Zoom Meeting Minutes  
Thursday, April 23, 2020  
11:00 a.m. – Noon, Eastern Time  
Presiding – Mark Latimore, Jr., Chair

Attachments: March 2020 ECOP Meeting Minutes (URL), March 27, ECOP Executive Committee minutes (URL), April 9 Executive Committee Minutes (URL), CES Strategic Agenda (URL), ECOP Strategic Directions Process Guide/Timeline (5-8), Sign-on letter to NC-FAR (9-11), Cornerstone Call to Action (12-13) and 2 Letters to the Section (14-15), and 4-H advocacy COVID Funding piece (16-17), 2019 ECOP Finance Report next to 2020 ECOP Approved Budget (18), Report from Health Innovation Task Force (19), Update from Policy Board of Directors Representative; 4/16/2020 (20)

OPENING BUSINESS –

Mark Latimore called the meeting to order. Attendance is recorded on (3). Minutes from last meeting (URL) were approved by unanimous consent.

I. BUSINESS REQUIRING IMMEDIATE ATTENTION/ACTION – Discussion, Set Goals and Action Plans

A. Engagement with APLU VP Food Agriculture and Natural Resources –

Mark Latimore/Doug Steele – Doug provided updates on the $380M research/extension proposal.  
→ Caron Gala is circulated a sign-on letter for national organizations to join (9-11) – this is a first for the BAA  
→ Cornerstone released a call to action on 4/23/2020. (12-13)

Congratulated Extension for hiring a new Executive Director (Caroline Crocoll beginning June 1, 2020).

Communications and Marketing Strategist Update – Looking forward for this opportunity to fulfill the contract. The Strategist will engage the Cooperative Extension Section in their work.

2020 Assessments: Collected about 1/3 so far, not surprising, was late going out. A call is being organized with Rick Klemme and others about the value of these assessments.

B. ECOP Strategic Directions Update/Input –

1. Process Plan Review (5-8)

Chuck Ross - Quick review. All ECOP Voting Members will be contacted by email with a request for comments and suggestions and be invited to the ECOP Executive Committee Meeting on 5/14/2020, 11:00 a.m. for in-depth discussion. There were no questions.

C. COVID-19 Funding Proposals Engagement with ECOP – (Ag proposal, 8-12; 4-H proposal, 13-14)

Mark Latimore/Jon Boren/Rick Klemme – Building improved relationship with respective government affairs staff; key to becoming nimble and quick to respond.
Jon Boren, Jennifer Sirangelo – There is a complimentary 4-H Funding Proposal. Council is aggressively advocating for Extension and 4-H Youth. Support the work of Extension. 4-H at Home: New capability to tell the story of 4-H online and to address the loss of summer learning. Turning the surprise and opportunity, find direction online to activities. Thinks we need to move quickly. Just another way that Extension is speaking to Dep. Sec. Censky. Idea sheet is on the way. Any available discretionary funding to made available by June 1. Also, Farm Bill money previously authorized, 4-H Centennial, pilots in rural development. Looking to fill that line in Supplement 4. To support the reach of extension. Looking for a capital infusion for the 4-H Center, (Commerce, Economic Development). Other new opportunities are new curriculum (online resources) and OJJDP funding for Mentoring Program. EDA colleagues will receive background information on Advocacy Strategies and work on updating our ECOP background documents to ensure orderly and nimble responses to emerging issues.

D. FY2021 **ECOP Budget** Preparation (9) –
Mark Latimore: The items below are to be considered in framing the 2021 ECOP Budget.

1. Staffing Models (Charge of ED Search Advisory Committee)
2. Communications and Marketing ($100K for 8 months in 2020)

Doug Steele: The cost for the consultant is being funded from carry-over funds from last year’s assessment. A new funding model needs to be developed for FY21. Each of the funding partners (ECOP, ESCOP, AHS) made individual decisions on collecting the assessment for FY20.

3. Financing Strategic Direction Actions
4. Awards, National Impact Database, etc.

E. Executive Director On-Boarding –
Mark Latimore: The philosophy taken to onboard Caroline Crocoll as Executive Director is to make the transition as smooth and carefully planned as possible.

F. Appointments (in process with EDA team)
Mark Latimore: Tabled until the May 2020 ECOP Executive Committee meeting.

II. **INFORMATIONAL UPDATES**

A. 2020 NEDA Update and Theme –
Ed Jones: Decision forthcoming on in-person versus virtual meeting. Planning committee to be convened shortly.

B. 2020 Awards: Update/Last Call for Nominations
Mark Latimore: May 1 is the deadline.

C. Standing Committee Updates
1. Program –
Carolyn Williams: Shared farmer health database, and upcoming Learning for Leaders event coming on May 1. [https://farm-stress.extension.org/](https://farm-stress.extension.org/)

2. Professional Development –
Vonda Richardson - Last meeting was February because of the situation caused by the virus. Have a concept for new Directors/Administrator Orientation. Should have proposal for new Team Award later this year.

D. Climate Initiative Update –

Chuck Ross: Moving forward with a few meetings. Chris Geith can add. Looking to build a story of what is being done, actions that result in significant improvement in Climate conditions. There will be a fellowship for Climate/Extreme Weather.

E. Health Extension & Well-Connected Communities Update – Mark Latimore/Roger Rennekamp

Roger Rennekamp: 2nd Wave of Funding, transformational change in the System, 17 inst. In 40 communities to address issues identified in coalition. Important to remember is about. Pleased to identify 70 contacts on health and wellness. Hope this reduces the amount of information that needs to be passed along. Connect.Extension.org is a huge part of this. Surprised to find how many institutions sharing other institutions’ resources. One short coming of the link, is the lack of the ability to search the links. Working with EDEN to develop put this into searchable format. At the request of critical role that 4-H can play in preventing the permanent adverse developmental affects of COVID-19 on Youth.

F. USDA-NIFA Updates –

Mike Fitzner: Continuing to rebuild the agency. Taking full advantage of the flexibility afforded by Office of Budget and Management. New extension deadlines on apply for grants. Hiring – 5 new hires every 2 weeks. Working with Peace Corp volunteers, Josh Stull left to go to work for SoAR. Mitch Adams from FSIS. OGFM Director, Matt Faulkner from Rural Development. Bill Hoffman continues for now that Communications Director.

G. Other –

Jennifer Sirangelo: Folks are asking how to submit their state’s 4-H at Home resources to be available on the national 4-H website. Go to: https://bit.ly/4-HatHome We’re calling 4-H at Home the place for Cooperative Extension’s virtual 4-H Positive Youth Development supporting the elements of our research based approach 1) caring adult mentor relationship 2) meaningful leadership roles for youth and 3) skill building activities.

From Doug Steele: I really want to thank everyone for your leadership and support of the role of Extension during this period of uncertainty. I have no doubts that Extension will be a vital partner in short term responses and long-term recovery for many of our communities and constituents. WE can impact today, frame tomorrow and build a brighter future!

The concept of "technology infrastructure" needs to be more fully developed. It's one thing to invest in broad band, outreach and education but something totally different to have access to the appropriate connection, equipment and on-line teaching tools. A lot to consider in the days ahead.

ADJOURN
ECOP Membership Attendance is indicated with • or ✓

**Voting Members**

- Mark Latimore, *Executive Committee, Chair*, Fort Valley State University
- Chuck Ross, *Executive Committee*, Chair-elect, University of Vermont
- Ed Jones, *Executive Committee, Past-Chair, ED Search Advisory Committee Chair*, Virginia Tech
- Beverly Durgan, *Executive Committee*, University of Minnesota Extension
- Jason Henderson, *Program Committee*, Purdue University
- Gary Jackson, *Program Committee*, Mississippi State Extension Service
- John Lawrence, *Executive Development Committee*, Iowa State University
- Ivory Lyles, *Program Committee*, Director Cooperative Extension, University of Nevada
- Barbara Petty, *Executive Committee*, University of Idaho
- Nick Place, *Professional Development Committee*, University of Florida
- Wendy Powers, *Program Committee*, University of California
- Vonda Richardson, *Professional Development Committee Chair*, Florida A&M University
- Chris Watkins, *Program Committee*, Cornell University
- Carolyn Williams, *Program Committee Chair*, Prairie View A&M University

**Ex-officio, Non-voting Members**

- Rick Klemme, *Executive Director, Cooperative Extension/ECOP*
- Roger Rennekamp, *Health Extension Director, Cooperative Extension/ECOP*
- Michelle Rodgers, *ECOP Representative to BAA Policy Board of Directors*, University of Delaware
- Jon Boren, *ECOP Budget & Legislative Committee Chair*, New Mexico State University
- Mike Fitzner – *USDA-NIFA*
- Jo Britt-Rankin, *Board on Human Sciences*, University of Missouri
- Chris Geith, CEO, and Ken LaValley, *Chair, eXtension Foundation Board*
- Bob Godfrey, *Experiment Station Committee on Organization and Policy*, University of Virgin Islands
- Andy Ferrin and Jennifer Sirangelo, CEO, *National 4-H Council*
- Char Wenham, *Council for Agricultural Research, Extension and Teaching*
- Brian Kowalkowski, *1994 Land-grant/Tribal Colleges Extension*, College of Menominee Nation
- Al Wysocki, *Academic Programs Committee on Organization and Policy*, 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**

- Doug Steele, APLU-BAA
- Julie Robinson, JCEP, University of Arkansas
- Jackie Wilkins, Ohio State University

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OVERVIEW
This document outlines the Extension Committee on Organization and Policy’s (ECOP) mission, required activities, and strategic priorities for 2020-2023 as the executive board for and representative body of the Cooperative Extension System. It also includes the recommended process for ECOP to systematically move forward on these strategic priorities to ensure that (a) ECOP is holding itself accountable to the demonstrated will of its membership, (b) effectively applies limited human and monetary resources, and (c) is responsive to shifting political and community realities.

This strategic direction document is informed by
- the results of the 2020 ECOP Strategic Directions Survey, which was open to all 1890, 1862, and 1994 institutions.
- a review of the 2017 ECOP Chicago Workshop Summary, which is the product of an ECOP member workshop in Chicago facilitated by Mark Amaral. The document laid out 3-year strategic goals for 2017-2019 and structural recommendations for ECOP’s effectiveness.
- the expectations set by ECOP following delivery of the Extension Resource Partnership Development Committee final report and recommendations.
- the 2020 ECOP Ongoing Priorities and Emphasis Areas document, also known as the 2020 ECOP Action Plan under Chair Mark Latimore.

ECOP’S MISSION
ECOP’s is broadly guided by a non-binding, but official, set of Operating Guidelines last updated April 11, 2019. Per this document, “The mission of ECOP is to strengthen Cooperative Extension at national, state and local levels.”

ECOP’S VALUE
The 2020 ECOP Strategic Directions Survey asked all members to indicate what they value most about ECOP. In summary, the majority of responses centered on ECOP providing

1) A national level platform for advocacy & representation.
2) System coordination of people and communication out to members.
3) Networking & professional development opportunities.

The 2107 ECOP Workshop provides historic perspective to the question of ECOP’s value. At that time, ECOP members had the opportunity to share how they saw ECOP bringing value to their programs. A number of those listed values align with the survey results above.1 Additional items from the 2017 Workshop are:

- Creating and implementing a strategic agenda that prioritizes Extension’s needs and delivers value added initiatives;
- Shaping and building the future of Extension by creating a big vision;
- Creating new partnerships and funding opportunities;

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1 Advocating and providing national leadership for the Extension system; Delivering professional development and access to mentors; Networking and providing a learning network for idea sharing and collaboration; Providing a voice for the national system by communicating and marketing our successes; Strengthening our national identify and providing us status within the broader community.
2020-2023 Strategic Direction for ECOP and the Cooperative Extension System

- Bringing a broader perspective and opinions to the Extension system; and,
- Ensuring a collective impact and mechanism for national decision making.

ECOP’s STRATEGIC DIRECTIONS 2020-2023
ECOP is committed to transparency and organizational excellence. As such, the organization has utilized the results of the 2020 Strategic Directions Survey, lessons from the most recent 3-year plan (2017 ECOP Chicago Workshop Summary), comments on the value members derive from ECOP, and ECOP’s own guiding documents to inform the following 2020-2023 strategic directions.

1) Expand federal and non-federal resources available to Extension.
2) Increase visibility and recognition of the Cooperative Extension System as a provider of services and as a valuable partner to federal and national non-federal entities.
3) Support the professional success of extension leadership through tailored professional development.
4) Increase the effectiveness and efficiency of the Cooperative Extension System.
5) Identify national priority Extension issues and provide mechanisms for collective action.
6) Ensure ECOP’s administrative and organizational success.

These strategic directions represent ECOP’s organizational goals and frames services it will provide for the next three years (2020-2023). Each ECOP Chair will responsible for creating an Annual Action Plan framed by the Directions above to include discreet activities for that year, or to be undertaken as part of a multi-year initiative. Those action items should be limited and chosen deliberately based on their ability to move the needle on the strategic directions above.

ECOP is mandated to perform the following actions per the binding Cooperative Extension Section: Rules of Operation. Last amended October 3, 2018. As such, ECOP’s annual action plans must also address how “ECOP will...”

1) “represent the directors and administrators of member Extension organizations in their collective dealings with other units of CFERR, the APLU, federal agencies, organizations, and the public.”
2) “...in coordination with NIFA/USDA, [ECOP will] initiate strategic planning and identify nationwide issues that lead to program and budget priorities.”
3) “...represent[s] the states, 1890s, and territories in legislative matters before Congress”
4) “...develop[s] and maintains linkages and supportive relationships with other national organizations and associations.”

PROCESS
This annual process is established to maintain accountability, consistency, and clear communication to and from ECOP to the Cooperative Extension System:

1) Incoming Chair will draft an Annual Action Plan to be reviewed by ECOP representatives, and through regional Executive Directors the broader ECOP membership. This annual plan should be established far enough in advance to facilitate system wide approval at the annual NEDA conference.
2020-2023 Strategic Direction for ECOP and the Cooperative Extension System

2) ECOP Committees will be reviewed for relevance and effectiveness annually. Each committee will create and annual action plan and report to it. The submission of a new plan and the annual review will take place at the ECOP meeting just preceding NEDA.

3) ECOP will submit an annual report of accomplishments, linked to the annual action plan, to the Section annually at NEDA.

4) In 2024 ECOP will complete a review of the 2020-2023 Strategic Directions and reaffirm and/or set new Directions for 2024-2027. This review will include consideration of achievements, attempts, and shortfalls as well as new needs of the National System.
Timeline to National Extension Directors & Administrator Meeting

March 18, 2020: ECOP meeting (in person; changed to virtual)
  - Approve Strategic Vision and action plan timeline

April 23, 2020: ECOP meeting (virtual)
  - ECOP Exec talk about draft
  - Approve for regional input

May 14, 2020: ECOP Executive meeting (virtual)

June 11, 2020: ECOP Executive meeting (virtual)

June 25, 2020: ECOP meeting (virtual)
  - GOAL: Tacit approval of strategic vision so that the team can start drafting 2020-2021 action plan

July 21, 2020: ECOP meeting in conjunction with JOINT COPS (in person; all day)
  - Action Plan and Strategic Vision conversation with ECOP

July 22, 2020: ECOP meeting in conjunction with JOINT COPS (in person; ½ day)

August 13, 2020: ECOP Executive meeting (virtual)

August 27, 2020: ECOP meeting (virtual)
  - ECOP consider all input from regions on Strategic Vision and action plan

September 23-24, 2020: National Extension Directors and Administrators meeting & ECOP Meeting
  - Extension Section final consideration of and vote on 2020-2023 Strategic Vision as well as any resulting necessary amendments to the ECOP Operating Guidelines.
  - ECOP final consideration and vote on 2021 Action Plan
  - At the conclusion of this meeting, Mark Latimore passes the ECOP gavel to Chuck Ross
TO: House Speaker, House Minority Leader, Senate Majority Leader, and the Senate Minority Leader

RE: Support for COVID-19 Relief and Recovery via Agriculture Research, Education, and Extension

Dear Speaker Pelosi, Majority Leader McConnell, Minority Leader McCarthy, and Minority Leader Schumer:

Thank you for your extraordinary work in passing the Coronavirus Aid, Relief, and Economic Security (CARES) Act. The legislation provides critical support to Americans as we continue to combat this global pandemic. From the perspective of the food, fuel, fiber, and feed system, this crisis underscores the importance of the agricultural sector. Our nation’s ongoing commitment—at federal, state, and local levels—to a robust, safe, affordable, and accessible food supply is paramount.

As Congress considers the next supplemental appropriations package, we urge you to provide the necessary resources to our agricultural research, education, and extension system and specifically ask for $380 million for the USDA National Institute of Food and Agriculture (NIFA). This request reflects a commitment to agriculture, families, businesses, and communities. It includes $300 million of job-saving support for capacity and competitive research\(^1\) and is consistent with the research community’s broader recommendations\(^2\) across the science agencies. These funds will ensure research crucial to our agriculture and food systems is not lost due to pandemic-related delays and disruptions in data collection. We find the synergy between research and extension to be essential. The request also supports an $80 million request for the Cooperative Extension System to meet the direct needs of the public related to spread of and recovery from COVID-19. Finally, dramatic disruptions to our research talent pipeline, including the facilities and equipment that support it, will require additional support. We are working to identify research, infrastructure, and workforce areas of national importance and share them with Congress.

Supporting Job-saving Supplemental Funding for Research Capacity

Regarding research capacity and competitive programs, we ask that Congress provide at least $300 million of job-saving supplemental funding for 1) ramp-down and ramp-up costs to close and restart research activities; 2) salaries, benefits, and other costs associated with retaining research, technical, and work-study personnel; 3) research specific to COVID-19; and 4) core facilities supporting NIFA research. The COVID-19 pandemic is disrupting lab and field-based research activities. In some cases, this stoppage will create a year or more of delay in critical agricultural research, disrupting the talent pipeline for agribusiness and food supply chains.

Supplemental funding will support capacity and competitive grant activities for up to 12 months for existing grantees and institutions managing programs in the Research and Education, Integrated Activities, and Farm Bill Mandatory Accounts. These programs fund high-caliber research through State Agricultural Experiment Stations, Agriculture and Food Research Initiative (AFRI), and other critical research accounts across the United States’ agriculture, food, and natural resource sectors. Supplemental funding is needed to sustain our research and innovative capabilities. These capabilities

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1 Hatch and Evans Allen research capacity funding, Agriculture and Food Research Initiative (AFRI), McIntire-Stennis forestry research, Tribal Colleges Research Grants Program (TCRGP) as well as other critical accounts. We recommend
2 AAU, APLU, AAMC, and ACE COVID-19 Research Recommendations
underpin a highly responsive agriculture enterprise that allows the U.S. to pivot to address emerging threats to the global and domestic food supply, public health, and rural economic development.

**Accelerating the United States’ Cooperative Extension System Service and Response**

The Cooperative Extension System (CES) is part of the 112 land-grant institutions located throughout the nation. Cooperative Extension System educators and agents have built long-lasting and trusted partnerships with individuals, community organizations, and local businesses. There is an increased need to reach people in their homes, thus it is imperative that Cooperative Extension increase its capability to virtually provide essential programming and engagement services in ways that can effectively reach clientele who have varying degrees of access to adequate broadband.

We request $80 million for the Cooperative Extension System to meet the direct needs of the public related to spread of and recovery from COVID-19. The funding would be allocated through Smith Lever and 1890s Institution Extension capacity programs, as well as through an ongoing contract for the NIFA New Technologies for Ag Extension (NTAE). The NTAE provides technical assistance to Extension agents and educators for effective delivery of virtual extension programs including educational and meeting platforms, training on new meeting formats, and customized support for scaling programs. NTAE will provide Tribal colleges with financial support and assistance.

This supplemental funding will enable CES educators and agents to: collaborate with emergency responders; develop innovative educational materials; assist business owners with loans and supply chain options; connect families to information on telemedicine, food, financial health and methods of socialization; support farmers and businesses; provide seniors with support; and work with clientele to be successful during the upcoming recovery period. With enhanced virtual learning capabilities, Cooperative Extension can strengthen its service as an educational and community backbone for individuals, families, farms, businesses, and communities in the coming months and year.

**Building Food System Resilience in a Post-Pandemic America**

The rapid-moving COVID-19 crisis requires new state agricultural research infrastructure, facilities, and equipment to assist the country in understanding the short- and long-term impacts of the virus on our health, economy, and way of life. Federal investments to stimulate the agricultural research enterprise will be key to accelerate innovation and discovery across our science and economic supply chains and address current challenges while preparing for those yet to come.

Thank you in advance for considering our request.

Sincerely,

ADDITIONAL UNDERSIGNED ORGANIZATIONS

American Society of Agronomy
American Society of Plant Biologists
Association of American Universities
Association of Public and Land-grant Universities
Crop Science Society of America
Soil Science Society of America
Supporters of Agricultural Research
Call to Action - Support for COVID-19 Relief and Recovery

As Congress begins to consider the next COVID-19 supplemental appropriations package, we are working to include support for agriculture research and extension. APLU and several national associations coordinated a letter that was sent to Congress requesting $380 million for the National Institute of Food and Agriculture's capacity and competitive research programs.[i]

The Board on Agricultural Assembly's request includes $300 million for capacity and competitive research to support salary, benefits, ramp down and ramp up expenses, as well as other factors affiliated with COVID-19 disruptions of research. This request is consistent with a broader request for extramural research relief (see letter). The BAA recommend the following allocation: $85 million to Hatch (State Agricultural Experiment Stations), $36.2 million to Evans-Allen (1890s Research), $11.8 million to McIntire-Stennis (Forestry), $5 million to Tribal Research, $150 to Agricultural and Food Research Imitative (AFRI), and $12 million to the Federal Administration account. The BAA's $80 million for Cooperative Extension COVID-19 response and recovery will be allocated at a level of $63 million for Smith-Lever, $11.5 million for 1890's Extension, and $5.5 million through an ongoing contract with the New Technologies for Ag Extension (NTAE) line which will also provide support and assistance for 1994 tribal colleges.

You may wish to consider engaging with your institution's congressional affairs representative with this call to action. Please undertake any activities in a manner consistent with your institution's standard procedures for making congressional contacts. As such, we encourage you to contact your state's delegation, articulate the impact of COVID-19, and justify the need for supplemental funding for the agricultural research and extension programs at your university.

To assist you in doing so, we have provided a sample email for your use. Please fill in the blanks and provide any additional information you may have to support our ask.
Dear ________,

As consideration of the next COVID-19 supplemental appropriations package begins, I would like to highlight the need for support of our land-grant universities and ask that you consider providing additional resources for the agricultural research and extension programs that UNIVERSITY X uses to positively impact the lives of STATE X’s farmers, ranchers and consumers. UNIVERSITY X, with the support of the Association of Public and Land-grant Universities (APLU) Board on Agricultural Assembly and in coordination with a large coalition of supporters (see letter), is requesting that Congress provide an additional $380 million for USDA's National Institute of Food and Agriculture (NIFA).

This request includes $300 million for capacity and competitive research programs to ensure vital research that supports our agriculture and food systems is not lost due to pandemic-related delays and disruptions. In addition, the request includes an additional $80 million for the Cooperative Extension System. Additional funding will ensure Extension educators and agents can collaborate with emergency responders, connect families to information on telemedicine, food, financial health and methods of socialization, support farmers and businesses, and help our state through the upcoming recovery period.

This request reflects a commitment to agriculture, families, businesses, and communities across our states. I am asking SENATOR/REPRESENTATIVE X to support UNIVERSITY X with additional funding to support our community and state through these uncertain times.

APLU and the associations mentioned above sent a letter to Congress outlining our request. I have provided a copy of the letter HERE. In addition, you can find you can find a detailed breakdown of our research and extension request with our line-specific allocation proposal HERE.

Thank you in advance for supporting our Land-grant university. Please let me know if I can provide additional information.

Sincerely,

____________________________________________________________________________
THE CORNERSTONE TEAM

[1] APLU is supportive of and has been engaged throughout the process on both the research and extension request. Please note that $300M research request (which includes capacity and competitive) is a part of the $26B request for research relief from APLU and other associations. The $80M request for the Cooperative Extension System related to COVID-19 response and relief is not a part of the research proposal, but is a part of APLU's Phase 4 request, so all bases are covered.
April 3, 2020

TO: Members of the Cooperative Extension Section  
CC: Doug Steele, Caron Gala, Fred Schlutt, Chris Geith, EDA Team  
FROM: ECOP Chair, Mark Latimore, Fort Valley State University

This email is to inform members of the Cooperative Extension Section of the action taken by ECOP on March 18, 2020, to approve moving ahead with an eXtension Foundation-led $65 million proposal for consideration by Congress for what is known as Phase or Supplemental 4 appropriations of the CARES (Coronavirus Aid, Relief, and Economic Security) Act (H.R. 748). The proposal would leverage the federal, state and local resources in Cooperative Extension with a one-time investment to the system to augment our local presence across the country in our collective response to COVID-19 and, ultimately, recovery from COVID-19. This investment is designed to reach as many people in each county, parish, or borough as possible with high-priority programming delivered using appropriate technology such as radio, television, and all digital forms of engagement.

The needs at the state and local levels are immense, but so is our ability to be of service in the response and rebuild phases of this emergency. This proposal is on a very rapid development and implementation timeline because of discussions ensuing around the next round of federal COVID-19 supplemental funding. The goal is to develop a funding mechanism that expedites the movement of funds targeted for the purpose stated above from NIFA to the 1862, 1890 and 1994 Extension Institutions as well as the New Technologies for Agricultural Extension (NTAE) technical service line. The Executive Directors and Administrator (EDA) Team (Lyla Houglum, Ali Mitchell, Ron Brown, Albert Essel, Rick Klemme, and Robin Shepard) is engaging with the following individuals in the development of an implementation framework should the funding request be successful.

- Fred Schlutt – Retired Cooperative Extension Director, University of Alaska-Fairbanks, Past ECOP Chair 2017, and eXtension Foundation NTAE Catalyst Team member
- Chris Geith – eXtension Chief Executive Officer
- Caron Gala – APLU Director of Agriculture and International Development, Government Affairs
- Rick Klemme – Executive Director, Cooperative Extension/ECOP

The intent is to move this focused proposal into the Supplemental 4 process and to engage with APLU in a system-wide advocacy effort. This proposal is also an important opportunity in a long-term effort to raise the profile and value of Cooperative Extension.

I will send more updates as the proposal development and pending implementation process proceeds.

Mark Latimore

Rick
Rick Klemme, Executive Director, Cooperative Extension/ECOP
(O) 202-478-6029 (cell) 608-234-1994
www.extension.org/ecop www.ecopmondayminute.blogspot.com
https://landgrantimpacts.org/
Office Location: APLU 1307 New York Avenue, NW, Suite 400, Washington, DC 20005-4722
April 10, 2020

TO: Members of the Cooperative Extension Section  
CC: Doug Steele, Caron Gala, Fred Schlutt, Chris Geith, John Phillips, EDA Team  
FROM: ECOP Chair, Mark Latimore, Fort Valley State University

This is to keep all of my colleagues updated on the process of the COVID-19 relief funding proposal for the Cooperative Extension System. Please review the following and be prepared for the release of an advocacy plan that will engage your respective government affairs offices.

- Yesterday, the APLU Council of Presidents received an update on COVID-19 Related Advocacy that “$80 million for the Cooperative Extension System to strengthen its capacity to support communities during the crisis.” Read more here number 5, page 8.

- Earlier today, the latest version of proposal was released to the Budget and Advocacy Committee (BAC) for review. The meeting date for the BAC is scheduled sooner than normal, 4/13/2020, to discuss and act on this Cooperative Extension System proposal and an ESCOP proposal.

- Jon Boren (New Mexico State University), ECOP BLC Chair, is the single voting member of the Cooperative Extension Section, and Rick Klemme and will attend the BAC meeting.

- The BAA Policy Board of Directors will meet in a special zoom session on 4/14/2020, to provide the BAA direction for advocacy.

More updates coming soon.

Mark Latimore

Rick

Rick Klemme, Executive Director, Cooperative Extension/ECOP (O)  
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Our Vision: Create Economic Access and Opportunity for All Youth

Cooperative Extension’s 4-H program is America’s largest youth development organization—empowering nearly six million youth through hands-on learning with skills to lead in their lives and careers.

Through Cooperative Extension’s 4-H youth development program, millions more young people will bring an entrepreneurial spirit, innovation and economic opportunity to themselves, their families and their communities.

A 4-H Experience Correlates with a Lifetime of Success

Research proves 4-H alumni benefit from the program well into adulthood and over the course of their lives—socially and economically. More than 78% of 4-H Alumni say 4-H impacted their success at work and in their career.

National Reach, Local Programs

4-H reaches kids in every county in America—from urban neighborhoods to suburban schoolyards to rural farming communities.

4-H IN NUMBERS

6,000,000 YOUTH NATIONALLY

3,000+ U.S. COUNTIES

3,500 EDUCATORS

500,000+ VOLUNTEERS

25,000,000 ALUMNI
4-H KEY MESSAGING AND TAKEAWAY POINTS:

• 4-H, the country’s largest youth development organization, is a program of Cooperative Extension and the Land Grant Universities.

• Thank you for your support of 1890 Extension and Smith-Lever funding through USDA that allows us to reach nearly 6 million young people, through Extension and 4-H.

• Today’s 4-H focuses on social and economic mobility for all kids, STEM and workforce development and positively impacting the health of people in the United States. 4-H gives young people the skills to lead for a lifetime.

WHAT MAKES 4-H UNIQUE:

• Locally-driven Cooperative Extension 4-H programs at scale
• Operated by 70+ Land-grant universities
• Research-driven youth development model and expertise
• Youth choose their own developmental path

4-H CONGRESSIONAL CAUCUS

The 4-H Caucus provides an opportunity for Members of Congress to connect with 4-H programs and activities across the country, including 4-H events on Capitol Hill.

Co-Chairs:
Congressman Henry Cuellar (D-TX)
Congressman Jeff Fortenberry (R-NE)
Congressman Collin C. Peterson (D-MN)
Congresswoman Cathy McMorris Rodgers (R-WA)

4-H PROGRAM AREAS

STEM
5.6 Million Projects

Healthy Living
2.7 Million Projects

Agriculture
3.1 Million Projects

Civic Engagement
2.4 Million Projects

For any questions involving 4-H advocacy, contact GR@fourhcouncil.edu.
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<td>Beginning January 1, 2019</td>
<td>$623,808</td>
<td>$121,521</td>
<td>$0</td>
</tr>
<tr>
<td>* Ending December 31, 2019</td>
<td>$745,329</td>
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</tbody>
</table>

### Income-Expense

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assessments (75 paid)</td>
<td>$600,000</td>
<td>$595,325</td>
<td>$600,000</td>
</tr>
<tr>
<td>Other (Interest/Grant)</td>
<td>$2,094</td>
<td>$52,894</td>
<td>$202,094</td>
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<tr>
<td>Meetings</td>
<td>$10,000</td>
<td>$118,766</td>
<td>$10,000</td>
</tr>
<tr>
<td>Income</td>
<td>$612,094</td>
<td>$766,985</td>
<td>$812,094</td>
</tr>
<tr>
<td>Expense</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assessments (75 paid)</td>
<td>$600,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (Interest/Grant)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meetings</td>
<td>$10,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expense</td>
<td>$612,094</td>
<td>$645,464</td>
<td>$812,094</td>
</tr>
</tbody>
</table>

### ECOP National Office Operations

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Salary and benefits/Health Director Contract</td>
<td>$284,953</td>
<td>$305,291</td>
<td>$615,759</td>
</tr>
<tr>
<td>Meetings (Spring and Joint ESS/CES-NEDA Meeting)</td>
<td>$10,000</td>
<td>$114,723</td>
<td>$10,000</td>
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<tr>
<td>Travel expenses including local meetings</td>
<td>$30,000</td>
<td>$35,390</td>
<td>$20,000</td>
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<tr>
<td>Staff development</td>
<td>$4,000</td>
<td>$75</td>
<td>$4,000</td>
</tr>
<tr>
<td>Office supplies</td>
<td>$500</td>
<td>$0</td>
<td>$500</td>
</tr>
<tr>
<td>Technology and communications</td>
<td>$2,500</td>
<td>$1,878</td>
<td>$2,500</td>
</tr>
<tr>
<td>Design, printing, engraving</td>
<td>$1,000</td>
<td>$599</td>
<td>$1,000</td>
</tr>
<tr>
<td>Miscellaneous (Subscription to Hagstrom)</td>
<td>$1,000</td>
<td>$300</td>
<td>$1,000</td>
</tr>
<tr>
<td>APLU Provision for ECOP (IT, DC Presence, Utilities, Human Resources, Finance, etc.)</td>
<td>$53,859</td>
<td>$53,859</td>
<td>$53,859</td>
</tr>
<tr>
<td>ECOP Executive Committee</td>
<td>$6,800</td>
<td>$3,556</td>
<td>$6,800</td>
</tr>
<tr>
<td>Meeting support (ED Search Expenses)</td>
<td>$5,000</td>
<td>$2,056</td>
<td>$5,000</td>
</tr>
<tr>
<td>Memberships &amp; related fees (NC-FAR)</td>
<td>$1,800</td>
<td>$1,500</td>
<td>$1,800</td>
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<tr>
<td>Professional Development Committee EiE Awards</td>
<td>$12,000</td>
<td>$11,375</td>
<td>$12,000</td>
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<td>Program Committee National Diversity Award</td>
<td>$5,300</td>
<td>$5,275</td>
<td>$5,300</td>
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<tr>
<td>4-H Leadership Committee (Consultant)</td>
<td>$7,500</td>
<td>$7,500</td>
<td>$7,500</td>
</tr>
<tr>
<td>Strategic Priorities - Civil Dialogue, ERPD Consultant, CECE Meeting Sponsor, NBH e-Net, APLU Annual Meeting Guest Speaker Registrations</td>
<td>$46,851</td>
<td>$35,500</td>
<td>$56,876</td>
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<tr>
<td>National Impacts Database Committee - Writing Team</td>
<td>$12,500</td>
<td>$13,619</td>
<td>$15,000</td>
</tr>
<tr>
<td>ESS-CES-AHS Communications and Marketing Effort</td>
<td>$133,331</td>
<td>$56,522</td>
<td>$0</td>
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<tr>
<td>Kglobal (stopped 5/31/2019)</td>
<td>$111,331</td>
<td>$46,435</td>
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<tr>
<td>Cornerstone (stopped 5/31/2019)</td>
<td>$22,000</td>
<td>$10,87</td>
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</tbody>
</table>

* A minimum of $485,000 is to be retained in Reserves at APLU (Salary, benefits, APLU Provision for ECOP for 1 year)
ECOP Health Innovation Task Force  
Report to ECOP April 13, 2020  
Submitted by Michelle S. Rodgers (University of Delaware), Chair,

The first meeting of the ECOP Health Innovation Task Force was held via zoom on April 20. (A $2,000 cancellation fee was incurred from postponing the meeting until a later date due to COVID). The agenda for the meeting included personal introductions of members and a review of the pathway of ECOP Health work since the 2014 ECOP Strategic Framework for Health and Wellness Document through the current time period of RWJF funded Well Connected Communities and the appointment of Roger Rennekamp as Health Extension Director.

The charge to the committee was presented: investigate, explore, and provide recommendations in support of extension innovating for system level change.

Three subcommittees were formed to provide some additional information to inform the prioritization process of action steps for this group. These groups are:

a. Survey literature and reports for how the framework has been used and additional recommendations-Suzanne Stluka (South Dakota State University) and Cheryl Eschbach (Michigan State University)

b. Develop more context around the idea of connecting health and economic vitality with focus on youth and young adults for further discussion-Erik Porfeli (Ohio State University) and Julie Zajac, CDC

c. Review original recommendations of the strategic Framework and summarize status of recommendations- Karla Trautman (South Dakota State University) and Michelle Rodgers

Next meeting is scheduled for May 11 via zoom. The agenda includes report out by sub-committees and brainstorming and prioritization of 1-2 action items for the task force to focus on within the next year.

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ECOP Executive:

I wanted to communicate a brief report out from the Policy Board of Directors meeting on Tuesday at noon.

1. The proposals as provided from the BAC were unanimously approved and supported by the PBD. Doug Steele reported on that in his APLU message yesterday. Rick Klemme and members of a sub-committee are working on the strategy for advocacy and will be providing that soon. I would mention that Doug shared that this is the first time we have been proactive in asking other agencies to be in support of our proposal and Doug indicated that a number of organizations have done so including SoAR, Tri-Societies, Vet Association and more.

2. The discussion of the USDA Innovation Strategy request for involvement by Extension was also shared. Extension is being asked to facilitate stakeholder input around priority areas. The timing shared was that a response was due August 1. The EDA team has already been in discussion about a strategy action around this request.

3. Finally, the Joint COPS meetings are still planned for July but may be conducted virtually. The November APLU meeting is still planned for Orlando, FL.

Let me know if I can respond to any further questions or assist with any of these efforts moving forward as ECOP rep to PBD.

Stay well, Michelle

Michelle S. Rodgers
Associate Dean & Director
University of Delaware Cooperative Extension
302-831-2504

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