Zoom Meeting Minutes
Thursday, June 25, 2020
11:00 a.m. – Noon, Eastern Time
Presiding – Mark Latimore, Jr., Chair

Attachments: April 2020 Meeting Minutes, May 14 and June 11 Executive Committee Meeting Minutes, Joint COPs Schedule – Updated (p. 4), Tentative NED Schedule (p. 5), Doug Steele email - Capacity Value Messaging Working Group (p. 6), 2020 ECOP Finance Report, Jan.-Apr. (p. 7), National Action Dialogue Proposal (pp. 8-11)

OPENING BUSINESS –
Mark Latimore called the meeting to order. Attendance is recording on page 3. A quorum was present. The agenda was approved as presented. Members received a proposal for National Action Dialogue from Rick Klemme. See pages 8-11.

1. BUSINESS REQUIRING IMMEDIATE ATTENTION/ACTION – Set Goals and Action Plans
   A. ECOP Leadership Transition with Chris Watkins (ECOP Chair-Elect) and Caroline Crocoll (CES/ECOP Executive Director) –
      1. Chris Watkins and Caroline Crocoll Introductions
      Mark Latimore: Carolyn Crocoll briefed ECOP on her background and focus starting off as Executive Director; partnerships and communication. Chris expressed honor for the Northeast Region appointing him as Chair-elect; from New Zealand, Rutgers University, started his appointment at Cornell University in 2014.
      2. ECOP member introductions
         a. Question to address: What has ECOP meant to me?
         Answers: The national strength offered at State and Local levels to address critical issues, advantageous to have the national perspective, offers a collective voice, visibility, to explain why Extension is important, ability to learn from one another and grow as a leader, good to be part of APLU, important to the territories and states of the West, means and opportunity for System approach to pursue opportunities and the future, though skeptical willing will keep an open mind.
   B. Potential ECOP actions to address systemic racism –
      Mark Latimore: Looking forward to event to be held on 6/26/2020, 3:00-4:30 p.m. ET. A potential future action item for ECOP.
   C. Other
      Mark Latimore/Rick Klemme/Chris Geith – Rick and Chris presented an overview with many positive comments supporting the proposal and to partner with eXtension on this dialogue. Proposal to conduct a National Dialogue inform Congress of the need for the infrastructure that is unique for Extension. Can ECOP endorse this event? Fellows and NTAE funding are organized to facilitate. Northeast and Western Regions. Shared framing video produced by Lindsey Shirley and Oregon State University for the dialog: https://www.youtube.com/watch?v=cXlwaw6V3rQ&feature=youtu.be. As this exciting idea progresses, we need (especially in the current world) that our virtual advances do not exclude lower income audiences, but plan to do the reverse.
      Barbara Petty made a motion to endorse effort, Ed Jones seconded. Motion passed. The form that this support is yet to be determined.
II. INFORMATIONAL UPDATES — AS TIME PERMITS:

A. July ECOP Schedule (p. 4) & Preliminary Topics –
Mark Latimore welcomes input on funding new initiatives and Strategic Directions.

1. FY 2021 Budget Discussion/Approval
2. Health Extension/Well-Connected Communities Update
3. Strategic Directions Update Based on Regional Input

B. September NEDA/ECOP/Business Section meetings update (p. 5) –
Ed Jones – Planning Committee is meeting every other week. A theme, details and registration should be released soon.

C. FY 2021 Budget Preparation in Process (p. 7) –
Mark Latimore/Chris Watkins – Began this process on 6/24/2020. Committees will be contacted to verify narratives for each line and amount of request. Ideas for Strategic Priorities are welcome.

D. COVID 19 Budget Proposal Update –
Mark Latimore/Jon Boren/Rick Klemme – Bipartisan legislation including the $380M proposal is in process.

E. Capacity Value Messaging Working Group (p. 6) –
Mark Latimore/Rick Klemme – An initiative coming from Doug Steele, need for more substantive explanation for the need of Capacity Funding. Consolidating the language to support Capacity Fund and provide Talking Points to use consistently across the system. Likely, Caroline Crocoll and Albert Essel have joined the group listed on page _._ Seems like Jon Boren, BLC Chair, should be a part of this committee. Would mean including Ernie Minton from the ESCOP BLC.

F. Standing Committee Updates

1. Program –
Carolyn Williams – Postponing the Coming Together for Racial Understanding Retreat for states with 1890/1862 presence that was to occur in 2020. There was a poor response from the institutions that were involved. Ron Brown: This event was to be funded through a Southern Region grant.

2. Professional Development –
Vonda Richardson – Excellence in Extension Selection will be complete by July 23.

G. Health Extension & Well-Connected Communities Update –
Roger Rennekamp – Chris Geith/eXtension is committed to focus Health and Wellbeing. Very soon there will be and email revealing the results of a Harris Poll, mental health issue with teens.

Michelle Rodgers – 3rd meeting of the Innovation Task Force on Health is on 6/26/2020. Developing action plan, 1) updating the strategic framework for Health and Wellbeing. 2) the big idea of bringing together university systems model

H. USDA-NIFA Updates –
Mike Fitzner – COVID-19 new OMB guidance is still under examination. Available facts and update found here. Still doing some background on a Senate Committee request for Extension. New communications director is Faith Peppers, formerly of University of Georgia.

ADJOURN
ECOP Membership

Voting Members
✓ Mark Latimore, Executive Committee, Chair, Fort Valley State University
✓ Chuck Ross, Executive Committee, Chair-elect, University of Vermont
✓ Ed Jones, Executive Committee, Past-Chair, 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, Executive Committee, University of Idaho
✓ Nick Place, Professional Development Committee, University of Florida
✓ Wendy Powers, Program Committee, University of California
✓ Vonda Richardson, Professional Development Committee Chair, Florida A&M University
✓ Debby Sheely, Professional Development Committee, University of Rhode Island
✓ Chris Watkins, Program Committee, Cornell University
✓ Carolyn Williams, Program Committee Chair, Prairie View A&M University

Ex-officio, Non-voting Members
• Caroline Crocoll, Executive Director, and 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 and Co-chair of 4-H Leadership Committee, 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
  o Bob Godfrey, Experiment Station Committee on Organization and Policy, University of Virgin Islands
• Jennifer Sirangelo CEO, and/or Andy Ferrin, National 4-H Council
• Char Wenham, Council for Agricultural Research, Extension and Teaching
  o Brian Kowalkowski, 1994 Land-grant/Tribal Colleges Extension, College of Menominee Nation
  o 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
• Albert Essel, 1890 Region
• Lyla Houglum, Western Region
• Ali Mitchell, Northeast Region
• Sandy Ruble, DC Office
• Robin Shepard, North Central Region

Guests
  o Doug Steele, APLU/BAA

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# 2020 Joint COPs Virtual Meeting Schedule and ECOP’s Connection Information

**July 20 – 24, 2020, Eastern Time Zone**

**Shaded times are for all voting members of ECOP, Staff, Liaisons, and EDA Team and are open to the attendance of interested individuals of the System and BAA Committees on Organization and Policy (COPs). Names in bold, indicate who presides. Names in parentheses will help with organizing agendas. Send questions or corrections to Caroline Crocoll, Cooperative Extension/ECOP carolinecrocoll@extension.org.**

## Monday, July 20

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>11:00am-1:00pm</td>
<td>IAS – Caroline Crocoll</td>
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<tr>
<td>1:00-3:00pm</td>
<td>ACOP –</td>
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<tr>
<td>12:30-3:30pm</td>
<td>BoHS –</td>
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<tr>
<td>3:30-5:00pm</td>
<td>AHS – Mark Latimore</td>
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## Tuesday, July 21

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>11:00am-1:00pm</td>
<td>ECOP – Mark Latimore (Caroline Crocoll)</td>
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<tr>
<td>1:00-3:00pm</td>
<td>ACOP – Al Wysocki</td>
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<tr>
<td>12:30-3:45pm</td>
<td>ESCOP – Chris Watkins (Caroline Crocoll)</td>
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<td>3:00-4:30pm</td>
<td>ECOP Executive Committee – Mark Latimore</td>
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<tr>
<td></td>
<td>(Caroline Crocoll, Chris Watkins, Ed Jones,</td>
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<td></td>
<td>Wendy Powers, Bev Durgan, Jon Boren,</td>
</tr>
<tr>
<td></td>
<td>Michelle Rodgers)</td>
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<tr>
<td>3:00-4:30pm</td>
<td>ECOP Program Committee – Carolyn Williams</td>
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<td></td>
<td>(Ron Brown), Jason Henderson, Gary Jackson,</td>
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<tr>
<td></td>
<td>Ivory Lyles</td>
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<tr>
<td>3:00-4:30pm</td>
<td>ECOP Professional Development Committee</td>
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<td></td>
<td>– Vonda Richardson (Albert Essel, John</td>
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<td></td>
<td>Lawrence, Debby Sheely, Nick Place, Barbara</td>
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<td></td>
<td>Petty)</td>
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## Wednesday, July 22

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<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>11:00am-12:30pm</td>
<td>REE/NIFA Updates (CONFIRMED) – All</td>
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<tr>
<td>3:00-5:00pm</td>
<td>Joint COPs General Session/Section Reports – All</td>
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## Thursday, July 23

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<th>Time</th>
<th>Event</th>
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<tr>
<td>11:00am-1:00pm</td>
<td>ECOP (continued) – Mark Latimore</td>
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<tr>
<td></td>
<td>(Caroline Crocoll)</td>
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<tr>
<td>3:00-5:00pm</td>
<td>BAA Policy Board of Directors – Mark Latimore</td>
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<tr>
<td></td>
<td>(Caroline Crocoll, Michelle Rodgers, Wendy</td>
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<td></td>
<td>Powers)</td>
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## Friday, July 24

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<th>Time</th>
<th>Event</th>
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<tr>
<td>1:00-4:00pm</td>
<td>CARET – Char Wenham</td>
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2020 NEDA Theme: *Legacy to Innovation*
Tentative NEDA Schedule:

**September 22:**
ECOP meeting
- Extending for .5hr and having a second break.
- A break of 2 ½ hr. might be too lengthy.
Length of ECOP to be determined by ECOP.
New Director and Administrator Orientation
- ECOP Professional Development might move to a learning for leaders.
- Move out of session.

**September 23:**
NEDA Parts
- Separate into two parts.
- Possibly extend to 90 mins
**NEDA Session topics**
Connecting with other Extension directors and sharing knowledge, experiences and resources.
- Extension role in economic recovery.
- Partnerships with leadership and institutions.
- Opportunity for collaborative work
- Present actions influence in the future of extension.
Title or theme: Legacy to Innovation

**September 24:**
eXtension foundation member and CES Annual Business Meeting/Passing of Gavel
Possible, but not likely - Move a portion to the afternoon of the 23rd.

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As we discussed during our last National Multi-state Coordinating Committee Zoom, as part of Rick Klemme's transition out of the ECOP ED role, the next couple of months he has agreed to lead and bring focus to building justification and messaging around the value of capacity funding. The purpose of this message is to identify who will work directly with Rick as we get a group organized and develop an outline to determine the needs and priorities of this effort. It is possible that this could assist in framing a major capacity ask for FY22, or possibly provide background information to prevent future reductions in capacity. Either way, I believe it will be valuable information to have on file as we work on future advocacy efforts.

From my rough notes, we have identified the following individuals or groups that should be on the committee:

Rick Klemme, chair
Caron Gala, FANR
Cornerstone
CGA Member
ACE Member
ESCOP Member (ESCOP EDA representative)
ECOP Member (ECOP EDA representative)
Other

Rick and I will work on developing a charge for the group and major priorities. Rick will also serve as a central collection point for previous work on capacity value and messaging. I'm anxious to get this work started since we have Rick for the next couple of months to provide leadership and structure to this effort.

Please let Rick know your recommendations for membership and we will try to get the group organized next week. Thanks for your help and assistance.

Doug

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## Cooperative Extension Section
### ECOP National Leadership 2020 Budget

#### Holdings/Reserve/ Assets beginning 1/1/2020

<table>
<thead>
<tr>
<th>Income-Expense</th>
<th>Approved 7/23/2019 + Health Director Grant</th>
<th>Actual</th>
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<tbody>
<tr>
<td>$749,567</td>
<td>$0</td>
<td>$151,399</td>
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#### Income

- $812,094
- $302,697

#### Expense

- $812,094
- $151,298

#### 25 of 76 institutions have paid

- Assessments: $600,000 (249,967)
- Interest + Grant: $202,094 (51,942)
- Meetings: $10,000 (788)

#### ECOP National Office Operations

<table>
<thead>
<tr>
<th>Expense</th>
<th>Approved 7/23/2019 + Health Director Grant</th>
<th>Actual</th>
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<tbody>
<tr>
<td>$708,618</td>
<td>$149,579</td>
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- Salary and benefits and staff contracts: $615,759 ($129,593)
- Meetings: $10,000 ($0)
- Travel expenses including local meetings: $20,000 ($6,244)
- Staff development: $4,000 ($0)
- Office supplies: $500 ($24)
- Technology and communications: $2,500 ($254)
- Design, printing, engraving: $1,000 ($0)
- Miscellaneous: $1,000 ($0)
- APLU Provision for ECOP (IT, DC Presence, Utilities, Human Resources, Finance, etc.): $53,859 ($13,465)

#### ECOP Executive Committee

<table>
<thead>
<tr>
<th>Expense</th>
<th>Approved 7/23/2019 + Health Director Grant</th>
<th>Actual</th>
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<tbody>
<tr>
<td>$6,800</td>
<td>$1,063</td>
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- Meeting support (ED Search): $5,000 ($1,063)
- Memberships & related fees: $1,800 ($0)

#### Professional Development Committee EiE Award

- $12,000 ($0)

#### Program Committee National Diversity Award

- $5,300 ($0)

#### 4-H Leadership Committee

- $7,500 ($0)

#### Strategic Priorities

- $56,876 ($0)

#### National Impacts Database Committee

- $15,000 ($656)

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Note: A minimum of $485,000 is to be retained in Reserves at APLU (Salary, benefits, APLU Provision for ECOP for 1 year)
DRAFT for ECOP Input 6/23/20
Possible Title: Action Dialogue: Extension Futures
Subtitle: A dialog to inform possible Extension infrastructure/equipment proposals

Supported by eXtension Via Zoom and Connect Extension http://connect.extension.org

Purpose/Outcome: The purpose of the Action Dialogue is to imagine near-future possibilities for the communities we serve and Extension’s role in serving evolving needs in order to inform possible funding for the infrastructure/equipment needed for the envisioned futures.

Output: A brief report to be shared through the ECOP Monday Minute and shared with ECOP to inform possible funding initiatives.

Breakout room focus topics: These possible futures will be framed in videos setting the stage. The source of these 5 futures are inspired by current national projects, Oregon State University, and the work of Fellows funded by the New Technologies for Ag Extension program of eXtension Foundation.

1. National Community Learning Network - Advancing data-driven community decision making to address issues on access to healthcare, education, economic, and criminal justice across the nation. The integration of the Cooperative Extension System and Community Learning through Data Driven Discovery (CLD3) will combine unprecedented amounts of data to foster unexpected discoveries, innovations, and advancements to quality of life across the nation. Lead researchers conducting sponsored research will assist in replicating the model created through the Well Connected Communities program.

2. Digital Cooperatives - Sharing the acquisition of the necessary broadband, connectivity solutions, technology resources across the nation expanding on the framework of farm cooperatives that was created during the 1920’s and is still in operation today.

3. Professional, Continuing Education, and Workforce Development - Develop high quality, direct to learner, customizable learning experiences that can address the unemployment rate, economic equity gaps, and potential talent gaps in communities across the nation.

4. Infrastructure - Leveraging our place-based infrastructure in communities across the nation to provide responsive platform(s) and channels for trusted information and education.

5. Living Ecosystem of Professionals - The Cooperative Extension System is an engaged organization at the county and state level that enables the integration of cutting edge, science-based approaches to address issues facing communities, families, farmers, and youth. Continue to leverage our basic mission to enable people to improve their lives and communities through learning partnerships that put knowledge to work.

Possible Dates & time 2 pm- 4 pm ET or 1 pm-3 pm ET:
- Mon July 13, Fri July 17
- Mon July 20, Thurs July 23, Fri July 25
- Thur July 30
Possible Hosts:

Scenario One: ECOP and eXtension Foundation
- Caroline Crocoll (ECOP Executive Director)
- Mark Lattimore (ECOP Chair)
- Ken LaValley/Barbara Petty, eXtension Board of Directors

Scenario Two: eXtension Foundation
- Lindsey Shirley, University Outreach and Engagement Associate Provost, Oregon State University
- Rose Hayden-Smith, Emeritus Cooperative Extension Advisor, University of California, Ag and Natural Resources, eXtension 2020 Fellow for Technology in Extension Education
- Jerry Thomas, The Ohio State University, leader of the NTAE Futuring Report

Key Informants:
- Directors/Administrators and other leaders representing each region who are early adopters or are engaged in one of the identified futures.
- Key Informants role is to listen, ask questions, and provide feedback (as appropriate) in the breakout sessions

Participants:
- Participants represent all CES professionals regardless of role/function (both grassroots and grasstops)

Breakout Facilitators/Notetakers (1 per breakout room/2 breakout rooms per focus topic): TBD
- Facilitate discussion, take notes, keep group on time, report out
  - Will need at least 10

Tech Support: eXtension

Design and delivery and evaluation: eXtension
**Format:**
This Dialogue session will consist of five segments, covering the following:

- **THE WHY?** - First segment: Video that establishes the “Why”
  - **THE WHY?**

- **DIALOGUE** - Second segment: Large group interactive dialogue structured around a critical question.
  - **DIALOGUE**

- **DELIBERATE** - Third segment: Small group deliberation of issue topics
  - **DELIBERATE**

- **SELECTION** - Fourth segment: large group reporting back of small group discussion and prioritization
  - **SELECTION**

- **REPORT** - Fifth segment (post-session): a brief report prepared by eXtension to be shared through the ECOP Monday Minute and shared with ECOP to inform possible funding initiatives.
  - **REPORT**

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<thead>
<tr>
<th>Time</th>
<th>Segment</th>
<th>Description</th>
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<tbody>
<tr>
<td>10 mins</td>
<td>Welcome &amp; Set expectations</td>
<td>• Host Welcome (ECOP ED Caroline Crocoll)</td>
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<tr>
<td></td>
<td></td>
<td>• Briefly introduce purpose, expectations, and format (Christine Geith)</td>
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<tr>
<td>5 mins</td>
<td>The Why</td>
<td>• Setting the stage of why video</td>
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</table>
| 10 mins| Generate                     | • The facilitator will display the guiding questions on the screen to the entire group and all are invited to reply with a preference to having participants reply first; participant respondents should be invited to include a brief introduction (name, title, institution)
|        |                              | • **Guiding Question:** In what ways can Cooperative Extension Professionals help make this vision a reality? |
| 5 mins | Break                        | • The facilitator explains expectations and process for breakout rooms       |
| 5 mins | Deliberate                   | Break into small groups                                                    |
| 50 mins|                             | For each of the 5 Future scenarios, Small groups of 8-10 plus Key informant and facilitator/notetaker.
|        |                              | • Show breakout topic video - 5 mins                                       |
|        |                              | • Each small group will have 45 mins to work on responses to the guiding questions and, in the end, should select one scenario that they would like to bring to the large group. (Notes of all small group discussion will be preserved and used for the report.)
|        |                              | • **Guiding Questions:**                                                    |
What are the likely ways that Cooperative Extension Professionals help make this vision a reality? Describe these ways as scenarios.

For each scenario, what equipment or infrastructure is needed by Cooperative Extension Professionals to make this vision a reality?

(optional) For each scenario, what else is needed in addition to equipment or infrastructure?

| 5 mins. | Break | Return to main room/ break |
| 20 mins. | **Selection** | ● Each small group will share 1 scenario with the large group. |
| 10 mins. | **Concluding Thoughts**<br>**Wrap-up**<br>**Farewell** | ● Concluding thoughts co-hosts<br>● Thank key informants and participants for engaging in the dialogue<br>● Stay involved with the conversation via connect.extension.org.<br>● Feedback (poll or survey) |
| 120 mins. | **End of Action**<br>**Dialogue** | ● Conclusion of the synchronous event |
| **Post dialogue** | ● Gather dialogue outputs (small group notes)<br>● Look for themes and groupings (especially if more than 1 small group per theme)<br>● Write a brief report to be shared through the ECOP Monday Minute and shared with ECOP to inform possible funding initiatives. |