Meeting Minutes with Written Reports
Nashville Marriot at Vanderbilt University
Crescent Room
Nashville, Tennessee
September 23, 2019, Central Time
Presiding – Ed Jones, Chair

Agenda Attachments:

August 2019 ECOP minutes (URL), August ECOP Executive Committee 2019 minutes (URL), 2019 3rd Quarter Finance Update (7), 2019 & 2020 CES/ECOP Budgets (URL), Position Description for Executive Director http://bit.ly/ExtEDinDC, Executive Director Search Process (8), AP Article on Reputation Management (9-10), Report by Extension Resource and Partnership Committee (11-14)

Written Reports – For Information Only:

Journal of Extension (JOE) ................................................................. 15
Experiment Station Committee on Organization and Policy (ESCOP) .........16-17
National Extension & Research Administrative Officers Conference (NERAOC) ....17
Well Connected Communities Initiative funded by RWJF .................. 18
BAA - Policy Board of Directors .................................................. 19-21
ECOP 4-H National Leadership Committee (including National 4-H Council) ....22-28
ECOP Budget & Legislative Committee Update ................................... 29
eXtension Foundation Report to ECOP .............................................. 30-31
National Impacts Database Committee ......................................... 32-33

OPENING BUSINESS –
Ed Jones brought the meeting to order and welcomed new members Ivory Lyles and Wendy Powers. Attendance is recorded on page 6. A quorum was present. The minutes from last meeting (URL) were approved by unanimous consent. There were no additions to the agenda.

1. Updates/Approvals –
   a. Updates.
   Ed Jones reviewed the finance report (p.7) and referenced the 2020 ECOP Budget (URL). There were no questions or comments. The Advisory Committee for the CES/ECOP Executive Director Search (p.8) will convene after 9/27/29. There were no questions.
b. 4-H Reputation Management – Cooperative Extension Implications – pp. 9-10

Ed Jones/Jennifer Sirangelo: Contracted research is complete; only 6% of active media followers knew about the reputation incident of November 2018. Porter-Novelli said that impact was to drop reputation score by 24 points, considered significant. The unknown variable in the Playbook that is being developed is NIFA’s involvement. The playbook will provide tools for rapid response to 4 areas of sensitivity – LGBTQ/racial inclusion, sexual abuse, shooting sports and state dynamics for 4-H funding, Asked everyone to look at AP article on reputation management (9-10); scrutiny of youth organization sexual abuse - there is no registry. Issues become spotlighted by media reporters and lawyers. Response to sensitive allegations should be coordinated with state/university media crisis management plans. Casey Mull: NAE4HA needs to be involved/informed, also. NIFA must be asked to become part of the process; at all cost notify the Director when something comes up. the protocol. When the playbook is complete, consider debuting in a Learning for Leaders session.

c. ERPD Committee Report, pp. 11-14 –

Tom Dobbins/Ali Mitchell – Referencing the attached report, too important of an opportunity for Extension to drop entirely. Someone needs to step up. There has been a lack of commitment to the process and constraint of resources to support moving this forward. Recommends that when the new director is hired, to take this renew consideration to establish a collective voice. Never move it out of Washington. Rick Klemme endorsed the building off of the lessons learned from this process (exploring the questions from 2016). Michelle Rodgers added the context that the national issue of health. Chuck Ross: Marketing to Congress is key. They want to be seen in good light and be in front of the “parade”. See that the majority of ECOP investment is in doing this. If the new Executive Director does not support this, then it may not move forward. The CW report (funded by the Molina Foundation is being released to the System, for state or multi-state pursuit. Jason Henderson asked for a focus on NTAE funding.

Ed Jones: Asked if ECOP accepts the recommendations in the report with the amendment that the effort be suspended until hiring of the new Executive Director. Chuck Ross made the motion as stated in the question. Jason Henderson seconded; motion carried.

2. Executive Committee Report –

Ed Jones - Adjustment on funding for the Coming Together for Racial Understanding - This will result in a reduction of actual expenditures in the ECOP Budget for 2019 and an increase in expenditures in 2020 by up to $10,000 for this project. The total budget of $10,000 is unchanged.

A New Extension Health Education Director position was approved. The funding is from Robert Wood Johnson Foundation through National 4-H Council.

Shooting Sports – National 4-H Leadership Committee has been contacted the National 4-H Shooting Sports Coordinating Committee, asking for guidance. The shooting sports committee conference is coming Virginia invited an individual from NGO, AFFIRM Across America. The Shooting Sports Coordinating Committee Chair cannot speak on behalf of 4-H or the National Extension System. ECOP requested that Jon invite the AFFIRM representative meet with ECOP Executive Committee.
An Innovation Committee has been proposed - Will take up the Extension Health initiative and ECOP needs to build committee.

3. Professional Development Committee Report –

Vonda Richardson, Chair gave the following report: The committee has developed a general outline for the national excellence team award -

The award recognizes a group that:

- Extension leadership within the team.
- The team must integrate two or more of the LGU mission areas (those two other areas of applied research and/or teaching/instruction).
- The team must include multiple institutional representatives. Partnerships across 1862, 1890 and 1994 institutions are highly encouraged.
- Teams are generally defined as a partnership at least involving two or more Land Grant Institutions. The purpose of this award is to recognize partnerships beyond an individual state.
- The work of the team must show it has improved local delivery of Cooperative Extension programming.
- The team should include both campus, and community-based Extension expertise.
- The team should include multidisciplinary expertise.
- It is critical that evidence of impact is included. Indicators of success would be encouraged as well as focus on how this team has advanced Extension’s mission. Successful nominations document not only how the work of the team has led to an effective response to an emerging problem, but also how the contributions of the team and its partnership have enhanced the Extension response to a problem (e.g., impact of two areas: (1) impact at a community or individual scale, and (2) the impact of having a team and the collaboration).
- The team must show accomplishments with the past three-to-five years.
- The team must show evidence that the work is sustainable and will continue beyond the initial work of the team.

Rubrics to be developed once we get affirmation/approval of the funding for the award. The committee announced the motion to approach NIFA for an Excellence in Extension Team Award. Motion passed. There will be follow-up with the NIFA Director by ECOP.

Regarding the potential for a County-based faculty award, JCEP associations awards may be reviewing.

Learning for Leaders topic of climate change, building Extension staff capacity to facilitate conversations, was recommended to ECOP.

4. Program Committee Report –

Chris Watkins, Vice-chair, gave the following report:

New Issues Inventory: Program Committee members/staff representing all five regions on issue of Farmers’ Emotional Stress, will access or conduct surveys to inventory relevant Extension
programs which address and send written reports to Ron Brown. The focus should be to integrate with the support of regional effort that may be funded by USDA’s Farm and Ranch Stress Assistance Network Competitive Grant Program. The committee will seek to promote national coordination as needed. There should be verbal comments/feedback to help the applicants for these grants.

Diversity Award: Revisions will be implemented to address the need to have more evidence based metrics which show excellence in diversity in Extension programming.

Urban/NUEL Update: Planning a conference in 2021 is beginning to be held in New Jersey. More urban outreach to state contacts.

Update on Coming Together Trainings: Next in October. Administrative support is key to unlocking the greatest challenge to participation; perception of this being an extra assignment, not primary.

eXtension report on NTAE funding: New grant is funded for 5 years to provide professional development across all LGUs and strengthen tech delivery. More to come on setting trainings on USDA strategic goals.

5. **Budget and Legislative Committee Report**, p. 29 –

Jon Boren - BAC representation and CLP collaboration in progress. OJJDP 4-H National Council Mentoring Grant this year received $4.85M with new emphasis on opioids, advocacy led to increase of $1.85M over last year. Rick Klemme – Reminder of the importance of a strategy for including CGA offices. At the last meeting BLC approved forming the committee for 4-H funding; members – ECOP BLC, 4-H program leaders working group, Council, Cornerstone, and ECOP Executive Committee. Developing a strategic plan with Experiment Station – begins at the joint meeting. Rick Klemme - to time the budget priorities earlier; is one of the intended outcomes.

6. **4-H Leadership Committee Report**, pp. 22-28 –

Jon Boren - Good conversation underway on diversity, equity and inclusion (Dorothy Freeman). Inclusion opportunity statement and strategic plan. 4-H pathways project, ECOP 4-H Leadership Committee Co-chair, Andy Turner will be presenting with Jon at the dinner sponsored by National 4-H Council. Sub-group focusing on policy guidance on numerous topics with NIFA. Ken LaValley will convene, to address lack of leadership and funding to support it, a leader similar to the recent national health position. Ed Jones shared that the partnership piece will remain in DC, the 4-H NPL will be in Kansas City.

Jennifer Sirangelo added, she does not expect leadership for 4-H from USDA. Mary Snapp (Microsoft) and Martha Bernadett (Molina Foundation) and Rebecca Kelley, Council will be at dinner.

7. **Preparation for Business Meeting Agenda Item: Cooperative Extension – Federation/System Conversation**

Ed Jones – In view of voluntary member organizations (eXtension, 4-H Grows, Journal of Extension) what do we want to come out of the conversation on 9/24/19? Consider thinking about the system as a whole benefiting from institutional contributions, commitment to the greater good versus the individual state benefits, leveraging national networks.
Sometimes there is a thought that everything that eXtension does should help everyone. There is a philosophical difference, the state comes first when it comes to money, the reality is that the states have more resources, especially for those without resources to help themselves. What is the commitment to a system, for the greater good? Is it valuable to look at previous conversations on this topic? Do we receive 1890 and Smith Lever funding to benefit the state/institution or is it used to benefit a national system? With the support of Federal Government, a strategic plan is the answer. How does ECOP communicate? - What they do as a value to members. Recommend conducting a strategic plan process coupled with a Budget to carry it through. If not for a national system, will continue to chase the money; also, it has to be an international, global effort. Importance of understanding ECOP assessment process and where funds go, relationships up and influence on the APLU/BAA chain, understanding what we want to accomplish with a strategic plan, strategic plan with implementation, build from on-going strategic priorities, defining national strategic initiatives that are specific enough to communicate and general enough to aggregate outcomes.

Ed Jones – What do we want to know from our colleagues, if there is a national strategic initiative engage the setting of priorities? Better understanding of what ECOP does/how it communicates? What is the new initiative that needs new money?

Action: Questions will be developed and distributed to the Section before the Business Meeting to help focus the discussion.

ADJOURN

Please mark your calendars for the next meeting found on the ECOP Calendar at [www.extension.org/ecop](http://www.extension.org/ecop). Thank you.
**ECOP Membership** Attendance is defined 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
- ☑ Ivory Lyles, *Program Committee*, University of Nevada-Reno
- ☑ Barbara Petty, *Executive Committee, eXtension Foundation Board Chair*, University of Idaho
- ☑ Vonda Richardson, *Professional Development Committee Chair*, Florida A&M University
- ☑ Chuck Ross, *Professional Development Committee*, University of Vermont
- ☑ Wendy Powers, *Professional Development Committee*, University of California
- ☑ Chris Watkins, *Program Committee*, Cornell University (New York)
- ☑ Carolyn Williams, *Program Committee Chair*, Prairie View A&M University (Texas)
- ☐ Beverly Petty, *Executive Committee*, eXtension Foundation Board Chair, University of Idaho

**Ex-officio, Non-voting Members**
- • Jon Boren, *ECOP Budget & Legislative Committee, Chair*, New Mexico State University
- • Jo Britt-Rankin, *Board on Human Sciences Liaison*, University of Missouri
- • Chris Geith, CEO, eXtension Foundation
- • Rick Klemme, *ECOP Executive Director, Cooperative Extension/ECOP*
- • Brian Kowalkowski, *Liaison from 1994s Extension*, College of Menominee Nation (Wisconsin)
- o 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*
- o 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**
- • Casey Mull, Public Service Associate, University of Georgia, Joint Council of Extension Professionals
- • Julie Wilkins, The Ohio State University
- • Rosalind Dale, North Carolina A&T University
- • Courtney Owens,
- • Gina Eubanks, Louisiana State University
- • Ami Smith, West Virginia State University
- • Peter Aamodt, eXtension Foundation
- • Beverly Coberly, eXtension Foundation
- • Rich Bonanno, North Carolina State University

Back to the agenda
## Cooperative Extension Section

### ECOP National Leadership 2019 Budget

**Holdings/Reserve**

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<tr>
<th>Approved 10/3/2018</th>
<th>Actual</th>
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**Income-Expense**

**Income**

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<td>Assessments</td>
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<td>Other</td>
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<td>Meetings</td>
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<td><strong>Total Income</strong></td>
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**Expense**

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<td>Design, printing, engraving</td>
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<td>APLU Support for ECOP</td>
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<td>Meeting support</td>
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<td>Memberships &amp; related fees</td>
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<td><strong>Professional Development Committee EiE Award</strong></td>
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<td><strong>Program Committee National Diversity Award</strong></td>
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<td><strong>4-H Leadership Committee</strong></td>
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<td><strong>National Impacts Database Committee</strong></td>
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<td>kglobal</td>
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<td>Cornerstone Government Affairs</td>
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64 of 76 have paid as of 9/14/19

Last updated: 9/14/19
Executive Director Search Process  
Approved by ECOP 7/23/19 – Updated by ECOP 8/22/19

**Search Advisory Committee –**

<table>
<thead>
<tr>
<th>Member:</th>
<th>Email</th>
<th>Assistant:</th>
</tr>
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<tbody>
<tr>
<td>Chair - Ed Jones, Virginia Tech, ECOP Chair, Liaison to 4-H Leadership Committee, 540-231-5299</td>
<td><a href="mailto:ejones1@vt.edu">ejones1@vt.edu</a></td>
<td>Nicole - <a href="mailto:martinn@vt.edu">martinn@vt.edu</a></td>
</tr>
<tr>
<td>Staffed by Sandy Ruble, Assistant Director, Cooperative Extension/ECOP, after the screening is completed, 202-478-6088</td>
<td><a href="mailto:sandyruble@extension.org">sandyruble@extension.org</a></td>
<td>n/a</td>
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<tr>
<td>ECOP Executive Committee</td>
<td><a href="mailto:latimorm@fvsu.edu">latimorm@fvsu.edu</a></td>
<td>Valerie - <a href="mailto:sandersv@fvsu.edu">sandersv@fvsu.edu</a></td>
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<td>Mark Latimore, Fort Valley State University, 478-825-6296</td>
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<tr>
<td>Barbara Petty, University of Idaho, 208-885-5883</td>
<td><a href="mailto:bpetty@uidaho.edu">bpetty@uidaho.edu</a></td>
<td>Debbie - <a href="mailto:drigby@uidaho.edu">drigby@uidaho.edu</a></td>
</tr>
<tr>
<td>Program Committee – Chris Watkins, Cornell University, 607-255-8546</td>
<td><a href="mailto:chris.watkins@cornell.edu">chris.watkins@cornell.edu</a></td>
<td><a href="mailto:sed52@cornell.edu">sed52@cornell.edu</a></td>
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<tr>
<td>Professional Development Committee – Ivory Lyles, University of Nevada, 775-784-7070</td>
<td><a href="mailto:lylesi@unce.unr.edu">lylesi@unce.unr.edu</a></td>
<td>Tatiana - <a href="mailto:gouemt@unce.unr.edu">gouemt@unce.unr.edu</a></td>
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<tr>
<td>Executive Director and Administrator Team Representative – Robin Shepard, 608-890-2688</td>
<td><a href="mailto:robin.shepard@wisc.edu">robin.shepard@wisc.edu</a></td>
<td></td>
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<tr>
<td>Support for Search process-APLU Human Resources, Michelle Szcheny, Director, 202-478-6033</td>
<td><a href="mailto:mszecheny@aplu.org">mszecheny@aplu.org</a></td>
<td>Amily - <a href="mailto:alarmo@aplu.org">alarmo@aplu.org</a></td>
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**Charge:** The Search Advisory Committee will:
- Join all members of ECOP in recruiting candidates to apply.
- Review applications and conduct interviews on a rolling basis until a suitable candidate is identified.
- Review current National Office staffing model, including the EDA Team roles (0.25FTE X 5) and recommend National Office staffing alternatives by (DATE?). This may occur after the full-time Executive Director position is filled.

**Resources:** Position Announcement. Detailed description. File sharing by APLU Human Resources.

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

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<thead>
<tr>
<th>Task</th>
<th>Who</th>
<th>Dates</th>
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<tbody>
<tr>
<td>Post Position</td>
<td>APLU Human Resources</td>
<td>8/5</td>
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<tr>
<td>Establish Rubric for Screening Process</td>
<td>Search Advisory Committee</td>
<td>By 9/25</td>
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<tr>
<td>Close Posting (Until Position is Filled)</td>
<td>APLU Human Resources</td>
<td>9/27 (10/4)</td>
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<tr>
<td>Screen Candidates (paper) –Summarizing strengths and weaknesses</td>
<td>Search Advisory Committee</td>
<td>10/18</td>
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<tr>
<td>Phone Interviews/Select Final Candidates</td>
<td>Search Advisory Committee</td>
<td>11/8</td>
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<td>National Webinar presentation by Candidates with participant survey to gather input by the System</td>
<td>ECOP Members, Partners to be determined, and Directors/Administrators</td>
<td>12/4</td>
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<td>Face to Face Interviews</td>
<td>Search Advisory Committee/ECOP</td>
<td>12/12</td>
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<tr>
<td>Offer Position-Complete Hire Process</td>
<td>ECOP Chair/APLU Human Resources</td>
<td>1/24</td>
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<tr>
<td>Introduce New ED at APLU/ECOP Spring Meeting</td>
<td>Search Advisory Committee Chair</td>
<td>March 17-19</td>
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</table>

**Other considerations:** Line of questioning could be guided by 3 or 4 themes, tied very closely to the description, in breakout sessions. Budget is estimated up to $5,000; advertising, cost of face-to-face meetings, etc. Back to the [agenda](http://example.com/agenda)
Review details sex abuse claims against Boys and Girls Clubs

August 15, 2019

NORWALK, Conn. (AP) — At least 250 people have said they were sexually abused as children by employees, volunteers and others at Boys and Girls Clubs of America affiliates, according to an investigation by Hearst Connecticut Media.

The review of criminal convictions and civil lawsuits dating to the 1970s turned up 95 abuse cases in 30 states involving people associated with the nonprofit youth development organization, which serves more than 4.5 million young people a year at its 4,600 local centers. Some of the cases involve more than one accuser.

The cases include allegations that leadership at clubs knew about abuse and did not report it to law enforcement, among other examples of local clubs failing to adhere to national protocols, and that, in some instances, background checks apparently failed to keep adults with violent convictions from working with children.

John Miller, senior vice president of field services for Boys & Girls Clubs of America, declined to share the number of sexual abuse allegations local clubs have reported to the leadership since 2014, when affiliates became required to share such information with the national organization. He said the number of sexual abuse cases that result in arrests has been probably in the single digits each year since 2014.

“Any single incident is too many. Our goal is to get to zero,” Miller told Hearst Connecticut.

Miller said the entire organization is dedicated to keeping children safe, and there is no one office that keeps a list of offenders.

Boys & Girls Clubs of America, which has a $100 million annual budget, has a congressional charter to work with at-risk youth in communities across the country.

Attorneys representing victims say that since the organization serves children, it should release more information to the public about offenders.
“The national organization has a moral obligation to release the names of perpetrators within its ranks and crimes found, so victims can try to heal,” said attorney Mitchell Garabedian, who has represented some of the accusers. “It speaks volumes that they don’t.”

In a case in Connecticut, three adults employed by the Greenwich Boys’ Club knew multiple boys were molested and raped by a counselor in the 1970s and 1980s, and none reported the abuse to police, according to a civil lawsuit. Attorneys representing the club have denied wrongdoing by the organization.

Since 2005, Boys & Girls Clubs of America has required all who have contact with children to undergo criminal background checks annually, Miller said. But there have been instances in recent years when local clubs’ procedures apparently failed to screen out people with criminal records.

In 2015, Christopher Sims was hired at the Boys and Girls Clubs of Wayne County in Goldsboro, North Carolina, despite previous convictions for communicating threats, resisting a police officer and disorderly conduct. Sims was convicted of sexually assaulting a 10-year-old and an 11-year-old at the club in 2016.
Extension Resource and Partnership Development – Wrap Up Tasks

To: Extension Committee on Organization and Policy (ECOP)
From: Extension Resource and Partnership Development Committee (ERPD)

RE: ERPD Committee final actions, recommendations, request for disbandment

ERPD HISTORY

The work of the ERPD committee was commissioned by ECOP during the Spring 2017 ECOP meeting. The committee was expected to build on the work of the Task Force - Cooperative Extension: Opportunities for a National Approach to Funding, Collaboration and Accomplishment and the Private Resource Mobilization Task Force.

The ECOP motion stated:

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

The newly formed ERPD Committee was constituted and in September, 2018 developed the following recommendations to ECOP:

- Timeframe: Clear and managed assessment of viability
- Goals: Focus. Management by objectives and milestones
- National Perspective: National systems consensus and articulation
- Resource Mobilization Capacity: Plan, systems and internal leader to implement
- Structure: Operational structure for Beta-test without new organization but maintaining brand
- Leadership: Leadership pool, voices for the national perspective, potential Board candidates
- Funding: Diversified funding to enhance stability

Following the presentation of these recommendations to 2018 National Extension Directors and Administrators Business Section meeting, Dr. Martha Molina Bernadett of the Molina Foundation committed $20,000 to ECOP so that the cooperative extension system could hire a consulting company to (a) investigate national work areas for which there may be considerable opportunity to garner new federal, private, non-profit, and foundation support and investment and (b) explore the universe of potential funders that cooperative extension could approach. This contribution was used to contract Changing Our World (CW). CW, with the help of the ERPD and the Executive Director and Administrator team, designed and administered a national survey to identify those national work areas [attached] and created funder “profiles” [attached] for philanthropic organizations with missions, giving histories, and foci that align with cooperative extension as an organization and the national work areas.

After reviewing the data and profiles, ERPD provided ECOP with a next step recommendations memo in March 2019 [attached]. ECOP responded by approving the ERPD recommendation to complete a review of ECOP’s finances with the goal of understanding how funds have been applied to short term projects.
in the past and what funds may be available to put towards additional ERPD work. This report was provided to ECOP in July 2019 at Joint COPs.

During that July 2019 Joint COPs meeting Michelle Rodgers announced forthcoming changes to the Well-Connected Communities project (WCC), funded by the Robert Wood Johnson Foundation. ERPD noted during that meeting that one of the ERPD recommendations from March 2019 was to consider WCC as a pilot project for future work with one of the funders identified by CW. This recommendation was made all the more palatable to ERPD by Robert Wood Johnson’s stated intent to invest more deeply in what cooperative extension provides health as a system. The Joint COPs meeting also contained in depth discussion on the future of the Communications and Marketing Committee and the process for hiring a new ECOP Executive Director.

EPRD reconvened following Joint COPs to Each of these projects would require use of flexible funds identified in the budget report.

With this context in mind, ERPD met in late July 2019 to discuss how wrap up the committees work in a way that both respects the hours of work put in by all members and brings the committee to a useful and timely end. It is the ERPD’s belief that, given the other draws on ECOPs resources (CMC, ECOP ED), the development of WCC, the turning point we are facing with the CMC, and the way ECOP may be changed with the hiring of a new ECOP ED, the ERPD has achieved all that is possible at this time.

Thus, ERPD shares the following lessons learned, takes the following concluding actions, and makes the following final recommendations.

**Lessons Learned:**

**The following elements must be present for ECOP to successfully seek non-tradition (non-NIFA) funding --**

- National strategic plan for Extension which articulates what Extension will collectively achieve over a period of time.
- Flexible fundraising methodology.
- Integration with campus foundation fundraising staff and goals.
- Agreement on common solutions/outcomes that can be achieved in multiple states and institutions in designated period of time and be tied together with a common compelling narrative.
- Director/administrator leadership along the lines of what Michelle has provided for the RWJF project.
- Program expertise provided by LGU and Extension staff.
- Capacity and expertise to apply to pursuing and cultivating relationships along the lines of what 4-H Council has provided for RWJF project.

**Major road blocks exist to getting an effort off the ground --**

- Lack of commitment from Extension Directors to work together as a national system.
Extension Resource and Partnership Development – Wrap Up Tasks

• Cost and time horizon necessary for successful professional fundraising does not align with Extension Directors’ generally transactional view of fundraising.
• The time it takes for all of ECOP to agree before taking action.
• Reliance on ECOP funds to get the necessary elements off the ground.
• Perceived competition with state funding initiatives.
• Lack of system willingness to stop funding less useful or effective projects in order to fund something new.

At its core, the ERPD has reservations about ECOPs ability to take on a primary role in cultivating new private investments. Many of the road blocks above are built into the governance and decision-making process by design. What can work is for ECOP to be a venue for engagement and information sharing while possibly providing program leadership with committees and a way to house a position paid by another source.

Extension has under-utilized existing capacity -

• Extension invests significant resources in a national infrastructure (ECOP and regions) every year. With close examination of goal alignment, some of those resources may be available for new national projects that have the opportunity to be successful ahead of new outside investment. In fact, success of that type is likely indispensable for courting new outside investment.

• National 4H Council has the capacity to house, under its organizational umbrella, an independent extension foundation that can approach potential funders in ways that state extension organizations that are funded by federal dollars and bound by certain rules cannot.

ERPD Final Actions:

• ERPD will distribute appropriate CW survey findings and funder profiles to all Extension Directors and Administrators to empower individual, regional groups, or cross-country multi-state groupings to consider how they may approach a funder. The funder profiles and survey result summary documents follow this memo, will be distributed as a stand-alone packet, and should be held in ECOP records for members to access at will.

• ERPD asks that any individual state or multi-state group keep clear notes on their process and results so that they may be shared across the system for the betterment of all cooperative extension services and communicate those notes to ECOP for national level learning through the ECOP Executive Director.

ERPD Recommendations:

1. ERPD recommends that ECOP, complete a critical review of the extent to which ECOP’s annual budgets do or do not align stated organizational goals and priorities.
   a. ECOP’s budget history does not currently show a reliable pattern of investing in publicly stated and strongly held goals or priority topic areas. Until budgets show alignment with established priorities and observable results it is unlikely that ECOP will be able to establish a baseline of success that will bring diverse funders to the table.
2. ERPD recommends that ECOP commit to completing a strategic plan for the organization’s mission, national priority topic areas, and goals and that ECOP use that plan to build the organization’s budget, refine the standing committees, and frame future private resource development and traditional congressional budget request work. This is not the same as the CMC proposed communications and marketing strategic planning.
   a. ERPD also recommends that the EDA team is identify and communicate possible funding opportunities that align with the eventual priority areas, themes, or other system wide plans following the completion of the strategic plan.

3. ERPD recommends that eXtension continue to be acknowledged and treated as a powerful platform for sending a unified message of, and providing an access point to, what the cooperative extension system is and can achieve at the national level. We also recommend that ECOP consider what it means operationally for eXtension be a platform for the system and invest the time, energy, and dollars to support that use.

4. ERPD recommends that ECOP attach or have a relationship with someone attached to the WCC project who will watch, review, and report back on the the project in its second stage in a way that treats the WCC project as a pilot for how large philanthropic funders may be approached and how projects that leverage the systems strength of cooperative extension can be built and implemented in the future.

5. ERPD recommends that ECOP disband the ERPD committee.

Enclosures
- ERPD Recommendations to ECOP: March 2019
- “Changing Our World” Survey Results and Next Steps
- Community Development Research – FINAL
- Water Research – FINAL
- Outline for Health Nutrition Data Collection – FINAL
- Profiles
  - Gordon and Betty Moor Foundation
  - McKnight Foundation
  - Richard King Mellow Foundation
  - William Penn Foundation
  - Charles Stewart Mott Foundation
  - Marguerite Casey Foundation
  - Mary Reynolds Babcock Foundation
  - Northwest Area Foundation
Upcoming
Extension Journal, Inc. will hold its fall face-to-face meeting September 17 and 18 in Burlington, Vermont.

Items in the agenda include:
1. Finalization of strategic plan
2. Discussion of the mission of the Journal
3. Nominations of the 2020 slate of officers
4. The proposed contract with eXtension to provide peer review of eFieldbooks

Current boards members are:
Debbie Allen, Editor-JOE, ex officio
Lacie Ashby, ESP, Treasurer
Stephen Brown, Member-at-Large
Jan Carroll, NAEPSDP
Jane Clary Loveless, USDA NIFA
Tom Dobbins, ASRED
Theresa Ferrari, NAE4-HA
Julie Fox, NACDEP
Christine Geith, eXtension
Tasha M. Hargrove, 1890's, President
Hannah Carter, NEDA
Joanne Littlefield & Matt Browning (Jan 1, 2020), ACE
Keith D. Mickler, Member-at-Large
Blake Naughton, NCCEA
Eric Owens, Web Developer, ex officio
Robert Ricard, Peer Reviewers
Melody Rose, NACAA, Secretary
Eli Sagor, ANREP, Past President
Ami Smith, ECOP, President-Elect
Cody Stone, WEDA
Jerold R. Thomas, ex officio
Dana Wright, NEAFCS
ESCOP Meeting July 23, 2019

1) **Strategic Realignment**
   
i. Information presented is very much in line with what was discussed earlier during the COPs Advocacy Presentations.
   
ii. Dr Ernie emphasized that our efforts should truly be on advocacy; perhaps we can use the Strategic Realignment to help with advocacy, if we end up not going with the reduced number of funding lines suggested by the committee.
   
iii. Group discussion ensued on the value of the realignment and how to proceed. The 15-line sheet hasn’t gone far enough to consolidate lines, so the PBD will discuss the 6-line sheet on 7/24/2019 and work to re-affirm and re-energize the strategic realignment effort.

2) **Communications and Marketing Committee**
   
i. The committee held a June 27 teleconference on how to best advocate nationally. Based on deliberations of a subcommittee, the CMC voted in favor to hire an expert in communications and marketing for perhaps a one-year contract to help guide the creation of a strategic, system-wide national plan, using the remaining $200,000 marketing assessment leftover from the terminated kglobal contract.
   
ii. November 29 was identified as the due date for hiring this expert. The hiring process likely will go through APLU.
   
iii. Using www.land-grant.org or some other national LGU website could be a good mechanism to share our stories.
   
iv. Discussion ensued on the mechanics of how to best use the remaining marketing assessment funds, keeping in mind salary, fringe, PBD policies, APLU overhead, metrics, etc. As this national effort proceeds, we must be sure to continually prioritize our audience and consider the actual cost of a national campaign. The hope is that the new expert marketing hire would help us develop an effective strategy to move forward.

3) **System Priorities and Advocacy**
   
i. Feedback suggests that our advocacy efforts are late and we should start thinking about priorities earlier, around the time of the APLU annual meeting in November, rather than at the March CARET/AHS sessions.
   
ii. We don’t have to start from scratch each year; our numbers really don’t change all that much from year to year, aside from a number or two based on partner interactions.

4) **NIFA Update**
   
Scott Angle presented information regarding new funding areas at NIFA (“buckets”, e.g., CO2 reductions, eliminating hunger, etc.) and the impact of the relocation and asked for assistance with getting through this.
   
i. Scott’s 3 personal short-term goals:
   
ii. Make sure Secretary Perdue understands NIFA and its importance.
   
iii. Make NIFA more efficient.
   
iv. Advocate for more money internally.

5) **Climate Programs & Hub MOU**
i. The group agreed that the Climate Hubs website works well (https://www.climatehubs.oce.usda.gov/)

ii. No funds are allocated for Hub activities, but ARS scientists are working closely with LGU scientists on this subject, with even some post-docs working with the Oklahoma hubs.

6) Deb Hammernik suggested that perhaps now is a good time to renew/reaffirm support of the hubs. Language is benign and allows for a ready mechanism, should future funds become available. Climate is Scott Hutchins’ (REE Director) #2 priority, so perhaps it’s best to wait and see how that moves forward.

Back to Contents

National Extension & Research Administrative Officers Conference (NERAOC)
Submitted by Gina Elaine Eubanks
Louisiana State University

The NERAOC PLANNING COMMITTEE MEETING was held AUGUST 5-6, 2019, Hilton at the Ballpark, St. Louis, Missouri. The Conference Hosts are University of Missouri & Lincoln University.

Topics discussed: NIFA and host institution roles /responsibilities, 2019 conference debriefing, 2020 conference program and budget, minority scholarship, and Conference tracks and topics.

Current tracks: Diversity and Inclusion, Finance/Capacity Funding, Grant, HR/Organization Development, Minority Serving and Program Reporting and Accountability.

Whereby the totally lead NIFA Sessions will need the assistance of state personnel. Conference will be more state driven and will allow networking as we work through the NIFA transition.

The planning committee solicit the continued support of Directors and Administrators for the attendance of personnel from their institutions.

The NERAOC Conference Guidelines were review and updated.

Upcoming
2020 National Extension and Research Administrative Officers Conference
"SHOW ME MOMENTUM” April 19-23, 2020, St Louis, Missouri

Charge to Regions-- Regional planning committee members will need to stresses the importance now more than ever of attending the national conference at their meetings.

NIFA and planning committee work to secure presenters for all sessions.

Significant discussion during the entire meeting focused on how the NIFA move impacts the conference now and into the future because overall institutional history of what and why of the conference.

Back to Contents
Well Connected Communities Initiative funded by RWJF  
Submitted by Michelle Rodgers  
University of Delaware

- A no Cost Extension allowing states to complete spending was in place through August 2019.
- The RFA for Wave 2 was available on August 19
- Webinar to assist with application is September 5
- Deadline for submission of RFA is October 18.
- Decisions about applications will be shared after receiving a commitment of funds for Wave 2 from RWJF following their October Board Meeting
- For the September-November 30 time period, bridge funding has been provided to keep the project structure in place to support the RFA efforts, ongoing technical assistance, maintenance of the Well Connected Communities website, and preparations for Wave 2.
- A full time executive director and an operating director will be hired for Wave 2 and during the bridge timeframe.
- Discussions with ECOP leadership regarding a system innovation committee have been initiated. The purpose of this group would be to focus on the system work of the initiative.
Policy Board of Directors Discussion Overview
July 24, 2019
Park City, Utah

The PBD has had a renewal in discussion, input and action directly related to the support of Doug Steele with this committee. The below summary is just that...key points of the meeting, not a summary of every discussion. If there are further questions, please feel free to contact me. (mrodgers@udel.edu)

Food, Agriculture and Natural Resources (FNAR) Update (Doug Steele)
- Continue to work on consistent messaging and strengthening partnerships internally to member institutions and externally to congressional offices, agricultural organizations, affiliated ag groups, commodity groups and stakeholders.
- Support the facilitation and implementation of 2019 priority areas: Antimicrobial Resistance, Animal Gene-Editing, BAA Communications and Marketing, Council for Agricultural Research, Extension and Teaching (CARET) and organizational structure of the BAA and affiliated commissions, boards and sections.
- Develop strategic plan and staffing for advocacy, relationship building, internal and external communications and reconnecting with national partners.
- Continue to cross-walk national reports and initiatives to determine funding, research, education and teaching opportunities. This includes:
  - 2017 USDA Task Force Report on Agriculture and Rural Prosperity
  - APLU Challenge of Change
  - APLU Healthy People, Healthy Food Systems
  - Strategic Plans from USDA, REE and NIFA
  - Other Federal Agencies
  - Communications and Marketing Update (Steve Loring, Chair)
- With the termination of the k-global contract the CMC proposed the development of a strategic planning step to answer the questions of what the LGU system wants regarding outcomes, audience, etc. to inform the national system of potential changes in CMC based on input received. What happens after the plan has been developed, in consultation with the LGU system, is a separate action and would need to be discussed and approved by the system.
- The CMC is developing a proposal for a temporary position description for a person to carry out the planning activities, with a clear contract end date that would include plan of work objectives, goals, and deliverables. The next step for the Communications and Marketing Committee is to finalize a working draft of plan deliverables to be shared within the system. In addition, a deliberate, inclusive, and thoughtful plan that will keep the CMC engaged and also allow the system to have input.

- Budget and Advocacy Committee (Gary Thompson, Liaison)
  - Working directly with Craig Beyrouty, Chair and Cornerstone Government Affairs the BAC continues to monitor and support the authorizations, appropriations and implementation of the 47 funding lines within NIFA. There were several amendments
that were added to the ag appropriations bill that was sent to the full House for consideration. These included:

- Reps David Trone (MD) and Denver L. Riggleman, III (VA) will offer an amendment to increase funding for the Rural Health and Safety Education Program under NIFA Extension Activities by $1 million paying for it by reducing two accounts in the Office of the Secretary by $2 million. If passed the amendment would bring total program funding to $4.5 million for FY 2020.

- Rep. Sean P. Maloney (NY) will offer an increase/decrease amendment (meaning no real increase, rather messaging in support of the program) for the Sustainable Agriculture Research and Education (SARE) program. The amendment proponent will indicate his desire to increase SARE by $5 million.

- Rep. Jackson Lee (TX) will offer an amendment to provide an additional $2 million for NIFA to provide research grant funding to 1890s Land-grant Universities and pay for it by cutting the Office of the Chief Information Officer (CIO) by $3 million.

- Reps Gregory Pence (IN) and Mike Bost (IL) will offer an amendment that increases funding for rural broadband Distance Learning and Telemedicine Grant Program by $25 million. FY 2020 Program funding would total $75 million and be offset by a $25 million decrease in funding for the CIO.

- Rep. Abigail D. Spanberger (VA) and a bipartisan group of 12 other Members will offer an amendment to provide a $55 million increase for USDA’s Rural E-Connectivity (ReConnect) program. Offsets are split between Office of the Secretary/Departmental Administration ($12.5 million), Office of the Chief Information Officer ($12.5 million), and the Office of the General Counsel ($30 million).

- Rep. Rodney L. Davis (IL) and a bipartisan group of 14 other Members have an increase/decrease amendment (meaning no real increase, rather messaging in support of the program) to highlight the importance of AFRI.

- The Senate is currently working on their version of the Agriculture Appropriations bill and will likely consider the bill when the Senate returns from the August recess. Consistent with your institution’s standard procedures for making congressional contacts, we encourage you to follow up with your state's Senators and reiterate the importance of funding for the agricultural research and extension programs at your university. Many Senators and their staff will be in their states during the upcoming August recess. This is an excellent opportunity to meet with them or invite them to campus and deliver this message in person.

**NIFA Transition**

Dr. Scott Angle, Director of the National Institute of Food and Agriculture (NIFA) provided updates to many of the sections during the summer meeting. Orlando McMeans and Doug Steele met with Dr. Angle to discuss the priorities of the BAA during the NIFA transition. These include: timely release of capacity funds, continuity of the announcement and awarding of competitive funding, spend-out of year end funds so that no unspent funding is returned and continued transparent communication and strengthening relationships throughout this process. Dr. Angle requested assistance in the communication of vacant positions and the recruitment of a diverse workforce at the new location in Kansas City. Additionally, there is an informal BAA section committee that has scheduled conference calls with Dr. Angle for updated information on the transition and to answer questions about the process. It is anticipated that the permanent location may be selected before October 1, 2019 (but subject to change based on final bids and the contracting process).
Advocacy Strategies for 2020-21 and Sign-On Requests
The Policy Board of Directors continues to work closely with the Budget and Advocacy Committee (chaired by Craig Beyrouty), Committee on Legislation and Policy (chaired by Marshall Stewart) and Cornerstone Government Affairs to begin the development and framing of BAA advocacy efforts during the APLU annual meeting in November. A working draft will be developed by the BAC that can be shared more broadly with external groups that have expressed interest in the BAA priority areas for funding. The final advocacy strategy will be completed by the BAC in early February (hopefully the Executive budget will be released on schedule) so that documents can be prepared for the CARET/AHS meeting in March.

APLU BAA continues to receive several requests from external organizations to sign-on in support of their advocacy efforts or to support potential legislative initiatives. The Policy Board is considering the appointment of some type of Rapid Response Team or Executive Committee so that these requests can be reviewed and acted on with a faster turn around time when information can’t be sent out to all sections because of time constraints.

Information Updates and Section Highlights
- Informational updates were provided on the BAA Initiatives of Antimicrobial Resistance and GeneEditing Summit; CARET update; and Section Updates.

Back to Contents
ECOP 4-H National Leadership Committee (including National 4-H Council)
Submitted by Jon Boren
New Mexico State University

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
1. Letter to Cooperative Extension Deans, Directors and Administrators regarding role of ECOP 4-H
   Leadership Committee and USDA NIFA:
   "2019 has been a year of significant progress and change for the 4-H program nationally. Moreover, we
are aware that the leadership landscape for Cooperative Extension is always evolving and shifting. With
this in mind, we are reaching out to our 4-H and Extension leadership for some brief updates and
reminders about the role of the ECOP 4-H Leadership Committee.

The Role of ECOP 4-H Leadership Committee:
The ECOP 4-H Leadership Committee (ECOP 4-H) was formed in 2014 with the goal of leading the
Cooperative Extension system towards regular and substantive dialogue about issues of national
importance to the 4-H program. ECOP 4-H facilitates a more strategic and systematic responses to
critical challenges and opportunities in front of 4-H, helping define a coordinated approach to the
implementation of the national 4-H mission and vision. The recommendations from ECOP 4-H are used
by ECOP leadership to inform their collaborative efforts with USDA/NIFA and National 4-H Council. The
recommendations also are shared with 4-H program leaders and Extension Directors/Administrators.
Membership on the ECOP 4-H Leadership Committee includes five 4-H Program Leaders, five Extension
Directors/Administrators selected by each of the regional associations of the five Cooperative Extension
regions. Ex-officio, non-voting members include one from National 4-H Council and one from USDA
NIFA. The committee meets in person three times per year with zoom and sub-group meetings taking
place between the winter, spring and fall meetings. A summary of the meetings is shared with 4-H
Program Leaders by the regional reps and included in the ECOP Meeting Minutes accessed through the

The Role of the USDA NIFA Division of Youth and 4-H:
2019 has been a year of significant change with our USDA partners and we would like to provide an
update and help to clarify questions and concerns that have arisen in our system in recent months.
Ever since USDA NIFA was formed, 4-H has been staffed through the Division of Youth and 4-H (DY4-H).
In the past, the division has been referred to as “4-H National Headquarters”. The NIFA Director has
announced that USDA would no longer refer to DY4-H as the “4-H Headquarters” but rather referred to
as the DY4-H in the Institute of Youth, Family and Communities at NIFA/USDA. The decision was made
because (a) there is no official federal policy designating a 4-H National Headquarters, (b) to avoid
confusion in the Cooperative Extension System with language articulating the distinct roles of National
4-H Council and DY4-H, and (c) to build upon the strengths and responsibilities of the DY4-H. In addition,
the LGU Cooperative Extension System, through the ECOP 4-H Leadership Committee, is charged with implementation of the 4-H program, including issues of organization and policy. ECOP 4-H has been in direct communication with NIFA leadership throughout the process of change and transition. We have been speaking on behalf of the Cooperative Extension system and sharing the expectations and commitments USDA-NIFA has agreed to through the April 2019 National 4-H Partners MOU. The main components of USDA-NIFA’s role include the following:

- Provide the Cooperative Extension System/ECOP and 4-H Council with appropriate direction for use of the 4-H Name and Emblem consistent with its purpose under federal law and the 4-H Name and Emblem regulations.
- Provide leadership in funding development and identify and seek funding opportunities through the federal enterprise to leverage resources to support the 4-H youth development program.
- Provide leadership to advance system-wide coordination for professional, volunteer, and youth learning.
- Conduct regular evaluations of progress and priorities, identify barriers and opportunities, and develop joint strategies for facilitating the success of the 4-H program.
- Provide leadership in measuring and sharing information that recognizes the programmatic impact of 4-H on youth to other units of the federal government and to other strategic national partnerships.
- Facilitate opportunities at the federal, regional, multistate, and state levels to provide for continuous communications, visibility and formal stakeholder input.
- Support the promotion and implementation of Mission Mandates in collaboration with CES/ECOP (including the 4-H Program Leaders Working Group (PLWG) and Council) and periodically review for relevance and emerging issues.
- Designate an ex-officio member of the National 4-H Council Board of Trustees, and Liaisons to the ECOP 4-H Leadership Committee and the PLWG.

Obviously, there has been concern with the loss of staff at DY4-H with the transition to Kansas City. The LGU Cooperative Extension System is committed to partnering with USDA NIFA during the transition. The ECOP National 4-H Committee will continue to work with USDA NIFA as they move forward to re-staff and further define the roles and responsibilities of the Division of Youth and 4-H. Please reach out to us with your questions, concerns and recommendations."

2. Upcoming meetings:
- ECOP 4-H Committee Zoom Meeting, October 24, 2019
- ECOP 4-H Committee Fall Meeting, December 3-4, 2019, St. Louis, MO
- ECOP 4-H Committee Winter Meeting, February 27-28, 2020, St. Petersburg, FL

TYP Back to Contents
ECOP Update: September 2019
Submitted by Jennifer Sirangelo, President and CEO

2019 represents the first year of our new strategic plan—one where Council will mobilize additional resources and advocates to support the change and growth occurring throughout Cooperative Extension. Over the course of the next three years, Council will seek to make a case that Extension and 4-H offer more than simply positive outcomes for youth—but that a 4-H experience is a critical step on the path to economic mobility, social equity, health and wellbeing for youth and their communities. Moreover, we'll make that case in a way that is emotionally compelling and inspires urgent investment.

In the current fiscal year, we are projecting growth in fundraising and earned revenue combined with conservative expense management. Council will maintain its focus on investments that advance the second phase of the brand campaign—Inspire Kids to Do—and that accelerate the engagement of alumni and supporters.

Recent Accomplishments by Council Teams:

- Overall, Trustees have raised **$8.8M of our $10M goal for the True Leaders Circle**. The Board-led True Leaders Circle represents an exclusive group dedicated to expanding the 4-H program to reach all young people.

- **Nationwide** has pledged $1 million over four years to support youth from priority growth markets. Thanks to Trustee Mark Berven for his support of 4-H.

- **Tractor Supply Company** has renewed its longtime 4-H partnership with another three-year commitment. Nearly $12 million has been raised over nine years to benefit local 4-H programs.

- In addition, the 4-H cause retail partnership with **JOANN** is bringing attention to 4-H with the help of in-store items including fabric and sewing curriculum.

- Council hosted the inaugural True Leaders in Equity Institute in April, supporting 4-H’ers and their adult mentors as we seek to create more welcoming and inclusive 4-H environments for all kids. This work is supported by our partnerships with **Robert Wood Johnson Foundation, S.D. Bechtel, Jr. Foundation, Margaret A. Cargill Philanthropies** and Wells Fargo.

- **Google announced a $6M renewal in June.** The exciting announcement in Oklahoma told a compelling story of how the grant will help bring technology, resources and training to 1M youth in rural and underserved communities.

- **Walmart Increased its annual commitment to $3.25M.** Thanks to Trustee Maggie Sans for being a champion of the Walmart Foundation’s support of 4-H. Over the past decade, the Foundation has contributed $19.5 million to nutrition programming for 4-H youth and their families. The most recent commitment ($3.25 million) will impact 225,000 underserved youth and their families in 25 states.

- **Bayer deepened its 4-H Investment to $4M.** We are grateful to Trustee Lisa Safarian and Bayer’s division of Crop Science for the $4 million support to engage more than 1.2 million youth in ag science & STEM education to build the workforce pipeline. This five-year commitment, combined with Monsanto’s longstanding support of 4-H, brings the company’s total support to more than $12.5 million since 1988.
• **New Cause Partnerships.** In just a few months, five new cause partners have signed on with 4-H—Mastercard, Georgia Boot, State Line Tack, DeGroot and BOGS—joining long-time partner Tractor Supply Company. Many thanks to USDA and ECOP leadership for their support of the National 4-H Council team leading this important work.

**Proactive Engagement around our Brand Story**

Our teams support organizational goals—as well as national 4-H and Extension goals—by proactively telling our story and building a community of supporters.

• Our team is working in partnership with the **Porter Novelli** and **Cone** agencies to help develop a purpose platform that effectively articulates our focus on economic mobility and motivates donors to give.

• New billboards are on display along major highways in Florida, South Carolina and North Carolina due to support from our new partner, the **Outdoor Advertising Association of America**. Pilot state promotions are set to launch nationwide during 4-H week in October.

• Over the next few months, Council and **NBC Learn** will collaborate on a 4-part video series that has the potential to reach millions with the story of 4-H. NBC Learn is the education division of NBC News, which partners with nonprofits, foundations and corporations to create compelling and distribute original content on subjects ranging from STEM to social studies across its innovative online platforms. The series will focus on how 4-Hers are making a difference in their communities across key areas from computer science to health equity.

• Three more day-in-the-life videos, featuring 4-H alums have been produced and are ready to be promoted broadly. The vignettes feature Olympic legend **Jackie Joyner Kersee**, Indy Car driver **Charlie Kimball**, and **Avery Williamson**, professional football player, NY Jets.

• Visits to 4 H.org were nearly 3.5 times higher the day Google featured the 4-H partnership on Google.org. In addition, news coverage of our partnership included a diverse mix of national, local, trade, rural and agriculture media including: FoxNews.com, Associated Press, RFD-TV, AgriPulse, Ag Daily, and the Chronicle of Philanthropy.

• We leveraged some important summer venues to raise visibility of key partners: we engaged 4-H youth with both **Corteva** and **Microsoft** at the Iowa State Fair and introduced the **Bayer/4-H** partnership at the Farm Progress Show, the nation’s largest farm event.

**Board of Trustees**

Council’s Board of Trustees is a passionate and engaged group of 4-H alumni and believers who work to develop new resources that support the work of Cooperative Extension. They are national C-suite executives who steward significant corporate and personal gifts to 4-H. Our Board’s composition is currently 52% female— reflecting the gender mix of the 4-H program. A Board roster is attached.

During our June meeting on the campus of The Ohio State University, the Board met in conjunction with the Extension Committee on Organization and Policy (ECOP) 4-H Leadership
Committee. This is the second year of the Board’s direct engagement with this group, and we experienced another productive and inspiring dialogue. We discussed Extension efforts to chart a new pathway to growth, including a blueprint for thinking differently about programs, how they are delivered and to whom.

In June, we also welcomed new Trustees to their first meeting:

- Kaye Reitzenstein, Chief Financial Officer, Nutrien Ag Solutions;
- Lisa Safarian, President, Crop Science NA, Bayer;
- the Board’s new Federal Liaison, NIFA Director Scott Angle

I am very pleased to report that we will be voting to elect two new Trustees to the Board in September—both of whom are passionate 4-H alumni. Their addition will enhance an already active and engaged group of 4-H supporters:

- Richard Maltsbarger, CEO of Pet Retail Brands, North America’s third largest pet retailer
- Danielle Tiedt, Chief Marketing Officer of YouTube

Council Partnerships

Council continues to build and nurture our most important relationships with Cooperative Extension, USDA and other influencers in youth development and agriculture:

- I was honored to join ECOP Chair and Council Trustee Ed Jones and USDA leaders Deputy Secretary Stephen Censky and NIFA Director and Federal Gov’t Liaison to Council’s Board Scott Angle to renew the National 4-H Memorandum of Understanding. The MOU runs through 2024, outlines each partner’s roles and responsibilities and recognizes our shared goal to reach 10 million youth with Extension’s high-quality 4-H programming.

- Former Trustee Kip Tom was confirmed by the Senate on April 18 as the United States Representative to the United Nations Agencies for Food and Agriculture at the Department of State. While ethics rules required Kip’s resignation, we are grateful for his Board service and know he’ll continue to be a champion of US 4-H and the Global 4-H Network.

- Trustee Krysta Harden joined Extension leadership (including ECOP Chair and Council Trustee Ed Jones) at April’s ECOP meeting to share Council’s strategic direction and priorities.

- Our teams developed two listening sessions on behalf of Council and Cooperative Extension, with the purpose to affirm our values and develop the best approach to managing 4-H’s reputation and inclusiveness. 4-H alums and allies provided constructive feedback. The first session was held in DC and was supported by 4-H alum Andrew Dunckelman, Google. A second session was held in Kansas City.

- I participated in several regional summer meetings of Extension Directors and Administrators—and had productive dialogue around collaboration on Name & Emblem, the 4-H Brand campaign and our strategic support and engagement of LGU leadership.

- Trustee Juliette Bell, former president, University of Maryland Eastern Shore, represented Council at the 1890 Association of Extension Administrators (AEA) meeting in June.
• I joined Trustee Lisa Safarian, Bayer, and the University of Missouri Extension team to conduct mock college interviews for the Missouri 4 H Youth Futures Program. This innovative program mentors young leaders to excel in college and career.

• I joined Council’s Youth Advisory Committee met for their August retreat, which included a productive visit at USDA. The visit began with a meeting with Deputy Secretary Stephen Censky (4-H alum) and NIFA Director Dr. Scott Angle, and culminated with a dynamic presentation about their 4-H experiences and vision for the future of equity and access in 4-H to USDA’s Deputy Assistant Secretary for Civil Rights, Naomi Earp. The group was honest, positive and inspirational and left the Deputy Assistant Secretary with a powerful perception of the ever-growing 4-H story.
Board of Trustees

National 4-H Council is governed by a diverse leadership board comprised of corporate executives and representatives from 4-H youth, land-grant universities, Cooperative Extension and the federal government.

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Federal Government Liaison  
Director  
U.S. Department of Agriculture, National Institute of Food and Agriculture  
Washington, DC

*Executive Committee member  
**Ex Officio member
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.
- Based on request from PLWG and ECOP 4-H Committee, the ECOP BLC will form 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.
- Continue to engage in developing a strategic plan for future advocacy efforts.

Back to [Contents](#)
eXtension Update Reported by Board of Directors, September 2018 - Present

Barbara Petty, Chair, University of Idaho
Ken La Valley, Vice Chair/Secretary, University of New Hampshire
Courtney Owens, Treasurer, Kentucky State University
Gary Jackson, Mississippi State University
Jane Clary Loveless, USDA-NIFA
Rick Klemme, Extension Committee on Organization & Policy

This past year has been a year of continued growth. eXtension remains committed to maintaining and continuing to advance its original core services and objectives. At the same time, eXtension is developing and fast-tracking many new initiatives to address those same objectives, including delivering professional development focused on increasing innovation and building capacity through the Impact Collaborative.

Impact Collaborative

- Since Fall 2018, eXtension’s Impact Collaborative has led 5 national events, 5 state/institutional events.
- Six more state/institutional events, 1 national event scheduled.
- Two National Summits included 50 teams/44 land-grant universities, 25 external partners
  - $30K in grants were offered to teams most ready for implementation.
  - 18 other awards were offered that included paid travel, strategic coaching, and invitations to apply for additional funding.
  - 96% of teams reported strengthening project plans - Oct 2018 Summit
    - Participants also reported Gaining or Improving New Competencies (84%), Improved Concept-Mapping Skills (71%), and Increased Innovation (60%)
  - 86% of teams gained a path forward for project implementation - Apr 2019 Summit
    - Participants also reported New Ideas (81.8%), New Techniques (68.2%), Team Growth (63.6%), and Increased Innovation (63.6%).
- Six Innovation Skill-Building experiences were conducted for UGA, UCANR, UKY, UID, UNR, and the 1890 Extension Leadership Academy.
- 55 new Innovation Facilitators/44 land-grant universities trained in the Impact Collaborative to provide local support in their states and institutions.
  - Total number of Innovation Facilitators is 107 from 48 institutions.
New Technology

- Engage & Empower Online (EEO) is a one-stop-shop for continuing professional development beyond face-to-face events. EEO is a social intranet and registers an average of 80-100 new users/week taking advantage of eXtension offerings through the platform.
  - Through eXtension’s partnership with the Institute for the Future: Future 50, we provide exclusive access to unique content designed to provide new insights to members.
  - Over 600 Extension professionals participated in a three-part DEI webinar series hosted through Engage & Empower Online in 2019.
    - Four Learning Circles were hosted through EEO for over 300 Extension professionals.
- New online version of the Innovation Skill Builder was created to help teams increase skills in innovation. 20 Innovation Facilitators trained on using the tool locally.
- 40 teams using new Pressable service providing WordPress sites for multi-state/national Extension project teams.

National Resources

- Pesticide Safety Education Funds Management Program (PSEFMP) delivered $1 million to Extension Pesticide Safety Education Programs to 50 Land-Grant Universities.
  - On August 27th, 2019, eXtension announced continued funding for 2020. All land-grant university Pesticide Safety Education Programs are encouraged to apply.
- eXtension completed two eFieldbooks: Diversity, Equity, and Inclusion, and Opioid Response. Three more are in development.
- For 2019, eXtension contracted seven new Fellows
  - JCEP; working in partnership with eXtension & ECOP to create a national Extension credential.
  - Artificial Intelligence; created an initial scoping project for the use of AI in Extension.
  - Customer Relationship Management; exploring CRM functions for Cooperative Extension.
  - NUEL (2 Fellows): Creating an eFieldbook focused on Urban Extension.
  - NAEPSDP: Creating an eFieldbook focused on Evaluation.
  - Diversity, Equity, and Inclusion: Creating a second version of the DEI eFieldbook.
The National Impact Database Committee has most recently focused on the following objectives:

1. On March 1, 2019, a new website was launched for the NIDB.
2. Found at https://landgrantimpacts.org
3. There are two primary links on the new site:
   - A public link that allows searches by several factors
   - A log-in link to the database for institutional contacts and editors
4. The NIDB committee created an internal review process to ensure that impact statements posted to the public portal reflect well written statements that document program outcomes and impacts.

In the past month, the committee has made adjustments to the number of reviewers who are actively implementing the established review process. While we began with approximately 30 reviewers in the new system, we have had challenges with reviewers following through on their commitment. As a result, communications with these individuals have resulted in 10 reviewers who have agreed to serve in a 1 or 2 year term to serve this role.

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

6. The Content Writing Group met January 31 – February 3, 2019 in Birmingham, AL. This working session reviewed the 2018 impact statements that had been submitted to the site. They produced 41 products for the new website, including 21 fact sheets, 19 web stories and 1 animated video. All 41 products are now available on the new portal. The animated video can be seen at: https://oregonstate.app.box.com/uzvwhp9w8bqbrsp72b4j23ifsj3c0asp

7. All previously published impact statements are now available in the archive on the database. This includes 533 impact statements from 2017 and 341 impact statements from 2018.

8. During the last year of the old site (2018), the following stats are available:
   - 5,000 Users
   - 6,400 Sessions
   - 17,000 Page Views
   - 2.5 minutes Session Duration
   - Almost all from within US

Upcoming

1. Leverage existing communication efforts occurring across the ECOP/ESCOP system to enhance and streamline how the database is marketed and that awareness is maintained.

2. Create an action plan for the use of social media in highlighting and promoting the database.

3. Create a marketing plan for the NIDB.

4. Share the published NIDB fact sheets with Directors at regional meetings.

5. Long term oversight to the NIDB is still necessary, but in what form that occurs will be the next point of consideration. We have discussed the potential of perhaps integrating it into the responsibilities of the CMC, dependent upon the outcome of their long term strategic planning.

Back to Contents