2017 Spring Meeting Minutes  
Presiding – Fred Schlutt, Chair  
April 19-20, 2017

Note: Meeting start and end times are Alaskan Time  
Hilton Anchorage, Alaska

Agenda Attachments: minutes of last meeting (URL), Rapid Response Team on Civil Discourse Report Executive Summary (pp.12-14), National Impacts Database Writing Team Report (p.15), TEConomy Report (URL), JCEP Update (pp.16-18), 2016 IPM Report (pp.19-22), ECOP/ESCOP Health Implementation Action Teams Report (pp.25-28), Private Resource Mobilization Task Force Report (pp.40-56), Virginia Tech/Iowa State Big Data presentation (URL), AFRI Foundational Program (p.57), eXtension Foundation Report (pp.58-60), NIFA Updates (pp.61-70)

Other Reports: ESCOP Liaison Report (pp.23-24), National 4-H Council reports (pp.29-39)

Future Meetings:
June 28, 2017 via Zoom  
July 17-18, 2017 in conjunction with BAA Joint COPs/CII, Delta Hotels Kananaskis Lodge, Kananaskis Village, Alberta, Canada - http://www.cvent.com/d/w5q032  
August 2017 – no meeting  
September 27, 2017 via Zoom  
October 4-5, 2017 in conjunction with NEDA, near Burlington, VT; see separate agenda for exact times  
November 2017 – no meeting
Wednesday, April 19, 2017, 8:00 A.M. – 3:00 P.M.

Opening Business –
Fred Schlutt brought the meeting to order by welcoming members and guests. It was announced that Sandy Ruble had recently been promoted to ECOP Program Assistant. Attendance is recorded on page 11. Tom Dobbins made a motion to adopt the minutes of March 27, 2017 as presented. Ed Jones seconded the motion; motion carried. No items were added to the agenda.

1. Update/Discussion: Civil Discourse Rapid Response (Program Committee; pp. 12-14)
Chris Boerboom: The ECOP Rapid Response Protocol was employed for a pilot project to address issues of Civil Discourse or Dialogue. Leadership was provided by Rachel Welborn, Director of the Southern Rural Development Center. Rachel has 15 years of experience working in communities at SRDC.
Rachel Welborn: Referred to PowerPoint and report summary. Greatest difficulty was identifying competencies; resulted in overlap of 2 lists, civil discourse and race relations. Tasks were very clear from ECOP which served to guide the process. The November election revealed that civil dialogue has a very broad application, not just for race relations. More development is needed. Support for this because Extension is trusted.
Discussion/Recommendation:
- Define evaluation metrics, one or two things, to show impact
- Adopting for a priority 2018,
A 1-hour webinar will take place on Wednesday, May 17th at 2:00 p.m. Eastern Time to showcase findings and share potential next steps for this work. No preregistration is required. Save the link: https://zoom.us/j/115542421. PowerPoint will be similar for this session as was shared during meeting.
Discussion:
- Ron Brown: Last summer NIFA Director Sonny Ramaswamy asked for a rapid response to collect resource to address the Zika Virus concerns. Within a few short weeks Extension was able to put together a resource list. The experience led to ECOP developing the Rapid Response Protocol; a 4-6 week turn around System response by Directors and Administrators. Model was tested. What competencies for Extension Professionals need to be identified? How to build capacity for similar efforts? Should a leadership/team award from ECOP be a consideration due to the extent of volunteer time and effort? Rachel Welborn was praised for her extraordinary effort to lead the rapid response. There will be a session on Rapid Response at NEDA with nearly all Directors/Administrators in the room.
- Michelle Rodgers: Noted the obvious overlap/intersection, common core competencies for working in communities. How does ECOP implement a competency-based national program?
- Mike Fitzner: Concern about politics, does it seem dangerous? Proper preparation and the professional training would help alleviate danger.
- Daryl Buchholz: Used to be “public issues education”. In Kansas State University has an interdisciplinary program. Giving distinction to Extension professional as the conveners and facilitators, not the policy writer. Look for more opportunities to work across state-lines.
- Kathy Tweeken/Cynthia Gregg: Take advantage of new National Association of Extension Program & Staff Development Professional (NAEPSPD) holding a “summer-school program”, in 2018 there is potential for this as a topic.
- Chris Geith: eXtension Foundation offers support for ongoing follow-up.
2. 4-H Leadership Committee –

Ed Jones: Committee will be 3 years old in August 2017. Recently the committee’s work included establishing the role of the programming working group; representation from all regions; responsible for what happens programmatically. Many good things are happening. At ECOP level, “defining/clarifying the 4-H experience”, conversation on inclusivity – white paper in process. Growth plan to build capacity at local level, National 4-H Council is taking the lead on this. Strategic plan. Meeting on how 4-H builds community, other federal partners, raised to the level of recognition to the level of Secretary. 4-H name and emblem request made for a pilot program with Subway. Office of General Council denied the initial request. Purpose: Fulfill a need to be in the urban environment to grow 4-H. Earlier in the year, National 4-H Council was contacted by FFA, wanted to join with 4-H to pursue funding through the farm bill. Chose not to involve Cooperative Extension due to concerns of funding for 4-H Youth programs. Promised to stay in touch. Conversation is on hold. Tom Dobbins: FFA has lost position in Washington on the Department of Education. Relationship is better with Extension than in the past.

Jennifer Sirangelo: Final transition to downsize Council Board takes place in June 2017. ECOP 4-H Leadership Committee elected Ed Jones for a 3 year term to the Council Executive Committee. Delbert Foster serves on Executive Committee currently. Intends to share a case study report. Same people on the board are giving more in private donations; from what was $150K to over $2 million. Marketing and fundraising – Robert Wood Johnson Foundation, announcement will be in July 2017 for the next phase of $4.6 million for Building a Culture of Health. As a result of the recent election, opportunity to involve technology industry through alumni connections. Both Google and Microsoft are looking at 4-H as the “middle-America” pipeline for their workforce. Database of alumni is growing, lists updated monthly, effort has exceeded expectations. Field marketing investment is increasing social media impressions.

3. NIFA Updates (pp.61-70) –
   a. Agency Update – Denise Eblen and Mike Fitzner
   b. Cooperative Extension/NIFA Relations –

Chuck Hibberd: Purpose of a meeting held on 4.18.17 included, getting to know one another, to better understand NIFA, and to converse about a strategic direction as follow up to issues identified during 2014 Retreat. Fred Schlutt, Chuck Hibberd, Robin Shepard and Rick Klemme were joined by Denise Eblen, Mike Fitzner in person, and Louie Tupas and Virginia Bueno by telephone. Actionable items: Meet every other month for 90 minutes and select topic from list with a readiness to focus. Determine the sequence of topics/initiatives for each meeting. Engage ECOP Chair-elect for 2018. Ethics conversation and regular visits by ECOP/ Directors and Administrators to NIFA in DC is in process. A Webinar series meant to learn from one another is under consideration.

4. Communications and Marketing –
   a. Communications and Marketing Committee update

Bev Durgan: Goal is to provide targeted, single-voice messaging of the importance of land-grants.

   b. Cornerstone Report –Vernie Hubert via Zoom

Vernie: Appropriations procedure. Congress is operating under Continuing Resolution (CR) expires the end of the month. Omnibus bill is needed to lift CR and provide direct funding to USDA and other agencies. There is optimism but real uncertainty. May need a week long extension. There are some 150 issues that need to be ironed out.
FY18 – Budget resolution expected mid-May timeframe but will depend upon FY2017 and what intervenes in the meantime. FY17 can influence decision for FY18. Big Picture from hearings, Akridge testimony was well received. House plan seems clear under new leadership. Senate is less clear and less certain about what it intends. Expect to name a Secretary of Ag but there are many more appointments for under-secretaries to anticipate. Issues:
Ag Research – Conversing about EFNEP and SNAP-Ed primary on the House side, interest in doing SNAP reform, process is unknown. Good news, favorable toward Extension and expanding the role in delivery in this program.
Conservation Title and NRCS: Identify areas to expand Extension’s delivery, but expectations are unknown. Farm bill unknown. People in place by sometime in May, but already so late, more practically it may June or July. Having the secretary in place will help.

Q. How will tax reform impact the budget process for FY18? A. There will be directions about this written into the resolution to run the government. What will have the most impact is cuts and what that does to discretionary funding. You work under old one until a new resolution is in place. Vernie is not working NRCS issue, if there is contact, let him know. Encourage contact with Vernie with ideas, please touch base.

Q. Is there a meeting of the system that have come forward from the Committee on Legislation & Policy (CLP)? There will be another meeting of CLP, confirmed by Ian. Deferred Maintenance and other topics are on the agenda. CLP is an ongoing process, many conversations are made with Dr. Bohach in order to obtain guidance.

c. kglobal Report – Jenny Nuber via Zoom
Jenny Nuber: In 2016 CMC made the shift the focus for AgIsAmerica. With engagement with partners there are 36,000 following, reaching critical mass. Brand is known and trusted. Strong institutional leadership, like with ECOP. Time to do the next thing working with CMC, in 2017. There is more of a topical focus. Examples are Water and Healthy Food Systems. All original content with calls to action: learning, new resources, etc. New approach will employ the use of videos and visual representations rather than text. Examples are available. For National Nutrition Month, Op-ed for the state of farm economy, and how the land grant university to be featured in Wall Street Journal. More efforts will utilize stories from certain institutions. There will be a much needed redesign of the website at no additional cost, roll out in May or June 2017. Call to action also for the one-ask funding request. Additional contact is Terri Baumann, terri.baumann@kglobal.com.

d. National Impact Database Writing Team Report – (p.9)
Bev Durgan: kglobal is trying to measure impact of the effort. Short video campaign to be launched. ACTION: Contact with Faith Peppers and share it in the ECOP Monday Minute. Be prepared for broadcast at state level. Q. Youth as a priority? In the respect of healthy communities. Send an email to Jenny if there is something. Q. Is the course in writing the impact statement being utilized? The database is under-utilized.
Ron Brown: Is working with Eric Young, Committee co-chair Bill Brown, trying to organize next meeting of the committee. ACTION: Reminder: ECOP reminder to the states, training online https://extension.org/2015/11/03/new-online-impact-statement-reporting-course-now-available/ is good, communications staff needs to be involved.

e. Policy Board of Directors Public Value Statements
Bev Durgan: Policy Board is looking at Public Value Statement, Bev is working with Faith Peppers, communicators across the nation are involved, target and how this works into answering the question of “why”. Q. What is the reach of the statements? Fred Schlutt – Ag Appropriations and the Under Secretary of REE. NIFA Planning and Reporting Changes expected to be completed by
2018 for 2019—Communications staff will be released this fall 2017. There are many AFRI grants for Extension that are not being applied for.

5. Budget & Legislative Committee –
   a. One-ask Advocacy

Rick Klemme for Doug Steele: The ECOP Budget & Legislative Committee has focused on One-ask Advocacy since the meeting in February. A presentation was given to Directors and Administrators at PILD. The next meeting is scheduled for May 9. Items for discussion will include addressing how universities are communicating the new approach in the states, asking for input/feedback from various member of BLC. Jim Richard will provide guidance.

6. Policy Board of Directors — Daryl Buchholz
   a. Farm Bill – Fred Schlutt, Daryl Buchholz

Daryl Buchholz: Was not able to attend last meeting in Indianapolis in early April. Doug Steele filled in.

Plan of Work – Goals have been set. CMC was recommended to be a standing committee. But are asking for a formal proposal and vote on that during the Joint COPs meeting. There needs to be a coordinating message, leveraging it in the states. Any concerns about moving CMC responsibility from AHS, ESS and CES to Policy Board level? Moving it one step further from the people who are paying for it. It is an AdHoc Committee. Explanation: There are not enough states participating. Q. is becoming a standing committee make a difference?

**ACTION: Rick Klemme will ask Hunt Shipman, what the benefits and pitfalls would be of such move.**

Ian Maw: The scope of work is done each year and contracts renewed on a 3-year rotating basis. Challenge of Change, Tom Coon is chair of the task force. There was a report from Tom Coon.

Policy Board.

The names of Doug Steele and Michelle Rodgers have been submitted for nomination for the next election process that will occur later this year.

Request to be prepared to discuss Public Value Statements will be presented at summer meeting in Canada. Revisit the one-ask about leveling up with 1890 institutions, CLP about the carry-over, if the one-ask is successful.

Thanks to Jason Henderson for presenting the one-ask approach to NC-FAR which resulted in a letter of support.

Fred Schlutt: Because of the House of Representatives’ study, nutrition education will likely change, how it affects nutrition education, 2 points are being made. 1) Extension has management of funding, 2) State Human Services – to limit resource people, maximize the delivery. Q. What happens when there is more than one land-grants in the state? Is the transfer to the institution? The discussion is on-going about this. There is a conversation in June due to the winds of change.

Extension has tried to convince Congress to keep both EFNEP and SNAP-Ed separated.

Michelle Rodgers: Q. What is the status of the concern that the SNAP-Ed Policy, Systems, and Environmental (PSE) approaches was not being met? Need to revisit, sensitive to keep on top of that issue.

Fred Schlutt: NRCS meeting – 20 people were present.

**ACTION: Extension needs the citation to go through the conservation title to determine where Extension might make requests.**

7. TEConomy Report, Making the Most of the Opportunity – Fred Schlutt


The report highlights the findings of this research and can be summarized in three points stating that Capacity funds

   a) result in relationship building and partnerships that lead to change in behaviors for agriculture, communities, families and individuals,
b) provide the infrastructure and the stable, ongoing source of funding to enable quick response, drawing from the land-grant research base, to address issues important to communicating, families and individuals in every corner of the country, and
c) are leveraged by state and local funds as well as a wealth of additional financial and human resources that results in a high return on the federal investment.

NIFA meant this for Office of Management and Budget, USDA Administration, Capitol Hill. There is an agreement that there could be broader use for Extension and research. At the Budget and Advocacy Committee meeting yesterday, laid out had been done, strategy, as a support for the one-ask proposal.

Mike Fitzner: Faculty and staff, university and county level, may have no idea report exists

**ACTION:** Pursue an Infographic, and strategy done in concert with ESCOP, NIFA, others. Approach kglobal to devise a strategy – assigned to Rick Klemme to coordinate.


John Phillips: Speaking on behalf of (First Americans Land-Grant Consortium) FALCON.

34 institution mostly in the North Central Region. New member in Oklahoma with no new money.

Red Lake new in MN, no new money to bring. Culture inclusivity is a high priority.

Today, $100K in operational funding for each. Capacity is an issue, limited increases in past 20 years.

Colleges are very small, looks more like community-based organizations, but are very well aligned with Extension. Mostly teaching and very little research.

Noticed that Sonny Ramaswamy and NIFA is very supportive. Meeting in Jackson, WY

6 different action teams update –

- Stable funding – new money, perhaps the farm bill, Barry Dunn, Fred Schlutt, Steve Yanni
- Positive tribal orientation – eliminate unconscious bias
- Platform – regional collaboration, even-handed management of new initiatives, not much happening
- Action by Presidents – Little appreciation of the land-grant. Education of presidents to John is leading this effort. 25% turn-over every 2 years.
- 5 & 6 combined – 1890 and 1994 collaboration. Clearinghouse of positions and Focus areas alignment – Food sovereignty, health and wellness, nutrition, natural resources (climate change, water), community and economic development.

Examples of work underway: Navajo Technical University work with University Arizona, New Mexico State – A position. Effort to not duplicate efforts, eliminate competition for resources.

Rick Klemme: Wisconsin – Co-locating 1862(4-H), 1994(Ag) work together as a team. Rather than co-funding. MOU’s are available upon request.

1992/1864 water collaborative, May 23-25, project/proposal/programs for regional level.

Univ. of Nevada-Reno – initiated by UN, came to FALCON and tap into 1994 as a resource. AFRI funded water.

FALCON – stance is that irrespective of funding, 1994’s remain land-grant institutions. There is a lot to offer by both types of land-grant.

Youth Development is a special focus – May be incorporated as inter-generational transfer of knowledge. Have needed to work under a different model, Boys and Girls Clubs are big, also, Programming is needed and being provided by 4-H.

About increasing funding for FRTEP. Need for 1994 and FRTEP to work better together and grow both programs. NPL replacement is key to transition.

eXtension issue Corp offers a group process, how do we work together more collaboratively or more program specific model.

North Central Regional rural development – to bring together, research, extension and 1994.

Position available: What type of person is needed; one with mutual interest and capacity to work within states or across regions.
9. **eXtension Foundation Update** (pp.58-60) –
Chris Geith for Vernon Jones – Background – latest efforts are measurable, visible through “impact collaborative” process that takes up to 9 months, working in teams, in 1 ½ days, concept development, evaluation, experiment. 400 participants so far. Reports coming is coming over the summer. This provides laser focus, impact on local issues. Goal of 2,000 participation in 2017. Several funding models. Asking for closer collaboration with program leaders with subject area expertise.

10. **JCEP Update** (pp.16-18) –
Cynthia Gregg – Leadership Conference – Adopted ECOP Goals from blue ribbon committee, record 500 participants. Virtual Town Hall, listening on what to do with professional development. PILD evaluations are in process and will be made available. Extension family emphasis. Each organization continues to expand. Appreciation and respect. President-elect, Kathy Tweeten was introduced and indicated that she available for sharing for collaboration in 2018.

11. Other Items of the Day – Fred Schlutt
   a. **ESCP Liaison Report** (pp.17-18)
   b. Ian Maw – Encouraging anticipation of either infrastructure program in farm bill or Trump administration; relying on survey report. Be ready for the release, which will come quickly.
   Anti-microbial Resistance Implementation, Dr. Lonnie King, Bob Easter. 3-4 page document as a basis a more directed dialogue by invitation only. Institute based on membership only, still in draft. Possibility of Canadian collaboration. APLU Annual Meeting: Theme Age of Disruption: innovating, surviving, Scientific integrity. 2017 Joint COPs, international colleagues, 2018 Joint COPs meeting will take place in Guadalajara, Mexico. Strengthen the international involvement. Received – ICA European involvement. Urban agriculture. Challenge of Change Commission: Meeting the challenges of food system of 2050. Report is coming May 16, gala event on Capitol Hill. Expect to be taken seriously. Happy about the evolution of positive collaboration between ESS and CES. Will help facilitate more of this.
   c. **TEConomy Report**

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**THURSDAY, APRIL 20, 2017, 8:00 A.M. – NOON**

12. **Big Data** (URL) – The next opportunity –
Ed Jones introduced the following joined by Zoom:
From the Biocomplexity Institute of Virginia Tech, Social and Decision Analytics Lab (SDAL), Sallie Keller sallie41@vt.edu, Director & Professor of Statistics, Stephanie Shipp steph19@vt.edu, Deputy Director, and Cathie Woteki cathie@woteki.com, former Under Secretary for Research, Education, and Economics and Chief Scientist, USDA and current Visiting Scientist. From Iowa State University, Sarah Nusser nusser@iastate.edu, VP for Research, and Erin Mullenix erin1@iastate.edu, Director of Data Driven Science. From Virginia Cooperative Extension, Mike Lambur lamburmt@vt.edu, Associate Director, Program Development. A data science partnership that receives endorsement by form Under-secretary Cathie Woteki.

   How it works?
   Workshops with community leaders/civil servants who need this data to make decisions and response to needs in the community.
Why? Similar data is collected by government it is too cumbersome to ask or prohibited for release to the public.

What is needed from Cooperative Extension?

- Connect with local government civil servants through a Community Learning Data-Driven Discovery process
- Enhance current Cooperative Extension situation analysis and programing reports through use of local administrative data and social media
- Collaborate with university researchers through engaged scholarship
- Create and curate processes to support data discovery, sharing, access, analytics, and evaluation for data-driven decision making

Next steps: Determine readiness to embrace the opportunity. Continue the conversation. Explore the need to meet communities where they are, the value of land-grants to urban areas.

13. Committee Actions and Updates

a. Executive Committee – Fred Schlutt
   i. ECOP liaison to ESCOP

Offered to Northeast, 3 people are interested, waiting for report.

ii. Private Resource Mobilization (pp.40-56) –

Scott Reed: At the NEDA meeting in Wyoming September 2016, 9 out of 10 Directors and Administrators agreed for the Task Force to move forward, with the condition that the effort be a compliment to and not in competition with Resource Development at the state level, and no additional assessments in year one. A 3-year plan was supported was designed to support these conditions. ECOP approved the interim report all 5 recommendations with the request for more clarity on a budget. An invitation was extended to APLU, eXtension Foundation and National 4-H Council. Conversation to become an institutional home, APLU declined. A conversation eXtension and National 4-H Council to share criteria and make the request for proposals. Received one from eXtension and none from National 4-H Council. From this the Task Force considered 3 options to proceed – do nothing, do almost nothing to further assess, waiting until we bank roll something, or consider a planning grant to hire a full or part-time CAO in year two.

Motion by Executive Committee (Chuck Hibberd): Recommendation to form the Program Oversight Committee (POC). Provide additional time needed to weigh the options for an institutional home. Thank the Task Force. Contract with eXtension Foundation to identify a brand using the designathon model. No commitment for an institutional home. Have the Cooperative Extension Section weigh in on the report before going further. And come back to ECOP with a recommendation for decision to take next step.

Vonda Richardson seconded the motion. Motion carried.

Motion by Chuck Hibberd: Acclamation of the excellent work of the Task Force and Executive Committee. Motion seconded by Ed Jones. Motion carried.

iii. Executive Director Search

Chuck Hibberd: Prepared to start a second round of search. Before restarting, take time to consider the approach, role, etc. Michelle Rodgers: Motion to hire a consultant to facilitate and to consider all available options, $6-8K within the next 30 days; timeframe by June. Lighthouse, Inc. will be approached to provide this service. The motion was seconded by Bill Hare. Discussion: A survey regarding the EDA Team http://bit.ly/CES-EDATeam was completed earlier by the whole system. This will be shared with consultant in advance. Motion carried.

iv. IPM report approval – Fred Schlutt/Chris Boerboom (pp.19-22)
Reaffirming the funding challenge, need to maintain a state-based, sustainability and capacity.
b. Personnel Committee – Bev Durgan
   i. New Director/Administrator Orientation
   Session is scheduled for 4:00-5:30 on Monday, October 2 before NEDA. Considering a repeat of the panel discussion. Theme “navigating the politics of change and budgets”. Planning for 2 people for 1890 and 2 from 1862’s, and invite 1994, John Phillips or someone that he designates. Open to suggestions. Develop a short survey of 2 years or less, send out quarterly, questions for the panel. Chris Watkins will summarize the session. Welcome to new ideas for orientation to the national process. The committee was asked to consider adding some of the granting opportunities, an overview of the national system, but not a data dump. The value of ECOP to Extension System and understanding of the associations of JCEP.
   Sandy Ruble: If a change is going to occur with the format in 2018, send these details to the ECOP Executive Director as soon as possible before Joint COPs 2017.

   ii. Sandy Ruble – An Excellence in Extension Award will be selected by the committee by July 15, committee will meet to select a national award winner. Regional nominations should be provided to the ECOP National office by June 23.

c. Program Committee – Chris Boerboom
   i. Health Implementation (pp. 25-28)
   Michelle Rodgers: Team in place in process 3rd year of ECOP Commitment, agreed to work with teams and move forward with new Culture of Health. Working with Bonnie Braun Program Manager of Cooperative Extension/Robert Wood Johnson Foundation (RWJF) Partnership. Survey in Sept. 2016 resulted in alignment with RWJF. Now using 2 days May 1-2, 2017 for final face-to-face meeting of approximately 50 members of research and extension faculty. Clarification of role now falls under the work of RWJF grant. $15K written into the grant for the Health Implementation purpose. Activity will be conducted at the meeting in May to select a chronic disease and create a tool kit around specific disease. A new direction, and gives team members the option to continue under the auspices of the RWJF. The chairs have been receptive to the transition.

   ii. Other
   Chris Boerboom/Ron Brown: Continues looking at emerging issues, forward ideas. NUEL assisting UMN Admin. Track for conference. 350 participants. Rapid Response Protocol process, grant is being written to refine that process and develop Civil Discourse competencies, more to come on this.

14. DOE/Energy Summit –Next Steps –
Fred Schlutt/Robin Shepard: Energy efficiency office interest in rural America. Visit with DOE and presented at the Biennial Energy Summit. Energy Specialists to scale up to energy programming for the nation priorities and know how to match up priorities. Discussions are planned with members of the Association of Natural Resource Extension Professional (ANREP) National Extension Energy Initiative, many of whom were in attendance at the recent Energy Summit, to organize the collection of the needs and priorities.

15. Other Items
   a. Response to Big Data Initiative – Delve further into the role and value of Extension. eXtension Foundation to form an impact lab.
b. PRM Program Oversight Committee – Nominations are being sought for this. Blend of experience, a carry-over from the Task Force, Larger and Small 1862, plus 1890. Tom Dobbins volunteered to be a part of this committee.

**ADJOURN**

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**KEY**

**ECOP 2016 Goals:**
- Private Resource Mobilization
- Urban Programming
- Innovation
- Professional Development
- National System
- Internal Communications

**ECOP Core Themes:**
- Build Partnerships and Acquire Resources
- Increase Strategic Marketing and Communications
- Enhance Leadership and Professional Development
- Strengthen Organizational Functioning

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ECOP Membership

Voting Members
✓ Fred Schlutt, Chair, University of Alaska
✓ Chuck Hibberd, Chair-elect, University of Nebraska
✓ Michelle Rodgers, Past-chair & 2017 NEDA Planning Committee Chair, University of Delaware
✓ Chris M. Boerboom, Program Committee Chair, North Dakota State University
✓ Tom Dobbins, Personnel Committee, Clemson
✓ Beverly Durgan, Personnel Committee Chair, University of Minnesota Extension
✓ Bill Hare, Program & Private Resource Mobilization Committee, University of District of Columbia
✓ Ed Jones, Executive Committee, 4-H Leadership Committee Co-chair, Virginia Tech
✓ Mark Latimore, Executive Committee, Fort Valley State University
✓ Gary Lemme, Program Committee, University of Kentucky
✓ Scott Reed, Private Resource Mobilization Task Force Chair & Program Committee, Oregon State University
✓ Vonda Richardson, Personnel Committee, Florida A&M University
✓ Louis Swanson, Personnel Committee, Colorado State University
✓ Chris Watkins, Personnel Committee, Cornell University
☐ Carolyn Williams, Program Committee Vice-Chair, Prairie View A&M University

Ex-officio/Non-voting members
● Daryl Buchholz, ECOP Representative to Policy Board of Directors
● Louis Tupas, Denise Eblen, Mike Fitzner, USDA-NIFA
  o Doug Steele, Chair, ECOP Budget and Legislative Committee
● Rick Klemme, Executive Director, Cooperative Extension/ECOP

Liaisons to ECOP
● Susan Crowell, Council for Agricultural Research, Extension and Teaching
● Linda Kirk Fox, Board on Human Sciences (indefinite)
● Chris Geith, CEO, eXtension Foundation (indefinite)
  o Vernon Jones, eXtension Foundation Board Chair, Langston University
● Jennifer Sirangelo, National 4-H Council (indefinite)
● Clarence Watson, Experiment Station Committee on Organization and Policy (indefinite)

Executive Director/ Administrator Team
● Ron Brown, Southern Region
● Lyla Houglum, Western Region
● Rick Klemme, DC Office
● L. Washington Lyons, 1890 Region
● Sandy Ruble, DC Office
● Robin Shepard, North Central Region
  o To be determined, Northeast Region

Meeting Guests
● Roxie Rodgers Dinstel, University of Alaska
● Cynthia Gregg, JCEP
● Vernie Hubert, Cornerstone Government Affairs (Zoom)
● Sallie Keller, Stephanie Shipp< & Mike Lambur Virginia Tech (Zoom)
● Cathie Woteki Visiting Scientist (Zoom)
● Sarah Nusser and Erin Mullenix, Iowa State University (Zoom)
● Carmen Kloepfer, University of Alaska
● Ian Maw, APLU
● Jenny Nuber, kglobal (Zoom)
● John Phillips, AIHEC
● Kathleen Tweeten, JCEP
● Rachel Welborn, Southern Rural Development Center
Rapid Response Team Regarding Civil Discourse on Race Relations
Executive Summary
Submitted by Rachel Welborn, Chair - April 2017

Background

In September, 2016, the Extension Committee on Organization and Policy (ECOP) approved the establishment of a Rapid Response Team (RRT) on Civil Discourse on Race Relations. Concerns around racial tensions resulting in civil unrest evidenced by riots, arrests, and shootings underscored the need for this important emphasis. Also, this was the first piloting of the RRT model, a process approved by ECOP and designed to take a prompt look at Cooperative Extension Services’ (CES) capacity to address an emerging issue. This report chronicles both the learnings of this first RRT from a process standpoint as well as specific findings and recommendations on the identified topic. By sharing insights from both aspects, the RRT hopes to strengthen the CES system's ability to respond to emerging issues and also encourage capacity building specific to the timely concerns of promoting civil discourse in our nation.

With ECOP’s approval, the ECOP Program Committee (ECOP PC) established the core team including members of the ECOP PC, representatives of Regional Rural Development Centers (RRDC), National Urban Extension Leaders (NUEL), NIFA, eXtension, and four Extension specialists as well as other individuals who have expertise and who might be effective partners, e.g., Everyday Democracy, Kettering Foundation, etc. Rachel Welborn, Program Manager for the Southern Region Rural Development Center (one of the RRDCs), was appointed as chair with staff support from Dr. Ron Brown. This initial group was considered the core team that would guide the work. However, a larger group of contributors allowed for additional input.

The following six tasks encompass the RRT’s assignment with an anticipated completion in a six month period, culminating in a report to ECOP in April 2017:

- Make a public invitation to additional Extension staff and others who may want to be involved in the RRT (consider the ECOP Monday Minute as well as national Extension professional associations as communication mediums); Identify other groups/organizations that might be worthy partners.
- Identify existing competency frameworks.
- Organize and add to the civil discourse information and resources already collected through the Directors/Administrators survey.
- Work with eXtension and provide a nationally accessible website and populate it with information (curricula, programs, models, examples, expertise, etc.) related to civil discourse.
- Organize and conduct a national webinar for Extension Directors/Administrators and other personnel that summarizes the need for civil discourse, provides an overview of resources available, and demonstrates a few examples of successful programming.
- Identify other needed strategies – for example, if a funding opportunity arises for a longer-term effort, provide a recommendation of next steps or recommendations for training at a future urban or other conferences.

Over a six month span of time, the RRT has surveyed Extension professionals across multiple disciplines to inform the work. This input provided the backbone for much of the team’s final products which are posted to a website hosted by eXtension [https://publish.extension.org/civildiscourse/] and include a
Lessons Learned
As the first RRT, a number of lessons were learned that may inform this process for future RRTs. These include the value of developing a relatively small team with a broad mix of relevant perspectives, developing an aggressive timeline to keep the work focused, selecting a chair whose professional interests and experience closely match the subject matter, identifying ways to share documents through the process, and the potential for providing funding for face-to-face meetings for future RRTS to expedite work.

Lessons learned about civil discourse work span the entire spectrum of the scope of work given the RRT. For instance, using a survey to gain insights from a broad mix of people quickly to help shape the content for the tasks was a valuable approach. For this particular task, having support from the JCEP organizations quickly is important as they have the reach to CES professionals across a wide spectrum of disciplines. Also, having a clear strategy for connecting interested professionals to the process beyond the survey would streamline the effort. The survey also produces a long list of potential partners both within and outside of the land-grant system which could be explored to help build capacity within CES.

The competency exploration generated a lengthy list of skills which could benefit from breaking into levels (such as beginner, intermediate, experienced) to help provide a logical progression of skills. Also, among the competency areas identified are a broad set of skills that will require an interactive (i.e. face to face) training process to master.

The resource exploration revealed a number of potentially valuable assets. However, work is needed to document existing efforts as well as impact to help measure and communicate public value. For instance, encouraging CES professionals to document work being done in this realm could add strength to the existing repository, given that a number of survey respondents noted using materials not formally documented. Likewise, a need to identify and/or document impacts from civil discourse exists in order to increase understanding of the value of this work. This may require dedicated efforts in identifying common measures and tools that could aid documentation of impacts. For the resources identified, matching these to competencies to help interested CES professionals find relevant training opportunities could be a great benefit.

Overarching Observations:
While responses to the survey and emails to the team indicate high interest in strengthening the work of civil discourse within the Cooperative Extension System, few states appear to be investing significant effort to respond to needs in promoting civil discourse. Additionally, while the focus on race relations was considered valuable, the RRT often received comments about expanding the scope of the work to a broader base of inclusion/diversity that also encompassed gender, religion, political orientation, sexual identity, age, or any other social/cultural divide that seems present in today’s society. While the focus of this RRT’s work stayed clearly on race relations, many of the tools and resources identified can have broader applications to these other areas of concern.

Recommendations:
Given the high interest in this topic, and the intense need demonstrated for enhancing civil discourse practices, the RRT is recommending the following actions to help build capacity for this work within CES:
- Clarifying roles CES could or should take in civil discourse around racial issues could advance CES professional engagement in the work.
- Becoming skilled at civil discourse competencies will make every Extension agent more effective in and more motivated about their work, regardless of the job title, and is consistent with the Skills and Attributes of 21st Century Extension Professionals (Hibberd)\(^1\). Potential ways to facilitate mastery include:
  - Developing a tiered rubric that allows individuals to find a place to begin that is manageable, but provides a pipeline to grow skills to the next level.
  - Tying identified training materials to competencies to allow CES professionals to find relevant on-line resources to meet some of their training needs.
  - Examining training opportunities that may exist with both internal and potential external partners that have been identified.
  - Developing a train-the-trainer model, starting with a small pilot initiative, but expanding to a national model.
- In order to build capacity within CES, a supporting infrastructure is needed to:
  - Better link professionals that have proficiency nationally to others with expertise as well as to those that desire to build these skills
  - Provide essential face-to-face training for those needing to build capacity on competencies, much of which is skill-based, thus not easily mastered through on-line training resources alone.
  - Provide support for work both within states (how to build strong state level capacity) and across states (how to link expertise across state lines to draw from and support efforts nationally).
- Developing a stronger unified evaluation strategy for this effort that can be used nationally would strengthen CES’ ability to document impacts.
- Integrating research into the work would strengthen the evidence base.
- Building capacity within CES needs to focus on both local program implementation and also building the skills of Extension professionals. Models may include developing regional teams (e.g., Robert Wood Johnson Foundation Culture of Health), developing teams based on subject matter expertise (e.g., 4-H Common Measures), and developing project teams with key informants (e.g., eXtension Issue Corps). Whatever model is used, the intent should be to build on existing strengths and current energy to increase capacity across the nation.

In order to achieve the strategies above, the RRT recommends civil discourse around race relations become a priority for ECOP in 2018 and each state be encouraged to consider it as a priority in development of state plans of work. Additionally, the RRT recognizes that to build capacity within the LGU system will require funding to support developing individual and team skills. Thus, with the broad interest demonstrated in this initiative and a desire to continue the work of this RRT, we request ECOP’s assistance in identifying potential funding sources to help this work progress nationally.

*The Civil Discourse RRT is convinced that the time is right for Cooperative Extension to step into this vital space to help promote peace, resilience and healing within and among the communities we serve.*

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In early 2017, Faith Peppers and other members of a writing team met and developed 28 stories and 10 summary sheets, plus one animated video. These have been written and edited. Soon, members of the design team will add the finishing design touches and will submit them for posting to the NIDB website (LandGrantImpacts.org). Stories and summaries to be added to the website are listed below. (Stories are narratives with graphics that are to be posted as features on the web site; summaries are one-page fact sheets that cover an entire issue).

In the queue to be added to the LandgrantImpacts.org

**Health and Nutrition**
- Health-Story1-SchoolGarden
- Health-Story2-ChildObesity
- Health-Story3-PeanutButter
- Health-Summary1-Obesity

**Food Security**
- Food-Story1-Wisconsin
- Food-Story2-Tunnels
- Food-Story3-PeanutButter
- Food-Summary1-ChildObesity
- Food-Summary2-GreenThumbs

**Youth, Families, and Communities**
- YFC-Story1-ProjectProm
- YFC-Story2-CultureClub
- YFC-Story3-CSLcamp
- YFC-Story4-Debt
- YFC-Story5-Entrepreneur
- YFC-Story6-FinancialStrength
- YFC-Story7-HopeForHomeowners
- YFC-Story8-CommunityBroadband
- YFC-Story9-Childcare
- YFC-Summary1-YouthDev
- YFC-Summary2-Financial
- YFC-Summary3-Community

**Environmental Stewardship**
- Environ-Story1-NutrientManagement
- Environ-Story2-UrbanTrees
- Environ-Story3-WaterwiseStrawberries
- Environ-Summary1-NutrientManagement

**Ag Systems**
- Ag-Story1-IrrigationApp
- Ag-Story2-Nanoparticles
- Ag-Story3-Angus
- Ag-Story4-Calving
- Ag-Story5-Dairy
- Ag-Story6-WheatFungus
- Ag-Story7-LocalPlants
- Ag-Story8-NarrowBeds
- Ag-Summary1-IPM
- Ag-Summary2-PorkVirus
- Ag-Summary3-Corn

**Energy and Bioproducts**
- Energy-Story1-BiomassFurnace
- Energy-Story2-LEDs

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The 2017 JCEP Leadership Conference was held February 8-9, 2017 in Orlando Florida with a record attendance of 520 overall participants. The purpose of the JCEP Leadership Conference is to support Extension leadership succession planning and development nationwide. The JCEP Leadership Conference planning committee utilized feedback from a membership survey and the JCEP Blue Ribbon Committee to expand and retool the 2017 conference. The JCEP Blue Ribbon Committee was convened to provide direction to JCEP, ECOP and NIFA to help identify emerging issues in Extension nationally, determine delivery methods to support training that would improve Extension’s responsiveness to these issues, and to suggest partnerships that would necessitate the desired results. The JCEP board of directors responded by charging the 2017 Leadership conference committee with both expanding the scope of the leadership conference and increasing access to a national discussion regarding innovation, emerging issues, and Extension’s leadership response.

The 2017 JCEP Leadership Conference hosted 294 on-site participants and 226 remote participants from 47 states. The conference theme was Emerging Leadership for Tomorrow’s Extension. Remote participants registered and were a part of the Virtual Town Hall Meeting (VTHM). The theme for VTHM was Purposeful Leadership: Preparing for the Edge. Moderated by Karen Ballard (AR), VTHM presenters included Nick Place (FL), Bill Hoffman (NIFA), Paul Hill (UT), and Jamie Seger (OSU). The conference also included a keynote session presented by Dan Gallagher, four ignite presentations, 28 concurrent sessions, and 24 poster presentations.

The JCEP Leadership Conference included multi-disciplinary concurrent sessions in seven educational tracks including:
- Leadership Skills
- Responding to Emerging Issues
- Gauging Extension’s Response to Emerging Issues
- Strategic Planning and Program Evaluation
- Leadership Challenges, Collaboration and Partnerships
- Innovation
- Talent Management

One participant noted in their evaluation that: “As a first time attendee it was amazing to see Extension highlighted as a nation-wide effort and not just state focused. It made me proud and excited to have so many colleagues from around the country who support each other’s work!”

NEAFCS started 2017 with a new association management company – Partners in Association Management -- out of Tallahassee, FL. We have over 2880 active, associate, partner, student and LIFE members. Over 50 NEAFCS members attended the JCEP Leadership Conference held in Orlando this past February and a sizeable contingent is expected at the JCEP PILD Conference in early April. Extension Living Well Month takes place every March. It’s dedicated to encouraging members to fully engage families and communities about the merits of raising kids, eating right, spending smart….living well. We prepare annual impact statements that document the work members do to increase awareness and effect change in the areas of childhood obesity prevention, community health & wellness, diabetes prevention & management, financial management, food
& nutrition, food safety, healthy homes & the environment, improving children’s lives, and protecting our resources – family life. These impact statements are shared with elected officials and policy makers at the national, state and local levels as well as within the Extension system. This year’s professional development Annual Session will be held October 16 – 19 in Omaha, NE. By Theresa Mayhew, NEAFCS President

Transition of new 2017-2018 board will occur in June at the annual conference. Renewal of membership is currently open. In addition, conference registration is in full force. Big Skies/Bold Partnerships Moving Mountains Together: CDS/NACDEP Joint Conference, June 11-14, 2017 Big Sky, Montana. Proposals for 2019 Annual Conference in the Southern Region are being accepted now. If you are in this region and have an interest, please download the conference site application and submit by March 24, 2017. 2017 Joint Conference with CDS received a record number of proposals for refereed presentations and posters relating to community development! Member Service and Marketing Committee are in process of identify SWAG to sell. Communications Committee is actively pursuing strategies to increase communications among members (and partner organizations). Development Committee is in process of launching an endowment campaign. By Kelly Nix, NACDEP President

ESP has gone to an online membership system. This has made it possible for us to create a new type of membership for communities of interest. Our first community to enroll is the Latino Advisory group. Individuals are still members in their state chapters but now can enroll in a national Latino affiliation group as well. This is both our greatest innovation and our greatest opportunity for ESP membership growth and diversity. A second area of improvement for ESP has been the significant increase in professional development opportunities for members by using technology (Zoom). These included a series of diversity related webinars. By Kathleen Tweeten, ESP President

Mission: The mission of the National Association of County Agricultural Agents (NACAA), and organization of professional extension educators, is to further the professional improvement of its members, communication and cooperation among all extension educators and provide for enhancement of the image of extension and the development of personal growth opportunities for extension professionals.

Membership: We just finished our membership drive for 2017. We currently have 3196 members. This past year (2016) the Puerto Rico Agriculture Agents Association joined NACAA.

Other News Items: We also just finished accepting applications for presentations, posters, and awards for our 2017 NACAA AMPIC in Salt Lake City, Utah. Last year we had over 420 hours of professional development, professional improvement and leadership development at our AMPIC in Little Rock. We are proud of efforts to meet our NACAA Goals and Mission. By Mark Nelson, NACAA President

The National Association of Extension 4-H Agents is excited to begin implementing our 2017-2020 strategic plan. The plan has four-opportunity areas partnership development/fund development,
events/professional development, member engagement, and expanding communication and branding. NAE4-HA continues to see a healthy and growing membership with a total membership of 4,590. National officers include: Shawn Tiede, President; Casey Mull, President Elect; and Lena Mallory, Past President. By Shawn Tiede, NAE4-HA President

As of April 2016, ANREP has 440 members listed in our online database as active membership roles are maintained, with about 415 with their dues paid up-to-date. Our membership base has been rather steady over the past several years. ANREP has three initiatives: National Network of Sustainable Living Educators (NNSLE), Climate Science Initiative (CSI), and National Extension Energy Initiative (NEEI). NEEI is holding the National Extension Energy Summit in Knoxville, TN on April 3-6, 2017. A joint National Extension Sustainability/Energy Summit is being planned for Orlando in on November 7-9, 2018. The Board meets via conference call on the first Wednesday of each month. We just switched to Zoom. Our materials and fee for gaining 501(c)3 status were mailed to the IRS in February and we are awaiting official notice. ANREP plans to hold its next professional development conference in Biloxi MS, on April 29-May 3, 2018. National Officers include President – Christopher Jones, University of Arizona, President Elect – James Henderson, Mississippi State University, Past President – Diana Rashash, North Carolina State University. By Chris Jones, ANREP President

As of March 27, 2017, NAEPSDP has 156 active members, including 2 new life members. This is an increase in membership over the past. When the organization was founded in 2011, they had a goal to ready 100 members within 5 years. That was reached within 3 years and we continue to grow. For the coming year, NAEPSDP has a goal to reach out to middle managers within Extension, as well as IT professionals for membership. We continue to offer regular webinars for our membership. The association will be co-hosting the Virtual Summer School from August 7-11th. More information will be available later on the website. We also have some great blogs that are posted by our members on our website around professional development. The 2017 NAEPSDP Conference will be December 4-7 at the Green Valley Ranch Resort in Las Vegas, NV. By Carrie Stark, NAEPSDP President

Respectfully submitted,
Cynthia L Gregg
JCEP, President, 2016-2017

Kathleen Tweeten
JCEP, President-Elect 2016-2017

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State of Programs and Perceptions on Sustainability

The Programs and Perceptions on Sustainability section of this report was developed from participant questionnaires completed at the close of the October 18-19, 2016 National IPM Coordinating Committee meeting, which was attended by 60 leaders associated with IPM programs in the United States.

Half of those attending (30) filled out the questionnaire at the end of the meeting. Respondents identified their professional affiliations as: Extension 36.6%, IPM Centers 33.3%, Research/Extension 6.7%, Research 6.7%, Research/IPM Centers 6.7%, Extension/IPM Centers 3.3%, NIFA 3.3% and other 3.3%. The table below provides a summary of the responses from all survey participants.

### Summary - All Survey Participant Responses (n=30)

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<thead>
<tr>
<th></th>
<th>Federal</th>
<th>State</th>
<th>End-User</th>
<th>Pest Mgmt Industry</th>
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<tbody>
<tr>
<td>Primary funding source for respondent’s IPM program</td>
<td>62%</td>
<td>28%</td>
<td>6%</td>
<td>3%</td>
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<tr>
<td>Increased</td>
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<td>Decreased</td>
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<tr>
<td>Same</td>
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| IPM Program Funding           |         |       |          |                     |
| Percentage Change             |         |       |          |                     |
| 48%                           | 30%     | 22%   |          |                     |
| 28%                           | 26%     |       |          |                     |

| Sustainability of IPM Programs - current funding and funding model |         |       |          |                     |
| 52% | 48% |

A majority of the programs represented were federally funded. Most had seen increased funding during the last 10 years. The average percentage change in funding reported among programs was similar. About half the respondents thought programs were sustainable with current funding and the current funding model. University extension and research respondents were more pessimistic about the sustainability of funding than were IPM Center respondents (data not shown). Responses from programs in which states were the primary funding source were generally more optimistic about program sustainability (data not shown). Funding levels have declined in some IPM programs over the last 10 years. Generally, programs are coping by diversifying sources of funding, but many programs have lost IPM extension/research capacity.

### Key IPM-related Issues of National IPM Coordinating Committee Attendees

Participants at the 2016 National IPM Coordinating Committee (NIPMCC) Meeting provided input for this section of the State of IPM Report in two sessions; Ideas Informing the Future – the New IPM; and IPM Communication and Accountability. Participants were divided into six small groups. Each participant/group had the opportunity to provide input on 12 questions across several topical areas. Their responses have been summarized in approximate priority order. The information provided was used to develop this report and inform our initial steps toward development of a vision for the “New IPM” - an enhanced IPM future, building on long-accepted IPM principles and integrating new technologies and approaches based on new science and tools. We expect this report to serve as a conceptual guideline from which IPM programs are built nationally. The intended outcome is a renaissance in IPM leading to robust and sustainable urban and rural programs, positive stakeholder impacts and the development of a widely recognized and valued IPM culture in America.
IPM Program Funding

By far, the most common issue described by attendees was the need for federal funding for Extension IPM Programs

- supporting, at a minimum, base-level funding for Extension IPM programs in all U.S. states and territories. Under the current funding model, as costs increase and initiatives are needed to address emerging needs, IPM programs will not have adequate resources to meet demands. Full deployment of the “New IPM” concepts and science will require increased funding for IPM research in emerging areas (phytobiomes, molecular/genetic science, novel pest (insect, weed, disease) monitoring, utilization of big data in support of IPM objectives, IPM research at the ecological/landscape levels, etc.). Increased funding will be needed to support extension programs in every state in order to move new research-based IPM technology to stakeholders and users.

Stakeholders and Priorities

Committee responses indicated that stakeholder involvement in IPM programs was critically important. It was deemed important in all kinds of programs; in programs for farmers, urbanites, schools, underserved communities and international communities. The importance of relationship building between IPM practitioners and leaders of these groups was emphasized. Participants at the NIPMCC meeting stressed the importance of developing IPM program priorities at the local level. Currently, most extension programs engage effectively with local stakeholders to develop priorities for local programs. NIPMCC participants felt priorities set at the local level should be aggregated to the state, region and national level. Some of the Regional IPM Centers develop lists of regional priorities, but priority lists are not currently available in all regions. Aggregation of priorities from states to regions, and from regions to the national level is a logical way to proceed, but the process for priority aggregation has not been developed. Since local programs need to be driven by local priorities, regional and national priorities if aggregated such that they address all or a majority of local priorities would be voluminous and of little value.

Instead, regional and national priorities should be broad and over-arching. A list of National IPM priorities would be valuable to policy makers, granting agencies and state IPM programs. It would help programs focus on the foremost IPM-related issues. The NIPMCC thorough APLU is an appropriate body to develop and publish (website) a list of National IPM Priorities. A list of national priorities would provide national unity and would contribute positively to our ability to communicate with stakeholders and policy makers with “One Voice” – a concept that was one of the primary themes that emerged at the 2016 NIPMCC meeting. Recapping, the optimum program model should involve significant local stakeholder input and elimination of all federal funding within a state or territory is incompatible with maintaining a strong national IPM program.

One Voice – National Program Issues Coordination

Communities, states and regions of the U.S. differ in many ways (rural/urban, climate, soils, water availability, culture, ethnicity and attitudes of the people). It is not surprising, therefore, that stakeholder-based IPM programs also differ. Contradictory and mixed messages from programs are not only possible, but likely. There are, however, consistent ideas and themes that are in common with IPM programs across the nation. NIPMCC responses indicated that national IPM research and outreach programs should aggregate program focus and priorities from local stakeholders to the national level. Possible models might involve state IPM Coordinators, USDA Regional Technical Committees, Regional IPM Centers and the NIPMCC. Additional input or approval may be solicited from federal agencies through NIPMCC representation on the Federal IPM Coordinating Committee (FIPMCC). NIPMCC suggested that coordination of focus at the national level could be accomplished by a National IPM Coordinator or by the NIPMCC. Messaging in support of national IPM programs to our advocacy groups
should be consistent and of “One Voice”, representing important national interests and stakeholder groups.

Partnerships, Collaborations and Communication
NIPMCC responses emphasized the importance of partnerships, collaboration and communication in IPM program development, delivery, reporting and outreach. Key partners include: stakeholders (citizens, commodity groups, environmentalists, conservationists, schools, urbanites, etc.), land grant and other universities, Extension, Research, NIFA, Regional IPM Centers, USDA Regional Technical Committees, IPM working groups, consultants, FIPMCC, IR-4, NPDN, advocacy organizations, the pest management industry (synthetic and biologically-based pesticides, monitoring tools, pest resistant cultivars, etc.) and other IPM-related groups. The committee recognized a need for improved communication among these groups (the “One Voice” concept). Meeting participants recognized the need to communicate effectively despite existing silos (departments/disciplines, states/regional differences, agencies, urban/ag/school IPM, conventional/GMO/organic production, etc.) to develop multistate, transdisciplinary teams to address difficult IPM-related issues.

IPM Success Stories and Writers/Marketers of the IPM Message
State IPM Extension programs generate numerous IPM successes and success stories. Success stories are generated by research and extension professionals, State IPM Coordinators, professional writers at LGUs, popular press writers (newspapers, Ag press, specialty crop press, urban pest management press, and others). Professional societies and Regional IPM Centers also employ professional writers that produce IPM success stories. In addition, annual and final reports are written by State IPM Coordinators to comply with USDA NIFA grant and capacity funds requirements (REEport and NIMISS), and other grant requirements. Hiring additional writers/marketers was suggested by some of the NIPMCC participants as a way to improve public awareness of IPM successes. The consensus was, more writers are not needed. What is needed is a process to aggregate, package and disseminates success stories. This information could inform organizations that advocate for IPM and could be used to inform the public about IPM successes. Online training for State IPM Coordinators was recommended to improve their skills in success story writing.

Regional IPM Centers
Regional IPM Centers were recognized by the attendees as important in regional organization, promoting collaboration, providing resources (online, funding, program evaluation, etc.), development of success stories, and recognition of programming successes and excellence. Center roles in aggregation of priorities and reports – providing regional “One Voice” messaging to national advocacy groups, and facilitating information flow back from the national level to states was supported by meeting attendees. However, some attendees felt the resources used by the Regional IPM Centers could be better used for IPM program implementation in the states, and priorities/reports could be aggregated from states directly to the national level. Better definition of the roles of IPM Centers was a need expressed by some attendees. Consistent with the “One Voice” concept, the NIPMCC needs to develop consensus on the role of IPM Centers to avoid mixed messages that may distract from our issues-based focus.

Supporting Underserved and International IPM Needs
The consensus of committee members on educating traditional U.S. stakeholders, underserved and international stakeholders held that attention to language and cultural differences was necessary to ensure access of all clientele groups to IPM education. Assessment of teaching methods to ensure that they are appropriate for the learning environment and local conditions was also viewed as
important. Some committee members recognized that barriers, such as international student access to grant funding, exist and suggested these barriers be removed.

**Development of the Next Generation of IPM Practitioners and STEM Education**

Attendees highlighted the need for programs to develop the IPM practitioners and scientists of the future. Youth/student awareness of careers in IPM, internships, youth/student mentoring, teaching networks and web-enabled communication/education (including social media and YouTube) were identified as important components that would help address this need. Greater emphasis on STEM education to promote interest in science, technology, engineering and math; and 4-H, FFA and other ag-related programing to develop student interest in agriculture are needed.

**Technology and Ag Literacy**

Recognizing that the way people access education is changing, the committee highlighted the need to embrace social media, video, infographics and other web-based communication technologies to reach large numbers of people. The committee also recognized that people are using these media resources to support narratives about food production systems and food safety that are not supported by scientific evidence (GMOs, pesticides, organic, etc.). Attendees recognized the need to support Ag Literacy by teaching people the facts about agriculture and that innovative use of modern outreach technologies will be needed to accomplish Ag Literacy goals.

**Priority Summary:**

- Improve national capacity to support Extension IPM programs in all states and territories to deliver the technologies of the “New IPM” to users and practitioners. Improve funding for IPM research to develop the technologies of the “New IPM”
- Develop a mechanism for aggregating a set of National IPM Priorities: thereby empowering the National IPM Program to communicate with “One Voice” to stakeholders and policy makers
- Improve partnerships and linkages with IPM groups
- Develop an improved process for aggregating reports and developing national IPM messaging (success stories)
- Improve definition of the roles of IPM Centers – aligned with NIPMCC priorities. Empower programs to effectively impact all U.S. stakeholders – respect, consider and appreciate cultural, language and learning diversity
- Enhance awareness and engagement of students and youth in STEM and agricultural education – to promote development of the next generation of IPM practitioners and scientists
- Effectively engage in educating the public about food (Ag Literacy) to counter misinformation with science-based reports using media appropriate for mass audiences

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ESCOP Liaison Report

April 18, 2017

Presenter: Clarence Watson

ESS Section meeting: The ESS/ARD section Meeting and Workshop is met concurrently with ECOP September 19-21, 2016 in Jackson Hole, WY. The 2017 ESS section meeting will be in Philadelphia September 25-28, 2017. Bret Hess (WY) is the ESCOP Chair, and Gary Thompson (PA) is Chair-Elect.

ESCOP met March 6, 2017 in Washington, DC and will meet again in July 15-18 in Kananaskis, Alberta, CA.

Multistate Research Award for Excellence: The following regional winners were selected for the 2016 National Multistate Research:

- **NCERA-3**: Soil and Landscape Assessment, Function and Interpretation
- **W3122**: Beneficial and Adverse Effects of Natural, Bioactive Dietary Chemicals on Human Health and Food Safety
- **S1060**: Fly management in animal agriculture systems and impacts on animal health and food safety
- **NE1227**: Ovarian Influences on Reproductive Success in Ruminants

The winner (S1060) was recognized at the APLU meeting in Austin in November. Nominations for 2017 are currently being vetted with the respective regional associations.

National Information Management and Support System (NIMSS): The newly redesigned NIMSS database used to management our portfolio of multistate projects has been open for slightly over one year and appears to be functioning well. The new system went live in January 2016.

The Budget & Legislative Committee: The results of the survey on recommendations for the next Farm Bill resulted in the following Overarching priorities:

- Maintain and increase Capacity Funds
- Maintain and increase AFRI to authorized level
- Increase or fully fund all grants programs as authorized
- Reduce the number of lines by combining small grants programs into AFRI
- Seek addition partnerships outside NIFA

National Research Support Program: The National Research Support Program (NRSP) provides off the top funding in support of research. For FY 2017, there are seven NRSPs funded for a total of $2.05 million. Current NRSP projects (Termination date):

- **NRSP-1**: National Information Management and Support System (NIMSS) (2017)
- **NRSP-3**: The National Atmospheric Deposition Program (NADP) (2019)
- **NRSP-4**: Enabling Pesticide Registrations for Specialty Crops and Minor Uses (2020)
NRSP-6: The US Potato Genebank: Acquisition, Classification, Preservation, Evaluation and Distribution of Potato (Solanum) Germplasm (2020)
NRSP-8: National Animal Genome Research Program (2018)
NRSP-10: Database Resources for Crop Genomics, Genetics and Breeding Research (2019)

The NRSP committee will meet June 7, 2017 in Atlanta to review new proposals and conduct any midterm reviews.

ESCOP Diversity and Inclusion Workshop at APLU:
ESCOP participated in a Diversity and Inclusion Workshop, March 6, 2017 in Washington, DC. Pamala Morris, Assistant Dean/Director of Office of Multicultural Programs for the Purdue College of Agriculture conducted the workshop. ESCOP members were administered the Intercultural Development Inventory (IDI) tool prior to the workshop and the results of that survey served as the basis for the discussion. Two additional sessions were provided on March 7 and were open to the larger membership of BAA.
Since the winter of 2016, Bonnie Braun and Michelle Rodgers have been working with the health action teams that were formulated with the Framework for Health and Wellness and to now guide their roles and functions to that of supporting the ECOP partnership with RWJF Culture of Health initiative. An assessment of the teams work and the potential of integration was completed in the fall. The team individual team reports below speak to the scholarship work that has come to fruition this year by the various teams as well as professional development efforts. Phone meetings with team leaders have focused on providing background on the RWJF effort and how the teams can support that initiative. The teams will meet face to face prior to the National Health Outreach Committee with three goals: 1) Clarification of role of action teams going forward, 2) Determining contributions to CES-RWJF efforts 3) Defining tasks and develop task force effort for RWJF. This marks the third year for these teams and the end of their official commitment. Team members will be given the option to continue under the new roles and responsibilities and funding of RWJF, reform as needed or discontinue with thanks for what they have accomplished.

Following are the individual reports from the action teams.

**Health Insurance Literacy Team**

In 2017, the Health Insurance Literacy Action team is focusing on three major categories: communication, professional development and cross-sectional health insurance literacy outreach. To communicate with professionals and policy makers, the team has drafted a policy brief to advocate for health insurance literacy education in any new health laws passed by the government. Additionally, an article is being reviewed for the Journal of Family and Consumer Sciences, a NEAFCS Program Excellence through Research Award has been submitted and targeted conference presentation abstracts have been submitted. Second, the team is continuing to develop training to increase health insurance literacy education readiness for Extension and non-Extension educators. Finally, the team has received an eXtension project award to develop a social media campaign to increase health insurance literacy of the public. The team is seeking external funding to pilot created messages and help sustain the effort beyond the eXtension project.

**Health in all Policies Team**

Our team will be presenting at NHOC:

Building Extension and Cross Sector Capacity for HiAPE. At that session we will be launching several of the online modules we’ve written about Health in All Policies from an Extension perspective. We are looking for as much feedback as possible as we try to finalize these modules. For example Module 1 includes the following objectives:

- **Describe the role of HiAP Education in the CES National Framework for Health and Wellness**
- **Explain the logic behind Extension HiAP Education and improved population health**
Explain the determinants of people’s health and health equity

AND an IGNITE session on:

Examining Public Health Competencies Needed by All Extension Professionals to Implement the National Health and Wellness Framework

We have submitted to APHA the attached abstract:

Reframing Intentions: How 21st Century Cooperative Extension Addresses Climate Change through Trans-Disciplinary Health, Agriculture, and Natural Resource Initiatives

And we hope to work on JOE articles about

- Health in all Policies Education for Extension, the online training included
- Public Health Competencies for Extension faculty
- Reframing Intentions: How 21st Century Cooperative Extension Addresses Climate Change through Trans-Disciplinary Health, Agriculture, and Natural Resource Initiatives

We’d much appreciate support to conduct a larger beta test of the online modules and work toward their refinement. We believe this will be a most valuable resource. We received $900 to develop it to this stage.

I’m also attaching our budget request from last year that shows the scope of the work we have always hope we’d have the support to accomplish.

Please let me know if you need anything else.

**Positive Youth Development for Health Team**

The team is moving ahead with some key projects.

1. PYDH Readiness Survey. Data collected from the team’s readiness survey disseminated last fall is the focus of several conference and workshop abstracts. We are documenting the list of meetings that have accepted it for presentation and making preparations to attend.
2. HHS Adolescent Health Working Group. The team has been invited to present on 4-H Cooperative Extension approaches to adolescent health on April 4th.
3. Think Act Grow Webinar. On March 14, 2017, the team partnered with HHS Office of Adolescent Health to produce webinar on the Think Act Grow (TAG) Framework. This webinar is hosted by USDA/NIFA.
4. NHOC. The team is working on preparations for the conference in Annapolis. Given the charge to develop a curriculum product for CES, the team is reviewing youth development programs focused on teens and health and outlining instructional design methods which will be included in a proposal outline for team discussion and additional development.

**Health Literacy Action Team**

ECOP Health Literacy Action Team: 2017 Activities
Members: Co-Chairs Sonja Koukel and Nancy Crevier, Lisa Balage, Belinda Letto, Cathy Newkirk, Fatemeh Melekian, Linda Quade, Sarah Bercaw, and Laura Bittner (NMSU Doctoral Student/Internship)

NOTE: All team members provided examples of how they are integrating health literacy into both new and existing programs developed for all ages and diverse audiences. These activities are too numerous to list here. However, everyone on the team is to be congratulated for their continued leadership in this area.

Highlighted Team Activities:

- **Health Literacy Certificate Course development.**
  - February. Dr. Cynthia Baur, Director of the Horowitz Center for Health Literacy at the University of Maryland, participated in the monthly action team conference call. She has accepted the team’s invitation to serve as an expert and resource for the development of the course.
  - May. NHOC Conference. Health Literacy Action Team Pre-conference meeting Monday, May 1, 8:00 AM – Noon. Invited guest, Dr. Baur, is meeting with the team to further explore/discuss the certificate course.
  - Webinars: The Action Team is exploring possible eXtension webinars as a starting point for developing course content, engaging Extension professionals in Health Literacy training needs, and gathering feedback that will guide further course development.

Poster Sessions:

- March. **Cooperative Extension’s National Focus on Health Literacy, Oregon and SW Washington Health Literacy Conference, Legacy Health** (Sonja Koukel, lead)
- April. **Cooperative Extension’s National Focus on Health Literacy, Wisconsin Health Literacy Summit, Madison** (Nancy Crevier, lead)
- April. **Techniques to Engage Extension Educators and the Public, Wisconsin Joint Council of Extension Professionals (JCEP) Conference, Eau Claire** (Nancy Crevier, lead)
- July. **Healthy and Safe Environments: A National Cooperative Extension Focus** (using the CES Framework). National Environmental Health Association 2017 Annual Educational Conference, Grand Rapids, MI (Sonja Koukel, lead)

Professional Development:

- Eight (8) team members registered in an 8-week online course, “*Health Literacy and Communication for Health Professionals*” University of Nebraska on Coursera. Certificates earned on January 26.
- Belinda Letto completed application the Robert Woods Johnson, Culture of Health Leader Program.
- Jatunn Gibson is certified as a Master Certified Health Education Specialist (MCHES), credentialed by the National Commission for Health Education Credentialing, Inc.
- Sonja Koukel is working toward a Graduate Certificate in Public Health, New Mexico State University. Anticipated graduation: Spring 2018.

Presentations:

- January. **Cooperative Extension’s National Focus on Health Literacy, New Mexico Chronic Disease Prevention Council, New Mexico Department of Health, Albuquerque** (Sonja Koukel, lead)
- March. **Cooperative Extension’s National Focus on Health Literacy, Northeast Regional Health Promotion Specialists, New Mexico Department of Health, Albuquerque** (Sonja Koukel, lead)
Michigan State University. Presentation included a training module specifically addressing health literacy directed toward healthcare professionals (Cathy Newkirk, lead)

The Chronic Disease Prevention and Management Action Team

The Chronic Disease Prevention and Management Action Team has abstracts accepted for presentation at the 2017 National Health Outreach Conference (Poster: *Current Extension Programming for Chronic Disease Prevention and Management: Environmental Scan Results*; Presentation: *Extension’s Role in Chronic Disease Prevention and Management Education In the Next 100 Years: A View from Agents/ Educators, Faculty/ Specialists, and Administrators*). The Team is actively working to prepare a manuscript based on the research presented in *Extension’s Role in Chronic Disease Prevention and Management Education In the Next 100 Years: A View from Agents/ Educators, Faculty/ Specialists, and Administrators* for submission to the *Journal of Extension* (planned submission for May 2017). Furthermore, the Team has abstracts on the same topics under review for both the National Extension Association of Family and Consumer Sciences and the American Public Health Association and is also pursuing other avenues for presenting the research conducted as part of the national environmental scan that informed these abstracts. The Team has explored toolkit formats and is prepared to work with other Action Teams during and following the 2017 NHOC conference to prepare these and other resources to promote synergy between our Extension Agriculture, Natural Resources, Community Resource Development, and Family and Consumer Sciences efforts that exemplify a culture of health.
National 4-H Council Update

Ramping up for RAISE YOUR HAND (March 1 - June 30)
4-H alumni are among our biggest fans, which is why we’re asking millions to raise their hands in support of the nation’s largest youth development organization.

Raise Your Hand Today! Visit: www.4-H.org/RaiseYourHand

- **Raise Your Hand**: Go to 4-H.org/RaiseYourHand to show your pride as a 4-H alum.
- **Compete for Your State**: Raising your hand is a vote towards a $20,000, $10,000 or $5,000 award for the states with the most alumni hands raised.
- **Pay it Forward**: Tweet, post and share your #4HGrown experience or support and tag fellow alumni asking them to raise their hands for their state at 4-H.org/RaiseYourHand

Looking for ways to promote Raise Your Hand locally, go to http://4-h.org/professionals/marketing-resources for marketing resources.

True Leaders in Service

This April, join Cooperative Extension, 4-H National Headquarters (USDA-NIFA) and National 4-H Council as we pledge our hands to larger service all month long! 4-H is launching the annual True Leaders in Service initiative in honor of National Volunteer Appreciation Month. True Leaders in Service, a month-long community service activation, will officially kick-off the first day of April and culminate with the National 4-H Day of Service on Saturday, April 29.

To sign up, visit http://4-h.org/true-leaders-in-service/

Save the dates: 2017 Paper Clover Promotion

Money raised from the national in-store promotion benefits state and local 4-H programming. A big thank you to local 4-H programs for all you do to make Paper Clover a success every year.

Visit: http://4-h.org/professionals/marketing-resources/paper-clover-toolkit/

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ECOP Spring Meeting Minutes, April 2017
4-H National Youth Science Day, October 4, 2017

The 2017 design challenge, developed by the University of Nebraska Lincoln, is Incredible Wearables, and will see youth exploring engineering design by creating wearable technology that can help solve real-world problems.

Sign-up at www.4-h.org/hynds to receive an alert when kits go on sale.

Building a Culture of Health

Cooperative Extension and Robert Wood Johnson Foundation are working together to create a culture of health in communities nationwide. To learn more about the new partnership, be sure to attend the upcoming webinars.

March 9, 2:00 PM ET (partnership overview)
April 6, 2:00 PM ET (how to apply)

Register here: http://bit.ly/2kSuwhR

New 4-H Curriculum Webinar Series

You are invited to participate in a webinar series featuring new and popular 4-H curriculum materials. Webinars are held Wednesdays through March 22.

Learn more and register today at http://www.4-hmall.org/webinars.aspx

All curriculum featured in these webinars, along with the remaining assortment on the 4-H Mall, will be 25% off during our annual Pre-Press sale in April.

Keep in touch!

Be sure to always be in the know with the help of 4-H Professionals News and Notes. The weekly e-newsletter is delivered to in-boxes every Tuesday afternoon. Sign up for 4-H Professionals News and Notes at http://www.4-h.org/newsletters

Questions?
Contact: Kate Caskin
National 4-H Council
kcaskin@4-h.org or 301.961.2973

Visit www.4-H.org Shop at www.4-HMall.org
Find Marketing Resources at www.4-H.org/MORC

4-H is the youth development program of our nation’s Cooperative Extension System and USDA.
Marketing Dashboard: REL

Media Value  FY17 GOAL: $10 Million  ACHIEVED

$10M + $10M = $20M

GOAL  ADDITIONAL  TO DATE

<table>
<thead>
<tr>
<th>Total Media ($)</th>
<th>Impressions (#)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YTD Total</td>
<td>$19,982,379</td>
</tr>
<tr>
<td>Earned Media</td>
<td>$4,592,368</td>
</tr>
<tr>
<td>PSA</td>
<td>$8,854,750</td>
</tr>
<tr>
<td>Social Media</td>
<td>$5,659,302</td>
</tr>
<tr>
<td>Media Partnerships</td>
<td>$775,950</td>
</tr>
</tbody>
</table>

Media Partnerships  FY17 GOAL: 5

- Healthy Weight Commitment Foundation
- Meredith
- National Geographic
- NBC
- PBS
- Bloomberg

4-H is the youth development organization of our nation’s Cooperative Extension
## High Value Media Placements

**FY17 GOAL: 8**

<table>
<thead>
<tr>
<th>Outlet</th>
<th>Headline</th>
<th>Placement</th>
<th>Platform</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>PBS</td>
<td>PBS American Graduate Day (featuring Peggy Whitson &amp; Thad Hughes)</td>
<td>National</td>
<td>Brand, STEM</td>
<td>National, Interview, Visual</td>
</tr>
<tr>
<td>USA Today</td>
<td>Drones attract students to math, science classes</td>
<td>National</td>
<td>Brand, STEM</td>
<td>National, Interview, Visual</td>
</tr>
<tr>
<td>NPR, All Things Considered</td>
<td>Youth Discover Drones in Engineering Design Challenge</td>
<td>National</td>
<td>Brand, STEM</td>
<td>National, Interview</td>
</tr>
<tr>
<td>RFD-TV</td>
<td>Market Report: 4-H National Youth Science Day</td>
<td>Regional</td>
<td>Brand, STEM</td>
<td>Top DMA, Interview, Visual</td>
</tr>
<tr>
<td>Washingtonian.com</td>
<td>These Kids Got to Fly Drones in D.C.</td>
<td>Local</td>
<td>Brand, STEM</td>
<td>Top DMA, Interview, Visual</td>
</tr>
<tr>
<td>Roll Call</td>
<td>Word on the Hill: Drone-y Future</td>
<td>National</td>
<td>Brand, STEM</td>
<td>Top DMA</td>
</tr>
<tr>
<td>Philanthropy Journal</td>
<td>Supporting the Next Generation of Technology Pioneers</td>
<td>National</td>
<td>Brand, STEM</td>
<td>National, Interview, Visual</td>
</tr>
<tr>
<td>PBS Newshour</td>
<td>Seven people. Seven different perspectives on Inauguration Day</td>
<td>National</td>
<td>Brand, Citizenship</td>
<td>National, Interview, Visual</td>
</tr>
</tbody>
</table>

## High Level Influencers Engaged

**FY17 GOAL: 5**

- Peggy Whitson
- Kari Byron
- Dolly Parton
- Kent Bazemore
- Craig Melvin
- Aubrey Plaza
- Lamarus Lynch
- Randy Lowdell
Marketing Dashboard: REAL

Database Growth: 3/6/17

Goal
- Alumni: 71,500
- Friends: 82,446
- Total DB: 153,946

199% of Growth Goal

Actual
- Alumni: 71,544
- Friends: 164,324
- Total DB: 235,868

153% of Growth Goal

Field Brand Adoption
FY17 GOAL: 838 New MORC Registrants [1,373 TOTAL]

0%  20%  40%  60%  80%  100%

726  112
## Social Footprint

**FY17 GOAL: +12%**

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Followers</th>
<th>FY16 Total</th>
<th>% Baseline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>626,691</td>
<td>614,180</td>
<td>2.04%</td>
</tr>
<tr>
<td>Twitter</td>
<td>33,571</td>
<td>31,452</td>
<td>6.74%</td>
</tr>
<tr>
<td>Instagram</td>
<td>21,854</td>
<td>16,700</td>
<td>30.66%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>6,060</td>
<td>5,500</td>
<td>8.21%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>5,325</td>
<td>4,550</td>
<td>17.03%</td>
</tr>
<tr>
<td>YouTube</td>
<td>1,303</td>
<td>1,130</td>
<td>15.31%</td>
</tr>
<tr>
<td>Google+</td>
<td>575</td>
<td>561</td>
<td>2.50%</td>
</tr>
</tbody>
</table>

**Totals:** 695,379 674,173 3.15%
Integrated Revenue Dashboard

Total Operating Contributions  
FY17 GOAL: $9.4 Million (Restricted Yield + Unrestricted Revenue)

Corporate Sponsorship  
GOAL: $1.6 Million (3.2 Million Active Pipeline)

Legacy Awards  
GOAL: $675,000 ($865,000 Active Pipeline)  
ACHIEVED

Individual Giving  
GOAL: $490,000 ($1.2 Million Active Pipeline)  
ACHIEVED

Online Giving  
GOAL: $28,000  
ACHIEVED

4-H is the youth development organization of our nation’s Cooperative Extension System and USDA.
Field Marketing Investment  **GOAL: $805,000** (Restricted Revenue) **ACHIEVED**

- $805,000 + $25K

---

Grow Fund  
2020 GOAL: $125 Million

- $37M

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True Leaders Circle  
2020 GOAL: $10 Million

- $2.5M

4-H GROWS HERE
What follows is the great media coverage we’ve seen with the 4-H brand across national media outlets prior to and following the 8th annual Legacy Awards in March.

**The Washington Post**

Feature story highlights 4-H Alumni Medallion recipients Aubrey Plaza and Andrew Bosworth with personal testimonies on the impact of 4-H.

Full article: wapo.st/2o5wbyF?tid=ss_mail

**Reader’s digest**

Features 4-H Alumni Medallion recipients Andrew Bosworth (CA), Anne Burrell (NY), Jennifer Nettles (GA) and Aubrey Plaza (DE) and their common bond of how 4-H shaped their lives.

Full article: www.rd.com/culture/4h-organization

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All four Youth in Action award winners were interviewed following the 8th annual Legacy Awards live on-air during the RFD-TV Market Day Report. Their hometown videos were also featured on the show.

Council Trustee and 4-H alumnus Lazarus Lynch (NY) was a big winner on the Food Network Chopped competition in March and is now moving on to the finals to compete for $50,000 for 4-H.

NBA Atlanta Hawks player and 4-H alumnus Kent Bazemore (NC) took a group of 4-Hers to a premiere screening of the new movie Boss Baby. This is the second outing Kent has sponsored for 4-H youth.
Board Development Update

Overview:

At its December 2016 meeting, Council’s Board of Trustees approved changes to its composition and construction to attract additional “heavy hitters” with access to significant resources that will support the growth of Extension 4-H programs.

- **Size**: reduce the size of the Board to from 35 to 21 Trustees to improve effectiveness
- **Fundraising Focus**: Trustees required to meet personal giving/fundraising goals
- **Composition**: c-suite executives across key industries; philanthropists and influencers;
- **Structure**: formal stakeholder advisory relationships for Extension and Youth

To ensure continued alignment between National 4-H Council and Cooperative Extension priorities, the following checks and balances were approved:

- **Annual Survey** of Extension Leadership on Council/CEO Performance
- **ECOP 4-H Representative** sits on Board’s Executive Committee; leads CEO evaluation; has “veto power” over changes to by-laws
- Annual **Strategic Planning** session with ECOP 4-H
- Presentation of **Annual Report** by Board/CEO to Extension
- Annual concurrent meetings between Board and ECOP 4-H; Youth Advisory Committee

**Transition Timeline:**

<table>
<thead>
<tr>
<th>December 2016</th>
<th>March 2017</th>
<th>June 2017</th>
<th>July 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Board of Trustees votes to adopt changes to by-laws</td>
<td>• ECOP 4-H selects nominee &lt;br&gt; • Youth Committee applications review &lt;br&gt; • ECOP 4-H selects representative</td>
<td>• Last meeting for Extension Regional Trustees (7) &lt;br&gt; • Last meeting for Youth Trustees (4) &lt;br&gt; • ECOP 4-H Representative Elected (1) &lt;br&gt; • Youth Committee Representative Elected (1)</td>
<td>• Revised Board structure begins &lt;br&gt; • Extension survey, CEO review initiated with ECOP 4-H &lt;br&gt; • Quarterly meeting schedule begins (Sept, Dec, Mar, June)</td>
</tr>
</tbody>
</table>

April 6, 2017
FAQs:

How will National 4-H Council ensure that its fundraising efforts are informed by Cooperative Extension priorities?

Council will continue to coordinate and align its long term strategic direction with Extension through a formal relationship with the ECOP 4-H Leadership Committee—including a seat on the Board for representative of that policy-making group.

How will these changes impact the roles and responsibilities of the three partners (Extension, USDA and Council) as outlined in the MOU?

The changes are consistent with the MOU signed by ECOP, USDA/NIFA and Council on May 8, 2014, as well as National 4-H Council’s 2016-2018 strategic plan. The changes strengthen Council’s focus on its unique responsibilities.

How will Council’s relationship with USDA/NIFA be affected?

There will be no change to the current relationship between USDA/NIFA and the Board of Trustees. There are currently has 3, non-voting, Federal liaisons to the Board—one of which is assigned to the NIFA Director or his/her appointee. Council will continue to invest in a strong and collaborative relationship with USDA leadership.

Will Extension and Youth have a voice in Council strategy if these changes are implemented?

Both advisory groups will have a voting seat on the full Board. Current Extension and Youth Trustees have been actively involved in planning and implementing transition to the new Board construction, as well as the design and operating norms for new groups.

When will changes to the Board’s composition and construction take place?

The Board of Trustees approved changes to its by-laws and governance policies on December 8, 2016. Changes will take effect on July 1, 2017, the first day of the new fiscal year. The last actions of the current Board of Trustees will be to approve the Fiscal Year 2018 Budget and elect the representatives from the ECOP 4-H and Youth committees.

Back to Contents
The Extension Committee on Organization and Policy (ECOP) Private Resource Mobilization Task Force (PRM) proposes an implementation plan based on recommendations found in Private Resource Mobilization for Cooperative Extension: Pathways to a National Initiative (http://bit.ly/PRM-Pathways, pp.11-17) The intention is to attract private resources for Cooperative Extension programming to complement public funding and not be in competition with existing fundraising efforts at state and local levels.

ECOP has preliminarily affirmed the value of this work and resolved to act quickly and decisively to market the Cooperative Extension System’s unique attributes to potential donors through brand enhancement and creation of an infrastructure needed to receive, manage and steward private gifts. In order to influence, impact and identify potential funding partners, more work must be undertaken by the Cooperative Extension System to act on the recommendations of the National System Task Force http://bit.ly/ECOPNatlSystem to develop a National Extension Brand that will represent the presence of the capacity of Extension across the nation; creating a whole that is greater than the sum of the parts while maintaining the individual autonomy and identity of the partners.

**MEMBERSHIP:**

- Scott Reed, chair, Oregon State University
- M. Ray McKinnie, Virginia State University
- Laura Perry Johnson, University of Georgia
- Roger Rennekamp, The Ohio State University
- William Hare, University of the District of Columbia
- Assisted by Jane Schuchardt, and Sandy Ruble, ECOP National Office, and Ron Brown, Association of Southern Rural Extension Directors

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CASE STATEMENT – PHILANTHROPY IN THE COOPERATIVE EXTENSION SYSTEM

In 2015, U.S. colleges raised $40.3 billion, a 7.6 percent increase over the previous year. As a matter of fact, giving to higher education has increased every year since 2010\(^1\). Historically, these gifts have supported faculty positions, infrastructure improvements, athletics, and student scholarships. But the nature of the college activities supported by philanthropy is changing due to the emerging emphasis on community engagement in higher education\(^2\).

Research suggests that “today’s higher education donors are less likely to give to advance institutional goals and more likely to give if their support yields tangible community outcomes”\(^3\). They want their dollars to go to solving the “wicked problems” of the world such as hunger, climate change, homelessness, or health. It is no longer sufficient to simply study a problem or teach students about it. Donors expect progress on addressing the issue they care about.

While a large portion of the funds raised for higher education go to a relatively small number of private colleges and universities that do not have explicit outreach and engagement responsibilities, land grant universities may have a competitive advantage in the future if they are able to effectively communicate their unique capacity to impact important societal issues.

If land grant universities were able to annually raise for their Extension program an amount equal to one percent of the total raised for higher education in the United States, that amount would exceed the annual federal “capacity funds” line item by $100 million.

Many donors already give to Extension programs of individual land grant universities. Annual giving helps offset a portion of the operating costs of various programs. But more significantly, major gifts support the creation of endowments that support county and state Extension positions as well as entire programs.

While giving to individual land grant institutions in support of Extension will certainly continue, there are donors for whom the potential impact of a national network of land grant institutions working together on an issue of national significance is appealing. While the reach and collective impact of such a system is without equal, knowledge of it is virtually nonexistent.

Recently, several opportunities for the Extension system to receive transformative gifts have presented themselves. Potential donors are impressed by Extension’s capacity for impact, and until recently Extension has been unable to provide those potential donors with a convincing picture of our capacity for managing a system wide project. The recent building of a funding partnership with Robert Wood Johnson Foundation to Build a Culture of Health [http://bit.ly/CES-RWJF-Apply](http://bit.ly/CES-RWJF-Apply) shows great promise.

RECOMMENDED THREE-YEAR DEVELOPMENT PLAN

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Year One Priorities - 2017 - Establishment of an Operational Infrastructure
The initial focus is to 1) establish a development office/process and governance structure that will have oversight provided via a program oversight committee composed of internal and external stakeholders; 2) finalize a development plan, complete with operational structure and implementation strategies; and 3) engage the CES in the establishment of a baseline start-up budget from which to fully launch the program and 4) seek one or more inaugural donations.

This is to be done in consultation with the selected Institutional Home. It is anticipated that accomplishment of such work could be done by a single individual, or distributed over a workforce where small parts of several peoples’ time are identified with the effort. The recommended source for start-up funds in year one is existing ECOP budgets, as preferred by the September 2016 survey of directors and administrators. Note-ECOP executive committee endorsed this approach to year one and requested a detailed budget in January, 2017.

Year Two - 2018 - After year one, the process will be evaluated with possible changes to years two and three. At this writing, it is expected that the following will occur, and a substantial commitment of the Extension system will be needed. Based upon success in year one and identification of an institutional home, hiring of a part- or full-time Chief Advancement Officer (CAO) is anticipated. ECOP will identify a sum of funds, to be determined by the Program Oversight Committee (POC), that will be used for this leader position anticipated to be administered within employment and supervision by the institutional home. ECOP funds would be distributed via APLU contract to the Institutional Home, which would monitor contract deliverables.

Regardless of the institutional home for the project, effort should be made to identify best practices and to advance a professional development agenda for CES leaders. Sources for such information might include the Council for Advancement and Support of Education (CASE), http://www.case.org/ and a systematic survey of existing Extension development professionals.

A systematic database of prospects will be needed to focus and advance the project. Although the following will be done on a continuing basis, a four-phase approach is envisioned, beginning in year 2:

- Identification Phase-This is the creative process of identifying possible donors, and should include canvassing CES leadership and solicitation of names from system-wide educators. The Council for Agricultural Research, Extension and Teaching (CARET) is an important group to involve in this phase.
- Research Phase-Gathering of “intelligence” about prospective donors helps to sharpen “asks.” Minimally, this phase can help describe the prospect’s relationship to a national issue, and what is known about their giving history and capacity.
- Tracking Phase-Once a relationship is established with a prospective donor, tracking their interactions and preferences may be done through an input process to add information from those who interact with or have information that will assist in developing “asks.”
- Stewardship Phase-Relationships are managed with donors over time. The strength and quality of regular interactions facilitate an interest on the part of the donor in considering future gifts.
Year Three – 2019 - A fully-developed fundraising plan is well underway, with the top donor prospects researched, cultivated, and providing a significant level of sponsorship. Directors and Administrators have been briefed about program effort, opted-in at some level of ongoing support and shared information with CES field personnel (agents, associates, technicians, etc.) about the campaign. There is a strong collaborative relationship among PRM partners, i.e. Foundation for Food & Agricultural Research, National 4-H Council, eXtension Foundation, ECOP, APLU, relevant professional associations, industry, etc. Lastly, success is apparent and long term partnerships have been established with a few corporations or foundations, such as Walmart, Altria, Bill and Melinda Gates Foundation, Robert Wood Johnson Foundation, W.K. Kellogg, etc.

ECOP PRM Program Oversight Committee (POC) - Governance

POC will:

a. Guide the program
b. Establish operating procedures to govern itself; term lengths, rotations and specific roles and responsibilities. Three-year terms are recommended and at the outset will be staggered so as to rotate a portion of the committee each year.
c. Establish a detailed budget to support a development office and CAO with the Institutional Home
d. Implement strategies of the PRM initiative
e. Engage the Cooperative Extension System with an opt-in funding approach and consider a planning grant to establish a budget for years 2 and 3
f. Evaluate the time-line of the three-year plan

Membership of the committee will represent internal and external stakeholders. When hired, the CAO will be added to the committee as an ex officio, non-voting member. The POC is responsible for financial aspects of centralized development, giving leadership to determining programming priorities as well as developing a portfolio of issue-based, prospective funding sources. Specific attention is given to national system priorities and programs for resources without conflict with current and ongoing state and individual institutional efforts. This committee should include representation from those financially invested in the project, those knowledgeable of Extension programming and mission, and allied partners, as well as those with expertise and contacts in the development arena.

The primary decision-making body will be the eight-member Executive Committee of the ECOP POC. Five members as listed below will have voting rights. In order to assure clear communications between ECOP and the POC, at least one voting member also will be an ECOP member. The voting members are:

- Member of the ECOP Private Resource Mobilization Task Force
- Extension Director from larger 1862 institution
- Extension Director from smaller 1862 institution
- Extension Administrator from 1890 institution
- Representative from a public or private foundation with expertise in fund development

Three non-voting, ex officio members will be part of the executive committee as follows:

- ECOP Executive Director
• Representative from the Institutional Home
• Chief Advancement Officer (CAO)

**RECOMMENDATION 1 – ECOP will swiftly appoint the POC Executive Committee, including a Chair and a Vice-Chair, and, as recommended by the Executive Committee, appoint additional committee members in order to advance this effort.**

It is expected the ECOP Executive Director, advised by the eventually named CAO, will provide staff support for the committee. Additional members will serve in an advisory capacity to the Executive Committee, taking on oversight of specific fundraising responsibilities as appropriate. Members will be appointed by ECOP to ensure that all regions and key partners are represented. Candidates include, but are not limited to:

- All five ECOP regions (1890 institutions, west, north central, northeast, south)
- National 4-H Council (Strong consideration)
- eXtension Foundation
- Extension program areas (e.g., youth development, family and consumer sciences, community development, agriculture and natural resources)
- Experiment Station Section
- Board on Human Sciences
- Foundation for Food and Agriculture Research

**INSTITUTIONAL HOME**

The PRM Task developed a process for selecting and contracting with a Private Resource Mobilization and Management Institutional Home. The criteria listed below were used to identify prospective candidates to serve in this capacity.

It is expected that the selected institutional home will have the appropriate infrastructure, space and organizational structure to manage and ensure legal and financial compliance for private sector resource mobilization and management. The institutional home should have an established and complementary relationship with ECOP; history of successful fund development; and proven ability for resource management, transparent accountability and legal and financial compliance.

**RECOMMENDATION 2: ECOP will establish a contractual relationship with eXtension (The proposal found on pages 41-48) to serve as Institutional Home and to implement next steps in the 3-year plan and beyond.** The eXtension Foundation is firmly committed to becoming the institutional home from which to fully launch the program and seek one or more inaugural donations. The PRM finds eXtension Foundation:

- **positioned** to access an innovative talent pool,
- **prepared** with business mechanisms in place,
- **ready** with the issue corps ability to identify partners and funders, and
- **bonded** to the system by having “eXtension” in the name and by having Directors and Administrators leading the eXtension Foundation Board of Directors.

Once approved by ECOP, a contract between APLU, the legal entity acting on behalf of ECOP, and the eXtension Foundation will be executed. The contract will include terms and time frame of deliverables and expected outcomes for an initial three-year period. Performance will be reviewed
annually by POC and ECOP and, if satisfactory, near the end of year three, ECOP may renegotiate renewal of the existing contract. The following table outlines possible institutional homes and private fundraising functions related to obtaining, receiving, distributing, and stewarding funds.

**Criteria for an Institutional Home –**

**Fund development**
- Strategic fundraising planning
- Identification, cultivation and soliciting of donor prospects
- Maintenance of records and appropriate stewardship with donors
- Collection and disbursement of funds

**Operational activities**
- Financial accounting
- Funds distribution
- Project oversight/management
- Reporting to donors/CES/ECOP

**Office operations**
- Recordkeeping
- Financial accountability
- Legal counsel
- Marketing and communications
- Information technology

**Terms and Cost**

ECOP should pay attention to concerns that were shared by National 4-H Council during the vetting process for an institutional home. This includes the need to remain focused on specific program needs/opportunities and the awareness of the scope of investment and time required to develop a successful giving program.
BUDGET
The following budget is proposed by eXtension Foundation to generate resources needed for effective development and capacity for the ECOP Chief Advancement Officer (CAO) to mobilize his/her efforts upon hire.

<table>
<thead>
<tr>
<th>Budget Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design, branding and messaging</td>
<td>$15,000</td>
</tr>
<tr>
<td>Collateral (printing, marketing, graphics)</td>
<td>$3,000</td>
</tr>
<tr>
<td>ECOP PRM Program Oversight Committee Meeting</td>
<td>$10,000</td>
</tr>
<tr>
<td>eXtension support: CFO, project management and administrative</td>
<td>$8,000</td>
</tr>
<tr>
<td>Fund development: environmental scan of partner and funding resources</td>
<td>$14,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$50,000</strong></td>
</tr>
</tbody>
</table>

Budgets for years 2018 and 2019
The POC will strategically plan budgets for subsequent years according to program funding goals, associated with engagement by the Cooperative Extension System and donations/grants that are acquired.

ECOP Private Resource Mobilization - Recommendation: Funding Approach

Approximate investment amount: $100-150K for each of three years, with a three-fold funding strategy:

1. Finance Operations Investment through Opt-in Assessment
   - Opt-in by Extension Directors/Administrators. The eXtension Foundation and FFAR are considered opt-in parties
   - Initial three year opt-ins will go to front of line for partnership/philanthropy resources generated, both for existing and for new programs, for those years
   - Contribution of $10,000 per year gains a seat on coordinating mechanism and a seat on National Systems Task Force

2. Seek Planning Grant for the Development Plan
   - Could include funds from the eXtension Foundation and FFAR to ensure their needs are integrated
   - Could involve a grant request to a foundation or to NIFA

3. Institute Management “Tax” Over Medium-Term
   - 5-10% management fee retained from grants/gifts received to cover Advancement and the management costs of granting funds onward to the Extension programs

4. Initiate Cost Management Due Diligence

Due diligence on costs is also required. ECOP must assure itself, the Extension Directors/Administrators, and its prospective funders that it is driving operating costs down and freeing up its own resources to dedicate to the fundraising investment. Therefore, Year One should include a full short and long-term cost analysis of infrastructure alternatives, including

- The current APLU physical locational commitment
- Re-location to 4-H headquarters complex in dedicated space
- Re-location to FFAR site
- Alternative options

This is critical to Year Two-Three decision making about revenue strategy to ensure that long-term planning is informed by cost due diligence and initial opt-in organizations are assured that full attention to cost alternatives is being paid.

*Back to PRM contents*
Proposal to the ECOP Private Resource Mobilization Task Force

March 30, 2017

The eXtension Foundation is pleased to be considered by the ECOP Private Resource Mobilization Task Force to be ECOP’s partner for fund development, administration and national impact. This proposal responds to the Task Force criteria and priorities expressed during the initial meeting in March. We are prepared to get started immediately and look forward to further discussion.

Background

eXtension is a member-based 501(c)(3) nonprofit organization which is an integral part of the national Cooperative Extension Service (CES). Its board of directors is composed of elected CES directors and administrators from each region, along with ex officio members from the ECOP and the National Institute of Food and Agriculture (NIFA). eXtension serves all land-grant university extension programs with a national presence. It supports basic and premium members with programs to make a more visible and measurable impact on local issues with innovation, selected tools and professional development. The Issue Corps is eXtension’s innovative flagship program to catalyze problem-solving teams of Cooperative Extension professionals to adopt new ways of achieving local, state, regional and national success.

eXtension has the capacity to develop and implement fundraising strategies and to administer national programs for the public and for Extension professional development across all extension boundaries, including all 50 states, U.S. territories, and the District of Columbia. eXtension has been providing high quality services to extension programs nationwide for more than a decade, as well as successfully administering multi-million dollar national grant programs, including a $2 million Pesticide Safety Education subaward grant program for CropLife America, and the $6 million USDA-NIFA New Technologies for Agriculture Extension grant. We are well organized and equipped to support ECOP with fund development, operational activities and office operations.
I. Fund Development

eXtension currently has a fund development professional and an experienced grant writer on board with us and they have capacities that can be shared with ECOP (see organizational chart in Appendix A). They are responsible for strategic fundraising planning, identification, cultivation, and solicitation of donor prospects. This team recently submitted a $5,500,000 EPA proposal at the request of Extension Pesticide Safety Education Program Coordinators to administer the EPA funding for state programs. This team is currently planning and implementing a $1,000,000 campaign to enable a multi-themed eXtension Issue Corps experience for up to 2,000 Cooperative Extension professionals with a catalyzing designathon event in 2018.

During the past three years, eXtension has been awarded a number of significant external grants listed below.

<table>
<thead>
<tr>
<th>Funder</th>
<th>Dates</th>
<th>Amount</th>
<th>Project Name</th>
<th>eXtension Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>USDA-NIFA</td>
<td>9/1/2015 - 8/31/2019</td>
<td>$5,952,000</td>
<td>New Technologies for Agriculture Extension</td>
<td>Administrator, Subrecipient Coordinator, Prime Recipient Reporter</td>
</tr>
<tr>
<td>CropLife America</td>
<td>4/30/2014 - 10/31/2017</td>
<td>$2,143,452</td>
<td>Pesticide Safety Education Program Improvement and Modernization Initiative</td>
<td>Service Provider (since 1/1/2016): Grant Administration, Subrecipient Coordination</td>
</tr>
<tr>
<td>USDA-OCE</td>
<td>9/30/2014 - 9/29/2017</td>
<td>$250,000</td>
<td>Agriculture and Climate Variability eXtension Learning Network</td>
<td>Administrator, Subrecipient Coordinator, Prime Recipient Reporter</td>
</tr>
<tr>
<td>CropLife America</td>
<td>2/1/2017 - 1/31/2018</td>
<td>$200,000</td>
<td>National Pesticide Safety Education Center</td>
<td>Administrative Overseer, Fiscal Agent</td>
</tr>
<tr>
<td>USDA-NIFA &amp; DoD (Auburn University, Prime Recipient)</td>
<td>9/1/2015 - 8/31/2017 (Contracts received)</td>
<td>$165,000</td>
<td>Military Families Learning Network</td>
<td>Service Provider: Consulting</td>
</tr>
</tbody>
</table>
eXtension has the necessary corporate structures in place to receive and administer competitive awards. The Foundation’s Board has approved several governance policies, such as those addressing conflicts of interests, non-discrimination, and whistleblower protection. eXtension maintains the active filings required for doing business with the Federal Government through the System for Award Management (i.e., active DUNS number and CAGE code), and complies with Internal Revenue Service requirements via annual Form 990 exempt return reporting. In lieu of a negotiated rate, the Foundation is eligible to be reimbursed for indirect costs at the 10% de minimis rate allowed nonprofit organizations per US 2 CFR Part 200.

Maintenance of records and appropriate stewardship with donors
eXtension receives a number of grants, contracts, and types of funding that require a record keeping system capable of providing continuous feedback to donors and funders assuring appropriate oversight of funds as well as programmatic information regarding their utilization. This requires the implementation of appropriate accounting procedures, reporting processes, and record maintenance, plus compliance with all applicable regulations that flow to recipients.

Collection and disbursement of funds
Standard procedures and forms are in place for all aspects of fund collection and disbursement. These ensure the correct posting of deposits and electronic transfers as well as documented authorization for all disbursements issued, whether by check, credit card, or ACH payment. eXtension manages funds in accordance with the terms of standardized legal contracts, including flow-through requirements, and respects donor intentions through separate fund accounting. An oversight framework that includes monthly and quarterly financial reports, plus regular meetings with the Board’s Finance Committee, also helps to assure appropriate funds management.

II. Operational Activities

Financial accounting
Accounting procedures and practices conform to 501(c)(3) IRS nonprofit guidelines and Generally Accepted Accounting Principles (GAAP). eXtension is on a calendar fiscal year and is subject to annual financial audit. eXtension contracts with two public accounting firms to provide bookkeeping and audit services, respectively.

Funds distribution
eXtension maintains its funds at an FDIC-insured commercial bank. Only the CFO and the head of the accounting firm have authority to disburse funds.
Practices with project oversight/management
Each grant, contract, or subaward is subject to oversight by a program director or the eXtension CFO to insure that programmatic application of funds received is made and fiscal requirements are met. Additionally, the CFO works with individual donors, foundations, and institutions to insure that financial reports are complete, timely, and pertinent regarding fund activity.

Practices in reporting to donors
Reports for both fiscal and programmatic efforts are reported to the donors as set forth in the contracts. We use a project management system to flag report due dates throughout the duration of the contract. eXtension complies with donor requirements, or negotiated expectations, which are outlined in the contract.

Practices for financial reporting
In addition to managing and reporting on the funding it receives, eXtension is well-equipped to manage the finances and reporting for those it provides funding to. eXtension has awarded 21 grants, contracts, and fellowships totaling nearly $1 million during the past three years. Awardees/subrecipients of eXtension are required to provide a plan of work plan that includes a list of deliverables, budget narrative outlining and justifying how awarded funds will be spent. The CFO determines the reasonableness of costs in relation to the particular funded program or prime award. If needed, documentation of the procurement selection process or cost/price analysis performed on project management subcontracts per US 40 CFR Part 30 is provided. Awardees/subrecipients also report the expenditure of funds prior to the end of each funding cycle, document that funds received were earned, and report progress toward completion of deliverables. In addition to monitoring awardees/subrecipient reporting, eXtension’s CFO also ensures alignment of their activities with award/subaward periods of performance, including approved no-cost extension periods as applicable.

III. Office Operations

Recordkeeping
A centralized, online filing workflow is in place for all proposals, contracts, grants, and associated documents. A separate system is used for bookkeeping records and financial reports. eXtension has furthermore demonstrated its ability to separately manage funds on behalf of groups such as various Communities of Practice and the
National Pesticide Education Center, thus it proposes managing and reporting on ECOP funds using the same recordkeeping systems.

**Financial accountability**
eXtension has a Chief Financial Officer, Peter Aamodt, and retains the services of two different accounting firms to provide accounting/bookkeeping and audit services, respectively. The Foundation Board’s Finance Committee exercises oversight responsibility by reviewing periodic financial statements, budget variances, annual audit findings, and annual IRS 990 return filings. This framework provides an appropriate separation of various duties, especially money handling, data entry, and expenditure authorization, that minimizes the risk of financial fraud or error.

**Strategic messaging**
eXtension has a strategic messaging leader on board and contracts with two agencies for communication strategy and tactics for special projects. We have processes and tools in place to move information forward internally and externally regarding projects, their progress and results. Our tools include project management, website development and analytics, email distribution and customer relationship management. This strategic messaging capacity can be available to ECOP.

**Information technology**
The work of eXtension was founded in the ability to use various types of software, tools, and services to educate, promote, report and share information nationally about the projects and work going on across the country. eXtension supports many tools and services that can benefit funders by sharing their programs as well as their results. Operational software related to financial oversight includes Google Apps for document creation, Google Drive and Dropbox for electronic records, and accounting and bookkeeping software at the accounting firm. The planned ECOP Chief Development Officer will be trained and supported in using eXtension’s toolbox.

**Professional Service Providers**
We have a reliable team of professionals on contract that can be available to support your growth:

**Legal counsel:**
- Gino Serra  
  eXtension Foundation  
  Attn: Molly Forge  
  C/O Bryan Cave LLP  
  1200 Main Street, Suite 3800
IV. Terms and Cost

We are prepared to serve as the fiduciary and legal home of the next phase of the ECOP Resource Mobilization Task Force and to serve as its partner in fund development and administration. We also look forward to leveraging what we’re doing nationally with our Issue Corps program and its fund development. The Issue Corps is our leading program for catalyzing a more visible and measurable local impact. To scale it for national impact, we are seeking funds for travel scholarships for Extension professionals, event sponsorships, funding for Fellows, and funds for implementation of projects at the local, state, regional and national levels. We believe the Issue Corps program and its approach to funding aligns with the strategy that ECOP envisions and could provide important financial leverage for ECOP. We look forward to exploring this further as we are finalizing our approach for 2017-2018 in April.

Financially, we envision an arrangement with ECOP similar to the one we have with the National Pesticide Safety Education Center (NPSEC) - an initiative led by a national steering committee. With the NPSEC, eXtension is considered a contractor to the Center. The Center has its own governance and leadership team, and works with eXtension as its legal and financial home. Here’s how it works:

The NPSEC funder provided first-year seed funding to the Center, through eXtension. eXtension has a letter of agreement with the funder. eXtension holds
the NPSEC funding and manages it as a restricted program account using our regular policies and procedures. With the NPSEC steering committee, we supported the hiring process for the Center’s executive director and program leader; technically, these positions are contractors to eXtension. The executive director follows eXtension policies and procedures, as a contractor to eXtension, and meets regularly with the eXtension CFO to manage the NPSEC budget. NPSEC has its own budget in eXtension for its activities and it uses its funds to hire services with external groups according to eXtension policies. As NPSEC pursues opportunities, eXtension provides the needed contracts and workflows, including vendor contracting and grant/contract development and reporting. Technically, grants/contracts awarded to the NPSEC are awarded to eXtension for management oversight. NPSEC currently pays eXtension a share of its revenue and a flat annual fee for providing not only legal and financial services, but also the hosting of the NPSEC products on the eXtension catalog and learning management system.

For discussion, we propose for the next phase of the ECOP Mobilization Task Force that we have a similar arrangement to what’s described above. We envision that each year eXtension receives a percentage (say 10%) of the total annual award funds for its administrative overhead costs, plus reimbursement of negotiated pre-approved direct costs. Direct costs could include additional staff services such as grant writing and communication materials. Pre-approved direct costs could also include additional financial accounting and reporting support required to run a funded program which would be built into program proposal budgets. All services will be negotiated based on the level of service provided by eXtension.

V. Conclusion

We look forward to supporting this important national work. We have the financial capacity to be an effective partner. Our programmatic focus aligns with your plans for national program development which will allow for greater leverage of both partner’s resources and planned impact. Our governance structure aligns with your planned structure which can create a strong partnership. Our organization’s purpose, national presence plans for the Extension system, our tools and services, and our focus on issues are additional ways that a partnership with eXtension can strengthen your efforts. We are well-equipped to help you achieve full funding in three years by providing what you need to hit the ground running when you hire the ECOP Chief Development Officer.
Early Engagement with Cooperative Extension Section

In addition to regular meetings, the PRM:

- Engaged the Cooperative Extension Section in a polling process in mid-September at the National Extension Directors and Administrators (NEDA) meeting in Moran, WY.
- Provided a webinar November 2nd which included a polling process and opportunity for responses from all Directors and Administrators who could not participate.

Below please find:
1) Results of the polling processes with the Cooperative Extension Section.
2) Preliminary recommendations.

COOPERATIVE EXTENSION SECTION SAYS ...

Using Poll Everywhere, an electronic voting application, Cooperative Extension Directors and Administrators were asked to provide responses to questions related to private resource mobilization. All five regions, 41 states and the District of Columbia, and 47 of 76 institutions in the Cooperative Extension Section responded. Regarding responses:

1) More than nine out of 10 respondents support seeking private resources for the national Cooperative Extension System provided the effort is complementary to public fund development, is not in competition with specific active efforts at universities, and does not require additional assessments in the first year.

2) An existing foundation, such as the eXtension Foundation, was the 1st choice for an “institutional home” for this effort with the National 4-H Council ranked 2nd, both with ECOP oversight. Other options were the ECOP National Office at APLU and a land-grant university.

3) Using existing funds from the current ECOP budget was the preferred option for start-up resources followed by a membership approach or an additional assessment.

4) Naming a separate team to identify strategic priorities and related funding prospects were recommended over assigning the task to the ECOP Program Committee or administering a survey through the ECOP National Office.

In order to obtain additional views from Cooperative Extension Directors and Administrators, the task force provide a webinar on 11.2.16 (see https://youtu.be/ZoNzUzcW-Lg). The purpose of the webinar was to allow for a conversation and related polling on three areas – institutional home for resource mobilization and management, a three-year development plan, and program oversight. A total of 39 responses reflected the following:

1) For an “institutional home”, most preferred the National 4-H Council, though the eXtension Foundation also was highly favored. When combining the 1st and 2nd rankings, the National 4-H Council received 33 responses and the eXtension Foundation received 30. The ECOP National Office/APLU was least preferred.
2) Nine out of 10 respondents either strongly agreed or agreed with the three-year development plan proposed by the task force.

3) The proposed oversight committee met with either strongly agreed or agreed responses by 90 percent of respondents.
In many science areas covered by this RFA, large and diverse datasets are produced at a rapid pace. The availability of big data provides unprecedented opportunities for synthesizing new knowledge, for making predictive decisions, and fostering data-supported innovation in agriculture. NIFA has embarked on Food and Agriculture Cyberinformatics and Tools (FACT) initiative to catalyze activities in these areas. In FY 2017, all program area priorities that accept conference applications also welcome submission of FACT workshop applications. The workshops supported will focus on identifying priorities and bottlenecks in generating, managing and integrating data in a specific domain of the food and agricultural system. Expected outcomes include strategic plans and specific community-supported solutions to handling standards, repositories, data sharing and engagement across sector and disciplines. In addition, these workshops should begin to address how data management plans can assist in prioritizing collection and storage of primary and meta-data relevant for each community. NIFA expects that the FACT workshops will be held by October 1, 2017. Applicants for all conference grants, including FACT workshops, should consult with the Program Contact listed in this RFA for the Program Area Priority most relevant to the focus of the conference.
Co-host an Impact Collaborative in 2017-2018

The eXtension Foundation Impact Collaborative is an accelerator for Cooperative Extension professionals to amplify their impact on local issues: the experience quickens the adoption of new research and innovative practices in local program design and delivery. Consider selecting the best solutions for awards and implementation resources. Work with us to bring this successful program to your area of focus!

Impact Collaborative Background

Since early 2016, we have successfully engaged hundreds of Cooperative Extension professionals in the development of impactful projects addressing topics such as local food systems, climate, small business development, enhancing rural capacity, equine biosecurity, financial management, backyard poultry, women in agriculture, and diversity and inclusion. These efforts were part of the eXtension Issue Corps program. In 2017, the eXtension Foundation rebranded the Issue Corps as the Impact Collaborative.

- 86% gained awareness of, access to, or training in the use of new tools.
- 83% were exposed to new or different ideas and/or viewpoints.
- 82% interacted with other Extension professionals outside their normal professional circle.
- 68% feel they can influence either their institution and/or their professional field in new ways after participating in the Impact Collaborative.
- The majority reported improved ability to participate in professional discussions, developed confidence in sharing resources, gained comfort in recommending alternate approaches to ideas, and are working differently because of their Impact Collaborative participation.

Things We Bring to Your Issue

The Impact Collaborative process involves four major elements: professional development, networking, access to key informants, and a unique face-to-face event focused on design thinking and concept mapping. This process is catalytic, engaging, and empowering.

eXtension Provides a Growing Evidence Base

The Impact Collaborative experience is designed to foster the evidence of local impact and to document solutions that work in a way that can be shared across the Extension system. Throughout the process, eXtension provides access to Key Informants and other critical eXtension tools and resources while projects move from preparation, to implementation to impact. As we begin to learn from our first cohorts in 2016...results happen! Stories about
Impact Collaborative projects are found on the eXtension web site (https://extension.org/i-three-issue-corps-impact-stories/)
Contact Terry Meisenbach, Director, Issue Response at 760-641-9354 or tmeisenbach@extension.org

**eXtension Provides Dynamic Networking Synergy**

The eXtension Impact Collaborative experience takes action toward creating greater measurable, visible local impact by local community Extension educators and agents. Designing a project as a part of the Impact Collaborative empowers, advances, and accelerates results. Bringing like minds together to network creates a synergy of creativity, innovation, and success. We seek to join forces with Extension regions, JCEP associations and special initiatives to achieve even greater results together by combining conferences and summits with the Impact Collaborative process in dynamic new ways.

**eXtension Trains and Funds the Travel of Key Informants**

A Key Informant is a recognized expert from either a land-grant university, non-profit organization, or private industry, willing to share the latest research and innovations in Extension and related practice to help Collaborative members accelerate their project impact and scale. Key Informants include our cadre of eXtension Fellows funded in partnership with organizations such as USDA-NIFA, Global Open Data for Agriculture and Nutrition (GODAN), Digital Green and organizations of the Joint Council for Extension Professionals (JCEP). Locally-identified and willing Key Informants are also a critical part of the Impact Collaborative process.

**eXtension Brings its Catalyzing Program to Your Event**

The catalyzing event in the Impact Collaborative process is a face-to-face Designathon. This 1.5-day event is focused on critically examining the structure of each project including: understanding local needs; identifying research and existing evidence-based programs and practices to meet that need, concept mapping the project's attributes and elements; and identifying gaps and opportunities for greater impact and greater scale. This work is done in consultation with Key Informants to incorporate the latest relevant research and innovations.

The Impact Collaborative is a partnership. What eXtension brings to you is our proven process and the resources behind it: the expertise in concept mapping, design thinking, and multiple key informants in numerous topics, innovations, new ways of working and new tools. We also provide facilitators and coaches who work with the project teams you recruit for your Collaborative.

We invite YOU to help us move forward working with us to choose a Program Fellow to lead the process from the subject matter perspective. Working with our project manager, your Program Fellow will develop an organizing committee to write the RFP; collect, review, and select projects; determine a timetable for the Impact Collaborative experience; and identify Key Informants on the issue who will provide expertise at the event.

*Let’s Get Started TODAY!!*
Impact Collaborative Example April 2017
Project: Developing and Testing Mobile Delivery of Health Insurance Information
The team’s blog post about their experience: [http://blog-family-matters.extension.umn.edu/2017/01/designathon-can-you-go-distance.html?m=1](http://blog-family-matters.extension.umn.edu/2017/01/designathon-can-you-go-distance.html?m=1)
NIFA Update for ECOP 2017 Spring Meeting

Denise R Eblen PhD
Deputy Director
Mike Fitzner PhD
Division Director
National Institute of Food and Agriculture

Hail and Farewell

– Curt Deville, Equal Opportunity Director – retired January
– Dionne Toombs, Division of Nutrition Director – moving to OCS

» New NPL and Division Directors
– Division Directors
  • Randi Johnson for Climate
  • Tim Connor for Bioenergy
– Recent NPLs
  • Toby Ahrens
  • Melvin Carter, Max Teplitski, Paul Cotton
  • Wesley Dean, Rubelia Goswami
The 2014 Farm Bill allows eligible national and state commodity boards to propose topics for research and outreach that they are willing to equally co-fund with NIFA through the Agriculture and Food Research Initiative Competitive Grants Program (AFRI).

The five boards included the Kansas Wheat Commission, the National Pork Board, the Iowa Corn Promotion Board, the Washington State Potato Commission and the National Peanut Board.

AFRI - Leveraging with Commodity Boards in 2016

- Topics  7
- Proposals  18
- Fundable Proposals  10
- Awards- 9 ($4 M)
- Co-funded awards – 5 ($1.3 M from 4 commodity boards)

Budget FY 2017
The FY17 President’s proposed $700 million for AFRI is the authorized level of funding established under the 2008 Farm Bill. The requested AFRI appropriation consists of two parts:

- $375 million discretionary funding request.

Discretionary funding will continue to target climate change, pollinator health, antimicrobial resistance, bioenergy, water use and availability, and microorganisms and their environments (microbiomes).

- $325 million mandatory funding request.

This one-year mandatory funding is part of a government-wide investment in research and development.

Mandatory funding will be used by NIFA to invest in “systems approaches” that comprehensively identify solutions to complex challenges in sustainably increasing agricultural production.
AFRI- Interagency Activities

- National Robotics Initiative (led by NSF)
- Cyberphysical Systems (led by NSF)
- Plant-Microbe Interactions (with NSF)
- Ecology and Evolution of Infectious Diseases (with NSF, NIH, BBSRC)
- International Wheat Yield Partnership (BBSRC, USAID, and others)
- INFEWS (with NSF)
- Dual Purpose Research (with NIH)
- Biomarkers for nutrition (with NIH)
- Water for Agriculture (with BARD)
- Plant and animal health (with Irish agencies)
- Plant and microbiome EAGERs

Budget FY 2018
FY2018 Budget Status

» What is known in the President’s Budget Blueprint?
» Continues to support farmer-focused research and extension partnerships at land-grant universities and provides about $350 million for USDA’s flagship competitive research program.

» What is not known?
  – The rest
  – Anticipated May 15…

AFRI & other opportunities
NIFA

Food and Agriculture Cyberinformatics and Tools Initiative
(FACT Initiative)

Observational Science to Information Science to Predictive Science

NIFA

Other AFRI Opportunities

CARE - Critical Agricultural Research and Extension

Graduate Fellowships

Higher funding rates than typical for AFRI
Specialty Crops Research Initiative

» Specialty Crops
  – $55M of mandatory funding
  – genomics to robotics to food safety

» Citrus Disease Research Initiative
  – $25M of mandatory funding
  – Solely targeted to citrus greening in its first three years

» Two stage review
  – Relevancy review by agroindustry
  – Scientific merit review by peers

NIFA State Liaisons

» Each State and Territory has an NPL assigned as Liaison
» State Liaison Best Practices training program under development
» Seeking your ideas
Stakeholder Engagement/Feedback sessions

» Tactical Sciences (February 2017)
  – Ensuring biosecurity of US food and ag systems
» EFNEP/Nutrition Education (June 2017)
» Positive Youth Development (August 2017)
» Broad focused External Stakeholder Listening Session (November 2017)

Grouping sciences for stakeholder input, beginning with tactical sciences. Tactical Sciences was held by invitation only. Reports from each listening session will be produced.

According to NIFA Director, report is meant Office of Management & Budget, USDA Administration, and Capitol Hill.