Meeting Minutes with Written Reports
Westgate Park City, Utah
July 22-23, 2019, Mountain Time
Presiding – Ed Jones, Chair

Outline of Contents – Go to page 2 for list of attachments.
1. Well-Connected Communities Update ................................................................. 3
2. Request from Program Leaders Working Group and
   ECOP 4-H Leadership Committee for ECOP Budget and Legislative Committee.... 4
3. 4-H Reputation Study - Discussion on Value to CE Beyond 4-H
4. Communications & Marketing Committee Updates
5. NIFA relocation update
6. Extension Resource and Partnership Development .............................................. 5
7. Futuring Discussion – Connects to:
   a. Riley Memorial Foundation project update
   b. NAS/BANR scoping update
8. Committee reports/recommendations and ECOP actions ................................. 6
   Executive –
   a. 2020 Budget Approval (Setting Assessments for 2020)
   b. 2020-2022 SNAP-Ed Proposal
   c. Other
   Program –
   Professional Development –
9. ECOP Chair Update
10. Other: ..................................................................................................................... 7
    a. Internationalization Committee
    b. Update by APS/ACOP
    c. Reflections on NIFA, Strategic Realignment latest proposal ......................... 8
    d. Executive Director Search
Agenda Attachments and Written Reports:

2019 June ECOP Meeting minutes (URL)

July 11, 2019, ECOP Executive Committee meeting minutes (URL)

ECOP Calendar, 2019-2020 www.extension.org/ecop

Second Quarter Finance Report

Budget and Legislative Committee (BLC)

Riley Memorial Foundation’s Extension and Public Outreach Report

NAS/BANR scoping study proposal

ECOP Innovation Scoping Document

SNAP-Ed Program Development Team Request/Report

Executive Director Search Process and Position Description

Experiment Station Committee on Organization and Policy (ESCOP)

Sponsorship of APLU’s CECE Meeting Summary

Council for Agricultural Research, Extension, and Teaching (CARET)

Leadership for the 21st Century (LEAD21)

Board on Human Sciences (BoHS)

ECOP 4-H National Leadership Committee (including National 4-H Council)

4-H Crisis Accountability Audit

4-H Brand Reputation

ECOP Program Committee

Joint Council of Extension Professionals (JCEP)

Western Region ECOP Representation Updates

Academic Programs Section Report
MONDAY, JULY 22, 2019, 8:00 A.M. MT.

Ed Jones: The meeting was called to order, a quorum was present. Attendance is recorded on page 9. A closed, executive session occurred until approximately 9:45 a.m.

Opening Business –
10:15 a.m. - Ed Jones: Began meeting with introductions – The minutes from last meeting (URL) were approved by unanimous consent. The 2nd Quarter Finance Report, p.10, was presented as information. There were no additions to the agenda.

1. Well-Connected Communities Update –

Ed Jones/Michelle Rodgers – Well Connected Communities Project in 23rd month. Rebecca Kelly is the contact with Robert Wood Johnson Foundation (RWJF). Positives: Extension is 1 of 12 strategic partners with RWJF; receiving the highest level of funding by RWJF of any single organization; pleased with anticipated increase in participation and to go for an organization who can measure impact. RWJF is asking for a new logic model to put into play moving forward. The System is uniquely positioned to impact health. The communities work has gone well. RWJF is requesting a both/and approach, working in communities and at the System level; increase the impact and number of state and communities; wants more – looking for System change; more of the Deans, Directors and Administrators, involved in the decision making and dialogue. Proposal includes a grouping of leaders to work on innovations. Wave 2 can build on the SNAP-Ed changeover to a socio-ecological approach; a catalyst for Extension to consider Culture of Health as the program deliverer of choice; how to focus work in communities, how to deal with barriers, address approaches to equity. Use of the innovation scoping document that was introduces early in 2019. Michelle stated that she is stepping back from Project Director. A new full-time Project Director will be hired to work more on Systems approach. The funding for Wave 2 is pulled back until the Systems component is implemented. The RFA will be released soon. One way is for Directors and Administrators to help is to change staffing models to support the Culture of Health initiative; need to be clear with expectations; how people in communities become involved in policy work. Policy systems environment (PSE) that has worked for Extension can encourage others to do the same. PSE approach involves all program areas. How will each state be become engaged; program area? Wave 1 has been mostly influenced by 4-H and FCS. Michelle is recommending that the new Project Director be full-time and searched for from within the System, who has been involved at national level. Try to make more connections at the Systems level - is it about the convening the abilities of Extension. Michelle is looking for action by ECOP to carry back to RWJF to respond to; bringing together this effort, innovation efforts, RWJF conversations with ECOP leadership on health leadership, core competencies and JCEP’s credentialing work. System conversation with knowledge that not every state/institution will be involved.

Chuck Hibberd made a motion to have ECOP endorse the changes suggested by Michelle Rogers, including ideas from discussion stated above, noting 25 institutions have expressed interest in Wave 2. Chuck Ross seconded the motion. Ron Brown suggested having the incoming ECOP chair add this as a strategic goal, augmenting the endorsement for whomever is the lead. Action was tabled. Michelle will take this message (if passed) to RWJF and, if accepted, come back to us with a proposal of how we move forward.
2. Request from Program Leaders Working Group and ECOP 4-H Leadership Committee for ECOP Budget and Legislative Committee – p. 11

Jon Boren – In the June 2019, 4-H Program Leaders Working Group, premise enhanced 4-H policy-making strategy. Increase capacity funds, increase governmental funding outside of USDA. Uncertain what the sub-committee would be.

Jason Henderson made a motion to approve formation of an ECOP BLC sub-committee plan for increase in funding for Extension and increase government funding outside of USDA. Vonda Richardson seconded. Discussion points – is this about increasing capacity funds for all program areas, including 4-H, and for both Smith-Lever and 1890s Extension? – Yes. Jennifer Sirangelo noted the need for better coordination of advocacy with the 4-H community and Cornerstone for both NIFA and other federal funding. Lyla noted previous sub-committee efforts (RREA and EFNEP). Motion approved. Motion carried.

3. 4-H Reputation Study - Discussion on Value to Cooperative Extension Beyond 4-H, pp.42-51

Ed Jones/Jennifer Sirangelo – Provided a follow up of incident in Iowa State 4-H that caused a social media harming of 4-H brand nationally. Bayer provided Council funding for a study of 4-H Brand as a result of the incident. Hope to have a crisis communication playbook; how to best act quickly. The response time needs to get down to 12-24 hours. Lyla noted that NIFA’s change in role with respect to 4-H is an important consideration in this conversation about who does speak on behalf of 4-H.

If NIFA does not speak for 4-H, then it is up to the ECOP 4-H Leadership Committee; it will be very different than in the past. This firm is supposed to identify new roles and a new day. Concern was raised about what happens if NIFA/current administration does not like the recommendation; it is understood that there will be a new communications person involved in this.

4. Communication and Marketing Committee Updates –

Ed Jones/Doug Steele – Asked ECOP members to be prepared; have questions ready, acknowledging his situation. There is mutual respect and need to be positive with NIFA Director. An informal external advisory committee may be formed. He has been visiting Capitol Hill often. A digital Extension Service is of interest. Responded with the Energy plan that was developed a few years ago. Has plans for Policy Board of Directors to consider approval of a ½ time position; someone to go to the Hill and do the important follow up; for example the OJJDP request for increased funding. There is a need to for all to be familiar with NIFA Science emphasis areas.

5. NIFA relocation update –

Ed Jones/Scott Angle – The transition has begun, there doesn’t seem to be anything that can stop the move to Kansas City (KC). Anticipates that the federal budget will not be approved in October, might be a continuing resolution. 26% will be moving, the rest are going to do other things. Expects some to rejoin, if they do not get the job that they want. The question how to get the job done. The dollars will be spent; do not believe the rumors in the media. Every account is different. Let Scott know if anyone hears anything that is a concern. There are contractors over the next several months. Looking to other agencies. Hire-backs. Opportunities for faculty, for up to 2 years. Transitions will be handled in part by retirees. No more hiring in DC, job fair will be scheduled to take place in KC. There will be about 100 PhDs hired. Directed hiring authority has been requested for hiring of senior positions. Parag Chitnis will be in KC. Bob Holland is going to retire. None of NIFAs positions have been lost in the process. The savings from this year’s budget will come available in the next. There are 350 people
in the agency. In DC there will be 8 liaisons, broad disciplines. If there is a need for more that will be a consideration. Liaisons will work hand in glove with program leaders to help define the RFPs, conduit, help with decision-making. Not certain how the 8 will fit into the organization, this will be determined. Will continue to have liaisons to each land-grant university. Will need to have input at certain along the way. There are some things that will be outside of the norm, delayed compliance reviews, fewer people at meetings for 1 year. In the long run, the default is to not to change. There are groups continuing to work on reporting. Will be looking for a 4-H Program Leader with great knowledge, will be released in August. Have a formula to avoid disproportionate granting of money to Institutions in the KC Region.

Director Angle’s personal short-term goals: more money for NIFA (is working on Science investment with current administration), efficiency (things that he and others have complained about for years), educate the Secretary, take directions from REE strategic directions to seek new funding, (5 buckets including climate change, environmental).

Question asked about the Fund for Rural America (was run by Sally Rockey) in the 1990s, which could be a model to bring broad spectrum of interests around critical issue, e.g., climate change.

Get information, question about Extension, what works and why? Need for research for best practices.

International Extension is typically handled by the States – Dr. Angle does not see USDA giving this much of a priority.

6. Extension Resource and Partnership Development —

Rick Klemme – Gave background. Rick Klemme reviewed previous work and current status. Ali mentioned the need for a long-term budget analysis. Challenge is that the Executive Director position and potentially higher cost national office staffing, investment in communications and marketing, and investment in development. An additional factor is the emerging and changing perspective on overall advocacy. At the Spring meeting we worked on 2 other opportunities, Staffing, Communications and Marketing, then pursue the Culture of Health. The hard thing is agreeing on the value, and define the opportunity, Chuck Hibberd, thinks just one thing at a time.

Tom Dobbins – It is best to wait on the Resource Development initiative for a year while NIFA relocates, Doug Steele moves ahead with his leadership, and have the new Executive Director on board.

7. Futuring Discussion – Connects to:

a. Riley Memorial Foundation project update, pp. 12-15

Jason Henderson – Reviewed materials from this collaboration. The next step is to build relationships, DC federal budget, a unified message. There will be an op ed with Wendy Wintersteen, target the Washington Post, Politico Pro, etc. hope to build stronger partnerships, how to talk about both research and extension. Stay tuned for next steps.

b. NAS/BANR scoping update, p.16
There was a meeting earlier in the year. Reviewed the overview that is attached. The conversations need to be sure that. Scoping study of a variety of organizations, then begin to decide what is next. Earlier, Scott Angle was asked about these efforts, asked if funding was available. How to bring together the wide variety of programs and program deliveries. This will be a long-term investment. The fear is that BANR is looking at what Extension was 50 years ago. There were some concerns raised about systematic biases.

c. ECOP Innovation, pp.17-18

Recess occurred until next day. Executive, Program and Professional Development Committees met from 3:30-5:00 p.m.

**TUESDAY, JULY 23, 2019, 1:30 P.M.**

8. Committee reports/recommendations and ECOP actions

   – Executive –

   a. 2020 Budget Approval (Setting Assessments for 2020)

      Ed Jones – Reviewed the 2020 Budget Proposal attachments. No increase that will affect assessment. Note the amount available for strategic priorities. Approved by consensus.


      Ed Jones – SNAP-Ed was explained by Laura Stephenson – Noting strategic plan, train coordinators to be ready with policy changes. Information comes from the assessments performed every 3 years. Explained changes to the Executive Committee. What if we do not do the study? The data is used to support the funding and drives this is the land-grant portion of SNAP-Ed. Chuck Hibberd made a motion to continue the arrangement of ECOP working with APLU to collect assessments for the SNAP-Ed Program Development Team activities. Mark Latimore seconded. Motion carried.

   c. Other

      ■ New Opioid network received ECOP endorsement with no additional financial support.
      ■ Decided about research in Extension. Declining the opportunity with NAS/BANR.
      ■ With Creation of Internationalizing Extension Committee, Bev Durgan was affirmed at chair this committee.

   – Program –

      Carolyn Williams – The Program Committee is recommending an inventory to find programs behavioral health of military and farm/ranch producers. Person in each 5 regions to may used rapid response protocol. Asked for cooperation to have the inventory completed. Motion to approve the plan. Encourage look at resources from Mark Skidmore’s work regarding behavior health (Opioids) and Well Connected Communities. Approved.

      National Diversity in Extension Award, revisions in process. Will be finalized in September so that changes can be implemented in 2020.

   – Professional Development –

      Vonda Richardson –
• Selection of National Excellence in Extension Awardee is complete.
• New Administrator/Director Orientation @ NEDA/ESS – Topics for the panel include: Land-Grant System presentation unconfirmed; Institutional Engagement (confirmed Marshall Stewart); APLU Involvement and recommendation from ESCOP unconfirmed. Robin Shepard and Albert Essel to meet with Eric Young for input and recommendations; including overview of ECOP and ESCOP (Chairs of both ECOP & ESCOP unconfirmed); proposed Doug Steele for APLU presentation (unconfirmed).
• Development of new award targeted for county-based personnel – Established small group to review and propose criteria for review; discussion about revised some of the criteria language or weighting; consider timeline before 2020 award season; consider resources needed; plan to have a recommendation at NEDA/ESS
• Development of new Team award - Established small group to review and propose criteria for review; evaluation of existing team awards. Plan to have a recommendation at NEDA/ESS
• Engagement of eXtension for emerging issues – Use eXtension as platform for delivery via webinars, e-field books; proposed topics include Hemp, Climate Smart Agriculture, Farm Stress for development for Next Generation Leadership sessions and other professional development opportunities; small group established to work on this effort.

9. ECOP Chair Update
   Ed Jones/Mark Latimore – Presented the 2020 Calendar. Approved by consensus.

10. Other:
    a. Bev Durgan/Lou Swanson/Jon Boren – Internationalization Committee – There are 2 types of program opportunity:
        Bi-national meeting postponed – travel required Presidential approval. Severe budget restriction.
        China Ministry of Science and Technology interest – newer nations do not have Extension associated with Universities. Country is polarized by wealth boundaries. 39 Ag universities in China. The Chinese want to match US land-grant extension programs with those in China. Want to restructure ministry of Ag. Rural development institutes. There are 12 involved. Try to meet annually. Lou Swanson is happy to go back for 2 months a year to work on this. Anticipates that there will be support from the states. China pays for travel inside the country.
        Call for people who have interest, goals, may do a survey of Deans and Directors/Administrators to inventory. Describe and identify funding source. Develop talking points of international Extension. Using immigrant populations as program source. Think that this committee’s work could help change that policy perspective. NIFA was going to require agency approval for travel abroad – This was changed. China sees 4-H to prepare for rural employment, based on US 4-H of 50 years ago. Jennifer Sirangelo will introduce connections. There is an active 4-H program in Nairobi, Kenya, Africa. Jennifer/Council wants to know what to do with inquiries coming from other countries.

    b. Update by APS/ACOP, Al Wysocki – Compassion Fatigue is a topic of concern. What happens, what type of support – perhaps joint meeting on this topic. Bev Durgan offered that Mental Health First-Aid to manage stress was beneficial and her institution; 100 faculty and staff have been through the program. Jason Henderson, Purdue, too. Extension programs are
offered for employee training. Engineering database sharing, recruiting students for graduate students. Every 2-3 years do workshop trainings. Employability skills to create programs that do not exist. Are there other things, Extension faculty development?

Commonalities of APS and Extension – Crisis management, value and relevancy of higher education/Extension, grants to work together on. See attached written report on page__.

c. Ed Jones – Asked for reflections on NIFA/Scott Angle, Strategic Realignment latest proposal. Concern about collapsing, talking points are not obvious, scholarship money is mandatory authorization and is committed. You could make the amount bigger for scholarship. Vernie: from a legal standpoint, the language drive. Lining up statutory and the reporting. Advantage of combining the numbers into one line?

- Concern that the business plan for BAA was dropped along the way toward proposals.
- Asked for a summary message about Strategic Realignment. Still confused and concerned.
- Potential wedges between parts of the LGU system by having segregated lines by LGU type.
- Better Cornerstone clarity on appropriations presentations. Need to hear this many times.
- Separating 2 actions. The strategic action how to combine various lines to have multiple groups advocate for a bigger number, the efficiency would be great! Last summer, NIFA was asked by congress to undertake the duplication of programs. This was not clear, authority/finances or both. Reflecting on what happened to 1890s, made us fearful. There has been a conflation. Start thinking about more about and advocacy strategy, only about 30% optimistic that the current strategic realignment, not bad, but not nearly effect as advocacy and the help to connect the dots.

d. Executive Director Search

Ed Jones: A revised process was presented to ECOP after review by the Executive Committee. The Search Advisory Committee will screen applicants to a reasonable number for ECOP to consider, summarizing the strengths and limitations, making it be possible for ECOP to make the final decision to hire. What is not address here is the on-boarding process. Much of this will rest on Sandy Ruble to accomplish. Question was raised about including strategic partners. Ed is happy to take suggestions for this. Sandy Ruble: The cost is upwards of $5K. Chuck Hibberd: Line of questioning could be a way to engage members of ECOP; conducting breakout sessions during interview with guided questions on 3 or 4 themes tied very closely to the description. Establish a way to monitor questions and collect input by the Section and partners during the webinars.

Beverly Durgan made a motion to approve the process with changes noted after review by ECOP. These are attached. Barbara Petty seconded the motion. Motion carried.

ECOP Members agreed by unanimous consensus to proceed with Executive Director Search using the documents with revisions that have been presented.

ADJOURN
**ECOP Membership** Attendance is indicated with ☑️ or ●

**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*, University of Vermont
☑️ Louis Swanson, *Professional Development Committee*, Colorado State University
☐ Chris Watkins, *Program Committee*, 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
- Bev Coberly for Chris Geith, CEO, *eXtension Foundation*
- Rick Klemme, *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*
- Scott Angle for Louie Tupas and Mike Fitzner – *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

**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

**Guests**

- Jeff Hyde, Penn State University
- Laura Stephenson, University of Tennessee
- Doug Steele, APLU Office of Food, Agriculture and Natural Resources
- Aufa’i Apulu Ropeti Areta, American Samoa Community College
- Rosalind Dale, North Carolina A&T University
- Ami Smith, West Virginia State University
<table>
<thead>
<tr>
<th>Holdings/Reserve</th>
<th>Approved 10/3/2018</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>$623,808</td>
<td>$0</td>
<td>$231,718</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income-Expense</th>
<th>$0</th>
<th>$231,718</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td>$612,094</td>
<td>$497,114</td>
</tr>
</tbody>
</table>

55 of 76 institutions have paid as of 7/8/19

<table>
<thead>
<tr>
<th>Expense</th>
<th>$612,094</th>
<th>$265,396</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECOP National Office Operations</td>
<td>$387,812</td>
<td>$185,173</td>
</tr>
<tr>
<td>Salary and benefits</td>
<td>284,953</td>
<td>133,750</td>
</tr>
<tr>
<td>Meetings</td>
<td>10,000</td>
<td>6,545</td>
</tr>
<tr>
<td>Travel expenses including local meetings</td>
<td>30,000</td>
<td>17,593</td>
</tr>
<tr>
<td>Staff development</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>355</td>
</tr>
<tr>
<td>Design, printing, engraving</td>
<td>1,000</td>
<td>0</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>1,000</td>
<td>0</td>
</tr>
<tr>
<td>APLU Support for ECOP</td>
<td>53,859</td>
<td>26,930</td>
</tr>
</tbody>
</table>

| ECOP Executive Committee | $6,800 | $1,500 |
| Meeting support         | 5,000  | 0      |
| Memberships & related fees | 1,800 | 1,500 |

| Professional Development Committee EiE Award | $12,000 | $0  |

| Program Committee National Diversity Award | $5,300 | $0  |

| 4-H Leadership Committee | $7,500 | $5,011 |

| Strategic Priorities | $46,851 | $15,500 |

| National Impacts Database Committee | $12,500 | $1,741 |

| ESS-CES-AHS Communications and Marketing Effort | $133,331 | $56,472 |
| kglobal                                   | 111,331  | 46,388 |
| Cornerstone Government Affairs           | 22,000   | 10,083 |
ECOP Budget and Legislative Committee (BLC)
Submitted by Jon Boren
New Mexico State University

Below are significant activities of the ECOP BLC this past year:

- Members of ECOP BLC summarized talking points and representative provided input to the USDA Listening Sessions held across the country during Fall, 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.
- After Policy Board of Directors meeting on April 11, 2019, budget lines proposed to be restructured so there were no lines under $10 million resulting in 14 lines under Post-PBD meeting.

Upcoming

- ECOP BLC continue to work with ECOP CLP on 2018 Farm Bill implementation, issue development for next Farm Bill and Strategic Realignment process of NIFA funding lines.
- ECOP BLC work with ECOP 4-H Leadership Committee and National 4-H Council encouraging a targeted Cooperative Extension System-wide strategy to increase the OJJDP funding to 4-H from its current level of $3 million and $7 million during the FY20 Appropriations Cycle.
- Request from PLVG and ECOP 4-H Committee for ECOP BLC to consider forming a new 4-H Subcommittee to address increase capacity funds to grow 4-H and increase government funding outside of USDA for 4-H programs.

Request from Program Leaders Working Group and ECOP 4-H Committee for ECOP BLC to consider forming a new 4-H Subcommittee to address increase capacity funds to grow 4-H and increase government funding outside of USDA for 4-H programs.

Back to list of contents
Cooperative Extension and Public Outreach: Advancing Agriculture and Improving Lives

Overview

Photos provided by Purdue University College of Agriculture and the United States Department of Agriculture
“Extension and outreach provide trusted knowledge, objective, earned and validated through science from a proven source. That kind of knowledge is golden. It’s truly invaluable in the modern world’s often overwhelming surfeit of information and, unfortunately, misinformation from uncertain sources.”

Wendy Wintersteen, President, Iowa State University
Jay Akridge, Provost, Purdue University

Advancing Agriculture and Improving Lives

Enhancing agriculture through scientific knowledge. Founded nearly thirty-five years ago, The Charles Riley Memorial Foundation (RMF) has demonstrated a history of promoting a broader and more complete understanding of agriculture, building on the legacy of its founder who devoted his life to enhancing agriculture through scientific knowledge. RMF has sponsored an overarching report “Cooperative Extension and Public Outreach: Advancing Agriculture and Improving Lives.” The highlights of that report with an additional observation are presented here. The report demonstrates how Extension, Non-Land-Grant Colleges of Agriculture (NLGCA’s) and Non-Governmental Organizations (NGO’s) are translating research and discovery into practical applications that advance agriculture and improve lives. It is important to understand how these separate organizations have programs and functions that engage stakeholders by contributing to the development and distribution of scientific knowledge related to agriculture, food, natural resources, and the improvement of the lives of residents of all ages in rural and urban communities.

Agriculture interwoven into the life and health. The nation’s deep relationship with agriculture has been interwoven into the life and health of every U.S. resident for more than 150 years. A unique collaboration of the federal government, educational institutions, and the agricultural community underpin the discoveries and innovations essential for the viability of the food and agricultural industry was launched with the creation of Land-Grant Universities in the Morrill Act of 1862. The Smith-Lever Act of 1913, which created the Cooperative Extension Service (Extension), was another step forward to translate discovery and innovation into practical application. Through the Farm Bill, the social contract now includes NLGCA and NGO’s with the clear purpose to translate discovery and innovation into meaningful impacts for the farmers, entrepreneurs, and workers in the food and agricultural industry, the communities they work in, and the families they support.

U.S. agriculture’s competitive edge challenged. Today, U.S. agriculture’s competitive edge is challenged as public investments in agricultural research, extension and outreach trails other nations. Increasing agricultural productivity from the adoption of public research enabled the agricultural industry to cut inputs used by fourteen percent and simultaneously boost agricultural output by 98 percent. Yet, the U.S. public research expenditures dropped from four percent of agricultural gross domestic product in the early 2000’s to two percent today. Further declines in research and development threaten the future productivity of U.S. agriculture and its sustainability.

Critical juncture in time. Now is a critical juncture in time to renew the social contract between the federal government, agricultural universities, and non-governmental organizations that is vital to the economic, environmental and social sustainability of U.S. agriculture for decades to come. Extension and outreach have a fundamental role in engaging the research and knowledge from their respective institutions, translating it into a meaningful – if not life-changing – programs.

Each of these institutions have their own unique partnership with society and with each other. Together, they serve and support the educational advancement in pursuit of sustainable development. Working in an integrated and collaborative fashion, they translate and transport research and discoveries into meaningful engagement that builds agricultural enterprise and innovation, skilled labor workforces, thriving industry, and healthy, resilient communities.
Moving Agriculture Forward Through Extension and Public Outreach

Moving agriculture forward means addressing the critical societal issues through engagement, research and education. Extension and Public Outreach efforts are vital – now more than ever – to engage people, business, and communities across the country to listen and respond to their concerns and issues. Some of the greatest initiatives include:

- **Securing the economic, environmental and social sustainability of agriculture** with regard to helping farmers make production decisions.

- **Addressing the emergence of digital agriculture and the evolution of big data** with regard to the agricultural industry, necessitating the education of farmers about proper use and integration of these new technologies, including integrating 4-H into this effort to help prepare the next generation of Science, Technology, Engineering, and Mathematics (STEM) workers.

- **Developing an approach to address the natural resource consequences of a variable climate**, implementing adaptive management processes that focus on maintaining health and resiliency to mitigate negative outcomes, amidst future uncertainty.

- **Fostering community resilience** in the face of changing demographics, catastrophic weather events, limited access to broadband and other technologies, creating opportunities for engagement and partnership in the solutions for the people and businesses of these impacted communities.

- **Improving water quality and quantity** by addressing conservation efforts relative to the issues regarding ground and surface water, including irrigation efficiency, aquifer management, residential conservation, nutrient management, agricultural pesticides, and erosion control – vital to the health and welfare of every state in the nation.

- **Initiating a comprehensive urban agriculture effort** that educates Americans about where, how, and by whom their food was produced, in conjunction with support of new, local and regional food production systems in rural and urban communities.

- **Recognizing the breadth and diversity of U.S. agriculture** by providing programs and services for farming operations large and small, especially the socioeconomically disadvantaged and underserved farmers, ranchers, and communities to increase rural prosperity for all.

The future portends a necessity to invest and advance the current state of agriculture in the United States, so the nation can be better prepared to face some of the most engrossing challenges facing its communities in the next decade. Translating and transporting research and discoveries into meaningful engagement will be essential to the mission of building a nation that is rife with agricultural enterprise and innovation, skilled labor workforces, thriving industry, and healthy, resilient communities. Cooperative Extension and Public Outreach bring the university to the community with a shared goal of improving lives and enhancing economic well-being. A brief definition of each is helpful in understanding how they intersect in their efforts to engage a diverse audience of stakeholders.
Extension, Public Outreach and the Unifying Message

Cooperative Extension Brings Research and Innovation Nationwide

Cooperative Extension is a nationwide education system that operates through land-grant universities in partnership with federal, state, and local governments. Extension programs are associated with seventy-six land-grant universities in all fifty states, the District of Columbia and five territories. Founded in 1913, Extension remains responsive to both local and national interests. Whether it is helping farmers incorporate digital agricultural technology, building our future labor force with advanced Science, Technology, Engineering, and Math (STEM) skills through 4-H, strengthening the health of our families, managing our natural resources in the face of climate variations, Extension improves lives urban and rural communities. Building on a rich legacy, Extension’s relevance will be measured by its ability to offer educational programs that build vibrant communities, strong families and sustainable businesses on both Main Street and the farm gate.

Public Outreach Leaves a Regional Footprint in Its Educational Efforts

Outreach and engagement also are part of the mission of public Non-Land-Grant Colleges of Agriculture (NLGCA’s). The fifty-eight NLGCA’s who grant degrees in agriculture are involved in educational outreach, complementing Cooperative Extension efforts. This includes helping farmers and ranchers produce food and fiber utilized by the world, and improving the lives of citizens through family and consumer science programs. NLGCA’s, which have a regional footprint, may be more involved in rural economic and community development activities than the Land-Grant Universities, who have more of a state-wide emphasis. Entrepreneurship and business development endeavors include farmers’ market or local food systems, alternative specialty crops, agri and eco-tourism, agricultural technology, and other agricultural-related enterprises. Public agricultural universities and NGO’s promote awareness of citizen needs and advocate for their states and regions to improve health, education, economic development and overall quality of life.

Contributions to the Unifying Message Effort

The recent report on “Cooperative Extension and Outreach: Advancing Agriculture and Improving Lives” is an integral part of RMF’s effort to develop a unified message to increase support for agricultural, food, and natural resources research, education, Extension and outreach. The primary goal of this report is to document the good works performed by Extension, NLGCA’s and NGO’s. However, in addition, during the process of developing the report, the authors recognized the power of greater unity in the outcomes of the most recent farm bill and federal appropriations cycles. Going forward, an even higher degree of substantive and strategic unity to support major increases in funding through USDA holds great promise to accelerate recent gains. A new alliance would include most, if not all, of the following: Association for Public and Land-Grant Universities (APLU), Friends of ARS, Non-Land-Grant Agriculture and Renewable Resources Universities (NARRU), AgForward, Association of Agricultural and Applied Economics, American Statistical Association, National Coalition for Food and Agricultural Research (NCFAR), Supporters of Agricultural Research (SoAR), and the AFRI Coalition. By working together on a comprehensive strategy, beyond each group’s particular focus on one or more particular programs, great progress can be made toward fulfilling the vision of a unified message and approach.

Cooperative Extension: A 2030 Roadmap
(Study Concept – Working Draft)

A study committee appointed by the National Academies of Sciences, Engineering, and Medicine will explore the US Cooperative Extension System (CES) to identify more effective and efficient ways to leverage university, county, state and federal assets to meet the publics’ many and diverse expected outcomes.

The committee will examine diverse approaches how and why CES programs are organized differently across the U.S, identify historic and current strengths and opportunities for improvement in CES programs, and produce a roadmap for the 21st century CES.

The committee’s report will address the following questions:

**Stakeholders:**
- Who are the different stakeholders served by CES and what are their anticipated educational program needs?
- How are those needs reflected in tangible outcomes produced by today’s CES programs and what changes need to occur in future CES programs to meet these needs?
- What are the most critical target audiences or sectors for the CES to engage in the next decade?

**Metrics:**
- Is the CES a good economic and social public investment and by what measures?
- What are examples of CES models with demonstrated success, i.e., that are the most impactful in terms of return on investment for their stakeholders?
- What future metrics are important for the CES to capture outputs and outcomes?

**Alternative Organizational Structures:**
- What do we know about the effectiveness or relative strengths and weaknesses of alternative approaches to organizing extension?
- What are the comparative advantages of the CES within the larger ecosystem of organizations providing information, outreach, and engagement services to the society?

**University Extension Environments:**
- Do the university research and education missions relate appropriately to extension and how can they do better?
- Can extension add value to these missions?
- Are university knowledge and technological assets sufficiently integrated, robust and accessible to the states’ CES programs?

**Future Extension Capacity:**
- What concepts and tools of communication/engagement research and best practices are important for CES faculty?
- How should the CES evolve to meet the next decades’ challenges and opportunities?
ECOP Innovation for Capacity Building in Cooperative Extension
SCOPING DOCUMENT

As American society evolves, and the communities that cooperative extension (CE) serves grow and change, the national CE system must embrace innovations, both radical and simple, in order to remain relevant, useful, efficient, and inclusive. This body believes that innovation is a process, not a goal. Therefore, as the scoping body for CE’s intention to increase innovation in capacity building across the national system, we strongly recommend that any group engaging in this process be able to clearly answer the following questions:

1. What are we trying to innovate on or around?
2. Why are we trying to innovate on or around it?
3. What metrics will we use to measure success of any forthcoming results?

Innovations may come in areas including but not limited to:

• how educators deliver programs across function areas;
• what programs are developed and how they are delivered;
• how we collaborate/cooperate within and beyond CE;
• what constituencies are served;
• how equity principles are employed in CE at the University and in the field;
• how we assess and communicate our impact and value;
• the style and methods used to communicate our relevancy and connect to stakeholders;
• how we position ourselves within the University and scientific establishment; and,
• how we share resources and relate to each other as state entities.

Quintessential CE successes come when it embraces dispersed leadership and co-creation to deliver programs and information to customers where they are and on their own terms. Forward-looking Extension leadership seeks out innovations that emerge from a variety of sources. Given this, we acknowledge that innovations that are responsive to community and system needs – for example, in delivery, constituent identification, program types and design, and communication methods – necessarily come from the ground up. Conversely, supporting structural innovations that require institutional or systemic change – for example institutionalizing equity principles across program areas, program restructuring, budgeting adaptation, developing new external partnerships, and positioning within the University – are the responsibility of Directors, Administrators, or other individuals in strategic vision positions.

We also recognize that the system struggles with deploying, communicating, and rewarding innovations when they happen, that educators are often not supported at institutions or within the broader CE culture to embrace the high-risk or fast failure methods that can lead to innovations or radical change, and that those educators may in fact be penalized for embracing them.

Therefore, we recommend that the purpose of any ECOP innovation focused group, populated by Director/Administrator level individuals, should be to enable, encourage, support, share, and provide a national resource to capitalize on innovation in CE. The purpose of any innovation group stood up and overseen by said body should be topic area specific and populated by those who do the work.
We also recommend that the structure of any group embody the following principles:

- **Clarity of purpose:** To ensure that the individuals at the table have both the capacity and the authority to address the stated purpose, recognizing that CE serves diverse learners.

- **Inclusive & equitable representation as a consideration and goal:** This group recognizes the human resources, infrastructure, and monetary wealth disparities across the CE system and the myriad ways a program’s limited resources has material impact on the ability to innovate and willingness to take on the risks of innovating.

- **Fail fast:** Innovating means trying new things, many of which may fail, and trying again. By creating a professional space where fast failure is not a threat to an individual members’ standing within a University is critical for true innovation to take place.

- **Intentional partnership:** A team focused on empowering, elevating, and sharing innovation across the CE system must also consider its relationship to external entities as potential partners and resources.

**Recommended Next Steps:**

It is recommended that ECOP endorse and support in a standing Innovation Committee, similar to the 4-H Leadership Committee, to embrace strategic opportunities. Through an open application process ECOP would empanel a group of no more than 10 individuals, representing each region and broad program area expertise. This committee would have the authority to name, as ex-officio members, representatives of external partners such as eXtension and NIFA. This Committee would tackle leader level innovation topics (as described above) and would provide oversight to any topic area specific groups that should be empaneled.

This structure would enable intentional partnerships between CE and external partners while allowing the Committee to leverage the resources of all parties, including but not limited to APLU’s structure, the expertise of NEDA members (for ECOP), and communities, funding sources, and on-the-ground CE innovators (for eXtension and others). This Committee may make recommendations to both ECOP and, if invited, the eXtension Board of Directors, be able to send a representative to sit on the eXtension Board of Directors as invited, present findings to APLU, convene diverse CE professionals across subject matter areas, and produce independent products. This scoping committee is willing and able to provide a selection committee with criteria upon request.

The first orders of business in support of the ground-up and top-down innovation outlined above:

1. Establish a process through which innovation topics of national importance (see list above for examples from the scoping committee) are selected for attention. Establish and move forward a process by which individuals are found and empowered to serve on those groups.

2. Prepare and present recommendations on the structural, cultural, and institutional changes that University’s may implement to empower innovation in CE at the University level AND/OR a set of guiding principles that institutions may embrace as they attempt to foster, lift roadblocks to, and empower innovation earlier in an educator/researcher’s career. These recommendations or principles should be presented at the 2019 Joint CES/ESS Annual Meeting and the 2020 APLU Annual meeting in working sessions geared towards and marketed to University Presidents, Provosts, and Deans.
The Supplemental Nutrition Assistance Program (SNAP) Education Assessment, is billed to 1862 and 1890 land-grant Extension institutions delivering SNAP-Ed. The total budget of $150,000 covers work of the SNAP-Ed National Program Development Team headquartered at South Dakota State University. The billed amount is based on the proportion of SNAP-Ed funding received in the previous year as reported by participating Extension Services. In the fall of each year, institutions are surveyed with the help of the ECOP National Office to determine participation in SNAP-Ed and the amount of money received. Billing occurs in January along with other assessments from APLU Office of Food, Agriculture, & Natural Resources. The SNAP-Ed Program Development Team staff, with the support of the ECOP National Office, is responsible for contacting institutions to encourage payment. Quarterly receipts are paid in full by APLU to the host institution, South Dakota State University, so the account carries a zero balance.

July 2019
The Land-Grant University SNAP-Ed Program Development Team (PDT) is action-oriented, proactive, and focused on long-term projects. This 17-person team represents all Extension regions and is comprised of family and consumer science program leaders and other university administrators, SNAP-Ed program coordinators, an office manager from the Land-Grant University (LGU) System, and a federal partner from the National Institute of Food and Agriculture (NIFA), U.S. Department of Agriculture. In 2019, an EFNEP Coordinator was added to the team to help facilitate coordination among SNAP-Ed, EFNEP, and other Land-Grant University extension low-income nutrition education programs. A second Family and Consumer Sciences Administrator was added to the Executive Committee to share volunteer leadership responsibilities. The team conducts monthly conference calls, subcommittee work, and an annual face-to-face meeting to improve the consistency and effectiveness of Extension SNAP-Ed programming to address national health and nutrition-related problems facing low-income populations in the context of Extension’s broader low-income nutrition education portfolio. At its annual meeting in April, the PDT reviewed progress, refined and updated its strategic plan implementation, and developed key action steps for the upcoming year. Specific deliverables were identified, building upon past efforts. These included:
Providing training to support SNAP-Ed leaders in educating legislators and stakeholders;
Developing and disseminating onboarding resources to help new SNAP-Ed leaders have a successful start and other resources to strengthen programming across the LGUs;
Improving coordination, complementary efforts, and synergy across the LGUs and with additional partners to maximize efficiency and avoid duplication;
Preparing a SNAP-Ed LGU National Report on comprehensive approaches and impacts; and
Fostering communication among LGUs and with other implementing agencies and stakeholders.

The PDT’s ongoing goals are to support programming, professional development, and partner engagement in ways that will best serve the SNAP-Ed population.

Highlights of work of the team include:

- **Legislative Education.** A primary priority was to ensure that Extension leadership and others had current, relevant, and accurate information related to SNAP-Ed Land-Grant efforts. The PDT has consistently gathered data, developed content for stakeholders, created a Land-Grant University SNAP-Ed brochure for distribution, and responded to requests from ECOP and Cornerstone with information regarding Land-Grant University SNAP-Ed funding levels, implementation strategies, collective impacts and success stories.

- **Strengthening Program and Developing Colleagues.** A second priority was the development of SNAP-Ed program staff. Resources were created for a SNAP-Ed 101 primer for incoming coordinators. PDT members also provided training, mentored new coordinators, and addressed questions from colleagues. They initiated a web-retreat for LGU-Extension SNAP-Ed Directors to discuss hot topics and share best practices.

- **Building and Sustaining Critical Partnerships.** The PDT showcased a display at the National SNAP Directors’ Annual Meeting. Several PDT members also served as liaisons with Association of SNAP Nutrition Education Administrators (ASNNA) committees to ensure that PDT efforts aligned with priorities of other implementing agencies. Resources were developed for strengthening interactions with State agencies including best practice tips and Land-Grant system overviews explaining the mission to impact local communities. PDT members met with USDA FNS contacts to consider how to support agency priorities.

- **Enhancing Communication and Shared Understanding.** PDT members facilitated increased calls and more consistent communication within and across extension regions. PDT developed resources are available at [https://community-nutrition-education.extension.org](https://community-nutrition-education.extension.org), the community nutrition page on the eXtension website. Program impact reports from 28 states and the District of Columbia for the past year have also been posted. This “community,” currently at 233 members, continues to grow. These efforts have resulted in developing the capacity of the Land-Grant system to more effectively train new coordinators, share emerging concerns, develop strategies and solutions to increase impactful programs, and leverage resources across states.
Members of the LGU SNAP-Ed Program Development Team for 2019-2020

North Central Region
- Christine Hradek, SNAP-Ed and EFNEP Coordinator, Iowa State University
- Jennifer McCaffrey, Assistant Dean, Family and Consumer Sciences, University of Illinois
- Lisa Ross, Program Manager, EFNEP and SNAP-Ed, Kansas State University

Northeast Region
- Elise Gurgevich, SNAP-Ed and EFNEP Coordinator, Penn State University
- Joan Paddock, EFNEP Coordinator, Cornell University

Southern Region
- Sylvia Byrd, Project Director, 4-H and Family and Consumer Sciences, Mississippi State University
- Candance (Candy) Gabel, State Coordinator, Community Nutrition Education Program, Oklahoma State University
- Lorelei Jones, EFNEP Coordinator, North Carolina State University
- Renda Nelson, Better Living for Texans State Program Director, Texas A&M University

Western Region
- Heidi LeBlanc, SNAP-Ed Director, Utah State University (new)
- Donna Sauter, ICAN Director (SNAP-Ed & EFNEP), New Mexico State University
- Katie Panarella, Director of Nutrition, Family and Consumer Sciences Program & Policy, University of California

Executive Committee
- Angie Abbott, Assistant Dean and Associate Director, Health and Human Sciences Extension, Purdue University (new)
- Laura Stephenson, Assistant Dean, Family and Consumer Sciences, University of Tennessee Extension
- Jill Thorngren, Dean, College of Education and Human Sciences, South Dakota State University
- Sandra Jensen, Office Manager SNAP-Ed through the LGU System, South Dakota State University
- Helen Chipman, National Program Leader Food & Nutrition Education, NIFA/USDA
- Andrea Morris, Health and Nutrition Specialist/Program Manager EFNEP and SNAP-Ed, Alabama A&M University; 1890 representative

SNAP-ED PDT Strategic Action Plan

SNAP-Ed PDT members annually revise the strategic action plan to reflect the identified needs of the Land Grant system in implementation and coordination of the collective limited resource nutrition education programs. Goals for FY’20 include the following:

Goal 1. Educate internal and external stakeholders/policymakers about the value of LGU system for effective and impactful SNAP-Ed program delivery.

Legislative Education work group members: Christine Hradek (Chair), Candy Gabel, Sylvia Byrd, Lorelei Jones, Jennifer McCaffrey, Angie Abbott, Laura Stephenson
Action Plan:

1. Complete and disseminate Legislative 101 training for inclusion in the new coordinators’ toolkit.
2. Communication strategy around synergistic yet unique collaboration of SNAP-Ed with EFNEP.
3. Prepare information for Monday Minutes with action-oriented messages.
4. Send a note to LGU SNAP-Ed listserv in October 2019 and January 2020 as a reminder to prepare for hill visits.
5. Develop rapid responses as needed.

Goal 2. Share expertise within the LGU system/Extension to strengthen and support SNAP-Ed program leadership.

*Shared Expertise work group members: Renda Nelson (Chair), Elise Gurgevich, Joan Paddock, Donna Sauter, Jill Thorngren*

Action Plan:

1. Develop and disseminate an online survey of expertise across the LGU SNAP-Ed community.
2. Identify, compile, or create materials for the SNAP-Ed 101 Leadership Resources.
3. Develop an ongoing system for connecting with new SNAP-Ed directors/coordiators.
4. Hold quarterly online conversations with SNAP-Ed Coordinators on identified topics that respond to the needs of LGU SNAP-Ed implementation.

Goal 3. Enhance LGU capacity for complementary nutrition programming and strategic partnership structures.

*Complementary programs and partnerships work group members: Lorelei Jones (Co-Chair), Heidi LeBlanc, Lisa Ross, Sally Bowman (ad hoc), Katie Panarella, Andrea Morris*

Action Plan:

2. Draft and develop proposal to AATSD (SNAP directors) meeting and coordinate display booth.
3. Identify best practices to coordinate and collaborate with other FNS funded programs (WIC, Farmer’s Markets, Child Nutrition, SNAC, etc.).
4. Identify best practices to coordinate and collaborate with other state implementing agencies.
5. Identify best practices to coordinate and collaborate with EFNEP and other LGU nutrition education initiatives.

Goal 4. Facilitate the work of committees

*Executive work group members: Helen Chipman, Jill Thorngren, Angie Abbott, Sandy Jensen, Laura Stephenson, Andrea Morris*

Action Plan:

1. Develop a plan to highlight program impact/outcomes of state LGU SNAP-Ed programs.
2. Develop and disseminate Monday Minutes each month. (All work groups).
3. Oversight of outsourced projects. (Develop and finalize RFP’s for core competencies and three-year report).
Three-year Continuation Budget Request

NATIONAL LEADERSHIP FOR SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM EDUCATION (SNAP-Ed) – CES/NIFA
(Reflects continued shared state and federal commitment to SNAP-Ed)
2020-21-22 (Calendar Years) Land-Grant SNAP-Ed Office Budget*

<table>
<thead>
<tr>
<th>Extension Directors/Administrators Assessment*</th>
<th>NIFA In-Kind Support**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budget Item</td>
<td>Funds Allocated 2020</td>
</tr>
<tr>
<td>---------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>LAND-GRANT UNIVERSITY SNAP-ED OFFICE</td>
<td>National Program Leader - 30% time</td>
</tr>
<tr>
<td>Office Manager - 100% Time + Benefits</td>
<td>60,000</td>
</tr>
<tr>
<td>Materials &amp; Supplies</td>
<td>4,000</td>
</tr>
<tr>
<td>Communication</td>
<td>1,500</td>
</tr>
<tr>
<td>Postage</td>
<td>500</td>
</tr>
<tr>
<td>PROGRAM DEVELOPMENT TEAM</td>
<td>National Program Assistant - 1% time</td>
</tr>
<tr>
<td>Committee/University Representatives Travel</td>
<td>30,000</td>
</tr>
<tr>
<td>SPECIAL PROJECTS</td>
<td>National Program Specialist - 2% time</td>
</tr>
<tr>
<td>Updating and Maintaining SNAP-Ed Webpages</td>
<td>Travel - National Program Leader</td>
</tr>
<tr>
<td>Visibility and Sustainability: Increase visibility of SNAP-Ed nationally, show long term viability and need for program</td>
<td>8,000</td>
</tr>
<tr>
<td>National SNAP-Ed Report</td>
<td>Office Space provided by SDSU</td>
</tr>
<tr>
<td>TOTAL</td>
<td>TOTAL IN-Kind Support</td>
</tr>
<tr>
<td></td>
<td>LGU Program Development Team &amp; Executive Committee (16 Members)</td>
</tr>
<tr>
<td></td>
<td>TOTAL IN-KIND SUPPORT</td>
</tr>
</tbody>
</table>

*Assessment is based on FNS SNAP-Ed plan fiscal year, payment is based on calendar year
**This conservative estimate does not reflect NIFA personnel benefits**

<table>
<thead>
<tr>
<th>Budget Item - 2020-21-22</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Extension Directors/Administrators Assessment</strong></td>
<td></td>
</tr>
<tr>
<td>LAND-GRANT UNIVERSITY SNAP-ED OFFICE</td>
<td></td>
</tr>
<tr>
<td>Office Manager - 100% Time</td>
<td>Salary &amp; benefits</td>
</tr>
<tr>
<td>Materials &amp; Supplies</td>
<td>New computer/printer 2020, current computer is ~5 years old, materials, office supplies, printing</td>
</tr>
<tr>
<td>Communication</td>
<td>Telephone, voice mail, computer connection port, upkeep and repair</td>
</tr>
<tr>
<td>Postage</td>
<td>Postage &amp; package mailing</td>
</tr>
<tr>
<td>SNAP-Ed PROGRAM DEVELOPMENT TEAM</td>
<td></td>
</tr>
<tr>
<td>Committee/University Representatives Travel</td>
<td>Annual meeting of SNAP-Ed Program Development Team (includes continuing members, new members, and those rotating off. This gives best transition of ongoing projects), hotel, meeting rooms, travel, etc. (cost shared with PDT members), other travel representing Land-Grant University System as appropriate (i.e. National SNAP Directors Conference, other stakeholders, FNS policy guidance/implementation meetings, etc.).</td>
</tr>
<tr>
<td>SPECIAL PROJECTS</td>
<td></td>
</tr>
<tr>
<td>Updating and Maintaining SNAP-Ed Webpages</td>
<td>Update and maintain SNAP-Ed pages housed at NIFA/USDA site and Community Nutrition Education pages previously on eXtension.org. Community Nutrition Education is the home of SNAP-Ed documents, stakeholder reports, tools, resources, news and information, and/or other recommended communication strategies.</td>
</tr>
<tr>
<td>Visibility and Sustainability: Increase visibility of SNAP-Ed nationally, show long term viability and need for program</td>
<td>Ongoing showcasing and sharing the work of SNAP-Ed in the LGU system. May include creation of banners, videos, and other strategies to share the work of the LGUs.</td>
</tr>
<tr>
<td>National SNAP-Ed Report</td>
<td>Since 2002, the office has produced national reports covering SNAP-Ed in the LGU System. We plan to continue producing a national report approximately every three years.</td>
</tr>
<tr>
<td><strong>NIFA In-Kind Support</strong></td>
<td></td>
</tr>
<tr>
<td>National Program Leader - 30% time</td>
<td>Salary of NIFA National Program Leader for Food and Nutrition Education.</td>
</tr>
<tr>
<td>National Program Assistant - 1% time</td>
<td>Salary of NIFA National Program Assistant for Food and Nutrition Education.</td>
</tr>
<tr>
<td>National Program Specialist - 2% time</td>
<td>Salary of NIFA National Program Specialist for Food and Nutrition Education.</td>
</tr>
<tr>
<td>Travel - National Program Leader</td>
<td>Travel of NIFA National Program Leader for Food and Nutrition Education</td>
</tr>
</tbody>
</table>
Search Advisory Committee – All regions being represented
Chaired by, Ed Jones, as past Chair, and liaison to 4-H Leadership Committee, staffed by Assistant Director after the screening of applications
ECOP Executive (2), Professional Development, Program Committee Representatives
Executive Director and Administrator Team Representative
Support for Search process-APLU Human Resources, Michelle Szenchenyi, Director, mszenchenyi@aplu.org.

Charge: The Search Committee will join all members of ECOP in recruiting candidates, review applications and conduct interviews on a rolling basis until a suitable candidate is identified and review current Office staffing model, including the EDA Team roles (0.25FTE X 5) and recommend National Office staffing alternatives by (DATE?).

Timeline (subject to adjustment by the Search Advisory Committee with a goal of interviews being completed early-mid December):

<table>
<thead>
<tr>
<th>Task</th>
<th>Who</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post Position</td>
<td>APLU Human Resources</td>
<td>8/5</td>
</tr>
<tr>
<td>Establish Rubric for Screening Process</td>
<td>Search Advisory Committee</td>
<td></td>
</tr>
<tr>
<td>Close Posting (Until Position is Filled)</td>
<td>APLU Human Resources</td>
<td>9/27 (10/4)</td>
</tr>
<tr>
<td>Screen Candidates (paper)</td>
<td>Search Advisory Committee</td>
<td>10/18</td>
</tr>
<tr>
<td>Phone Interviews/ Select Final Candidates</td>
<td>Search Advisory Committee</td>
<td>11/8</td>
</tr>
<tr>
<td>National Webinar presentation by Candidates with participant survey</td>
<td>ECOP Members and Directors/Administrators</td>
<td>12/4</td>
</tr>
<tr>
<td>Face to Face Interviews</td>
<td>Search Advisory Committee</td>
<td>1/10</td>
</tr>
<tr>
<td>Offer Position-Complete Hire Process</td>
<td>ECOP Chair/APLU Human Resources</td>
<td>1/24</td>
</tr>
<tr>
<td>Introduce New ED at APLU/ECOP Spring Meeting</td>
<td>Search Advisory Committee Chair</td>
<td>March</td>
</tr>
</tbody>
</table>

Budget and other resource considerations; advertising, cost of face-to-face meetings, staff time, etc.
The Cooperative Extension Service is a congressionally established, educational system designed to connect communities to Land Grant Universities (LGU) and to help people use research-based knowledge to improve their lives.

Cooperative Extension is coordinated at the national level by the Extension Committee on Organization and Policy (ECOP), a leadership and governing board representing the 76 state, territory, and 1890 LGU Extension Programs. The Executive Director serves and guides ECOP in addressing its four core themes: 1) building partnerships and acquiring resources, 2) increasing understanding and visibility of the Cooperative Extension System, 3) enhancing leadership and professional development, and 4) strengthening organizational functioning.

The Executive Director will

- Build partnerships and connections to elevate Extension in the national dialogue and help the Cooperative Extension System address priority national and local issues by increasing resources, enhancing collaboration, and supporting program development.
- Advise ECOP’s Federal Policy Agenda.
- Support ECOP members on Board on Agriculture Assembly (BAA) committees and task forces.
- Provide strategic executive leadership and operational/logistical support to the organization’s leadership, committees, and ad hoc groups.
- Serve as the public face and credible voice representing the Cooperative Extension System at the national level to internal and external partners.

The ideal candidate

- Is a visionary rising mid- or senior-level professional with knowledge of or experience with the Cooperative Extension System.
- Has executive leadership and organizational management skills; Ph.D. or terminal degree preferred.
- Is willing to be a servant leader and organized facilitator of diverse constituencies.
- Is an effective verbal and written communicator; able to clearly articulate a complex organization’s long-term vision and strategy.
- Has experience effectively managing an office and providing leadership, supervision, and evaluation of local and remote staff members, contractors, consultants, working groups, and committees involved in carrying out expected duties.
- Is a creative thinker; able to imagine new communication pathways to elevate Extension on the national stage.
• Is passionate about building out the structure and relationships required to move forward successful new funding models, public private partnerships, or philanthropic relationships.
• Has the ability to cultivate and maintain relationships in Washington, D.C., including with federal agencies and organizations, Land-grant university stakeholder groups, and other partners deemed important by ECOP.
• Understands the legislative and appropriations landscape in which the Cooperative Extension System functions.
• Has experience managing budgets with a high level of fiscal accountability and transparency.

Position Terms
This position is full time, based in Washington DC, with flexibility for telecommuting several days a month from within the DC metro area. The Executive Director’s Office is currently located at the Association of Public and Land-Grant Universities (APLU) offices. Occasional evenings and weekends will be required. The Executive Director is expected to travel nationally as needed to support the system amounting to 6-8 weeks per year on average.

Compensation and Benefits
Salary range commensurate with experience and qualifications. Competitive benefits package includes medical, dental, vision, life, long term care, and legal insurances; flexible spending accounts; 100% commuter benefits; 401a/403b (10%); wellness program; and more.

Application Instructions (Subject to revision to submit to APLU Human Resources referencing the Search Committee Chair rather than ECOP Chair)
Interested parties must email application packages to Dr. Ed Jones, ECOP Chair, Search Committee, at ejones1@vt.edu referencing Executive Director in the email subject line. Inquiries and questions may be directed to Dr. Jones.

Application packages must include the following as a single PDF:
• A cover letter outlining how your qualifications address the leadership expectations and skills identified above.
• A one- to two-page narrative summary of your background, experiences, and major accomplishments related to the position roles and responsibilities.
• Resume.
• Three references: names, addresses, phone numbers, e-mail addresses, and relationship of each reference to you.

The Search Committee will review applications and conduct interviews on a rolling basis until a suitable candidate is identified. Finalists for this position must successfully complete appropriate background checks. Start date is negotiable.
Items discussed at the ESCOP meeting held on March 4, 2019 at the CARET/AHS meeting in Washington DC:

1) ESCOP and ECOP leadership visits to DC in February 2019 to meet with various funding agencies.
2) Steve Loring named new chair of the Communications & Marketing Committee,
3) Rick Rhodes informed the group that he has taken over as lead ED to DCC with Ali Fares as the new DCC chair, replacing Karen Plaut. Rick also reminded everyone about the Excellence in Diversity and Inclusion award and encouraged the group to share the call for nominations.
4) National Impact Database Committee (Steve Loring). All impacts will be peer reviewed going forward and shared widely with CARET reps and other stakeholders to better share our stories and impacts. Online impact training and standards for database submissions has begun.
5) An action statement was put forth to reinstate the match waiver provided to Land-grant and qualifying non-Land-grant universities for grant programs supported by NIFA (e.g., SCRI, OREI.).
6) Strategic realignment discussions continued and the subcommittee is currently collecting feedback on the proposed realignment from stakeholders and encouraging deans and directors to help with this process in their states.

Back to list of contents
Report to ECOP on Sponsorship of $1,000 for the APLU’s CECE-CoR Joint Summer Meeting
Pennsylvania State University, State College, PA
June 16-19, 2019

Below is a list of Cooperative Extension Section associated members who participated in the Meeting. Year indicates when term ends on APLU’s CECE Executive Committee.

Marshall Stewart (2021), University of Missouri
Shelly Nichols-Richardson (2021), University of Illinois
Ashley Stokes (2021), Colorado State University
Jorge Atiles (2019), Oklahoma State University
Lou Swanson, Colorado State University
Lindsey Shirley, Oregon State University
Wendy Powers, University of California
Ivory Lyles, served on planning committee for this meeting, University of Nevada
Monica Babine, Washington State University

The following is a collection of reactions and ideas from the Extension leaders listed above. This document was prepared by Sandy Ruble, Assistant Director, Cooperative Extension/ECOP, sandyruble@extension.org.

- Glad to see ECOP engaged at this meeting. One very good take-away is the many mentions by the presenters about Extension. This is a change from last year. **There is much higher visibility of Extension in this forum and opportunities for us to collaborate further.** One example is through the APLU broadband initiative. **An idea was presented to conduct a broadband testing exercise at all Extension offices in counties and parishes in the nation. It would help better map the reality of the digital divide in rural and urban America.** APLU’s Sheila Martin has helped spearhead with the National Digital Education Extension Team (NDEET), a group of Land-Grant Universities (LGU) and the Regional Rural Development Centers across the country working on broadband. There are many other possibilities.

- There are probably several Extension related programs that would meet and exceed the criteria of the C. Peter Magrath Community Engagement Scholarship Award and/or some of the IEP awards. **Likely, some of the LGU universities compete and win the awards without any real connection to Extension. This is one way to connect Extension to broader engagement.**

- **Anne Hazlett, Senior Advisor for Rural Affairs, White House Office of National Drug Control Policy** – Her knowledge and understanding of Extension would give her credibility and be helpful to Extension leaders in understanding how to better connect.

- Perhaps many LGU/Extension folks are not aware of how much high quality “extension/engagement” goes on in other non-LGU universities or through parts of their LGU that are not connected to Smith-Lever Extension. **It would be good to raise that awareness in the land-grants in some way.**

- **There is an opportunity is to contribute to APLU’s Public Impact-Focused Research (PIR) drafting efforts to ensure Extension is included in the language, plans and implementation.** The contacts for more conversation regarding this are Sheila Martin and Paul Roben.
The combined meeting between CoR and CECE facilitated the continuation of dialogue and planning between leaders and faculty from the research and engagement/Extension missions of the LGU's. The opportunity to build collaborative research, education and engagement plans for institutions raises the bar for addressing broader impacts and community issues.

The IEP taxonomy provides another set of metrics for measuring the success of engagement/Extension at LGU’s. Specifically, identifying outcomes that relate to talent, innovation, and place that advance the prosperity of communities. (See pages 9-11 of the 2019 IEP Universities Award Application Guidelines).

The meeting provided a showcase of best practices for public universities to remain relevant and connected to the communities that we serve and identify strategies to expand our services to historically underrepresented populations and those that we do not currently reach.

Council for Agricultural Research, Extension, and Teaching (CARET)
Submitted by Charlotte Wenham

Council for Agriculture Research, Extension and Teaching (CARET) is a national group of advocates for the Extension and Research systems of the land grant universities. The group meets in Washington, DC annually the first week of March. Executive committee meetings are held each quarter. At the June 12-13, 2020, Executive Committee meeting, reports were presented by:

-- Cornerstone - the matches required by the Farm Bill are a problem for some land grants
-- Report on the Strategic Realignment - in process, need to engage commodity groups and others and to develop less redundant agendas
-- APLU update from Doug Steele - CARET representatives could be used as advocates for the strategic realignment when it is completed; talking points for state offices will be provided; should be a unified message with a year round approach
-- Wallace Tyner presented cost benefit analysis for providing broad band to rural areas in Indiana, made a great case for spending on the front end

Upcoming
Continue to keep in touch regarding the Strategic Plan and how CARET can be a part of the advocacy efforts to make it successful.
The LEAD21 Board met on Friday June 21, 2019 in Chaska, MN. The Board meeting followed the first session of Class 15 from the LEAD21 training program.

- One member from the facilitation team has taken a new job and no longer can participate in the training. Rochelle Sapp (UGA Program Coordinator for LEAD21), developed a solution for the training that involved adding a new facilitator (Tobias Spanier) experienced with the content who also is a LEAD21 graduate. Toby joined the facilitation team for the first session. Preliminary reviews on the switch were very positive from participants.

- Class 15 has 90 members – an all-time high for the program. The Board received 15 applications for scholarships to attend the program. Six scholarships were awarded; all 15 applicants attended the training.

- The alumni association held their first event in February. The event was a great success and the alumni group is gaining momentum moving into its second year.

- No refunds were requested under the new policy. (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.)

- Brian Kowalkowski is the current Board Chair. Mike O’Neill is the Program Chair for the current year and Board Chair in the following year.

- The program has a strong evaluation component. Rochelle Sapp and staff from UGA are exploring peer-reviewed publications from evaluation and program data.

- The Board approved the budget for Class 16. The LEAD21 training has become fiscally sound under the leadership of Rochelle Sapp (UGA).

Upcoming

Session II of LEAD21 training now will take place in Denver, CO. Dates are September 30 – October 3, 2019.

Contact Mike O’Neill, mp.oneill@uconn.edu or Carolyn J. Williams, cjwilliams@pvamu.edu if there are any questions.
As of March 2019, the BoHS membership has determined that our spring meetings, beginning in 2020, will be annually held in conjunction with the Council for Administrators for Family and Consumer Sciences (CAFCS) rather than every other year. The 2020 meeting will be held February 18-21 at the Embassy Suites, Kansas City, MO.

BoHS Executive Committee has been working to develop a new evaluation tool to measure the effectiveness of their strategic plan. A tool was piloted in 2018 but with little response and it was determined that the tool did not fully address the effectiveness of the Board.

BoHS continued to support three interns to help improve their social media presence and increase the awareness of Human Science research and activity. The 2018-2019 interns are students at Kansas State University, Mississippi State University and Southern University.

March--John Buckwalter, BoHS Chair, sent a letter to Dr. Scott Angle expressing concern for NIFA's Move and Potential Impact on the Division of Family & Consumer Sciences' Relationship with National Partners.

June 28--Jo Britt-Rankin represented the BoHS on the NIFA Relocation and Transition teleconference with Dr. Scott Angle

**Upcoming**

BoHS Executive Committee is working to reach out to Human Science programs that have not paid or renewed their dues. Some of these units have been reorganized or are located within different colleges across campuses, so this may require working with individual departments as well as colleges. It is a goal of BoHS to increase active membership and re-engage units who may have not participated in recent years.

The BoHS is currently accepting award applications through July 22 (extended from July 5). These awards will presented at the APLU Annual Meeting in San Diego in November.

The BoHS membership has asked the Board to ensure that our efforts are supportive of all Human Science member institutions/programs. For example, recent efforts have been heavily health focused. Many of our members also have textiles programs and want to ensure that their interests are also of focus for our Board interests.

During our summer meeting, the Board will discuss potentially meeting at the International Federation for Home Economics World Congress 2020 at Atlanta Hyatt Regency Hotel, Atlanta, GA in August 2020 rather than at the Joint COPs meeting.
Goals:
1. Continue to build understanding and relationships among committee members to support productive dialogue, leading to action on issues of national importance to 4-H.
2. Discuss current opportunities and actions of the four priority areas identified by this committee – Engaging More Youth, Marketing, Resources, Governance and Alignment.
3. Continue to advance 2019 goals in relation to successful achievement of the 2025 growth and PYD vision.

Upcoming

II. Developing a bold vision and plan for the future of 4-H that reflects the diversity of youth in the United States

4-H Diversity, Equity and Inclusion Opportunity Statement - Dorothy Freeman (National 4-H Council Equity Director) provided an update on the process of developing an opportunity statement to guide 4-H goals in diversity, equity and inclusion. Dorothy worked with a small committee and Extension leaders at Ohio State University to develop a survey tool leading to a draft statement designed to guide the next steps in the process.

ACTION - After discussion and minor changes to the draft statement, ECOP 4-H affirm the equity and inclusion opportunity statement, and continuation of the process of developing the vision statement and connected strategic initiatives. The approved statement is as follows:

4-H, the nation’s largest youth development organization, will embrace the rich diversity of youth, families and communities that comprise our nation. We will grow our organization in ways which leverage that diversity to improve the economic, environmental and social conditions in which people live. At a time when disparities in resources and opportunities are growing for families across the country, the need for 4-H high quality positive youth development has never been greater. Cooperative Extension and 4-H have an opportunity to close the gap in wellbeing and economic mobility as we undertake our bold goal to engage 10 million youth reflecting the diversity of the communities we serve by 2025. To achieve the growth and impact to which our system is committed, Extension must build and sustain community partnerships to offer 4-H in response to community needs, and re-examine how we hire and support staff, recruit and support volunteers, and fund and sustain programs. Uniting toward an inclusive, diverse and equitable 4-H is the fuel we need to increase access for all youth, families and communities—in every town, every city and every corner of America.

The 4-H Pathways Process - ECOP 4-H LC held a joint session with the National 4-H Council Board of Trustees for an update and dialogue regarding proposed next steps for the Pathways Innovation project that began in the spring of 2018. Council trustee Jim Borel provided background on the emergence of the project after the fall 2017 learning trip to engage with 4-H Alumni in Silicon Valley. Andy Turner and Andy Ferrin then presented the work and recommendations of the 11 LGU institutions and 25 Extension professionals involved in the process eight-month pathway process. At the conclusion of the joint session, ECOP 4-H continued the discussion regarding the Pathways project.

ACTION - The 4-H ECOP Leadership Committee endorse the recommendations of the Pathways process as a guiding framework for the 4-H systems efforts to meet our growth goals and vision of reaching 10 million youth by 2025. The motion passed unanimously.

III. Aligning and governing more effectively among and between 4-H National Headquarters/NIFA, National 4-H Council, and the Cooperative Extension System.

4-H Name and Emblem Update - Updating and aligning the 4-H Name and Emblem Policy with our national 4-H goals for growth and program quality has been an ongoing priority of the ECOP 4-H Leadership Committee.
The goal is to create opportunities to advance the growth and fiscal health of the 4-H program by increasing private sector financial resources to 4-H programs across the country. ECOP 4-H has been working on behalf of the system to move this process forward within USDA-NIFA for the past two years. We have learned that legislative action will be needed to create the changes we need to advance our long term goals and the discussions so far have created an opportunity to move in that direction. The goal is to update the authorization language to allow National 4-H Council to use the 4-H name and emblem on a national or multi-state basis in accordance with USDA guidelines in ways that will lead to increased financial support to Cooperative Extension. The changes to the policy would have no effect on the existing authority delegated to the Cooperative Extension Service, the land-grant institutions, local 4-H clubs, nor on their jurisdictions. Jennifer Sirangelo reported that USDA Deputy Secretary Censky has agreed to our request, and that the new language has been approved and added to the USDA-NIFA website as of June 20, 2019. We will continue to pursue the required legislative changes needed to ensure that the updated language will transfer from one Federal Administration to the next.

The 4-H Program Leader reps to ECOP 4-H shared the updates regarding the name and emblem with Program Leaders in their regions in May. Comments and concerns were minimal but a few questions came forward related to proceeding with caution and avoiding any unintended consequences. The questions related to two areas:

1. Concern that changes at USDA-NIFA might lead to 4-H losing some status if the organization is perceived to be less and less connected to the Federal Government.
2. Ensuring that the wider use of the 4-H Name and Emblem does not lead to diminishing its status and meaning as a publicly funded organization with ties to the Land Grant College System and that these attributes provide us with benefits that other youth serving entities do not have.

ECOP 4-H/PLWG Policy Guidance Working Group - ECOP 4-H appointed a small task force at the February 2019 meeting to work with the PLWG to review and update several 4-H Policy Guidance documents previously developed and available to the 4-H system at USDA-NIFA. PLWG representatives (Jean Glowacki from Colorado and Mike Yoder from North Carolina) have been working with Andy Turner to update two policy documents related to religion and naming of 4-H entities. There was significant discussions about this topic with concerns raised about roles and ensuring that ECOP 4-H and the PLWG do not exceed their mandate and role when it comes to policy development for individual LGU institutions. Consensus was reached that proposed final versions of any policy guidance documents from the PLWG will need to come back to ECOP 4-H for final review and approval. In addition, ECOP 4-H recommends that the documents, once finalized, be accessible only to State 4-H Program Leaders on the eXtension website, allowing individual states to decide when and if they will adopt these policies at their LGU and make them available on their 4-H websites.

Continued Changes and Evolution of 4-H at USDA-NIFA - ECOP 4-H continues to engage with USDA-NIFA regarding changes in structure and expectations for the leadership role USDA has traditionally played in the 4-H program.

**ACTION** - In response to these questions, the 4-H ECOP Leadership Committee will create a communication to share broadly with the Extension System that addresses changes at USDA. The communication will include an update related to the 4-H leadership position and the 4-H systems expectations for that position.

Update from USDA (provided by Doug Swanson)

- Doug Swanson was appointed Interim Director of the Division of Youth and 4-H (DY4-H) at NIFA/USDA in late May and will serve through Sept 14. He will serve as the NIFA liaison to the ECOP 4-H Leadership Committee.
- The DY4-H staff currently consists of the Interim Director, two National Program Leaders, one Program Specialists and a full time graduate student.
On Thursday, Jun 13 the Secretary of Agriculture announced that NIFA and ERS will be moving to Kansas City. NIFA staff were notified that they must decide if they are moving by July 15 with a KC report date of Sept 30.

Ever since NIFA formed, 4-H has been staffed through the Division of Youth and 4-H. In addition, the division has been referred to as 4-H National Headquarters. NIFA Director Scott Angle announced that we would no longer refer to DY4-H as 4-H National Headquarters. We will solely be referred to as the Division of Youth and 4-H in the Institute of Youth, Family and Communities, in NIFA/USDA. DY4-H is the acronym. The decision was made because (a) there is no official federal policy designating a 4-H National Headquarters, (b) to avoid confusion in the CES with language articulating the distinct roles of National 4-H Council and 4-H National Headquarters, and (c) to build upon the strengths and responsibilities of the DY4-H.

The limited NIFA staff continues to work on Professional and Volunteer Development, STEM, Vulnerable Populations, 4-H Name and Emblem, National 4-H Conference and other programs and content areas.

National 4-H Council Additional Updates (Jennifer Sirangelo – see pages 12-14)

• Jennifer Sirangelo provided an update on the 4-H Conference Center, sharing that currently 10% of the business at the Conference Center is 4-H, although the revenue generated provides significant support to National 4-H marketing efforts. The Center is in need of significant capital investment. Council has contracted with a consulting firm and are in the early stages of creating a vision and plans for investment.

• There is interim leadership in the Council supply division. The interim leadership reports to Artis Stevens and the marketing team.

• Efforts continue by National 4-H Council and Extension to increase support from OJJDP for the 4-H National Mentoring Project (NMP). The goal is to bring the system back to a funding level of 5-7 million, up from our current 3 million in funding.

ECOP Update (Ed Jones)

• Ed shared how much we benefited from the work of Caroline Crocoll during her time as interim NIFA 4-H lead. Ed also reported that the new ECOP 4-H Leadership Committee MOU has been signed by all parties at National 4-H Conference.

IV. Effective Marketing of 4-H by developing, executing, and sustaining a unified brand (4-H Grows Campaign).

Jennifer McIver and Artis Stevens provided an update on new 4-H market research as well as the level of expected state renewals that is influencing the planning for the next phase of 4-H Grows: The Engagement Campaign. Jen and Artis explained that some of the investor states from the first phase of the project are uncertain about continuation for years 4-6, prompting deep thinking around the funding model for the campaign.

National 4-H Council recommended that:

• The ECOP 4-H Leadership Committee appointed members to begin working with Council leadership to identify an alternative financial model for 4-H Grows beyond the 2019/2020 program year;

• The upcoming 2019/2020 program year, which begins on August 1, be considered a bridge year while that work happens. As a result, investor state contracts will be adjusted to reflect a single year, rather than a three year commitment to the program.

Jen shared that all investor institutions will continue to have access to dedicated marketing expertise and support through their Director of Field Marketing and Training, however some services and support may need to be scaled back to reflect the current budget. This will be communicated to all investor states. A priority in this next will be establishing clear goals with all investor institutions early in the 4-H GROWS year, making it
much easier to track results and communicate the return on investment.

V. Attracting and generating resources to the 4-H movement.

Update on the PLWG/ECOP 4-H Capacity Building Work Group – Shannon Horrillo and Mike Yoder joined the meeting via Zoom to share what this group has been working on since forming in February. The conversation focused on developing a strategy and process for increased visibility of 4-H in D.C. leading to additional Government funding outside of USDA. The discussion included questions and dialogue about the role of Cornerstone and the ECOP Budget and Legislative subcommittee in the process.

ACTION: Write a letter to ECOP that requests the formation of a sub-committee of the ECOP Budget and Legislation committee to focus on the following two broad goals for 4-H moving forward:
- Increase capacity funds to grow 4-H
- Increase government funding outside of USDA

Sustaining national program leadership for 4-H - ECOP 4-H returned to a conversation that was started last fall and continued at the winter meeting regarding the challenge of sustaining program leadership at the federal/systems level. The discussion led to agreement that we need to create a small work team to begin framing what a small, focused national 4-H LGU based program leadership structure would look like. What would the core purpose be? What resources would be needed to sustain this effort?

ACTION: Ken Le Valley volunteered to convene the group. The following individuals will be asked to participate in this work group:
- Kathleen Lodl (or another rep from PLWG that they choose)
- Rick Klemme
- Jennifer Sirangelo
- Arch Smith

Go to next 4 pages for National 4-H Council Reports  Back to list of Contents
Achieving Equity in 4-H

How Cooperative Extension/4-H hires and trains staff, develops resources and tells the 4-H story will influence its ability to evolve as a youth development organization and serve the needs of today’s diverse society. Extension is working to rewrite the 4-H narrative and create the space for the organization to evolve and to better support a diverse population.

For many people—and many communities—the American dream is no longer a birthright. The widely held principle that if you work hard, a better economic future awaits, is increasingly eluding our nation’s young people. The barriers to upward mobility in urban and rural American are the same: poverty, racial barriers, under-investment in education, and limited job options.

A Promise to America’s Kids

Our ambitious goal: by 2025, 4-H will reach 10 million youth and reflect the population demographics, diverse needs and social conditions of the country.

Donor Interest in Equity is High

Equity is of great interest to funders as they want to achieve systemic change, not incremental change. National foundations and corporations alike are committed to diversity and inclusion across organizations they invest in, since we are better together. Donors believe that 4-H can make a difference but want evidence that the system is committed to long term change.

System Accomplishments to Date

- Cooperative Extension System and National 4-H Council identified equity as a key driver for 4-H to be successful in creating greater economic mobility for youth.
- Access, Equity, and Belonging Committee (AEBC) under leadership of Drs. Nia Fields and Fe Moncloa has begun developing resources for the system.
• National 4-H Council has contracted with Dr. Dorothy Freeman to oversee equity donor funded deliverables of Council to support equity in a part-time role.
• Donors such as Robert Wood Johnson Foundation and S. D. Bechtel Jr. Foundation, among others, are stepping up to support this important work.
• National 4-H Council hosted the inaugural True Leaders in Equity Institute April 5-7 in Washington, D.C. This convening engaged 56 youth-adult partners from 17 institutions in keynote speeches, workshops and community action planning.

Current Equity Investors

$1.5M S.D. Bechtel, Jr. Foundation: 1890’s investment—Common Measures; Equity Leadership, Toolkit

$0.5M Robert Wood Johnson Foundation: Health Equity; Bridgespan Study, Equity Leadership, True Leaders in Equity Institute, Toolkit

$1.3M Margaret A. Cargill Philanthropies: Diversity & Inclusion—Resident Camp Access & Capital; Toolkit

ECOP 4-H Votes to Create Equity Think Tank

Donors are intrigued by the ambitious goal 4-H has established and acknowledge it is a system changing opportunity that requires time and intense effort. Concrete plans for systemic change will provide confidence to donors that 4-H is committed to engagement of all kids.

ECOP 4-H voted in March to create a Think Tank of 5-6 representatives of ECOP 4-H, USDA, Council, and the Access, Equity and Belonging Committee (AEBC) to develop an activation plan like 4-H Science a decade ago. The activation plan will describe ‘how’ capacity can be achieved, resources developed, and stories told to serve today’s diverse population. The Think Tank will:

• Meet virtually between March – June 2019
• Present plan to ECOP 4-H – June 2019
• Facilitator provided by Council donors

Once completed, the activation plan will provide opportunity for the Cooperative Extension system and National 4-H Council to seek resources to drive forward to accomplish our shared goal.
As the private sector, non-profit partner to Cooperative Extension, National 4-H Council’s role is to create public-private partnerships, tell the 4-H story and convene the 4-H system.

**CREATING PUBLIC-PRIVATE PARTNERSHIPS**

$24 million: Annual Investment in Extension’s 4-H Programs is Growing

Inspiring and preparing young people with essential life skills to drive economic opportunity for themselves, their families and their communities is a powerful 4-H asset. In our FY 19-21 strategic plan, National 4-H Council, in collaboration with the ECOP 4-H National Leadership Committee, is focused on accelerating private sector support for Extension’s high-quality 4-H positive youth development programs. Over the past year, both corporate and foundation supporters (included below) have increased their investments in 4-H workforce development as well as the system’s health equity work and commitment to diversity and inclusion. This support is a testament to your ability to drive impact locally, share a unified story and be our partners in stewarding these donors.

www.4-h.org/outcomes

---

**TELLING THE 4-H STORY**

Register now for the 2019 National Youth Science Day challenge: Game Changers

This year’s 4-H NYSD challenge, Game Changers, was designed by Google and West Virginia University Extension Service to teach kids ages 8-14 how to use computer science (CS) to create games, solve problems and engage with topics they’re passionate about. Although the challenge includes one computer-based and two unplugged activities to help kids learn CS, all can be completed without Internet access.

To learn more, visit [http://bit.ly/GameChangersWebinar](http://bit.ly/GameChangersWebinar) to register for an informational webinar on July 17 at 1:00 PM ET and visit [www.4-H.org/NYSD](http://www.4-H.org/NYSD).

---

**Mark your Calendar for the Fall Paper Clover Promotion**

With help from consumers and 4-H fans in communities nationwide, the Tractor Supply Company’s 4-H Paper Clover promotion has raised over $13 million to support 4-H camp and leadership events since 2009! Many thanks to local 4-H programs for all you do to make Paper Clover a success year after year.

Visit [https://4-h.org/professionals/marketing-resources/paper-clover-toolkit/](https://4-h.org/professionals/marketing-resources/paper-clover-toolkit/) for more information and to download promotional materials for this fall’s promotion.

---

**Spring ’19 Top Fundraising Stores:**

- Knoxville, TN: $5,884
- Hobbs, NM: $4,402
- Sevierville, TN: $4,134
- McConnellsburg, PA: $3,999
- Hilo, HI: $3,673

**Fall Paper Clover Promotion:**

October 9-20, 2019
Over 55,000 Alumni and Friends Raise Their Hands for 4-H

Thank you to all the states that promoted and participated in this year’s Raise Your Hand alumni acquisition campaign. Over 55,000 individuals raised their hands to support 4-H during the six weeks of the promotion! Fifteen participating states also received a $1,000 shopping spree from JOANN Fabrics for their 4-H program.

National 4-H Council is currently in the process of verifying and confirming the top three winning states’ eligibility. Winners are expected to be announced in June.

Visit www.4-H.org/raiseyourhand for more information.

Celebrity 4-H Alums Inspire Kids to Do through New Day-in-the Life Videos

4-H alumni and friends continue to step forward to inspire kids to do, including Olympic legend and 4-H supporter Jackie Joyner Kersee and California 4-H alum/Indy Car driver Charlie Kimball. Joyner Kersee shares her passion for urban agriculture with an Illinois 4-H'er at her foundation in East St. Louis, while several Michigan 4-H'ers get the chance to learn about the science behind the wheel at the Detroit Grand Prix with help from Kimball.

A special thanks to our partners in Illinois and Michigan 4-H Extension for their partnership and help in producing these videos. Be sure to look for the videos on 4-H.org and social media this summer.

https://4-h.org/4-h-alumni-community/a-day-in-the-life/

2019 National 4-H Week Theme: Inspire Kids to Do

Join 4-H communities across the country to celebrate National 4-H Week from October 6 through 12. This year’s theme is Inspire Kids to Do. A promotional toolkit will be available in July on the 4-H Marketing Online Resource Center at www.4-H.org/MORC.

To learn more, visit http://bit.ly/National4HWeekWebinar to register for an informational webinar on July 31 at 12:00 PM ET.

Youth in Action Awards Submissions Open August 1

The 2020 4-H Youth in Action Awards are just around the corner! By sharing their stories, 4-H’ers could earn a $5,000 scholarship. Guidelines are online now, along with resources 4-H professionals can use to promote the program and encourage 4-H'ers to apply. Applications open August 1 and close October 21, 2019.

To learn more, visit http://bit.ly/2020YIAWebinar to register for an informational webinar on August 7 at 1:00 PM ET.

CONVENING THE 4-H SYSTEM

National Youth Summit Series Registration Opens June 23

Mark your calendars for the next season of National Youth Summits coming this Fall and Winter.

- STEM Summit: October 24-27, 2019
- Agri-Science Summit: January 9-12, 2020
- Healthy Living Summit: February 13-16, 2020
- Photography Summit: February 26-Mar 1, 2020


Now Available Online: New Equity and Camp Resources

Thanks to support from major partners who are committed to 4-H diversity and inclusion, new resources are available. Extension professionals can learn more about the Equity Toolkit by accessing this web link: https://wellconnectedcommunities.extension.org/equity-toolkit/, while consumers can learn about camping opportunities at 4-H.org by following this link: https://4-h.org/parents/ways-to-participate/4-h-camps/.

Questions?

Please contact Sarah Hunt at National 4-H Council

Email: shunt@4-H.org
Ph. 301.961.2918

Visit www.4-H.org
Shop at www.shop4-h.org
Find Marketing Resources at www.4-H.org/MORC
Crisis Vulnerabilities Audit
National 4-H Council

Methodology
Methodology

Porter Novelli’s process for this audit included a comprehensive review of the organization from both an internal and external perspective. From May 17 – June 14, the agency completed the following:

**Internal Audit**
- Reviewed all existing crisis response plans and documents
- Conducted 12 interviews with key internal stakeholders encompassing a wide cross-section of individuals with different insights into the larger 4-H organization
- Discussed current crisis management processes and potential vulnerabilities

**External Audit**
- Identified five organizations with similar crisis vulnerabilities to 4-H
- Conducted a comprehensive review of news coverage over the past 3 years related to issues at these organizations
- Compiled a news audit of all coverage

---

Methodology

- Stakeholders interviewed:
  - 4-H Youth Advisory Council
  - Dorothy Freeman, *Council Equity Director and Former Minnesota 4-H Director*
  - Chuck Hibberd, *Nebraska 4-H Director and ECOP Past-chair*
  - Landel Hobbs, *Council Board of Trustees Chair*
  - Shannon Horillo, *California 4-H Director*
  - Glenda Humiston, *California Cooperative Extension Director*
  - Todd Kesner, *Montana 4-H Director and ECOP Shooting Sports Committee Co-Chair*
  - John Lawrence, *Iowa 4-H VP for Extension*
  - Alison Lewis, *Council Board of Trustees*
  - Trent McKnight, *Agricorps Founder*
  - Jennifer Sirangelo, *Council President and CEO*
  - Artis Stevens, *Council SVP and CMO*
  - Andy Turner, *New York 4-H Director and ECOP Executive Committee Chair*
  - Dvon Williams, *Council Senior Director, PR*
Methodology

- Sample Stakeholder Discussion Questions:
  - Tell us about your role at 4-H (on the national and local levels if applicable).
  - How would you describe the organization's overall crisis response process and your role in the process?
  - Does this process work well or would you like to see changes?
  - During a crisis, who are the main stakeholder audiences you are concerned with addressing? How would you prioritize them?
  - In a recent crisis that you have been involved in, what worked well? What could have been improved?
  - In your opinion, what are 4-H's greatest vulnerabilities in terms of a potential issue or crisis?
  - (If applicable) What can Council do to better support state 4-H chapters in regards to crisis management?
  - Give us an example of a brand that is behaving or showing up in a way that 4-H can learn from.

Conclusions
Conclusions: Need for Clear Structure

- Primary reputation challenges stem from 4-H system’s unique structure.
- Clarity needed on how issues management is handled among national and state leaders and who is involved.
- Porter Novelli recommends ECOP 4-H leadership of issues management.
- Streamlined communications protocol needed to improve speed and reliability of national crisis communications.

Recommended Next Steps

- National 4-H Council team to collect feedback from ECOP and ECOP 4-H.
- Porter Novelli to develop the crisis playbook.
- ECOP 4-H to keep State Program Leaders up to date.
- ECOP 4-H, USDA and Council to determine role and participants in a national crisis management team (CMT).
- Porter Novelli to host training sessions.
- All partners begin implementing crisis management plan.
Reputation Management Update

Council management implemented a comprehensive three-phase approach to address any potential reputation implications stemming from the Iowa 4-H/LGBTQ inclusion story among key stakeholders and the marketplace.

<table>
<thead>
<tr>
<th>PHASE 1 Current Activities</th>
<th>PHASE 2 Short-term Activities</th>
<th>PHASE 3 Longer Term Outlook</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Continued Story Monitoring and Tracking</td>
<td>- New Reputation &amp; PR/Thought Leadership Agency</td>
<td>- Comprehensive 4-H Reputation and Thought Leadership Platform</td>
</tr>
<tr>
<td>- Message Development and Content Amplification</td>
<td>- Reputation Study &amp; Immediate Consulting</td>
<td>- Sustained Response Coordination Infrastructure with Cooperative Extension and USDA</td>
</tr>
<tr>
<td>- Follow-up with System Stakeholders</td>
<td>- Convening Thought Partners and Advisors</td>
<td>- Formal Advisory Influencer and Alumni Groups Across Equity and Inclusion Areas</td>
</tr>
<tr>
<td>- Current PR Agency of Record Assessment</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Activities Update

- Conducted Reputation Perception Study with Reputation Institute
- Brought on Porter Novelli as Reputation and Issues Management Agency
- Began Reputation & Issues Management Plan and Process Development

Perception Study: Key Takeaways
4-H has an excellent perception on par with FFA

4-H vs. Benchmarks – Reputation Ranking

Pulse Score

- Non-Alums: 79.3
- Non-database Alums: 84.6
- Database Alums: 87.3

Low awareness of the news coverage surrounding 4-H’s inclusion policy in Iowa, but a 6pt drop in reputation among those aware of the incident

Awareness of news coverage surrounding 4-H’s inclusion policy in Iowa

- Aware: 6%
- Unaware: 94%

Has your perception of 4-H changed after the news coverage?

- Yes: 24%

*Note: Directional reputation score due to small sample size
~90% take inclusiveness into consideration when deciding to support a company

How important is inclusiveness in helping you decide your level of support for an organization?

- Very Important: 56%
- Somewhat Important: 32%
- Not Important: 9%
- Not Sure: 3%

Note: No significant difference by alumnus/non-alumnus groups

YMCA is considered the most inclusive organization

In your opinion how inclusive are the following organizations?

- YMCA: 67%
- 4-H: 50%
- Boy Scouts: 53%
- Girl Scouts: 50%
- Women's Christian Temperance Union: 53%

- Very Inclusive
- Somewhat Inclusive
- Not Inclusive
- Not Sure
Inclusion of individuals with disabilities and ethnic diversity are key drivers of perception of inclusivity of an organization

**What are the most important considerations to ensure inclusiveness in an organization?**

- Ethnic and race diversity: 76%
- Inclusion of individuals with physical disabilities: 75%
- Inclusion of individuals with intellectual disabilities: 69%
- Gender balance: 48%
- LGBTQ inclusion: 47%

Not acting on gender balance and LGBTQ inclusion can be penalized.

---

4-H has an opportunity to leverage its excellent perception of governance, but there is a need to enhance perception of 4-H’s support for the LGBTQ community.

**Perception on key content elements**

<table>
<thead>
<tr>
<th>Content Elements</th>
<th>Overall</th>
<th>Database Alum</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-H provides programs that are open and accessible for all young people</td>
<td>80.2</td>
<td>85.3</td>
</tr>
<tr>
<td>4-H programs provide a safe environment for program participants</td>
<td>82.3</td>
<td>89.2</td>
</tr>
<tr>
<td>4-H adapts quickly to addressing issues of inclusion facing youth today</td>
<td>73.3</td>
<td>77.8</td>
</tr>
<tr>
<td>4-H is an organization that is authentic/genuine</td>
<td>82.9</td>
<td>86.1</td>
</tr>
<tr>
<td>4-H is an ethical organization</td>
<td>80.8</td>
<td>87.1</td>
</tr>
<tr>
<td>4-H practices fair and equitable treatment of program participants</td>
<td>80.3</td>
<td>86.1</td>
</tr>
<tr>
<td>4-H is an inclusive organization welcoming kids of all different beliefs and backgrounds</td>
<td>79.9</td>
<td>85.5</td>
</tr>
<tr>
<td>4-H is an organization that supports diverse communities</td>
<td>75.6</td>
<td>82.1</td>
</tr>
<tr>
<td>4-H is an organization that supports the LGBTQ community</td>
<td>56.7</td>
<td>72.4</td>
</tr>
<tr>
<td>4-H national leadership is credible</td>
<td>80.2</td>
<td>82.4</td>
</tr>
<tr>
<td>4-H national leadership is trustworthy</td>
<td>79.5</td>
<td>84.4</td>
</tr>
<tr>
<td>4-H national leadership is responsive to national and local issues affecting youth participating in 4-H programs</td>
<td>77.5</td>
<td>81.1</td>
</tr>
</tbody>
</table>
Conversation around social issues need to be managed at both the national and state level

Who would you like to hear from within the 4-H organization regarding national issues and/or important social issues?

- Leadership from national 4-H office: 38%
- State 4-H program leader: 36%
- 4-H youth member: 35%
- My county/parish 4-H agent: 27%
- Celebrity spokesperson: 8%

4-H youth members can be an important medium to drive conversation around relevant topics.
ECOP Program Committee
Submitted by Carolyn Williams
Prairie View A&M University

In concert with Sandy Ruble, the ECOP Program Committee has completed the 2019 process to receive nominations and identify the winner of the National Extension Diversity Award, which is supported by NIFA and ECOP.

For 2019, a total of nine completed nominations were received, with each of the five Extension regions represented. To judge the nominations, the ECOP Program Committee recruited most of its own membership, along with an urban County Extension Director, last year’s Diversity Award winner, and a representative from the Diversity, Equity and Inclusion Community of Practice, for a total of 10 reviewers.

After a thorough review of the nominations and a robust discussion among Review Committee members, the winner of the 2019 award was determined, and will be announced at the Annual APLU meeting in November. Appropriate publicity will follow. The winner’s work will also be included in the National Impacts Database.

In addition to the national winner, three other worthy nominations were identified by the Review Committee. Once the national winner is announced, these three will be contacted and encouraged to submit materials next year, and will also be provided national runners-up recognition.

The ECOP Program Committee is grateful for the support of Extension Administrators and Directors in providing educational programs for diverse audiences and for encouraging nominations for this national award.

Upcoming
In addition to normal work of the ECOP Program Committee, the group will also focus on revising the criteria for the National Extension Diversity Award such that appropriate metrics can be more effectively used and identified in the process for determining a national winner.

Back to list of Contents
Since our previous report, the JCEP Board met face to face in May 2019.

**Extension Leadership Conference**
The Extension Leadership Conference continues to strengthen. The 2019 Conference in San Antonio was the largest conference since at least 2013. The JCEP Board has a contract with the Wyndham San Antonio again for February 12-13, 2020.

To show solidarity with our NIFA partners, the JCEP Board voted to host the 2021 and 2022 conferences in the location where NIFA relocated. During the summer and fall of 2019, JCEP will secure a competitive contract to host the Extension Leadership Conference in the Kansas City region.

**PILD and PILD Strategic Planning**
The 2019 PILD Conference had an interesting beginning. Due to some construction in the geographic area of Crystal City, the first morning’s keynote began in the dark. Electricity was out for about 2 hours. The keynoters made the experience part of their theme of innovation.

The number of attendees at PILD has consistently decreased over the past 5 years. Partially as a result of this decrease, the JCEP board and PILD committee is engaging in a strategic planning session to examine the future of the PILD Conference. While the evaluations of the conference are strong, the registration numbers are not sustainable in the conference’s current design. The strategic planning session and facilitated discussion will occur on July 19.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ELC</td>
<td>216</td>
<td>231</td>
<td>245</td>
<td>247</td>
<td>295</td>
<td>290</td>
<td>313</td>
</tr>
<tr>
<td>PILD</td>
<td>293</td>
<td>323</td>
<td>319</td>
<td>316</td>
<td>295</td>
<td>287</td>
<td>264</td>
</tr>
</tbody>
</table>

**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

The committee has held their initial meetings and are currently finalizing the set of competencies and terminal learning objectives. The Journal of Extension has already requested JCEP to use the formed competencies in the national extension job bank. [Back to list of Contents]
Effective August 1, 2019, upon Scott Reed’s retirement, Mike Gaffney, Washington State University, will be one of the three Western representatives on the ECOP Budget and Legislative Committee. Jon Boren and Wendy Powers will both continue their appointments to this committee. Please welcome Mike to the committee, add his email to the committee list serve mjgaffney@wsu.edu, and let him know of scheduled meeting and future expectations.

Let me know if you have any questions.

Thanks,

Lyla
Lyla Houglum, PhD
Executive Director, Western Extension Directors Association
From: Houglum, Lyla E <lyla.houglum@oregonstate.edu>
Sent: Friday, July 12, 2019 7:47 PM
To: Richard Klemme <rklemme@aplu.org>; Sandy Ruble <sandyruble@extension.org>; Edwin J. Jones <ejones1@vt.edu>
Cc: Ronald A. Brown <brown@ext.msstate.edu>; Ali Mitchel <amitchell@northeastextension.org>; Robin A. Shepard <robin.shepard@ces.uwex.edu>; aeessel@ncat.edu; Barbara Petty <bpetty@uidaho.edu>; Wendy Powers <wendy.powers-schilling@ucop.edu>; Ivory W. Lyles <lylesi@unce.unr.edu>; Michael J. Gaffney <mjgaffney@wsu.edu>; A. Scott Reed <scott.reed@oregonstate.edu>; Louis E. Swanson <Louis.Swanson@colostate.edu>
Subject: Western ECOP Appointments

Ed, Rick, and Sandy,

Effective August 1, 2019, upon Scott Reed’s retirement, and September 8, upon Lou Swanson’s retirement, the following will be the Western ECOP representatives and committee appointments:

- Barbara Petty (ID) will serve on the Executive Committee and continue in her current ECOP term through Oct 2022
- Wendy Powers (CA) will serve on the Programs Committee and complete Scott Reed’s ECOP term through Oct 2021
- Ivory Lyles (NV) will serve on the Professional Development Committee, completing Lou Swanson’s ECOP term and assuming a new 4 year term through Oct 2023

Please change the various list serves to reflect these changes, notify all three of the upcoming scheduled ECOP and committee meetings, and sometime in late August schedule an ECOP orientation session for Wendy and Ivory.

Let me know if you have any questions.

Thanks,

Lyla

Lyla Houglum, PhD
Executive Director, Western Extension Directors Association

Back to list of Contents
Background Information and Accomplishments

- APS winter meetings in Washington DC are always organized around a theme. Guest speakers are brought in to lead discussion on current topics. One of the 2019 topics was compassion fatigue. As a growing number of our students are expressing mental and emotional stressors, we are finding that the faculty and staff who work with these students are experiencing compassion fatigue.
  - “Caring too much can hurt. When caregivers focus on others without practicing self-care, destructive behaviors can surface. Apathy, isolation, bottled up emotions and substance abuse head a long list of symptoms associated with the secondary traumatic stress disorder now labeled: Compassion Fatigue.” ([http://www.compassionfatigue.org/](http://www.compassionfatigue.org/))
  - The APS section believes our colleagues in Extension are dealing with a similar mental health crisis with farmers. Spring flooding in 2019 has resulted in significant financial and emotional stress for our agriculture stakeholders.
  - Managing mental stress could be a topic for a joint meeting between APS and ECOP.

- APS provides feedback to the USDA-NIFA regarding the National Awards Program for Excellence in College and University Teaching in the Food and Agricultural Sciences.
  - There are currently four national awards: Early Career Teacher, Regional Teacher, National Teacher, and Teaching and Student Engagement.
    - The Teaching and Student Engagement award is a result of a request from APS to provide an award for teaching faculty that have very significant teaching appointments, such as lecturers.

- APS oversees two additional teaching awards for faculty who wish to expand their scholarship of teaching and learning by providing innovative teaching and learning experiences for students.
  - *Interinstitutional Innovative Teaching Awards* that build and use collaborative relationships between faculty at different institutions that will take an innovative approach to teaching and learning in the food, agricultural, and natural resources sciences as well as serve as a base or pilot for future grant proposals. We also seek to encourage partnership and mentoring between seasoned faculty and junior faculty.
  - *Single Institution Innovative Teaching Awards* from faculty who wish to expand their scholarship of teaching and learning by providing innovative teaching and learning experiences for students.

- APS members contribute on a regular basis to the FAEIS (Food and Agricultural Education Information System) database. ([https://faeis.wp.prod.es.cloud.vt.edu/](https://faeis.wp.prod.es.cloud.vt.edu/))
  - FAEIS compiles nationwide higher education data for the life, food, veterinary, human, natural resource, and agricultural sciences. These data include:
    - Student enrollment, degrees awarded and placement at all degree levels and by gender and race.
    - Faculty counts and salaries by race/ethnicity, gender, rank and discipline.

- APS continues to support the Food Systems Leadership Institute (FSLI) and LEAD-21.
Upcoming Plans

- APS is continuing to explore the creation of recruiting database similar to what Engineering schools have done (https://engine.eng.ufl.edu/). The goal of this joint effort would be to share the names and credentials of potential graduate students between participating schools to increase the diversity in graduate student programs across the country.

- At the University of Florida, we are in the process of creating a one credit class for students interested in Extension experience and internships. This one credit course will be offered in the spring. Extension faculty will be paired with interested students. The goal of this program would be to get students ready for a summer extension experience. Topics covered will include, project proposals, FERPA and youth protection training.

- APS is hosting a multi-day workshop for academic program staff in February 2020. This workshop will take place in Orlando, FL. The purpose of this workshop is for programs staff members from institutions across the country to share best practices and enhance their professional development.

- APS is in the process of repeating a survey on employability skills that was first administered in 2011. A draft survey has been sent out for review. The final survey of employers, recent graduates and current students will be implemented in fall 2019.

Additional Comments

- APS would welcome the opportunity to become more involved in the on-going federal budget discussions.