The Extension Committee on Organization and Policy (ECOP) serves as the executive board and representative body of the Cooperative Extension System (CES). In its work, ECOP seeks to represent, honor, and value the diversity of its membership and move Extension forward together as an inclusive national system. ECOP is headquartered in Washington, DC at the Association of Public and Land-grant Universities. www.extension.org/ecop | 202-478-6029

Extension Committee on Organization and Policy (ECOP) Meeting
Thursday, December 10, 2020, 11:00 a.m. – 12:00 p.m. Eastern Time

Attachments/Links: Click Here to review interim ECOP Executive Committee Meeting Minutes; 3rd Quarter Finance Report, p. 4; Slides for 2.0 pp. 5-10, ECOP Calendar; 2021 Budget

Minutes
Presiding – Chris Watkins, Cornell University, Chair

Item

1.0 Call to Order
Chris Watkins: Attendance is referenced on page 3. A quorum was present. Welcome new members:
• 1890s Region- Rosalind Dale, Associate Dean and Extension Administrator, NC A&T State University
• Southern- Rich Bonanno, Associate Dean, CALS and Director, North Carolina State University
• Southern- Laura Perry Johnson, Associate Dean for Extension, The University of Georgia
The Minutes of September 2020 meeting were approved (Durgan/Richardson motion). Modified agenda was approved with change to receive a Health Report first in 3.0. (Durgan/Powers motion)

2.0 Urban Extension Discussion – Slides pp. 5-10
Chris presented the attached slides. Is this the time to embrace a new Smith-Lever budget line for urban extension? Can urban extension raise all boats by increasing the visibility of extension nationwide and beyond traditional audiences? Not a change to the existing Smith-Lever lines and the formula.

Bev Durgan – How this funding will enhance the existing urban extension must be included in any potential strategy.
Laura Perry Johnson – If we are advocating for separate funding, could essentially use this opportunity to increase existing funds.
Vonda Richardson – Agrees that re-allocating funding to urban from rural areas. There is the “one ask” by BAC to be considered.
Doug Steele – “One Ask” current approach is to message under 6 areas, not consolidation and work on appropriations.
Rosalind Dale – Spent much of her time in Urban Extension, Cook Co. IL, offered her experience with increase funding by the State. What does it look like to distribute funding? Chris responded that reference to Smith Lever that it should be capacity fund for all of the System (1862, 1890, 1994).
Rich Bonanno – Asked how the size of Urban Extension plays into the answer. When something new comes along that is competitive, the possibility of participation by some is lost. Consider other federal partners?
Jon Boren – Explained how a sub-committee by ECOP BLC is a potential approach so that it can go through the proper channels.
Chris Watkins believes that altering formulas is not a solution

Discussion from the Zoom Chat
• Jason Henderson: I am supportive of urban Extension and need more funding to take our urban work to the next level. My question is how does this work with the restructuring of our ask and
consolidation of the lines.

- Laura Perry Johnson: My concern is that the pie is not getting any larger, so the slices will just be smaller if we add lines. It could also decrease our flexibility to use the resources for the maximal impact.

- John Lawrence: What are our legislative priorities currently? were we successful achieving it? If not and Urban becomes a priority will it look like we are bouncing around.

- Wendy Powers-Schilling: If I didn't support this, I should be thrown out of CA. With that said, we can't do this without looking at the formula or definition of 'rural', for exactly the reasons Rosalind raised. I don't see priorities needing to change. Rather, more funding improves the reach and impact for those priorities.

- Rich Bonanno: I avoided using ag examples because I feel another conversation is to define what is urban programming in ag ex. Master Gardeners, community gardening/farming, using small urban farms as a tool to educate about nutrition programs, large scale indoor urban operations (lettuce, greens, etc.), other ag marketing, etc.

- Mark Latimore: Urban Extension Line. It appears much discussion needs to take place prior to moving to a strategy discussion.

3.0 **Standing Committee Updates**

Health Innovation Task Force
Michelle Rodgers – 2 areas 1) updating framework 2) New partners. Spinoffs 1) CDC exchange of partner ideas. At fall NEDA meeting did a poll, established 75% there was interest. Brought in NIFA (Brent Elrod) and eXtension (Chris Geith) as System partners. CDC required fast-response for a proposal, Roger Rennekamp involved to write a proposal for internal assessment $750K. Then funding for pilot projects institutions RFP using a rubric. The focus is on rural, willing to consider urban. Money would flow from CDC through NIFA.

Program Committee
Ivory Lyles, with Brett Hales had a lengthy conversation of bringing Health Area into Program Committee. Do we have the right people at the table to know how programs work best? Is there a better approach? Report out before the February 2021 ECOP Meeting.

Professional Development Committee
Debby Sheely – The full committee has not met. Good conversations about the committee. One of the responsibilities to implement the findings of the innovation task force. Have been preparing to call another meeting.

Budget and Legislative Committee
Jon Boren – Supporting the “one ask”, Youth Development, Advocacy Blue-print for Extension plans to form sub-committees to do this. Caroline mentioned the EDA Team meeting retreat set for 12/10 and forming best approach to work plans such as this. More later.

BAC Meeting - anticipating a vote for 5% increase across all lines for FY2022.

EFNEP Recommendation? Cut in Senate appropriations. APLU and BAA specifically sent letter to appropriations leadership. Caron Gala can share these with ECOP.

Caron Gala: Letter from the BAA to the House and Senate Ag Appropriations leadership for FY21 negotiations - [https://cgagroup.us4.list-manage.com/track/click?u=2f96d6beb5306374d2ee2e12a&id=8acc3cf0bb&e=8176b7384d](https://cgagroup.us4.list-manage.com/track/click?u=2f96d6beb5306374d2ee2e12a&id=8acc3cf0bb&e=8176b7384d)

4-H Leadership Committee
Name and Emblem legislation is moving forward. Cornerstone is moving it through proper channels. $3M for growing 4-H. Leadership Institute. 9 universities have participated. 4-H Equity design team report available by end of Jan or Feb. Andy Ferrin mentioned working with Verizon on funding for 4-H Techmakers; working to put together a webinar to brief the system on a time-line, will be a quick RFP in the 1st quarter.

USDA-NIFA
Mike Fitzner - NIFA is currently recruiting for three Institute Deputy Director positions. These are critical leadership positions for NIFA and are permanent career SES positions. The recruitment is currently posted on USA Jobs at https://www.usajobs.gov/GetJob/ViewDetails/586589200. All applications must be received by January 6, 2021. Calendar-based system for proposals, watch for these. Re-engaging by regions with liaisons. Wants to know what Extension Directors and Administrators would like a liaison to do. Mike will fill the Science Analyst position. He plans to continue as Liaison to ECOP.

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4.0 Executive Session – none.

5.0 Adjourn
ECOP Meeting Attendance is reference with ✓ and •

Voting Members
✓ Chris Watkins, Cornell University, Chair
✓ Wendy Powers, University of California, Chair-elect (Liaison to ESCOP)
✓ Mark Latimore, Jr., Fort Valley State University, Past-Chair (2021 NEDA Planning Committee Chair)
✓ Beverly Durgan, University of Minnesota Extension (Liaison to JCEP)
✓ Laura Perry Johnson, University of Georgia
✓ Rich Bonanno, North Carolina State University (CES Representative to CLP-farm bill authorizations)
✓ Rosalind Dale, North Carolina A&T State University
✓ Brent Hales, Penn State (Vice-chair Program Committee)
✓ Jason Henderson, Purdue University (Liaison to NUEL Steering Committee)
✓ Gary Jackson, Mississippi State University
✓ John Lawrence, Iowa State University
✓ Ivory Lyles, University of Nevada (Chair of Program Committee)
✓ Barbara Petty, University of Idaho
✓ Vonda Richardson, Florida A&M University
✓ Debby Sheely, University of Rhode Island, (Interim Chair of Professional Development Committee)

Ex-officio/Non-voting members
• Jon Boren, Chair, Budget and Legislative Committee, Co-chair of 4-H Leadership Committee, New Mexico State University
• Mike Fitzner, USDA-NIFA
• Caroline (Crocoll) Henney, Executive Director, Cooperative Extension System/ECOP
• Roger Rennekamp, Extension Health Director, Cooperative Extension System/ECOP
• Michelle Rodgers, BAA-Policy Board of Directors, University of Delaware

Liaisons to ECOP
• Jo Britt-Rankin, BoHS Liaison, University of Missouri
• Chris Geith, CEO, eXtension Foundation
• Bob Godfrey, ESCOP Liaison, University of the Virgin Islands
• Brian Kowalkowski, 1994 Liaison, College of Menominee Nation
• Ken LaValley, Chair, eXtension Foundation Board of Directors, University of New Hampshire
• Andy Ferrin, SVP-CSO, National 4-H Council
• Char Wenham, CARET Liaison, St. Joseph, MI
• Al Wysocki, ACOP Liaison, University of Florida

Executive Director and Administrator Team
• Ron Brown, Southern Region
• Caroline Henney, CES/ECOP National Office
• Lyla Houglum, Western Region
• Ali Mitchell, Northeast Region
• Albert Essel, 1890 Region
• Sandy Ruble, CES/ECOP National Office
• Robin Shepard, North Central Region

Guests
• Doug Steele and Caron Gala, APLU
Cooperative Extension Section
ECOP National Leadership 2020 Budget

Holdings/Reserve/Assets beginning 1/1/2020
$749,567*

Income-Expense

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| Expense | $812,094 | $524,095 |

Expense Detail

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* A minimum of $450,000 is to be retained in Asset Holdings at APLU (Salary, benefits, APLU Overhead for ECOP for 1 year)
Today’s discussion
Want to honor priories that are important to the system, and seeking your guidance and input

Proposal for new Smith-Lever funding line for Urban extension

Added context is L4L program this afternoon
- Anu Rangarajan: NIFA Promise of Urban Agriculture
- Brad Gaolach: Western Center for Metropolitan Extension and Research

ECOP Strategies
In addition to Cornerstone and others
• Advocacy for 1890s and 1994s
• Public-private partnerships
• Well connected communities (Robert W Johnson Foundation)
• Partnership with National 4-H
• Partnerships with Federal Agencies

But end up largely competitive funding
Federal funding strategies

- “Fierce” partnerships
- Legislator visits because of appropriations role

The messages
- Thank you for your support
- Doing a great job
- We need more dollars to continue doing the great job
- In a long line of constituents

Smith-Lever allocations 2010 to 2020

$298,000 equivalent to $245,525 in 2020

$356,000 (2020) in 2010 dollars
What are we doing new?

What is the hook to encourage new funding?
21st Century Extension in America

Can urban extension raise all boats by increasing the visibility of extension nationwide and beyond traditional audiences?

Is this the time to embrace a new Smith-Lever budget line for urban extension?

Can urban extension raise all boats by increasing the visibility of extension nationwide and beyond traditional audiences?
What the proposal is not!

- A change to the existing Smith-lever lines and the formula

What the proposal would be

- A new Smith-Lever funding line that is disbursed with a different formula
- That provides funding to 1862, 1890 and 1994 that works seamlessly with ‘traditional’ funding lines
- A formula based on urban population
Some opportunities

• Creating and embracing disruptive innovations?
• Increasing diversity in customer base and staffing
• Enhancing linkages between urban and rural programming
  • expert model and collaborative paradigms with clients stimulated
• Engaging new audiences that increase diversity, equity and inclusion

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Do you want to move from talk to strategy for a capacity line for urban extension?