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MONDAY, JULY 16, 2018, 8:30 A.M. – 3:45 P.M. CENTRAL TIME

OPENING BUSINESS – Chuck Hibberd

Attendance is found on page 8. A quorum was present. The minutes of the last meeting were approved as presented. Chuck Hibberd: Reviewed the Finance Report noting that subtotals of personnel/staffing changes are now included in this report. Carolyn Williams made a motion to accept the modifications to Finance Report. Mark Latimore seconded and motion carried. The changes will help track the margin of savings according to the new, interim staffing model.

Additions made by Chuck Hibberd:

- ECOP needs to designate a new Liaison the ESCOP, Dennis Calvin, Penn State, has been reassigned duties to address invasive species program – asking for interested individuals, to be determined.
- At some point in a future agenda, ECOP will address a more formal relationship with eXtension Foundation. Scott Reed: Credentials allow learning to be a professional in Extension. eXtension storefront, expectations.
- Request for a host agreement for EDEN is due soon. Ed Jones made a motion to gratefully acknowledge Steve Cain’s (Purdue University) contributions to EDEN in the form of a resolution. Vonda Richard provided a second. Motion carried. Ed Jones will draft a resolution for consideration/approval on Tuesday, July 17. Resolution was approved as attached.
- A brief conversation was conducted about advocacy efforts by CARET (appreciate support of Title 7), a small group is needed to rethink strategy, define a business plan and organize around opportunities to meet with Congress and strategically set dates for CARET and PILD.

Executive, Personnel, Program and Budget & Legislative Committee reports

Personnel – Chris Watkins: Excellence in Extension award recipient is about to be selected, due July 23. Very difficult to creatively assess faculty and field staff. Survey with deadline will soon be released requesting input from the Section to plan and implement the 2018 New Directors and Administrators Orientation at NEDA, Portland, Oregon, October 1, 2018.

Program – Carolyn Williams: The National Diversity Award has been selected.

1. Updates to ECOP Operating Guidelines and CES Rules of Operation

   Action: Consider approval of proposed changes

   ECOP Operating Guidelines - Mark Latimore: Changing the occurrence of the Cooperative Extension Section Business Meeting from APLU Annual Meeting to NEDA. ECOP is responsible for the CES Business Meeting agenda. Compliments of the work of Lou Swanson, eliminate the naming of any months using season (fall, spring). Clarification that Budget & Legislative Committee reports to ECOP Exec because they meet more frequently than does ECOP. 4-H Leadership Committee Role – term “make recommendations” is added; co-chairs serve a 2 year term, staggered. Vision reads like a mission statement – add “enhance and maintain” remove, “provide guidance…” CES Will be the most

   Suggest adding: “Operating Guidelines can be changed at any regular meeting of ECOP, by a quorum of ECOP members attending said meeting, with changes distributed at least 2 weeks prior.” A discuss was conducted about identifying a voting quorum with no action.

   A motion was made by Tom Dobbins for ECOP to accept changes as discussed, create a tracking document for approval at later date. Ed Jones seconded. Motion carried.
CES Rules of Operation – Mark Latimore: Clear up that there are 76 members of the Cooperative Extension Section; exclude mention of the APLU VP, replace with APLU CFERR VP; Change naming of months to Spring and Fall.

Carolyn Williams made a motion to approve the proposed changes. Vonda Richardson seconded the motion. Motion carried. The tracking document will be prepared for distribution at least 2 weeks before the convening of the Cooperative Extension Section. For a vote at NEDA, October 2.

Lou Swanson was complimented for his contributions to this review and thanks given to Ron Brown for his support

2. Extension Resource and Partnership Development Committee –

Tom Dobbins: Measures will be taken to not conflict with fund-raising by the states. Of the 5 “emerging opportunities” of the CES Strategic Agenda, the ERPD Committee would like to identify 1–2 of them that will benefit every institution in the Section. Strategic plan ideas: Opioid Crisis, Sloan Foundation Big Data – Vonda Richardson: Emphasize the notion that it is for all to benefit from. Very much a long-term investment, and a devoted pivotal individual is needed to make this happen.

Mark Latimore: Question about avoiding conflicts with institution/state and national campaigns.

Tom Dobbins: The personnel that is hired to lead will be responsible, accountable, to handle this, deliberately engaging institutions and regions.

The Next meeting: Will develop these ideas further. Develop a job description for a person to work with Regions/Directors/Administrators, first to check in (identify the mechanism – crawl, walk, run – and then approach potential funders.

Scott Reed: Asked if the ERPD committee perceived that the framework would work with both private or public entities. Tom Dobbins: Both. The Chair of ECOP needs to constantly monitor the initiatives; testing that all institutions are in favor.

Chuck Ross: Things that we can do collectively, in the Northeast we will look at it as being neutral or positive per each initiative, guaranteeing the diversity of the reward. Will every institution, large or small, be in the conversation? Vonda Richardson: Fairness will prevail in the process.

Chris Geith: Goal of affirming on the model to keep the process moving.

Andy Ferrin: Really about the funders, understanding the marketplace, relationships, political impact and potential

Chuck Hibberd: Timeframe to launch in 2019 – Report on NEDA, following one Zoom and one F2F meeting.

Chuck Ross made a motion to affirm the report by Tom Dobbins and the charge framed by Chuck Hibberd to move forward. Chris Watkins seconded and the motion carried.

3. Plan of Work Reporting Themes –

Chuck Hibberd: Sees this process as a way to negotiate with NIFA to modernize, streamline process of reporting on a particular number of initiatives that benefit the USA, and create efficiencies for reporting. Opportunity for a national report, capture key impacts and highlight innovation. There is a book coming out on Extension Innovation, soon. Would like the Office of Management & Budget’s view on funding, when 50% or less, what is needed to report. Could we do a better job of target impact reporting to fill the gap for advocacy? Project-based impact report. Are the Plan of Work (PoW) reports useful any longer?

Carolyn Williams: 1890 Extension institutions would not exist if not for PoW reporting. A way to highlight both the joint plan and individually.

Vonda Richardson: Important to add 1890 Extension funding along with Smith-Lever.
Chuck Hibberd: Affirmation of the Section in October, Task Force, in time for planning reporting of 2020.

Robin Shepard/Scott Reed: Suggest reinstituting a Strategic Interagency Personnel Agent.

Chuck Hibberd: Model Idea - PoW focus on 2 initiatives, i.e., beef and 4-H, with stakeholder buy-in, align funding with those programs only, focus on signature programs and innovation. Identify and work toward 2-3 outcomes that are defined with NIFA, perhaps with a wild-card option. At the end of each year each institution reports this to NIFA. Possibility to deploy the impacts database to do this.

Vonda Richardson: Questions the ability of reporting as a national system.

Carolyn Williams: Concerned that this model approach might find some 1890 institutions out.

Chuck Cross: Congress’s belief/viewpoint is crucial to the reporting.

Chris Watkins: Recommends taking advantage to use the NIFA Sharing the Science initiative as a means of influencing Congress.

Chuck Hibberd: Made a motion to affirm the intent of the Plan of Work Committee, with changes suggested from this discussion, to building a framework to present before NEDA, or perhaps conduct a webinar overview. Then assuming the Section affirms the work of this Committee, work with NIFA to form framework for reporting, and that we all stand together, 1994, 1890 and 1862 institutions. Carolyn Williams seconded the motion. The motion carried.

4. **CES Strategic Agenda** –

   **Action:** Consider affirmation of 2019 Plan for implementation

   Ed Jones: Desire to have continuity from year to year. Are these still the priorities? ERPD and PoW has already been affirmed. The tenor is to build relationships and maintain what has started. Are there things here that need to change?

   Lyla Houglum: Farm bill may or may not be a part. “Building” as opposed to integrating. Remembering the number of priorities may be too long. Which ones are lifted up from year to year?

   Chuck Ross: Other ideas – Add Rural Development as an initiative. Wonders where is the connection to Congress is in the document?

   Scott Reed: Recommends a simplification of the strategic agenda for a public facing document.

   Lyla Houglum: The 3 things - Federal Funding, Partnerships, Support the institutions.

   Albert Essel: Recommends a value proposition.

   Robert Taylor: In working in NSF, notes the desire for NIFA to work with NSF. Idea to partner with 4-H.

   Ed Jones: Summary - General support for the document but simplify and reframe.

5. **International Extension Work** –

   **Action:** Consider development of a framework for International Extension Work

   Jon Boren: Advantages in NM, majority Hispanic, similar challenges of the country of Mexico. Secretary of Ag, history of disconnect from Universities in the country. Secretariat of Agriculture, Livestock, Rural Development, Fisheries and Food SAGARPA. NMSU began an exchange program of agents and specialists – more learned from Mexico than what was shared from US. Interest is gaining in Costa Rica. Something for ECOP to consider bi-national model. Focus on areas of interest rural and 4-H Youth development.

   Lou Swanson: Western Extension Directors met in Western Pacific, Guam, N. Marianas, and others. Why opportunity, university based Extension does not exist. Based on need for food, Extension was developed from the top down, consider to be the Soviet model. In Africa, China, there is a new land-grant initiative. As a result. Expect within a decade involvement will increase.
There are regulatory functions with most. There is great deal of interest in 4-H in China – pilot in western part of the country. Building education for people in these areas who will not be going to university but can gain technical knowledge and the “centers”. Challenge for US – How can Extension be more widely used? Does ECOP want to get involved or let universities continue.

Ideas by several: Anything ECOP can do to broker, ESP has an international component. May enhance the opportunity for greater involvement. No mechanism for raising local funding support – barrier to development. In China, there was more autonomy with smaller communities. See 4-H as a STEM pipeline for the future of Ag Science.

Scott Reed: Why? Big market of people that want and have the means to learn. Great scholarly opportunities. Dip toe in the water, and opportunities open up. Domestically, sabbatical, pay for part to get the benefit of all of a full year. Professional Development – possibility of hybrid training.

Others: Adapting to unusual, sparse situations in foreign countries, influences performance and commitment by employees. Otto Gonzalez, is interested in developing programs for international work. USAID does have funding available.

Rick Klemme: Concern - How to find a champion for the nation to lead?

Lyla Houglum: As for 4-H International, name and emblem has been an issue. Andy Ferrin – IN general National 4-H Council has backed off of international work.

Chuck Hibberd: Asked for ECOP to consider wrapping up with recommendations for the future.

6. **kglobal** contract –
No report. Delayed.

7. **CES Legislative Update**
   a. **Strategic Realignment** Consider approval of Strategic Realignment proposal – URL

Chuck Hibberd/Mike Harrington/Others: First step to bring it to the COPs. The Strategic Realignment Committee is eager to capture and accept feedback.

Discussion highlights with Cornerstone:

- Concern about that 1890 Extension is at 15% of Smith-Lever and the formula where it should have been elevated 20% then the field is leveled.
- Who is holding up the process if it has been talked about for the past 25 years. By example, SARE had greater advocacy.
- Premise of the one-ask, the distribution for 1890 $4.8million was reduced to $800K.
- It is possible to advocate based on individual lines, if there is a one ask. There is a requirement to submit appropriations form.
- One ask does not mean one line. There was one-ask advocacy but each of the line need to be requested.
- In States in is the CARET members that submit requests to Congress. If there is a CARET delegate with no skin in the game.
- Most effective strategies for advocacy need to be explored.
- The budget sheet needs to be submitted on time through effective communication.
- Consider a business plan that reflects strategy for advocacy.
- Lack of trust – we need to understand this better.
• 4 choices support, no, maybe and more information is needed, more time needed to, or a qualified yes.

**Tuesday, July 17, 2018, 1:00 – 4:00 P.M. - ECOP Meeting Resumed**

8. Doug Steele –
After 38 years in Extension, he looks forward to the opportunity to be a voice for the entire land-grant system.

(7.a. continued) Cornerstone Report – About kglobal request for SNAP-Ed; first op-ed went. Mark Latimore: Engaging the Administrators and Directors. There is a challenge is to whom the messages are going. The specific initiative at hand, **2018 Farm Bill Campaign**, how is success is measured? Hunt Shipman: Should not pause the wholesale evaluation, idea for webinar conversation and meetings in the future.

• Is there a way to see what kglobal does in real-time? The purpose in engaging communicators at each institution. Those that are not in blessed states, often do not hear these marketing messages.
• Hunt Shipman noted the need to communicate more broadly and as frequently as possible.
• Ask for talking points – send to EDA Team for sharing across the system.
• Process for providing input and conversation about the efforts for the CMC. Collective ideas from the system – Mark Latimore will take them to CMC.
• Fairness in asking kglobal to communicate details of what is happening.
• The structure provides openings to those who have delivered nutrition education it in the past to be included.
• A conference will be formed, House (Ag-oriented)/Senate (very deliberative process). Timeframe is limited. There will need to be some reforms, SNAP-Ed is in good standing with the House. There is a limited number of people that Vernie Hubert will be working with.
• Congress created Extension and uniquely designed to deliver SNAP-Ed. Please bring problem/concerns to Cornerstone. List of concerns:
  o Administrative costs – 10% is not enough, survey showed no more than 26% and uncertainty administrative vs indirect costs.
  o The historical formula for SNAP is disliked, quickly, October 1. There is an argument to develop a transition and a make it realistic for completion. The reality is that some states who’s number of recipients have dropped will receive less money. For them you will want to have a plan in place to bring them back on board. North Dakota – need to figure out how to get them on board. This is due to low unemployment in the state.
  o There are some land-grant institutions using SNAP-Ed dollars that will be shifted to Extension.
  o No split between 1862 and 1890. There needs to be an immediate response Team.
• A request was made for talking points – one pager available that describes.
• The most effective argument, nutrition is associated with helping people. As a true do-good organization, they are meant to solve a problem.

9. Recommendations of 4-H Leadership Committee
   a. 4-H Diversity & inclusion
Ed Jones: Committee has reaffirmed that 4-H is for all kids. Change of NIFA leadership – Caroline Crocoll replaces Lisa Lauxman. The committee has Letter sent to Muqarrab Qureshi.

a. NIFA/CES/National 4-H Council MOU
Ed Jones: Needs to be updated in 2019. Committee will work on this.

b. Update from National 4-H Council
Support for 4-H Leadership Committee and ensuring that the role is to – begin each board meeting with statement. Surplus is anticipated – used to rebuild reserves. Board reconstruction has gone well and recently met with ECOP 4-H Leadership Committee. There is interest in meeting together more often. 1st Phase of strategic plan is ending.

c. Approach to National 4-H Conference Center Conversation
2nd phase – Board wants to know why 10M youth. Strategic value of supply and Conference Center. Will explore how to maximize the value. Return on campaign, bulk of return X5.

d. Evaluation of National 4-H Council CEO
Ed Jones: As the member of National Council Board, will be asking for evaluation. Coming: The Director/Administrator that serves on the Council Board will have veto power.

e. Frame what is needed for 4-H at NIFA
f. 4-H Name & Emblem
Ed Jones: Deputy Secretary Censky, the conversation has improved, not entirely. Business moves fast. One possible way to liberate the use is to consider legislation. Open now to make that change. The USDA Administration is receptive and the potential action by sister organization, FFA. What is helpful is the creation of the USDA Secretary’s Office of Partnerships and Public engagement - opportunity. Needs to happen, Zoom call scheduled in early August. Adding Council as an authorized party for the use.

Ed Jones: Motion from Committee (with full support) seconded by Tom Dobbins to move the conversation forward for the framing, perhaps calling for an emergency meeting. Motion carried

Ed Jones: Motion to affirm the thoughts of the 4-H Leadership Committee that all Cooperative Extension programs to adhere to their Land-grant University nondiscrimination policy in the development and delivery of Extension efforts designed to engage all people. The motions was seconded by Mark Latimore. Motion carried.

10. Land-grant University Mission Alignment
Moved to future meeting.

11. eXtension’s Role with Cooperative Extension Section/ECOP
Moved to October meeting.

12. Cooperative Extension Section Business Meeting at NEDA
Moved to September meetings. Framework - 3 hours with a break; finalize by September 14.

ADJOURN
**ECOP Membership** Attendance is signified by ☑ or ●

**Voting Members**
- ☑ Chuck Hibberd, *Executive Committee Chair*, University of Nebraska
- ☑ Ed Jones, *Executive Committee, Chair-elect*, Virginia Tech
- ☑ Fred Schlutt, *Executive Committee Past-chair*, University of Alaska
- ☑ Tom Dobbins, *Personnel Committee & Chair of Private Resource Mobilization Program Oversight Committee*, Clemson University
- ☑ Beverly Durgan, *Personnel Committee*, University of Minnesota Extension
- ☑ Bill Hare, *Executive Committee*, University of District of Columbia
- ☑ Jason Henderson, *Program Committee*, Purdue University
- ☑ Gary Jackson, *Program Committee*, Mississippi State Extension Service
- ☑ Mark Latimore, *Executive Committee*, Fort Valley State University
- ☑ Scott Reed, *Program Committee*, Oregon State University
- ☑ Vonda Richardson, *Personnel Committee*, Florida A&M University
- ☑ Chuck Ross, *Program Committee*, University of Vermont
- ☑ Louis Swanson, *Personnel Committee*, Colorado State University
- ☑ Chris Watkins, *Personnel Committee Chair*, Cornell University
- ☑ Carolyn Williams, *Program Committee Chair*, Prairie View A&M University

**Ex-officio, Non-voting Members**
- Rick Klemme, *ECOP Executive Director, Cooperative Extension/ECOP Via Zoom*
  - Michelle Rodgers, University of Delaware – *ECOP Representative to BAA Policy Board of Directors and Project Director, Well-Connected Communities*, University of Delaware
- Jon Boren, New Mexico State University, *ECOP Budget & Legislative Committee, Chair*
  - Louie Tupas and Mike Fitzner – *USDA-NIFA*
  - Jo Britt-Rankin, *Board on Human Sciences*, University of Missouri
- Chris Geith, CEO, and eXtension Foundation
- Bob Godfrey, *Experiment Station Committee on Organization and Policy*, University of Virgin Islands
- Jason Henderson, *eXtension Foundation Board Chair*, Purdue University
- Andy Ferrin and Jennifer Sirangelo, CEO, *National 4-H Council*
  - Jake Tibbitts, Council for Agricultural Research, Extension and Teaching

**Executive Director and Administrator Team**
- Ron Brown, Southern Region
- Albert Essel, 1890 Region
- Lyla Houglum, Western Region
- Rick Klemme, DC Office via Zoom
- Marianne Klein, DC Office
- Ali Mitchell, Northeast Region
- Sandy Ruble, DC Office
- Robin Shepard, North Central Region

**Guests**
- Doug Steele, Texas A&M University
- Ian Maw, APLU
- Cornerstone Government Affairs, J. Richards, H. Shipman, V. Hubert
- Rosalind Dale, NC A&T State University
- Laura Perry Johnson, University of Georgia
- Robert Taylor, Florida A&M University
- Brunetta Gamble-Dillard, West Virginia State University
- Ed Buckner, Alcorn University
- Mercedes Falk, New Mexico State University
- Carlos Ortega, Universidad Autónoma de Chihuahua
- Lisa Ortega, Universidad Autónoma de Chihuahua
- Mike Harrington, WAAESD

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TO: ECOP  
FROM: ECOP Chair Chuck Hibberd, hibberd@unl.edu  
cc EDA Team, Liaisons and Partners

Please review items A.-D. found below for action this afternoon. Thank you.

For Action July 17, 2018:
A. Strategic Realignment (Policy Board of Directors decision in November): Strategic Realignment Assignment 4 Attachments (URL)
   1. Options to consider
      □ Yes
      □ Qualified yes - is it 12 or 5?
         ▪ Will NIFA play fair?
      □ Maybe but need more information
      □ No
   2. Process – Identify questions/concerns about the option(s) from across the Cooperative Extension Section and submit recommendation to Policy Board of Directors (PBD)
      a. July 17 – Request that the Strategic Realignment Committee improve messaging about the proposal in print and with a webinar, late July/early August that covers the following
         i. Context for the effort (Internal and External)
         ii. NIFA engagement
         iii. Guiding principles
            ▪ Program functional integrity
            ▪ Focused advocacy
            ▪ Addressing the 1890s funding issues first
            ▪ Institutional responsibility for advocating for the system (call to action capacity)
      iv. FAQs
      b. August 13-September 7 - Regional Discussion period
      c. September 11, 3-4:00 PM ET ECOP BLC summarizes/addresses regional discussion issues on to present to ECOP Executive Committee on September 13, 11AM-Noon ET
      d. September 20, 11AM-Noon ET ECOP Executive Committee presents list of questions/concerns for consideration of ECOP to move forward to PBD
      e. Date and time to be determined, PBD Special Meeting,— Michelle Rodgers presents the report of Questions/Concerns from ECOP
      f. October 2, 8:30 AM-Noon Pacific Time – Final informational session during CES Business Meeting at NEDA, Portland, OR
      g. October 2, Noon PT - ECOP BLC meets at NEDA, after hearing final discussion with the Section that morning will affirm recommendation to present to full ECOP
      h. October 4, 1-5 PM PT – ECOP meets at NEDA to move on BLC’s final recommendation
      i. November 12 or 13 - PBD Meeting in New Orleans – Michelle Rodgers represents Cooperative Extension Section in final vote of recommendation

B. 1890s Extension, 20% of Smith-Lever  
Start with Mark, Ray McKinnie, Ed – Build a position Statement.
C. Administrators and Directors along with their CARET reps are to encourage Members of Congress to submit appropriate paperwork that requests funding for 1890s Extension and Smith-Lever.

Be more deliberate, with webinar and

D. Business plan/Advocacy strategy
   1. Are we interested in a more robust and better organized advocacy effort?
   2. Role of LGU Gov't Affairs folks
   3. Webinar to explain budget advocacy system

Best regards,

Sandy

Sandy Ruble, Assistant Director, Cooperative Extension/ECOP
(O) 202-478-6088 (cell) 202-306-5357 sandyruble@extension.org
www.extension.org/ecop http://ecopmondayminute.blogspot.com
www.landgrantimpacts.org
Office Location: APLU 1307 New York Avenue, NW, Suite 400, Washington, DC 20005-4722
Emphasis Areas and Ongoing Priorities for the Cooperative Extension Section
Chuck Hibberd, 2018 Chair

Overall Theme: Science-informed decisions and policy

The Cooperative Extension Section (CES) is led by Extension Committee on Organization and Policy (ECOP), a 15-member board representing the five Cooperative Extension regions. ECOP’s role is to identify and implement member-driven opportunities designed to enhance resources, relationships and recognition for Cooperative Extension nationally. ECOP’s work addresses four core themes:

1) building partnerships and acquiring resources,
2) increasing strategic marketing and communications,
3) enhancing leadership and professional development,
4) strengthening organizational functioning.

EMPHASIS AREAS

Capacity Funding (BLC Chair/Hibberd) – Build on advocacy strategies to increase federal capacity funding (Smith-Lever and 1890s Extension) initiated by Fred Schlutt and Bret Hess (2016-17 ECOP and ESCOP Chairs, respectively). Promote and expand participation in the Public Issues Leadership Development (PILD) program as a major Extension advocacy tool. Advocacy messaging will be focused on Cooperative Extension’s value relative to:

- Science in action – continue to leverage the research and engagement initiatives of Land-grant universities.
- Proactive, flexible and collaborative action on disasters, threats, emerging opportunities, etc.
- Extension provides a national reach with the opportunity for meaningful local impact.
- Opportunities to expand high impact programs such as 4-H youth development or water or health.
- Provide value for federal partners (as the outreach/engagement arm of the federal government).

Note: This messaging could be strengthened with a mission statement and core values reflecting the intent of the Cooperative Extension Section.

Private Resource Mobilization (Dobbins) – Establish and implement a model for private funding of national initiatives as a complement to public funding for Extension.

Collaboration with Federal Entities (Hibberd/Jones/Latimore) – Focus on clarifying roles for Cooperative Extension with federal agencies. Specific examples include NRCS, NSF – Broader Impacts, the Departments of Health & Human Services (CDC, FDA/FSMA) and Housing and Urban Development as well as the Foundation for Food and Agriculture Research. Frame these conversations around emerging opportunities in the following areas:

- Nutrition, health and wellness
- Positive youth development
- Water
- Food production and food security
- Community development

Priority outcomes for these conversations include collaboration opportunities as well as programmatic and/or capacity funding.

Farm Bill Initiatives (Schlutt/Hibberd/Latimore/BLC Chair) – Engage appropriate parties to address:

- SNAP-Ed/EFNEP:
  - Present a coherent argument to grow funding for SNAP-Ed and EFNEP.
  - Funding directed to LGU-based Cooperative Extension.
  - Seek increases to support 1890’s and 1994’s, as well as 1862s.
- 1890s - change carryover provision language of 1444 to be consistent with the Smith-Lever carryover provision.
- Clarify role of NRCS and Cooperative Extension relative to conservation education.
• Extension Farm Bill training through Farm Service Agency

**Strengthen our Working Relationship with NIFA** (Hibberd/Jones/Latimore)

• Seek a streamlined, impactful reporting framework that aligns state and NIFA needs.
• Strengthen collaborative relationships with NIFA leadership and NPLs with monthly on-site conversations and seminars (Extension Directors/Administrators invited).
• Explore and provide input on AFRI-funded Extension projects as well as Extension Director/Administrator participation on these review panels.
• Work with NIFA leadership to strengthen state liaison roles.

**Integration With Key Partners**

• Consider a reciprocal liaison relationship with the National Urban Extension Leaders (NUEL) to strengthen our engagement with urban Extension.
• Invite our 1994 Tribal College Cooperative Extension Service partners to identify a liaison to ECOP.

**ONGOING PRIORITIES**

• In collaboration with ESCOP, review the value of the ESS-CES-AHS Communications and Marketing (CMC) Project to Cooperative Extension and identify the most appropriate path forward (Ed Jones).
• Collaborate with ESCOP to strengthen the Land-grant message of accomplishment and impact. Enhance our visibility by strengthening participation in [www.landgrantimpacts.org](http://www.landgrantimpacts.org). And, work with NIFA to make the database more useful to our federal partner.
• Continue our commitment to collaboration with ESCOP and the ESCOP Science and Technical Committee by establishing a strong working relationship with new ESCOP Chair Gary Thompson.
• Expand strategic alliances that benefit Cooperative Extension with national partners (e.g. NASDA, NC-FAR, NACo, SoAR, CFARE, ESCOP, APLU BAA, National Academy of Science-Breakthrough 2030 project and others).
• Identify ways to support the Innovation Initiative led by eXtension.
• Through the eXtension Foundation Board of Directors, assure that eXtension is an active contributor to the advancement of Extension education across the nation.
• Enhance leadership for and increase participation in 4-H positive youth development through collaboration among Extension Directors/Administrators, NIFA 4-H Headquarters and National 4-H Council through the work of the ECOP 4-H Leadership Committee.

Specific initiatives or efforts designed to strengthen Cooperative Extension and ECOP’s operations and value:

• Demonstrate ECOP’s value to the members of the Cooperative Extension Section.
• Strengthen ECOP functions by moving from a reporting model to a deliberative, forward-looking, action-oriented framework. Similarly, review the effectiveness of ECOP’s committee structure and consider alternatives.
• Provide opportunities for directors/administrators to improve personal, organizational and system leadership skills, including an annual conference and a monthly Next Generation Extension – Learning for Leaders webinar series.
• Implement national Excellence in Extension as well as Diversity Awards.
• Partner with JCEP to strengthen national leadership of Extension’s professional associations.
• On-board a new Executive Director for the Cooperative Extension System.

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ECOP National Leadership 2018
Last update 6/30/18

2017 ECOP Holdings by APLU Holdings

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<th>APPROVED BUDGET</th>
<th>ACTUAL AMOUNT</th>
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<th>National Health Implementation Carryover for Cost of Printing</th>
<th>Beginning Balance</th>
<th>$3,587</th>
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<td>Income</td>
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<td>Assessments (9 institutions have not paid)</td>
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<tr>
<td>Other (interest on ECOP Holdings with APLU)</td>
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<tr>
<td>Meetings (Equal to Meeting Expenses)</td>
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<td>7,890</td>
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<th>Expense (explained below)</th>
<th>$612,094</th>
<th>$247,932</th>
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<table>
<thead>
<tr>
<th>ECOP National Office Operations</th>
<th>$403,163</th>
<th>$161,235</th>
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</thead>
<tbody>
<tr>
<td>• Salary and benefits (originally calculated for full time ED)</td>
<td>324,663</td>
<td>111,951</td>
</tr>
<tr>
<td>Staffing Transition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Part-time ED, Full Time Program Assistant (PA) - January-April</td>
<td>108,221</td>
<td>83,408</td>
</tr>
<tr>
<td>Part-time ED, Full Time Assistant Director, Part-time PA - May-Dec.</td>
<td>210,442</td>
<td>28,963</td>
</tr>
<tr>
<td>Meetings (Equal to Meetings Income)</td>
<td>10,000</td>
<td>5,765</td>
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<tr>
<td>Travel expenses (will increase by 25-30% per ED contract)</td>
<td>18,500</td>
<td>15,865</td>
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<tr>
<td>Staff development (originally calculated to inc. orientation of a full time ED)</td>
<td>4,000</td>
<td>0</td>
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<tr>
<td>Office supplies</td>
<td>500</td>
<td>0</td>
</tr>
<tr>
<td>Technology and communications</td>
<td>2,500</td>
<td>1,433</td>
</tr>
<tr>
<td>Design, printing, engraving (includes Nat. Health Implementation Printing)</td>
<td>1,000</td>
<td>3,587</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>1,000</td>
<td>0</td>
</tr>
<tr>
<td>APLU Support for ECOP</td>
<td>41,000</td>
<td>22,634</td>
</tr>
<tr>
<td>(Office space, conference/meeting support, human resources, payroll, IT Help, legal assistance, copying, etc.)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Staffing Transition | Same as FY17 based on 1.065 FTE - January-April | 13,657 | 13,657 |
|                     | Based on 1.400 FTE - May-December               | 27,333 | 8,977 |

<table>
<thead>
<tr>
<th>ECOP Executive Committee</th>
<th>$6,800</th>
<th>$0</th>
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<tbody>
<tr>
<td>Meeting support</td>
<td>5,000</td>
<td>0</td>
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<tr>
<td>Memberships &amp; related fees</td>
<td>1,800</td>
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</table>

<table>
<thead>
<tr>
<th>Personnel Excellence in Extension Award</th>
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<tbody>
<tr>
<td>Program Committee National Diversity Award</td>
<td>$5,300</td>
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<tr>
<td>4-H Leadership Committee</td>
<td>$7,500</td>
<td>$3,063</td>
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** Strategic Priorities | $31,500 | $16,968 |
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Support for JCP Town Hall</td>
<td>5,000</td>
<td></td>
</tr>
<tr>
<td>Meeting Support for National Impacts Database Writing Team</td>
<td>2,500</td>
<td></td>
</tr>
<tr>
<td>Meeting Support for Extension Resource and Partnership Development (formerly PRM)</td>
<td>8,068</td>
<td></td>
</tr>
<tr>
<td>ECOP NC-FAR Membership and Sponsor for Capitol Hill Lunch and Learn with ESCOP</td>
<td>1,400</td>
<td></td>
</tr>
</tbody>
</table>

*** National Impacts Database Committee (Website Host with ESCOP) | $12,500 | $0 |

<table>
<thead>
<tr>
<th>ESS-CES-AHS Communications and Marketing Effort</th>
<th>$133,331</th>
<th>$66,666</th>
</tr>
</thead>
<tbody>
<tr>
<td>kglobal</td>
<td>111,331</td>
<td>55,666</td>
</tr>
<tr>
<td>Cornerstone Government Affairs</td>
<td>22,000</td>
<td>11,000</td>
</tr>
</tbody>
</table>

*On December 14, 2017 ECOP Executive Committee extended the contract with Executive Director Rick Klemme until April 30, 2020 at 0.60 FTE. On April 12, 2018 ECOP Executive Committee approved creation of Assistant Director (internal promotion effective 5/1/18) and creation of Part-time Program Assistant (new effective 5/16/18).

**This budget line is designed to support efforts of ECOP in order to advance strategic priorities. Every effort is made to use funds from annual income. If needed, reserves can be used as long as a $200,000 carryover is retained in order to cover approximately six months of ECOP National Office staffing and related costs (Approved by ECOP July 2015).

*** On October 15, 2017 ECOP voted to spend $5,000 for travel expenses for the National Impacts Database Content Writing Team to face-to-face, matching ESCOP contribution.

Budget was approved by ECOP on July 18, 2017.

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RESOLUTION

ON THE OCCASION OF THE EXTENSION COMMITTEE ON ORGANIZATION AND POLICY MEETING HELD AT THE RIU PLAZA GUADALAJARA, GUADALAJARA, MEXICO ON JULY 16-17, 2018, WE THE MEMBERS OF THE EXTENSION COMMITTEE ON ORGANIZATION AND POLICY RECOGNIZE THAT:

WHEREAS,

Purdue University has been the host institution for the Extension Disaster Education Network for many years; and

WHEREAS,

Mr. Steve Cain has been the principal investigator responsible for the grant allowing Purdue University to serve as the host institution; and

WHEREAS,

Mr. Cain has been instrumental in the development and success of the Extension Disaster Education Network; and

WHEREAS,

Mr. Cain is retired recently from his position at Purdue University; and

THEREFORE,

BE IT RESOLVED

that the members of the Extension Committee on Organization and Policy express appreciation and gratitude for the many exemplary contributions of Mr. Steve Cain to the Cooperative Extension System and to disaster education.

Signed in the Riu Plaza
Guadalajara, Guadalajara,
Jalisco-Mexico this 17th day of July, 2018.

Charles A. Hibberd, ECOP Chair
University of Nebraska
AglsAmerica: 2018 Farm Bill Education Campaign
June 21, 2018

Background
The current House version of the Farm Bill places the management of SNAP-Ed into state cooperative extension services, and creates a cooperative extension services management opportunity of approximately $3B over the 5-year lifespan of the Farm Bill. kglobal will utilize AglsAmerica to create and deliver educational materials that lead to the support of the House’s version of the Farm Bill.

Strategy
kglobal will coordinate with Cornerstone, House Agriculture Committee Chairman Conaway’s Communications office, and ECOP to identify the most compelling system-wide and key state impacts to create educational materials to be disseminated and promoted in target states over the course of the campaign.

Timeline
The education campaign will run from Monday July 9th until at least Friday August 3rd and can be extended through September at the direction of Cornerstone.

Key Messages
- Highlight system-wide impacts and successes of state cooperative extension services on SNAP-Ed programs
- Highlight state level impacts and successes of state cooperative extension services SNAP-Ed and other applicable nutrition programs in key target states
- Highlight the capabilities of state cooperative extension services to manage large scale projects (e.g., 4-H)

Target Geographies and Corresponding Institutions
(Preliminary Targets)
- AL (Senator Jones): Auburn, Tuskegee and Alabama A&M
- IA (Senators Grassley & Ernst): Iowa State
- MN (Senators Klobuchar & Smith, Ranking Member Peterson): University of Minnesota
- ND (Senators Hoeven & Heitkamp): North Dakota State
- AR (Senator Boozman): University of Arkansas, University of Arkansas Pine Bluff
- IN (Senator Donnelly): Purdue
- KS (Chairman Roberts): Kansas State
- MI (Senator Stabenow): Michigan State
- MO (Senator McCaskill): University of Missouri, Lincoln University
• NY (Senator Gillibrand): Cornell
• OH (Senator Brown): Ohio State
• PA (Senator Casey): Penn State
• SD (Senator Thune): South Dakota State

Tactics
Media Relations
• National
  o Focus on systemic impact and success of ECOP and highlight particular
  successful programs and numbers from target states
  o Interview or op-ed in DC publication:
  o Interview or op-ed in national publication
• Local
  o Focus on state level impacts and successes of ECOP in key target states
  o Op-ed or LTE in collaboration with local third-party validator
  o Target daily news publications- 1 per target state

Digital
• AgIsAmerica Digital Platforms (website, Twitter, Facebook) Content Creation:
  o Draft original articles utilizing existing ECOP content
  o Create engaging infographics to communicate ECOP success stories
  o Share positive earned media coverage
  o Coordinate with national ECOP social channels and those of institutions in target
  states to amplify materials out to the widest audience possible
• Paid Social Media:
  o Paid social ads utilizing infographics and creative content to garner larger reach
  of target audiences
  o Promotion of earned media coverage and/or successful organic social posts to
  reach a wider audience
• Digital Ads:
  o Focus on alumni, third-party validators, other interested parties in target states
  o Focus on alumni, third-party validators, other interested parties in target states
  o Create targeted display ads with enticing headlines to drive people to website to
  get more information

Success Metrics
Engagements including:
• Number of views
• Retweets and shares
• Website traffic and time spent on content pages
• Comparisons to industry standards

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A. Observations:
1. The current PoW reporting system is burdensome and can result in very long and detailed reports.
2. There is an opportunity to focus PoW reporting on national themes that demonstrate Cooperative Extension’s commitment to engaging on important issues.
3. The PoW could be designed to both capture key program impacts and identify and/or highlight innovative practices or approaches that strengthen our commitment to continuous quality improvement in Extension work.

B. Questions for NIFA:
1. What does NIFA really need?
   a. Impacts from Smith-Lever and 1890s Extension funding?
   b. Impacts from Smith-Lever and 1890s Extension and match funding?
   c. Impacts from broader Cooperative Extension system?
2. From a Plan of Work perspective, who are your stakeholders?
   b. And, what information does NIFA need to meet the expectations of these stakeholders?
3. Is NIFA solely interested in impact reporting or would you consider an integrated impact reporting system that also highlights innovations that could help us improve our work?
4. Is ‘Time and effort’ reporting here to stay?
5. Will ‘Project-based Budgeting’ be implemented? If so, when?
6. Is NIFA mining the PoW reports and/or the NIDB?

C. Questions for Cooperative Extension:
1. Is Cooperative Extension solely interested in impact reporting or would we consider an integrated impact reporting system that also highlights innovations that could help us improve our work?
2. Is Cooperative Extension interested in a stream-lined impact reporting system or will we insist on reporting everything that we do?
3. Are we interested in an approach that focuses on timely high impact information that demonstrates our commit to being current and responsive?
4. Should the NIFA PoW be our strategic agenda or is the PoW reflective of a subset of our strategic agenda?

D. Key tenets of a PoW planning and reporting framework:
1. Focused on key national issues addressed by Cooperative Extension systems across the US.
2. Demonstrate accountability for Smith-Lever and 1890s Extension funds.
3. Acquires important, high impact information that can be used to communicate the value of Cooperative Extension work to key stakeholders (Congress, federal government agencies, the public, etc).
4. A reporting portal that supports text documents as well as audio-visual and other formats.

E. Possible impact reporting hosts:
1. NIFA-based PoW/impact reporting framework.
2. National Impact Database reporting framework funded by LGUs.
3. National Impact Database as the sole reporting framework funded contractually by NIFA.

F. Possible frameworks:
1. Status quo
2. Planning and impact reporting framed around national themes:
a. Possible themes:
   i. NIFA Science Emphasis Areas
   ii. National Impacts Database themes
b. For each theme, identify 2-3 outcomes
   i. Themes and outcomes would be reviewed by a select group each year and
      adjusted according to emerging issues and critical opportunities
c. Additional wildcard categories (2-3) could be provided to allow Cooperative
   Extension to identify emerging and/or innovative initiatives
d. Each year, Cooperative Extension systems identify themes and outcomes aligned
   with their priorities and work. This effort would constitute the PoW Annual Plan.
e. At the end of the reporting year, Cooperative Extension systems reports impacts
   relative to their PoW Annual Plan.

International Extension Resources
Shared by Mark Varner, Senior Counsel,
APLU, Board for International Food and Agriculture Development (BIFAD)

- John Vreyens vreyens@umn.edu, University of Minnesota Extension. He heads up their Global
  Initiatives Program.
- Internationalizing extension, led by Renee Pardello, University of Minnesota
  http://www.extension.org/internationalizing_extension and
- https://www.facebook.com/groups/IntExtCoP
- USAID’s Modernizing Extension and Advisory Services, https://meas.illinois.edu/

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Guiding Principles for extramural fund development:

- CES development is based on CES programmatic and development resources along with partnering capacity.

- CES development effort is a collaborative effort connecting emerging issues with potential funders via existing CES-related development resources (e.g., 4-H Council, eXtension Foundation, etc.).

- The EDA team will be a connecting resource that provides input on issues, expertise, potential regional/multistate funders from their respective regions.

- Identifying a ‘champion’ or ‘lead’ person is critical in assembling background program/colleague expertise, mobilizing the collection/sharing of resources, and packaging them for potential funding. Examples include Michelle Rodgers (well-connected communities), Rachel Welborn (civil dialogue/discourse), and Mark Skidmore (opioid extension workgroup).

- The ERPD Committee needs to remain engaged and more towards the establishment of a CES development business plan.

Framework:

Provide ECOP update at either June or July meeting.

Committee meets (in person or via a virtual work platform) to build a matrix of issues/development options using two examples – the existing opioid extension workgroup (including Mark Skidmore) and engaging big data in addressing community based issues (including Sallie Keller or colleague from the existing work at VTU/ISU and perhaps Josh Greenberg from the Sloan Foundation).

The goal is to build a beginning set of principles and options on how CES can mobilize and garner extramural resources to address critical issues in ways that are appealing to funders.

Present committee work to CES Business meeting during NEDA in October.
Extension Committee on Organization and Policy (ECOP)
Operating Guidelines as of 12.14.16

Purpose:

The purpose of ECOP is to give guidance to issues of importance to the Cooperative Extension Section (CES) of the APLU Board on Agriculture Assembly (see APLU Commission on Food, Environment & Renewable Resources organizational chart at bit.ly/BAAOrg). ECOP is the representative leadership and governing body of Cooperative Extension, the nationwide transformational education system operating through land-grant universities in partnership with federal, state, and local governments.

ECOP focuses on four core themes: 1) Build partnerships and acquire resources; 2) Increase strategic marketing and communications; 3) Enhance leadership and professional development, and 4) Strengthen organizational functioning.

Mission:

The mission of ECOP is to strengthen Cooperative Extension at regional, national, state and local levels. To accomplish this mission, ECOP will:

- Develop policy and administrative guidance that facilitates the advancement of CES;
- Engage CES and the public as partners to reflect the identified priorities of the people we serve;
- Actively communicate policy, functions, and actions of CES;
- Collaborate and communicate with external groups important to the CES mission;
- Implement efficient and effective mechanisms to address CES needs;
- Initiate strategic planning, scenario building, and future-centered activities to anticipate needs, opportunities, and options for the CES;
- Support a mechanism by which members collaborate in program identification, development, and delivery for access to audiences anytime and anyplace; and
- Identify opportunities and coordinate efforts to expand resources available to CES.

Vision:

The vision of ECOP is to provide guidance and leadership in order to maintain and enhance CES as the most effective and dynamic educational outreach and engagement network in the world.

Values and Principles:

- ECOP serves CES, a national educational network;
- ECOP stresses excellence and innovation;
- ECOP builds partnerships to serve its clientele;
- ECOP values diversity and inclusion;
- The work of ECOP is based on the applied scholarship of the Land-grant Universities;
- ECOP is proactively responsive to the changing needs of society;
- ECOP emphasizes the reporting of outcomes, impacts, and results; and
- ECOP seeks continuous improvement in its structure, function, and service.

Goals:

Multi-year emphasis areas with annual action plans are established by the ECOP Chair and adopted annually by ECOP. The ECOP organizational chart (bit.ly/ECOPOrg) supports the emphasis areas and ongoing priorities of ECOP.
ORGANIZATIONAL FRAMEWORK

ECOP

Membership

- Three (3) Extension Directors/Administrators from each of the five regions, elected by the Regional Associations, each serving a four-year term on a rotational basis. The Regional Associations, on a rotational basis, elect the Chair of the ECOP. The rotation is as follows: Northeast, Western, North Central, Southern, 1890 Institutions. Changes in the rotation can be accommodated under extenuating circumstances by mutual agreement by affected regions. The past Chair will continue to serve on ECOP, regardless of term of service, for one year after he/she served as Chair. The region will accommodate this rotation by adjusting their member’s terms of service if needed.

- The Chairs of the Budget and Legislative Committee and the NEW eXtension Board of Directors (or designees), if not members of ECOP, will serve as ex-officio, non-voting liaisons to ECOP.

- The Director of USDA-NIFA (or their designee[s]), the ECOP Executive Director/Administrator Team (EDA Team), and the CES representative to the BAA Policy Board of Directors, the BAA Budget and Advocacy Committee, and the BAA Committee on Legislation and Policy serve as ex-officio, non-voting members.

- Additional non-voting liaisons may include representatives from partnering entities as deemed appropriate to the mission of ECOP. These liaison groups are encouraged to submit written reports and will be on the ECOP meeting agenda if action is requested.

Role

- To develop program guidelines and organizational policies and procedures that guide national efforts of the seventy-six 1862 and 1890 institutions that comprise the CES. Interactions with 1994 Institutions Cooperative Extension programs also are encouraged.

- To conduct strategic planning on behalf of the System.

- To provide a forum for regions in priority setting and action to move the Land-Grant University System, and particularly Cooperative Extension, forward as a national system.

- To work to develop linkages and supportive relationships with partners including federal agencies, national organizations, foundations, non-profits and associations.

- To appoint task forces and work groups made up of experts from each region, diverse institutions, USDA National Institute for Food and Agriculture (NIFA), and others as needed, with a clearly defined charge, to conduct business on behalf of ECOP and CES.

- To hire and monitor an advocacy firm and initiate efforts to increase the federal resources available to CES when not accomplished by the on-going efforts of the BAA Budget and Advocacy Committee (BAC).

- To hire and monitor the ECOP National Executive Director, Staff Associate, and other staff, as needed, in support of ECOP and CES.

- To develop and implement annual goals and to report on accomplishments.

- To routinely evaluate its operational framework with the desired goal of improving processes and outcomes.
ECOP OFFICERS AND STAFFING

Chair:

Selection
The ECOP Chair is a voluntary assignment and will be elected from among the representatives of one of the five (5) identified regions on a rotational basis. The commitment of Chair is a three-year term inclusive of one (1) year as Chair-Elect, one (1) year as Chair, and one (1) year as Immediate Past Chair. In cases of need, regions may switch their turns in the rotation.

Role

- The Chair serves as the primary contact point for CES on matters related to governance, advocacy, and leadership for the system.
- The Chair will develop an annual set of action strategies to accomplish the multi-year goals of ECOP and present them at the annual APLU-NEDA meeting.
- The Chair will interact with the EDA Team on a regular basis.
- The Chair will serve as the direct supervisor for the ECOP Executive Director.
- The Chair, or designee, will represent ECOP and CES by giving presentations and attending meetings of national scope.
- The chair, or designee, together with the Executive Director and other members of the EDA Team, will attend meetings with agencies and organizations with the goal of creating, sustaining and enhancing strategic partnerships.

Chair-elect

Selection
The commitment of Chair-elect is the beginning of the three-year duty as ECOP Chair. In cases of need, regions may switch their turns in the rotation.

Role

- The Chair-elect will perform the duties of the Chair in his/her absence.
- The Chair-elect will be informed on all critical communication by and with the ECOP Chair in order to create a smooth leadership transition.

Immediate Past Chair

Selection
The Immediate Past Chair is the last segment of a three-year term of duty as ECOP Chair. The Immediate Past Chair shall remain on ECOP for one additional year in order to complete the term as Past Chair, if necessary.
Role
- The Immediate Past Chair has direct responsibility for orientation of the incoming Chair.
- The Immediate Past Chair will serve on committees as needed as a regular member of ECOP.
- The ECOP-appointed Immediate Past Chair, together with the ECOP Executive Committee and an appointed committee as needed, will plan the National Extension Directors and Administrators (NEDA) and Cooperative Extension Section Business Meeting. This meeting has been in March each year and moves to is scheduled in the September-October time frame to allow in 2015 to prepare for occasional joint meetings with the Experiment Station Section in 2016.

Executive Director/Administrator (EDA) Team bit.ly/CES-EDATeam

Function
The EDA Team works in partnership with ECOP to accomplish its goals. The team establishes a directory which identifies who has responsibility for various functions.

Composition
The 7-person team is composed of a full-time Executive Director and Staff Associate, housed in Washington, DC, and 25 percent full-time equivalent of each of five regional Executive Directors and Administrators representing the Northeast, South, North Central, West, and 1890 Regions. The regional EDAs are employees of their respective regions and the ECOP National Office staff are employees of APLU through an agreement with ECOP.

Process
The National Executive Director coordinates the work of the team and, on behalf of the team, is responsible to ECOP for direction, priority-setting, and accountability.

COMMITTEES

ECOP Executive Committee

Membership
- One ECOP member per region, identified by the respective regional associations, including the current chair, immediate past chair, and chair-elect.
- The Director of USDA-NIFA (or designee), serves as an ex-officio, non-voting member.
- The chair of the Budget and Legislative Committee (BLC) will serve as an ex-officio, non-voting member unless appointed to the Executive Committee by his/her respective region.

Role:
Conduct business requiring immediate attention when ECOP is not in formal session; set goals and develop action plans; appoint task forces, innovation teams, and think tanks as needed; recommend action to ECOP as appropriate; track outcomes and indicators of success.

Groups Reporting to Executive Committee

- ESS-CES-AHS Communications and Marketing Committee
Budget and Legislative Committee (BLC)

Membership

- Three (3) representatives from each region, elected by the Regional Associations, each serving a 3-year term on a rotational basis.
  - One BLC member is appointed as chair by the ECOP Executive Committee. The chair serves a three-year term which can be renewed. The chair represents the Cooperative Extension Section on the Board on Agriculture Assembly (BAA) Budget and Advocacy Committee (BAC) and reports to ECOP as a non-voting, ex officio member.
  - One BLC member is appointed as vice-chair who and assumes responsibilities of the chair when the chair is absent. The vice-chair serves a three-year, renewable term and can assume the chair position at the approval of the ECOP Executive Committee.
- USDA-NIFA representative as an, ex-officio, non-voting member.
- Cooperative Extension Section representative to the BAA Policy Board of Directors as an, ex-officio, non-voting member.
- Cooperative Extension Section representative to the BAA Committee on Legislation and Policy.
- Ex-officio, non-voting liaisons will be represented from the Council for Agricultural Research, Extension and Teaching (CARET), Experiment Station Committee on Organization and Policy Budget and Legislative Committee (ESCOP BLC), Board on Human Sciences (BoHS), and Joint Council of Extension Professionals (JCEP).

Groups Reporting to ECOP (continued)

BLC Role

- Within the ECOP core themes and annual goals, establish a federal legislative, budget, and advocacy agenda for CES.
- Represent Extension priorities to the Budget and Advocacy Committee (BAC) and Committee on Legislation and Policy (CLP).
- Encourage APLU Board on Agriculture Assembly (BAA) support and implementation of CES priorities.
- Provide information to CARET and other customer groups for use in effectively advocating on behalf of the System’s priorities at the federal level.
- Work with the advocacy firm engaged by the BAA Policy Board of Directors to identify strategies for moving the BAC and other Extension federal authorization and appropriations agendas forward.
- Through the BLC chair, actively engage with the BAA BAC to advance Cooperative Extension legislative and budget priorities.
- Scan the federal landscape, including USDA and other federal departments, to identify legislative and budget opportunities in alignment with the ECOP priorities.
- Recommend the formation, coordination, monitoring, and discharging of task forces related to national funding priorities.
BLC Procedures

- Working with ECOP Executive Committee, manage decision-making regarding signing onto advocacy letters.

- Any vote of the BLC requires a quorum of the 15 voting members (8 members). Actions are forwarded to the ECOP Executive Committee for recommendation to ECOP for approval.

eXtension Foundation

The eXtension Foundation is part of the Cooperative Extension System. As a 501(c)(3) foundation, it operates under separate rules while maintaining close alignment with ECOP.

Go to next page
Groups Reporting to ECOP (continued)

ECOP 4-H Leadership Committee

Membership

- Five (5) 4-H Program Leaders and five (5) Extension Directors/Administrators will be selected by each of the regional associations (one PL and one D/A per region) of the five Cooperative Extension regions (northeast, south, north central, west, and 1890 institutions).
- Two ex-officio, non-voting members, one from National 4-H Council and one from USDA-NIFA, will be full participants in committee discussions and deliberations.
- The committee will be co-chaired by an Extension Director/Administrator and a 4-H Program Leader (PL) selected from within the committee by committee members.
- The Extension Director/Administrators and ECOP Liaison will be an ex-officio members and attend meetings as needed to enhance communication with ECOP on matters related to 4-H.
- Terms of service will be on a three-year rotational basis except as noted below. Members can be reappointed to more than one term.

Role

- Engage in regular and substantive discussion about issues of national importance related to the LGU Cooperative Extension System implementation of the 4-H program, including issues of organization and policy.
- Enhance the ability of the 4-H system to discuss and make recommendations on a variety of issues and include a range of ideas before major decisions affecting the national 4-H system are made by the partners.
- Help define a coordinated approach to implementation of the national 4-H vision and mission.
- Develop and submit recommendations to ECOP for policy and organizational discussion and consideration of next steps and/or implementation.

Operating Procedures

- The committee will meet at least quarterly by phone, webinar, or similar method, and face-to-face twice a year. Additional meetings may be scheduled based on workload.
- Meetings will be facilitated by the co-chairs or their designated facilitator.
- The meeting agenda will be distributed prior to the meetings.
- The committee will develop an annual plan of work that outlines priority work areas and who will do what and when.
- Following thoughtful and thorough discussion, final recommendations for consideration by ECOP will be developed using modified consensus, with two-thirds or more support within the group.
- Term rotation will occur after the APLU NEDA annual meeting each NovemberOctober.
- Co-chairs will serve a one year term and may be reappointed.

Other Task Forces, Innovation Teams, and Think Tanks

Special task forces, innovation teams, and think tanks will be appointed as needed to carry out the work of the ECOP and the CES. One of the standing committees or one of the Committees of ECOP will coordinate these short-term groups. These groups are meant to be flexible and dynamic—they will be task-focused depending upon ECOP’s goals and priorities.

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RULES OF OPERATION
Cooperative Extension Section

Contents

Article I - Name
Article II - Purpose
Article III - Membership
Article IV - Organization and Function
Article V - Officers
Article VI - Extension Committee on Organization and Policy (ECOP)
Article VII - Section Committees
Article VIII - Proceedings and Operations Support
Article IX - Quorum
Article X - Parliametary Authority
Article XI - Amendment to the Rules of Operation
Article XII - Linkages to Association Board on Agriculture Assembly

ARTICLE I - Name

The name of this organization shall be the Cooperative Extension Section, Board on Agriculture Assembly (hereafter called the BAA), Commission on Food, Environment, and Renewable Resources (CFERR) in accordance with the Constitution and By-Laws of the Association of Public and Land-grant Universities (hereafter called the APLU).

ARTICLE II - Purpose

The Cooperative Extension Section (hereafter called the Section) will represent the directors and administrators of member Extension organizations in their collective dealings with other units of CFERR, the APLU, federal agencies, organizations, and the public. On matters that are to be ratified, reported or recommended to the APLU, the consensus shall be conveyed to the BAA Policy Board of Directors (hereafter called the Board) by the Chair of the Section in meetings of the Board or by correspondence through the Chair of the Board to other officers or committees of the APLU. The Section shall conduct its affairs in accordance with the stated objectives and Rules of Operation of the BAA.

ARTICLE III - Membership

The voting membership of the Section shall consist of one representative each from the dues paying member institutions of the APLU and shall be the Director of Cooperative Extension of an 1862 institution or Administrator of an 1890 institution and Tuskegee University Extension Program or his/her designee. Each member institution representative shall have one (1) vote in matters of the Section. The Associate Vice President for the APLU, the Extension Committee on Organization and Policy (ECOP) Executive Directors/Administrator, and the Director or his/her designee of the National Institute for Food and Agriculture (NIFA), USDA, shall be ex-officio, non-voting members of the Section.
ARTICLE IV - Organization and Function

The Cooperative Extension Section shall constitute one of the five sections of the APLU Commission on Food, Environment and Renewable Resources. The five Cooperative Extension Regional Associations (1890, North Central, Northeast, Southern, and Western) arrange for and conduct their own affairs, elect three members from each region to the Extension Committee on Organization and Policy (ECOP), make recommendations to the ECOP and to the Section, and react to proposals of the ECOP and the Section. Section meetings normally are held once a year in conjunction with the annual National Extension Director and Administrator (NEDA) meeting of the APLU. Special meetings of the Section may be called at other times by the Chair. Interim business is handled by the Regional Associations and by the ECOP.

ARTICLE V - Officers

A. Officers: The officers of the Section are the Chair and Chair-elect of the Extension Committee on Organization and Policy (ECOP), each for one-year terms, and the Section Representative to the BAA Policy Board of Directors (BAA-PBD). The terms shall expire at the close of the last Section business meeting held in conjunction with the APLU's NEDA annual meeting.

B. Elections: The Chair-elect of the ECOP will become the Chair of the Section and take office at the close of the annual business meeting of the Section, held in conjunction with the APLU's NEDA annual meeting. The Section representative to the BAA-PBD shall be elected by the APLU membership as specified by the APLU BAA Rules of Operation.

C. Duties: The Section Chair shall plan the program for the annual meeting of the Section and preside at the business meetings. As Chief Executive Officer of the Section, the Chair assigns the duties and directs the activities of all standing committees. The Chair communicates through the Chair of the BAA-PBD to the other officers or committees of the BAAAPLU.

The Chair-elect fulfills all the secretarial duties of the Section. It shall be the duty of the Chair-elect to arrange to have minutes prepared and distributed for all meetings of the Section held during the term of office and to ensure the effective continuity of secretarial functions. If the Chair-elect is unable to serve, the Chair shall designate a person to serve as secretary.

All officers are responsible for maintaining and making available to their successors complete electronic official documents of a continuing and directive nature. A permanent record copy of all such documents shall be made available to the APLU ECOP National office.

ARTICLE VI - Extension Committee on Organization and Policy (ECOP)

A. The ECOP is a standing committee created by the Cooperative Extension Section of the APLUBAA. The ECOP represents the 7 1/2 state, territorial, and 1890 Cooperative Extension Systems in policy decisions, and provides nationwide program and organizational leadership. It is an elected committee that functions as a board of directors with the authority to make decisions consistent with a common mission and purpose. Structurally, the ECOP works through
the APLUBAA, in concert coordination with NIFA/USDA, to initiate strategic planning and identify nationwide issues that lead to program and budget priorities. It represents the states, 1890s, and territories, and 1890s in legislative matters before Congress and develops and maintains linkages and supportive relationships with other national organizations and associations.

The ECOP shall consist of fifteen voting members – three from each of the five regions, elected by the Regional Associations, each serving a four-year term on a rotational basis. The Director (or his/her designee[s]) of NIFA/USDA, the ECOP Executive Directors/Administrator, and the Section representative to the BAA-PBD serve as non-voting ex-officio members. Liaison representatives from other Association units may include but are not limited to the representatives of the Experiment Station Committee on Organization and Policy (ESCOP), Academic Programs Committee on Organization and Policy (ACOP), International Committee on Organization and Policy (ICOP), Administrative Heads Section (AHS), and the Council for Agriculture Research, Extension and Teaching (CARET). ECOP elects its own officers.

Normally the ECOP holds several meetings via video-conferencing technology: three face-to-face meetings may be held per year: (1) a February/March meeting connected to the National Extension Director/Administrator Annual Meeting; (2) a July meeting; and (3) an October meeting connected to the NEDA Meeting preceding the annual meeting of the Section. Other meetings may be called by the Chair.

B. Executive Committee: The Executive Committee of the ECOP shall consist of one ECOP member from each of the five regions. The Director or his/her designee of NIFA/USDA, one or more of the ECOP Executive Directors/Administrator, and the Section representative to the BAA-PBD serve as ex-officio, non-voting members. This committee is empowered to act for ECOP on matters requiring immediate attention when the ECOP is not in formal session. The Executive Committee shall meet, face to face or via video-teleconference, a minimum of six times throughout the year upon the call of the Chair.

C. Other Committees: The ECOP may designate standing committees with long-range or continuing assignments and ad hoc committees or task forces, with short-term, specific assignments. All committees report to the ECOP.

ARTICLE VII - Section Committees

Section committees may be established. These may be standing, ad hoc, or task forces. Committee chairs shall make written reports to the Chair of the Section. The Executive Committee of the ECOP shall decide whether to formally submit the reports to the Section.

ARTICLE VIII - Programs and Operations Support
The programs and staff support of the CES and ECOP operate with funding derived from formula-based assessments of member institutions, gifts, contracts and grants. In distributing funding to various entities to implement CES or ECOP initiatives, ECOP will not pay facility and administrative (overhead) fees.

ARTICLE XVIII - Quorum

For purposes of doing business of the Section, a quorum shall consist of a majority of the duly constituted membership. A simple majority resolves all issues except amendment of the Rules of Operation.

ARTICLE IX - Parliamentary Authority

The emphasis in all meetings shall be an orderly process to achieve an objective decision by those present and voting. Should there be a parliamentary challenge it shall be answered by reference to Roberts Rules of Order, Revised.

ARTICLE XI - Amendment to Rules of Operation

These Rules of Operation may be amended at any business meeting of the Section provided the proposed amendment has been mailed to all members one month in advance of a business meeting and is passed by a two-thirds majority of the voting members present at the meeting.

ARTICLE XII - Linkages to the Association Board on Agriculture Assembly

The Cooperative Extension Director or Administrator or designate of each member institution shall serve as a voting delegate to the APLU Board on Agriculture Assembly in accordance with Assembly Rules of Operation.

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Members Present: Steve Bonanno (Extension Director, West Virginia University), John C. Boren (Extension Director, New Mexico State University), Edmund Buckner (Extension Director, Alcorn State University), John-Paul Chaisson-Cardenas (4-H PL, Iowa State University), Lyla Houglum (EDA Team - Western Extension Directors Association), Woodie Hughes (4-H PL, Fort Valley State University), Ed Jones (Extension Director, Virginia Tech), Pamela Rose (4-H PL, Oregon State), Jennifer Sirangelo (National 4-H Council), Arch Smith (4-H PL, University of Georgia), Marshall Stewart (Extension Director, University of Missouri), Andy Turner (4-H Program Leader, Cornell University).

Guests: Muquarrab Qureshi (Deputy Director, Institute of Youth, Family and Community/USDA-NIFA).

Meeting facilitated by Donna Rae Scheffert.

Major Topics of Discussion and Action

A. Update on Progress with USDA-NIFA Regarding the use of the 4-H Name and Emblem

Dr. Muquarrab Qureshi provided an update to the committee regarding the work that has been underway over the past year. The conversation has involved the USDA Office of General Counsel (OGC) more recently and progress is being made, including preliminary opinions from OGC. We can anticipate an official memo from OGC with a legal opinion regarding pending requests. This is the next step in the process of developing a revised USDA policy and guidelines for the system. Dr. Qureshi reiterated that USDA is committed to maintaining an oversight role of 4-H, since it is a program of the Federal Government. USDA wants to maintain its oversight role to ensure that the mission of 4-H is not violated and also to ensure that we are not endorsing one product over another. Dr. Qureshi recognized the work that Chuck Hibberd and Ed Jones have been doing to move this conversation forward in a positive and productive manner.

B. Staffing Changes and Re-structuring Underway within the 4-H Unit at NIFA.

Dr. Qureshi was asked for an update on recent developments and apparent changes in 4-H HQ participation in meetings and support to vulnerable populations work groups that seem to have stemmed from questions and concerns within USDA regarding 4-H HQ’s involvement with national 4-H efforts related to working effectively and supporting LGBTQ youth. Dr. Qureshi reported that the issues that arose were not in relation to the subject matter itself of supporting LGBTQ youth, but a matter of process regarding USDA policy development. Dr. Qureshi stated that the 4-H Unit is undergoing restructuring and encouraged the ECOP 4-H Leadership Committee to communicate with him regarding our recommendations for 4-H HQ restricting and priorities for the Unit and that he would work closely with this group and ECOP as the process continues.
**Action Item** – ECOP 4-H developed a list of recommendations related to 4-H HQ restructuring and our proposed priorities for the Unit. The summary will be turned into a communication/letter to be sent to Dr. Qureshi and signed by ECOP Chair Chuck Hibberd (the letter was sent on July 16).

**Action Item** – ECOP 4-H affirmed its support to the continuation of efforts underway by the PLWG in the area of supporting inclusion of all youth in 4-H, including moving forward with a national program committee focused on Vulnerable Populations within the PLWG Chartering process. John-Paul Chaisson-Cardenas and Woodie Hughes will follow up on communications with the PLWG.

C. **Shared Meeting Time with the National 4-H Council Board of Trustees and Staff**

A joint lunch and conversation was held on day one of the meeting of the 4-H ECOP Leadership Committee and the National 4-H Council Board of Trustees. The conversation focused on strategy and alignment regarding the National 4-H goal of reaching 10 million youth by 2025. A significant outcome of the conversation was the importance of continuing to build strong connections from the Council Board with the leadership of the Extension system at the Dean and Director, and University President levels. Both groups affirmed that the time together was critically important and something that should be done more often moving forward.

D. **Update on 4-H System Mentoring Funding through OJJDP**

Jennifer Sirangelo updated the Committee on the status of National 4-H Councils upcoming funding request to OJJDP for the next three years. The new RFP expands the focus to include a more holistic approach to youth health and well-being, including an effort to address the issue of the Opioid crisis.

**Action Item** – ECOP 4-H LC endorsed Councils proposal to submit a request to OJJDP for $15 million over three years.

E. **Additional Correspondence**

Pamela Rose will prepare a draft response to share with Co-Chairs Andy Turner and Ed Buckner as a committee response to the questions we received from the NAE4-HA Board of Directors regarding strategic initiatives underway in that organization.
Agenda Brief: ESCOP Liaison to ECOP

Date: July 9, 2018

Presenter: Bob Godfrey

1. **Accomplishments/Committee Deliberations:**

   a. **Communications and Marketing Committee:** The communications and marketing project has pivoted from its support of the “One Ask” through Calls to Action. The Calls to Action have yielded poor responses for a number of different reasons. In June, the CMC pivoted to focus the project’s efforts on creating and delivering educational materials that encourage support of the House version of the 2018 Farm Bill. This version of the Farm Bill places management of SNAP-Ed directly into Cooperative Extension. This provision creates an Extension management opportunity of approximately $3 billion over the 5-year lifespan of the Farm Bill. kglobal in collaboration with members of the CMC and Cornerstone have developed a campaign to support the House’s version of the Farm Bill.

   ESCOP continues to discuss the strategic vision for the CMC and looks forward to a conversation with AHS and ECOP at the Joint COPS meeting. ESCOP appreciates that the Policy Board of Directors is seeking recommendations from the sections on the roles of the CMC and the positioning of the CMC as either an ad hoc or standing committee of the BAA.

   b. **Science and Technology Committee:** This committee recommended to the ESCOP Executive Committee selection of NCERA217 *Drainage Design and Management Practices to Improve Water Quality* as the 2018 Excellence in Multistate Research award winner. The ESCOP Executive Committee ratified this recommendation and this winning project will receive $15,000 through off-the-top funding. The committee is also updating the Science Roadmap, a guiding document published in 2010.

   c. **Budget and Legislative Committee:** The two primary issues that this committee has addressed include NIFA’s Time and Effort Reporting and strategic alignment. At ESCOP’s request, NIFA has included in the Fact Sheet bullet points that capture audit expectations and examples of problems that have surfaced in audit/reviews. (See the NIFA T&E Fact sheet at [https://nifa.usda.gov/sites/default/files/resource/Compensation-Personnel-Services-Fact-Sheet-04202018.pdf](https://nifa.usda.gov/sites/default/files/resource/Compensation-Personnel-Services-Fact-Sheet-04202018.pdf).) The committee has also discussed the realignment of small lines concept and is in favor of moving this effort forward. (See strategic realignment below.)

   d. **Diversity Catalyst Committee:** The first National ESS Diversity and Inclusion Award call was distributed nationally and resulted in six strong nominations. (This award closely resembles the diversity award awarded by ECOP.) A winner was selected, ratified by the ESCOP Executive Committee, and will be announced and recognized at the ESS/AES/ARD Annual Meeting in Lincoln, NE in October.

   The ESS/AES/ARD Annual Meeting will also include a session on *Inclusive Leadership Development: The Implications of Implicit Bias for Decisions in Higher Education* led by Dr. Paulette Granberry Russell, Michigan State University.

   e. **National Research Support Project (NRSP) Review Committee:** This committee meets annually to perform mid-term reviews of on-going NRSPs and evaluations of NRSP
renewals. (NRSPs are funded by “off-the-top” Hatch funds.) Recently, the committee evaluated the renewal of NRSP8 (National Animal Genome Research Program) and performed mid-term reviews of NRSP4 (Facilitating Registration of Pest Management Technology for Specialty Crops and Specialty Uses), NRSP6 (The US Potato Genebank: Acquisition, Classification, Preservation, Evaluation and Distribution of Potato [Solanum] Germplasm), and NRSP9 (National Animal Nutrition Program.) The administrative advisers and the technical teams of the NRSPs are now responding to the deliberations of the NRSP Review Committee. Meanwhile, a subcommittee was tasked with revising the NRSP review forms to reflect the information needed by directors to make decisions about continuing to fund ongoing projects and starting to fund new projects and revised projects. The same subcommittee will also tackle a revision of the NRSP guidelines to assist in better focusing the activities of NRSPs.

f. **National Plant Germplasm Coordinating Committee (NPGCC):** The NPGCC is jointly supported by ESCOP, ARS, and NIFA to coordinate internal efforts to support the nation’s plant germplasm network (NPGS). This includes preservation, characterization, evaluation, documentation, and distribution of germplasm in the collections. The NPGCC met recently and reported that the number of genetic stocks distributed domestically and internationally are up from 2016. The NPGCC team is working on an initiative to develop Plant Genetic Resource Management Training. The ARS has provided to the NPGCC “Procedures and Best Management Practices for Genetically-Engineered Traits in Germplasm and Breeding Line.” The NPGCC is working with a number of organizations to promote awareness of the National Plant Germplasm System.

g. **Other Updates:** ESCOP is engaging in an ongoing discussion of “strategic realignment.” The conversation is based on documents that the multi-section Strategic Realignment Committee (chaired by Ernie Minton) has circulated to the sections. The strategic realignment proposal reduces the number of lines in the NIFA budget while maintaining intent of programs and preserving local capacities. ESCOP will discuss the realignment committee’s suggestions at Joint COPS and provide feedback to the committee. In the aftermath of Joint COPS, the strategic realignment proposal will be shared with ESS at the ESS/AES/ARD Annual Meeting and again feedback will be provided to the realignment committee. Concurrent conversations on the realignment are occurring in the other sections.

The ESS/AES/ARD Annual Meeting will be held on October 1-3, 2018 in Lincoln, NE. Discussions on the 2019 joint ECOP/ESCOP meeting are just starting.

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Summary of Accomplishments
- Summer board meeting - May 16-17, Ft. Worth, TX
- Updated JCEP Policies and Procedures
- Identified funding opportunities
- Reviewed the budget and expenditures
- Updated website design to meet university standards
- Revised value proposition for review
- Voted to pay for President Elect to attend fall ECOP meeting instead of President and President Elect given available funds
- Reviewed "playbook" template to be completed for each of the leadership positions
- Committee and liaison reports were discussed

Upcoming Plans
- Scott Reed has initiated a discussion to evaluate the possibility of offering a JCEP Extension Professional Certification.
- Welcome to Albert Essel and thank you to Lyla Houglum for representing APLU on JCEP's board.
- Consideration of Brad Gaolach's request to include an Urban Summit as part of the Extension Leadership Conference that is sponsored by JCEP next February in San Antonio, TX (Brad is the Director of the Western Center for Metropolitan Extension and Research)
- 2019 officers to take office on Jan. 1 are:
  Casey Mull, President,
  Julie Robinson, President-Elect,
  Alan Galloway, Treasurer
  James Henderson, Secretary
- Complete detailed position descriptions and duties for each leadership position by November.

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Summary of Accomplishments

The ESCOP Diversity Catalyst Committee (DCC) continues its strategic focus on increasing awareness and communication about diversity, as well as providing dynamic resources to directors and other allied members.

The new DCC Award (National Experiment Station Section Diversity and Inclusion Award) nominee review process has netted 6 nominations, 2 of which were groups. The award recognizes experiment station research initiatives that support the creation of diverse and inclusive efforts and is dedicated to individuals, teams or organizations that go beyond meeting EEO/AA program requirements. Selection committee will be: Karen Plaut (chair), Gary Thompson (AES Director), Chuck Hibberd (allied organization representative), Ed Buckner (diversity and inclusion expert), and Bobbie Moore (NIFA representative).

We have secured Paulette Gransberry to speak on Implicit Bias at the Fall ESS meeting in Lincoln, Nebraska.

Quarterly learning/professional development: Our DCC team has been inviting speakers/webinars about regional Diversity and Inclusion efforts during our quarterly Zoom meetings.

The planning committee for the 15th Annual National Land-grant Diversity Conference in Hebron, KY (February 6-8, 2019) includes two (2) ESCOP DCC members (Leibovitz and Raison).

One ESCOP DCC member served on creating the new “Coming Together for Racial Understanding Train-the-Trainer” workshop. This will be August 27-31, 2018 in Washington DC. To learn more: http://srdc.msstate.edu/civildialogue

Upcoming Plans

Additional information and updates are on our website: http://escop.info/committee/diversity-catalyst-committee/

We continue to add new materials, training and other key resources in support of our efforts here: http://escop.info/dcc-training-resources/

Thank you.

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National Impacts Database Committee with ESCOP
Submitted by Karla Trautman

Summary of Accomplishments
The National Impact Database (NIDB) was initiated and is maintained by ECOP and ESCOP to archive and showcase the positive impacts that land-grant universities have through agricultural research and Extension outreach. High quality accounts of our programs are crucial to convey those impacts. The database is located at www.landgrantimpacts.org, maintained by Texas A & M and jointly managed by ECOP and ESCOP through the NIDB Committee, which is comprised with research and extension representatives from all regions.

Earlier this year, funding was provided to bring together a Content team who assessed the impact statements submitted this past year into the database. From that content, they produced 28 stories, 15 fact sheets and one video.

Texas A & M has developed a new website template for the NIDB. The new portal will be live later this fall. The new stories and fact sheets for 2018 are being moved to the new site and will be available upon launch. The committee has also discussed a new logo for the site and branding specifics.

Upcoming Plans
The NIDB committee has been focused on improving the quality of the impact statements that are submitted to the database. Therefore, with the launch of the new website, an initial "pilot phase" will be utilized to beta test a new review system that is being proposed. The new review system is comprised of:

Three types of users will need to be identified by each land grant institution. This will include a Director/Administrator with View Only rights; an institution administrator who will have full input rights, can enter, modify or delete impact statements and will manage all users from the institution; and impact editors who will have the ability to enter, modify and delete impact statements.

Review committees will be established by region and facilitated with the assistance of the ECOP and ESCOP Executive Directors. Review committees will be composed of 3 individuals representing ECOP and 3 individuals representing ESCOP. Reviewers should be individuals who serve as communicators or evaluators from the region's institutions. Reviewers will serve for two years with staggered appointments. Initially, some reviewers may serve one year so that the rotation can be established.

When submitted from a region, an impact statement will be sent electronically to one of the six reviewers in that region. The reviewer can accept to review the statement within a certain time frame or not accept the review, at which point it is sent to another reviewer. The reviewer can accept the impact statement as written for submission to the database or send it back for required edits before accepted submission to the database.

At this point, there will be no limit to the number of statements that can be entered by a given institution per year.

All individuals who will either have input rights to the database, or will serve as a reviewer to the database, will be required to complete a web training created by members of the NIDB Committee. The training will initially be offered multiple times and then adjusted to need. The focus of the training is to improve the quality of the impact statements being submitted to the database.

Next steps: Contact the Executive Directors and seek their assistance in communicating with Extension and AES Directors with the intent to identify the Institutional administrators/impact editors as well as potential reviewers from the respective regions. Target dates will be included as a part of this communication.

Respectfully submitted by Karla Trautman,
NIDB Co-Chair
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Summary of Accomplishments

EDEN is a collaborative national network of Extension Services from land-grant and sea-grant universities across the U.S and territories to improve and effectively deliver education, materials and services to citizens affected by disasters. The US Department of Agriculture is a valuable partner in this effort, along with other national and federal organizations and agencies.

Each year, since 2002, USDA-NIFA has awarded Purdue to provide, on average, approximately $300,000. These funds are met with FTE from each Cooperative Extension and Sea Grant Extension system. The FADI funds are used for EDEN communication, network and web support, and funding up to as many as 28 institutions to conduct disaster related work. Those institutions are involved in the EDEN Executive Committee, Standing Committees, and Program Area Workgroups. These funds have been very valuable to help EDEN work, plan, and engage with federal partners.

The current FADI grant, FY18 funds, are being used to support three key initiatives:

1. Website development
2. Content management
3. Growing 1890 Extension capacity related to disaster programming

Louisiana State University (LSU) provides complete network and database support; which includes whole issue management as well as technical support, ensuring the disaster educational information and communications are state of the art. With these funds, Purdue issue a new subcontract with the Stephenson Disaster Management Institute at LSU that greatly benefits Extension professionals in how they do disaster programming to prepare for, respond to, and recover from the next event. As a result of this sub-award, EDEN debuted a new website in September of 2017.

New Mexico State University (NMSU) enhances the current content on the national website, www.EDEN.lsu.edu. These funds are used to migrate existing information such as topic pages, courses and curriculum to the newly-deployed, recently-revised EDEN website. Additionally, NMSU is tasked with collaborating with LSU to ensure navigation of the EDEN website is based upon demand and need ensuring easier use for Extension professionals.

Prairie View A&M leads the effort to enhance the 1890s delivery of disaster education. This resulted from a national-level workshop for 1890 Institution specialists to assign priorities for projects and was tied into a USDA-NIFA visiting scholar. This grant provides funding for Prairie View to assist with implementing an action plan, as developed in 2017 by 1890 land-grant university (LGU) representatives for 1890 LGU Extension, to enhance 1890 engagement in EDEN, establish the roles of the EDEN 1890 Advisory Group as a key body to provide oversight and guidance on disaster education within the network, and build disaster management capacity in the 1890 network.

EDEN Wildland Fire Education Discussion Group - In 2018, EDEN established the very first, multi-discipline Wildland Fire Education Discussion Group. The primary goal is increase discussion about wildland fire education and to put more wildland fire educational resources on the national EDEN website. The group has four conference calls per year and currently two teams are working to find resources on “mitigation and preparedness” and “response and recovery” for wildland fires. This
loosely-based network includes people from national, state and local efforts to reduce the impact of wildland fires.

Historical examples of projects funded via sub-award from the USDA-FADI grant to Purdue include:

- **Exercise Development for the Federal Emergency Management Agency’s Emergency Management Institute** - EDEN has become the premiere provider of national-level food and agricultural exercise for FEMA’s Emergency Management Institute (EMI). Since 2015, EDEN has developed virtual tabletop exercises for EMI; plans are already in place for this partnership to continue.
  Primary Institutions: Montana State University, Washington State University, University of Kentucky, University of Missouri, and University of Wyoming

- **The Community Capacity-Building Program for Drought Response (monetary contribution was in FTE only)** – The CCPB for Drought Response was developed by EDEN in collaboration with the National Voluntary Organizations Active in Disaster’s (VOAD) Drought Taskforce. The program was recognized with high praise as “something that works” during a November 2016 White House Workshop on national preparedness.
  Primary Institutions: Purdue University

- **Community Organizations Active in Disaster (COAD) Development Program for Extension Professionals** - Food and Ag Defense Funding helped Extension community and economic development educators and specialists to develop and implement an award winning community-based disaster resilience program; the program reached six states in its first year. The toolkit enables a county educator to step through the process of developing a local COAD and sustaining the COAD in their community.
  Primary Institutions: Purdue University, Washington State University, University of Illinois, University of Missouri, and University of Nebraska

- **Enhancing 1890 Extension’s Capacity to Implement Disaster Programming** - EDEN hosted a national-level workshop for 1890 Institution specialists to assign priorities for projects to enhance the 1890s delivery of disaster education to vulnerable populations an communities.
  Primary Institutions: Prairie View A&M University and Tennessee State University

- **S-CAP: Strengthening Community Agrosecurity Planning** – The S-CAP program enables stakeholders to establish or enhance agrosecurity components within existing local emergency operations plans.
  Primary Institutions: New Mexico State University and University of Kentucky

- **Surviving a Disaster Course** - The new course, released in the Fall of 2017, addresses proper food handling and preparation without power, generator safety, and how families can prepare to survive on their own for the first 72 hours following a disaster. This course was developed as part of the efforts of EDEN’s Family and Consumer Science Program Area Workgroup.
  Primary Institutions: North Dakota State University

**Upcoming Plans**
In addition to the items noted above, the main plan at this time is that a call was just released by USDA-NIFA for a competitive RFP for institutions to host the EDEN program. Purdue has hosted the program since its inception. Application deadline is in July, and the plan is for the new proposal to take effect on October 1, 2018.
Leadership for the 21st Century (LEAD21)
Submitted by Michael ONeill

Summary of Accomplishments
The LEAD21 Board met on June 29, 2018 in Chaska, MN in conjunction with session 1 of class 14. Several changes have transpired for the current training:

• A new area of competency has been added to the curriculum that addresses competing commitments. Reviews from the instructors and the participants were very positive.
• All trainers were involved in a training exercise (Boston, MA) to address the new competency and a new trainer was added to complete the team.

The Board approved development of an alumni association for LEAD21 (Winter meeting). A team was organized to plan the structure and activities for the alumni association. The first meeting of the group will be in February 2019.

The current class (14) had fewer applicants than previous years. Board members were encouraged to talk with their organizations about continuing to send candidates to LEAD 21.

A new refund policy was approved by the Board that limits the refund for cancellations after a set date. The policy is intended to protect LEAD21 from expenses incurred for participants who drop out after beginning the process.

Thanks to improved fiscal responsibility, LEAD21 has moved from a deficit program to budget neutral. Rochelle Sapp (UGA) has provided excellent leadership to the program. UGA continues to provide administrative support for LEAD21 and will remain in that role through 2/2019. The Board approved extending the current agreement for two additional years.

Clear and thoughtful evaluation of the program is providing insightful data regarding potential outcomes of the training program. Longitudinal data is being collected on graduates to determine the new roles they occupy.

Upcoming Plans
A LEAD21 alumni event is planned for February 2019 in conjunction with the completion of class 14. All LEAD21 (and ESCOP/ACOP, NELD) graduates are encouraged to attend.

More

Submitted by Mike O’Neill and Carolyn Williams, ECOP representatives to the LEAD21 Board. A representative will need to be appointed to replace Mike O’Neill after the February 2019 meeting of the LEAD21 Board.

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The Robert Wood Johnson Foundation Culture of Health Action Framework includes four major areas of our work. May 31st marked the end of the first funding year. What follows are recent achievements and future opportunities specific to the Well Connected Communities initiative led by Cooperative Extension and National 4-H Council with support from RWJF.

**Making Health a Shared Value**
- Communications Toolkit developed with shared messaging plan, templates
- State success stories being collected with October deadline
- Scale-Up plan in development

**Fostering Cross-Sector Collaboration to Improve Well-Being**
- 143 Coalition volunteers working in community coalitions (target 156)
- 39 Community Action Plans submitted
- Finalizing data dashboard visualization of cross sector collaboration and progress on goals
- National Harvest Sessions (best practices, lessons learned) being planned for Fall in preparation for Wave 2 Request for Funding

**Creating Healthier, More Equitable Communities**
- Aligning with ECOP Equity Strategy work and this project
- Civil Discourse partnership resources to be added to Dashboard resources
- Bridgespan Report in development
- Review of race and gender makeup of committees
- Enhance diversity of national Steering Committee

**Strengthening Integration of Health Services and Systems**
- Adding health services to the Steering Committees
- Several action plans focus on access and segments of consumer experience and quality with health systems.

Additionally, there are four key focus areas that are unique to our Extension Initiative with RWJF in Well Connected Communities. Achievements in these areas is noted below.
Youth Leadership
- Largest ever National Healthy Living Youth Summit-330 trained youth
- System cross-pollination of 4-H, SNAP-ED, FCS
- 15 Mini grants to youth
- Master Health Educator program rolled out; online curriculum available in September

University Partnerships
- 13 active LGU partnerships
- Steering committee includes Board of Human Science rep, Colleges of Health Science
- RFA process for Wave 2 and additional LGU involvement in process-March 2019

Rural Communities (small & Midsize cities; rural)
- 32 rural communities, 3 mid-size cities, 4 large cities (Baltimore, Salt Lake City, Philadelphia, St. Paul)

Policy Strategies & System Pathways
- Consideration of the SNAP ED and EFNEP commitment to Policy, Systems and Environment to leverage Well Connected Communities staffing and funding
- eXtension Platform for Web presence: www.wellconnectedcommunities.org
- Upcoming System-wide Readiness Webinar: Coalition Building: Start Up, Connect or Weave: August 14, 2018/2:30 – 3:30pm ET: Audience: LGU’s interested in strengthening coalition skills and applying for Well Connected Communities Wave 2 funding

Upcoming Plans
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Summary of Accomplishments

At the joint AHS/CARET meeting in March:
- Welcomed 21 new CARET delegates;
- Welcomed five new CARET liaisons;
- The CARET Executive Committee took the following actions:
  * Adopted a motion to ask AHS to consider providing a letter from the LGUs encouraging the Administration to expedite selection of appropriate individuals to fill vacancies at USDA’s Research, Education, and Extension mission area as well as vacancies in the other agriculture and natural resources agencies;
  * Adopted a motion for a $100 donation to the Rosalind and Rodney Foil Teamwork Award in memory of Dr. Foil and his work with CARET;
  * Dina Chacon-Reitzel (New Mexico), Larry Holmes (Virginia, and John Huston (Illinois) were appointed to the Nominating Committee for 2018;

The CARET Executive Committee held its summer meeting in Washington DC for the first time in several years. This provided a great opportunity to participate in the 2018 Agricultural Research Congressional Exhibition and Reception on this first evening. This was a great networking opportunity and was well attended by several aides and a few congressmen. Other reports and information were discussed at the meeting as well. One item of potential significance to ECOP was some discussion regarding potential Farm Bill programs caps on administrative fees at 10%. This could potentially affect any Farm Bill programs administered through Extension and concern that admin costs often exceed 10%.

CARET did send a letter of support to the House Ag Committee Chairman and Ranking Member in support of not only the Title VII research, extension and teaching programs within the Farm Bill but also the expanded role of Extension in delivery of nutrition education through the SNAP-ED program. A copy of this letter can be found at [http://www.aplu.org/members/commissions/food-environment-and-renewable-resources/board-on-agriculture-assembly/CARET/beaman_letter_hr2_april_2018.pdf](http://www.aplu.org/members/commissions/food-environment-and-renewable-resources/board-on-agriculture-assembly/CARET/beaman_letter_hr2_april_2018.pdf).

Upcoming Plans
- November 8-9 Executive Committee meeting prior to the APLU Annual Meeting in New Orleans
- Next year’s EC summer meeting in June 2019 at Purdue University

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