Zoom Meeting Minutes with Written Reports
March 18, 2020 | 11:30 a.m. - 1:00 p.m. ET

Presiding – Mark Latimore, Chair

Minutes........................................................................................................................................... 2-5

Attachments:

- Minutes of the January 2020 Meeting (URL)
- Minutes of the February ECOP Executive Committee Meeting (URL)
- Draft – ECOP Strategic Directions ............................................................... scroll to pages 6-22
  - 2017 ECOP Workshop Document
  - Survey Results
  - Timeline

Written Reports – For Information Only:

  - 4-H Leadership Committee (including National 4-H Council) ........................................... 23-25
  - Budget and Legislative Committee (BLC) ............................................................................. 26
  - Council for Agricultural Research, Extension, and Teaching (CARET) .............................. 27
  - Experiment Station Committee on Organization and Policy (ESCOP) ................................. 28
  - ESCOP Diversity Catalyst Committee .............................................................................. scroll to page 29
  - Extension Health Director’s Report ..................................................................................... scroll to page 30
  - eXtension Foundation ............................................................................................................ scroll to pages 31-34
  - Joint Council of Extension Professionals (JCEP) ................................................................. 35-36
  - LEAD21 ................................................................................................................................. 37
  - National Impacts Database Committee ............................................................................... 38

For the Record - On the morning of Wednesday, March 11, 2020, ECOP Chair Mark Latimore called for an emergency quorum via Zoom of the ECOP Executive Committee. The committee affirmed modification of ECOP Face-to-face Meeting set for March 17-19, 2020, Atlanta, Georgia, due to institutions restrictions on travel and out of an abundance of concern to prevent the spread of the Novel Coronavirus/COVID-19. The agenda was reduced to 1-hour Executive Session via Zoom and 6 hours of Zoom meetings, including breakout sessions of Executive Committee, Professional Development and Program Committees on March 18, 2020.

On the afternoon of Tuesday, March 17, 2020, ECOP Chair Mark Latimore and ECOP Chair-elect Chuck Ross announced that the above arrangement had been reduced to 90 minutes, 11:30 a.m. – 1:00 p.m. ET of full ECOP. Executive, Professional Development and Program Committee meetings were postponed.
Opening –
Mark Latimore brought the meeting to order. Attendance is recorded on page 5. A quorum was present. The minutes of the last meeting were approved as presented. There were no additions to the agenda.

1. Executive Director Search Update –
Mark Latimore/Ed Jones: Two top candidates in the recent round of applications were interviewed on March 16, 2020, and webcast live. The sessions were recorded and made available to the Section. Feedback deadlines are set. Next Search Advisory Committee meeting is set. Report is forthcoming to the Executive Committee.

2. eXtension COVID-19 & Virtual Extension Work Update
Mark Latimore/Fred Schlutt & Chris Geith – Current version of proposal was summarized. Emphasis in on current and post COVID-19 situation with emphasis on virtual work and learning environment; is a system proposal, not an eXtension members’ grant. There is a community-based emphasis, NIFA NTAE line (via Oklahoma State without IDCs) as a potential funding mechanism and eXtension providing wrap around services. The proposal framework will be modeled after the EPA/PSEP model. Mark Latimore asked whether a green light is needed from ECOP. Fred responded in the affirmative and requested that ECOP members provide what they need in this proposal. Ed Jones made motion and Carolyn Williams seconded to move forward with proposal development.

Discussion – All counties apply and what does the other 10% cover? Counties – yes with states coordinating. Other 10% - wrap around services at eXtension. Counties – could well be multi counties within states; need local outcomes.

How $ divided between 1862 and 1890 served counties? Need guidance from those states with these counties. 1994s also needs to be addressed.

What about Rhode Island situation where there are no counties? Wording will be reviewed so that Rhode Island is not excluded.

Can state decide how to allocate where counties are much differently populated? Counties emphasized for political purposes; details need to be worked through with an implementation committee with regional representation.

What is timeframe for submitting the proposal to Congress? As soon as possible, working with BAA, Caron Gala and Cornerstone. Doug Steele noted that this can move quickly; may need to work around supplemental 3 – which seems very possible. Rapid response will be required. Doug Steele, joined by Caron Gala, see promise with what is being proposed. Chuck Ross noted that this can be an example of collective work across the Cooperative Extension system and with a recovery emphasis. Carolyn Williams noted that Extension can be the source of objective, trusted information.

Explain delivery to Communities and Counties. Similar with eXtension’s EPA grant and form a committee for ECOP, to come up with a formula. Hope to get in on the Supplemental Bill for COVID.

Chuck Ross – This needs to be underpinned by what Extension does, has been doing and the added value. Identify ways to use digital engagement and well as physical, for every program area.
The motion is approved with no objections.

Chris Geith will re-send the proposal to the steering committee with answers to questions raised during this meeting to be addressed.


Mark Latimore posed the question what states were doing in response and what is needed to serve as guidance for ECOP and the Section.

Carolyn Williams – Working to minimizing wide-spread panic, translated science into what is the truth of the matter.

Vonda Richardson - Her institution has moved to teleworking, assessment of new policy and work plans to account for all employees. Maintaining connection with clientele, moving to remote engagement. Provide credible information and receiving feedback from clients to continue to be responsive. She voiced concerns for communities who might not have necessary electronic resources.

Michelle Rodgers – Grateful for Health Director Roger Rennekamp who immediately prompted a request a collection of resources for immediate distribution nationwide. From 30+ different resources in various categories and counting. https://virtual.extension.org/extension-responses-to-covid-19/

Chuck Ross – Asked about the validity of the sites that were recommended by Roger Rennekamp. Roger said that the collection has not been curated, but he believes that since they are from land-grant institutions there is qualification. Most is more for employees to minimize risk, but some went beyond to what is being shared with audiences being served. Gene McAvoy – Will share Ag Business Resources for this resource.

Bev Durgan – Sees her role that to be sure that everything is as business as usual; implying anything that helps her to do this would be welcome.

Wendy Powers – Things are changing rapidly, Busy trying to work through, how is research going to continue? Public TV is reserved for primary education; 4-H. No schools will reopen. A national repository of program resources would be helpful.

4. Strategic Directions –

Mark Latimore/Chuck Ross – The goal is to conceptualize/socialize how can ECOP be improved? Reviewed Supporting documents, 2017 and recent Survey, then highpoints of 2-page guiding document. Ali Mitchell provided a review of survey results from the attachment with general notes – ECOP has accomplished some of what was presented in 2017. ECOP administrative efficiency needs to be improved with a variety of suggestions. Chuck Ross asked ECOP members to send him suggestions and comments on the 2-pager with copy to Ali Mitchell, Mark Latimore, Albert Essel, Rick Klemme and Sandy Ruble. Question about difference between strategic directions items 3 and 6. This will be addressed through feedback/engagement process. Next steps – documents to be shared with system, feedback incorporated into evolving document and with approval pending at September NEDA meeting. Chuck Ross/Ali Mitchell presented timeline with request for approval. Mark made a motion to accept the timeline as presented during the Zoom meeting by Ali Mitchell. Motion was approved by unanimous consent.
Doug Steele provided closing comments – Approved of the leadership that Chuck Ross and Ali Mitchell are providing towards a forward-thinking document and the discussion around COVID-19 and a virtual work/learning environment. He suggested that the next issue for ECOP to want to address is food systems being interrupted.

ADJOURN

Future Meeting Agenda items:

a. Update by APLU VP Food Agriculture and Natural Resources
b. ECOP’s Leadership Role: Budget Advocacy, Content/Issue/Project, Federal Legislative
c. 4-H Leadership Committee Discussion Topics
d. Extension Health Update/Discussion & Innovation Task Force, WCC pilot project
e. Climate Initiative Update
ECOP Membership Attendance is indicated by • and ✓

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
• Rick Klemme, Executive Director, Cooperative Extension/ECOP
• Roger Rennekamp, Health Extension Director, Cooperative Extension/ECOP
• Michelle Rodgers, ECOP Representative to BAA Policy Board of Directors, University of Delaware
• Jon Boren, ECOP Budget & Legislative Committee Chair, New Mexico State University
• Mike Fitzner – USDA-NIFA
• Jo Britt-Rankin, Board on Human Sciences, University of Missouri
• Chris Geith, CEO, and Ken LaValley, Chair, eXtension Foundation Board
• Bob Godfrey, Experiment Station Committee on Organization and Policy, University of Virgin Islands
• Andy Ferrin Jennifer Sirangelo, CEO, 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
• Lyla Houglum, Western Region
• Rick Klemme, DC Office
• Ali Mitchell, Northeast Region
• Albert Essel, 1890 Region
• Sandy Ruble, DC Office
• Robin Shepard, North Central Region

Guests
• Doug Steele, APLU/BAA, VP of Food, Agriculture and Natural Resources
• Gene McAvoy, Associate Director for Stakeholder Relations, University of Florida, JCEP
• Julie Robinson, Associate Professor, University of Arkansas, JCEP
• Bev Coberly, eXtension Foundation
• Fred Schlutt, eXtension Foundation
• Caron Gala, APLU

Back to the agenda
2020-2023 Strategic Vision for ECOP and the Cooperative Extension System

OVERVIEW
This document outlines the ECOP’s mission, required activities, and strategic priorities for the Extension Committee on Organization and Policy as the executive board for the Cooperative Extension System for the next three years. It also includes the recommended process for ECOP to systematically move forward on these strategic priorities through the development and execution of annual action plans to ensure that (a) ECOP is holding itself accountable to the demonstrated will of the membership (b) effectively applies limited human and monetary resources (c) can be responsive to shifting political and community realities.

This strategic vision document is informed by:
- The results of the 2020 ECOP Strategic Directions Survey, which was upon to all members;
- A review of the 2017 ECOP Chicago Workshop Summary, the product of an ECOP member workshop in Chicago facilitated by Mark Amaral, which and laid out 3-year strategic goals (2017-2019) and structural recommendations for ECOP’s effectiveness;
- The expectations articulated by ECOP in consideration of the Extension Resource Partnership Development Committee final report and recommendations; and
- The 2020 ECOP Ongoing Priorities and Emphasis Areas document, also known as the 2020 ECOP Action Plan under Chair Mark Latimore.

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

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

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

The 2017 ECOP Workshop provides more context to the question of ECOP’s value. At that time, ECOP members had the opportunity to distill down how they saw ECOP bringing value to their programs. A number of those services align with the system wide survey results above. Additional items are:
- Creating and implementing a strategic agenda that prioritizes Extension’s needs and delivers value added initiatives;
- Shaping and building the future of Extension by creating a big vision;
- Creating new partnerships and funding opportunities;
- Bringing a broader perspective and opinions to the Extension system; and,
- Ensuring a collective impact and mechanism for national decision making.

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

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

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

These strategic directions set the broad vision for the services ECOP will provide and the goals the organization has for the next three years. Each Chair is responsible for creating an Annual Action Plan with discreet activities to be undertaken that year, or as part of a multi-year initiative, to move the needle on each of the strategic directions above.

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

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

PROCESS

Below is a process outline for how this development will be undertaken each year to maintain accountability, consistency, and clear communication to and from the system

1) Incoming Chair to work with ECOP and the regions to develop an “Annual Action Plan” with specific and limited efforts to meet the requests of and move the needle on ECOP’s strategic goals.
2) ECOP Committees will be reviewed for relevance and effectiveness annually. Each committee will create and annual action plan and report to it. The submission of a new plan and the annual review will take place ahead of NEDA.
3) ECOP to submit an annual report of accomplishments, linked to the annual action plan, to the Section.
4) In 2023 ECOP will complete a 3-year review of the 2020 strategic vision document. This will include a comprehensive look at achievements, attempts, and shortfalls as well as a reconsideration of ECOP’s strategic directions for the next 3 years.

Go to next page for supporting documents
Analysis Note:

1) Weighting likely not influenced by placement in the survey. Not analytically tested but indicated by the second to last item in the weighted response section receiving a weight of over 2.5 when the two items before and one after received a weight under 2.

2) Top 5 ranking changes when you remove 1994 LGU responses. Survey indicates outsized interest from the 1994s in a representative organization providing
   a. professional development for program leaders, educators, and staff;
   b. professional development for Extension Directors and Administrators; and,
   c. venues for multistate, and inter-institutional sharing of knowledge, expertise, information, and resources for common issues of concern.

TOP 5 ECOP Priorities in order of mentions
Summary of responses from survey question #6 “Of the services above – both current (question 1) and aspirational (questions 2 & 3) – indicate the three that you believe should be ECOP’s highest priorities” and average weighted valuation (0-3) from 1890s and 1862 institutions

BLOCK A – High Priority – +14 mentions
1) Identify opportunities and coordinate efforts to expand federal resources available to Extension
2) Increase visibility and name-recognition of Extension as a national system
3) Represent and advance the interests of cooperative Extension by advocating on behalf of the system and educating current and potential partners, funders, and allies.
4) Serve as the unified face and voice of Extension in national policy and partnership building conversations

BLOCK B – Mid Priority – 7-9 mentions
5) Identify opportunities and coordinate efforts to expand private, foundation, and non-profit resources available to Extension
6) Set national level priority Extension issues, (i.e. a national Extension platform).
7) Initiate strategic planning, scenario building, and future-centered activities to anticipate needs, opportunities, and options for the Cooperative Extension System
8) Create and maintain national communication platforms to market Extension successes.
9) Build partnerships and influence with national level governmental, private, and non-profit organizations on behalf of the Extension System

Block C – Low Priority – 1-5 mentions
10) Provide a mechanism for collective input on issues that affect Extension programs.
11) Provide professional development for program leaders, educators, and staff.
12) Provide professional development for Extension Directors and Administrators.
13) Bring together subject matter experts as national level teams to tackle common issues, help guide programming in the states, leverage resources, limit effort duplication, and encourage collaboration and information sharing.
14) Provide venues for multistate, and inter-institutional sharing of knowledge, expertise, information, and resources for common issues of concern.
15) Develop policy, tools, and guidance for Extension programs.
16) Develop policy, tools, and guidance for interacting with federal partners.
17) Highlight and reward exceptional Extension professionals and projects.
18) Provide a single access point for outside organizations that wish to disseminate information out across the national system.

**NOTES:**

- **Recommend that ECOP consider professional development as a high priority item in spite of the item’s placement in Block C. Rationale:** 5 people indicated providing professional development as an ECOP priority that was missing from the weighable list and it was highlighted numerous times in responses the question on ECOP’s value.
- **Recommend that ECOP consider empowering information sharing as a high priority item. Rationale:** 5 responses noting that empowering information sharing was both important and missing from the list of ECOP’s possible roles.

**Jump to details**

**ECOP services noted as missing from the above list.**

**NOTE:** Included for the sake of interest and context. None received enough mentions to pull them up into the high-level strategic priority list. ECOP may consider using the responses below as specific actions within an annual action plan to address core strategic directions.

**1890’s LGU focused:**

- Communicate mission and value of 1890's to the collective value and success of the Cooperative Extension System
- Where appropriate, assist 1890's in accessing partnerships with federal agencies and private companies and organizations.
- Assisting in developing a reporting System such that 1890s work can be reflected in national reporting and not diluted in the 1862 data

**APLU**

- connect ECOP leadership to APLU leadership
- Educate APLU on the need for Land Grant

**LGU Department Coordination**

- Foster collaboration with ESCOP
- coordinate activities with the state experiment stations
- coordinate activities with the credit teaching programs
- Advocate for internationalization opportunities.
- Making Extension/Engagement a part of university rankings
- Connecting with broader engagement efforts
- Focusing on international development/partnerships

**Other**

- Create a collaborative platform for 4-H and FFA interactivity nationwide
• Create a national digital extension visibility platform using land grant communication and IT specialists etc not consultants
• Allow regional associations to focus on program implementation and effectiveness
• Increase news worthy items /events from the 5 Regions monthly for all Regions.
• Enhance 4-H across the System including more support for the 1890s including resources.

What do you value about ECOP

NOTE: This is a summary of response themes. See the spreadsheet for specific language and regional breakdowns.

Top three things respondents say they value about ECOP:
1) National level platform for advocacy & representation
2) System coordination of people and communication out to members
   a. Only a small subset mention program coordination. Most of it is about people, providing a venue for communication to, and out to, the system, and providing a structure so that conversations of national importance can happen.
3) Networking & Professional Development

“They try to do the jobs at the national level that need doing, but that nobody wants to do”

How can ECOP be improved

Note: These items will be used to inform actions within the strategic direction focused on administrative capability and to guide ECOP in its consideration of structural changes.

Key Item: Increase administrative efficiency.
(Far and away the most important theme, 3 times the mentions than any other recommendation type)
Possible pathways
• Strong specific support
  o Fewer meetings more action focused
• Mid-level specific support
  o Do less and do it well
  o Streamline process
  o New federal advocacy calendar
  o Stronger/more efficient HQ structure–
• Weak specific support
  o More executive sessions
  o 2-year Chair commitment
  o Get rid of regions
  o Streamline and clarify assessments

Mid-level recommendations
• Improve message clarity; Make it easier to understand why ECOP exists and what it does
• Support partnerships across LGUs by providing opportunities for coordination, collaboration, learning, and program sharing
• Stay the course
Low-level recommendations

- Identify national initiatives to push to gov, non-profit, and business entities
- Build a system culture
- Create a foundation
- Identify national initiatives to push to gov, non-profit, and business
- Improve or cut links to eXtension

Summary Details

Prioritization Details

19) Identify opportunities and coordinate efforts to expand federal resources available to Extension
a. 2.73
b. TOTAL: 18
   i. NC: 2
   ii. NE: 4
   iii. South: 5
   iv. West: 3
   v. 1890s: 4

20) Increase visibility and name-recognition of Extension as a national system
c. 2.54
d. TOTAL: 16
   i. NC: 3
   ii. NE: 3
   iii. South: 4
   iv. West: 2
   v. 1890: 4

21) Represent and advance the interests of cooperative Extension by advocating on behalf of the
   system and educating current and potential partners, funders, and allies.
   e. 1.89 Weight does not align with count
   f. TOTAL: 14
      i. NC: 4
      ii. NE: 1
      iii. South: 2
      iv. West: 4
      v. 1890s: 3

22) Serve as the unified face and voice of Extension in national policy and partnership building
   conversations.
g. 2.38
h. TOTAL: 14
   i. NC: 2
   ii. NE: 1
iii. South: 5
iv. West: 4
v. 1890: 2

23) Identify opportunities and coordinate efforts to expand private, foundation, and non-profit resources available to Extension
   i. 2.31
   j. TOTAL: 9
      i. NC: 2
      ii. South: 1
      iii. West: 3
      iv. 1890s: 3

   1. 1994: 1

24) Set national level priority Extension issues, (i.e. a national Extension platform).
   k. 2.07
   l. TOTAL: 8
      i. North Central: 1
      ii. West: 1
      iii. South: 3
      iv. 1890: 2
      v. NE: 1

25) Initiate strategic planning, scenario building, and future-centered activities to anticipate needs, opportunities, and options for the Cooperative Extension System
   m. 2.04
   n. TOTAL: 7
      i. NC: 1
      ii. NE: 2
      iii. South: 1
      iv. West: 2
      v. 1890: 1

   1. 1994: 1

26) Create and maintain national communication platforms to market Extension successes.
   o. 2.15
   p. TOTAL: 7
      i. NE: 1
      ii. South: 1
      iii. West: 3
      iv. 1890: 2

27) Build partnerships and influence with national level governmental, private, and non-profit organizations on behalf of the Extension System.
   q. 2.38
   r. TOTAL: 7
      i. NC: 1
      ii. NE: 1
      iii. South: 3
      iv. West: 2

28) Provide a mechanism for collective input on issues that affect Extension programs.
   s. 2.13
t. TOTAL: 5
   i. NE: 2
   ii. South: 1
   iii. West: 1
   iv. 1890s: 1
      1. 1994: 2

29) Provide professional development for program leaders, educators, and staff
   u. 1.47
   v. TOTAL: 4
      i. NE: 1
      ii. South: 1
      iii. 1890: 2
      1. 1994: 6

30) Provide professional development for Extension Directors and Administrators
   w. 2.02
   x. TOTAL: 4
      i. NE: 1
      ii. South: 1
      iii. 1890: 2
      1. 1994: 4

31) Bring together subject matter experts as national level teams to tackle common issues, help
    guide programming in the states, leverage resources, limit effort duplication, and encourage
    collaboration and information sharing.
    y. 1.89
    z. TOTAL: 4
       i. NE: 1
       ii. South: 1
       iii. West: 2
       1. 1994: 2

32) Provide venues for multistate, and inter-institutional sharing of knowledge, expertise,
    information, and resources for common issues of concern.
    aa. 1.96
    bb. TOTAL: 3
       i. NE: 1
       ii. South: 1
       iii. 1890: 1
       1. 1994: 5

33) Develop policy, tools, and guidance for Extension programs
    cc. 1.87
    dd. TOTAL: 3
       i. NE: 1
       ii. 1890: 2

34) Develop policy, tools, and guidance for interacting with federal partners
    ee. 2.11
    ff. TOTAL: 2
       i. 1890: 1
ii. West: 1

35) Highlight and reward exceptional Extension professionals and projects
   gg. 1.84
   hh. TOTAL: 2
   i. NC: 1
   ii. 1890: 1

36) Provide a single access point for outside organizations that wish to disseminate information out across the national system.
   ii. 1.60
   jj. TOTAL: 1
   i. West: 1

**Question: Check those you think ECOP should provide**

Develop and collect data on nationally consistent impact metrics for aggregated, short-, mid-, and long-term reporting and messaging.
   - 1862/1890: 35 (50%) said that ECOP should add this to its action priorities. 3 indicated it in top 5 (1 South, 2 1890’s)

Provide a mechanism to administer multi-state resources in support of multi-state Extension projects.
   - 1862/1890: 19

Provide programmatic and thought leadership by framing national dialogues and pushing a national issue agenda to the federal government and other partners on behalf of the Cooperative Extension System.
   - 1862/1890: 40 (57%) said that ECOP should add this to it’s action priorities. Only 1 indicated it in top 5.

**Items Indicated as “missing” from the scale list of ECOP services BUT are actually aligned with those items**

**Analysis notes:**

1) The responses affirm the prioritization of relationship building and funding advocacy/education on the top 5 ECOP strategic priorities list.
2) The responses can be framed as an argument to consider pushing up professional development and clarifying ECOP’s role in networking and information sharing.

**Professional Development Support**

- ECOP should use the eXtension organization to deliver potential trainings for Extension professionals
- Develop better national leadership programs for the development of young extension professionals
- enhanced professional/leadership development
- Capacity building for resource-limited states.
- Orientation and/or support for new Extension Administrators

**Information Sharing**

- coordinate system needs and Resources at National Level
- Data shared from other states
• Effective programs from other states
• Keeping the rest of us informed of issues that impact us.
• Networking opportunities
• more focused networking among peers at meetings

National Platform
• leverage national extension network to address important issues

Relationship building and maintenance
• Serve as a liaison for CES and NIFA
• Advocacy across federal agencies
• Connecting to non-profits, etc partners
• Central messaging for Extension
• Developing new partnerships outside of USDA
• Open doors and nuture relationships for Federal Agencies and Organizations that need Extension, and that can provide resources

Funding
• develop a foundation for fund raising for national priorities
• Work with OMB for capacity funding
• Work with House on capacity funding
• Work with Senate on capacity funding
• Work with APLU on capacity funding
• Advocate for formula funding, NOT capacity grant format
• Advocate for a better balance between formula funding and grant funding, too much emphasis on grant funding
• Enhance CARET program to increase federal funds to CES
• Communicate to funding and media leaders on the impact of local CES programs
• Advocate broadly for continued support for Extension and specifically for innovation to the Extension system nationally.
I. ECOP’s VALUE PROPOSITION

ECOP brings value to my program by providing a forum and venue for:
• Advocating and providing national leadership for the Extension system.
• 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
• 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.
• Creating new partnerships and funding opportunities.
• Bringing a broader perspective and opinions to the Extension system.
• Ensuring a collective impact and mechanism for national decision making.
• Strengthening our national identity and providing us status within the broader community.

II. ECOP’s PRIORITY RESULTS FOR THE NEXT THREE YEARS

The group was asked what the specific results are that need to be achieved to make progress on the value statements. These were grouped into four categories. The bolded items were selected as priorities. It was noted that most of these results did not include those activities listed in ECOP’s 2017 Emphasis Areas and Ongoing Priorities document.

Strengthen organizational functioning
• Set long term priorities in a way that creates buy-in.
• Finalize Extension’s core values, describe learner engagement (e.g., Extension’s value proposition) and develop a national logo and/or tagline for optional use by Extension Services.
• Decide how to create a national Extension Foundation.

Enhancing leadership and professional development
• Provide opportunities for directors/administrators to improve personal, organizational and system leadership skills, including annual conference and webinars to enhance peer-to-peer learning.
  • Comprehensive review and revision of directors and administrator’s professional development opportunities, with a focus on new directors and administrators. Consider providing national cutting-edge webinars.
  • Strengthen our existing network.
  • Build better relationships between directors/administrators.
• Review committee structure and liaison assignments to ensure the support the agreed upon priorities and ECOP’s operational needs.
• Support aspiring leaders through existing programs such as LEAD 21, regional leadership development programs, Epsilon-Sigma-Phi, and JCEP.

Increase strategic marketing and communications
• Strengthen communication across system to communicate issues and success. This needs to go across system, including APLU.
• Advocating our identity as a valuable, national system that serves and promotes extension.

Building partnerships and acquiring resources
• Engage with USDA-NIFA and expand strategic alliances with national partners to increase extension value in federal landscape. o Continue advocacy approach to USDA
  • Increase funding for Extramural initiatives
  • Increase Smith-Lever funds and 1890 Extension funds.
  • Increase funding from other titles in the farm bill.

III. CHALLENGES THAT ECOP FACES AS IT IMPLEMENTS THESE PRIORITIES AND FOCUS AREAS

The group was asked what challenges are keeping ECOP from achieving these results. The replies were sorted under three categories. For each, we discussed possible solutions to these problems.

<table>
<thead>
<tr>
<th>Capacity Challenge</th>
<th>Possible Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple directions and priorities</td>
<td>Re-prioritize efforts down to 5-7 concrete results under the four core themes. The results should be verified with the membership and adjusted as necessary. The Executive Team should be able to easily explain the focus areas and the related results.</td>
</tr>
<tr>
<td>• Too many priorities</td>
<td></td>
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<tr>
<td>• Spread too thin</td>
<td></td>
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<tr>
<td>• Lack of focus</td>
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</tr>
<tr>
<td>ED/A team responsibilities and unrealistic</td>
<td>Set priorities for ED/A Team, re-assess where their time is being spent and cut those activities that are not contributing to the results and core themes</td>
</tr>
</tbody>
</table>
No criteria for selecting projects | Create criteria for deciding if a project or initiative is worth pursuing  
• There is capacity (dollars and people)  
• It fits one of the four focus areas  
• There is system wide buy in  
• There is a champion and adequate staffing to support champion.  
• Creates opportunity for additional/new resources.  
• Does good things.

### Organizational Design

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Possible Solution</th>
</tr>
</thead>
</table>
| Not acting like a national system  
• 107 units  
• Do not value strength of all components  
• Turn over  
• Minimal communication  
• No mechanism to establish priorities with buy-in | Act like a membership association/engage membership  
• Facilitate a system wide conversation around ECOP’s strategic agenda using surveys and face to face meetings  
• Connect to regions differently; ECOP members bring key questions to regions and vis-a-versa.  
• Talk about the Extension System, not ECOP as an organization. ECOP is a board of directors of national Extension system.  
• Create the next generation of big ideas  
• Create and disseminate a consistent message for funders, government officials and partners |
| Rotating leadership | Institution via Executive Director holds the strategic agenda. Executive Director is the face and voice of organization capable of talking about the agenda. |
| Political issues at home | Strengthen and support System directors and administrators. Offer advice on and models on succession planning. Understand where institutions are in terms of capacity, ensure that ECOP’s programming supports institutions. |

### Approach

| Challenge | Possible Solution |
Too many liaison positions to fill, number of organizations that want a liaison | Re-think committees and liaison appointments.
---|---
The need to have a meaningful partnership within the APLU system | Physical proximity is valuable, needs to be leveraged. Act as a partner.
The need to have a meaningful partnership with NIFA. | Act as a partner.
Adjust meeting agendas; ECOP meetings need to be more deliberate. Too much focus on process, need more action | Revise agendas to focus on decisions/action items first, save updates and reports for last, if there is time.
Too busy to be truly imaginative or strategic, not able to focus on the big issues. | Engage membership to set a limited set of priorities. Re-design meeting agendas so that there is time to focus on strategic issues. Submit short written reports when reporting is required; note highlights only during meeting.
Time commitments for national assignments | Leader has to be supportive. Involve more members. Bring associates to meetings when possible.

**STRUCTURAL AND FUNCTIONAL CHANGES REQUIRED TO ACHIEVE RESULTS**

**Liaisons, assignment and appointments**
The group reviewed the list of organizations that request an ECOP appointment or where ECOP wishes to have representation. The number of organizations exceeds thirty. The challenges associated with this are:

- Too many to be effective
- Some liaisons are not members of ECOP
- Liaisons want to report out at face-to-face meetings, creating significant scheduling pressure.
- There are no clear roles or expectations defined by ECOP.
- Difficult in some instances to find liaisons.

Possible solutions:

- **Review list of organizations and prioritize by:**
  - Priority focus areas –is representation on a certain group key to making progress on ECOP’s results.
  - Where must ECOP be represented to be successful
- For those priorities, appoint ECOP representatives (i.e., from board or regional bodies). If not a priority, expand the pool of possible candidates to include directors/administrators and associate directors/administrators instead of ECOP directors. ECOP would still make the recommendation for these individuals to be appointed and would still expect an annual written report from the appointee.
• Develop a set of expectations and responsibilities for all liaisons and appointees.

Committee Structure
The group discussed challenges created by current committee system:
• Too many people on some committees, hard to get a quorum.
• Not sure if they line up with focus areas.
• Names don’t capture what they do.
• Should 4H leadership committee be a standalone or report to Programs Committee.

Possible solutions:
• Rename committees, where appropriate, to align with focus areas (i.e, personnel as professional development/recognition).
• Move towards time bound task forces instead of standing committees.
• What committees are needed to best serve the membership (i.e, looking into the future committee).
• Review committee structure and assignments annually to make sure they are still needed and that the right people are on them.

ECOP’s name
The group discussed how ECOP could be renamed or present itself differently to ensure that it is clear that it represents the national Extension system. As currently presented, ECOP can be/is construed as a standalone organization instead of a membership organization. Options discussed include:
1. Intentionally talk about ECOP differently by using as a tag line: Board of Directors of the National Extension System. Use this tag line in all communications, both written and oral, coming from ECOP
2. Ask membership to consider if this tagline change be codified in ECOP’s by-laws. (this is already the case)
3. Explore the option and possibility of creating a new URL so that the members can more easily access ECOP’s online materials, which would stay housed on the APLU’s web site.
4. Work with APLU to create an official name change; this is a lower priority.

Business Meetings
There are several types of ECOP meetings:
1. Weekly meeting of the chairs
2. Monthly meeting of the Executive Committee
3. Three face to face meetings of the Board.

For all of these meetings, the group suggested that the agendas be re-organized to focus first on decision/action points. These are the items wherein the group needs to collectively be informed and direct specific action. The chairs and Executive Committee are already doing this.

For the face-to-face meetings, the group suggested incorporating an additional element: Using the consensus approach wherein all the standard business (accepting minutes, financial reports, standing reports) are presented in a package beforehand and approved all together with one motion at the meeting. This would require that committees, liaisons, etc submit short reports ahead of the meeting to be included in the package.
For the ExCom and face-to-face meetings, explore methods for ensuring that regional issues/concerns/questions are making it onto the agenda. Conversely, ensure that ECOP’s issues/concerns/questions are making onto regional agendas.

Finally, the group expressed a desire for members who attend meetings –especially face-to-face meetings-- stay for the full meeting, but recognize that each member will make the best choice for him or herself.
Timeline to National Extension Directors & Administrator Meeting

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

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

May 14, 2020: ECOP Executive meeting (virtual)

June 11, 2020: ECOP Executive meeting (virtual)

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

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

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

August 13, 2020: ECOP Executive meeting (virtual)

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

September 23-24, 2020: National Extension Directors and Administrators meeting & ECOP Meeting
- Extension Section final consideration of and vote on 2020-2023 Strategic Vision as well as any resulting necessary amendments to the ECOP Operating Guidelines.
- ECOP final consideration and vote on 2021 Action Plan
- At the conclusion of this meeting, Mark Latimore passes the ECOP gavel to Chuck Ross
The ECOP 4-H Leadership Committee (ECOP 4-H) was formed in 2014 with the goal of leading the Cooperative Extension system towards regular and substantive dialogue about issues of national importance to the 4-H program. ECOP 4-H facilitates a more strategic and systematic responses to critical challenges and opportunities in front of 4-H, helping define a coordinated approach to the implementation of the national 4-H mission and vision. The recommendations from ECOP 4-H are used by ECOP leadership to inform their collaborative efforts with USDA/NIFA and National 4-H Council. The recommendations also are shared with 4-H program leaders and Extension Directors/Administrators. Membership on the ECOP 4-H Leadership Committee includes five 4-H Program Leaders, five Extension Directors/Administrators selected by each of the regional associations of the five Cooperative Extension regions. Ex-officio, non-voting members include one from National 4-H Council and one from USDA NIFA. The committee meets in person three times per year with zoom and sub-group meetings taking place between the winter, spring and fall meetings.

Upcoming
The following is a summary of the December 3-4, 2019 Fall Meeting:
A. Update on 4-H International Opportunities and Connecting with the 4-H Global Network.
Jim Lindstrom and Jennifer Sirangelo provided the committee with an update on developments and opportunities with the 4-H Global Network. Jim has been representing USA 4-H on the board but there is a need for more clarity regarding the process and policy for ensuring engagement and representation with this group moving forward.
Action Step – Lisa Diaz, Jim Lindstrom and Marshall Stewart will develop a draft position paper for consideration at the February ECOP 4-H LC meeting. The draft recommendations will include a scan of current 4-H global initiatives, organizational structures, and recommendations regarding the supportive policies, structure and goals for supporting the 4-H Global effort.

B. Update on the ECOP 4-H BLC Sub-Committee.
Jon Boren provided an update on the ECOP 4-H Budget and Legislative Committee (a sub-committee of the ECOP BLC Committee). The committee has been formed and approved by ECOP and has held one meeting with a focus on 1) increase capacity funds for Extension including the 4-H Program (Smith-Lever and 1890 Extension), 2) increase government funding outside of USDA for 4-H, 3) legal reform in Congress to solidify laws on name and emblem. The group met in January 2020. Doug Steele and Caron Gala from APLU joined the call to discuss goals and strategies and recommendations for the group to consider as the project moves forward.
Action Step - Host the 4-H Congressional Briefing for members and professional staff on January 15, 202, prepare a one-page fact sheet about 4-H and advocating for capacity funding at CARET/AHS, PILD, National 4-H Conference, and 4-H Citizenship Washington Focus.

C. Update on 4-H Name and Emblem.
An update was provided by Jennifer Sirangelo regarding the Legislative pathway to formally and more permanently sustain the changes to the 4-H Name and Emblem policies. The expectation at this time is that a modest revision of existing language is the most likely pathway, working closely with ECOP as the process continues.
D. Diversity, Equity and Inclusion Initiative.
Dorothy Freeman provided an update on the Diversity, Equity and Inclusion initiative. A facilitator has been identified for the next phase of the project which includes building a 4-H equity strategic plan. Dorothy asked ECOP 4-H for counsel regarding the appointment of a small group to work with the ECOP 4-H Equity Planning Team to identify potential LGU members (4-H Program Leaders and Extension Directors) to be asked to join the design team and work with the planning team and the facilitator on the next phase of the project.

Action Step – Lyla Houglum, Ed Jones, and Jennifer Sirangelo were appointed to work with Dorothy to identify potential participants in the design phase of the project.

E. Pathways Project Update.
Andy Turner provided an update on the 4-H Pathways Project. The recommendations and vision for change developed by the 11 LGU’s engaged in the first phase of the project were shared with 4-H Program Leaders over the summer and with Extension Directors at meetings in the fall. The Pathways Leadership Team; Andy Turner, Andy Ferrin (Council), Beth Birnstih (Council), Susan Raymond (Changing Our World) and Benji Bernstein (Changing Our World), have analyzed the feedback from those sessions and have begun planning phase two of the project. The major impetus of phase two will be the development of a leadership institute for 4-H, Extension and Land Grant University partners to be held in the summer of 2020. A more detailed proposal and role for ECOP 4-H will be presented at the February face to face meeting in Florida.

F. National 4-H Council Fund Development Goals and Strategy.
Jill Bramble provided an update on National 4-H Councils fund development goals and strategies for the coming year and beyond. Jill shared a very positive message about emerging opportunities in the areas of financial support, both existing and new opportunities, and opportunities to increase our cause marketing collaborations. Jill identified challenges in the areas of speed to market and balancing quality with quantity in program delivery, the need for more aggregated national 4-H data, and continuing to build more of a culture of philanthropy as key to continued success.

G. Presentation of National 4-H Alumni Survey Data.
Andy Ferrin presented the results of Council’s 2019 Alumni survey data and recommendations regarding the potential language and strategies for a Federal level funding request. The information was timely and well received by the committee, contributing to the earlier initiative and work of the ECOP BLC 4-H sub-committee.

Action Step – ECOP 4-H recommends that this same presentation be offered to the 4-H Program Leaders, potentially in collaboration with the PLWG (Alumni Data) and also offered as a Learning for Leaders session for Directors and Administrators (both Alumni data and Legislative agenda). The information should also be shared with the APLU CARET delegates as part of their orientation to the Extension system and potentially offered as a session at PILD.

Todd Kesner joined the meeting via zoom to provide an update on the National 4-H Shooting Sports dialogue with Dr. Christopher Barsotti, a medical Doctor practicing in Vermont. Dr. Barsotti is also a 4-H volunteer and a part of a nonprofit, non-partisan organization entitled AFFIRM. The Committee discussed Extension training on behavioral health, including the topic of gun violence, is important for the entire Extension system.
Action Step – ECOP 4-H moved to express support for the ongoing dialogue between 4-H Shooting Sports and AFFIRM and potential connection to broader Cooperative Extension efforts in health and well-being and civic dialogue. The motion passed unanimously.

I. Update on 4-H GROWS year four and beyond and the Crisis Playbook project.
Jennifer McIver and Artis Stevens joined the meeting for an update on the 4-H GROWS campaign for the current year and two potential models to consider for year five and beyond to make the project more sustainable. Jennifer presented a Tiered Pricing Model and a Flat Fee Model with additional options for additional services. The committee was asked if they have a preference for either model as the path forward.

Action Step - The committee made the motion of support for the basic elements of the Flat Fee model with the understanding that the model will be developed further based on the feedback provided and brought back to the committee in February 2020.

Action Step - The conversation about the sustainability of the marketing campaign at a systems level led to a much broader discussion regarding the need to develop a draft budget and accompanying description for national program leadership for 4-H that includes, but is not limited to the following areas:

- Providing funding for National Marketing efforts conducted by National 4-H Council but in need of Extension resources.
- Government Relations at the Federal Level
- Support/staffing for sustaining ECOP 4-H Leadership Committee initiatives
- Public Relations spokesperson role for 4-H at the national level that is representative of Extension

A motion was made to establish an ECOP 4-H workgroup to develop this concept about national 4-H program leadership further. Andy Turner, Lisa Diaz, Ken La Valley, Arch Smith and Jennifer Sirangelo were appointed to the work group. Kathleen Lodl will be asked to participate as well representing the PLWG. Jennifer Sirangelo agreed to offer staff support from Council to the work and to initiate the work of the group in early January 2020.

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Budget and Legislative Committee (BLC)
Submitted by Jon Boren
New Mexico State University

In June 2019, the Program Leader’s 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).

The ECOP BLC Subcommittee on 4-H has met in October and December 2019 and February 2020. Subcommittee updates are also provided at the ECOP BLC meetings.

Upcoming
Given the goals above, the first activity of the ECOP BLC Subcommittee on 4-H was to host a 4-H Congressional Briefing for members and professional staff on January 15, 2019. The briefing was hosted by the 4-H Congressional Caucus as part of our efforts to raise awareness of the diversity and relevance of today’s Cooperative Extension’s 4-H program and to thank Congress for their support of 4-H funding through 1890 Extension, Smith-Lever, and OJJDP Mentoring. Speakers included Dr. Mark Latimore (ECOP Chair), Dr. Ed Jones (Past ECOP Chair and Council Trustee), Jennifer Sirangelo (National 4-H Council), and Josh Stull (NIFA). Youth from Virginia Cooperative Extension’s 4-H program greeted attendees.

Three members of the 4-H Congressional Caucus attended the briefing. House Agriculture Committee Chair Collin Peterson (4-H Alum), Congresswoman Cathy McMorris Rodgers (4-H Alum), and Congressman Rodger Marshall shared their personal experiences in 4-H and voiced their support of the 4-H program. More than 60 Congressional staff members attended the briefing, most of whom were not 4-H alumni.

The next step for the ECOP BLC Subcommittee on 4-H is to prepare a one-page fact sheet about 4-H with common messages that can be used this spring for all of Extension’s education efforts in Congress such CARET, PILD, National 4-H Conference, and 4-H Citizenship Washington Focus.

The three messages to advocate for Extension capacity funding through 4-H include the following:
1. 4-H, the country’s largest youth development organizations is a program of Cooperative Extension and the Land Grant Universities.
2. Thank you for your support of 1890 Extension and Smith-Lever funding through USDA that allows us to reach nearly 6 million young people, through Extension and 4-H.
3. Today’s 4-H focuses on social and economic mobility for all kids, STEM and workforce development and positively impacting the health of people in the United States. 4-H gives young people the skills to lead for a lifetime.
CARET/AHS Meeting held in Washington, DC on February 29 - March 4, 2020.

Meeting Notes:
- New Chairman, Noland Ramsey, North Carolina was introduced. Louise Beaman was thanked for her service.
- Doug Steele urged us to speak with one voice for agriculture when lobbying for the USDA appropriations; he said that we are the lone voice for capacity funds. He suggested that USDA will pay close attention to:
  - Anti-microbial resistance
  - Gene editing
  - Climate resiliency
  - Truth in science
- The ask this year will be for 8% for each line item except for the 1994's which will be a 13% ask (this total is about $2M)
- Eddie Gouge reported that assessments for this group will probably be the same as 2019 and that his (the APLU) office will be relocating, likely in mid-November, but will be staying in the same area of DC.

Program Notes:
- Orientation occurred for new members
- Honorable Gregory F. Doud, Chief Agricultural Negotiator, spoke on international trade, followed by a panel on the topic.
- Deputy Undersecretary Scott Hutchins spoke on Research, Education and Economics priorities; he spoke for science and against precautionary science.
- Scott Angle, Director of NIFA, updated on the move to Kansas City.
- Members of Cornerstone gave budget and budget process updates and gave pointer for positive visits to the Hill.

Upcoming
Doug Steele will present a detailed review of the strategic plan at the May CARET meeting. There are 3 main goals: membership, partnership with AHS, strengthening advocacy efforts via common interests and relationship.

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ESCOP Report for ECOP Meeting  
March 17-19, 2020  
Atlanta, GA  
Submitted by Bob Godfrey, ESCOP Liaison to ECOP

Items discussed at the ESCOP meetings held at the and the ESS Fall Business Meeting in Nashville, TN and the ESCOP Executive Committee Meetings in San Diego, CA and at CARET/AHS in Washington DC

1) Public Impact Research
   a. APLU report just released by Council on Research, entitled “Public Impact Research”, which describes research and extension type activities for the public good but does not mention CES or AES
   b. Council on Research is doing activities parallel to Board on Agriculture Assembly without involvement or interaction with Board on Agriculture Assembly
   c. We need to connect with them more effectively through Doug Steele’s office

2) BLC report
   a. NIFA has delivered their consolidation report to Congress, not sure when it will be made public by Congress
   b. 1994’s have offered to have their 3 lines combined and that line will be added to our 6 priorities to make 7 priority lines for advocacy

3) CMC Strategist Proposal
   a. AHs, CES, & ESS approved proposal for hiring a consultant strategist to develop C&M plan
   b. Should have consultant hired by July 2020
   c. Consultant will work with sections to get input for plan, as well as LGU communicators and CGA
   d. Keeping web site (Ag is America) and social media going and active during plan development

4) NIF Reimagining Summary
   a. Input from Administrative Heads, Research Directors, Extension Directors/Administrators, Academic Program Directors, Business Officers, Others
   b. Big Take Away:
      i. Capacity funds not the same as Competitive funds
      ii. Need Discretion in expenditures
      iii. Address Unexpected needs
      iv. Reporting needs improvement
         1. eliminate redundancy
         2. Integrate research and extension
      v. Reduce administrative burden
      vi. Eliminate legacy practices and focus on actual requirements
Agenda Brief: Diversity Catalyst Committee (DCC)

Date: March 2, 2020

Presenter: Ali Fares (Chair)

1. **Committee Membership** (as of March 2, 2020): See [ESCOP Committee Diversity Catalyst Committee (DCC)]

2. **Meetings:**
   - The DCC met by teleconference on December 19, 2019.
   - The DCC is hosting a training session on March 3, 2020 in Washington, DC (see below.)
   - The second quarter call for the DCC is in planning and will be scheduled for early April.

3. **Accomplishments/Upcoming Plans:**
   - Henry Fadamiro was nominated as the incoming chair and will assume leadership of the DCC after the ESS/SAES/ARD Fall Meeting in Baltimore (September 28-30, 2020.)
   - The DCC issued the call for nominations for the National Experiment Station Diversity and Inclusion Award. Nominations are due on April 1, 2020.
   - The DCC is hosting a training session dedicated to resolving conflict across cultural boundaries during the annual CARET/AHS meeting on March 3, 2020 from 8:30 – 12:00. The meeting will be facilitated by Nehrw Abdu-Wahid, a certified trainer for the Intercultural Conflict Style Inventory. The DCC is proposing to extend this training to all station directors during the ESS/SAES/ARD Fall Meeting in Baltimore.

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

5. **Attachments:**
   a. none
The Robert Wood Johnson Foundation has invested in a second wave of funding to National 4-H Council. Initial wave of funding supported projects in communities. The Second wave adds work focused on organizational transformation and capacity building across the Cooperative Extension System.

Cooperative Extension is part of nationwide movement to address the social, economic, and environmental determinants of health. While not excluding direct education, this work focuses on catalyzing systems change at the local level to improve population health.

Because not all people have an equal opportunity to achieve optimal health across the life span, attention to health disparities and inequities will also be an important part of our work.

The broader health ecosystem is increasingly using the phrase health and well being when referring to this work. Well-being incorporates the quality of relationships, emotions, resilience, personal agency, hope for the future, and overall satisfaction with life. It may be wise for Cooperative Extension to adopt this terminology.

To date, 70 institutional contacts representing 67 land grant institutions are working together as part of a nationwide network to facilitate effective communication across the Cooperative Extension System related health and well-being. Regular communications have been initiated with this group.

We are currently examining several new web-based platforms that can support Extension’s ability to communicate, learn, and grow our capacity for health-focused work. Work also continues to explore a possible leadership structure for guiding our collective work as a system. NUEL and the 4-H Leadership Committee are examples to explore.

Seventeen land grant institutions are participating in the Well Connected Communities (WCC) initiative of the Cooperative Extension System. These institutions are working with approximately 40 communities to establish local coalitions that will develop action plans for improving population health.

Boundary spanning activities have involved conversations with the Well Being Trust, National Association of Counties (NACo), Brookings Institution, Aspen Institute, Department of Health and Human Services, American Public Health Association, USDA Rural Development, Behavioral Insights Group, Visible Networks, ChangeLab Solutions, eXtension, and USDA-NIFA.
March 2020 Update

eXtension Board of Directors

- Ken LaValley, Chair - University of New Hampshire, Northeast Region
- Gregg Hadley, Vice Chair - Kansas State University, North Central Region
- Courtney Owens, Treasurer - Kentucky State University, 1890 Region
- Barbara Petty - University of Idaho, Western Region
- Damona Doye - Oklahoma State University, Southern Region
- Rick Klemme - ECOP, ex-officio
- USDA-NIFA, Vacant, ex-officio

Impact Collaborative Program

Membership & Funding

- eXtension is your partner in innovation for greater local impact. Through the work of the Impact Collaborative, we have partnered with over 3500 Extension professionals across the nation spanning more than 50 institutions and 250 project and program teams at over 30 national and local events. Learn more about our results [here](#) and membership benefits for 2020 [here](#).
- eXtension leverages approximately $1.1 million in membership and Cooperative Extension receives $2.4 million in return

45 Cooperative Extension Professionals Join eXtension’s Impact Collaborative Program as Innovation Facilitators

- In February 2020, the eXtension Foundation’s Impact Collaborative program hosted its first Innovation Facilitator training for the year. 45 new Innovation Facilitators representing 18 Land-Grant universities completed the training, joining 107 others that represent 49 Land-Grant Universities. Learn more [here](#).
- The next training begins on August 17th, 2020.

Registration Open for Impact Collaborative Summit

- When? April 28 - 29, 2020
  Where? Virtual
  For? Project and Program Teams from eXtension Member institutions.
  Cost? Included with eXtension Membership
  Deadline to Register? April 20th, 2020
- For 2020, our Impact Collaborative program is being delivered virtually. Registration will open the second week of March. Learn more [here](#).
The October 2020 Summit will be on October 13th and 14th.

New Learning Series! Investing In Community Resilience: Deploying Trauma-Informed Practice for Funders & Capacity Builders

- This learning series is for eXtension members and as part of Engage & Empower Online. A list of eXtension members can be found here.
- In partnership with the Scattergood Foundation, the eXtension Foundation is providing an exclusive 10-month learning series opportunity for eXtension Members focused on how Extension Professionals can use ACEs and trauma science to improve community outcomes.
- This series will guide the conversation around how communities can deploy resources in creative ways to build knowledge and capacity throughout the human-serving field. The series will be delivered in three parts, each of which will include two educational webinars and one interactive learning circle. The first webinar is on March 11th, 2020. Learn more here.

Engage & Empower Online Assists with Co-Creation of Farm and Farm Family Risk and Resilience Guide for Extension Educational Programming

- In November 2019, the Impact Collaborative hosted a Learning Circle series, Creating Thriving Family Farms, as one of its EEO offerings. This Learning Circle was led by Bonnie Braun, Professor Emerita, University of Maryland School of Public Health and Extension; Maria Pippidis, University of Delaware Cooperative Extension; and Dr. Jesse M. Ketterman, University of Maryland Extension Educator. Learn more here.

Impact Collaborative Hosts Online Innovation-Skill Building Series

- In January and February, the Impact Collaborative hosted an online Innovation Skill-Building experience for members to help incubate project ideas, innovate, and drive participants towards faster implementation. The event was designed around the Impact Collaborative's design thinking methodology to help solve important community issues. Reports available here.

University of Delaware and Delaware State University Host Impact Collaborative for Innovation Skill-Building Experience

- In February, the Impact Collaborative team traveled to Delaware to dive into innovation with faculty and staff from the University of Delaware and Delaware State University. Reports available here.

New Technologies for Agricultural Extension (NTAE) Program

Piloting New Methods for Program Scale and Implementation

- As part of eXtension’s New Technologies for Agricultural Extension (NTAE) Cooperative Agreement with USDA-NIFA, the eXtension Foundation is partnering with four existing programs aligned with USDA strategic goals across Cooperative Extension in Year One to explore new methods and models for program scale and implementation. These initiatives are being documented in a series of eFieldbooks to inform the system of the models, learnings, and outcomes. Professional development
opportunities will be created and delivered centered upon these learnings and offered to the entire system beginning in 2020 through the new FlexLearn platform.

- Learn more about each project:
  - **Weather-Ready Farms**, University of Nebraska-Lincoln
  - **Indigenous Food Sovereignty**, College of Menominee Nation & University of Wisconsin-Madison
  - **Mass Media & Pollinator Stewardship**, National Pesticide Safety Education Center & Texas A&M University
  - **Bridging the GAPs**, North Carolina State University, University of Florida, Virginia Tech, University of Tennessee

**Project Nominations for 2020-2021**

- eXtension invites you to nominate a project that has an impact aligned with objectives identified in the USDA strategic plan for 2018-2022. Identified projects will partner with eXtension to rapidly scale the project, create professional development opportunities based upon the learnings, and help highlight your projects as a national model for the Cooperative Extension Service. The nomination form and more information will be available on our website in Spring, 2020. Learn more [here](#).

**NTAE Catalyst Team Hosts Panel Discussion**

- Scott Reed, Fred Schlutt, and Jimmy Henning are the eXtension Catalyst Team. These former Extension Directors work to identify early stage, high potential projects and programs across Cooperative Extension to partner with eXtension through this NTAE initiative.
- This panel discussion looked at the four NTAE projects for 2019-2020 and why they were chosen, outputs of these projects, and how projects can be nominated for consideration in 2020-2021. Didn't catch this event? You can view the recording [here](#).

**Customer Relationship Management Fellow Explores Usage Across Cooperative Extension**

- Stephen Judd, University of New Hampshire Cooperative Extension, is serving as eXtension's Customer Relationship Management (CRM) Fellow. His work includes evaluating CRM usage for Extension.
- Take a look [here](#) at Stephen's webinar on CRM, and read his articles [here](#).

**The Next Generation of eXtension Technology**

- New technology includes an upgraded version of Ask An Expert, branded Ask Extension, that incorporates Artificial Intelligence; Wordpress Sites for Multi-State and National Projects; new eFieldbooks; and professional development opportunities through FlexLearn. Read about the Next Generation of eXtension Technology [here](#).

**Dr. Rose Hayden-Smith named eXtension’s Educational Technology Fellow**

- Dr. Rose Hayden-Smith has been appointed as eXtension’s Educational Technology Fellow. This fellowship is made possible by the New Technologies for Agricultural Extension (NTAE) Cooperative Agreement with USDA-NIFA. The purpose of this Fellowship is to catalyze adoption and awareness of new educational technologies and practices among professionals in the U.S. Cooperative Extension
eXtension Announces Futuring Technology Committee for New Technologies for Agricultural Extension Cooperative Agreement

- Through the New Technologies for Agricultural Extension (NTAE) Cooperative Agreement and in partnership with Oklahoma State University, the eXtension Foundation has formed a Futuring Technology Committee to serve as an advisor for several initiatives within the Cooperative Agreement. The committee is led by Dr. Jerry Thomas, Leader for Innovation and Change, Ohio State University. Learn more here.

Pesticide Safety Education Funds Management Program

50 Extension Pesticide Safety Education Programs Applied and Received Funding through PSEFMP for 2020

- For 2020, 50 Extension Pesticide Safety Education Programs (PSEP) applied and received funding through the Pesticide Safety Education Funds Management Program. A total of $905,285.92 was awarded to all applicants. The average award for each PSEP was approximately $18K. In return for the funding, PSEP programs develop projects that further support Pesticide Safety Education efforts across their states, and are shared with PSEP programs across state lines. Learn more here.
Extension Leadership Conference
The Extension Leadership Conference sponsored by JCEP concluded in early February in San Antonio, Texas. It was one of the larger conferences hosted in memory with over 291 attendees. Making this more unique, fewer participants attended from the host state than the previous two years.

The conference included a NIFA update from Bill Hoffmann, an ECOP report by Mark Lattimore, keynote by Joy Hazell, Florida Natural Resources Leadership Institute on the topic of Collaborative Leadership: Expanding the Definition of Extension, and a capnote by A. Scott Reed, Oregon State Vice Provost for University Outreach and Engagement, Emeritus. Attendees also had 5 concurrent sessions, a poster session and 2 association meeting times.

The Extension Leadership Conference will begin the first of a two-year run in Kansas City, Missouri, February 10 – 11, 2021 and February 9 – 10, 2022 at the Kansas City Marriott Country Club Plaza. The content of the conference continues to be cross-disciplinary in an effort to develop the leadership capacity of Extension professionals.

PILD
Planning is almost complete for the PILD 2020 conference. The conference theme is “Moving Knowledge into Solutions” and features keynotes by Dr. Jermaine Davis, Professor of Communication Studies at Century College and Organizational Leadership at St. Catherine University. Attendees will have the opportunity to participate in an Extension value communication panel, a breakout session, NIFA national Science Liaisons panel sessions, and advocacy and engagement trainings. Marshall Stewart will provide the capnote session on April 7 before attendees visit Capitol Hill on April 8.

The total registrations are below 2019. PILD achieved its largest attendance in 2014 and since then has trended downwards.
Upcoming Extension Professional Competency Framework

JCEP continues to support the development of an Extension professional competency framework. Led by Michael Masiuk (Penn State), a committee including AnaLu Fonseca (Oregon State), Amy Harder (U of Florida), Blake Naughton (Missouri), Robin Shepard (ECOP/APLU), Carrie Stark (Nevada), Terrence Wolfork (Fort Valley State), and Jim Woodell (formerly of APLU) worked to complete two deliverables. The deliverables include:

- A structured set of competencies and “terminal learning objectives” (TLOs)
- Representative assessment methods associated with each competency and TLO

After these two deliverables are completed JCEP will appoint a new committee which may include some of the current committee, to offer a plan for operationalization of credential(s) based on the developed competencies and terminal learning objectives. This next component may map course components to competencies and assessments of competencies.

Thank you!

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The LEAD21 Board met in Washington, DC (February 21, 2020) in conjunction with Session 3 of Class 15 of the LEAD21 program. The Board Chair, Brian Kowolkowski, from College of Menominee Nation completed his term as Chair. Mike O’Neill, Program Chair, will assume the role of Board Chair for the upcoming program year. Tom Thompson, ACOP Representative to the Board, will be Program Chair for the upcoming year. Several Board seats are being refilled due to term limits and changes at NIFA.

The LEAD21 program has continued to evolve and strengthen. The facilitation team does an excellent job keeping the curriculum up to date and relevant for university leaders.

A recommendation was made to increase the tuition for the program from $9,750 to $10,000 in the FY21-22 class (Class 17). This will be the first tuition increase in five years. The Board will address the tuition increase at the upcoming meeting in June 2020.

Class 16 (beginning in June) will have 85 members. This number will be down from the current year that had 90 members. The Board approved the change.

The University of Georgia continues to host the LEAD21 program. Rochelle Sapp (UGA) continues as the program director. The Board unanimously supports Rochelle’s leadership of the program. Rochelle (UGA) is searching for a new location to host week 2 of the program. The 2019 location in Denver, CO is not available for 2020. The Board will vote on the location change in June. Week 3 of the program has been conducted in Washington, DC. The Board discussed moving the program to another location, but no action was taken at this time.

The LEAD21 Alumni Association is gaining momentum. They hosted a program at the conclusion of the LEAD21 Class 15 program in Washington, DC. The Board would like universities to encourage LEAD21 graduates to participate in the alumni program.

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The National Impact Database can be found at:
https://landgrantimpacts.org

There are two primary links on the new site:
- A public link that allows searches by several factors
- A log-in link to the database for institutional contacts and editors

The committee continues to provide guidance and adjustments to the established review process. While we began with approximately 30 reviewers in the new system, we have had challenges with reviewers following through on their commitment. As a result, communications with these individuals have resulted in 10 reviewers who have agreed to serve in a 1 or 2 year term to serve this role.

There were 250+ impact statements posted to the database in 2019. All previous impact statements from 2018 and earlier are archived on the database.

The Content Writing Group met January 31 – February 2, 2020 in Louisville, KY. This working session reviewed the 2019 impact statements that had been submitted to the site. They produced 64 products for the new website, including 49 fact sheets, 14 web stories and 1 animated video. All 64 products are now available on the new portal. Browse to “Areas of Impact” here to delve into these Impact statements http://www.landgrantimpacts.org/areas-of-impact/. The animated video can be seen at:
https://oregonstate.app.box.com/s/qy4docs41ofotakshfis9toccoy03c8ip

Upcoming
1. Continue to leverage existing communication efforts occurring across the ECOP/ESCOP system to enhance and streamline how the database is marketed and that awareness is maintained.
2. Create an action plan for the use of social media in highlighting and promoting the database.
3. Create a marketing plan for the NIDB.
4. Share the published NIDB fact sheets with Directors at regional meetings.
5. Long term oversight to the NIDB is still necessary. We have discussed the potential of perhaps integrating it into the responsibilities of the CMC, dependent upon the outcome of their long term strategic planning.

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