMC), ESCOP and ECOP entered into a two-year agreement effective May 1, 2012 with kglobal and Cornerstone, with annual renewal. The annual commitment is $400,000 split equally between ESCOP and ECOP. The CMC is co-chaired by Nancy Cox, representing ESCOP, and Scott Reed. The CMC is made up of ESCOP and ECOP representatives from each of the five regions, together with selected Executive Directors and Administrators.

2014 Accomplishments

- **USDA-NIFA Proposed Budget** – The primary goal of the project is to increase USDA-NIFA capacity and competitive funding lines. While causality cannot be confirmed, it is expected this project resulted in more robust numbers for proposed FY 2015 USDA-NIFA budget lines of interest than what may have occurred without this effort. The federal government currently is funded through a Continuing Resolution effective through December 13, 2014; thus, the enacted budget for FY 2015 is not known.
- **kglobal Reports** -- kglobal provides a quarterly summary of work through direct reach to Congressional members, targeted social media impressions, and traditional mass media.
- **Expansion of CMC** – The CMC requested kglobal to develop a plan for ramping up this project. Three strategies were proposed focused on message testing, targeting more Congressional districts, and engaging more communications specialist at universities in the effort. A one-time cost at a minimum of $55,000 from the 2014 BAA budget was approved for kglobal to do message testing.
- **Focus on Nutrition and Health, Water Security** – The CMC with guidance from Cornerstone elected to focus messaging on nutrition and health research and education. While continuing this focus, emphasis will now be placed on water security research and education to align with the BAA federal funding request. for one year.
- **Contract Renewal** – ECOP voted in July 2014 to continue funding this effort through December 2015 at $200,000 annual cost to the Cooperative Extension Section. Support of this project has been funded from reserves and is not sustainable into 2016. ECOP is studying what steps to take to assure involvement.
• **Involving New Partner** – During the BAA Administrative Heads Section (AHS) meetings in November 2014 in Orlando, discussion will continue related to the funding model for this project, specifically to determine if AHS will contribute.

• **Identification of Primary and Secondary Contacts** -- AES and CES Directors and Administrators, or other designees, will be the Primary Contacts for kglobal staff as they reach the target audience. It is the responsibility of the AES and CES State Directors and Administrators to contact their Dean/AHS member to inform/approve (as appropriate to the institution) any contact information, data, etc., that are generated from their respective institution and shared with kglobal.
Executive Summary Report for ECOP
Extension Centennial Planning Committee
Frankie Gould, LSU AgCenter, Co-Chair
Douglas Steele, Texas A&M AgriLife Extension Service, Co-Chair
October 9, 2014

Extension Centennial Task Force Members
Frankie Gould, Louisiana State University AgCenter and Douglas Steele, Texas A&M AgriLife Extension Service, (co-chairs); Chrystal Checketts, Texas A&M AgriLife Extension Service; Jimmy Henning, University of Kentucky/ECOP Chair; Bill Hoffman and Judy Rude, USDA NIFA; Jane Schuchardt, Cooperative Extension/ECOP; Bill Woodrum, ECOP Centennial Consultant.

Official kickoff of the centennial was at the Galaxy Conference in Pittsburgh, PA in September of 2013. The task force gave a poster session reaching several hundred extension professionals. While at the Galaxy Conference, Dr. Jimmy Henning and Ms. Frankie Gould gave a kickoff presentation at an evening reception with more than 1,500 attending. There was also the official cutting of a large centennial cake displaying the centennial logo at the reception. Finally, Dr. Henning and Ms. Gould, along with Dr. Jane Schuchardt, gave an in depth seminar presentation with more than 40 extension professionals in attendance.

Three national events were planned and completed, with exhibits and presentation also held at other events across the country and virtually:

**USDA Ag Outlook Forum, February 20-21, 2014 in Arlington Virginia** – An exhibit space was provided in the USDA Partners room. Three exhibits were displayed: “Centennial, Why Extension, and What is an Extension Professional” along with centennial buttons, cards and stickers for distribution. A Centennial timeline was on display and a digital picture frame played a montage of 4 videos. These videos were also used at the opening session of the forum for an audience welcome as they were being seated. Dr. Doug Steele, Frankie Gould and Dr. Jimmy Henning gave a 90 minute discussion session on the Past, Present and Future of Cooperative Extension which was moderated by USDA Deputy Secretary Krista Hardin. The session was video streamed and can be viewed at the links included in the description:

**Launching Cooperative Extension’s Next Century**
On May 8, 1914, Cooperative Extension was launched with the signing of the Smith-Lever Act. Learn how Extension has been translating agricultural research for practical application for 100 years.

**Moderator:** Krysta Harden, Deputy Secretary of Agriculture, USDA, Washington, DC

*Celebrating the Legacy of Cooperative Extension*

**Video**

For 100 years, the Smith-Lever Act has stimulated innovative research and vital educational programs for youth and adults through progressive information delivery systems that improved lives and shaped a nation. Speaker will give an overview of the legacy of Cooperative Extension.  
[**Douglas L. Steele**, Director, Texas A&M AgriLife Extension Service, College Station, TX Presentation](#)

**Cooperative Extension Today**

Cooperative Extension “extends knowledge, changes lives.” This will be a fast-paced summary of program priorities, and impacts showing how current educational strategies help people, farm and ranch businesses and communities solve problems, develop skills and build a better future.

[**Frances Gould**, Professor & Director, Agricultural Center Communications, Louisiana State University Agricultural Center, Baton Rouge, LA Presentation](#)
Innovations for the Next Century
As Cooperative Extension launches its next 100 years, some keys to success will involve integration, partnership, entrepreneurship, engagement, high tech/high touch, and urban/rural. See how Extension is changing to meet the demands of a new demographic, economic and social era. Jimmy Henning, Director, Associate Dean/ Director, Kentucky Cooperative Extension Service, University of Kentucky, Lexington, KY Presentation

Capitol Hill Reception March, 5, 2014, Rayburn Office Building, Washington D.C. – Occurred during a meeting of the Association of Public and Land-grant Universities’ Council for Agricultural Research, Extension and Teaching (CARET). This reception provided an opportunity for advocates of Extension to interact directly with invited members and staff of the House and Senate Agriculture and Appropriations Committees. Honorary co-hosts for the event included chairs and ranking members of the Agriculture Committees. The same materials used at the Ag Outlook Forum were on display.

eXtension Conference and National Extension Directors and Administrators Meeting, March 24-27, 2014, Sacramento, Ca. – Throughout 2014 eXtension will use the centennial logo on their website and materials. During the opening reception in the exhibition hall, three exhibits were displayed: “Centennial, Why Extension, and What is an Extension Professional” along with centennial buttons, cards and stickers for distribution. A Centennial timeline was on display and a digital picture frame played a montage of 4 videos. Dr. Doug Steele and Ms. Frankie Gould gave an update presentation to the National Extension Directors and Administrators and promoted the convocation. The Centennial logo was used as a graphic element throughout the conference in signage and the program.

eXtension also produced a second life animation to the tune “I’m Happy” using Centennial imagery. Here is the link: https://www.youtube.com/watch?v=EadsygNwc48

PILD, April 7-9, 2014, Alexandria, Va. – The annual Joint Council of Extension Professionals Public Issues Leadership Development (JCEP PILD) forum allowed grassroots stakeholders to reach out to members of congress from all 50 states. Dr. Jimmy Henning, ECOP chair was a keynote speaker and a futures panel was moderated by Bill Hoffman, Chief of Staff, USDA/REE/NIFA. PILD participants were informed on current issues and priorities for the system and joined with Extension professionals for Capitol Hill visits.

National Extension Convocation, May 7-8, 2013, Reagan Building and Wardman Park Marriott, Washington, D.C. – The signature national event was held on the anniversary date of the signing of the Smith-Lever Act (May 8, 1014). This event highlighted the contemporary work of Cooperative Extension today through featured speakers such as The Honorable Tom Vilsack, Secretary of Agriculture, Lowell Catlett, Dean of the College of Agricultural, Consumer and Environmental Sciences at New Mexico State University, Peter McPherson, President of the Association of Public and Land-grant Universities and Sonny Ramaswamy, director of the USDA National Institute of Food and Agriculture. The event was attended by over 300 registered participants and over 900 individuals watching via the web. Task Force members have responded to requests to present at numerous regional and association events across the country.

The event was video streamed and can be viewed at these links:
http://www.windrosemedia.com/windstream/ext100years/
https://www.youtube.com/channel/UC9GyqMs0FKIUKBTxctcyg04w/videos

We were also able to produce a short video featuring President Jimmy Carter talking about the importance of extension and its value to him, his family and the world. This was presented at the end of the morning session. https://www.youtube.com/watch?v=6cquTok9p-k

National sponsors included:
Platinum Sponsor ($15,000)
Mississippi State University Extension Service
National Rural Electric Cooperatives Association

Gold Sponsor ($10,000)
Farm Credit

Silver Sponsor ($5,000)
Alliance to Feed the Future
Iowa State Extension and Outreach
Ohio State University Extension
Texas A&M AgriLife Extension Service
University of Kentucky Cooperative Extension
University of Georgia
University of Missouri Extension
West Virginia State University Extension Service

Centennial Partners ($2,500)
The University of Delaware Cooperative Extension
University of Tennessee Extension
Louisiana State University AgCenter
North Carolina State University Cooperative Extension
University of Arkansas Cooperative Extension
University of Florida Cooperative Extension
Virginia Cooperative Extension
Clemson Cooperative Extension Service

Friend of Extension ($1,000)
American Soybean Association
GROWMARK
Croplife America

Other Presentations:

1. **100 Years of Extension: Extending Knowledge Changing Lives from One Century to the Next** –
   Webinar, September 22, 2014,
   **Presenters:** Frances Gould, National Co-Chair for Cooperative Extension Centennial & Department Head, LSU AgCenter and Debra Davis, Director for Organizational Development & Evaluation, LSU AgCenter. The focus will be celebrating the past 100 years of Extension and looking forward to the future. This webinar will give us a sneak peak at where we have been and where we are now. Bring your crystal ball so you can share where you think the next 100 years might take us. This webinar is sponsored and hosted by the National Association of Extension Program and Staff Development Professionals (NAEPSDP). [https://learn.extension.org/events/1647#.VDamrPldVWE](https://learn.extension.org/events/1647#.VDamrPldVWE)

2. **Western Extension Directors Association**, CENTENNIAL ON THE SUMMIT: LOOKING FORWARD,
   **Presentation by Dr. Steele:** A Reflection on Extension’s Past and Future: What We’ve Learned,
   SEPTEMBER 22_24 2014, PORTLAND, OR

3. **NAE4-HA ANNUAL CONFERENCE BUSINESS MEETING**, Presentation by Dr. Steele: The Extension Centennial and 4-H, OCTOBER 26_30, 2014 MINNEAPOLIS, MN

4. **APLU -ASSOCIATION OF PUBLIC AND LAND GRANT UNIVERSITIES** three exhibits and materials,
   NOVEMBER 2-3, 2014 ORLANDO, FL - Frankie Gould and Doug Steele
5. **NEBRASKA EXTENSION CENTENNIAL CONFERENCE** Keynote Presentation by Dr. Steele: Extension in the 21st Century NOVEMBER 11-14, 2014 KEARNEY, NE

**State Specific Activities** State Cooperative Extension systems have added their own unique contributions to the celebration throughout the year. Some of the highlights include:

- **Oklahoma State University**-Oklahoma State University has had a broad cross section of activities throughout the year including a Whistle Stop Train Tour Celebration, sale of Centennial logo signs, a celebratory performance by the OSU marching band at a home football game, and the creation of a quilt honoring the 100-year history. [http://toolbox.okstate.edu/100-years](http://toolbox.okstate.edu/100-years)

- **Louisiana State University AgCenter**-LSU AgCenter along with the LSU Special Collections has developed an Extension centennial exhibit with items from the special collections, photos, documents and oral histories on display September 2014 – January 2015. [http://exhibitions.blogs.lib.lsu.edu/?page_id=798](http://exhibitions.blogs.lib.lsu.edu/?page_id=798)

- **West Virginia University**-WVU ran a broad-reaching student competition to develop a logo for use throughout the celebration year and drew submissions from across many colleges on campus. [http://ext.wvu.edu/100years/smith-lever](http://ext.wvu.edu/100years/smith-lever)

- **Texas A&M AgriLife Extension staff members** recite the words to the Extension Professionals Creed in a video. [https://www.youtube.com/watch?v=DXV41KKyH3w](https://www.youtube.com/watch?v=DXV41KKyH3w)

- **The University of Delaware**-UD ran a contest to name a specific ice cream flavor and then served that flavor throughout their state fair. [http://delaware.newszap.com/centraldelaware/133796-70/delaware-cooperative-extension-celebrates-centennial](http://delaware.newszap.com/centraldelaware/133796-70/delaware-cooperative-extension-celebrates-centennial)

- **University of New Hampshire**- UNH developed a Cooperative Extension stamp that was legal postal tender and used throughout the year.

- **Ohio State University**- OSU ran a video contest celebrating the centennial. [https://www.youtube.com/watch?v=rUe42NLzLBc](https://www.youtube.com/watch?v=rUe42NLzLBc)

- **Michigan State University**- MSU took the charge from Dr. Sonny Ramaswamy, Director USDA NIFA, and created an entire video series How has MSU Extension impacted the lives of Michigan residents? Interviews will answer the question "What does Extension mean to you?“ [https://www.youtube.com/playlist?list=PLlyGxXr5CUt1aruHNmmFrVxS-WEgT8iPiS](https://www.youtube.com/playlist?list=PLlyGxXr5CUt1aruHNmmFrVxS-WEgT8iPiS)

- **Iowa’s Idea Starter** – 100 Ways to Celebrate fact sheet [http://www.extension.iastate.edu/NR/rdonlyres/69FDD9A4-D343-4360-BB5D-B5FADD1A6D18/171441/100waystocelebrate100yearsofExtension.pdf](http://www.extension.iastate.edu/NR/rdonlyres/69FDD9A4-D343-4360-BB5D-B5FADD1A6D18/171441/100waystocelebrate100yearsofExtension.pdf)

**Social Media** metrics were up across the board on Social Media:

- **Facebook**- 4,725 likes and is averaging more than 20,000 contacts per week with a spike to more **70,000 in middle August** [Extension100years on Facebook](https://www.facebook.com/extension100years)

- **Twitter**-1,468 followers & 2,947 posts [Extension100years on Twitter](https://twitter.com/extension100years)

- **Pinterest**- 208 pins and 226 followers [Extension100years on Pinterest](https://www.pinterest.com/extension100years)

  - The template for the 100 Days of Tweets drove twitter participation with #Ext100Years seeing a sustained larger presence. During the time of the Centennial Convocation, the retweeting and favoring lead to nearly 3-4 dozen interactions per day.
• YouTube channel continues to draw attention with more than 8,016 views of the 19 videos posted and 49 subscribers. Kentucky and Arkansas Centennial Tributes as well as Woteki Comments from NEDA have been added. Additionally, the Extension Centennial Convocation has been archived at the site through a series of video segments and the President Jimmy Carter tribute is also posted as a stand alone video. Extension100years on YouTube

www.Extension100Years.net is the national website coordinated through LSU Ag Center to support national activities, events and serve as a resource for Extension. This is also the site for the national toolkit for graphics, banners, and other electronic resources.

Promotional materials were also developed to help extend the message. These consisted of information cards, business/message cards, logo badges, logo stickers and window shade exhibits.

USDA/NIFA also reached out on social media to gather stories from people all across the United States to get their personal stories of how Extension has impacted their life. People posted stories, photos, videos, etc. to Twitter, Facebook, Instagram, YouTube, blogs or any other social media site, using the hashtag #Ext100Years and then tweet it at @usda_nifa.

While the national events celebrated Cooperative Extension’s heritage, the primary focus was on Extension’s contemporary efforts and launching the next 100 years of educational programming that transforms behavior of individuals, families, youth, farmers, communities, and businesses. Together with Cooperative Extension’s federal partner, U.S. Department of Agriculture’s National Institute of Food and Agriculture, national partners will continue to be engaged in other activities to promote the Cooperative Extension System at the national level. These include development of wording for a Presidential Proclamation, U.S. Senate and House of Representatives resolutions honoring Cooperative Extension, and a nomination of Seaman A. Knapp to the national Agriculture Hall of Fame. Sessions at the USDA Ag Outlook Forum in February 2014 and the National Coalition of Food and Agricultural Research Seminar Capitol Hill Series were accepted and reached a broader audience with the centennial message.

We were able to get a presidential acknowledgment of the Extension centennial-Smith-Lever Act through the NIFA Communications group and it is posted on the website.

Journal of Extension
In addition to the planned events, the committee is constantly adding to the centennial toolbox and developing a detailed timeline of the first 100 years of Cooperative Extension. A series of articles in the Journal of Extension (JOE) throughout 2014 features Extension. The commentary articles have and will focus on historical impact, contemporary efforts and future strategies. JOE’s homepage http://www.joe.org added the Smith Lever Centennial logo to complement the JOE 50th Anniversary Logo.

Here are the centennial JOE commentaries published so far:


Community Resource Development commentary by Bo Beaulieu and Sam Cordes of Purdue will be online October 17, 2014

The final commentary is the futurist piece—the next 100 years of Extension by Jimmy Henning, which will be published on December 1, 2014.

Consulting Contract
A consulting contract with Mr. Bill Woodrum has been extended through December of 2014 to continue Social Media engagement and work with the centennial committee and communications advisory group to promote, post to the social media and web centennial activities throughout 2014.

<table>
<thead>
<tr>
<th>2013-2014 Extension Centennial Task Force thru 10.8.14</th>
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<tbody>
<tr>
<td><strong>Funding:</strong></td>
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<tr>
<td>Convocation registration (100%)</td>
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<tr>
<td>4-H National Council fund raising (100%)</td>
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<tr>
<td><strong>Income Total</strong></td>
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<tr>
<td>ECOP Budget 2013</td>
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<tr>
<td>ECOP Budget 2014</td>
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<tr>
<td><strong>Two-year Total Task Force Funds</strong></td>
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<tr>
<td><strong>Expenses:</strong></td>
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<tr>
<td>Actual 2013</td>
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<tr>
<td>Actual 2014 to date (95%)</td>
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<tr>
<td>Encumbered for Woodrum contract for 6 months, September through December, 2014 @ $2,000 per month</td>
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<tr>
<td><strong>Expenses Total</strong></td>
</tr>
<tr>
<td><strong>Current Task Force Ending Balance:</strong></td>
</tr>
<tr>
<td><strong>Note:</strong> Task Force accounting is included in the balances and carry-overs reported to ECOP for 5730-Strategic Priorities and Operations for 2013 and 2014. *</td>
</tr>
<tr>
<td>• There will be some expenses related to the APLU meeting in November that will come out of the balance.</td>
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</table>

Respectfully submitted by the ECOP Extension Centennial Committee 10/9/14
In addition to oversight of eXtension functions, the eXtension Governing Committee in 2014, which reports directly to ECOP, identified Elbert Dickey as the interim director. Dennis Calvin, Pennsylvania State University, served as chair. In addition to oversight of eXtension and release of the 2013 report [http://create.extension.org/sites/default/files/2013%20Annual%20Report.pdf](http://create.extension.org/sites/default/files/2013%20Annual%20Report.pdf), the primary action resulted in a proposal for the NEW eXtension as follows:

- Keith Smith, Ohio State University, was named chair of the eXtension Strategic Planning Committee, with Cascade Center for Community Governance contracted to advise the effort.
- During the March 4-5 session in Washington, DC, Cooperative Extension leaders representing all five regions worked to present a plan for increasing eXtension's value. Called “disruptive e-novation,” efforts were placed on defining a new business model, confirming priority audiences, and exploring additional private and public partners for mutual gain.
- Directors and administrators were asked to contribute input to the NEW eXtension framework during the Sacramento NEDA meeting at the end of March.
- The final future of eXtension report was accepted at the October ECOP meeting in Lexington, KY. ECOP will engage the Cooperative Extension Section in a vote to discontinue the current eXtension assessment for 2015 and move to a new membership, fee-driven model effective January 1, 2015.
Measuring Excellence in Extension Implementation Team
2014 Report to ECOP
Joe Zublena, Chair

The Measuring Excellence in Extension (MEiE) Team provides leadership and management for the national Cooperative Extension System’s Measuring Excellence in Extension Database. The MEiE team serves as a subcommittee of ECOP and received a budget of $43,500 to accomplish its responsibilities and tasks in 2014.

Key areas of work involve database management and improvement, as well as marketing, communications and training for Cooperative Extension Directors, Administrators and designated staff.

Accomplishments:

- The MEiE team, working with the ECOP Program Subcommittee, created a new database for Impacts. Both teams contributed to needs, formats and proposed outcomes.
  - Programming for Impacts was done by Scott Cummings’ team at Texas A&M AgriLife Extension.
  - ESCOP joined the impact database project and contributed to the finances and development. ACOP was also invited to participate, but declined. A new standing committee under the leadership of Tim Cross is proposed to take the leadership for national Land-grant Impacts database and consists of ECOP and ESCOP representatives, along with kglobal and communications representatives. Texas AgriLife Extension will continue to serve the impact team’s database needs through a contract with Scott Cummings at Texas A&M AgriLife Extension.
  - A proposed standing committee is being recommended to ECOP and ECSOP to formalize a National Impacts Database committee, allowing the MEiE team to focus in the Measuring Excellence initiative.
  - Data entry for Impacts began in 2014.
- Development of a MEiE marketing plan to increase the number of institutions entering MEiE data.
- Development of MEiE Operating Guidelines
- Communication and Training
  - Team members made presentations at the following meetings this year demonstrating the use and value of data and encouraging data entry.
    - NEDA
    - APLU
    - CARET
    - National Extension and Research Administrative Officers
  - Frequent use of ECOP Monday Minute to show examples of how the MEiE data is being used to benefit directors and administrators.

2015 Plans

- Provide leadership for ECOP’s Measuring Excellence in Extension national database.
- Continue to encourage states that have not entered data in the database to participate.
- Provide training and support for states needing assistance to access or enter data
- Ensure data fields are relevant and valued by the national Extension directors and administrators
Measuring Excellence in Extension Implementation Team Membership 2013-14

Joe Zublena, Chair October 2012 – Present (Southern Director)
          Associate Dean and Director, CES North Carolina State University

Scott R. Cummings (Southern Evaluator)
          Associate Department Head and Program Leader, Education and Communication
          Texas A&M University

Allison Nichols (Northeast Evaluator) Evaluation Specialist
          West Virginia University

Lisa Townson (Northeast Director), Associate Director, Program Support
          University of New Hampshire

Ntam Baharanyi (1890 Director), Assistant Administrator
          Tuskegee University

Tyrone P. Miller, Jr. (1890 Evaluator), Asst Professor - Leadership & Organizational
          Development
          Tennessee State University

Michael Ouart (North Central Director), Vice Provost for Extension & Professor of
          Animal Sciences, University of Missouri Extension

Scott A. Chazdon (North Central Evaluator), Evaluation & Research Specialist
          University of Minnesota

Judith Barth (Western Evaluator), Director, Operations
          Colorado State University Extension

Deborah J. Maddy (Western Director), Associate Provost and Associate Director
          Extension Service, Oregon State University

Suzanne Steel (Liaison from ACE), Assistant Director, Communications
          The Ohio State University

Ronald A. Brown, Ex-Officio, Executive Director, Assoc. of Southern Region Extension
          Directors, University of Mississippi

Nancy H. Bull, Ex-Officio, Executive Director, NE Cooperative Ext. Directors
          University of Connecticut

Back to contents
ECOP National Task Force on Health
Report to the Cooperative Extension Section
Michelle Rodgers, Chair
November 2014

Cooperative Extension Focuses on Health and Wellness
A Chronology of Actions as of 10.15.14

November 2012
ECOP Announces National Task Force on Health – See
https://www.aplu.org/document.doc?id=4217 for a summary of the task force goals and

March 2014
PBD votes for change in Joint COPs approach – A work session will focus on Healthy Food
Systems, Healthy People. See http://www.aplu.org/document.doc?id=5254 for minutes of the
meeting. ECOP will provide leadership for a planning team from all sections of the BAA and the
BoHS to develop the agenda. The theme Healthy Food Systems, Healthy People evolved from a
letter (see attached) from ECOP to the PBD requesting time on the agenda to review the work of
the ECOP National Task Force on Health.

March 2014
ECOP Accepts Health Task Force Report – The report of the ECOP National Task Force on
Health https://www.aplu.org/document.doc?id=5134 was accepted. ECOP supported the
recommendation to launch an implementation team for Cooperative Extension health and
wellness programming and resource development.

June 2014
National Health Outreach Conference Planning Committee Launched – Adopting the
recommendations of the Task Force Report to reframe the conference to follow the six priorities,
the theme for May 6-8, 2015 conference in Atlanta, GA, is Promoting Connections to Create
Healthy Individuals, Families and Communities. Workshops will focus on integrated nutrition,
health, environment, and agricultural systems; health literacy; chronic disease prevention and
management; positive youth development for health, and health policy issues education. A pre-
conference workshop on health insurance literacy also is being planned. For more information,
see https://www.facebook.com/NationalHealthOutreachConference.

July 2014
Joint COPs Healthy Food Systems, Healthy People –The joint work session engaged all
sections of the BAA, together with the BoHS to set priorities, identify funding sources, and make
a recommendation to the PBD.
July 2014
ECOP to establish health and wellness implementation team – ECOP accepted the recommendation by the ECOP National Task Force on Health to establish an implementation team.

July 2014
PBD votes to establish health steering committee – As a result of the recommendations flowing from the Joint COPs meeting, the PBD voted to establish a Healthy Food Systems, Healthy People Steering Committee. The purpose of the committee, operating with leadership by the BAA and the BoHS, is to develop a broad-based initiative for which funding will eventually be sought. The current emphasis by the BAA is water security.

October 7, 2014
Steering Committee Meets -- This was the inaugural meeting of BAA-BoHS Healthy Food Systems, Healthy People Steering Committee, chaired by Richard Linton and Christine Ladisch. Celvia Stovall represented the Cooperative Extension Section on the call. Rick Klemme also is a representative from Extension. The purpose of the steering committee is to develop a broad-based, integrated initiative to guide programming for which funding will be sought in FY 2017. The discussion moved in the direction of focusing on “Nutrition, Health, Environment, and Agricultural Systems” with related subgroups. The ECOP effort to establish an implementation team, especially focused on the other priority areas outlined in the “Cooperative Extension’s National Framework for Health and Wellness” was acknowledged. A report will be provided to the Policy Board of Directors at its meeting in early November.

October 14-15, 2014
ECOP Proposes Complementary Committee – Rick Klemme and Celvia Stovall will co-chair the ECOP Health Oversight Committee, which will be complementary to the BAA-BoHS Steering Committee. Working through issue teams on health literacy, healthy insurance literacy, chronic disease prevention and management, positive youth development for health, and health policy education, the ECOP effort will focus on program development, implementation, and evaluation. ESCOP will ask research colleagues to be involved in this implementation work.
ECOP Personnel Committee
Report to the Extension Section
Fred Schlutt, University of Alaska Fairbanks – Chair of Excellence in Extension Awards Committee

Excellence in Extension Awards

We received and evaluated 16 nominations for the Excellence in Extension Award. The number of applications by region (a) and the winning applicants (b) are listed below along with a “recognition” statement (c) headlining the national and each regional winner’s program:

1890s
a) 3 nominations
   b) Henry English, University of Arkansas at Pine Bluff
   c) In recognition of outstanding leadership and support of small farm and socially disadvantaged farmers in Arkansas and in the Southern Region.

North Central
a) 4 nominations
   b) Rick Funston, University of Nebraska-Lincoln
   c) In recognition of a Cooperative Extension Specialist, for providing outstanding national leadership for work in beef systems/heifer management systems.

Southern
a) 4 nominations
   b) John S. Jacob, Texas A&M University
   c) In recognition of your expanding university engagement and Extension education programming to address urgent and emerging urban development issues.

Western
a) 2 nominations
   b) Madeleine Sigman-Grant, University of Nevada, Reno
   c) In recognition of outstanding leadership and community partnership for children’s and women’s health nutrition.

North East
a) 3 nominations
   b) Richard W. VanVranken, Rutgers University
   c) In recognition of outstanding leadership and innovation in identifying ethnic specialty crops production and marketing opportunities.

National Winner
a) From the North Central Region
   b) Robert L. Kallenbach, University of Missouri
   c) In recognition of a Cooperative Extension Specialist leadership, scholarship and innovative programming in livestock and forage systems.

In the coming year the committee will be modifying the rules for the Excellence in Extension award to ask each application to clearly document the impact of their programs on Extension clientele.
During this year, the Program Committee has worked on two primary issues. One was to follow up the work of 2012-2013 to establish an online impacts database by developing a recommendation for a joint Cooperative Extension Section/Experiment Station Section committee to provide guidance to development of the impacts database and to encourage its use. The other was to explore the relationship between the National Urban Extension Conference and the National Urban Leaders Network.

**National Impacts Database**
The current National Impacts Database NIDB committee, chaired by Dr. Tim Cross, is an ad hoc committee that grew out of a joint meeting of the ECOP Program Committee and the Measuring Excellence in Extension team. With the inclusion of the Experiment Station section, it is timely to establish a joint standing committee to guide the further development of the NIDB.

The Program Committee developed a recommendation that ECOP take the initiative to create a new joint ECOP/ESCOP National Impacts Database Committee (NIDC), with the charge to monitor and advise the development team on the refinement and implementation of the database and the public-facing website, provide updates to ECOP and ESCOP as needed, encourage necessary training on how to use the database, promote use of the NIDB by Extension and Research, and publicize use of the information on the website. (See attachment #1 below). At the October 2014 meeting of ECOP, this proposal was adopted by ECOP and transmitted to ESCOP for their consideration in November 2014. Assuming its approval, the National Impacts Database committee will be a joint standing committee of ECOP and ESCOP. In the interim, considerable work has been done on the database and it now includes more than 700 Extension impacts and more than 200 research impacts. The Academic Programs section was invited to join with CES and ESS, but declined.

**Urban Extension**
In response to a question raised within the CES of whether current national Urban Extension initiatives were competitive or complementary, the Program Committee explored the issue. A background paper (see Attachment #2 below) was developed, with a focus on the National Urban Extension Conference, held on a biennial basis and the National Urban Leaders Network (NULN), which meets a couple of times per year. At first glance it appears that the two are complementary, but members of the Program Committee explored in more detail the following two questions:

- Are national urban Extension activities competitive or complementary?
- Is there action that ECOP needs to take to encourage and support effective work of urban Extension programming at the national level?

At the October 2014 ECOP Program Committee meeting, it was concluded that the two organizations are, indeed, complementary. Since the NULN is a relatively new group, it was recommended that ECOP consider inviting a representative of the group to attend the spring 2015 ECOP meeting to update the group on actions and plans. ECOP endorsed the idea of a representative meeting with the Program Committee to further acquaint ECOP about the details of the NULN.

Additional activity of the ECOP Program Committee during 2014 included the following:
1. The ECOP Program Committee recommended that the chairs of the Program and Personnel Committees join the committee that is planning for NEDA 2015; ECOP concurred. Ideas for program
topics for NEDA 2015 from these two committees will be summarized by Chairs of the Committees and shared with the planning committee.

2. During 2015, the Program Committee will develop recommendations about program priorities that best fit a private fund-raising effort.

Proposal to ECOP Regarding the National Impacts Database

Background
In 2012, the ECOP Program Committee (ECOP-PC) recommended that the Cooperative Extension Strategic Opportunities be used to categorize reports of CE impacts and that they be housed in a database, along with the Measuring Excellence in Extension database which is managed under contract by Scott Cummings, Texas A&M AgriLife Extension.

With increased interest in impacts across the land-grant system, the ECOP-PC and the Measuring Excellence in Extension (MEiE) Implementation Team, chaired by Mary Jane Willis and Joe Zublena, respectively, held a joint meeting in August 2013 with one focus being how best to move forward on an impacts database. With some interest expressed by representatives of the Experiment Station section and NIFA, Willis and Zublena invited individuals from NIFA, the Experiment Station section and others to the August meeting.

Based on interest shown, an ad hoc National Impacts Database Committee (NIDC) was appointed by Willis and Zublena to advise regarding a public-facing website for the impacts database that would represent Extension and other sections. The committee included Tim Cross (Chair), Tom Coon (ECOP-PC), Eric Young and Bill Brown (Experiment Station representatives), Jenny Nuber (K-Global), and Faith Peppers (Communications). Consequently, the MEiE Implementation Team, the NIDC, and to a lesser extent, the ECOP-PC have been involved in advising and monitoring the development of the database and the design of a public-facing webpage to portray Extension and Research impacts to legislators and staff, media representatives, and others. While this varied input has been valuable, focused, representative and unified effort will improve implementation and refinement of the database and website.

Proposal
It is proposed that ECOP consider taking the initiative to create a new joint ECOP/ESCOP National Impacts Database Committee (NIDC), allowing the ECOP-PC and the MEiE Implementation team to focus on ECOP program issues and the MEiE database, respectively. The proposed charge to the new committee is to monitor and advise the development team on the refinement and implementation of the database and the public-facing website, provide updates to ECOP and ESCOP as needed, encourage necessary training on how to use the database, promote use of the NIDB by Extension and Research, and publicize use of the information on the website.

It is further recommended that the following points be considered regarding this new committee.

1. That the committee be charged as a joint committee by the Chairs of ECOP and ESCOP and report to ECOP and ESCOP.

2. That the committee include the roles outlined below, that currently serving members of the ad hoc NIDB committee fill appropriate roles, and that vacancies be filled by appointment by the Chairs of ECOP and ESCOP:
a. Two Director/Administrator-level representatives from the Extension Section
   i. Tim Cross
   ii. Michael Ouart

b. Two Director/Administrator-level representatives from the Experiment Station Section
   (one of whom serves as AA for NRSP-1)
   i. Bill Brown
   ii. Vacant

c. One representative from K-Global
   i. Jenny Nuber

d. One representative from the MEiE Implementation Team
   i. Joe Zublena

e. One representative of Multistate Research Impacts Initiative
   i. Sarah Lupis

f. One Land-grant Communications representative
   i. Faith Peppers

g. One Land-grant Evaluation representative
   i. Vacant

h. One NIFA representative to serve in a liaison role
   i. Vacant (recommend head of NIFA Planning, Accountability and Reporting)

i. One Extension and one Research ED to serve as ex officio members/staff
   i. Ron Brown
   ii. Eric Young

3. That the new committee be co-chaired by a director/administrator of Extension and a director of Research and that Tim Cross, chair of the current committee, be the Extension co-chair.

4. That this NIDC be charged for a 3-year term beginning upon ECOP/ESCOP approval, and that at the approximate 2.5 year point, the committee provide a written report to ECOP and ESCOP with recommendations regarding if and how monitoring and improvement of the database should be provided. If a standing committee is recommended, the report should include guidance on terms, rotation, composition and operation.

____________________________________

Attachment #2

Status of Urban Extension Programming
ECOP Program Committee, August 2014

A question has been raised about whether the Cooperative Extension System has complementary or competing urban activities at the national level. In particular, this concerns the National Urban Extension Conference, which has been held on a biennial basis for a decade or so, and whether others are scheduling competing conferences. This also raises the question of how can ECOP better facilitate an efficient, effective, and responsive structure for communication on critical issues and opportunities without it becoming a bureaucratic structure?

Based on a cursory review of online resources and a few emails and phone calls, it appears that known national urban activities/events are complementary rather than competitive.

At the national level, urban programming includes:
The National Urban Extension Conference – a biennial conference with historical leadership from the North Central Region and most frequently held in the NC region. It is scheduled to be held in Atlanta, GA in 2015 (http://urbanextension2015.com/). Typically, about 250-300 people attend this national conference. The 2015 planning group for the local part of the conference (hotel, meals, tours etc.) is composed of Georgia Extension personnel. However, the administrative/program track has a nationwide planning committee made up of several Extension urban leaders from across the country. Also the seminars and posters are peer reviewed by a national panel of Extension professionals. Leadership for this conference seems to be provided by an unofficial working group of Extension leaders who have a passion for urban Extension programming.

The National Urban Leaders Network (NULN) – this group has a shorter history, with a beginning in Pittsburgh in December 2013. Twenty-one individuals from 14 states and 4 geographical regions gathered in Pittsburgh on December 2 - 4, 2013 to discuss opportunities for Urban Extension and to formalize a network of Urban Extension leaders. Penn State hosted the meeting at their Penn State Center in downtown Pittsburgh. The group worked on an action plan designed to elevate the visibility of Urban Extension on three fronts - locally, institutionally and nationally - based on the belief that the Extension model is uniquely qualified to assess issues-oriented urban needs, develop science-based programs to address those needs, and provide meaningful delivery that will have demonstrated impact. A focused Urban Extension delivery would greatly complement the rural/agricultural efforts of Extension while providing new audiences, increasing funding opportunities and offering a greater diversity of collaborations for universities.

Although done on an unofficial basis, this group is heavily involved in and supportive of the biennial National Urban Extension Conference. They view the NUE conference as a productive biennial event and view the NULN as a more consistent, on-going communication linkage for Extension personnel involved in urban programming. Following the Pittsburgh meeting, the NULN met June 2014 in St. Pete, FL and plan to meet in San Antonio in December 2014.

At the June 2014 meeting, the group polished the action plans that were created in Pittsburgh and modified over the intervening months. There was a push to move forward with implementation of these plans, outlining specific deliverables and schedules for these deliverables. Action Teams were formed to provide leadership for implementing each of the five action plans across the participating states:

- Communications
- Resources
- Stakeholders
- Policy
- Professional Development

Some of the national goals of these plans are to:

- Establish an effective and efficient communication network to facilitate communication among all NULN members
- Inventory staff assets and cross reference with community needs for program match
- Identify cost recovery efforts and disseminate these success stories throughout the Urban Network
- Strengthen relationships w/ local governments (county and metro)
• Create and expand new relationships and funding at the federal level
• Develop successful systems for recruiting, hiring and onboarding Urban Extension Staff
• Develop successful systems for formal and informal training and updating of current Urban Extension Staff
• Develop regional urban extension position papers and urban extension plans that foster collaboration among the land grant universities within the region
• Build the national support within Extension that leads to alternative funding
• Develop and promote urban experiment stations and satellite centers/institutes/stations

One of the major topics discussed at the June meeting was engaging more Land-grant universities in the National Urban Leaders Network. The entire group has agreed to reach out to their university leadership and their colleagues in urban extension.

The group spent some time discussing organizational structure. Twelve people volunteered to serve on a Steering Committee to provide direction to the group. The Steering Committee will participate in monthly conference calls and follow up with the Action Teams to ensure the deliverables are being produced in a timely fashion. The consensus of the June 2014 group was that the time is right for the Land Grant Universities to expand their urban extension efforts. While many great urban extension programs are being implemented across the nation, there is a strong need for a network that can promote the sharing of ideas among urban extension professionals.

At the state and regional levels, there are varying degrees of urban Extension activity. Some states have specific programs, centers and other structures to serve urban audiences. Regionally, the Western region formed an Urban committee and produced two well-documented white papers in 2008 and 2010 (http://extension.oregonstate.edu/weda/reports-publications). For several years, the Southern region has held an Urban Pre-conference in association with its joint summer meeting (http://srpln.msstate.edu/conferences/14pln/info.html).

*Respectfully submitted by Jon Boren, Chair, ECOP Program Committee. Committee members are: Jon Boren, Mary Jane Willis, Michael Ouart, Tim Cross, Mark Latimore, Dennis Calvin, Linda Fox, and Susan Crowell.
Summary of Current Accomplishments

APLU Annual Meeting: BoHS Awards will be presented at the “Celebrating Excellence in the Human Sciences” breakfast at the APLU Annual Meeting November 3, 2014 at the Hilton Bonnet Creek Hotel in Orlando, Florida. Outstanding Engagement recipient 2014 is David Riley, Professor in Human Development and Family Studies, University of Wisconsin-Madison. The BoHS Ellen Swallow Richards Public Service Award honors a nationally recognized leader who has a significant history of promoting and advancing the Human Sciences. The 2014 Ellen Swallow Richards Public Service Award will be presented to to Ms. Barbara Thompson, Director of the Office of Family Policy/Children & Youth/Special Needs in the Office of the Deputy Assistant Secretary of Defense for Military Community & Family Policy.

BOHS is sponsoring the APLU session Entrepreneurial Approaches to Feeding the World, Mon. Nov. 3, 3:30-5:00 pm, June Henton, Auburn University, BOHS, moderating. Panel presenters are: Gavin Armstrong, President and CEO, Lucky Iron Fish and Fellow, Hunger Solutions Institute, Auburn University; Cody Sanders, Thought for Food University Relations Strategist; Dr. Adam Little, Director of Innovation and Strategic Partnerships, LifeLearn and Fellow, Hunger Solutions Institute, Auburn University; Lauren Little, MBA Candidate and Fellow, Hunger Solutions Institute, Auburn University; Kristin Walter, Co-founder and Executive Director, Feel Good; and Edward J. Silva, Co-Founder, Henlight and Program Manager, UC Davis Sustainable AgTech Innovation Center.

Emerging Leader Award: Nominations due by October 8, 2014 to recognize an individual who has demonstrated significant potential, as a new administrator in academia or extension, making outstanding contributions to the family and consumer sciences/human sciences profession.

Joint COPS Update: BoHS was well represented at the Joint COPS Meeting Healthy Food Systems, Healthy People in San Diego, CA on July 21-23, 2014. In fact, a number of BoHS members serving as table captains/spokespersons. Tammy Bray, BOHS, gave an excellent presentation providing preliminary background on health conditions and needs in this country, the need for strategic partnerships to address this grand challenge, and how Human Sciences is primed to be an integral part of the solution.

Upcoming Plans for the rest of 2014
Future meeting: Joint BoHS and Council of Administrators of FCS (CAFCS) will be focused on "Embracing Diversity in a Competitive Global Society." The conference convenes in Washington, DC, Wed. at 1:30 pm on March 4 and concludes on Friday, March 6th.

The FCS Collaboration Partner Representatives was formed to explore and discuss a "next generation" model of collaboration across the family and consumer sciences community of organizations. Three co-chairs were selected who represent the Board on Human Sciences, National Association for State Administrators for Family and Consumer Sciences, and the USDA/NIFA Division of Family and Consumer Sciences http://www.thebohs.org/fcs_alliance.aspx.
Experiment Station Committee on Organization and Policy
2014 Report to ECOP

Clarence Watson - Director, Arkansas Agricultural Experiment Station

Summary of Current Accomplishments

- ESS Section meeting: The ESS/ARD Meeting and Workshop took place September 30 – October 2, 2014 at Jekyll Island, GA. Dr. Bob Shulstad (GA) will be the new ESCOP Chair.

- Multistate Research Award for Excellence: The following regional winners were nominated for the 2014 National Multistate Research:
  - NCERA197: Agricultural Safety and Health Research and Extension
  - NE9: Conservation and Utilization of Plant Genetic Resources
  - W2128: Microirrigation for Sustainable Water Use
  - S1049: Integrated Management of Pecan Arthropod Pests in the Southern U.S.

The winner (W2128) will be recognized at the APLU meeting in Orlando.

- ESS Excellence in Leadership Award will be presented at the APLU for the first time in 2014. The award was established to recognize those who have served the Regional Associations, the Experiment Station Committee on Organization and Policy (ESCOP), the Experiment Station Section (ESS) and/or the national Land-grant System with exemplary distinction. Up to five awards, one from each ESS region, will be presented each year. 2014 winners are
  - Dr. Carolyn Brooks, Executive Director, Association of 1890 Research Directors
  - Dr. Colin Kaltenbach, Dean and Director Emeritus, University of Arizona
  - Dr. Arlen Leholm, Executive Director (retired), North Central Regional Association
  - Dr. Bruce McPherson, Dean and Director (former), Pennsylvania State University; VicePresident and Dean (current), The Ohio State University
  - Dr. Craig Nessler, Director, Texas A&M AgriLife Research.

- The Budget & Legislative Committee has conducted a survey of the Experiment Station directors to determine the priority level of each NIFA budget line under Research, Integrated, and Higher Education Activities. AFRI and the four research capacity lines received the highest priority ratings. Hatch funding was the top rated priority. ESCOP has endorsed the B&L Committee recommendation to bring forward a “Large Ask” on Water Security based on the Water Working Group efforts.

- National Research Support Program: The National Research Support Program (NRSP) provides off the top funding in support of research. For FY 2014 there are seven NRSPs funded for a total of $1.75 million. Current NRSP projects (Termination date):
  - NRSP-3: The National Atmospheric Deposition Program (NADP) (2014)
  - NRSP-7: A National Agricultural Program for Minor Use Animal Drugs (2014)
NRSP-8: National Animal Genome Research Program (2018)
NRSP_temp321: Database Resources for Crop Genomics, Genetics and Breeding Research (proposed 2018)

Renewing projects for NRSP-3 (5-year), NRSP-7 (1-year), and NRSP-1 (3-year) were approved as well as approval of new project NRSP_temp281.

Status of NRSP-7 Minor use Animal Drug Program: The project has requested a one year budget (NRSP-RC approved $325,000) which does not provide for program sustainability and is insufficient to cover a single drug approval. This may be a terminal year for the project unless they are successful in obtaining additional funds. At this time, the amount of money coming to the project is insufficient to cover the cost of a single drug approval. The NRSP-7 Committee has developed a request for approximately $6 m which would provide realistic support for the project. Unfortunately, it is difficult to rally the diverse stakeholder groups e.g. sheep, goats, llamas, catfish, deer, etc. There is language in the Farm Bill that authorizes this type of program. They intend to spend the year exploring alternative funding options and bolstering stakeholder support for a proposal that would provide realistic funding.

The NRSP-1 project requested an early termination in 2014, and a 3-year renewal project has been submitted. This will allow for the added time required to redesign and relocate the NIMSS system for managing Multistate projects, as well as address the increased budget requirements associated with this. The system has had limited functionality in 2014 following a security breach on the server at the host institution. A proposed 3-year contract for design will be voted on as part of the renewal.

- Impact Database Update: The Extension/Research impact database is active at landgrantimpacts.org. The web site’s homepage search capability is still being developed to allow public users to search on any input field (ex. research or extension, institution, state, funding source, challenge area, etc) as well as a free text search. Also, the home page has six broad integrated categories and tags under those categories that will allow a user to narrow their search by subject matter. These categories and tags were derived from an integration of the goals and objectives from the ESCOP’s Science Roadmap and ECOP’s Strategic Opportunities documents.

- Futuring Steering Committee: Mike Hoffman (Cornell) has been appointed the ESCOP representative to the committee. He is also serving as the current Chair of the committee.

- Capital Infrastructure Task Force: Sonny Ramaswamy has requested an estimate of the backlog of capital infrastructure needs among APLU institutions. ESCOP was asked to coordinate a process to develop such an estimate. A Capital Infrastructure Task Force with representation from all elements of our system was appointed with the charge to work with Sightlines to design a survey to collect information to allow Sightlines to extrapolate capital infrastructure needs on our campuses.

The Committee worked with Sightlines in the development of a survey proposal. The proposal with a price tag of $100,000 was presented to the Policy Board of Directors at their March meeting. The Committee has been asked to prepare a plan for funding this project through assessments from the participating institutions. A funding plan was approved by the PBD at their July meeting.

- ESCOP leadership recently hosted the a NAREEE meeting to showcase research programs similar to the meeting previously hosted by ECOP. The presentation was well received.
Council continues to grow investment in Cooperative Extension’s high quality 4-H programs

National 4-H Council achieved $38.9 million in overall revenue for fiscal year 2014. Successes include:

- $2 million renewal from Wal-Mart to reach youth across 30 states with the Youth Voice: Youth Choice nutrition program
- $2 million from first-time Council investor Con Agra Foods Foundation to launch the 4-H Food Smart Families in five states
- $1.95 million commitment from Tractor Supply Company over three years, which includes the continuation of the Paper Clover campaign; this cause retail campaign achieved significant gains in 2014; raising $1.4 million in FY 2014 compared to $1 million in FY 2013
- The fifth annual 4-H Legacy Awards, held on April 3, celebrated record-breaking attendance and revenue—raising nearly $700,000

Council Awarded $9.8 million to support the National Mentoring Program

The Department of Justice’s Office of Juvenile Justice and Delinquency Prevention (OJJDP) has awarded Council $9.8 million for Cooperative Extension 4-H programs that assist at-risk, high-risk and underserved youth and families. This award increases funding by 36% over last year’s $7.2 million award. Special thanks to Trustee Delbert Foster for his support in securing this critical 4-H funding.

4-H and Cooperative Extension are Front and Center on Capitol Hill

In April, National 4-H Council thanked Congress and the Office of Juvenile Justice and Delinquency Prevention for their support of positive youth development during a Congressional Breakfast on Capitol Hill. The breakfast received a great response from Congressional leaders, including 10 who are 4-H alumni and know the power of positive youth development first hand. During the breakfast, Dr. Mario Molina, president and CEO of Molina Healthcare, also announced findings from the National 4-H Council and Molina Healthcare Teens Take on Health report to the nation, a first-of-its kind, teen-led research study of nearly 1,000 youth ages 13 to 19.

4-H’s social media presence ahead of other youth-serving organizations

Outreach drove more than 1,000 stories and more than 300 million media impressions since January 1, 2014—more than triple the same period in 2013.

- 4-H social footprint is 43% above its nearest competitor in terms of size (Boy Scouts)
- 4-H’s Facebook page surpassed 500,000 fans (30% up from prior year)
New Trustees Bring Leadership and Vision to Council’s Board

Three new Trustees were inducted: Steve Barbarick, Executive Vice President, Merchandising and Marketing, Tractor Supply Company; Dr. Nick Place, Dean and Director, University of Florida/IFAS Extension, and Jennifer Whitlow, Vice President, Corporate Communications, Lockheed Martin Corporation.

Council Forms Strategic Partnership with the United States Hispanic Chamber of Commerce

Council CEO Jennifer Sirangelo and USHCC CEO and 4-H alumnus Javier Palomarez signed a memorandum of understanding during a special luncheon and ceremony at the National 4-H Youth Conference Center in Chevy Chase, MD on August 20th. The new alliance will support providing new and underserved youth and adults with access to 4-H programs.

Trustees, Extension Leaders Advance Council Growth Strategy

Trustees Cathann Kress (Iowa State) and Delbert Foster (South Carolina State) hosted an Extension Advisory Session on June 2-3 in Chicago with more than a dozen Extension leaders from 12 states. Discussion at this listening session focused on Council's goal to grow Cooperative Extension's capacity and capability to reach new and underserved audiences with 4-H. Extension leaders from Texas, Florida, Illinois, Michigan, Iowa, South Carolina, Oregon, Virginia, North Carolina, New York, Nebraska, and Kansas provided input to Council's Board of Trustees and its Strategic Planning Committee.

4-H Science Ready for Take Off

4-H National Youth Science Day is set to take off on October 8, 2014 at the Koshland Science Museum, Washington, D.C., with the help of "Rockets to the Rescue," the national science experiment designed by University of Arizona Extension. In addition to young people completing the experiment that day, a VIP/thought leadership discussion will focus on closing the STEM skills gap. Panelists will include representatives from NASA, the President's Council of Advisors on Science and Technology, Lockheed Martin and Change the Equation. 4-H NYSD is one of the most important opportunities 4-H has on a national scale to promote 4-H Science & STEM activities that take place across Cooperative Extension and the land-grant universities.

New Outreach to 4-H Professionals

4-H National Headquarters at NIFA/USDA and National 4-H Council are working together to strengthen their engagement with state and local 4-H professionals, including:

- **4-H Professionals News & Notes** – a weekly digest of national updates with links to learn more; emailed directly to you. Subscribe at www.4-H.org/newsletters.
- **4-H Professionals Blog** – Learn more about national 4-H programs and services and interact with your national 4-H partners by commenting on posts: www.4-H.org/ProfessionalBlog.
- **National 4-H Partners Virtual Town Halls** – Virtually meet with your National 4-H leadership. Hear updates and ask questions as they listen and learn from you.
Farm Bill Update
The 2014 Farm Bill allowed NIFA to resume several mandatory funding programs that this group is already familiar with and NIFA is successfully implementing all of them. The three of greatest likely interest to experiment station directors are:

- Organic Agricultural Research and Extension Initiative ($20M in 2014)
- Beginning Farmer and Rancher Development Initiative ($20M in 2014)
- Specialty Crops Research Initiative ($80 in 2014, $25 million of which is the Citrus Disease Research & Extension Program)

NIFA announced on September 29th that it awarded $19 million in grants to 19 projects in 16 states through OREI.

This included grants to the following Land Grant Universities:

- University of Georgia,
- University of Illinois
- Purdue University
- Iowa State University
- University of Maine
- University of Missouri
- Cornell University
- North Carolina State University
- The Ohio State University
- Oregon State University
- Penn State University
- Utah State University
- University of Wisconsin

NIFA expects to make an announcement regarding over $51 million in SCRI grants in the immediate future.

The Citrus Disease Research and Extension Program and the Beginning Farmers and Ranchers Development Program will be announced by the end of the calendar year.

The week of October 20th the NAREEE Board Specialty Crop Committee is meeting in Washington, DC to hear a report on this year’s program and to formulate recommendations for implementation of the FY 2015 SCRI that falls outside the Citrus Disease Research and Extension Program.

Additionally, the Farm Bill allowed resumption of several other programs that are smaller and/or might be of

- Biomass Research and Development Initiative ($3M in 2014)
- Biodiesel Education Program ($5M in 2014)
- Agriculture Risk Management Education Program ($5M)
- Community Foods Competitive Grants Program ($5M in 2014, but that program will go to $9M in 2015)
Additionally, NIFA was assigned a new program, the Food Insecurity Nutrition Incentive (FINI). On September 29th, NIFA released the FINI RFA for more than $31 million in funding with the goal of improving the health and nutrition of participants in the Supplemental Nutrition Assistance Program (SNAP), by providing incentives to increase the purchase of fruits and vegetables. This RFA represents FY2014 and 2015 funding for the program. Applications are requested in each of the following three categories: (1) FINI pilot projects (awards of less than $100,000 over one year); (2) multi-year, community-based FINI projects (awards of less than $500,000 over no more than four years); and (3) multi-year, FINI large-scale projects (awards of $500,000 or more over no more than four years).

The Farm Bill also contained several new provisions for NIFA to implement in its existing programs. Two that may be of particular interest to this group: Section 7214 (Centers of Excellence) and Section 7404 (Commodity Boards). The former requires NIFA to recognize and give priority to applications from “Centers of Excellence” in all of its research and extension competitive grant programs. In preparation, NIFA held web-based listening sessions to solicit stakeholder input on July 17th and 24th. These were coupled with written comment solicitations. The input we received will help develop a process to set the priorities and scope for the Centers of Excellence. The feedback will also help ensure a process to consistently provide priority consideration for the Centers in competitive research and extension funding.

NIFA will hold similar electronic listening sessions and written comment solicitations as it prepares to implement the Farm Bill’s Commodity Boards provision. Section 7404 of the Farm Bill requires that the NIFA establish procedures, for Commodity Boards with mandatory check-off programs can submit ideas for RFAs to NIFA. If NIFA accepts these ideas and incorporates them into the AFRI RFA process, the commodity board would be required to provide matching funds for any grant funded as a part of the program. Presumably, some of your scientists would be applying for these RFA’s whose awards would be jointly funded by NIFA and a commodity boards.

NRC AFRI Review Report
In 2012, the National Institute of Food and Agriculture (NIFA) requested the National Research Council (NRC) examine its flagship competitive grants program, the Agriculture and Food Research Initiative (AFRI). The purpose of NIFA’s request for the study was to determine the quality and value of the research funded by the program, and to examine its overall effectiveness in advancing science. On Sept. 9, 2014, the NRC released its report.

NIFA appreciates and acknowledges the Council’s recommendations that identified a number of opportunities for improvement, implementation, and long-term success of AFRI, which are in line with NIFA’s own analysis and actions during the last two years. NIFA will thoroughly evaluate the report’s findings, conclusions, and recommendations, develop a strategy for improvement, and communicate the agency’s progress to the public and its stakeholders on a recurring basis.

In its commitment to continuously improving the effectiveness and management of AFRI, NIFA has already undertaken many improvement actions to date since AFRI was established. Key steps include:

1. Realigning programmatic and operational functions to allow for more efficient and effective delivery and oversight of programs and services by designating Associate Directors for Programs and for Operations;
2. Developing and executing a new Strategic Plan;
3. Rebalancing of the AFRI portfolio resulting in significant changes in funding to the Challenge Areas and Foundational Areas;
4. Making significant improvements to NIFA’s Reporting Systems and reliance on Knowledge Discovery Tools, such that output and outcomes data are more easily accessible and allows better priority setting and management of programs;
5. Modernizing Grants Management;
6. Improving and flattening the grants process associated with AFRI;
7. Streamlining AFRI’s request for applications to provide applicants with a consistent, user-friendly process;
8. Strengthening NIFA’s strategic interagency collaborations with the National Science Foundation, National Institutes of Health, Department of Energy, National Aeronautics and Space Administration, Food and Drug Administration, and National Oceanic and Atmospheric Administration, to leverage funding for basic and applied food and agricultural sciences.

In addition to the many steps already taken, future planned improvement steps include a planned, comprehensive review of all AFRI programs to ensure that investments strategically address Congressional priorities, science needs and gaps, and stakeholder input and concerns. AFRI grants will undergo a well-designed, externally-driven evaluation every four years. These actions and further refinements will ensure that AFRI is administered in a transparent, strategic, consistent, predictable, and manageable manner.

REEport Update
The new process for reporting on the REEport Financial Report (formerly known as the CRIS AD-419) is being completed now and is scheduled for release for Land-Grant Universities to submit their Capacity Grant project financial reports which are due before or by February 1, 2015 for all Capacity Projects active in FY 2014.

Also, the new REEport Financial Report will also be completed by all new non-Capacity grant projects awarded beginning October 1, 2014. These will come due on after the anniversary date of the project. Thus, the first ones will be due on FY 2015 grants, during FY 2016. This has been written into all terms and conditions for new awards made beginning October 1, 2014.

Adam Preuter of the PARS staff will be presenting on this new process at the regularly scheduled Thursday October 9th NIFA Reporting Web Conference at 2:00 pm. Link to the conference: [http://nifa-connect.nifa.usda.gov/rwc10092014/](http://nifa-connect.nifa.usda.gov/rwc10092014/)

NIFA Leadership
On October 5, 2014, Dr. Robert Holland will begin his new duties as the NIFA Associate Director for Operations. This position has line responsibilities for providing leadership for effective and efficient management of the NIFA operations including all federal assistance programs and NIFA’s information technology systems.

Dr. Holland has been serving as the Deputy Director, Institute of Food Safety and Nutrition (IFSN), at NIFA since August 1, 2011. Prior to joining the agency, Bob served as the Chair of the Department of Large Animal Clinical Sciences and the Director of the Large Animal Veterinary Teaching Hospital, College of Veterinary Medicine, at the University of Tennessee in Knoxville from January 2005 until February 2011. Prior to this, he served as the Chair of the Department of
Veterinary Diagnostic and Production Animal Medicine at Iowa State University. Dr. Holland has also held positions at Michigan State University and Virginia-Maryland Regional College of Veterinary Medicine. Before assuming university leadership roles, he was extensively engaged in food safety, environmental quality, and dairy production medicine research. Dr. Holland received his B.S. Degree from Virginia State University, D.V.M. degree from Tuskegee University, and M.S. in large animal clinical sciences from Michigan State University. Dr. Holland also completed a residency and a postdoctoral educational fellowship at Michigan State University.

Dr. Meryl Broussard will continue in his duties as Associate Director for Programs. This position provides leadership for the four NIFA programmatic institutes, the Center for International Programs, and the Planning, Accountability and reporting staff.

On August 10, 2014, Dr. Parag Chitnis began his tenure as the NIFA Deputy Director leading the agency’s Institute of Food Production and Sustainability. Parag succeeds Dr. Deborah Sheely, who recently transitioned to the University of Rhode Island.

Dr. Chitnis joins NIFA from the National Science Foundation (NSF) – Division of Molecular and Cellular Biosciences, where he has served as Division Director, Deputy Division Director, and Program Director. As the Division Director, Dr. Chitnis was responsible for an annual budget of approximately $125 million in research grants. In addition to leading the Division, Dr. Chitnis has managed many inter-directorate programs at NSF, developed collaborations with agencies in other countries, and represented NSF in several interagency activities, such as National Science Advisory Board on Biosecurity (NSABB) and the Nanoscale Science, Engineering, and Technology (NSET) Subcommittee of the National Science and Technology Council (NSTC).

Prior to joining NSF, Dr. Chitnis was a professor in the Department of Biochemistry, Biophysics, and Molecular Biology at Iowa State University, and was an Assistant Professor in the Division of Biology at Kansas State University. As a researcher at these universities, he received over $4 million in research grants from Federal and private sources including funding from NIFA (formerly CSREES). Dr. Chitnis also authored over 100 peer-reviewed or invited publications and mentored 25 undergraduate students, 13 M.S. and Ph.D. students, and six post-doctoral fellows.

Dr. Chitnis has a B.Sc. in Botany/Plant Breeding from the Konkan Agricultural University in India, a M.Sc. in Genetics/Biochemistry from the Indian Agricultural Research Institute, and Ph.D. in Biology from the University of California at Los Angeles. He was a post-doctoral fellow in the Department of Biochemistry at the Roche Institute of Molecular Biology prior to serving on the staff there as a research associate.

Capacity Grants RFA Early Release and FY 2015 Budget
Recently, NIFA released RFAs for most of the FY 2015 Capacity funding programs. These releases represent the vast majority of formula-based capacity funding managed by our agency. I’ll say a few words about this action, which will lead into news about the FY 2015 continuing resolution.

Based in part on feedback from some of you, NIFA staff has been examining the processes to look for better ways to serve our stakeholders. By releasing next year’s RFAs during the fourth quarter of the current fiscal year, we are better prepared to move funds as soon as possible once funds are made available to the agency. Applications for these recently released RFAs are due in Mid-October, 2014.
The recently enacted Continuing Resolution (CR) provides temporary FY 2015 funding at a slightly reduced FY 2014 level. Funds are available through December 11, 2014. The CR affects the availability and/or level of funding for some or all of these programs. Capacity funds will be distributed based on the previous year, but at the reduced level as provided under the CR. Once appropriations for the year are finalized, adjustments will be made to the FY 2015 allocations articulated in the recently released RFAs based on the full year amount of funds available for each program.

While under the CR, NIFA plans to continue release of RFAs for most competitive programs. The RFAs will announce estimated funding levels based on last year’s funding levels. However, final program amounts will depend upon the final appropriations amounts, and grants are not expected to be made until the full year appropriations are available.

The FY 2016 President’s budget proposal is still under development.

Foundation for Food and Agricultural Research
The Foundation for Food and Agriculture Research was created by the 2014 Farm Bill and is an independent nonprofit corporation that will foster research, innovation, and partnerships important to America’s agricultural economy through seeking and accepting private donations in order to fund research activities.

The Foundation will address problems of national and international importance in plant and animal health, production and products; food safety, nutrition and health; renewable energy, natural resources and the environment; agricultural and food security; agriculture systems and technology; and agricultural economics and rural communities. It will foster collaboration amongst agricultural researchers to meet unmet and emerging research needs through grants, contracts, cooperative agreements, and memoranda of understanding.

By law, the Foundation will be independent of the United States Government. It is not a part of the USDA or any other government agency.

The Board of Directors (Board) will have broad responsibilities to establish policies, governance structures, and set priorities for the new Foundation. The statute forming the Foundation requires consultation between the Foundation and the Secretary of Agriculture regarding research and to avoid duplicating research.
BAA Policy Board of Directors
2014 Report to the Cooperative Extension Section
Tim Cross, University of Tennessee, ECOP Representative
Beverly Durgan, University of Minnesota, Alternate

The Cooperative Extension Section has a member and alternate on the Board on Agriculture Assembly Policy Board of Directors (PBD). Tim Cross completed the first year of a two-year term, which can be renewed once. Beverly Durgan serves as alternate. During 2014, following are highlights:

- Monitored work of Cornerstone Government Affairs, which is in the second of a three-year contract.
- Approved an emphasis on water security for federal program and budget advocacy in FY 2016 and beyond. The report was developed by the ECOP-ESCOP Water Working Group. Jimmy Henning, ECOP Chair, University of Kentucky, co-chaired the working group. The request is for $500 million of new money ($100 million each year for five years) with at least 10 percent dedicated to capacity funds.
- Convened a leadership dinner meeting at the Joint CoPs meeting in July and again during the APLU Annual Meeting in November. The purpose is to discuss issues of importance to all sections, such as marketing and communications, advocacy priorities, and impacts reporting. The invitation-only meetings include PBD members, chairs of the BAC and CLP, chair and chair-elect of AHS, APS, CES, ESS and IAS; and supporting executive directors and administrators.
- Established a Future Task Force and provided funding for a professional facilitator. Daryl Buchholz, Kansas State University, represented Cooperative Extension on the Task Force. Doug Lantagne, University of Vermont, now serves in that role.
- Seven Canadian and four Mexican universities have joined APLU and paid dues. Others have expressed interest. Representatives are encouraged to engage with the Board on Agriculture Assembly.
- Voted to change the approach of the 2014 Joint COPs meeting to a work session amongst all the sections, determined the theme of Healthy Food Systems, Healthy People, and accepted the recommendation that resulted in naming a steering committee charged with developing a programming and funding initiative for FY 2017. Rick Klemme, University of Wisconsin, and Celvia Stovall, Alabama A&M University, represent ECOP on the new Healthy Food Systems, Healthy People Steering Committee.
- Requested kglobal, which works with the AES-CES Communications and Marketing Project, to develop a plan for ramping up this project. Three strategies were proposed focused on message testing, targeting more congressional districts, and engaging more communications specialists at universities in the effort. A one-time cost at a minimum of $55,000 from the 2014 BAA budget.
was approved for kglobal to do message testing. Cooperative Extension committed to participation at the $200,000 annual level for 2015.

- Approved a vote of the BAA regarding an amendment to the Rules of Operation to require two-thirds of those voting (rather than 2/3 of all voters) provided more than 50 percent of eligible votes actually vote. The measure did not pass.
- LEAD 21 is on track to pay off the loan from the PBD in two years. The project currently is managed through the University of Georgia. Jon Boren, New Mexico State University, and Nick Place, University of Florida, represent ECOP on the Lead 21 Board of Directors.
- Considered a request by USDA-NIFA to conduct a system-wide facilities repair and renovation survey. A proposal is being considered by Sightlines, which has accomplished this task for some universities.

The BAA Committee on Legislation and Policy (CLP) is designed to consider federal authorizations affecting the research, education and Extension functions of the Land-grant University System and non-land-grants. The primary responsibility is the farm bill, though other authorities can be addressed if it is in the best interest of all representative groups in the CLP. The CLP is a standing committee of the APLU Board on Agriculture Assembly Policy Board of Directors. James Trapp, Oklahoma State University, and Albert Essel, Delaware State University, represent the Cooperative Extension Section and the 1890 Institutions, respectively.

Due to the passage of the Agriculture Act of 2014 (farm bill) in February, the committee did not meet. One action item authorized and funded at $3 million called for Cooperative Extension to implement and evaluate education on new federal farm/ranch programs for producers. The effort was led by Jimmy Henning, ECOP Chair, University of Kentucky, together with James Trapp, Oklahoma State University; Chris Boerboom, North Dakota State University; Craig Wood, eXtension; regional executive directors Ron Brown, south, and Robin Shepard, north central, and ECOP National Office staff Sandy Ruble and Jane Schuchardt.

CLP will meet at the 2014 APLU Annual Meeting in Orlando to assess accomplishments with the current farm bill and consider strategies for preparing for the next bill which is introduced every five years. CLP also monitors SNAP-ED developments.
The BAA Budget and Advocacy Committee is a standing committee of the Policy Board of Directors (PBD) and is responsible for leading advocacy and policy efforts related to federal appropriations, primarily those managed by USDA-NIFA. Rick Klemme, University of Wisconsin, and Ray McKinnie, North Carolina A&T State University, represent Cooperative Extension and 1890s Institutions, respectively, on the BAC.

During the year, the BAC –

- Monitored recommendations of the Crop Protection Working Group to assure program integrity by USDA-NIFA as it implements FY 2014 enacted budget line consolidations.
- Reviewed and endorsed the report of the Water Resources Working Group, co-chaired by the ECOP and ESCOP Chairs, Jimmy Henning and Steve Slack, respectively. The report has been accepted by the PBD and calls for $500 million ($100 million annually for five years) of new federal funding to address issues related to water security. Development of the report was coordinated through ECOP and ESCOP budget and legislative committees with USDA-NIFA engaged in a discussion about the recommendations.
- Confirmed the ongoing seven top USDA-NIFA budget priorities for FY 2015 and engaged in an advocacy effort for both-and of competitive and capacity funds. A Continuing Resolution funds the U.S. government, including the BAC priority lines, until December 13, 2014. Both the Senate and House have recommended flat appropriation of Smith-Lever 3(b)&(c) and 1890 Institution Extension lines for FY 2015.
- Engaged in a discussion about the creation of the *BAA-BoHS Healthy Food Systems, Healthy People Steering Committee* following Joint COPs 2014 work session on the same topic and action taken by the BAA Policy Board of Directors to initiate this work. The purpose of the steering committee is to develop a broad-based, integrated initiative to guide programming for which funding will be sought in 2017. Water security is the current priority of BAC.
- Called for a strategy to advocate for increased Evans-Allen and 1890 Institutions Extension funds to cover Central State University’s eligibility for funds beginning in 2016. Central State, located in Ohio, attained 1890 institution status via the Agriculture Act of 2014. It is agreed this increase should not come at the expense of capacity and AFRI lines.
- Recommended a position statement be developed on how Congress should respond to requests from an institution to become a land-grant.
Extension Disaster Education Network Report to ECOP
Nick Place, EDEN Liaison to ECOP - October 2014

The Extension Disaster Education Network (EDEN) continues to support efforts to strengthen communities and individuals against the ongoing drought, especially in the Southwestern and Western United States. EDEN is piloting a format for community meetings, especially in agriculture dependent communities, to help those in affected areas understand resources which are available from the USDA and other federal partners.

To that end, EDEN is continuing to work with FEMA and USDA on moving a large matrix of available federal and other resources to a more user friendly format. Several EDEN delegates and our associates at the National Drought Mitigation Center at the University of Nebraska-Lincoln will be populating a Frequently Asked Questions tool that will interface with those resources on the matrix to make them more accessible.

In other news, EDEN delegate Keith Tidball from Cornell served as a scholar in residence at USDA-NIFA over the summer. One of Keith’s projects was to help define what international activity by EDEN should look like. NIFA is very interested at the highest levels in exploring ways to partner with international institutions that have Extension-like programs. Our collaboration with Bicol University in the Philippines will continue during our annual meeting.

The annual meeting will be held in Florence, Alabama from October 21 to 24. The Keynote will cover Unmanned Aircraft Systems in Disaster Response. Plenary Sessions will cover USDA’s participation in Climate Hubs and Community Capacity Building and Resiliency. Fourteen different topics will be covered in concurrent sessions. Other highlights will be EDEN’s 20th Anniversary Luncheon and a Capstone by Gary Jackson, Director of Mississippi State Cooperative Extension.

EDEN continues to recognize the need to make certain that stakeholders and clients understand that our home is in the Extension organizations of the Land Grant Universities. Just as it is important to recognize that 4-H, Master Gardeners and similar signature programs are tied to their homes in the Land Grants, it is equally important that EDEN be seen in that same light. In many instances EDEN is positioned to work very closely with county government, especially Emergency Management Agencies or Departments. It is vitally important that county boards/commissions understand that EDEN is part of their local Extension operation.

EDEN has tasked our committees and Program Area Workgroups with creating mission statements and basic procedures. Carolyn Nobles Williams of Prairie View and Kathy Bunting-Howarth of Cornell are the new representatives of 1890 Institutions and Sea Grant respectively.

Goals:
1. That we are effectively collaborating across states and regions on impactful goals
2. That we are ensuring a strong co-brand between EDEN and Cooperative Extension
3. That we are looking to bring in collaborative partners where and when necessary
National Leadership Goals
ECOP wants to strengthen our relationship with the Joint Council of Extension Professionals.

2014 Accomplishments
- Engaged Jeff Holland (JCEP President) and Jeff Myers (JCEP President-Elect) in the NEDA and ECOP meetings in Sacramento in March, 2014. These representatives voiced JCEP priorities to ECOP and greatly benefited from participation in the ECOP meeting, especially with regard to the Healthy Food Systems, Healthy People Initiative.

- Jeff Myers (JCEP President) and Peg Ehlers (JCEP Board member) participated in the October ECOP meeting in Lexington, KY where they discussed the JCEP Leadership Conference and PILD as well as the work from the JCEP Blue Ribbon Committee looking at a new national issues-oriented conference to replace Galaxy.

- The communication and value of this growing relationship are appreciated by the JCEP Board.

2015 Plans
- Complete the JCEP Blue Ribbon Committee work to develop a model for an issues-oriented national conference.

- Fully engage JCEP and their member organizations in the roll-out of the Health Food Systems, Healthy People Initiative.
Journal of Extension Editor-in-Chief &
Adjunct Editorial Services RFP

The Journal of Extension (JOE) is a rigorous, peer-reviewed journal that has brought the scholarship of university outreach and engagement to educators and practitioners around the world for more than 50 years.

Through a proposal process, Extension Journal, Inc. is seeking a five-year contract to establish a new editorial staff, including an Editor-in-Chief, for 2016. Extension Journal, Inc. is open to contracting with a variety of entities as long as the standards for excellence can be met and capacity for the work can be proven.

**JOE Editorial Services Team Composition and Expectations:**

- The Editor-in-Chief will have demonstrated understanding of scholarship, professional editing experience, sufficient technology skills, and the ability to provide professional development feedback. A Master’s degree is required, and a Ph.D. is preferred.

- The Copy Editor(s) will have strong composition and writing skills, sufficient technology skills, and an established record of meeting deadlines with error-free products.

- The institution or independent contractor will supply appropriate clerical support for completing the tasks and collaboration for the successful electronic publishing of JOE.

For more information visit www.joe.org.
Purpose and Goals
The primary purpose of LEAD21 is to prepare participants to lead more effectively in an increasingly complex environment. LEAD21 accomplishes this through the actions of the Board of Directors representing all sections (AHS, ACOP, ECOP, ESCOP, and ICOP), NIFA, related institutions and LGUs (1862, 1890, and 1994). The LEAD21 Program is delivered through the highly skilled group of facilitators with combined 98 years of experience with LGU leadership development programs.

Through three in-person sessions, self-directed learning, and peer coaching, a number of competencies that are identified, studied, reinforced, and actively applied throughout the 9 month LEAD21 Program.

Primary Competencies:
- Communicating effectively
- Managing conflict
- Fostering collaboration
- Leading change

Secondary competencies:
- Leading with integrity and values
- Developing self and others
- Valuing diversity
- Developing a deeper knowledge and appreciation of higher education

Current Class
The 2014-15 LEAD21 program (Class X) began in June 2014. Class X is one of the largest classes, with 83 participants, with Oregon State University having the most participants at 6. A total of 53% (44 participants) have Extension appointments. Class X consists of 42 males and 41 females, 9 participants from the 1890s, 1 participant from the Territories, 3 from USDA/NIFA, and 70 from the 1862s, representing:

- Alabama A&M University
- American Samoa Community College
- Auburn University
- Clemson University
- Fort Valley State University
- Iowa State University
- Kansas State University
- Louisiana State University
- Michigan State University
- Mississippi State University
- Montana State University
- National Institute of Food and Agriculture
- North Carolina State University
- Purdue University
- South Dakota State University
- Southern University and A&M College
- Tennessee State University
- University of Arkansas
- University of Connecticut
- University of Delaware
- University of Florida
- University of Georgia
- University of Illinois
- University of Maryland
- University of Minnesota
- University of Nebraska-Lincoln
Historical Information
The current LEAD21 program was preceded by leadership programs sponsored by ESCOP/ACOP (278 participants) and Extension’s NELD program (80 participants). LEAD21 Classes I through XI have had 729 participants. Data are available for Extension participation in Classes III-X. Of the 578 total participants in these eight classes, 291 (50.3%) participants have held Extension appointments. Of these, 197 (67.7%) participants held Extension appointments that were greater than 50%.

LEAD21 Board
The LEAD21 Board of Directors includes:
- Laurie Kramer (Chair, ACOP)
- Dan Rossi (Program Chair, ESCOP)
- David Benfield (ESCOP)
- Craig Beyrouty (AHS)
- Jon Boren (ECOP)
- Michel Desbois (USDA/NIFA)
- Mark Erbaugh (ICOP)
- Brian Kowalkowski (1994)
- Tanner Machado (At-Large - HSI)
- Dyremple Marsh (At-Large – 1890)
- Paul Patterson (ACOP)
- Barbara Petty (At-Large-Past Participant)
- Nick Place (ECOP)
- Todd Winters (At-Large - Non-land-grant)

Current Management
The current LEAD21 contract is with the University of Georgia College of Agricultural and Environmental Sciences (CAES) and Rochelle Sapp serves as Program Director. The Board is extremely pleased with the management of LEAD21 by the current staff and very appreciative of UGA’s support in the administration of the program. It is extremely commendable that because of excellent program management and significantly increased enrollments, the APLU/BAA loan to erase the account deficit prior to CAES management was paid off in 2014, which is two years ahead of the pay-off expectation.

Class XI
Applications for Class XI are due November 15, 2014. Dates for Class XI are:
- Session I, Minneapolis, MN: June 21st – 26th, 2015
- Session II, Kansas City, MO: October 5th – 8th, 2015

Tuition for Class XI is $9,500 which includes all participant materials, lodging, and meals.
Following the National Association of Counties (NACo) action to disband the Ralph Tabor Cooperative Extension Fellowship in 2011, NACo and Cooperative Extension engaged in a face-to-face dialogue in Kansas City in May of 2012 to determine next steps. The NACo-Cooperative Extension National Leadership team was formed consisting of Daryl Buchholz, Rick Klemme, Lyla Houglum, Robin Shepard, and Jane Schuchardt together with key leaders of program and legislative affairs at NACo. The team, designed to build the partnership at the national level to result in state and local benefit, meets quarterly to discuss programming and legislative priorities of mutual interest.

In 2014, the team accomplished the following –

- Encouraged regions to outline how state and local connections between Cooperative Extension and NACo affiliates benefit both organizations.
- Linked with Extension professionals providing education for county elected officials with a special focus on civility in public discourse. A NACo webinar on this topic is pending.
- Discussed how the NACo Large Urban County Caucus (LUCC) and the Extension urban conference might align.
- Reviewed a research proposal by the University of Arkansas on strengthening Extension partnerships with county governments.
- Received updates on the NACo Rural Action Caucus and priorities of other legislative agendas of interest to county governments.
- Engaged USDA-NIFA is a discussion about a focus on rural vitality.
- Investigated the status of the CARET liaison to NACo and sought to invigorate this relationship.
- Considered opportunities where Cooperative Extension and NACo leaders could give presentations at national and state conferences of the partner organization.
Background
ECOP retains a membership in the National Council for Food and Agriculture Research (NC-FAR). The NC-FAR mission is to sustain and enhance federal funding for food and agricultural research, Extension and education to help bring about outcomes that provide a range of major public benefits. Tim Cross, University of Tennessee, and Michael Ouart, University of Missouri, represent ECOP on the Board of Directors and Research Outreach Committee, respectively.

Accomplishments
- Jimmy Henning, ECOP Chair, University of Kentucky, delivered a Capitol Hill Lunch/Learn session for Senate and House staffers April 8, 2014 on Research to Application: Cooperative Extension Innovation for the Next 100 Years http://www.ncfar.org/HSS_20140408_Program.pdf.
- Tim Cross attended the NC-FAR spring board meeting and provided an update on Cooperative Extension’s priorities with an emphasis on outcomes resulting from capacity funding.
- Tim Cross and Michael Ouart both plan to attend the winter board meeting and will engage participants in a one-hour dialogue on Why Cooperative Extension? A New Century for Food and Ag Engagement.
- A proposal for a 2015 Capitol Hill Lunch/Learn features the 2014 Excellence in Extension national award winner Robert L. Kallenbach, an Extension plant scientist from the University of Missouri.
- Deployed the ECOP process for sign-on of NC-FAR letters:
  - Appreciation for USDA leadership actions to create the Foundation for Food and Agriculture Research and appoint a Board of Directors
  - Letters of thanks to Congressional leaders regarding support of agricultural innovation, including the use of biotechnology
  - Support of statistical agencies within USDA for FY 2015
- Jimmy Henning, ECOP chair, met with Tom VanArsdall, NC-FAR Executive Director, regarding Cooperative Extension’s role with research. As a result NC-FAR specifically mentions Extension in all correspondence.
- Worked to identify the roles, responsibilities, and duration of appointment for ECOP representatives to the NC-FAR Board of Directors and Research Outreach Committee.