



Extension Committee on Organization and Policy (ECOP)

Investment in Extension National Leadership: National Assessments Overview

What assessments support ECOP's national leadership?

Effective in 2016, ECOP voted unanimously to combine two accounts called 1) **Office of the Executive Director** and 2) **Strategic Priorities and Operations** into a new account called **ECOP National Leadership**. The total amount billed is \$600,000, which is no change from the \$400,000 and \$200,000, respectively, for the two accounts in previous years. The ECOP National Leadership account covers salary and other expenses related to the ECOP National Office in Washington, DC, plus all expenses related to ECOP committees, task forces, and projects. Calculations for the assessment begin with approval of an ECOP budget, then costs are divided amongst the 76 Section members as a portion of each institution's total receipt of capacity funds and competitive grant funding for research and Extension, based on a three-year rolling average as reported by USDA-NIFA. Capacity funds account for 60% of the assessment base; competitive grant funding, 40%. Multi-institutional grants are distributed amongst participating institutions. See page 3 for 2020 Assessment explanation, dated March 5, 2020.

A second assessment, **Supplemental Nutrition Assistance Program (SNAP) Education**, is billed to institutions delivering SNAP-Ed. The total assessed amount of \$150,000 covers work of the SNAP-Ed National Program Development Team (PDT) headquartered at South Dakota State University. In 2020 the amount billed for SNAP-Ed was based on the proportion of SNAP-Ed funding received in **2018** as reported by participating Extension Services (see page 3). This was not the intent. The agreement with (PDT) remains based on the proportion of the SNAP-Ed funding received the year immediately prior. Rectification will occur by contacting the one state that should not have been assessed in 2020 with the remaining states having their 2021 assessment based on 2020 SNAP-Ed funding and adjusted for the difference between their 2020 assessment and what that assessment should have been using 2019 SNAP-Ed funding. For more information, please contact Executive Director Caroline Crocoll at 202-478-6029. Based on a positive vote of the Cooperative Extension Section's Extension Committee on Organization and Policy in September 2019, this assessment is reauthorized to continue for another three years through 2022.

What is the process for assessment billing?

The ECOP National Office, together with APLU colleagues, calculates assessment amounts in early December for the 76 institutions (1862 and 1890) in the APLU Board on Agriculture Assembly (BAA) Cooperative Extension Section. Statements are generated by the APLU Chief Financial Officer and sent electronically in mid-January to the designated administrative head of each institution. (For an updated list of administrative heads, contact Eddie Gouge at egouge@aplu.org.) The Extension assessment(s) are part of the invoice which includes billing for the BAA; Experiment Station Section; Council on Agriculture Research, Extension and Teaching (CARET), and Academic Program Section.

ECOP is the representative leadership and governing body of Cooperative Extension, the nationwide transformational education system operating through land-grant universities in partnership with federal, state, and local governments.

Located at: Association of Public and Land-grant Universities 1307 New York Avenue, NW, Suite 400, Washington, DC 20005 202.478.6029

What are the consequences of nonpayment of assessments?

In 2016, the Administrative Heads Section updated its **Rules of Operation** as below. Note that this does not apply to the Cooperative Extension SNAP-Ed assessment.

Section 2. Any institution not paying all of its assessments for the Board on Agriculture Assembly, its various sections, and the Council for Agricultural Research, Extension, and Teaching (CARET) by August 1 in the billable year will be denied all rights and privileges within the BAA until all assessments are deemed paid in full by APLU.

- a. Individuals from a non-paying institution will be unable to participate in any election conducted by the BAA.*
- b. Individuals from a non-paying institution will be removed from the mailing lists of APLU and its advocacy organization.*
- c. Individuals from a non-paying institution will be denied the ability to hold elective or appointive office within any part of the BAA or its various sections, including CARET.*
- d. The Executive Committee of the Administrative Heads Section may vote to forgo the penalty phase for non-paying institutions in the event of a natural disaster or some other catastrophic event that might affect their ability to pay the yearly assessments.*

Why is the assessment an investment?

ECOP works on behalf of Cooperative Extension nationwide in order to benefit state and local programming. Through national leadership, which is contributed on a volunteer basis by Extension directors and administrators, ECOP builds partnerships and acquires resources, increases strategic marketing and communications, enhances leadership and professional development, and strengthens organizational functioning. For additional details, see www.extension.org/ecop and www.ecopmondayminute.blogspot.com.

Who do I contact if I have questions?

Caroline Crocoll, Executive Director, 202.478.6029, carolinecrocoll@extension.org
Scott Powell APLU Chief Financial Officer, 202.478.6063, spowell@aplu.org

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Updated 1.3. 2017

Updated 2.17. 2017

Updated 8.14. 2017 (Contact information only)

Updated on 12.11. 2017 (Date information only)

Updated on 1.3. 2019 (Contact information only)

Updated on 1.13.2020 (Date information only)

Updated on 4.23.2020 (Correction, contact, date information only)

Updated on 6.30.2020 (Contact, additional explanation of 2020 assessments).

MEMORANDUM

TO: Administrative Heads Section

FROM: Douglas L. Steele *Douglas L. Steele*
Vice President, Food, Agriculture, and Natural Resources

DATE: March 5, 2020

SUBJECT: 2020 Assessments

Attached please find the invoice for your institution's 2020 assessments to support the APLU Board on Agriculture Assembly and its sections' activities. A single invoice listing all assessments for each member institution with programs in the food and agricultural sciences is provided. For those institutions which have more than one AHS member, each member will receive a copy of their institution's invoice.

With the exception, of APS assessment – which is based upon an enrollment model – assessments will remain at the FY2019 levels and the 2% accelerator for the Cornerstone Government Affairs contract will be absorbed with carryover funds.

During 2019 the Communications and Marketing terminated previous consulting contracts and is now in the process of hiring a communications and marketing consultant or agency to assist with the development of a new advocacy strategy. More information will be provided as that process moves forward. While FY2020 was a difficult federal budget year, the National Institute of Food and Agriculture topline was increased by over 4%, one of the best among federal agencies. Also, in January we welcomed Scott Powell as our new CFO, replacing Emily van Loon upon her transition to consulting and working with non-profits after distinguished service APLU.

The AHS member is asked to handle any section/unit allocation at his/her institution. We would, of course, appreciate receiving your institution's payments as soon as possible. As was the case for the past two years, APLU will continue to use the [new online payment system for invoices](#). This system allows members to view and [pay their invoice online](#), saving time, money and our environment. We ask that you approve the attached invoice and forward it, along with the enclosed payment instructions, to your business office.

The Chair of the PBD, Orlando McMeans, has asked that I convey to you his thanks on behalf the PBD for your continued outstanding support in 2019. To this I add my own appreciation as we continue to have tremendous support for all of our BAA activities.

Attachments

cc: Eddie G. Gouge, Sr. Associate Director FANR, Executive Director, CARET & BoHS
Wendy Fink, Director FANR, Executive Director, APS
Cynda Clary, Chair of ACOP
George Hopper, Chair of ESCOP
Mark Latimore, Chair, ECOP
Orlando McMeans, Chair, BAA Policy Board of Directors
Ken White, Chair, Administrative Heads Section