
Written Reports – For Information Only:

Council for Agricultural Research, Extension and Teaching (CARET).........................17
ECOP 4-H National Leadership Committee (including National 4-H Council)......... 17-20
*ECOP Budget and Legislative Committee (BLC)......................................................20
ESCOP Diversity Catalyst Committee (DCC)...........................................................21
Experiment Station Committee on Organization and Policy (ESCOP) ............ 21-22
*eXtension Foundation Board of Directors...........................................................23
*Joint Council of Extension Professionals (JCEP) ..................................................23-25
Leadership for the 21st Century (LEAD21)..............................................................25-26
National Extension & Research Administrative Officers Conference (NERAOC)......26
National Impacts Database Committee with ESCOP .............................................. 27-28
*National Integrated Pest Management (IPM) Coordinating Committee ...............28-29
Board on Human Sciences Report...........................................................................29

*-These attachments and reports have external links to supporting documents

The ECOP meeting that was scheduled to occur via Zoom on 3/28/19, 11:00 a.m. ET was cancelled. Notification was delivered by email message on 3/21/19, 8:03 a.m. ET
THURSDAY, APRIL 11, 2019

OPENING BUSINESS –

Ed Jones called the meeting to order at 8:30 a.m. ET. Attendance is recorded on page 9. A quorum was present. The minutes from last meeting (URL) were approved by unanimous consent. Ed Jones welcomed guests from West Virginia University and Krysta Harden from the 4-H Council Board of Trustees. Krysta provided her perspective on the value of 4-H, Cooperative Extension and 4-H Volunteers. Strong emphasis on the value of 4-H to her and the broadening youth populations and funding sources, noting that less than 25% of Council funding from agriculturally related organizations. Is working with Board Members with less knowledge to make the connection of 4-H to Extension. Much credit goes to Ed Jones for the role that he has played. In addition, she noted the value of engaging 4-H alums. Less than a 4th Council funding is for agriculture related programming. The leveling affect of the programming is unique.

1. Updates/Approvals
   a. Finance – (10-12)

Ed Jones: The attached report was received as information. The amount $623,808 is the holdings or reserve account is the true amount according to the APLU CFO. Requests for additional details and questions are welcome.

   b. NIFA Updates – Louie Tupas/Mike Fitzner

Louie Tupas/Mike Fitzner: Relocation status – moving forward with site selection in process. Duties are being shared by many staff. Dr. Parag Chitnis is acting for Dr. Meryl Broussard who is on leave. Waiting for Dr. Hutchins’ confirmation as Undersecretary and Chief Scientist. NIFA is implementing FY19 budget and portion of Farm Bill that needs to be implemented now. Many of the administrative portions of the Farm Bill are shared at NEAROC (2020 conference is April 19-22 in St. Louis). Mike Fitzner and Louie Tupas will continue as liaisons to ECOP. Please contact them for assistance on matching for grants become an issue. A list of Administrative Contacts will be released very soon. A ruling has been made that travel to Canada is domestic travel. Still very supportive of CES Capital Quest, ensuring that the appropriate state liaisons will be on hand for interaction. Communications and Planning, Accountability and Reporting Staff Directors will soon be announced. 20 program specialists’ positions are soon to be advertised. The Section is encouraged to share the vacations that are being posted at NIFA. Discussion continued about the concerns about how the matching for competitive funding issue came about. Brian Kowalkowski, representing 1994 Extension is awarded travel support for 2 ECOP Meeting each year. Chuck Hibberd and others: A private firm is offering an audit service for financial and programmatic/plan of work. Louie agrees with the concern and will follow up. Mike Fitzner is encouraging the Section to share the vacations that are being posted at NIFA. Scott Hutchins, Deputy Under Secretary, priorities:
   - Sustainable agriculture intensification
   - Ag climate adaptation
   - Feed and nutrition translation
   - Value-added innovation
   - Ag sciences policy leadership

Rick Klemme/Chuck Hibberd: There is assurance from the BAA that they are watching the dialogue in changes to matching requirement for competitive grants very closely. The Policy Board of Directors is meeting today in Portland. All Sections of the BAA have expressed their concerns and Doug Steele is responding. NIFA is in a tough spot to implement the matching policy. NIFA is doing a great job despite the current challenges to support 4-H.
c. ECOP Operating Guidelines Approval – Ed Jones: Chuck Hibberd made a motion to approve the changes to the ECOP Operating Guidelines. Jason Henderson seconded; motion passed.

d. kglobal Funding Decision – Ed Jones
Ed Jones: The ECOP Executive Committee, ESS and AHS Sections have all voted to terminate the contract that the BAA has with kglobal. If the Policy Board agrees the contract will be terminated within 30 days. A sub-committee is working on parameters and option for a replacement. Scott Reed is part of that committee. Timetable is uncertain. Jennifer Sirangelo offered expertise from National 4-H Council to this committee. Beverly Durgan would like to see that the replacement seriously addresses the marketing of Extension. Bob Godfrey noted that ESCOP is thinking similarly. Bill Hare asked if some of the Extension Branding/Communications effort (Copernicus) from 2010-2013 could be reviewed – parts may be relevant today. Jennifer Sirangelo shared that Industry standard for investment in branding is 6%; selecting an audience that is politically and financially relevant.

e. National 4-H Partners MOU – Ed Jones
Ed Jones: A signing of the new final MOU was completed on 4/9/19. There was limited opportunity to review. ECOP Executive Committee voted by email.

f. PILD Future Dates –
Scott Reed: There is considerable discussion by JCEP about setting the date according to best window of opportunity. Casey Mull added, JCEP is working around the timing of the JCEP Leadership Conference. Lyla Houglum shared that in former conversations with Sonny Ramaswamy and Ian Maw, the timing doesn’t necessarily relate to the timing of the budget. PILD conveys a different message, while CARTE is more of telling the story of Extension. Ali Mitchel added that the staffers can inform JCEP when the best time is to be talking to them and encouraged them to ask the questions. Chuck Hibberd brought up the idea of establishing business plan for advocacy with Congress – to become more opportunistic. Krysta Harden agrees; it would be a mistake to combine PILD (professional development) and CARET (storytelling/messaging) conferences. Best to be in front of Congress members at home and in Washington; need to know who we are – relationships matters. Amplifying the message. Jennifer Sirangelo added the 4-H youth visits to the Hill is not as prepared as they could be to help reinforce the land-grant Extension brand.

2. National Office Staffing – (Summary and Position Description)
Ed Jones: Discussion began with Rick Klemme giving an overview of the work and focus of the current National presence. Ideas need to include an empowerment for the Executive Directors. Bill Ware shared the Northeast Region disruptive change to hire Ali Mitchell. Their experiment is having good results. Separating the Executive Director from being an Executive Secretary. Consider an elected Chair with a 2-year term, a confederation of entities (possibly competing) vs. a system. The importance of the Executive Director engages with the agency is important. Consistent leadership that serves the board. Shared leadership model that finds its way in the front of the public.

Motion was made by Lou to hire a full-time executive director with duties related to the future of extension with strategic plan development and accountability. Agreement occurred by consensus.

Notes recorded from facilitated discussion by Megan Seibel:
What do we need and want?
ECOP as “member services”
Common mission/message
Support of individual entities in association
This “section” reps of system
Are we organized to take lead?
WE (ED office) needs marketing/communication
Does rotating leadership allow “hard decision” making/consistency over time?
We should provide 5-10 year plan to national staff
National Extension Program – coordinated effort to Congress
Need for trust in Eds (Regional, DC) empower them
Need to do self-assessment-e.g., leverage existing marketing report form 2010-2013
New leadership:
New innovations?
Focus on investments made?
Role ↔ leadership/the “face” of Extension in all areas

Issues:
   Advocacy
   Marketing
   Development of funds

Matrix:
   Role
   Staffing
   Focus issues

Executive Director vs Secretariat
   Identity of Section (represented by ED)
   What do our constituents want? Research-based, focused, responder
   Need for integrated knowledge as a system, e.g., region to region
   National level representation of constant message for all regions and the resources to support this
   Someone (full-time) to focus on this work; strategic plan execution necessary.
   Extension point of contact in DC
   Value added role
   Needs & concerns of Extension to bring to federal agencies
   Consistency and knowledge to support the change over in Directors/Administrators
   Push-Pull between leadership and support
   Look at other ways to address support other than incorporate this into the ED role
   Impact on position description
   What is primary consideration – setting this up for future of the organization
   What does the position mean if constrained by APLU?
   Consideration of the organizational structure will impact the ECOP Position

Strategic Plan Roadmap will help
System vs Confederation of 76:
Impacts the charge for EDA Team
Current form/organization might not fit actions to be addressed
Does the purpose of ECOP align with our chosen leadership?
Evaluation of current structure and resources is needed
Regional EDs each support national work (25%) but allegiance is to the regions
Desire for the organization to move forward by addressing issue that hinge on leadership capacity/role

3. Framing the Extension Futuring Conversation –
Ed Jones/Megan Siebel: AI Process Discovery, Dream, Design, Delivery. A basis for process is answering 3 questions: What is our relevance (why)? What is our opportunity (how; what is holding us back?)? What is desired outcome (what)?

Why/Relevance: Megan led a review the thoughts of the group after facilitated activity. There is interest in comparing the similar analyses in states and compare it to the national analysis. Idaho, Indiana, Minnesota. Land-grant/Extension connection is one theme of relevance. Reactions: The relationship of the ECOP infographic http://bit.ly/AboutCoopExt and the activity that the ECOP conducted during the session. Workforce development/Youth development is part of economic development. Is Extension positioned to be competitive? Faculty tenure is a stressor to the value of Extension. Casey Mull raised that what we are competing against in a learner-centric-social-media culture. Staying true to the value of Extension; e.g., chemical companies’ influence. All feedback is the combination of trusted information, curricula AND the relationship to go with it; available digitally and in useable.

How – what is our opportunity? Feedback: Collaboration vs. competition. Note what we don’t do and be able to point to partners/other resources.

What? Mixing indigenous knowledge and research-based knowledge to solve problems. Ali Mitchell shared that NOAA would be a good partner for exploring this. Scott Reed raised the question, is what we do for private benefit or public good?

Megan Siebel, Director, Virginia Agriculture Leaders Obtaining Results (VALOR), and Ed will provide a report for use by ECOP to develop an implementation plan.

The meeting was recessed until the following morning.

FRIDAY, APRIL 12, 2019 – THE ECOP MEETING RESUMED BEGINNING AT 8:30 A.M. ET

4. Ed Jones: Announced that Chuck Hibberd will be inducted into the NIFA Hall of Fame this month.

5. Introduction of Allen Wysocki, Academic Programs Committee on Organization and Policy (ACOP) Liaison—(16)
Ed Jones introduced and welcomed Al Wysocki who joined the meeting via Zoom. Al shared that he was a Central Wisconsin native with degrees from Purdue and Michigan State University. Prior to his University of Florida administrative appointment, he was an Ag Economist with a 70% teaching, 30% extension appointment.

6. Committee Reports
   a. Executive – Ed Jones
   • The Extension Resource and Partnership Development (ERPD) Committee has submitted its report to the Executive Committee (13). The Executive Committee will review ECOP finances to determine how much is available for a private resource mobilization effort. The ERPD will develop a workplan for within the scope of their recommendations.
   • Approved another 3-year term for Ami Smith, West Virginia State University, for the board of directors of the Journal of Extension. Another request by JOE is still under consideration.
   • CES Capital Quest – Best handled by Professional Development Committee. It will be new item of business at their next meeting.
• An ECOP Resolution celebrating the of 50th anniversary of EFNEP (URL) will be presented at PILD Conference to Helen Chipman, NIFA National Program Leader, on April 15, 2019.

• 4-H Name and Emblem – Process underway to change the law regarding control is being pursued, with support by NIFA, granted to National 4-H Council. The ECOP 4-H Leadership Committee will provide more details at a later date.
  
  i. **Budget and Legislative Committee** – (20)

Jon Boren: The ECOP/Cooperative Extension Report was delivered to Strategic Realignment – has addressed several questions about Farm Bill Implementation.

Rick Klemme: Shared a report from Michelle Rodgers – Strategic Realignment was a discussion item. A 2020 budget proposal that NIFA had submitted was shared. First action step understand who developed that proposal from NIFA and who is working on this from NIFA. Then set up opportunity for discussion with NIFA. From that, develop action steps for committee.

Michelle will share this NIFA Proposed 2020 budget with you, but we really need some conversation with NIFA. Michelle reports that the meeting in Portland, OR of the Policy Board of Directors has gone very well, better than in the past.

  
  b. **Program** – (15)

Carolyn Williams: The report by the Program Committee is attached on page (). Chris Watkins, Cornell University, is Vice-chair of the Committee. All institutions are encouraged to nomination teams or individuals for the National Diversity in Extension Award.

Motion 1: The Program Committee recommended the NUEL Implementation Plan for approval, with two modifications:

1. Recommendation #4, should be changed by deleting “... within, and amongst, the five regional EDAs around the potential...” from the following statement.

NUEL recommends that ECOP promote discussion within, and amongst, the five regional EDAs around the potential of establishing an additional four Regional Urban Extension Centers to complement the existing Rural Development Center structure. Centers would be hosted by willing institutions in the respective ECOP regions leveraging the Western Center for Metropolitan Extension and Research based in Seattle, Washington as a model.

2. The Program Committee recommends that the NUEL Chair (or designated NUEL individual) be invited to join in ECOP Program Committee meetings as needed and invited, depending on relevant agenda items. Marie Ruumenapp, University of Michigan, Chair of NUEL Steering Committee, joined the meeting via Zoom and thanked ECOP.

Motion 1 carried.

Motion 2: Program Committee agreed, like NUEL, recommends that a representative from RRDCs be invited to join in ECOP Program Committee meetings as needed and invited, depending on relevant agenda items. Motion 2 carried.

  
  c. **Professional Development** –

Vonda Richardson:
Excellence in Extension Awards established calendar for the selection process. Agreed on a process of level voting and removed any biases. Discussed about a future award for a Team. Discussion points: team definition and composition (state staff, county staff, partners), longer term impact, additional cost
estimates, creativity and innovation, campus engagement etc. The Committee will also consider whether the awards are best presented at NEDA or APLU. ECOP supports moving forward on the team award.

Vonda presented a motion coming from committee for the Professional Development Committee to proceed with development of a Team award. Motion was approved.

Ideas coming from committee for Next Generation Extension – Learning for Leaders meetings.

1. Dicamba – politics and response
2. The Supply Chain for Industrial hemp.
   a. Counties who are pushing hemp.
   b. What is the Extension response to the requests?
   c. Partnerships and role definition.
3. Climate Change – role of Extension.
4. Accommodations for LGBTQ clientele (youth and adult).

On-Boarding for New Directors/Administrators:
On-boarding needs are associated with improving the training of new LGU faculty, staff and administrators regarding the history, traditions, culture and mission of Land Grant Universities. Such need has become apparent in training efforts to increase new administrators’ understanding in how Land Grant Universities are historically different from other public and private universities. There is likely a need for improved on-board within all sections of the BAA. Something that could be used within a university with new faculty.

Areas to address for professional development:
1. The background of the Land Grant University – our history.
2. What makes of different that other public universities.
3. Various models that exist within Extension and LG system.
4. Integration of Extension and Experiment Stations.
5. Collaborative Partnership with Producers/Clientele/Stakeholders.

Robin Shepard and Albert Essel are meeting with ESCOP counterparts to plan the New Director/Administrator orientation in September at the Joint meeting in Nashville.

Committee recommends a climate change working group. Chris Geith offered eXtension’s resources to the working group. Suggested that climate hubs be included by the working group. Suggested that best management practices on how to navigate the political side of this issue. Consider broader partnerships and existing administrator/director experiences. Louie Tupas noted that Scott Hutchins, Deputy Under Secretary, has a strong interest in this area. ECOP members supported this focus and activity by consensus.

The Committee accepts responsibility on planning and coordination of CES Capital Quest.

d. **4-H Leadership Committee** – ()
Jon Boren/Ed Jones/Jennifer Sirangelo – 4-H Pathways Project, 25 individuals participating, organization change/innovation ways to engage youth in 4-H. Diversity Equity and Inclusion, with program leaders working group, learning how to leverage support the major foundations. Andy Turner, co-chair, is drafting a memo for Ed Jones to address questions about LGBTQ issues. The small task force on government affairs, may have possible connect to activity by BLC, use the power of 4-H visually and symbolically. The Inclusion in farm bill for a person at the secretary’s level for Youth Development was noted.
Jennifer Sirangelo: National 4-H Council Strategic Plan, use the 4-H Board and prestige, to engage in economic mobility for youth. Heading to Microsoft to talk to them about alignment of 4-H Board and ECOP. The Council Board is beginning to have conversations with University leaders about supporting the Extension system. Gordon Gee and Doug Steele are interested in beginning this process. Ed Jones and Jon Boren will represent ECOP in these upcoming conversations.

7. Well Connected Communities Wave 2 – (30-44)
Michelle Rodgers: Reviewed PowerPoint – Making site visits to funded states. Impact stories are coming. Many programs are well connected to SNAP-Ed, Priorities areas are selected by the community. RWJF is positive, sees Extension as a Rock Star, as they observe the power that Extension has. The delay of Wave 2 is a positive. There are financial considerations – delayed 3-month delay. Some at no-cost, and, a bridge request to take the time needed, before rolling out Wave 2. Reviewed timeframe. Wave 1 applicants will need to apply. Discussed policy (community level) vs Policy (System), examples were provided. A challenge is how to modify reporting system to accommodate policy change as part of this initiative. Is interested in bringing more resources to bear, not just youth and FCS programming.

Ed Jones: Next steps will be to distribute summary of the conversations before May and July meeting and for the ECOP Executive Committee to blend the 2 conversations.

9. Other:
- Michelle Rodgers: Is encouraged by the way the Policy Board of Directors, talking points to be shared: process to review the structure and organization of BAA put into place in next few months, review of assessments, NIFA competitive funding matching, Ernie Minton and SR committee will continue, CMC transitions. Approval of letters of support. Term is up on the board, delegate an alternate, submitted. Michelle is eligible for reappointments
- Ed Jones/Bev Durgan: Internationalization of Extension. How we can raise the awareness of role of Extension to help foreign universities that do not traditionally have outreach. Do we need to have form a work group and begin learning from one another? Advocating for new dollars. USAID puts a lot of money into research but then never implemented through Extension activities/programs. Lou Swanson: Mexico, China Alliance, and Africa are examples. China will become a lead for other countries. Jon Boren: Second bi-national Extension conference (November?) is soon to be announced. The focus will be on collaboration. Louie Tupas: Many inquires from foreign delegations of come up on the spur of the moment for Extension would like to narrow the visits to topical areas. This could be valuable from the agency perspective. Bev shared that ICOP member from her institution is utilizing Extension to orient foreign faculty, staff and students. Jon Boren, Lou Swanson, Bev Durgan, Chuck Hibberd were named as initial members of the Internationalization of the Extension Workgroup.
- Chuck Hibberd: Joint ESS/CES Joint Meeting – Announce a 4-hour design workshop Kathryn Sagovia, Stanford Design School, and former 4-H member. Will augment to what eXtension is doing in design thinking. Other parts of the program, how to stay in tune with NIFA throughout the transition.
- Chuck Hibberd/Ali Mitchell: Innovation Committee scoping, an analogous group to 4-H Leadership Committee. Rick Klemme will share this report (URL) with everyone by email.
- Casey Mull: Noted that a University Community Engagement strategic plan is underway by JCEP.

ADJOURN
ECOP Membership Attendance is indicated with ☑ or • (*-Joined via Zoom on 4/12/19)

Voting Members
☑ Ed Jones, Executive Committee, Chair, Virginia Tech
☑ *Mark Latimore, Executive Committee, Chair-elect, Fort Valley State University (Georgia)
☑ Chuck Hibberd, Executive Committee Past-chair, University of Nebraska
☑ Tom Dobbins, Professional Development Committee & Chair of Extension Resource & Partnership Development Committee, Clemson University (South Carolina)
☑ Beverly Durgan, Professional Development Committee, University of Minnesota
☑ Bill Hare, Executive Committee, University of District of Columbia
☑ Jason Henderson, Program Committee, Purdue University (Indiana)
☑ Gary Jackson, Program Committee, Mississippi State
☑ Barbara Petty, Program Committee, eXtension Foundation Board Chair, University of Idaho
☑ Scott Reed, Executive Committee, Oregon State University
☑ Vonda Richardson, Professional Development Committee Chair, Florida A&M University
☑ Chuck Ross, Professional Development Committee, ECOP Budget & Legislative Committee Vice-chair, University of Vermont
☑ Louis Swanson, Professional Development Committee, Colorado State University
☑ Chris Watkins, Program Committee Vice-chair, Cornell University (New York)
☑ Carolyn Williams, Program Committee Chair, Prairie View A&M University (Texas)

Ex-officio, Non-voting Members
• Jon Boren, ECOP Budget & Legislative Committee, Chair, New Mexico State University
• Jo Britt-Rankin, Board on Human Sciences Liaison, University of Missouri
• Chris Geith, CEO, eXtension Foundation
• Rick Klemme, ECOP Executive Director, Cooperative Extension/ECOP
• Brian Kowalkowski, Liaison from 1994s Extension, College of Menominee Nation (Wisconsin)
• Bob Godfrey, Experiment Station Committee on Organization and Policy Liaison, University of the Virgin Islands
• *Michelle Rodgers, CES Representative to BAA Policy Board of Directors and Project Director, Well-Connected Communities, University of Delaware
• Jennifer Sirangelo, President and CEO, National 4-H Council
• Louie Tupas and Mike Fitnzer – USDA-NIFA Liaisons
• Char Wenham, Council for Agricultural Research, Extension and Teaching Liaison (Michigan)
• *Al Wysocki, Academic Programs Committee on Organization and Policy (ACOP) Liaison, University of Florida

Guests
• Krysta Harden, Former Deputy Secretary USDA, National 4-H Council Board of Trustees
• Ann Bailey-Berry, Assistant VP of Marketing & Outreach, West Virginia University
• Sue Day-Perroots, Associate Provost for Undergraduate Academic Affairs, West Virginia University
• Casey Mull, Public Service Associate, University of Georgia, Joint Council of Extension Professionals
• Julie Robinson, Program and Staff Development Division of Agriculture Research & Extension, University of Arkansas, Joint Council of Extension Professionals
• Megan Seibel, Director, Virginia Agriculture Leaders Obtaining Results
• *Marie Ruemenapp, NUEL Steering Committee, Michigan State University

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
### ECOP National Leadership 2018

**Last update 2/12/19**

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<thead>
<tr>
<th>2017 Holdings by APLU</th>
<th>$599,561</th>
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<tr>
<td>National Health Implementation Carryover for Cost of Printing: Beginning Balance</td>
<td>$3,587</td>
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<tr>
<td><strong>2018 Carry Over: Income - Expenses</strong></td>
<td><strong>2019 Holdings by APLU</strong></td>
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<table>
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<tr>
<th>Income</th>
<th>APPROVED BUDGET</th>
<th>ACTUAL AMOUNT</th>
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<tr>
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<td>$612,094</td>
<td>$641,178</td>
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<tr>
<td>Assessments (0 institutions unpaid, 2 pardoned)</td>
<td>600,000</td>
<td>591,776</td>
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<td>Other (interest on ECOP Holdings with APLU)</td>
<td>2,094</td>
<td>2,877</td>
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<tr>
<td>Meetings (Equal to Meeting Expenses)</td>
<td>10,000</td>
<td>46,525</td>
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**Expense (explained below)**

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<tr>
<th>ECOP National Office Operations</th>
<th>$403,163</th>
<th>$409,618</th>
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<tr>
<td>* Salary and benefits (originally calculated for full time ED)</td>
<td>324,663</td>
<td>269,112</td>
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<tr>
<td><strong>Staffing Transition</strong></td>
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<tr>
<td>Part-time ED, Full Time Program Assistant (PA) - January-April</td>
<td>108,221</td>
<td>83,488</td>
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<tr>
<td>Part-time ED, Full Time Assistant Director, Part-time PA - May-December</td>
<td>216,442</td>
<td>185,624</td>
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<td>Meetings (Equal to Meetings Income)</td>
<td>10,000</td>
<td>43,395</td>
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<td>Travel expenses (increase is a result of ED contract)</td>
<td>18,500</td>
<td>40,172</td>
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<td>Staff development (originally calculated to incl. orientation of a full time ED)</td>
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<td>470</td>
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<td>Office supplies</td>
<td>500</td>
<td>125</td>
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<td>Technology and communications</td>
<td>2,500</td>
<td>2,206</td>
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<td>Design, printing, engraving (includes $3,587 for Nat. Health Impl. Printing)</td>
<td>1,000</td>
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<td>Miscellaneous</td>
<td>1,000</td>
<td>300</td>
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<td>APLU Support for ECOP (Office space, conference/meeting support, human resources, payroll, IT Help, legal assistance, copying, etc.)</td>
<td>41,000</td>
<td>49,563</td>
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<td><strong>Staffing Transition</strong></td>
<td>Same as FY17 based on 1.065 FTE - January-April</td>
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<td>Based on 1.400 FTE - May-December</td>
<td>27,333</td>
<td>35,906</td>
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<td>ECOP Executive Committee</td>
<td>$6,800</td>
<td>$3,284</td>
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<td>Meeting support (Capital Quest, Leadership Meeting Meals)</td>
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<td>Memberships &amp; related fees (NC-FAR)</td>
<td>1,800</td>
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<td>Personnel Committee Excellence in Extension Award</td>
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<td>Program Committee National Diversity Award</td>
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<td>4-H Leadership Committee</td>
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**Strategic Priorities**

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<th><strong>Strategic Priorities</strong></th>
<th>$31,500</th>
<th>$36,116</th>
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<td>JCEP Town Hall</td>
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<td>Extension Opioid Crisis Response Workgroup</td>
<td>6,000</td>
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<td>Rapid Response Civil Dialogue on Race Relations - Coming Together</td>
<td>12,000</td>
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<td>Extension Resource and Partnership Development (formerly Private Resource Mobilization)</td>
<td>8,068</td>
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<td>Consultant/Guest Speaker for NEDA Meeting</td>
<td>2,986</td>
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<td>APLU Annual Meeting Collaborative Session</td>
<td>2,062</td>
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**ECOP National Leadership 2018**

Last update 2/12/19

| **National Impacts Database Committee (Website Host with ESCOP)** | $12,500 | $15,000 |
| National Impacts Database Writing Team | 2,500 |

| **ESS-CES-AHS Communications and Marketing Effort** | $133,331 | $133,332 |
| kglobal | 111,331 | 113,165 |
| Cornerstone Government Affairs | 22,000 | 20,167 |

*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 created the Assistant Director position (internal promotion effective 5/1/18) and hired a 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 4, 2017 ECOP Executive Committee voted to spend $2,500 one time for travel expenses for the National Impacts Database Content Writing Team to meet face-to-face, matching the ESCOP contribution. 2018 Budget was approved by ECOP on July 18, 2017.

**Supplemental Nutrition Assistance Program Education (SNAP-Ed) Account**

This assessment supports the work of the Program Development Team national office at South Dakota State University. On 9/22/16 ECOP approved this assessment in the total amount of $150,000 annually for 2017, 2018, and 2019, billed to participating institutions based on a one-year amount of SNAP-Ed receipts obtained through the federal competitive process. In the fall of each year, institutions are surveyed to determine participation in SNAP-Ed and the amount of money received. Billing occurs in January along with other assessments from APLU. Computations are based on the percentage of funding received among the participating institutions. The SNAP-Ed Program Development Team is responsible for contacting institutions to encourage payment. Quarterly receipts are paid in full, so the account carries a zero balance. The outstanding balance for 2018 SNAP-Ed assessment was $7,758 owed by 1 institutions.
# ECOP National Leadership 2019 Budget

**Holdings/Reserve** | Approved 10/3/2018 | Actual | Last updated: 3/31/19
---|---|---|
$623,808 | $0 | $211,848 |

### Income

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46 of 76 institutions have paid as of 4/1/19
Summary of Accomplishments
ERPD Committee has been working with Changing our World, 4-H Council, the eXtension Foundation and the ECOP EDA team to develop funder research profiles in the areas of health and wellness/food and nutrition, community development and water. Youth development was the 4th area identified for funder research profiles, and the 4-H Council is continuing their work in that area. The summary of the work funded by the Molina Foundation via National 4-H Council is summarized in the uploaded power point.

The Committee has benefitted from previous ECOP investments with Changing our World and the Private Resource Mobilization Task Force with significant input from the 4-H Council and eXtension Foundation. Committee members recognize and respect the financial resources of the 76 Cooperative Extension institutions across the 50 states, the District of Columbia and territories as we collectively determine the development pathway that the Cooperative Extension System will undertake - summarized in the upcoming plans section.

Upcoming Plans
The Committee has submitted a request to ECOP that recommends ECOP select between two options - no-go or go with details included in the word document attached to this report.

Associated Documents (Links for Download)

Request of ECOP
Consider ERPD recommendations regarding future development strategies

Back to [page 1](#) or [agenda](#)
Summary of Accomplishments
The board of directors for Extension Journal Incorporated (EJI) met face-to-face March 19-21, 2019 in Minneapolis, Minnesota for the primary purpose of developing a strategic plan. Donna Rae Scheffert, President of Leadership Tools was contracted to facilitate strategic planning over the course of the three day meeting. As a result of the the strategic planning session EJI will craft a new identity statement and will have a formalized strategic plan in place within one month.

Items to note from the March 19-21, 2019 Meeting:
1. EJI has developed a new Partnerships Task force and is seeking closer relationships with JCEP and ECOP (see below)
2. EJI is currently running a financial deficit for the 2019 budget. The deficit is a result of increased expenses for the editor's and the technical site contracts in addition to the new treasurer's contract. The board is looking for opportunities to increase revenues and cut spending
3. There was some discussion amongst board members that feel the ECOP representative to the EJI board should be a sitting member of ECOP.

Upcoming Plans
As a result of the EJI's strategic planning, the board is launching initiatives for professional development to strengthen Extension scholarship and writing, proactively seek content aligned with programmatic priorities nationally, and is launching an initiative to leverage the new JCEP competencies for both the Journal of Extension Job Bank and content of the Journal itself. In order to support these new strategic functions, EJI is seeking closer working relationships with ECOP standing committees to seek advice, feedback and alignment with committee priorities.

Request of ECOP
ACTION ITEMS: The EJI Board is requesting two ECOP representatives to serve on the newly developed EJI Partnership Task Force with an expected meeting schedule of every other month via Zoom for an hour.
   A. One liaison from the ECOP Professional Development Committee to align with the Journal of Extension Job Bank and application of the JCEP competencies in the Journal's scholarly content.
   B. One liaison from the ECOP Program Committee to advance Extension scholarship through the Journal in alignment with national priorities. This will include special issue topics, invited articles and invited commentary.

Prompt: ECOP needs to vote either to (a). extend their current representative to the EJI board for another 3 year term or (b). place a new representative on the EJI Board. My ECOP appointed term on the EJI board expired January 1, 2019. While the EJI board voted to extend my term for an additional three year period.
ECOP Program Committee Report
Submitted by Carolyn Williams
Executive Associate Director for Extension, Prairie View A&M University
Program Committee, Chair

Summary of Accomplishments

• The ECOP Program Committee is appreciative of our new member, CARET Liaison Dr. Charlotte Wenham.
• One aspect of Farm and Rural Resiliency focuses on the plight of farmers and foresters, particularly as related to a sound market place within local communities and rewarding them for providing the things we expect of them, e.g., environmental and aesthetic expectations. Jason Henderson and Chuck Ross have drafted a concept paper outlining this issue.
• ECOP’s liaison to NUEL, Jason Henderson, has helped guide NUEL in its work on an Implementation Plan. This plan follows an extensive organizational plan which ECOP has approved. The implementation plan, along with an Urban Coordinator Position description, is referenced above for possible action by ECOP.
• Rachel Welborn has been leading an effort focused on Heirs Property and has been notified by NIFA that the Heirs Property proposal has been funded.
• Productive work is continuing on the first RRP issue, Civil Dialogue (Coming Together for Racial Understanding). See attached document for a Snapshot of State efforts Follow-up to Phase 1 Coming Together Training.

Upcoming Plans

• Work also continues with NUEL and its Implementation Plan. Program Committee (PC) interaction with NUEL is led by Jason Henderson. The PC is currently reviewing National Urban Extension Initiative Implementation Plan and Draft of State Urban Coordinator Position (SUCP). It is expected that the PC will have a recommendation for action by ECOP at the April meeting.
• The ECOP Program committee continues at each of its meetings to include consideration of issues that may benefit from the Rapid Response Protocol. Productive work is also continuing on the first RRP issue, Civil Dialogue (Coming Together for Racial Understanding). Phase 2 training is planned for this summer.
• The PC is also gearing up to handle the review of nominations for the National Extension Diversity Award for 2019. A review committee and a schedule of activities will soon be completed.

Associated Documents (Links for Download)


Request of ECOP – Go to next page
ECOP Liaison to NUEL, Jason Henderson, has asked ECOP Program Committee to review the NUEL Implementation Plan and Urban Coordinator Position description. It is likely that the Program Committee will have a recommendation for action by ECOP.

Back to [page 1] or [agenda]

Allen Wysocki
Academic Programs Committee on Organization and Policy (ACOP) Liaison

Allen Wysocki is an Associate Dean and Professor in the College of Agricultural and Life Sciences at the University of Florida. As of September 3, 2012, he assumed the position of Associate Dean in the College of Agricultural and Life Sciences at the University of Florida.

He was born and raised on an 11,000-acre family potato farm in Central Wisconsin. He received his undergraduate degree from Purdue University in 1984, and his Master’s (1997) and Ph.D. from Michigan State University in 1998. Dr. Wysocki gained industry experience as a co-owner and manager of Cousin’s Produce Farm, a food distribution company serving Northeast Wisconsin and Michigan’s Upper Peninsula from 1984 until 1992.

Dr. Wysocki has devoted his career to helping students and university clientele understand the trends driving change in the food system. The fundamental focus of his work has been to integrate concepts of firm and industry-level strategic planning, vertical coordination, economics, marketing, and management, to solve problems and to show clientele how to adopt successful approaches and practices that will allow them to flourish in this dynamic food system. Dr Wysocki is the author or co-author of one book, two book chapters, and over 135 publications (consisting of extension-related documents and journal articles). He was named as the CALS Undergraduate Teacher of the Year for 2001-2002, where he had a 70% teaching, and 30% extension appointment.

Leading a team of five faculty as part of a USAID grant in Haiti was a life changing experience for Dr. Wysocki. This grant was active during the earthquake that rocked Haiti on January 12, 2010. This particular international experience fueled a desire to work internationally.

Current responsibilities include; overseeing the college’s distance (including UF Online and PACE) and statewide education efforts, assisting faculty and students with study abroad opportunities, facilitating international agreements between IFAS faculty and international institutions, assisting in the delivery of the college’s faculty teaching development, and directing the CALS Honors Scholars Certificate program.

Back to [agenda]
CARET Report
Submitted by Charlotte Wenham
St. Joseph, Michigan

Summary of Accomplishments
CARET met jointly with AHS in Washington DC on March 3 - 6, 2019. The purpose of the meeting was to get updates on happenings in DC and to provide time for all CARET representatives to visit their Senators and Congressional Representatives on the Hill. Two persons from USDA, Scott Hutchins, Deputy Secretary, Research, Education, and Economics, and J. Scott Angle, Director of NIFA spoke to the group on Connecting with USDA and NIFA. The representatives from Cornerstone reported on the 2020 Budget Recommendations from the BAA and urged CARET members to emphasize the request for the six core lines in the NIFA budget in their asks for support from the Senators and Representatives. Additionally, Douglas L. Steele, Vice President of Food, Agriculture and Natural Resources, APLU, presented and update regarding the Strategic Realignment.

Upcoming Plans
Four CARET Regional Meetings will be held in the summer of 2019 and the annual joint meeting will be in March, 2020.

ECOP 4-H National Leadership Committee (including National 4-H Council) Report
Submitted by Jon Boren
Associate Dean and Director, New Mexico State University
Co-Chair of ECOP 4-H Leadership Committee

Summary of Accomplishments
Key Discussions and Action Steps Related to ECOP 4-H Leadership Committee 2019 Goals
1. Developing a bold vision and plan for the future of 4-H that reflects the diversity of youth in the United States
   • 4-H Pathways Project – The project is designed to recommend a strategy/roadmap for organizational change and identify and encourage innovative approaches that will help 4-H achieve the 2025 growth vision. The second meeting of the 25 participants from 13 LGU’s will be held on March 12-13, 2019. The Pathways group will engage with ECOP 4-H at the June, 2019 meeting in Columbus, Ohio to share recommendations and discuss next steps in the project.
   • Diversity, Equity and Inclusion - Dorothy Freeman, recently retired 4-H Program Leader from the University of Minnesota, shared her new part time role with National 4-H Council as mission to market liaison for equity in 4-H. Dorothy will be connecting with representatives of the PLWG Access, Equity and Belonging work teams to develop a vision and activation plan. Lisa Diaz will represent ECOP 4-H on this work group.
• Clarifying USDA/NIFA Civil Rights Laws and 4-H Activities – Andy Turner and Jon Boren will work with Ed Jones and ECOP to develop a letter to USDA/NIFA with the goal of clarifying outstanding questions regarding civil rights laws and how they apply to various 4-H activities, specifically related to questions around LGBTQ protections and events sponsored by USDA-NIFA 4-H such as 4-H National Conference.

• Affirmation of the PLWG regarding the 4-H Member Definition and the Thriving Model of Positive Youth Development. The following resolution:
  The ECOP 4-H Leadership Committee supports and affirms the work of the PLWG in the area of enrollment and data management. We affirm PLWG’s decision to broaden the definition of a 4-H member to be inclusive of all the many ways that youth participate in Cooperative Extension youth programming. Furthermore, ECOP 4-H supports the recommendation from the PLWG to replace the current Federal reporting framework (ES237) with a dashboard approach to 4-H participation data, highlighting program and demographic information that illustrates the core aspects of 4-H program engagement that we need to communicate at the national level. Finally, ECOP 4-H is fully supportive of the PLWG recommendation to embrace the thriving model of Positive Youth Development as a core theory of change to guide the 4-H program. We encourage the PLWG to support further research and testing of the theory, particularly with under-represented youth audiences. We encourage and will support efforts to provide professional development to 4-H professionals and volunteers in order to effectively incorporate the model in program development, delivery and evaluation.

2. Aligning and governing more effectively among and between 4-H National Headquarters/NIFA, National 4-H Council, and the Cooperative Extension System.
  • Updating the ECOP 4-H Leadership Committee MOU – the revisions to the partnership MOU are progressing well with anticipated final approval and distribution by summer of 2019.
  • Coordinating and consulting with Program Leadership Work Group (PLWG) – A one hour joint meeting with the PLWG led to agreement to focus on federal advocacy support to 4-H, sustaining federal leadership and a strong role for 4-H at USDA, and redevelopment and clarification of federal policy and programmatic factsheets.

3. Effective Marketing of 4-H by developing, executing, and sustaining a unified brand (4-H Grows Campaign).
  • Jen McIver provided an update on the proposed plans for the second three-year phase of the 4-H Grows effort, including the recommendation to continue with the existing approach to determining LGU support levels. ECOP 4-H affirmed its support for the continuation of the 4-H Grows effort.

4. Attracting and generating more resources to the 4-H movement.
  • Advocacy and lobbying for 4-H at the Federal Level – A work group was formed to identify current challenges, identify goals and clarify roles and responsibilities for 4-H to have a stronger advocacy voice at the Federal level. Pamela Rose, Jon Boren, Lyla Houglum, and Jennifer Sirangelo will be serving on this work group and will bring initial ideas and progress report to the June ECOP 4-H Leadership Committee meeting.
  • Update on OJJDP 4-H National Mentoring Project (NMP) – National 4-H Council has been awarded $3 million for NFP year 9. Efforts are still underway to increase overall support to
the Land Grant University system through this program. Issues of attaining full spending and timely billing under the grant continue to be analyzed and addresses.

- 2019-2021 National 4-H Council Strategic Plan – Councils recently completed strategic plan, A Case for Youth Investment, was shared and discussed. The plan focuses on the 2025 growth goals for 4-H, builds on current goals and encourages a focus on 4-H’s role in helping youth achieve the American dream through economic and social prosperity. The 4-H ECOP Leadership Committee unanimously endorsed Councils Strategic Plan.

Alignment Dialogue with the Program Leaders Working Group

1. Developing a more proactive advocacy strategy for 4-H at the federal level.
   - Key questions include: what are the goals or intended outcomes of the advocacy? How might we organize ourselves? How can we better train volunteers? What resources do we need? How do we identify resource sourcing from federal agencies beyond USDA and the role of National Program Leaders at USDA. We reached agreement to create a work group convened by Shannon Horrillo and Jennifer Sirangelo. Once the goals and potential direction are determined, recommendations will come forward to ECOP for consideration.

2. Given the more inclusive definition of 4-H member (national recommendation of each state reporting all Extension youth contacts as 4-H), what do we want or need in order to tell a 4-H system-wide story? What is the role of the state 4-H program leader in submitting state numbers? The discussion focused on the following:
   - State leaders have the discretion to make decisions on youth contacts and enrollment decisions that make sense in their systems.
   - Educational activity, like short hygiene lessons, make it a challenge to claim PYD outcomes.
   - Acknowledge the value of collective data system-wide.
   - More communications are needed to clarify the role of the state 4-H Program Leader.

3. PLWG identified a need to redevelop factsheets to guide program at the federal level. It was agreed that this project will move forward with the PLWG in the lead through Shannon Horrillo. Andy Turner will be the liaison to the project from ECOP 4-H.

4. How can we sustain program leadership at the federal/systems level? Who represents Cooperative Extension on the program side at the National level? The discussion included the following main points:
   - Both of our committees are led and resourced by state leaders and Extension Directors who already have full-time plus positions.
   - Leadership commitments and leadership potential at the Federal level is from Cooperative Extension, ECOP, USDA/NIFA, and National 4-H Council.
   - Input from the system has been critically important for USDA/NIFA for establishing Program Leaders roles.
   - Jennifer Sirangelo offered to share information about how other national youth serving organizations support and sustain national program leadership and ideas for how the Extension system might organize to address these challenges.

Upcoming Plans – Go to next page
• Continue to build understanding and relationships among committee members to support productive dialogue, leading to action on issues of national importance to 4-H.
• Engage in direct communication with the 4-H PLWG to ensure alignment and affirm roles, goals and areas that need additional clarification and action.
• Discuss current opportunities and actions of the four priority areas identified by this committee – Engaging More Youth, Marketing, Resources, Governance and Alignment.
• Continue to advance 2019 goals in relation to successful achievement of the 2025 growth and PYD vision.

Back to page 1

ECOP Budget and Legislative Committee (BLC) Report
Submitted by Jon Boren
Associate Dean and Director, New Mexico State University
BLC Chair

Summary of Accomplishments
• Members of ECOP BLC summarized talking points and representative provided input to the USDA Listening Session held in Albuquerque, NM on November 1, 2019.
• ECOP BLC worked closely with ECOP CLP on Farm Bill issues including possible transition/implementation of an anticipated SNAP-Ed change.
• ECOP BLC provided input into the BAC on this year’s federal appropriation request including the importance of capacity lines and needed attention to 1890 Extension and Evans-Allen budget lines.
• Members of ECOP BLC, working with EDA Team, organized regional conversation summaries into a set of themes regarding the BAA Strategic Realignment Committee’s recommendation of NIFA funding lines. ECOP BLC took leadership to collect systemwide themes to present to the ECOP Executive Committee during its 3/14/19 meeting. The summary was forwarded to the Strategic Realignment Committee for its recommendation to the Policy Board of Directors (PBD) on April 11, 2019.

Upcoming Plans
ECOP BLC continue to work with ECOP CLP on development next Farm Bill and Strategic Realignment process of NIFA funding lines.

Associated Documents (Links for Download)

Back to page 1
ESCOP Diversity Catalyst Committee (DCC) Report
Submitted by Brian Raison
Associate Professor & Extension Field Specialist, Community and Organizational Leadership
Cooperative Extension Section Representative

Summary of Accomplishments
We are continuing to hone the “Strategic Focus” of the DCC. We are tracking activities going on at our Land-grant institutions. Again this year, David Leibovitz attended the 15th Annual National Land-grant Diversity Conference in Hebron, KY – February 8-9, 2019. He was again welcomed and participated fully, encouraging the planned conference move to another state in 2020. Details will follow as they unfold.

Upcoming Plans
From our March 4, 2019 meeting:
• The DCC has undergone leadership evolution. Ali Fares has taken the place of Karen Plaut as chair and Rick Rhodes has stepped into Jeff Jacobsen’s shoes as the ED serving as Executive Vice Chair.
• The request for nominations for the National Diversity and Inclusion Award has been widely circulated to the ESS.
• The DCC is seeking opportunities to provide on-going training for the directors. Training topics might include: Diversity as a Catalyst for Faculty Recruiting and Retention; Dominant Cultures; and the WAMS Program (Women and Minorities in Science, Technology, Engineering, and Mathematics Fields.
• DCC chair Ali Fares nominated Jeff Jacobsen for a NIFA Partnership Award; the nomination recognizes Jeff’s seminal role in the establishment of the DCC.
Back to page 1

Experiment Station Committee on Organization and Policy (ESCOP) Report
Submitted by Bob Godfrey
Director of AES, University of Virgin Islands
Experiment Station Committee on Organization and Policy Liaison to ECOP

Summary of Accomplishments
Significant discussion has taken place in the past months regarding the 1) Strategic Realignment, 2) NIFA/ERS relocation, 3) the Communications and Marketing Committee, and 4) the National Impacts Database.

1) On-going sessions and informational webinars on appropriations and the proposed realignment are occurring now. Most questions that are being asked are already addressed in the FAQ and webinars, so Mike encouraged everyone to please review this material.

Next steps: The realignment subcommittee is currently collecting feedback on the proposed realignment from stakeholders and encouraging deans and directors to help with this process in their states. Go to next page
2) ESCOP believes that relocating NIFA away from the capitol region will have profoundly negative effects on the NIFA/Land-grant university partnership; relegating agricultural research to second class citizenship among Washington’s world-class science agencies and eroding key interagency collaborations and relationships. While meetings are easy to schedule over the web, relationships are not.

Second, the diversity of agriculture in this country is exemplified in our system of agricultural research stations that are located in every state and territory in the United States. The remarkable element of these stations is the capability to simultaneously respond to both national needs and local challenges.

Third, in meeting the agricultural challenges in the next decade, your Land-grant partners are committed to educating the workforce for tomorrow. We envision good-paying jobs and quality of life for those that chose to pursue careers that will have far-reaching impact: feeding the future, preserving natural resources, and helping to ensure national security.

On November 29th, the CMC accepted the Plan of Work (POW) as presented by the POW committee. The motion to approve the POW also included the convening a working group (referred to as the CMC subcommittee) to be charged with doing a brief retrospective (what’s been done/what was accomplished?) and what should/could be done in future communications and marketing projects. The CMC also approved a Scope of Work for the external contractor, kglobal.

3) Chair Mark Latimore charged a subcommittee on February 8, 2019. Steve Loring was appointed as subcommittee Chair and other members included Brian Meyer (ISU, communicator), Scott Reed (OSU, CE director), Nancy Cox (UK, AHS director), Gary Thompson (PSU, AES director), Faith Peppers (UGA, communicator) and Rick Rhodes (NERA, ED.) The specific charge included: evaluate past accomplishments of the CMC; assess the needs of the participating sections; develop recommendations on incorporating quantitative and qualitative metrics to gauge success of the communications and marketing project; recommend strategies for engaging directors’ system-wide; and explore the right structure of the CMC. Chair Latimore sought a report from the subcommittee by the next CMC teleconference in June.

4) ESCOP/ECOP National Impact Database Committee have developed a revision to the existing system that incorporates assigning specific roles to individuals within an institution for submissions. In addition, a review system was developed for all submitted impacts. Training was offered on how to use the new system.

ESCOP will continue to work with Cornerstone, CMC, ECOP and BAA to advance these efforts.

Back to [page 1]
eXtension Foundation Board of Directors Report
Submitted by Barbara Petty
Extension Director, University of Idaho
eXtension Foundation Board of Directors, Chair

Summary of Accomplishments
This March 2019 report (attached) covers the following topics:
1. Membership & Funding
2. Training Innovation Facilitators across the nation
3. Helping members catalyze innovation across states & institutions
4. The Impact Collaborative Summit
5. National Collaborations
6. New Technology

Upcoming Plans
As eXtension looks for new ways to help members find innovative ways to generate local impact,
there are a number of forward-looking initiatives covered in the attached report:
1. Upcoming state & institutional events
2. Engagement between events through Engage & Empower Online.
3. New eXtension funded Fellows.
4. An online version of our Innovation Skill-Building Experience
5. Upcoming Summits

Associated Documents (Links for Download)

Joint Council of Extension Professionals (JCEP) Report
Submitted by Casey Mull
Public Service Associate, 4-H & Youth, University of Georgia Extension
JCEP President

Summary of Accomplishments
Extension Leadership Conference
The Extension Leadership Conference sponsored by JCEP concluded in early February in San Antonio, Texas. It was the largest conference hosted in memory with over 300 attendees. Making this more unique, fewer participants attended from the host state than the previous two years. The conference included a NIFA update from Bill Hoffmann, an ECOP report by Ed Jones, and a two part keynote by Grace Gorrell, former Univ of Kentucky extension employee and current instructor of leadership studies at the University of Kentucky. Attendees also had 5 concurrent sessions, a poster session and 2 association meeting times. The Extension Leadership Conference occurs in February 12-13 2020, again at the Wyndham San Antonio Riverwalk. The content of the conference continues to be cross-disciplinary in an effort to develop the leadership capacity of extension professionals.
Planning is almost complete for the PILD 2019 conference. A challenge in 2019 is that Congress will be on holiday for district work due to the Easter Holiday. This, along with a request by Scott Reed for us to consider, is outlined below. The conference theme is “Enhancing Leadership Capacity for Emerging Issues” and features keynotes by Heather Mannix, Assistant Director of Policy Engagement with COMPASS and Paul Hill, Extension Associate Professor with Utah State University. Attendees will have the opportunity to participate in an Extension value proposition panel, breakout sessions, NIFA national program leader panel sessions, and advocacy and engagement trainings. Doug Steele will provide the capnote session on April 16 before attendees visit Capitol Hill on April 17.

One week before the early bird registration date, the total registrations are below 2018. PILD achieved its largest attendance in 2014 and since then has trended downwards.

2021 Conferences and Beyond
An ad hoc committee is exploring the ramifications of moving the PILD conference to earlier in the calendar year. This is due to the PILD conference currently falling outside the preferred timing for Congress to have input on the President’s Budget proposal. The ad hoc committee is exploring the best date(s) to move both the PILD and ELC conferences. There is a concern that moving one conference may cannibalize the other. Respective association also use the Extension Leadership Conference to provide leadership development for the state association leadership. Moving this conference later in the year may affect their ability to complete this in a timely manner.

The effort may result in the PILD conference occurring in the early to mid-March timeframe, after the President’s Budget is released and after CARET already meets in Washington, D.C. JCEP is committed to supporting the one ask proposal supported by ECOP and this desired change is in alignment with the one ask proposal.

Extension Professional Competency Framework
JCEP is proud to partner with eXtension to develop an extension professional competency framework. Led by Michael Masiuk (Penn State), a committee including AnaLu Fonseca (Oregon State), Amy Harder (U of Florida), Blake Naughton (Missouri), Robin Shepard (ECOP/APLU), Carrie Stark (Nevada), Terrence Wolfork (Fort Valley State), and Jim Woodell (formerly of APLU) is working with eXtension’s Eduworks partner to complete two deliverables by December 9, 2019.

The deliverables include:
- A structured set of competencies and “terminal learning objectives” (TLOs)
- Representative assessment methods associated with each competency and TLO

After these two deliverables are completed JCEP will appoint a new committee which may include some of the current committee, to offer a plan for operationalization of credential(s) based on the developed competencies and terminal learning objectives. This next component may map course components to competencies and assessments of competencies.

The committee’s charge challenged the competencies identified “should be applicable to any individual employed by the Cooperative Extension System. However, anecdotally, there are numerous connections between Cooperative Extension professionals and others working in the
outreach, engagement, economic, and community development (OEEC) spheres of higher education in the United States. This project can and should consider the competencies of individuals who are employed by the Cooperative Extension System and could also benefit those outside CES as well. In fact, numerous Extension systems at the state level have direct and indirect links to these other engagement units. Consideration should be given to these linkages. Should the committee feel there are competencies that do not align with an Extension professional but are critical to other OEEC areas, please note them.”

At the current time, the committee is identifying agreeable times for all parties to have six 2-hour zoom meetings within a 21-28 day window.

Farewell to Scott Reed
The JCEP Board appreciates the support and guidance which Scott Reed has provided during his tenure as a liaison from ECOP to JCEP. The entire JCEP organization thanks him for his indefatigable support of the Joint Council of Extension Professionals and wishes him well in retirement!

Associated Documents (Links for Download)

Leadership for the 21st Century (LEAD21) Report
Submitted by Mike O’Neill
Associate Dean, University of Connecticut
ECOP Representative on the LEAD21 Board with Carolyn Williams, Prairie View A&M University

Summary of Accomplishments
The LEAD21 Board met on Friday February 22, 2019 in Washington, DC. The Board meeting followed the graduation of Class 14 from the LEAD21 training program.

- The LEAD21 Alumni Association conducted their first alumni gathering on February 21, 2019 in conjunction with the graduation of Class 14. A half-day session of professional development was conducted culminating in dinner (with Class 14) and a keynote speaker. The alumni association was commended for a great kickoff event.
- Session II of LEAD21 training now will take place in Denver, CO. This is a switch from the former site: Phoenix, AZ.
- Class 15 will be 90 members. Participants have been selected and scholarships (to minority serving institutions) have been determined.
- The training continues to evolve – new material on “Competing Commitments” was incorporated into the curriculum. Reviews of the content were very positive.
- A new contract with the University of Georgia has been developed. The contract will be for two years and is consistent with previous contracts. The Board recommended approval.
- A new policy for refunds was adopted. Refunds by date: March 1 – 100%, April 1 – 70%, May 1 – 40%. After May 1, no refund. Also, requesting a refund does not guarantee a spot in the following year’s class.
• The Board discussed a possible tuition increase for the program. No action was taken.
• The Board recommended Mike O’Neill to be Program Chair for the upcoming year and Board Chair in the following year. The recommendation was approved pending approval/reappointment by ECOP.

Feel free to contact me if you have any questions.

Michael P. O’Neill, Ph.D.
Associate Dean, UConn Extension
mp.oneill@uconn.edu

National Extension & Research Administrative Officers Conference (NERAOC) Report
Submitted by Gina E. Eubanks
Associate Vice President, Louisiana Cooperative Extension Service
ECOP Representative for NERAOC Planning Committee

Summary of Accomplishments
The 2019 National Extension and Research Administrative Officers’ Conference (NERAOC), hosted by Colorado State University, will be held April 15-17, 2019, at the Grand Hyatt Denver located in Denver, Colorado. This annual conference with the theme – Elevating our Communities – will provide an opportunity for engaging presentations, hands-on sessions, round-table discussions, and sharing of best management practices on topics of reporting and accountability, budget, finance, grants management, human resource management, civil rights, and diversity. The conference will provide professional development, guidance, and information sharing with presenters and participants from the United States Department of Agriculture’s (USDA) National Institute of Food and Agriculture (NIFA), 1862 and 1890 Land-Grant Universities, and 1994 Tribal Land-Grant Colleges and Universities.

Professional Tracks:
- Diversity & Inclusion
- Finance/Capacity Funding
- Grant
- HR/Organizational Development
- Minority-Serving Institutions
- Program Reporting & Accountability

LINK: https://neraoc.agsci.colostate.edu

Committee debriefing for 2019 meeting will be Thursday, April 18, 2019, 8:30 to 11 am.

Upcoming Plans
2020 National Extension and Research and Administrative Officers Conference
"Show Me Momentum"
Location – Hilton at the Ballpark, St. Louis, Missouri
NERAOC Dates – April 19 – April 22, 2020
Event site – Gateway Arch Museum
Summer planning dates – August 5 & 6, 2019
Summary of Accomplishments
The National Impact Database (NIDB) Committee focused on the following objectives in 2018:
1. due to security concerns with the previous website, create a new website.
2. create an internal review process to ensure that impact statements posted to the public portal reflect well written statements that document program outcomes and impacts.

Texas A & M was tasked with creating the new web platform for the NIDB. This platform was launched on March 1, 2019 and can be found at https://landgrantimpacts.org

There will be two primary links on the new site homepage:
- A public link that will allow searches by several factors
- A log-in link to the database for institutional contacts and editors

The NIDB Committee asked institutions to identify their contacts for the NIDB in the fall of 2018. Institutions were asked to identify the following: Up to four (4) Institution Administrators, typically two (2) each for Extension and Research; up to four (4) Institution Contacts, typically two (2) each for Extension and Research; and up to Six (6) Impact Editors, typically three (3) each for Extension and Research.

The NIDB created a review structure that will be used with the new database. Institutions within each of the ECOP/ESCOP regions were asked to identify up to 6 individuals (3 from Extension/3 from Research) who would serve as reviewers on the NIDB. Ultimately, this would result in 30 reviewers (6 from each of the 5 regions). Impact statements submitted to the system will be assigned to a reviewer who will work with the institutional impact editor to make any necessary changes needed to publish the impact statement on the public portal.

Institutional contacts, impact editors and reviewers were invited to attend a training webinar on February 26th or 28th, 2019. The training webinar walked them through the operational aspects of submitting an impact statement as well as training on how to write impact statements. This webinar is now available on the website under the Resources tab.

The Content Writing Group met January 31 – February 3, 2019 in Birmingham, AL. This working session reviewed the 2018 impact statements that had been submitted to the site. They produced 41 products for the new website, including 21 fact sheets, 19 web stories and 1 animated video. All 41 products are now available on the new portal. The animated video can be seen at: https://oregonstate.app.box.com/uzvwhp9w8bqbrsp72b4j23fsj3c0asp

The 2017 & 2018 Impacts are available on the new Land Grant Impacts database as Archived Data. This includes 533 impact statements from 2017 and 341 impact statements from 2018. Data prior to 2017 (2012 – 2016) is stored and accessible by emailing Scott Cummings at Texas A & M.

Upcoming Plans – Go to next page
The next few months will be utilized by the committee to monitor the site and employ any necessary changes that are needed to maximize the use of the site. The committee has also extensively discussed the need to:

1. Leverage existing communication efforts occurring across the ECOP/ESCOP system to enhance and streamline how the database is marketed and that awareness is maintained.
2. Discussed the potential of featuring the 19 web stories on the ECOP Monday Minute each month for the next year, as a means of raising awareness of the NIDB with Directors.
3. Host an informational webinar with Extension and Research Directors
4. Create an action plan for the use of social media in highlighting and promoting the database.
5. Encourage Extension and AES ED's to share the published NIDB fact sheets with Directors at regional meetings.

While there are some final clean up tasks left for the NIDB Committee to accomplish in the next few months, Steve Loring (ESCOP NIDB Co-Chair) and I believe that we are nearing the completion of the initial task assigned to this committee.

Long term oversight to the NIDB will still be necessary, but in what form that occurs will be the next point of consideration. We envision that it can perhaps be accomplished by integrating the oversight with another effort occurring within the system, perhaps that of the CMC.

Because there are still a few housekeeping details left for the committee at this time, I anticipate that we will be ready to make a formal request in July.

Back to page 1

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**National Integrated Pest Management (IPM) Coordinating Committee Report**

Submitted by Tom Melton  
Deputy Director, NCCES and Agriculture and Natural Resources Program Leader, NCSU  
CES Representative to IPM Coordinating Committee

**Summary of Accomplishments**

NIPM Coordinating Committee met on October 23 at APLU headquarters in Washington, DC. The agenda is attached and detailed information and all the reports from the meeting can be accessed at [http://escop.info/event/nipmcc-meeting-2018/](http://escop.info/event/nipmcc-meeting-2018/). New officers and current member list can be viewed at [http://escop.info/committee/national-integrated-pest-management-coordinating-committee-nipmcc/](http://escop.info/committee/national-integrated-pest-management-coordinating-committee-nipmcc/). The regional IPM centers met at the same location the following day.

**Upcoming Plans**

The states and Centers plan to continue working together to foster the adoption of IPM nationally. Most feel a need for a National IPM Communicator The National IPM Communicator would fill a missing link in the broad national IPM information network of researchers, extension educators, state IPM coordinators and the Regional IPM Centers by focusing on key national audiences of decision-makers, influencers and potential IPM advocates, partners and supporters. See attachment for more details.

Go to next page
I (Tom Melton) will be retiring July 1 and hence resigning from this position. ASRED has been notified.

Board on Human Sciences (BoHS) Report

Submitted by Jo Britt-Rankin
Board on Human Sciences, University of Missouri

Summary of Accomplishments

- The Board on Human Sciences (BoHS) Advocacy Committee members traveled to DC to meet with Dr. Scott Angle, USDA NIFA, and Dr. Arthur Lupita, NSF, to share information about the BoHS initiatives and to discuss how BoHS members can assist in their respective agencies priorities.
- The Advocacy Co. continues to provide input on behalf of BoHS on proposed policy and legislative issues.
- The Social Media Committee has engaged three student interns to assist the Board to increase our social media presence and increasing the visibility of BoHS and our member instruction achievements.
- The joint BoHS and Council for Administrators for Family & Consumer Sciences (CAFCS) spring meeting was held in Crystal City, VA March 5-8, 2019. This meeting featured speakers addressing critical issues facing the human sciences—food access, housing, opioids/health, mental health, working with immigrant audiences, LGBTQ, and challenges facing Human Sciences administrators. BoHS and CAFCS have decided to host joint spring meetings annually moving forward. The meeting in odd numbered years will be held in the DC area and even years will rotate throughout the country. The 2020 spring meeting will be held in Kansas City, MO.

Upcoming Plans

- BoHS will hold their summer meeting in Park City, UT in conjunction with the Joint CoPs meeting.
- The Executive Committee continues to reach out to Human Sciences units/administrators who are not current members to encourage them to join or rejoin BoHS.
- The Advocacy Committee continues to monitor legislation and policies that has potential impact to the Human Sciences and will provide information as appropriate.

The BoHS appreciates being able to serve as a liaison to ECOP. We also appreciate the support of Extension Directors broadly to ensure that FCS Extension leaders are able to actively participate with BoHS.
ECOP Board Meeting
April 12, 2019
FEBRUARY 22, 2019
Agenda

- Wave 1 Update
- Timeline update RFA for Wave 2
- Pivot Points-focus on policy
- Readiness for Wave 2
Well Connected Communities

America’s Cooperative Extension System, in partnership with National 4-H Council, is equipping volunteer leaders to help their neighbors be healthier at every stage of life.

wellconnectedcommunities.extension.org
Initiative Progress

KEY PARTNERS

- Community Member
- Nonprofit/CBO
- Healthcare Provider
- Government Agency
- K12 Education
- College/University

COALITION DEVELOPMENT

- Joining an Existing Coalition
- Starting a New Coalition
- No Coalition Yet
- Active and Sustained Coalition

wellconnectedcommunities.extension.org
Initiative Progress

**Priority Areas**

- Food Access & Environment
- Mental Health & Healthcare Access
- Substance Abuse Prevention
- Healthy Eating & Active Living
- Youth Engagement

**Community Engagement**

- 54 Population Health
- 28 Community Focus Groups
- 33 Stakeholder Meetings
- 32 Surveys
- 30 Community Leader Interviews
Time Frame

- **April** - Submit No Cost Extension and Bridge Request
- **May** - Submit Wave 2 Proposal
- **June** - Release RFA for Wave 2
- **September** - RFA for Wave 2 Due
- **October** - RJWF Board votes on Wave 2 proposal
- **January 2020** - Launch Wave 2
Key Pivot Points

- Equity Strategy Development; Value Proposition (Pipeline); Youth Voice
- Network Weaving; Continuum (not Tiers); Youth-Adult Partnership
- Level Playing Field (self-funded); 1890s & intra-university collaboration
- Policy messaging & pathways (PSE); Sustainability & Systems Change
- Tobacco Separation Protocol Solutions Index
policy vs. Policy

INCREASING OUR FOCUS ON $P(p)$ AS A PIVOT POINT!
policy vs Policy - different levels of policy

**policy**
- Typically at institution, department, agency level
- Influence organizational practices
- Ex: School decision to only stock non sugar drinks in vending machines
- Immediate impact/quick win in terms of what students are consuming
- Can lead to larger changes-big P

**Policy**
- This are often describe as laws, ordinances, comprehensive plans
- They are often “voted” upon
- Types of things that receive media attention
- More long term in nature
- Ex: Farm bill-complex, many components
Coalition/Community Level

- Coalitions have broadened their policy around participation to include youth attendance
- Developed a local, annual summit on opioid prevention
- Farmers market changed policy to accept SNAP
- Tribal Council adopted policy on system of care approach for organizations working with the Council
- Policy change at food pantry
  - families have choice in food obtained
  - donation box established for families
LGU Level and Systems Level

- LGU departments work together – more collaboration valued
- Change in perspective around working with community – engagement over just direct education
- Change in reporting system to include collaboration
- Change in university process around value placed on work (process AND outcome; expected time in which outcomes are expected; what constitutes “health” work)
ECOP Health Implementation Team discusses policy changes

• An article was published by this team: “Organizational Readiness to Engage in Policy, System, and Environment Changes Supporting Positive Youth Development for Health: Case Studies from the Cooperative Extension System framed by the Transtheoretical Model,” Journal of Human Sciences and Extension (2018)

• The authors of this article included Carol Smathers (OH), Lisa Washburn (TN), Maureen Toomey (ID), Elaine Johannes (KS), Anne Iaccopucci (CA), and Karen Johnston (DE).
ECOP and Leadership Role

• System level work
• Connections made by Extension and…
  ◦ Public Health
  ◦ High Obesity Program sites (CDC)
  ◦ Opioid Rapid Response (Behavioral Health Network)
  ◦ Healthy Campus
  ◦ Health Lens for University and University as catalyst for Health equity
Ways your institution can prepare

- Wellconnectedcommunities.extension.org
- *Readiness for Well Connected Communities and Unlocking Potential: Engaging Young People in Community Change.*
  - [https://wellconnectedcommunities.extension.org/resource-archive/](https://wellconnectedcommunities.extension.org/resource-archive/)
Thank You.

Well Connected Communities is a nationwide effort to cultivate wellness led by America’s Cooperative Extension System (in partnership with National 4-H Council) with support from the Robert Wood Johnson Foundation.