Zoom Meeting Minutes with Written Reports
July 21 and 23, 2020, 11:00 a.m. – 1:00 p.m. ET

Presiding – Mark Latimore, Chair
www.aplu.org/cesgoals

ECOP Meeting Minutes .................................................................1-8

Attachments:
Minutes of the June 25, 2020 Meeting (URL), Strategic Directions Report (9-13), Documentation for item #2 (14-23), Health Director Engagement Slides (24-34), Documentation for #4 is found on pages here (URL)

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Save the date of the next Zoom Meeting, Thursday, August 27, 2020, 11:00 a.m. – Noon ET
Thank you
Tuesday, July 21, 2020, 11:00 A.M. – 1:00 P.M. ET

Opening – Mark Latimore

Attendance is recorded on page 8. A quorum was present. Minutes of the last meeting were by unanimous consent. There were no additions to the agenda.

1. Strategic Directions Regional Input and Next Steps (pp. 9-13) – Mark Latimore/Ali Mitchell – Goal for the day is for ECOP to say that framework and high-level goals are reflected in the document are good. Timeframe will be adequate for Chris Watkins and Caroline Crocoll to build his year-long action plans. Ali took notes from the suggestions mentioned during the meeting. There will be total approval at NEDA by the Cooperative Extension Section. There is broad acceptance from the Regions. Several regions raised concern about inclusion of the 1994 institutions; never to be an after-thought. Brian Kowalkowski: Is pleased that regions have raised this. Interest in building on the current relationship. Carolyn Williams – What can be done to close the gap of inclusion of 1994s? Brian – Uncertain but thinks the more the situation can be discussed, the clearer it can become. Mark – A meeting is one possibility. Have Executive Director and Executive Committee convene a meeting and form a concept. Incumbent on the ECOP Chair and National Office Executive Director to implement actions, obtain reaction and revise the living document for a 3-year period. An additional paragraph might need to be added to address the setting of directions, what gets attention to develop resources and what does not. Next round of feedback to be completed by mid-August and for ECOP Chair-elect and Caroline Crocoll to finalize.

2. Cooperative Extension System/ECOP’s Iterative and Sustained Response to Systemic Racism (pp. 14-23) – Mark Latimore and Chris Watkins/Carolyn Williams/Rachel Welborn

Introduction – Mark Latimore: Statement about how we can really grow our System.

Chris Watkins: This is a movement, not a moment. The Cornell University President, with Extension, we on the front lines in communities – are the group to be communicating with all of them. Carolyn Williams: As with the Health initiative, Extension is positioned for compassionate response to Systemic Racism. The dialogue has been good so far, believe that positive change is possible, will require funding. Extension must practice what is to be reflected in communities that are served. Hope that all institutions will be represented at the training that was recently been postponed.

Rachel Welborn: Held a conversation with National Urban Extension Leaders (NUEL) on this topic as well as conversation with CES administrators/directors on 6/26/2020. The time is right for financial support to do this work well. Reflection of recent conversations: 1) CES administrators and directors are well positioned, 2) practice what is sought, do the work 3) Long-term sustained funding, like Robert Wood Johnson Foundation 4) Deeper investment of the mandated training, the time and resources in communities that need it the most. How can rural and urban Extension educators come together to strengthen one another; increase funding for urban extension in addition to capacity.

Albert Essel: Look at the Extension Systems model on Extension Health, with private funding as an example of how to move ahead.
Caroline Crocoll: Potential funding from NIFA, Rural Health and Safety Education and Opioids, SAMSHA match.

Ali Mitchell: Will help to distill this into the plan and the action plan for the incoming ECOP Chair, Chris Watkins. Is interested in receiving comments about Diversity, Equity and Inclusion. Believes that we are close. What is important, about what ECOP is and how it relates to 1994s and others. At least making sure that ECOP considers this. If all other comments are received by mid-August, will then hand over to Mark Latimore, Chris Watkins and Caroline Crocoll.

3. Health Director Engagement with ECOP – (pp. 24-34)

Mark Latimore/ Roger Rennekamp/Michelle Rodgers –

In the 9 months since beginning, no one ever imagined a pandemic. In the 2nd wave of funding, RWJF is looking for more of a system’s approach. Reviewed the Health Director responsibilities. Walked through 4 areas he has been tending. Michelle Rodgers reported on what the Health Innovation Task Force has so far accomplished. Over 60% of the Framework of 2014 have been accomplished. Group 1 was split in half, one group is working on updating the Framework. Move toward conceptualizing the Big Idea which is in assessment phase. The 2 groups are working in between Task Force meetings. Questions to ECOP:

• What can be done at a national level that would add the greatest value to your institution’s work related to health and well being?

In response to COVID-19, saw trends in Food Safety coming from Southern Region that could be adapted. Jason Henderson: 1) Scale up existing Extension programs that deliver impact on health and well-being and 2) pull groups together for multi-state grants and pitches to foundations.

• Should there be nationally-branded initiatives related to health and well being? Is it important to be able to say that Cooperative Extension does something uniformly across the nation?

• Or should the scope of our national work focus on network development that allows states to communicate with each other.

Carolyn Williams: Funding is critical to the success of health-related programs especially where funding is limited with 1890 institutions. A dedicated person to lead this effort would need to be compensated or supported through external funds.

Jo Britt-Rankin: Thinks being able to brand health initiatives nationally across the systems would begin to create recognition and enable us to consider scaling efforts as well as promoting multi-state, regional and national efforts.

Jason Henderson: If we are going to ask for an increase in federal funding, thinks a nationally branded initiative is important. Either health, ag, youth, or communities.

Andy Ferrin: We have found that national funders respond well to nationally branded initiatives.

Wendy Powers: Nationally branded effort has great value, but all states would need to have support to execute a national plan.

Roger Rennekamp: Acknowledged the role that National 4-H Council has played in cultivating and stewarding the relationship with the Robert Wood Johnson Foundation. Without them, none of this would have been possible.
Roger Rennekamp: Please share ideas, signaling to stop or do more of the same or something different with him at rogerrennekamp@extension.org.
Mark Latimore: What conversation are you having from RWJF? Roger Rennekamp: From the beginning they are enamored with Extension. Michelle Rodgers: Now with RWJF funding, the CDC relationship is building. Roger and Michelle have regular communication.

Mark Latimore/Chris Geith – Reviewed the events. Carolyn Williams: There were a number of people that were not Extension Professionals and shared what Extension is doing. There was interest in 4-year degrees that are offered and how these people could be hired to do this.

Chris Geith: Shared screen:

For Discussion - “Mechanisms for Collective Action”

1. Regular “round ups” for evidence-based models, curriculum, resources, experts/key informants
2. Awareness, dissemination, and adoption
   a. email lists of 17K
   b. national calendar on Connect
   c. professional development, Web sites, eFieldbooks
   d. communities on Connect (30 plus)
3. Use the Connect Extension platform
   a. free to all LGU’s funded by USDA-NIFA NTAE
   b. 3000 accounts so far
4. Input and coordination with ECOP - identify priorities and issues
5. What’s missing?
   a. ECOP/eXF leader(s) for regular, sustained action

Currently, eXtension is coordinating with the ECOP Program and Professional Development Committees. What is missing to sustained resource, personnel and therefore funding, to be responsible to carry forward the National Dialogue into action.

Mark Latimore: Did the audience provide feedback about rural hotspots? Chris Geith stated to look for more information to be released on Monday to help answer this question.

THURSDAY, JULY 23, 2020, 11:00 A.M. ET - A QUORUM WAS RE-ESTABLISHED.

5. Standing Committee Reports/Actions
a. Professional Development –

Vonda Richardson: Since the last ECOP Meeting, the group met twice.

Winner of the National Excellence in Extension Award for 2020 was determined by the highest average overall score. The Committee established a rubric (6 areas, description for what constitutes, $10K Cash Award and Team leader) for the new Team Award. There will be subtle changes to the Individual awards criteria. Will forward report: Defining Team as Extension being the leader; may include research and or teaching; a minimum involvement of 2 institutions will be required; multi-disciplinary engagement; evidence of how team delivered excellence that could not be obtained by a single institution.

New Director/Administrator Orientations. Committee desires to conduct this separate from NEDA and afterward. Refined approach will be taken to attract the right audience.

Ed Jones made a motion to accept the report as information. Jason Henderson seconded. Motion carried.

b. Program –

Carolyn Williams, Chair – Honored to be Diversity in Extension Award decided. NUEL – Not all institutions have designated a point of contact for Urban Extension. Please be sure to communicate this. 150 participants in CTRU, it is a perfect time to rise as an organization. Action: Recommend to ECOP endorse to keep racial reconciliation and to seek funding for CTRU. Rachel Welborn is planning a training for Extension Directors and Administrators and the Experiment Station. Mark Latimore asked about funding for training. Caroline Crocoll suggested that Rachel Welborn come up with a budget and concept for partnership.

Wendy Powers – Asked that ECOP think about other support – what can ECOP can do without a designated funding source. Michelle Rodgers: Identified willingness to invest as this is such a priority, encouraging others to do, also. Lyla Houglum: A registration fee would certainly be appropriate for teams attending.

Chris Watkins stated a motion to adopt the actions that have been proposed. Vonda Richardson seconded. Motion passed.

c. Executive Committee –

Mark Latimore: The FY2021 ECOP National Leadership Budget was presented for approval with a recommendation that assessment remain constant at $600,000. Ed Jones made a motion to approve. Bev Durgan seconded. Motion carried. Establishing Sub-committees of Standing Committees – Caroline Crocoll and Lyla Houglum will examine existing documents and report back to Executive Committee. Carolyn Williams made a motion to accept the report. Ed Jones seconded. Motion passed.

6. NIFA Report and Update –

Mark Latimore/Caroline Crocoll/Mike Fitzner/Mitch Adams/Lynn Khadiagala

Mitch Adams, Acting Congressional and Stakeholder – Appropriations update. For NIFA’s part of the House Bill $1.5B increase to include. Senate is working on Phase 4 of COVID. RISE act - $26B for emergency relief, (USDA, HHS, NSF and others); $380 authorized for Agriculture, Award to research university, independent
entities. From a research perspective, concern about using money for salaries. Mitch says that he tries often to educate decision-makers along these lines.

Caron Gala – Believes that the Senate will be introducing a similar bill for RISE.

Mike Fitzner – Update ECOP on hiring in Kansas City:

<table>
<thead>
<tr>
<th>Unit or Position</th>
<th>Number of Staff Hired Since Relocation</th>
<th>Portion of Total</th>
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</thead>
<tbody>
<tr>
<td>Office of Grants &amp; Financial Management</td>
<td>52</td>
<td>51% full staffing</td>
</tr>
<tr>
<td>Program units</td>
<td>82</td>
<td>49% full staffing</td>
</tr>
<tr>
<td>Division directors</td>
<td>5</td>
<td>60% with Extension experience</td>
</tr>
<tr>
<td>National program leaders</td>
<td>11</td>
<td>18% with Extension experience</td>
</tr>
<tr>
<td>Program specialists</td>
<td>20</td>
<td>55% with Extension experience</td>
</tr>
</tbody>
</table>

There is a knowledge/experience base with new hires. Is interested in augmenting this orientation. Lyla Houglum – Give thought to what are strategic ways able to effectively orient them to the Extension aspect of their role. There is an on-boarding period of 3 months, a training program (up to 2 years) to become more familiar – could be in the form of something that is on-going. Travel to do this.

Nick Place – What is up with the Liaisons to States? Mike Fitzner – NIFA knows that this is important, even though not all partners are welcoming to the idea. There needs to be more conversation about this. Caroline Williams – Hopes that consideration will be made for when there is more. Lyla Houglum – Noted the importance of Regional Association Liaison.

Lynn Khadiagala – Update on NIFA/REE Plan of Work.

EXTENSION WORKING GROUP (EWG): ACCOMPLISHMENTS AND NEXT STEPS

- Co-designed with NIFA team a new Extension module to be launched late September 2020
- Having EWG at the table was key to quality of final product
- Goal: streamline reporting requirements, reduce burden, and improve quality of submissions to NIFA
  - Eliminated roughly 7 fields
  - Many fields populated based on affiliation and role
  - Set up Add Program module to mirror annual report used for 2019 Annual Report of Accomplishments and Results
  - Set up module for eventual automation of OGFM Supplemental form
Started meeting in February 2020 — consistent participation. There was candor, a product that meets the demands. In what is input will become part of the “Annual Report”. Anticipate roll-over part from year-to-year. Will turn to a Research Working Group. Will reconvene both groups to work together for report piece. Goal to have everything in place to May 2021. Hope to have OGFM colleagues to agree.

New system will be much improved — Extension will be much more visible in a modular space. There will be engagement, an iterative process.

Michelle Rodgers — Endorsed the work of the Working Group as a member. Testing has occurred. Her own experience with the new system is very positive. What will be rolled out is the Planning Part, not actual Reporting. That part is yet to come.

Trainings: Starts this Friday for “site administrators” they are the ones who allow others into the system. There needs to be secured access.

Lynn: Faith Peppers, Communications Director at NIFA will have direct access to pull information to publicize. New emerging programs can be added.

Ron Brown: Southern Region will consider appointment of a Director in August to replace Robert Burns who stepped back from his role the end of May 2020.

7. 2020 Cooperative Extension Section (CES) Business Meeting/NEDA –

Mark Latimore and Ed Jones -
Briefly, the emphasis will be listening and shared learning - Leading in a Time Disruption. Breakout into groups with facilitated conversations with scribes. Wednesday, September 23 Section Meeting on September 24. Will deliver a save the date and registration soon.

ADJOURN
ECOP Membership: Attendance is indicated by • and ☑.

Voting Members
☑ Mark Latimore, Executive Committee, Chair, Fort Valley State University
☑ Chris Watkins, Executive Committee, Chair-elect, Cornell University
☑ Ed Jones, Executive Committee, Past-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, Professional Development Committee, Iowa State University
☑ Ivory Lyles, Program Committee, Director Cooperative Extension, University of Nevada
☑ Barbara Petty, Professional Development Committee, University of Idaho
☑ Nick Place, Professional Development Committee, University of Florida
☑ Wendy Powers, Executive Committee, University of California
☑ Vonda Richardson, Professional Development Committee Chair, Florida A&M University
☑ Debby Sheely, Professional Development Committee, University of Rhode Island
☑ Carolyn Williams, Program Committee Chair, Prairie View A&M University

Ex-officio, Non-voting Members
- Caroline Crocoll, Executive Director, Rick Klemme, Executive Consultant, 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
- Jennifer Sirangelo, CEO, and Andy Ferrin, National 4-H Council
- Char Wenham, Council for Agricultural Research, Extension and Teaching, Michigan
- 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
- Caroline Crocoll, DC Office
- Lyla Houglum, Western Region
- Ali Mitchell, Northeast Region
- Albert Essel, 1890 Region
- Sandy Ruble and Flo Drumwright, DC Office
- Robin Shepard, North Central Region

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Guests
- Rachel Welborn, Southern Regional Rural Development Center
- Mitch Adams and Lynn Khadiagala, USDA-NIFA
- Ami Smith-West Virginia State University
- Caron Gala, APLU
2020-2023 Strategic Direction for ECOP and the Cooperative Extension System

OVERVIEW

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 a national system. This document builds on all other ECOP core documents and serves as an aspirational frame for ECOP's mission, required activities, and strategic priorities for 2020-2023. It also recommends a process to ensure that ECOP (a) is held 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 climate 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 Amarat. 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 mission and values are presented in the non-binding 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. To accomplish this mission, ECOP will:

- Develop policy and administrative guidance that facilitates the advancement of CES;
- Engage CES and the public as partners to reflect the identified priorities of the people we serve;
- Actively communicate policy, functions, and actions of CES;
- Collaborate and communicate with external groups important to the CES mission;
- Implement efficient and effective mechanisms to address CES needs;
- Initiate strategic planning, scenario building, and future-centered activities to anticipate needs, opportunities, and options for the CES;
- Support a mechanism by which members collaborate in program identification, development, and delivery for access to audiences anytime and anywhere; and
- Identify opportunities and coordinate efforts to expand resources available to CES.

ECOP'S VALUE TO MEMBERS

The 2020 ECOP Strategic Directions Survey asked all members to indicate what they value most about ECOP. In summary, members found value in ECOP providing

- A national level platform for advocacy and representation;
- System-wide network that offers opportunities for sharing effective programs, supporting collaborations, and facilitating cooperative approaches to addressing national priority issues;
- Coordination of people and projects;
- Consistent communication and engagement regarding national issues.
2020-2023 Strategic Direction for ECOP and the Cooperative Extension System

- Networking and professional development opportunities to its members.

A review of the ECOP Workshop provides a historic perspective to the question of ECOP’s value. At that time, ECOP members shared how they saw ECOP bringing value to their programs. A number of those listed values align with the survey results above. Additional items from the 2017 Workshop include:

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

ECOP’s STRATEGIC DIRECTIONS 2020-2023

ECOP is committed to effectiveness, transparency, and organizational excellence. As such, the organization has utilized the results of the 2020 Strategic Directions Survey, lessons from the most recent three-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) Increase visibility and recognition of the Cooperative Extension System as a provider of evidence based education and services and as a valued partner to federal and national non-federal entities through improved communications of program impacts and successes.
2) Support the professional success of extension leadership through tailored professional development.
3) Expand federal and non-federal resources available to Extension.
4) Identify national priority CES priorities and issues, Extension issues, and provide mechanisms for collective action.

These strategic directions represent ECOP’s organizational goals and frame the services it will provide for the next three years (2020-2023). Each ECOP Chair will be responsible for creating and sharing an Annual Action Plan to advance the Directions above. Those plans will include discrete activities that will be undertaken that year or as part of a multi-year initiative.

ECOP is mandated to perform the following actions per the binding Rules of Operation for the Cooperative Extension Section, last amended October 3, 2018. As such, ECOP’s annual action plans must also address them within the context of the strategic directions. ECOP will:

1) represent the directors and administrators of member CES extension organizations in their collective dealings with other units of CFERR, the APLU, federal agencies, organizations, and the public.

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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 identification and providing us status within the broader community.
2020-2023 Strategic Direction for ECOP and the Cooperative Extension System

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 50 states, the District of Columbia, the 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) ECOP’s Incoming Chair will, in conversation with their regional executive director or administrator and the ECOP Executive Director, draft an Annual Action Plan to be reviewed and approved by ECOP representatives. This annual plan should be established far enough in advance to facilitate system wide socialization and approval at the annual National Extension Directors and Administrators (NEDA) conference.

2) ECOP standing and ad hoc Committees will be reviewed for relevance and effectiveness annually. Each committee is expected to have a set of three-year goals and will create an annual action plan to include emerging and legacy issues and report back to which they will report. The submission of a new plan and the annual review will take place during an ECOP meeting and preceding NEDA.

3) ECOP will submit an annual report of accomplishments, linked to the annual action plan, to the Cooperative Extension 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 Cooperative Extension System.

Commented [AM4]: These bullets are pulled directly from the CES Rules of Operation so text changes are not recommended. However, multiple regions indicated displeasure at the fact that the 1990s are deliberately not included in this statement and elsewhere.
Does this document accurately capture the value that ECOP should provide?
Assuming that the items are not included in any priority order, there is consensus that the document accurately captures the value that ECOP should provide all members (CES) not only those who sit on the decision-making body. However, there are underlying questions of equity of voice and exclusion of the 1994s as full-fledged “members”.

Are these the right Strategic Directions?
Consensus is yes. However
1. It was rightfully indicated that this document is a 30k ft perspective and largely process focused. This puts incredible attention and pressure on the annual action plans to operationalize the larger goals.
2. Ultimately, ECOP is judged on the priority issues and policies that it addresses nationally. This document is a good framework for getting to that level of specificity, however, it does not offer specific actions or priorities. It may need an additional paragraph that explains further how the process outline results in more specific “action plans,” (e.g., the strategic agenda?).
3. Missing from the strategic directions is consideration of resources and capacity to address issues. Pressing national needs must be reconciled with Extension’s capacity to address them.
4. Possible Recommended addition to the strategic directions – Support fair and equitable opportunities for success, dignity and worth of all Cooperative Extension employees and all consumers of Cooperative Extension programs.

Is this the best accountability/implementation process?
Yes, but there is a request for more clarity on the relationship between the annual action plans and this document and consensus that the annual action plans are critical as it is where the big ideas of the strategic directions become real for members.

Other comments
Style:
1. The document doesn’t have a lot of action words. Rather, its language is descriptive (e.g., describing representing and engaging) while it might be more inspiring if its verbiage was more action oriented.

Priorities:
1. It is important for ECOP to have a mix of emerging priorities along with standing priorities. If so, is this approach flexible enough to account for both?
2. No reference to how extension connects to research and education.
3. When setting annual priorities or moving forward on advancing funding ECOP must ensure that there is an eye to urban and non-traditional food systems (social and ecological) programming. Focusing only on the traditional funding pool has not served us, especially because NIFA funding/SL funding is statutorily required to be applied to particular (RE: RURAL/AG) priorities. That is not changing, so we/ECOP must look at competitive funding and alternative agencies (Ex: NSF to facilitate broader impacts across their domains).
4. If ECOP is going to play a role coordinating programs/projects there needs to be a bottom up pathway – possibly through the other associations – for the best places for this to happen to come to the attention of Directors and Administrators.

Equity:
1. Multiple comments about equality of advocacy and how “priority issues” are identified. The system is diverse, what does that mean for setting national goals, platforms and priorities.
This document is a distilled summary of input from the 5 ECOP regions.

2. There are bigger structural issues that ECOP should think about around how the 1994s are underfunded, are not voting members of ECOP, and are currently symbolically included in our understanding of “extension” but not fully included in the APLU more broadly – exception being the fantastic liaison relationship and involvement with eXtension NTAE. Recommendation: Support for FALCON should be deliberate. ECOP should be making a fuss with APLU – identify opportunities/mechanisms to push and use them to elevate the importance of 1994 extension.

Professional development idea:

1. Sharing of how directors are changing business models to address needs: We continue to lose personnel because of our funding model. Graphing most metrics over time tells a bad story – federal, state, or county funds (especially adjusted for inflation), personnel numbers, etc. These trends beg the question of how we use our increasingly limited resources more effectively to serve the public.
On 6/26/2020, Administrator and Director colleagues and their Associates from approximately 45 Extension Institutions, the Board on Humans Sciences, and Tribal Colleges, from Florida to Guam and many locations in between participated in the dialogue, Building Extension Understanding and Leadership in an Environment of Systemic Racism. Participants listened to one another in small groups answering 2 probing questions: How does racism impact you and the ones you love day to day? If you woke up tomorrow and your hopes for racial equity had been realized within your system, what is the first thing you might notice yourself doing, thinking, seeing or feeling? They learned how Coming Together for Racial Understanding (CTRU) is unfolding and what is needed to support for this effort further. ECOP Chair Mark Latimore (Fort Valley State University) presented potential actions for fellow leaders and ECOP to consider. Stay tuned for more details.

Continue to next page -
What compelled you to say “yes” to showing up today?

- Wanted to learn, listen, be informed, gain perspective/understanding, be meaningfully engaged, be prepared and get motivated to do more, improve, and bring back ideas to my group.
- Because it is an important, long overdue, critical and tough conversation!
- We need to be present at the table to make and support change, accelerate growth at my institution, brighten the future for those that we work with and serve.
- We can always do better and we are far behind where we need to be.
- Passionate about topic and Civil Rights Coordinator for Cooperative Extension in our state.
- I am on our State committee for CTRU and am interested what the National level is thinking on this issue.
- I know we can do better within Extension.
- Advocating for race and human relations is a major part of my personal mission statement.
- This is a inflection moment in time when I believe real change can happen - not the usual 3 week wonder.

What compelled you to say “yes” to showing up today?

- A colleague passionately said to our team, “I need my white allies to show up and act” and I realized I couldn’t just feel terribly about what happens in the world; I have to take responsibility to act.
- I feel Tribal Colleges do not get enough representation and tribes need to be a part of the discussion.
- Interested in hearing others comments about what Extension can, can not, and must do. And the general temperature of Extension on this issue.
- I would like to hear ideas about how we can ensure more inclusivity and cultural competency in our educational efforts. We need to ensure this is a long-term, cultural and systematic change within our organizations.
- My boss/supervisor invited me and I wanted to be here.
- Stop kicking this can down the road.
- For our girls, too. Yes, Black girls and women are also being impacted by police violence and brutality.
Session Overview

• Setting the Stage
• Speaker and Panelist Introductions
• Overview of Coming Together for Racial Understanding
• Small Group Dialogue & Debrief
• Connecting Dialogue to Systemic Racism
• How Administrators Can Support
• Potential ECOP Actions Moving Forward

Setting the Stage
Mark Latimore

Speaker & Panelist Introductions

• Rachel Welborn
  • Associate Director, Southern Rural Development Center hosted by Mississippi State University
• Dionardo Pizaña
  • Diversity, Equity, and Inclusion Specialist, Michigan State University Extension
• Carolyn Williams
  • Executive Associate Director, Cooperative Extension Program
  • Prairie View A&M University
• Ed Jones
  • Director, Virginia Cooperative Extension, Virginia Tech

Coming Together for Racial Understanding
http://srdc.msstate.edu/civildialogue/index.html
Core Competencies: Two Overlapping Realms

Civil Dialogue

Race Relations

https://publish.extension.org/civildialogue/competencies-framework/

How Coming Together Unfolds

State Training Team

CES Internal Work

Community Dialogues

Four Guiding Principles

CES may be well positioned to help organize and facilitate conversations, as trusted resources in communities.*

CES must practice what we seek for communities.

CES must do our own work around race before we can effectively engage communities.

Dialogues are vital to understanding, and understanding is vital to healing and meaningful change.


Participating States

http://srdc.msstate.edu/civildialogue/frder.html

2018

2019
Guidelines

- Try on
- It’s OK to disagree
- It’s NOT OK to blame, shame or attack
- Practice self-focus
- Notice both process and content
- Practice “both/and” thinking
- Be aware of intent and impact
- Maintain confidentiality

Questions to Discuss

- How does racism impact you and the ones you love day to day?
- If you woke up tomorrow and your hopes for racial equity had been realized within your system, what is the first thing you might notice yourself doing, thinking, seeing or feeling?

Breakout Group Facilitator Introductions

- Michelle Ely, North Carolina A&T State University
- Surine Greenway, University of Idaho
- Abigail Harper, Michigan State University
- Laura Hendrix, University of Arkansas
- Mindy Mayes, Purdue University
- Marcia Ostrom, Washington State University
- Boyd Owens, South Carolina State University
- Dionardo Pizaña, Michigan State University
- Crystal Tyler-Mackey, Virginia Tech
- Eric Walcott, Michigan State University
- Rachel Welborn, Southern Region Rural Development Center
Debrief

What stood out to you as important or significant?

- We are our experiences.
- Admission of one’s own shortcomings.
- We aspire similar things and situations for all.
- The opportunity to hear others life experiences.
- A commitment to making meaningful long-term change.
- Empathy and Grace evident.
- A real desire for change and hope for the future... recognizing that there is a lot of work to do.
- Raw emotion and wonderful honesty... particularly our colleagues of color. Hearing people say they would be skeptical if equity was achieved when we woke up tomorrow was an important reminder of how pervasive racism is - physically, emotionally, mentally, spiritually.
- The importance of acting now.
- Critical need for collaboration and mutual support between 1862s, 1890s and 1994s.
- Frustration with lack of progress in recent decades.
- Being comfortable being uncomfortable.

Four Levels of Oppression and Change

© VISIONS, Inc.
Supporting Dialogue Efforts
A Director’s and Administrator’s Perspective
Dr. Carolyn Williams, Prairie View A&M University
Dr. Ed Jones, Virginia Tech University

Supporting CTRU: Research Findings

- Put race dialogue efforts on the front burner and keep them there.
- Adjust training team’s workload so they can give priority to these responsibilities.
- Ensure the training team knows you are supportive.
- Provide time for Extension employees to participate in state CTRU trainings.
- Invest adequate resources to support dialogue efforts.
- Demonstrate institutional support even in the face of dissension or risk.
- Communicate support for this work as an overall priority in Extension.
- Participate in training activities and dialogues.
- Value CTRU efforts in promotion and tenure processes.
- Raise visibility of CTRU through communication platforms.

ECOP Actions Moving Forward

- **ECOP Monday Minute** as vehicle for conveying information regarding DEI/Systemic Racism.
- Program Committee encourages CTRU group to focus on systemic racism.
- Move 1890 Extension funding to authorized level of 20% of Smith-Lever funding.
- Encourage increased collaboration of Extension services within same states.
- Encourage equitable salary levels of Extension colleagues in similar positions with states with 1862 and 1890 institutions.
- Assist 1890s in increasing state funding as match for 1890 Extension funding.

Question and Ideas

- Infusing the underlying values of multiculturalism into the mission, goals and educational programs is very important; not the one and done that has often occurred in Extension and most other organizations.
- We all have a role to play. Whatever you can contribute, it will be valuable. It doesn’t have to be huge.
- We must take on this issue, bring more people into the dialogue and take action to become the organization that we all dream of.
- Will there be more training opportunities coming forward such as has been done for the two groups? Echo the need for more training/resources.
- Continue our learning opportunities by identifying and compiling resources that promote diverse personnel in our programs and leadership: what does a good diversity statement look like in an application packet?
  What are some best practices to ensure applicants value DEI (for example, many UC campuses require that diversity statements are the first selection criteria for faculty searches. After the first round of candidates are selected based on the DEI statements, search committees receive the rest of the application).
- It would be beneficial to have a set of metrics to evaluate our DEI efforts collectively.
Contact Us

www.extension.org/ecop
June 11, 2020

MEMORANDUM

TO: Cooperative Extension Section

FROM: ECOP Executive Committee -
- Mark Latimore, Associate Dean for Extension, Fort Valley State University, CHAIR
- Chuck Ross, Extension Director, University of Vermont
- Beverly Durgan, Dean, University of Minnesota Extension
- Ed Jones, Extension Director, Virginia Tech
- Barbara Petty, Extension Director, University of Idaho

CC: Associate Directors and Administrators, EDA Team, ECOP Liaisons

SUBJECT: Change and Healing Through Understanding

Extension Committee on Organization and Policy leadership grieves with the nation as we once again come face-to-face with the serious mistreatment and violence that is a part of Black Americans’ daily existence. We need to hear the trauma people of color are experiencing and stand with those seeking justice as we collectively grapple for solutions. We want every member of our Extension family to unite in addressing racism against ourselves and our communities, and to see clearly the ways preferential treatment and the lack of equal opportunity to succeed burdens people of color and negatively impacts all of us. Every fellow human being deserves dignity and respect. We commit to working together to build understanding, solutions, and the trust needed to help make right what is now wrong.

We stand ready to hear what you need in order to move extension in support of a more just world. As a place to start, we want to highlight and assist one ongoing effort. The Coming Together for Racial Understanding (CTRU) program, seeded by ECOP in 2016, began following a similar season of anguish. CTRU’s vision is to grow a community of Extension professionals ready to aid in fostering meaningful community conversations leading to positive change. Many of the trained teams across 26 states continue to work fervently, aiding both CES professionals and communities toward this vision and are available to help you meet your needs back home. As this work continues, three principles are clear: 1. Dialogues are vital to understanding, and understanding is vital to healing and meaningful change. 2. CES must do our own work around race before we can effectively engage communities. 3. Administrative support to these teams is vital to their success.
Learn more about CTRU: http://srdc.msstate.edu/civildialogue/index.html

To view other great resources: https://civildialogue.extension.org

Contact:
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Associate Director
Southern Rural Development Center
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Mississippi State, MS 39762
rachel.welborn@msstate.edu
Phone: 662.325.5885
www.srdc.msstate.edu

Best regards,

Caroline

Caroline E. Crocoll
Executive Director, Cooperative Extension/ECOP
(Office) 202-478-6029 (Cell) 571-420-6765
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
Building a Culture of Health through Cooperative Extension

Roger A. Rennekamp
Extension Health Director
Cooperative Extension/ECOP
Association of Public and Land Grant Universities
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Michelle S. Rodgers
Associate Dean and Director
University of Delaware
Cooperative Extension
mrodgers@udel.edu

WELL CONNECTED COMMUNITIES: First Quarter 2020 Progress Update

Well Connected Communities is an effort to cultivate wellness across the country. America’s Cooperative Extension System, in partnership with National 4-H Council, is equipping volunteer leaders to help their neighbors be healthier at every stage of life. Wave 2 of the Initiative is focused on supporting a culture of health through policy, systems and environmental change (PSE change).

W A V E  2

Participation:
45 COMMUNITIES
15 STATES
17 LGUs

Priority Issues & Opportunities:
- Physical Activity
- Chronic Health
- Behavioral Health
- Substance Abuse/Misuse
- Food Insecurity
- Affordable Youth Activities/Programs

COALITION PHASE
COMMUNITY HEALTH NEEDS ASSESSMENT
COALITION YOUTH PARTICIPATION
NUMBER OF PEOPLE IN COALITION

*43 respondents completed their 1st quarter report on Qualtrics. Community leads and PIs received a Qualtrics email link after the individual intro call with the PD team. A summary of the report is presented above.
Health Director Responsibilities

- Build a Systemwide Infrastructure for Health and Well Being
- Provide Professional Development Opportunities for Extension
- Increase Visibility of Cooperative Extension in the Public Health Community
- Partnership and Resource Development
Infrastructure for Health and Well Being

• Established a network of institutional contacts for Health and Well Being at each 1862 and 1890 land grant institution.
• Utilized the network to develop a searchable resource library of 521 Extension resources developed in response to COVID-19.
• Created a Health and Well Being group on Connect Extension that was recently opened to the institutional contacts, soon open to all.
• Conducted training for 13 activators, who will stimulate posting of content and events on the web-based collaborative platform.
• Obtained private funding to support an eXtension fellow to work in the area of Health and Well Being.
Systemwide Professional Development

- 74 individuals participated in a systemwide meeting on **rural stress, mental health, and well being.**
- 144 participated in a webinar offered by MU Cares on tracking **COVID-19 metrics** which inform reopening and recovery.
- Offering a systemwide webinar on use of the **technical packages** offered by CDC’s National Center for Injury Prevention and Control on **Suicide, ACES, Drug Free Communities, and Youth Violence.**
- Offering a systemwide webinar on utilization of the **WIN metrics.**
- 207 Extension faculty and staff participated in a webinar on the results of the **Youth Mental Health Survey** commissioned by National 4-H Council and conducted by the Harris Poll.

New Survey Finds 7 in 10 Teens Are Struggling with Mental Health

*Amidst COVID-19 an overwhelming number report feeling anxious, stressed, or depressed as they call for more openness on mental health issues*

**CHEVY CHASE, MD (June 12, 2020)** – A new survey commissioned by National 4-H Council, and conducted by the Harris Poll, finds that 7 in 10 teens are struggling with their mental health in the wake of COVID-19. More than half of those surveyed shared that the pandemic has increased their feelings of loneliness, with 64 percent believing it will have a lasting impact on their mental health. The survey, conducted in May 2020, is among the first to examine the impact this unprecedented public health crisis has had on U.S. teens.

In 2019, the **WORLD HEALTH ORGANIZATION** announced suicide as the third leading cause of death in teens 15 to 19. Their findings determined that the “consequences of not addressing adolescent mental health conditions extend to adulthood, impairing both physical and mental health and limiting opportunities to lead fulfilling lives as adults.” Today, as the country grapples with a global pandemic, economic downturn, and recent conversations on racial injustice, teens are being met with added stressors and seeking out new ways to cope.

The **SURVEY**, which polled over 1,500 youth between the ages of 13-19 nationwide, was commissioned by National 4-H Council and conducted by The Harris Poll to gain a deeper understanding of the state of teen mental health and to gather youth perspectives on the issue as 4-H aims to empower young people with the resources and support to address their health and well-being head on.
Increasing Visibility of Cooperative Extension

- Commentary on Cooperative Extension accepted for publication in a special issue of the American Journal of Public Health on rural health (Buys and Rennekamp, 2020).
- Emphasizes five areas where Cooperative Extension and public health can collaborate.

Building local coalitions focused on health.
Connecting communities to land grant resources.
Restoring public confidence in science.
Utilize new technologies in public health.
Capitalizing on youth voice and action.

Partnership and Resource Development

- JPB Foundation
- Molina Foundation
- American Heart Association
- Behavioral Insights Team
- National Council on Behavioral Health
- Johns Hopkins University
- Harlem Children’s Zone
- Forum for Youth Investment
- American Public Health Association
- ChangeLab Solutions
- Changing our World
- Robert Wood Johnson Foundation
- USDA Rural Development
- Brookings Institution
- Health and Human Services
- Well Being Alliance
- Robert Wood Johnson Foundation
- Aspen Institute
- Kaiser Permanente
- Visual Networks
- National Association of Counties
- SNAP-Ed
- USDA-NIFA
ECOP Health Innovation Task Force

July 2020

Michelle S. Rodgers

Task Force Membership

Dr. Roger Rennekamp
Extension Health Director
Cooperative Extension/ECOP

Thomas G. Coon
Dean, Vice President of Agricultural Programs
Oklahoma State University

Cheryl Eschbach
Health and Nutrition Institute Director
Michigan State University Extension

Janelle Gunn
Associate Director, Policy, Partnerships & Communications
CDC - Division of Nutrition, Physical Activity and Obesity

Mike Gutter
Assoc. Dean for Extension & State Program Leader for 4-H Youth Development, Families, and Communities
University of Florida

Karl Martin
Dean and Director of Extension
Wisconsin Cooperative Extension

Ali Mitchell
Executive Director
Association of Northeast Extension Directors (NEED)

Suzanne Stulka
Associate Director
Montana Cooperative Extension

Karla Trautman
Extension Director
South Dakota State Cooperative Extension

Michelle Rodgers
Assoc. Dean/Director
University of Delaware, Cooperative Extension

Richard Dunville
Deputy Director,
Population Health & Healthcare Office, CDC
Division of Adolescent & School Health, Research Application & Evaluation Branch

Nelson Escobar
Assistant Professor, Interim Associate
1890 Extension Administrator
University of Maryland Eastern Shore
ECOP Innovation 2 Prong approach

“Innovation for the sake of innovation is neither effective nor sustainable”

**Prong 1:** Stand up a 2-year expert group led by Michelle Rodgers that will work with the Well Connected Communities culture of health initiative to investigate, explore, and provide recommendations in support of extension innovating for system level change.

**Prong 2:** Task the ECOP Professional Development Committee, in partnership with eXtension, to take ECOP appropriate actions in response to unrealized recommendations from the 2016 Innovation report. As the 2016 recommendations focus on increasing the capacity of extension leaders (Directors and otherwise) to innovate at the LGU’s and in their work, this task falls well within the purview of the ECOP Professional Development Committee.
Action Steps Meeting One

- Needs Assessment
- Review of Extension Strategic Framework for Health and Well-Being Recommendations and Accomplishments thus far
- Review of Literature around the Extension Strategic Framework for Health and Well-Being
- Drafting concept of a Big Idea that meets innovation charge

Action Steps Meeting Two

- Report out of Needs Assessment from 3 subcommittees
- Adapted Nominal Group Process to identify and select 2 Primary Actions for this Task Force
Outcome of Nominal Group Priority Setting

- Priority Items that are/could be addressed by other groups
- Two Priority Items selected for Task Force Action:
  1. Update the 2014 Strategic Framework for Health and Wellness to reflect current needs and world situation, incorporate missing elements, recommendations for effective processes and strategies and professional development. Identify system level opportunities around culture of health
  2. Move forward on the Big Idea Concept which is to build partnerships and frameworks that concurrently advance community health, jobs and economic vitality, and educational attainment. Develop a model built with input from best practices (other models with at least 2 of the elements), identify funding potential, and test the model.

Action Steps Meeting Three

- Cornell proposal Link4Health-provided linkages to task force members to share experiences/recommendations
- Action Planning for the 2 priority tasks
Update Strategic Framework

• Developing a set of outcomes toward which Extension work related to health and well being should focus. It was the consensus of the group that the updated framework should focus on outcomes rather than specific programmatic responses.

• Incorporating policy, systems, and environmental change into the framework. The role of Extension in addressing determinants of health was not addressed in the original framework.

• Address systemic inequities that influence the opportunity to experience health and well being across the lifespan. She and I are meeting next Friday to work on this task.

Big Idea

• Assessment Process
  ◦ Review summer surveys at Kaiser Permanente in this space
  ◦ Formulate a few questions that can be built into existing surveys at Kaiser Permanente
  ◦ Data call within CDC and what interventions that might benefit from this approach
  ◦ Look at the Community Health Needs Assessment (Julie)

• Funding
  ◦ Review potential funding opportunities through CDC to test the model

• Collaboration Space
  ◦ Set up collaboration space on eXtension for our work

• Build out of Big Idea concept – Submit application to NTAE innovation proposal
Questions for Discussion

• What can be done at a national level that would add the greatest value to your institution’s work related to health and well being?

• Should there be nationally-branded initiatives related to health and well being? Is it important to be able to say that Cooperative Extension does something uniformly across the nation?

• Or should the scope of our national work focus on network development that allows states to communicate with each other.
Background and Updates
Members (Contact information available upon request):

**Extension Directors and Administrators**
- Michelle Rodgers, University of Delaware, Chair
- Karl Martin, University of Wisconsin
- Enrique Nelson Escobar, University of Maryland Eastern Shore
- Karla Trautman, South Dakota State University

**Program Leaders**
- Cheryl Eschbach, Michigan State University Extension
- Suzanne Stluka, Montana State University
- Mike Gutter, University of Florida

**Deans/Department Heads**
- F. Javier Nieto, Oregon State University
- Craig Newschaffer, Pennsylvania State University
- Thomas G. Coon, Oklahoma State University

**External Partners**
- Julie Zajac, Centers for Disease Control and Prevention (CDC)
- Richard Dunville, CDC
- Janelle Gunn, CDC
- Maggie E. Jones, Kaiser Permanente Washington Health Research Institute

**EDA Team, ECOP, Board on Human Sciences**
- Ali Mitchell, Northeast Region
- Roger Rennekamp, ECOP Office
- Erik Porfeli, Ohio State University

The ECOP Health Innovation Task Force has met virtually 3 times thus far. A brief summary of each meeting and action steps follows:

**March 2020 Meeting**
Introductions and review of who else to invite to the group
Overview of charge
Discussion of Action Steps
Meeting Outcomes: Conduct Needs Assessment

1. Review of Extension Strategic Framework for Health and Well-Being Recommendations and Accomplishments thus far
2. Review of Literature around the Extension Strategic Framework for Health and Well-Being
3. Drafting concept of a Big Idea that meets innovation charge

**May 2020 Meeting**
Report out of Needs Assessment from 3 subcommittees
Adapted Nominal Group Process Primary Actions for this Task Force
Meeting Outcomes:
Identified 2 primary goals and other priorities items to be addressed elsewhere

**Items to be submitted to other groups:**
Understand barriers to WCC
- Evaluation of Well Connected Communities is being undertaken by Well Connected CPHE at Kaiser Permanente

Connecting Information and Impacts
- undertaken by WIN Measures. Results will be shared when available.

Mapping Programs
- Visible Networks project to map where RWJF projects are across the United States will capture elements of this desire to map where health innovation related programs and projects are happening so that they may be better connected.

Collecting Extension program resources and making them available.
- Using the Connect Extension virtual community platform to empower connections and collect resources.

Established a network of institutional contacts for Health and Well Being at each 1862 and 1890 land grant institution.
- Utilized the network to develop a central repository for 451 Extension resources developed in response to COVID-19.
- Created a Health and Well Being group on Connect Extension that will initially involve the institutional contents, later open to all.
- Conducted training for 13 activators, who will stimulate posting of content and events on the web-based collaborative platform.
- Obtained private funding to support an eXtension fellow to work in the area of Health and Well Being. Currently recruiting candidates.

**Two Priority Items selected for Task Force Action:**

**Update the 2014 Strategic Framework for Health an Wellness** to reflect current needs and world situation, incorporate missing elements, recommendations for effective processes and strategies and professional development. Identify system level opportunities around culture of health.

**Move forward on the Big Idea Concept** which is to build partnerships and frameworks that concurrently advance community health, jobs and economic vitality, and educational attainment. Develop a model built with input from best practices (other models with at least 2 of the elements), identify funding potential, and test the model.

**June 2020 Meeting**
Sharing of Cornell proposal Link4Health-goal is to establish scalable electronic linkage between primary care practices serving socioeconomically disadvantaged patients and the Cooperative Extension System programs. Task force discussed similar experiences and potential funders.

Action Planning for the 2 priority tasks

**Meeting Outcomes:**
A meeting was set up between Cornell PI’s and several task force members for linkages.

Discussion groups on the two priority items developed action plans
The Task Force broke into two groups to do independent work using the online app Padlet to take notes. Each team was tasked with scoping out their Action Item and outlining a process for success. If possible, the goal was to get to a possible timeline and responsibilities so that the majority of the work can be undertaken between Task Force meetings.

TEAM 1: Update the 2014 Health and Wellness Framework with future focus, informed by recommendations found in the Literature Synopsis.

Two Sub Groups

1. Systems, Determinants, and PSEs
2. Addressing Systemic Inequities

Roger Rennekamp - rogerrennekamp@extension.org (Lead; took notes), Janelle Gunn, Karl Martin, Karla Trautman, Cheryl Eschbach, Suzanne Stluka, Mike Gutter, Tom Coon

TEAM 2: Move forward on the Big Idea: Long Term Goal: Develop a model of a program that brings together all three circles (community health, jobs, and economic vitality, educational attainment) that is built on best practices gathered. Acquire funding to test the model. Make adaptations and scale up.

Tasks and Responsibilities

Assessment Process
Review summer surveys at Kaiser Permanente in this space-Maggie
Formulate a few questions that can be built into existing surveys at Kaiser Permanente - (Maggie, Erik, Julie)
Data call within CDC and what interventions that might benefit from this approach (Richard)
Look at the Community Health Needs Assessment (Julie)

Funding
Review at potential funding opportunities through CDC to test the model

Collaboration Space
Set up collaboration space on eXtension for our work-Michelle
Build out of Big Idea concept – Erik, Julie, Nelson, Javier, Michelle

Michelle Rodgers - (Lead; took notes), Richard Dunville, Nelson Escobar, Maggie Jones, Erik Portfeli, Javier Nieto, Craig Newschaffer, Julie Zajac

An eXtension collaborative has been set up for storing and sharing all documents and resources of this task group.

Back to written reports
Background and Updates
Summary of most recent meeting April 14, 2020

1) The proposals regarding the request for additional funds as provided from the BLC were unanimously approved and supported by the PBD. Rick Klemme and members of a sub-committee have been implementing a strategy for advocacy. Doug Steele 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 proposed strategy action around this request and discussions are occurring remotely.

3) The Joint COPS meetings and the next PBD will be conducted virtually in July.

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

Actions taken since the CARET/AHS meeting in Washington DC in March 2020

Finance Task Force
- The Experiment Station Section (ESS) has had an assessment collected by APLU for the Communications and Marketing Committee (CMC) effort for many years. Over time, ECOP and AHS have also contributed to the CMC effort, while the ESS assessment remained at the same amount. Consequently, a balance in this ESS account at APLU has accrued over many years.
- ESS voted at the 2019 annual meeting in Nashville, TN to continue the assessment in FY2020. A comprehensive review of the CMC effort and the actions associated with hiring a strategist (or firm) during FY2020 will develop new options for future CMC efforts.
- ESCOP Chair George Hopper in his 2020 Priorities and Initiatives articulated a goal to “invest ESCOP fund balances to an interest-bearing account and develop a plan to allocate interest earned.”
- The Finance Task Force was formed with membership of Deb Hamernik (ESCOP Past Chair) as Chair, Ernie Minton (BLC Chair), Moses Kairo (Incoming ESCOP Chair), Gary Thompson (ESCOP rep to PBD), and Alton Thompson, with support from Eric Young and Jeff Jacobsen.
- Following the ESS Finance Task Force recommendation, at the CARET/AHS meeting, ESCOP unanimously approved the “Investment Policies of the Experiment Station Section” This action only approved the policy.
- Following the ESS Finance Task Force recommendation, ESCOP unanimously approved the selection of TD Private Client Group, part of TD Wealth, to be our investment firm and assist in investing ESS funds in a moderately conservative portfolio with a long-term horizon (10 years). This action only approved the firm. Back to written reports
Background and Updates

1. From March-June 2020, eXtension Foundation launched a new service for all LGU’s, funded by USDA-NIFA New Technologies for Ag Extension called Connect Extension. There are currently 2,550 active accounts on Connect Extension, including the following groups:
   - 1890 Extension Leadership Academy
   - 4-H Healthy Living Programming Efforts
   - Cornell Cooperative Extension - NYS Extension
   - Extension Horses
   - ECOP Health & Well-Being (Roger Rennekamp)
   - National Extension Climate Initiative - NECI
   - NE 4-H Working Groups (Rachel Lyons)
   - Nebraska Extension Food, Nutrition, & Health Team
   - Resource Specialists
   - Urban Agriculture Collaboration Network
   - Western Region Program Leader Groups (8 groups)
   - Pesticide Safety Education Program Coordinators Group
   - ECOP/Regional Executive Directors Group
   - Healthy Farms Biosecurity Community
   - ECOP Health Innovation Task Force (Michelle Rodgers & Ali Mitchell)

2. From March-June 2020, eXtension Foundation offered over 40 professional development engagements in a variety of new formats - half offered to all LGU’s and half to paid members. Topics included remote work and virtual program delivery. Members also received a 3-Day Virtual Summit focused on virtual program delivery and in-depth programs with the Scattergood Foundation on Trauma-Informed Practice.

3. ECOP and eXtension Foundation partnered to support Ag Innovation Agenda listening sessions for WEDA and NEED.


Upcoming Plans

1. The NTAE Program (New Technologies for Ag Extension funded by USDA-NIFA):
   Year 2 of 5 begins September 1st. Goal is to double the number of accelerator projects to 8. Seeking early-stage, high-potential programs/projects. Project Recruitment nominations are open now through July 20.

2. The EPA Program (Pesticide Safety Education Funds):
   EPA funding for Year 4 will be announced in the near future. Pesticide Safety projects are developed and delivered within each state per EPA and SLA guidelines.

3. The Impact Collaborative Program for eXtension Foundation Members:
4. eXtension Member Director Climate Coalition continues with the leadership of Damona Doye, Jason Henderson, Nick Place, and Wendy Powers. The coalition funded a fellowship shared across 4 faculty members and 2 graduate students. The coalition and the fellowship team also work with the National Extension Climate Initiative - an educator-led group. An initial Landscape Inventory Report of climate work across the Extension system will be shared in September.

Back to written reports
Background and Updates

NIPMCC Executive Meeting March 23, 2020 held by Zoom.

Agenda included:
- ESCOP website update for NIPMCC (http://escop.info/committee/national-integrated-pest-management-coordinating-committee-nipmcc/)
- Ideas for next fall’s meeting, including and especially speakers
  - [PPT slides available upon request]. Last meeting, Ann presented a PPT about a follow up to the survey she sent out (attached here). We should look at the PPT and work to lump into larger categories as a team and discuss those. Next steps once this is done is that we were going to get input from stakeholders once we solidify the chosen categories and try to inform legislators of our work on the different categories.
- Discussion of wild card ideas; as well as format
  - Priority Setting Discussion?
Why have we chosen the 3 banner issues? What are the impacts of these 3 issues?
*be careful to not make the specified banner issues the only covered issues in granting system*
Who is doing the choosing of the 3 issues? NIPMCC group, determined by exec committee with input from Technical committee and AC input
Funding? Communication? What resources are needed to address the banner issues?

Relations with Partners
Basecamp?
- ARS
- NRCS
- IR-4
- OPMP
- EPA-OPP/BEAD
- PSEP
- Other Regional IPM Technical Group Participants (?)

Build the agenda around who we want in the room

Big Banner Issues
- Resistance Management
- Invasives Management
- Climate Resilience
- Pollinator Protection
- Big Data tracking/management - FAIR (Findable, Accessible, Interoperable, Reusable) Data
- Communication of IPM (relevance, importance, understanding, principles)
  - National Leaders
  - General Public
- New and Emerging Crops (IPM)
- New Technology/Digital Ag/Platforms to deliver IPM strategies
- What does the next generation of IPM tools look like
  - Smart phones, social networks, local farmer groups,

Go to next page
How we do the work/funding/collaborations/logistics
How do we (as a National Committee) influence Policy, and what policies might we want to influence, specifically (Farm Bill, how other programs fund Pest Management programs, concerns around overhead/indirect costs, matching requirements, etc.)

- White paper for escop/ecop and NIFA?
- Tactical Science
- Funding line consolidation
- Reactive v. Proactive?
- Facilitated discussion of the above buckets. Pick several (three) core aspects to dig into.
  - Facilitator speciality in Organizational development rather than IPM. Help us be successful as a group
- Do we use this annual opportunity to go with university liaisons to federal legislators and start impacting policy?

Upcoming Plans
NIPMCC Executive Meeting July 2, 2020.
Attending: Danesha Seth Carley, Ann Hazelrigg, Deb Grantham, Robin Shepard, Bret Hess, Jim Farrar, John Lawrence
We agreed that given the status of the pandemic and global uncertainty about travel restrictions, the NIPMCC meeting will be ONLINE in October. We will hold it on OCTOBER 21. The meeting will be 2 sessions of 2 hours each. DSC proposes beginning the meeting at 11:00 am EST, and ending at 4:00, with a 1 hour break in the middle from 1-2.
We agreed we will have small breakout groups at the October meeting to discuss the 3 big issue topics. The small breakout groups will give participants a chance to discuss the topics selected at the last NIPMCC meeting (Emerging and Invasive Pests, Pesticide Resistance Management, Communication and Stakeholder Engagement, and maybe a wildcard session TBA?? So there would be 4 sessions?)
To reduce the amount of “update-time” we will have written updates from the Technical committees and Centers in order to facilitate faster updates. Regional IPM Centers will still give updates, but each group will only have 5 minutes and 3 slides to give their update during the meeting time.
We discussed the other items that needed updates, and I have put together a rough outline for the agenda.
The next Executive Committee meeting will be in late-July or early August. Date TBA.

Meeting Agenda
National IPM Coordinating Committee (NIPMCC)
October 21, 2020
VIRTUAL MEETING (2 meeting blocks; 2 hours each)
(all times listed are Eastern Standard time)

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic and Presenter(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00</td>
<td>Welcome and Meeting Logistics – Danesha Seth Carley</td>
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<tr>
<td>11:10</td>
<td>2019 NIPMCC National Meeting Recap – Ann Hazelrigg</td>
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<tr>
<td>11:20</td>
<td>NIFA Updates – Parag Chitnas/Mike Fitzner/Bob Nowierski</td>
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<tr>
<td></td>
<td>Regional IPM Updates (3 slides, 5 min)</td>
</tr>
<tr>
<td>11:45</td>
<td>Northeast IPM Center Update -Deb Grantham</td>
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<td>South IPM Center Update-Joe LaForest</td>
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<tr>
<td>11:55</td>
<td>North Central IPM Center Update-Lynnae Jess/ Laura Iles</td>
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</tbody>
</table>
12:00  Western IPM Center Update- Matt Baur
12:05  Questions or follow up for the Regional IPM Center Directors
   TECHNICAL COMMITTEE UPDATES WILL BE SENT AHEAD and not covered here
12:15  AFRI Tactical Updates - Marty Draper
12:30  Farming and Food Narrative – Michael Rozine
12:45  Certification of Pesticide Applicators Regulation in the Time of COVID-19 (need someone for this – EPA?)
1:00-2:00  BREAK (Please be prompt with your return)
2:00  BREAKOUT GROUPS for each of the BIG ISSUES: Emerging and Invasive Pests, Pesticide Resistance Management, Communication and Stakeholder Engagement, and maybe a wildcard topic?
3:00  Come back together; report outs from each Issues group
3:30  NIPMCC Business Meeting (vote for incoming Chair-Elect), Turn over Chairpersonship to Jim Farrar
3:45  Wrap up-ESCOP and ECOP-Next steps-Robin Shepard and Brett Hess
4:00  ADJOURN

Council for Agricultural Research, Extension, and Teaching (CARET)
Submitted by Charlotte Wenham (Michigan), CARET Liaison to ECOP

Background and Updates
No meeting of CARET have been held since the last report was received.

Back to written reports
Background and Updates
The ECOP BLC has recently focused discussions and actions on the following:

1. Proposal and Advocacy Process: ECOP BLC role with BAC enacted of 2020, the system’s ability work within deadlines to make requests by members of Congress.
2. Discussion of process/protocol of federal funding and advocacy process; how to move content proposals through ECOP in an efficient, nimble and quick manner
3. Conducting the Budget and Legislative virtual session at 2020 PILD
5. Continued work of the ECOP BLC 4-H Subcommittee (see below)

In June 2019, the Program Leaders Working Group (PLWG) met with the ECOP 4-H Leadership Committee to recommend improved government relations efforts on behalf of 4-H in Washington, DC. The ECOP 4-H Leadership Committee unanimously agreed to develop a national 4-H government relations communications strategy and worked with ECOP to institutionalize this effort by forming a 4-H Subcommittee of the ECOP BLC with representation from across Cooperative Extension, APLU, and our partners.

The first ECOP BLC Subcommittee on 4-H met on October 22, 2019. In collaboration with PLWG and ECOP 4-H Leadership Committee, the following goals were identified:

1. Increase funding for Extension including the 4-H Program
2. Increase investment from federal agencies outside USDA
3. Legal reform in Congress to solidify the law regarding the 4-H Name and Emblem

The members of the ECOP BLC Subcommittee on 4-H include the following:
Andy Turner, State 4-H Program Leader, Cornell University (ECOP 4-H Committee Co-Chair).
Kathleen Lodl, State 4-H Program Leader, University of Nebraska, Lincoln (PLWG)
Lyla Houglum, Executive Director, Western Extension Directors Association (ECOP 4-H).
Ed Jones, Director, Virginia Extension (ECOP 4-H).
Jennifer Sirangelo, President & CEO, National 4-H Council.
Vernie Hubert, Cornerstone Government Affairs.
Jon Boren, Director, New Mexico Extension (ECOP 4-H Committee Co-Chair).

Most recent advocacy effort on July 6, 2020 the following email was sent to 4-H State Program Leaders:

Dear 4-H State Program Leaders,
The ECOP 4-H Leadership Committee and the Budget and Legislative 4-H Subcommittee have been working with the House of Representatives to support 4-H in future COVID-19 aid legislation. Bipartisan leaders of the Congressional 4-H Caucus are circulating a letter to Caucus members and the larger House in support of further assistance for 4-H activities in the upcoming round of COVID-19 pandemic federal aid. A parallel Senate effort will come together soon.

We encourage you to contact your U.S. House members requesting they sign on in support of the letter below from the 4-H Caucus. We have included sample email copy so you can easily forward to your contacts. The letter closes for signatures this Thursday. Please undertake any activities in a manner consistent with your institution’s standard procedures for making congressional contacts.

The requests were formed by ECOP 4-H and the Budget and Legislative 4-H Subcommittee to support the shift in 4-H activities to online since the pandemic. If you have any questions please contact Eliza Hernandez, Chief of Staff at National 4-H Council. She can be reached at ehernandez@fourhcouncil.edu or at 919-360-5326.
SAMPLE COPY BELOW:
TO: U.S. House contacts
CC: Eliza Hernandez, ehernandez@fourhcouncil.edu
Subject Line: Support for 4-H Caucus Phase 4 Priority Letter

Dear ______,

We are writing to urge Congressman/woman ______ to sign onto this letter to House leadership in support of 4-H. 4-H is the nation’s largest youth mentoring organization, serving more than six million young people nationwide and roughly ______ youth in your state.

During the COVID-19 pandemic, families have looked to 4-H’s remote offerings, like 4-H At Home and 4-H’s printed materials, to stay busy and connected. To maintain high-quality services during the pandemic, 4-H and similar national youth-serving organizations are seeking direct aid in any future pandemic aid packages:

· A $12 million appropriation for already-established but unfunded youth development grants through the U.S. Department of Agriculture, which would support 4-H as well as FFA, the Girl Scouts of the USA, and the Boy Scouts of America.

· A $250 million appropriation for the Department of Justice’s juvenile justice-focused Youth Mentoring Grants to support 4-H and other youth mentoring organizations’ ongoing transition to distance learning and mentoring. 4-H programs in 38 states currently receive funding through Youth Mentoring Grants.

Supporting relatively modest funding for youth mentoring in the next pandemic bill would yield enormous benefits for families and youth who rely on 4-H services for mentoring, education, and social support during COVID-19. On 4-H’s behalf, I encourage your office to add your voice to those supporting 4-H and its peer nonprofits.

The text of the letter is below. The deadline to sign onto this letter is Thursday, July 9. To sign on or if you have any questions, please contact Eliza Hernandez at ehernandez@fourhcouncil.edu or Cody Hollerich in Chairman Collin Peterson’s office at cody.hollerich1@mail.house.gov.

Dear Speaker Pelosi, Minority Leader McCarthy, Chairwoman Lowey, and Ranking Member Granger,

As members of the Congressional 4-H Caucus, we write in strong support of the National 4-H Council and other youth mentoring organizations that have stepped up to offer educational and social emotional support for isolated children and families during the COVID-19 pandemic. More than 55 million children have lost familiar environments, daily routines, and support systems in recent months, and the impact on learning loss could extend well beyond the end of this crisis. As the House considers further COVID-19 aid legislation, we urge you to incorporate immediate supplemental funding for USDA and the Department of Justice youth development grants to sustain distance learning and mentoring activities for young people at this critical time.

4-H is the nation’s largest youth mentoring organization, serving more than six million youth nationwide. National 4-H Council and USDA’s Cooperative Extension have marshalled their collective resources and expertise to expand the free 4-H at Home platform, offering lessons and activities on STEM education, civic engagement, and healthy living.

Youth development and mentoring programs like 4-H at Home are helping children address the trauma and confusion created by the pandemic by:

· reducing isolation and building nurturing relationships with mentors;

· mitigating “learning loss” in essential subjects like math and reading;

· stimulating youths’ innate desire to learn; and

· fostering agency and identity.

Many youth development organizations, including 4-H, have shifted their activities online in recent months. The new emphasis on remote learning creates a need for additional resources to train educators to employ emerging best practices in youth development, and to develop new distance
learning content at an accelerated pace. Supplemental funding for the following youth development grant programs would support the efforts of these organizations and ensure they can continue to reach young people in isolation:

- In 2018, Congress reauthorized dedicated youth development grants for the National 4-H Council as well as Girl Scouts of the United States of America, the Boy Scouts of America, and the National FFA Organization, established in 7 U.S.C. 7630(d)(2). However, these grants remain unfunded. We encourage an appropriation of $12 million for this grant program.

- 4-H and many other mentoring organizations rely on the Office of Juvenile Justice and Delinquency Prevention (OJJDP)’s Youth Mentoring Grant, a competitive grant supporting mentoring to our nation’s most vulnerable youth. OJJDP grants supported youth mentoring organizations in all 50 states in 2019, helping children avoid alcohol, tobacco, and drug use. We encourage an appropriation of $250 million for DOJ Youth Mentoring Grants to support mentoring activities for vulnerable youth during the pandemic.

Children and families coping with the current public health and economic uncertainty need targeted, integrated support from experienced partners like 4-H to ensure children stay on-track in their educational and personal development. 4-H is a tried-and-true partner capable of delivering this essential service. Please consider providing the additional resources for youth development organizations in any future COVID-19 relief legislation.

Thank you for your consideration of our request.

Back to written reports
ECOP 4-H National Leadership Committee (including National 4-H Council)
Submitted by Jon Boren (New Mexico State University), Co-chair

Upcoming Plans
2020 PRIORITIES: ECOP 4-H Leadership Committee
Co-Chairs: Jon Boren, New Mexico State University and Andy Turner, Cornell University

Long-Term Strategy
Developing a bold vision, growth strategy, and action plan for the future of 4-H so more youth benefit from 4-H and the program reflects the diversity of youth, volunteers, and staff in the United States

Goals and Current Actions
1. Aligning and governing more effectively among and between USDA/NIFA, National 4-H Council, and the Cooperative Extension System
   a. Communicating with USDA/NIFA for influencing direction of staffing, name and emblem, efforts for awareness and alertness for mental and behavioral health and other relevant matters
   b. Participating in a joint annual meeting with National 4-H Council Board of Trustees as well as continuing support of a Trustee who is an ECOP 4-H Leadership Committee member
   c. Acknowledging the existence of systemic racism, committed to the deconstruction of systemic racism; affirming civil rights, and equity and equality for all commitment through non-bias diversity, equity and inclusion initiatives in action.
   d. Coordinating and consulting with Program Leadership Work Group (PLWG)
   e. Attentiveness to sustainability, including funding, of national leadership for initiatives
   f. Systematizing 4-H International and Global efforts and initiatives

2. Marketing 4-H by developing, executing, and sustaining a unified brand across the Cooperative Extension system and stewarding the strong 4-H brand reputation
   a. Engaging with National 4-H Marketing Campaign about vision and resources for the next phase of 4-H GROWS
   b. Advising opportunities/challenges with emerging and growing Cause Marketing efforts
   c. Launching a Crisis Communications Playbook and managing vulnerabilities for stewarding strong 4-H brand reputation
   d. Increase 4-H visibility with earned media and influencers

3. Building strategic relationships and partnerships that sustain and build system resources
   a. Co-developing Cause marketing resource acquisition and distribution mechanisms
   b. Launching a national 4-H government relations communications strategy (4-H Subcommittee of the ECOP BLC)
   c. Improving timing and ease of contracting for major grants

4. Developing new learning opportunities for youth, volunteers, leaders, and staff for positive youth development
   a. Launching new national professional and leadership development offerings including:
      - True Leaders in Equity Institute
      - 4-H Pathways Project 2020 Summer Leadership Institute
      - 4-H State Program Leadership Onboarding
   b. Designing and launching the set of on-line resources called 4-H at HOME

Go to next 2 pages
July 2020 Update

National 4-H Council’s Commitment to Diversity, Equity and Inclusion

Since 2015, National 4-H Council has raised more than $40 million to scale and advance DEI efforts across the system—from change at the national level to increased capacity for 4-H programs that directly impact youth of color, youth from low income backgrounds and youth with incarcerated parents.

Partners include Google, Nationwide, New York Life, OJJDP, Walmart and the Robert Wood Johnson and Bechtel Foundations. Council is seeking additional financial support for 4-H national initiatives, programs and governance, specifically: the ECOP 4-H Diversity Design Team, Access, Equity and Belonging Committee, True Leaders in Equity Institute, as well as collective funding for 1890 institutions.

In addition to the support of Cooperative Extension initiatives, Council is taking concrete action to support its own values and commitment to diversity, equity and inclusion. As a central component of its strategic plan, Council is accelerating plans and taking immediate action steps to engage the entire organization in changes to people, policies and practices—including a new leadership position at Council to guide implementation of DEI strategy across Council. A compendium of DEI resources and information has been established at www.4-h.org/diversity

4-H at Home

4-H at Home is Cooperative Extension’s solution to meet rapidly changing community needs at a time when few, if any, in-person formal or informal education opportunities are available for youth this summer and fall. Today, visitors to 4-H at Home will find seasonal, downloadable activity guides featuring easy, hands-on learning, activities like virtual camps and other 4-H experiences—as well as an online STEM Lab providing fun, hands-on STEM activities for kids of all ages to do at home, in school and during virtual and in-person clubs.

Since the launch of 4-H at Home we have seen a significant increase in online activity:

- Hundreds of content submissions from Extension
- Website visits increased by 400% with an estimated 90,000 visitors to date
- Unique visitors increased by 250%

FOURWARD Fund PYD Awards

Young people are experiencing a world of uncertainty as they navigate the impact of COVID-19. The FOURWARD Fund was established by Council to support youth across all communities, and to help Cooperative Extension provide necessary resources and meaningful learning opportunities as the crisis continues.

$126,000 in funding will go to the first cohort of FOURWARD Fund PYD Awardees. Eleven recipients, including four 1890 institutions, will receive up to $15,000 to advance their 4-H PYD program. Thanks to Microsoft and CHS for providing their generous support that made the PYD awards possible.
Teen Mental Health Survey Results

Together with the Harris Poll, National 4-H Council set out to examine the impact of the public health crisis on the mental health of teens. The survey revealed that in the wake of COVID-19, 7 in 10 teens are struggling with their mental health and more than half of those surveyed shared that the pandemic has increased their feelings of loneliness, with 64 percent believing it will have a lasting impact on their mental health. Click here to read the report.

Extension directors and administrators are invited to join a webinar about the survey findings on July 16 (2:00-3:30 PM ET) co-hosted by Council CEO Jennifer Sirangelo and Extension Health Director Roger Rennékamp. Register here for the webinar.

Other surveys conducted recently include the Teen Healthy Habits Survey focusing on the health and nutrition habits of American teens, and the Impact of Digital Skills Among Teens Report, investigating how lack of broadband internet access affects social mobility and economic opportunities. All the surveys are intended to lift up youth voice and leadership on today’s most important topics.

Media Outreach

Extension 4-H programs plus youth voices have been featured in numerous media outlets since March including the New York Times, WIRED, Huff Post, Today.com, Chronicle of Philanthropy, Ag Daily, Fast Company and the NFL Network.

National 4-H Council also launched two new video segments this spring, including 4 for 4 interviews (4 topics in 4 minutes) and the Youth Empowerment Series. Featured guests have included youth, Council Trustees and prominent alums, including West Virginia University President Gordon Gee and USDA Deputy Secretary Stephen Censky.

COVID-19 Pandemic Resources for the 4-H Program

Working with closely with Extension Leadership, Council is actively seeking funds to support 4-H programming during the pandemic and beyond. On July 10, 37 members of Congress signed on to a letter from the 4-H Congressional Caucus in support of COVID-19 pandemic resources for the 4-H program. The letter was sent to House leadership, including Appropriations Committee leaders in charge of the funding priorities. The full letter can be found here.

Joint Council Board & ECOP 4-H Leadership Committee Meeting

The National 4-H Council Board and ECOP 4-H Leadership Committee met for a joint session in June to discuss 4-H youth development during the COVID-19 pandemic. National 4-H Council representatives joined the ECOP 4-H Leadership Committee meeting to provide updates on joint initiatives including the 4-H at Home platform, crisis communications, the supporting LGU efforts to communicate the importance of 4-H Youth Development during the fiscal crisis.

In the past year executives from Corteva Agriscience, JOANN, Meredith Corporation, Pet Retail Brands and YouTube have joined the National 4-H Council Board of Trustees.
Agenda Brief: Diversity Catalyst Committee (DCC)

Date: July 21, 2020

Presenter: Ali Fares (Chair)

1. **Committee Membership** (as of July 21, 2020): See ESCOP Committee Diversity Catalyst Committee (DCC)

2. **Meetings:**
   - The DCC hosted a training session on March 3, 2020 in Washington, DC (see below.)
   - The DCC met via teleconference on April 2, 2020.
   - The DCC met via teleconference on July 2, 2020.

3. **Accomplishments/Upcoming Plans:**
   - Henry Fadamiro will assume leadership of the DCC after the ESS/SAES/ARD Fall Meeting.
   - The DCC issued a call for nominations for the National Experiment Station Diversity and Inclusion Award. Nominations were screened by the DCC’s Award Review Panel. The Award Review Panel recommended the University of Florida (IFAS) Department of Family, Youth and Community Sciences (FYCS) Diversity and Inclusion Committee as the winner. The recommendation was accepted by ESCOP. The team will be recognized at the virtual meeting of the ESS/ARD in September.
   - The DCC hosted a training session dedicated to resolving conflict across cultural boundaries during the annual CARET/AHS meeting on March 3, 2020. The meeting was facilitated by Nehrwr Abdul-Wahid, a certified trainer for the Intercultural Conflict Style Inventory. Participants recommended that the DCC extends this training to all station directors during the ESS/ARD Fall Meeting in Baltimore. When the ESS/ARD meeting was moved to a virtual format, this training will be delayed until the section has an opportunity to meet face-to-face. Mr. Abdul-Wahid is a powerful speaker and the directors would benefit from direct interaction with him.
   - The DCC met on July 2 and discussed how current events revolving around racism and social injustice will inform the DCC agenda and what actionable steps will the DCC take.

4. **Action Requested:** For information only.

5. **Attachments:**
   a. none
Agenda Brief: National Impact Database (NIDB) Committee

Date: July 21, 2020

Presenter: Steve Loring and Karla Trautman (Co-Chairs)

1. **Committee Membership** (as of July 21, 2020): Steve Loring, Karla Trautman, Debby Lewis, German Bollero, Sara Delheimer, Johnnie Westbrook, Faith Peppers, Ron Brown, Rick Rhodes; Ex-officio – Scott Cummings, Bret Hess, Jeff Jacobsen

2. **Meetings:**
   - The NIDBC met via teleconference on February 11, 2020
   - The NIDBC met via teleconference on May 12, 2020.
   - The NIDBC met via teleconference on June 8, 2020.

3. **Accomplishments/Upcoming Plans:**
   - A number of changes have been made in the make-up of the committee. Eric Young is rotating off the committee and Rick Rhodes will serve as the ESCOP Executive Director. Faith Peppers will change seats on the NIDBC, moving from the Land Grant Communicators representative to the NIFA representative. The Content Writing Committee will be turned over to Frankie Gould.
   - Since January 1, 2020, there have been over 2,000 users on the NIDB website. Most of these users are new and the majority are from the US.
   - The NIDB writing team has reported that the quality of submitted impact statements has improved, a reflection of a statement review process implemented by the NIDBC and the increased need to produce tangible evidence of impact. In 2020, the NIDB writing team wrote, edited, designed and illustrated 49 stories, 15 fact sheets and created a video for use on social media. These are now posted on landgrantimpacts.org
   - Overall submission of impact statements in 2020 has been slow but typical for this time of year. Delayed submission of federal reports may be impacting the pace of impact statement submissions.
   - NIDBC has created a COVID-19 tag for impacts. As of July 9, 2020, 26 COVID impact statements have been submitted to the database. A breakdown of primary funding source is also available.
   - The NIDB has been recognized as an asset by the Forbes/Tate Partners, the firm that has been contracted to develop a roadmap for a system-wide communications and marketing strategy.
   - The NIDBC sends reminders to the system twice a year about submitting impact statements.

4. **Action Requested:** For information only.

5. **Attachments:**
   - none
For 2020 NUEL has four major priorities it is focusing on based on Goals/ Tasks outline in the National Urban Extension Initiative Implementation Plan approved by ECOP in April 2019:

1. **NUEL continues to focus on increasing engagement and participation of the LGU Urban Contacts that each Extension Dean/Director/Administrator was asked to identify in early 2019 (List of LGU contacts attached).**
   - LGU Ucs list was updated in early 2020. LGU Ucs have been invited to help plan regional meetings, added to the National Urban Extension Conference national planning committee, invited to attend the May bi-annual virtual NUEL Steering Committee meeting (17 attended), and assisted with facilitating national urban stakeholder listening sessions.

2. **Increasing Urban Extension staff networking opportunities.**
   - In the alternate year from the National Urban Extension Conference, which is 2020, NUEL hosts regional networking meetings. Four face-to-face meetings were planned (South & 1890’s regions meet together). Due to COVID19, the South/1890 meeting was cancelled. The Northeast and West meetings were moved to a virtual format and downsized. The North Central region had been planning a networking meeting and professional development conference for May. Since most plans were well underway to hold this conference by mid-March, the conference was moved to a virtual format. Attendance was about 275 Extension staff from across the country, double the number anticipated to attend the planned face-to-face conference.
   - Plans continue for the May 17-20, 2021 National Urban Extension Conference (NUEC) in Atlantic City, NJ. The NUEC Planning Committee is adjusting the plans to allow for more virtual attendee participation in anticipation that many Extension staff may not want or be able to travel to New Jersey.

3. **Building national partnerships, currently focusing on the American Farm Bureau Federation Urban County Coalition**
   - The NUEL Chair, Dr. Marie Ruemenapp, was invited to participate in the AFBF Convention in January and participate as a panelist with representatives from NIFA and the Senate Agriculture Committee on urban agriculture and opportunities for AFBF with urban ag.
   - In response to a NIFA call from stakeholder input to craft a RFA for $40 million of new grant funding for urban, indoor and emerging agriculture, NUEL, the AFBF Urban County Coalition and the Western Center for Metropolitan Extension and Research (WCMER) hosted at the end of May four virtual stakeholder listening sessions and conducted an online survey. The listening sessions had 153 participants and the survey had 68 respondents, combined representing 38 U.S. states, territories, and districts. The summary report was provided to NIFA on June 22nd is available on the WCMER website.
   - In May, NUEL and the AFBF Urban County Coalition organized a eight city urban ag brainstorming and collaboration group of Farm Bureau county presidents/staff and Extension staff that began meeting about bi-monthly to identify possible joint, multi-city partnering projects. The cities involved are: Newkirk NJ, New York City NY, Raleigh NC, Miami FL, Indianapolis IN, Columbus OH, Seattle WA and San Diego CA.

4. **Launch a National Urban Priority Impact Project (PIP).** An overview of the PIP, steps and time frame is attached. Briefly, through the PIP NUEL with lead a national discussion that engages large numbers of urban Extension staff and Extension Deans/Directors/Administrators in identifying priority urban issues Extension should be focusing on nationally. Once the issues have been identified, in 2021 NUEL plans to organize and launch Priority Issue Impact Teams.
   - Although this project has been slowed by the impacts of COVID19, in the first half of 2020 NUEL has had discussions with urban Extension staff in all regions to identify current and potential future urban issues that Extension should/could be focusing programming around. To prioritize these issues identified in the region, three regions conducted a survey of staff (West, South, 1890) to prioritize identified issues. The North Central region will distribute the survey to urban Extension staff yet in July. While the Northeast, had developed a set of programmatic priorities prior to the...
kickoff of the PIP, so they worked with staff to update this list through discussions at regional meetings. Once issue priorities have been collected from all five regions, the NUEL Steering Committee plan to compile a national list to share with ECOP and Extension Deans/Directors/Administrators for review, input and approval. This is planned for this fall.

Go to next page to review 5 pages of attachments.
# National Urban Extension University Contact List

<table>
<thead>
<tr>
<th>Institution</th>
<th>First Name</th>
<th>Last Name</th>
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<th>Phone Number</th>
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<tbody>
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Cooperative Extension System
National Urban Priority Impact Project
June 2020

Background

National Urban Extension Leaders (NUEL) exists to advance the strategic importance and long-term value of urban Extension and to foster local, regional, and national collaboration that leads to increased capacity within the Cooperative Extension System to serve urban communities.

In 2018-19, NUEL developed the National Urban Extension Implementation Plan, which was approved by the Extension Committee on Organization and Policy (ECOP) in April 2019. Within the plan, NUEL set forth several goals to facilitate cross-state collaboration, increase the Extension systems ability to rapidly respond to emerging issues and crises, and to identify and collect success stories or Best Practices within urban Extension around promising programs, operations and leadership. To advance these goals, in 2020 NUEL will launch the National Urban Priority Impact Project (PIP). To begin the PIP, in 2020 NUEL will lead a national discussion to identify Extension urban Priority Issues.

Once NUEL has identified a set of Extension urban Priority Issues, it will launch Priority Issue Teams (PIT) beginning in May 2021. The Priority Issue Teams will work to advance urban Extension’s impact on identified issues. The PIP will serve as the primary mechanism for the formulation of cross-state collaboratives that may reach out to strategic partners and pursue the development of additional resources regionally and/or across the system. The process for identifying issues and launching teams is outlined below.

PHASE I (March-August 2020): IDENTIFICATION of PRIORITY ISSUES and RELATED CHAMPIONS

NUEL is comprised of five Regional Networks, which align with the five ECOP regions: 1890s, Northeast, North Central, South, and West. In 2020, each Regional Network will be responsible for identifying up to three priority urban issues within each of NUEL’s five focus areas and up to three priority urban Extension operations and/or administrative leadership issues.

NUEL Programmatic Focus Areas

- Strengthen Communities
- Protect the Environment
- Improve our Health
- Enrich Youth
- Feed our Future

Operations/ Administration

- Staffing, Funding, Office Operations, Etc.

Additional information, including detailed descriptions, about NUEL’s five focus areas is on the NUEL website.

Each Regional Network Chair will be responsible for working with urban Extension professionals in their region to brainstorm and refine a list of priority issues. This can be done in-person, via video
conference, by survey or by other methods, depending on what is feasible within each region. Network Chairs will share their region’s top priority issues (no more than three per focus area, up to 15 total) and no more than 3 related to administration/operations with the NUEL Steering Committee by the August NUEL Steering Committee meeting. In addition, each Regional Network will identify and submit to the NUEL Steering Committee the names of **Priority Issue Champions** or **urban Extension professionals with energy and expertise related to the Priority Issues** they have selected.

**Phase 2: (September-December 2020) ECOP, NEDA, NUEL STEERING COMMITTEE REVIEW & SELECTION**

Once a list of priority issues has been generated by each region, the [NUEL Steering Committee](#) will review and compile the full set of issues. This list will be shared with the ECOP Programming Committee for review and input at the committee’s September meeting. Proceeding the ECOP Programming Committee review, NUEL will work with the Programming Committee to gather additional input from Extension deans, directors and administrators through the regional Extension Deans/Directors Associations (EDA).

The NUEL Steering Committee will review the full set of issues along with input provided by the ECOP Programming Committee and regional EDAs and **select one to two Priority Issues within each programmatic focus area and not more one to two within Extension operations/administration to focus on between 2021-2023**. These National Urban Priority Issues will be selected based on their commonality across the regions, prioritization by EDAs and their potential alignment with strategic initiatives and/or partners at the national level.

**Phase 3: (December 2020-May 2021) NATIONAL URBAN PRIORITY ISSUE TEAM AND RESOURCE DEVELOPMENT**

The development of issue teams will first and foremost involve the coalescing of resources from across the system to provide some core basis of support and definition to the work of the emerging teams, which are scheduled to launch in 2021 at the National Urban Extension Conference (NUEC). Throughout this process, the Priority Issue Champions in each region will work with the Regional Network Chair to facilitate Phase 2. The process will involve:

- Priority Issue Champions in each region will conduct asset mapping and cataloguing of Extension professional expertise within each priority issue area to help establish Extension’s capacity to address each issue.
- Priority Issue Champions from each region will work to catalogue current successful Extension urban programs within each issue area as well as promising operations and administrative leadership practices established in urban areas within the region.
- The NUEL Strategic partner, the CARES Network from the University of Missouri Extension has put together a set of indicators nationally recognized and aligned with each of the current NUEL Focus areas. This tool may be updated and will be made available to teams as they begin their work in 2021.

➢ **Priority Issue Champions from across all 5 ECOP Regions will work to coalesce resources for Priority Issue Team Launch in 2021. (Up to 13 Potential Teams).**
PHASE 4 (May 2021-May 2023): LAUNCH FIRST ROUND OF URBAN EXTENSION PRIORITY ISSUE TEAMS

The NUEL Steering Committee will roll out Priority Issue Areas at the National Urban Extension Conference (NUEC) in Atlantic City in May 2021. At the conference, time will be set aside for interested individuals to organize into urban Priority Issue Teams (PITs). PITs will provide urban Extension professionals across the country with a multi-year opportunity to provide leadership and expertise on an issue of importance to them, engage in cross-state collaboration, and advance critical elements within the National Urban Extension Implementation Plan. More details about PIT goals and structure will be provided at NUEC 2021, but activities will include:

- Refinement of related assets across the Cooperative Extension System and cataloguing of current successful Extension urban programs, operations and administrative leadership practices and of Extension professional expertise within priority issue area.
- Expansion and establishment of Priority Issue Team Members and thought leaders.
- Establishment of working operations and infrastructure for each PIT.
- Identification of 2-3 key metrics that capture Extension outcomes and impacts for each priority issue.
- Identification of existing and/or potential funders, partners and other stakeholders that Extension could work with for each priority issue.
- Development of cross-state projects or proposals related to each priority issue.
- Development of processes that allow the national Cooperative Extension System to rapidly respond to emerging issues and crises, such as natural, economic, social and health crises such as flooding, COVID19, opioids, housing foreclosures, etc.
- Analysis of trends identified in the asset mapping and cataloguing of current successful Extension urban programs, operations and administrative leadership practices to identify urban Extension “Best Practices” for development into success stories for the National Extension Impact Database and case studies for the eXtension Urban Extension eFieldbook.

➢ Up to 13 Urban Priority Issue Teams involving 10-18 members, including representation from across all 5 ECOP Regions will begin operations.

Thank you for supporting this important work. For more information, please contact:

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ESCOP Committee on Science and Technology
Submitted by Wendy Powers (University of California), Liaison from ECOP

Regular STC business encompasses reviews, reactions, and feedback to relevant national-level reports and findings. The STC effort to determine how well the State Agricultural Experiment Station’s portfolio of multistate research aligns with the five main themes outlined in the report of the National Academy of Sciences Science titled “Breakthroughs 2030: A Strategy for Food and Agricultural Research” was placed on hold to gather much needed information to support ESCOP’s $300M request to supplement NIFA’s budget as part of a COVID relief package. In addition to compiling results from a system-wide survey regarding responses to the COVID-19 pandemic, STC was tasked to “identify any messaging on current research projects that are addressing infectious diseases, viruses, AMR, zoological diseases or any related topics that address the nexus of people, food, and the environment.” An initial scan of NIMSS and REEport revealed several capacity-supported projects on infectious disease, viruses, AMR and zoological diseases that could be candidates for developing messages. An additional scan is necessary to include projects involving plants/crops. A list of 217 projects addressing the nexus of people, food, and the environment popped up in the initial search. It is hoped this might be useful for the working group assigned to develop a strategy for increasing capacity funds.

Guest speakers presented during each of the last two STC meetings. Paul Wester and Cyndy Parr with National Agricultural Libraries encouraged STC to help with coordination among experiment stations and libraries to standardize and integrate data (full presentation available at https://www.dropbox.com/sh/z15lbszyw8jwnu0/AABgWncNJ-lqFnn2AyP7Bm6kZa/National%20Ag%20Library%3A%20Wester%20and%20Parr%20-%20with%20Q%26A.mp4?dl=0).

Dr. John Dyer, USDA Agriculture Innovation Agenda (Research Leader with the Agricultural Research Service and a member of the Senior Executive Service Candidate Development Program) explained the innovation agenda and the input gathering process. The committee is looking forward to engaging in the process of developing the Agriculture Innovation Agenda after the input stage.

An important role of the STC is to review regional submissions and recommend to ESCOP a winner of the annual Excellence in Multistate Award. The STC was pleased to review a number of excellent and inspiring submissions. The ESCOP Executive Committee approved the STC recommendation to announce W4001: Social, Economic and Environmental Causes and Consequences of Demographic Change in Rural America as the winner of the 2020 Experiment Station Section Excellence in Multistate Award.

An initial goal of the STC was to develop a communication piece to help support ESCOP’s efforts. The two attached one-page “leave-behinds” were developed to help describe what the collective body of State Agricultural Experiment Stations do. Many thanks to Rick Rhodes, Faith Peppers, and Sara Delheimer for helping develop the one-pagers.

National Integrated Pest Management Coordinating Committee (NIPMCC)
The NIPMCC Executive Committee has held two Zoom meetings since their in-person meeting in at APLU Washington, DC October 22-23, 2019. Subcommittees have been formed to draft white papers on three banner topics. These would be documents that can be shared with ESCOP/ECOP and APLU, as well as legislators, policy makers, etc. The goal would be to provide information that would help with advocacy efforts. Planning for October 2020 meeting continued with the realization that the meeting will be moved to a digital platform. The initial plan is to reduce report-outs and streamline regional reports to focus on contributions to the three banner topics.

Social Sciences Subcommittee (SSSC)
Although no progress has been made by the subcommittee amid the COVID pandemic, there is still interest in holding a work session with NIFA to advance the development of products describing the importance of social and behavioral sciences in agriculture. Review of membership and discipline team status will be sent to the STC Executive Vice-Chair for formal ESCOP appointment to SSSC. Updating the SCCC Rules of Operation remains on the SCCC radar.

Committee Members:

**Chair:** Jody Jellison (NERA)
**Past Chair:** Laura Lavine (WAAESD)

**Delegates:**
Alton Thompson (ARD)
John Yang (ARD)

**Liaisons:**
Wendy Powers (ECOP)
Danesha Carley (NIPMCC; Pest Mgmt Subc)
Tim Killian (SSSC; Social Sci Subc)
Tim Conner (NIFA)
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**Executive Vice Chair:**

Bret Hess (WAAESD ED)
Saige Zespy (WAAESD Recorder)

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MEMORANDUM

TO: Extension Committee on Organization and Policy

FROM: Jo Britt-Rankin  
BoHS Liaison to ECOP and CES

DATE: July 23, 2020

SUBJECT: Report on BoHS Activities -- 2020

Even though we are only halfway through the year, it has been a busy and productive time for APLU Board on Human Sciences (BoHS). Here are some of the highlights of the activities in which we have been involved:

- participated on the BAC call in which the ECOP and ESCOP proposals totaling $380 million were considered and approved
- signed the Board on Agriculture Assembly (BAA) letter related to Phase 4 NIFA funding for $380 million for Cooperative Extension and the Agricultural Experiment Stations
- distributed the information to the BoHS membership on nominating individuals for the four awards -- Outstanding Engagement Award, Undergraduate Research Mentor Award, Lifetime Achievement Award, and Ellen Swallow Richards Public Service Award -- that will be presented at the 2020 APLU Annual Meeting in Orlando, FL
- distributed the 2020 BoHS membership dues notices and discussed how to handle the withdrawal of institutions (especially in light of COVID-19)
- conducted the 2020 Joint BoHS/CAFCS Spring Meeting (including an emerging leaders workshop) on February 18-21, 2020 in Kansas City, MO with the following speakers –
  - Deb Snellen, Executive Director for Advancement-Organizational and Professional Development, Office of Advancement, University of Missouri
  - Marshall Stewart, Chair of the BAA Committee on Legislation and Policy and Vice Chancellor for Extension and Engagement and University of Missouri System Chief Engagement Officer, University of Missouri
  - Dustin Schneiders, Director of Government Relations, University of Missouri System
  - Gayla Randel, Adjunct Professor, College of Human Ecology, Kansas State University
  - Tim Steffensmeier, Associate Professor and Director of Research, Kansas Leadership Center, Kansas State University
Charles St. Clair and Heather Snider, Novak Leadership Development
Michael Finnegan, Assistant Professor and Academic Advisor, and Strength’s Quest Coach, Kansas State University
Michelle Coon, Statistician, National Center for Education Statistics, U. S. Department of Education

- completed the 2020 BoHS/CAFCS Spring Meeting evaluation and shared it with the 2021 planning committee and, in conjunction with CAFCS, working or developing the agenda for the 2021 Joint BoHS/CAFCS Spring Meeting in Washington, DC
- participated in The Washington Post livestream Helping America’s Kids: A Conversation with Mark Shriver and Jennifer Garner that was moderated by Jonathan Capehart (#SaveWithStories) – Save the Children Action Network (Suite 900, 899 North Capitol Street, NW, Washington, DC) (Kids Come First initiative)
- conducted a BoHS “coffee break” via Zoom to discuss the COVID-19 pandemic and its effect on units of human sciences on May 19, 2020
- held another BoHS “coffee break” (in conjunction with the Council of Administrators of Family and Consumer Sciences (CAFCS)) on July 6, 2020 to discuss Coming Together for Racial Understanding and what human sciences units are doing to increase racial equity and inclusiveness on their respective campuses with the following speakers –
  - Brent Elrod, Acting Division of the Division of Community & Education, Division of Family & Consumer Sciences, Division of Youth and 4-H, National Institute of Food and Agriculture (NIFA), U. S. Department of Agriculture (USDA)
  - Dionardo E. Pizaña, Diversity, Equity, and Inclusion Specialist for the Justin S. Morrill Hall of Agriculture, Michigan State University
  - Rachel Welborn, Associate Director, Southern Rural Development Center, Mississippi State University
- various board members participated in the National Academies of Sciences, Engineering, and Medicine (NASEM) webinar on Improving Adolescent Development and Health at 12:00 Noon-1:00 p.m. (EDT) on May 11, 2020
- received notice of the NIFA Director’s move to the University of Florida
- received the Well-Connected Communities: First Quarter 2020 Report to the BoHS membership
- received article from Vogue’s Runway on Regenerative Agriculture Can Change the Fashion Industry – And the World by Emily Farra
- transmitted the postponement of the 2020 IFHE World Congress to the BoHS – the new dates are September 4-10, 2022
- prepared dates/times for the BoHS Board of Directors to meet in conjunction with the Joint COPs Meeting via Zoom
- prepared to participate in the AAFCS Virtual Conference (June 25-26, 2020) with the BoHS
- received FNS reports on –
  - WIC Participant and Program Characteristics 2018
WIC Participant and Program Characteristics 2018 (PC 2018) summarizes the demographic characteristics of participants in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) nationwide in April 2018. It includes information on participant
income and nutrition risk characteristics, estimates breastfeeding initiation rates for WIC infants, and describes WIC members of migrant farm-worker families.

- **Evaluation of Alternatives to Improve Elderly Access to the Supplemental Nutrition Assistance Program (SNAP)**
  
  This report examined some of the key food and financial challenges, as well as factors that influence SNAP participation choices, among elderly people. It also assessed how States implemented interventions designed to improve elderly access to SNAP, and their impacts.