Meeting Minutes

Thursday, September 20, 2018
11:00 a.m. – Noon, Eastern Time
Presiding – Ed Jones, Chair-elect

ECOP is a standing committee created by the Cooperative Extension Section of the APLU that represents the 76 state, territorial, and 1890 Cooperative Extension Systems in policy decisions, and provides nationwide program and organizational leadership; an elected committee that functions as a board of directors with the authority to make decisions consistent with a common mission and purpose; works through the APLU, in concert with USDA NIFA, to initiate strategic planning and identify nationwide issues that lead to program and budget priorities; represents the states, territories, and 1890s in legislative matters before Congress and develops and maintains linkages and supportive relationships with other national organizations and associations.

Agenda Attachments: July meeting minutes (URL), CES Strategic Agenda (4-5), ECOP finance update (6), 2019 Calendar (URL), ERPD Budget Proposal (7), FFAR background information (9-10), CES Business Meeting Agenda (11), Supporting documents for NIFA Listening Sessions (12-16), 2019 Budget (URL), CES Rules of Operation (URL)

OPENING BUSINESS – Ed Jones

Attendance is recorded on p. 3. A quorum was present. The minutes from July meeting (URL) were approved in a motion made by Bill Hare; second by Scott Reed. The Finance update was received as information without question. There were no additions to agenda.

I. Business Requiring Immediate Attention – Set Goals and Action Plans:

A. 2019 Calendar Approval
    1. Spring ECOP Meeting Dates – April 9-11 (tentative)

Ed Jones: The Spring ECOP meeting will take place in Virginia – Hotel Roanoke is the proposed location. More details will be announced later. A motion to approve the calendar as presented was issued by Vonda Richardson. Bill Hare seconded. Approved.

B. Extension Resource and Partnership Development Budget Approval - $3,200

Ed Jones: Reviewed the attachment. A motion to approve $3,200 for the contract with Susan Raymond, Changing Our World, Inc. was issued by Vonda Richardson. Bill Hare seconded. Discussion - Rick Klemme recommended bringing on Susan Raymond as a Consultant. She was hired by ECOP in 2015 for the same type of support and purpose. Motion carried.

C. CES Strategic Agenda Discussion (4-5)

Ed Jones: “Extension Futuring” will become a 2019 nuance to the CES Strategic Agenda; a number of Directors/Administrators are new to the Section.

D. NIFA Listening Sessions (12-16)

Ed Jones: Fours Sessions coming up quickly (see attachment). Call for volunteers – Rick Klemme: will discuss at EDA Team tomorrow. The first one is the week after NEDA. What is not known is the BAA and AHS going to engage in this session. Strong Ag focus – Questions provide pathways to cover, communities, families and youth. Chuck Ross: Asked about who the listeners and if the issue with moving NIFA will be
worked into the comments – The question may be dealt with if it comes up; of interest and concern by ECOP as exclusive federal agency. Attendance by the deputy director level and higher.

Mike Fitzner: Scott Angle’s first day on the job occurs 10/29/18 in the midst of the Listening Session. Building on what was given last year would be good; emphasis on the importance of Extension

E. Annual Business Meeting Agenda – Encourage ECOP Board members to distribute around the room and assist with table top conversations (11)
Ed Jones: The meeting is one of interaction rather than reports – Feedback will be requested. Encouraged ECOP members be spread out across the room.

II. Informational Items:
A. CES Rules of Operation (URL)
B. Big Ideas Update
   1. Tabling Internationalizing Extension
   2. Land-grant Mission alignment
C. NRCS-CES-ESS Collaboration Update

Ed Jones/Rick Klemme/Robin Shepard – Early October participants will have notes for review. Regional conservations webinar for State conservationist. Meanwhile, more to come. Ed Jones: NRCS, FSA and Rural Development, part of Extension to be included? Not part of the current discussion; warns to keep this in mind moving forward. There will be a reciprocal webinar to the one held on 9/7/18 by Chuck Hibberd/Jimmy Bramblett for NRCS in which Robin Shepard and Jeff Jacobsen will participate.

D. FFAR Foster our Future Collaboration with eXtension (9-10)
Ed Jones/Rick Klemme: ECOP Executive Committee approved expending $5,000 with eXtension Foundation.

E. 2019 ECOP Budget
   1. kglobal budget decision approval timetable
Ed Jones: Will be part of the conversation at ECOP Meeting October 3-4.

F. BLC Update –

Jon Boren: Good participation with the conversation on Calls to Action. Strategic Realignment priority for ESCOP meeting at APLU Annual Meeting. Rick Klemme: Fred Schlutt sent messages to specific states with a message to encourage support for the House version and Senate conferees are encouraged to on the strength of Extension to deliver SNAP-Ed. Thank you to everyone who responded to survey on Calls to Action.

G. Strategic Realignment/Line Consolidation

Jon Boren: There was a meeting just prior to this one. A presentation at Cornerstone from July, is a good foundation to understanding the benefits to all. This was recorded and to be shared with the system before NEDA.

Rick Klemme: A reminder of the complexity to become aware with the language, how to spend the dollars. There are conversation with NIFA – all for not if we don’t have the cooperation.

H. NIFA Update –

Mike Fitzner: Aware Bill Hoffman is acting communications director, working on efficiencies to announce award winners. Day of Appreciation, land-grants to apply will be moved to april 2019. Things to think about: 1) maximizing collaboration 2) transferring tech 3) partnering with academia.

I. Appointments –
   1. ECOP Liaison to ESCOP (pending recommendation by EDA Team)
Rick Klemme: EDA Team Meeting is tomorrow, volunteers welcome 1) ECOP Member 2) good connection with Research for October 3 executive committee meeting agenda.

III. Track outcomes and indicators of success (as time permits):
   A. Program – Carolyn Williams/Ron Brown

   Carolyn Williams: “Coming Together for Racial Understanding” exceeded expectation. 20 participated and 10 other are interested. Ed Jones: Added that he also heard about the success.

   1. Rapid Response Teams
   2. Diversity Award
   3. Well-Connected Communities – Michelle Rodgers

   Michelle Rodgers: First draft stage of the next request for wave 2, bringing on PIs and community members to hear about lessons learned and compile date for this request. $5M did not need approval by RWJF but this award with require approval by the Board of Director due to the larger amount. Confidence is present.

   B. Personnel – Chris Watkins/Albert Essel
     1. Excellence in Extension Awards
     2. New Director and Administrator Orientation

   Albert Essel: Working hard on putting together of the agenda.

   C. Extension Resource and Partnership Development – Tom Dobbins/Rick Klemme


   D. Opioid Response Extension Work Group – Mark Skidmore/Rick Klemme

   Rick Klemme: Report being put together to do this. Literature review, collection of resources, next is planning phase.

   E. CMC/kgobal Update – Chuck Hibberd/Ed Jones/Rick Klemme

   Ed Jones/Rick Klemme: Will be addressed by ECOP in October. Nearly all 5 regions have submitted their reports, these will be used in the discussion. Go or no-go decision.

   Mark Latimore: CMC Rules of Operation will be updated. The university communicators, improving the individual pathways to communicate more with them.

   ADJOURN
ECOP Membership

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
- 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 eExtension Foundation
  - Bob Godfrey, *Experiment Station Committee on Organization and Policy*, University of Virgin Islands
- Jason Henderson, *eXtension Foundation Board Chair*, Purdue University
- 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
  - Lyla Houglum, Western Region
- Rick Klemme, DC Office
- Ali Mitchell, Northeast Region
- Albert Essel, 1890 Region
- Sandy Ruble, DC Office
- Robin Shepard, North Central Region

[Back to agenda]
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** (Boren/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/Boren/Hibberd/Esse) – 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 NPL priorities for 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. 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, NCACo, 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. Back to agenda
### 2017 ECOP Holdings by APLU Holdings

<table>
<thead>
<tr>
<th>National Health Implementation Carryover for Cost of Printing</th>
<th>Beginning Balance</th>
<th>Actual Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Income</td>
<td>$612,094</td>
<td>$613,416</td>
</tr>
<tr>
<td>Assessments (3 institutions unpaid, 2 pardoned)</td>
<td>$586,677</td>
<td>1,424</td>
</tr>
<tr>
<td>Other (interest on ECOP Holdings with APLU)</td>
<td>23,315</td>
<td></td>
</tr>
<tr>
<td><strong>Total Expense</strong> (explained below)</td>
<td>$612,094</td>
<td>$293,329</td>
</tr>
</tbody>
</table>

#### ECOP National Office Operations

<table>
<thead>
<tr>
<th>Category</th>
<th>Approved Budget</th>
<th>Actual Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salary and benefits (originally calculated for full time ED)</td>
<td>$324,663</td>
<td>$142,106</td>
</tr>
<tr>
<td><strong>Staffing Transition</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Part-time ED, Full Time Program Assistant (PA) - January-April</td>
<td>108,221</td>
<td>83,488</td>
</tr>
<tr>
<td>Part-time ED, Full Time Assistant Director, Part-time PA - May-Dec.</td>
<td>216,442</td>
<td>58,619</td>
</tr>
<tr>
<td>Meetings (Equal to Meetings Income)</td>
<td>10,000</td>
<td>8,286</td>
</tr>
<tr>
<td>Travel expenses (will increase by 25-30% per ED contract)</td>
<td>18,500</td>
<td>22,110</td>
</tr>
<tr>
<td>Staff development (originally calculated to incl. orientation of a full time ED)</td>
<td>4,000</td>
<td>0</td>
</tr>
<tr>
<td>Office supplies</td>
<td>500</td>
<td>0</td>
</tr>
<tr>
<td>Technology and communications</td>
<td>2,500</td>
<td>1,587</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>27,122</td>
</tr>
<tr>
<td>(Office space, conference/meeting support, human resources, payroll, IT help, legal assistance, copying, etc.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Staffing Transition</strong> Same as FY17 based on 1.065 FTE - January-April</td>
<td>13,667</td>
<td>13,667</td>
</tr>
<tr>
<td>Based on 1.400 FTE - May December</td>
<td>27,333</td>
<td>13,665</td>
</tr>
</tbody>
</table>

#### ECOP Executive Committee

<table>
<thead>
<tr>
<th>Category</th>
<th>Approved Budget</th>
<th>Actual Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting support</td>
<td>$6,800</td>
<td>$1,400</td>
</tr>
<tr>
<td>Memberships &amp; related fees (NC-FAR)</td>
<td>1,800</td>
<td>1,400</td>
</tr>
</tbody>
</table>

#### Personnel Committee Excellence in Extension Award

- $12,000

#### Program Committee National Diversity Award

- $5,300

#### 4-H Leadership Committee

- $7,500

#### Strategic Priorities

<table>
<thead>
<tr>
<th>Category</th>
<th>Approved Budget</th>
<th>Actual Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support for JCEP Town Hall</td>
<td>$31,500</td>
<td>$15,568</td>
</tr>
<tr>
<td>Meeting Support for National Impacts Database Writing Team</td>
<td>2,500</td>
<td>8,068</td>
</tr>
<tr>
<td>Meeting Support for Extension Resource and Partnership Development (formerly PRM)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### National Impacts Database Committee (Website Host with ESCOP)

- $12,500

#### ESS-CES-AHS Communications and Marketing Effort

<table>
<thead>
<tr>
<th>Category</th>
<th>Approved Budget</th>
<th>Actual Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>kglobal</td>
<td>111,331</td>
<td>55,666</td>
</tr>
<tr>
<td>Corestone Government Affairs</td>
<td>22,000</td>
<td>12,833</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, 2019 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 2016).
*** On October 15, 2017 ECOP voted to spend $5,000 for travel expenses for the National Impacts Database Content Writing Team to meet face-to-face, matching ESCOP contribution.
2018 Budget was approved by ECOP on July 18, 2017.
Support to ECOP for Private Resource Mobilization Decisions at October 2 Meeting

Scope of Work

Situation: Since Changing Our World submitted its private resource mobilization report and recommendations in 2015, there has been discussion in ECOP about how to move forward. A Task Force was formed, but its focus was on considering ways in which private resources would be received and managed for CES, not on implementing strategy to acquire those resources.

In the timeframe, virtually the entire ECOP has turned over, and new members are not familiar with the work or the report. There are varying views about the best pathway. The October 2 ECOP meeting wishes to determine how to move forward with private resource mobilization, and how much financial commitment will be needed.

Objective of this Scope of Work:

The objective of this scope of work is to provide ECOP with a framework that will enable members to make a decision about how to move forward with private resource mobilization strategy

Tasks

- Review all relevant documents between the Changing Our World recommendations to ECOP in 2015 and the current decision period
- Speak with Sirangelo, Geith, Klemme, and other staff and executives party to decisions made to date
- Participate in a conference call/video meeting with leadership to understand alternative views
- Craft a go-forward recommendation and associated needed budget with three options
  - Limited work to define market matches and limited budget commitment to clarify market
  - Mid-level work to include cultivation strategy and associated budget
  - Intensive fundraising strategy commitment and associated budget
- Discuss and redraft
- Final document

Timeframe

The meeting is scheduled for October 2. The final document will need to be available by September 28.

Level of Effort: 2 days

From: Richard Klemme
Sent: Tuesday, September 18, 2018 1:49 PM
To: Susan Raymond <sraymond@changingourworld.com>
Subject: RE: getting started

Susan,

I appreciate the response and flexibility on the part of Changing our World! It is deeply appreciated! I would be happy to send a note indicating that to the appropriate person at CW.

Looking forward to receiving the document from Marie.

Rick

From: Susan Raymond <sraymond@changingourworld.com>
Sent: Tuesday, September 18, 2018 12:55 PM
To: Richard Klemme <rklemme@aplu.org>
Subject: RE: getting started

Just heard back from Kathleen Sullivan, President.

She will do the $200/hour, $1600 per day for the two days. But asks that I let you know that this is a very very steep discount for CW and that this reflects CW’s commitment to the work of 4H and Extension.

I will let Marie know and ask her to put a document together

Susan R
Very glad to be sharing the sponsorship of FFAR’s Feb. innovation event with ECOP. We are well placed for visibility - see below.

We also get included in their social media campaign and get 5 free seats at their invite-only event including 3 VIP reception seats.

- Chris

Christine Geith, PhD
Chief Executive Officer
eXtension Foundation
Mobile 517-381-0392
carolyngeist@extension.org

Please excuse typos - Sent from my mobile device

Begin forwarded message:

From: Foundation for Food and Agriculture Research <rbullion@foundationfar.org>
Date: September 17, 2018 at 5:45:50 PM EDT
To: christinegeith@extension.org
Subject: Save the Date - Foster Our Future
Reply-To: rbullion@foundationfar.org

SAVE THE DATE
Tuesday, February 5, 2019
Ronald Reagan Building
Washington, DC
The **Foundation for Food and Agriculture Research** invites you to explore food and agriculture research at our all day event, Foster Our Future. Join FFAR to:

- See how game-changing technology and innovation are creating scientific breakthroughs
- Experience the importance of sustainable agriculture practices
- Interact with key stakeholders and regulatory, legislative and funding decision makers

For event and registration information:

[CLICK HERE](#) to add event to calendar.

FFAR thanks our current sponsors as of September 17, 2018.

- American Society of Agronomy, Crop Science Society of America, Soil Science Society of America
- Association of American Veterinary Medical Colleges
- Biotechnology Innovation Organization
- Conagra Brands
- Corn Refiners Association
- Food Marketing Institute Foundation
- The Grange Foundation
- Institute for Feed Education & Research
- International Fertilizer Development Center
- Meridian Institute | AGree
- National Pork Producers Council
- NOBLE RESEARCH INSTITUTE, LLC
- Select Milk Producers
- Soil Health Institute
- The Sugar Association
- Supporters of Agricultural Research (SoAR) Foundation

For more information on how to sponsor contact:

Renée Bullion, [rbullion@foundationfar.org](mailto:rbullion@foundationfar.org).

Foundation for Food and Agriculture Research | 401 9th St NW, Suite 630, Washington, DC 20004
Cooperative Extension Section Business Meeting
October 2, 2018

8:30 am  ECOP Year in Review (Chuck) – 5 min
          CES Rules of Operation (Chuck) – Motion to approve updates

8:35 am  Implementation Plan for 2019 (Ed Jones) – 10 min
          • Strategic Agenda – motion to approve
          • 2019 budget – motion to affirm what ECOP will/has approved

8:45 am  Well Connected Communities conversation, next RFA (Michelle) – 15 min

9:00 am  Strategic realignment update (Chuck) – 30 min

9:30 am  Advocacy and Communication (Ed) – 35 min

10:05 am  Break – 30 min

10:35 am  Extension Resource and Partnership Development (Tom) – 30 min

11:05 am  Plan of Work reporting themes (Chuck) – 30 min

11:35 am  4-H Leadership Committee (Ed) – 25 min

Noon     Adjourn for lunch

Back to page 1
Sandy,

I modified this email to be the background for the EEC agenda.

Rick

Chuck,

Questions from the 2018 stakeholder listening message:

- In your field, what is the most-needed breakthrough in science/technology that would advance your agricultural enterprise?

- When considering all of agriculture, what is the greatest challenge that should be addressed through NIFA’s research, education, and extension?

- What is your top priority in food and agricultural research, extension, or education that NIFA should address?

2017 CES/ECOP strategy:
Prepared written testimony for each regional listening session (see 2nd attachment pp. 14-16 for an example). EEC member of his/her designee presented at each session working from the written testimony with own state examples included.
Prepared joint ECOP/ESCOP written testimony for national website (see pp.16-18 attachment).

Potential 2018 CES/ECOP strategy:
Two CES input tracks:
Topics – farm profitability, water quantity/quality, rural economic development, rural-urban interdependence, opioid/addiction related issues, etc.
NIFA partnership – 4-H leadership (noting soon to expire MOU, continued improved NPL relationships at state level, integrated planning/reporting/communications, etc.

Build off BAA priorities – need more coordination than last year’s last minute partnership with ESCOP

Written testimony at each regional session and to the national website (see last year’s examples) with ECOP EEC representative providing oral presentation.

Rick
I am Scott Reed and I am here today at the request of the Extension Committee on Organization and Policy (ECOP)-the body that represents the Cooperative Extension Section of the Board on Agriculture Assembly within the Association of Public and Land-grant Universities. My current position at Oregon State University is as Vice Provost for University Outreach and Engagement and Director of OSU Extension Service. In that capacity, I am active nationally in developing leadership, marketing and communication to advance programs, private resource development, and innovations that allow our partnerships to honor the role of engagement in co-creating solutions to increasingly wicked issues. Most recently, I have driven additional thinking at Oregon State towards the role of innovation in stimulating new ways of thinking to enhance our collective abilities to serve society.

It speaks volumes that NIFA is listening to stakeholders about their top priorities for food and agricultural research, extension or education. Thank you for investing the time and energy in this process.

As you know, the stakes are high with our world’s population heading for 9 billion by 2050. And beyond the sheer volume of additional food that will be required, we are challenged by increasingly complex circumstances. As America becomes even more urbanized, we see that people are disconnected from production practices leading to questions about environmental implications of farming practices and more preference for locally-produced food. Climate change and increasingly variable weather continue to bring challenges to the availability of and competition for water, emergence of invasive pests and continual adaptation of production practices.

It is in this context that I respond to NIFA’s two questions.

The first question asks about top priorities. ECOP engaged the entire Cooperative Extension Section in answering this question which identified five strategic focus areas including:

- Nutrition, Health and Wellness
- Positive Youth Development
- Water
- Food Production and Food Security
- Community Development

Each of these areas provides an enormous range of problems for NIFA to consider, as well as the challenge of apportioning resources among competing needs. In this respect, I urge your mindfulness of the role and specific strengths of capacity and competitive funds. As you have heard from others, capacity funds lever state matching appropriations, local funding and volunteer time that dramatically expands the working power of federal funds. These resources provide a base of fundamental talent for unique state-by-state stability, responsiveness, and an ability to seek competitive funds. One great example of use of capacity funds is our 4-H youth development program, the nation’s leading such effort that places six million young people on a trajectory of
success. These same youth frequently matriculate in NIFA-supported educational programs and become life-long learners and leaders that help advance the role of science-based, knowledge-driven innovations in food and fiber systems. I hope that NIFA recognizes the distinctive leadership role that we play together around positive youth development.

Competitive grants round out a well-functioning funding ecosystem by providing in-depth, long term research and extension approaches that also provide the foundation for science-based curricula and community engagement.

Here in the western United States, the context for NIFA’s programs is unique. Over 80% of our population lives in urban centers separated by expanses of sparsely populated rural areas. The public owns nearly half of the land base that covers five time zones, shares borders with Canada and Mexico, and includes diverse ecosystems of great plains, high mountains, arid deserts, rain forests, frozen tundra, tropics and miles of coastal areas.

The Western Extension Directors Association encourages NIFA to be a thought leader in science-based decision making in policy areas such as energy, climate and coastal issues—all priorities that transcend boundaries of states, programs and demography. Of special value to the West are issues related to fire, water, climate change, population trends and invasive pests.

The western directors have filed written input to NIFA, and I call your attention to a few of the points made there:

- Extension should be considered a component of all NIFA grants-including funding awards with a basic research emphasis
- 4-H and youth development be integrated into AFRI
- SNAP-Ed funding should be considered for NIFA’s direct delivery by Extension as part of a comprehensive nutrition education program
- NIFA should support broadband initiatives for under-connected areas in states and territories
- NIFA should defer to institutional policies and interpretations of Uniform Guidance, including but not limited to the frequency of time and effort certifications
- Finally, Planning and reporting processes must allow for state-level flexibility and innovation, specifically that capacity funds not be reported by project or program. Many institutions are not equipped to report in this way, and to do so would have burdensome, financial, programmatic, accounting and human resource implications, diverting time and money away from valued research and extension work.

The second question addresses science opportunities. Some have signaled the dangers in what is regarded as delegitimization of science, especially as it relates to divisive public issues such as climate variability. Thus, through peer-refereed scholarship, NIFA’s army of scientists can provide objective insights in tackling meta-evaluation of “big data” sets. Such an approach honors knowledge wherever it exists while vetting its application in a designed and systematic process.

Further, few contemporary problems are defined by a single discipline, thus requiring that NIFA, along with the university system develop methodologies that integrate perspectives in transdisciplinary ways. This is especially important at the intersections of food production and healthy populations.
Global food production is another deserving area for science. Other countries are investing equal or more resources into these same issues and NIFA can play a role in optimizing the development and application of science, especially in developing countries.

In the face of changing landscapes, we need resilient agricultural production systems that can efficiently adapt to local circumstances. Our NIFA-university partnership is uniquely positioned to draw upon our distributed strengths.

Finally, NIFA has the ability to maintain emphasis on a national issue until it is solved. One example is antimicrobial resistance in its many dimensions. By seeking and applying long-term solutions, NIFA’s role as a public-serving agency is strengthened in developing healthy ecosystems, healthy economies and healthy people.

Thank you for the opportunity to provide this input.

December 1, 2017

TO: NIFA Listening Session Organizers

FROM: Chuck Hibberd (ECOP Chair) and Gary Thompson (ESCOP Chair)

RE: Joint ECOP-ESCOP Submission – National Institute of Food and Agriculture (NIFA)

The Cooperative Extension Section (CES) and the Experiment Station Section (ESS) of the Board on Agriculture Assembly (BAA) highly value our partnerships with NIFA. NIFA capacity funds leverage state and local funding enabling CES/ESS to address needs of agriculture, businesses, communities, families and youth in both rural and urban America. CES provides transformative educational programs that have evolved over time to address changing demographics, needs and learning styles of contemporary 21st century learners, as validated by the TEConomy Partners study (http://bit.ly/2osfr4M). NIFA competitive funds enable science-based research that provides the knowledge base for CES, ESS and our partners to assist Land-grant clientele in achieving their goals.

To assure continued relevance, CES helped to identify and prioritize the following strategic issues:

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

ESS is supportive of these strategic issues with an emphasis on supporting the BAA-approved Water Security Initiative at $100 million/year. This effort would enhance and integrate water research and extension at regional and local levels including policy and practices supporting
conservation and efficient use. This specific example exemplifies how we believe that our partnership with NIFA can reach its fullest potential in areas of common interest.

Both CES and ESS believe that strengthening our working relationship with NIFA is at the core of a successful partnership. We are also committed to work with NIFA to increase the understanding of the value of NIFA’s investment in the Land-grant system. Creating a seamless method of communicating the outcomes of NIFA funded research and Extension is crucial in achieving this goal. We want to engage NIFA in enhancing a streamlined, impactful reporting framework that aligns with state and NIFA needs.

The request for stakeholder input asked for ideas around the most promising science opportunities, defined in future areas of development that are largely unknown at this moment. However, as we reflect where potential nuggets of great opportunity exist, one must first think about the opportunity to define and approach problems differently by drilling into big data management and analysis. Already, we can see advances in understanding and knowledge towards effective strategies that come from analysis of large datasets. Where exactly it may lead us in the future poses a truly great opportunity to explore new approaches to discovery and ultimate solutions to our critical issues in food and agricultural sciences.

Continued emphasis on multidisciplinary research and extension methodologies creates the opportunity for great advances. Multidisciplinary approaches to the areas of nutrition, diet, and health strategies represent a priority area in addressing the ever-increasing cost of healthcare. Developing new and innovative ways towards long-term improvements in the health and well-being of society will only happen through multidisciplinary approaches.

Finding strategies for sustainable intensification of food production in developing countries is a promising area for research and Extension to provide for the ever-increasing need for global food security.

At the same time, the opportunity to create more resilient agricultural production systems to meet the increasingly variable and extreme weather patterns is sorely needed. Changing weather patterns result in a need for new and different approaches to food and agricultural production that will withstand stresses and provide for the ever-increasing demands in food and agriculture production and technology. Strategies must be also explored to provide for long-term solutions to address antimicrobial resistance, with a focus on a healthier food and agricultural system.