Zoom Meeting Minutes with Written Reports
September 22, 2020, 11:00 a.m. – 3:00 p.m. ET
Presiding – Mark Latimore, Jr., Chair
Fort Valley State University

www.aplu.org/cesgoals

ECOP is a standing committee created by the Cooperative Extension Section of the APLU that represents the 76 state, territorial, and 1890 Cooperative Extension Systems in policy decisions, and provides nationwide program and organizational leadership; an elected committee that functions as a board of directors with the authority to make decisions consistent with a common mission and purpose; works through the APLU, in concert with USDA NIFA, to initiate strategic planning and identify nationwide issues that lead to program and budget priorities; represents the states, territories, and 1890s in legislative matters before Congress and develops and maintains linkages and supportive relationships with other national organizations and associations.

ECOP Minutes .............................................................................................................................................. 2-3

Attachments:
Minutes of the July 21/23, 2020 Meeting (URL), 2021 ECOP Calendar and Budget (URLs), 2nd Quarter Finance Report (7), 2020-2023 Strategic Direction (URL), Land O’Lakes American Connection Project, EDEN Anniversary Resolution (8)

Written Reports – For Information Only:

Journal of Extension (JOE) ........................................................................................................................... 9

ECOP Budget and Legislative Committee (BLC) .......................................................................................... 10

ECOP 4-H National Leadership Committee (including National 4-H Council) ........................................ 11-12

ESCOP Science and Technology Committee ................................................................................................. 12

Experiment Station Committee on Organization and Policy (ESCOP) .......................................................... 13

ECOP Health Innovation Task Force ............................................................................................................. 14-17

National Behavioral Health Extension Network (NBH E-Net) ................................................................... 18

National Integrated Pest Management (IPM) Coordinating Committee ......................................................... 19

ECOP Program Committee, National Urban Extension Leaders Report ..................................................... 20-23

National 4-H Congress Memo to ECOP ......................................................................................................... 24

ACOP Report to ECOP .................................................................................................................................. 25

National Impacts Database Committee Report to ECOP ............................................................................... 26

Leadership in the 21st Century (LEAD21) Report to ECOP ......................................................................... 27

ESCOP National Research Support Projects Review Committee (NRSP RC) Report to ECOP ...................... 27

ESCOP Diversity Catalyst Committee (DCC) Report to ECOP ................................................................... 28
**OPENING BUSINESS** –
Mark Latimore brought the meeting to order. Attendance is recorded on page _. A quorum was present. The meeting was broadcast on YouTube Live. The minutes from last meeting were approved by unanimous consent. There were no additions to the agenda.

1. **Updates/Approvals** –
Mark Latimore presented the 2021 ECOP Calendar (URL), the 2021 ECOP Budget and 2nd Quarter Finance Report (?), the 2020-2023 Strategic Directions (URL), overview of the Land O’Lakes American Connection Project (URL), and the Statement of Participation-NIFA Extension Design Initiative.

Nick Place, ECOP’s representative on the EDEN Executive Committee accepted Mark Latimore’s presentation of EDEN 25th Anniversary Resolution (?).

2. **Chris Watkins** sketched out the initial design of 2021 Action Plan.

**Recess occurred for Sub-Committee Meetings.**

3. **NIFA Update by Mike Fitzner:**
This past year, post-relocation 3 goals:

- No returning any funds to the US Treasury, that did not happened. All of the funding for the FY has been distributed, ahead of time. Proud of new staff
- Hiring and Training new staff. Since moving brought on 120, a total of 180. Still hiring 5 every 2 weeks. Up to 300 employees. Has been as many as 350. A year from now should have around 300.
- Improvements – Received 900 suggestions. Training people for these issues to be addressed. A longer list of 40 improvements, will begin working on each 1 by 1. Some will take a lot of resources, like IT resources. Project CAFÉ report is soon to be released, maybe early in 2021. Agency is devoted to dialogue with ECOP and other partners.

New Reporting System Update – “The NIFA Reporting System” is going to be launched before the end of the month. The help from Extension Working Group, is hoping for saving of time for Staff to complete the requirement to report. Pre-launch webinar “on the planning side”. This first release will provide a dashboard for managing and designing things according to current legislations. Eventually, 2 working group will be brought together.

4. **Executive Committee Report – Mark Latimore**

Doug Steele, with Karla Trautman, visited with the Committee about the future of the BAA Communications and Marketing Committee and New Position, who will perhaps be hired by November 2020.

The draft of the initial framework of CMC roadmap [https://www.aplu.org/members/commissions/food-environment-and-renewable]
While Forbes-Tate will not complete their framework for the roadmap until early 2021, the new hire will begin implementation.

5. Professional Development Committee Report – Vonda Richardson

Vonda Richardson –

Two (2) members moving off (Richardson, Place)

Two (2) new members coming to the committee (R. Dale – 1890, TBD – Southern Region)

Debby Sheely will serve as Interim Chair at least until next meeting (week of Oct 26-30 tentative)

Re-evaluation of criteria for Individual Award due largely to significant discussion with Team Award; possible wording changes and weighting for clarification and intent.

• New Director/Administrator Orientation
• Brainstorming session for potential topics; there were five suggested for further vetting
  o Staff – present and future, issues
  o Navigating budget challenges/budget cuts
  o Dealing with difficult issues (University administration, employees, stakeholders, etc.)
  o Effective advocacy & developing additional relationships
  o Assessing nontraditional funding
• Need to obtain list of new directors/administrators from Sandy; gather input from them
• Considering the typical 90 minute webinar or series of short sessions
• Targeting tentative for early 2021

Next meeting to be determined during week of October 26-30.

6. Program Committee Report – Carolyn Williams

Carolyn Williams: Ivory Lyles will become Program Committee Chair, and welcome Brent Hales as Vice-chair. NUEL work continues.

7. Health-Innovation Task Force –

Michelle Rodgers:

• Updates to the Extension Health Framework
• The Big Idea Group – Focused on healthy communities with youth, career paths in health field. Assessment underway.
• In appreciation of a partnership with CDC, opportunities for Funding on a 5-year rotation. Next opportunity is in the future. Education around COVID-19 immunizations is one conversation in play. CDC is interested that Extension is local and trusted. Very much a fluid situation.

Mark Latimore: Very much interested in common goals of rural community work with CDC.

8. Budget and Legislative Committee Report –

Jon Boren:

a. BLC provided input Rich Bonanno, North Carolina State University, CES representative to the BAA CLP. Elevated health/SNAP-Ed is elevated for continued. 4-H Funding in previous farm bill -
b. COVID-19 funding request is a long-shot, but advocacy continues
c. Capacity Fund Workgroup – Bring together message to demonstrate value to legislature and partners
   - Growth plan based on need
   - Communication plan informed
   - Coordinate with a variety of groups to develop a calendar for advocacy.

Caroline Crocoll – Is monitoring the many conversations to align language for there is a strong ask if it comes to this point. Caron Gala will be the non-voting ex-officio member of ECOP BLC. This with the Action Plan by Chris Watkins
d. Future process
e. Jason Henderson, Purdue University, was elected as Vice-Chair

9. 4-H Leadership Committee Report and National 4-H Council Strategic Direction and the Opportunity4All campaign

Jon Boren: Reviewed 4-H Leadership Committee membership, role and goals 1) encourage productive dialogue, 2) make decisions, 3) advance vision to reach 10M youth.

ECOP BLC 4-H Sub-Committee Update – Reviewed the goals and milestones, with recent RFA for AFRI, 2018 farm bill, dedicated youth grants that are unfunded, asking for $12M.

For national or multi-state programs, Council holds rights to name and emblem. Working with Cornerstone (Vernie Hubert) and Congress.

Andy Turner: Accomplishment of the Sub-Committee. Productivity of the Leadership has been outstanding over the last 3 years. Equity Design Team is making progress. Asking Directors and Administrators to play a part. Kevin McDonald, former 4-H State Leader from MN, is a key leader for the DEI. Identifying

4-H Pathways Institute: Financed by Tech Companies headed by 4-H Alumni. Eleven Universities engage – discovery, less hierarchical, and adapt more, ground-up approach.

Ed Jones and Lyla Houglum has attested to the value of the Pathways program and strongly encourage Directors and Administrators to consider participating. Many more people are engaged on campus than ever before.

Carolyn Williams – If ECOP is going to develop DEI approach. Marketing will be key to knowing who we are trying to involve in 4-H.

Andy Ferrin: Shared Opportunity4All Outcome of earlier Forum and Recordings, much pick-up in Marketing from this. This started with COVID-19 but is a pathway to 4-H Membership. Encourage to keep eyes on this. Led by ECOP Leadership Committee and Program Leaders Working Group. Council thanks Ed Jones for serving as a Trustee. Trustees are #1 fund-raising tool. There have been 3 Board Meeting with 100% attendance. YouTube link to the 1890 Presidents Discussion with National 4-H Council's Board of Trustees https://youtu.be/eolxkCDvxFw.

Using Presidents to raise awareness of Cooperative Extension/4-H with recent 1890s Region. A recording is available of the meeting held on September 16, 2020.

Jennifer Sirangelo: Thankful for the alignment that this 4-H Leadership Committee, NIFA, ECOP and Council.
10. Preparation for CES Business Meeting Agenda – Mark Latimore
Thursday, September 24, 2020

4:00-5:30 p.m.  CES Business Section Meeting. Mark Latimore, Jr., ECOP Chair, Presiding
• 2020 ECOP Year in Review, Mark Latimore
• Overview of ECOP 2021 Approved Budget
• 2020-2023 Strategic Directions Overview
• Celebrations and Recognitions, Mark Latimore
• Passing of the Gavel, Mark Latimore and Chris Watkins
• Priorities of the Incoming Chair, Chris Watkins

ADJOURN

YouTube Viewers associated with 2020 NEDA Registration
• 35 viewers, 11:00AM-Noon ET.
• 6 viewers, 1:00 PM ET to adjournment.
ECOP Membership Attendance is indicated with ✓ and •.

**Voting Members**
- ✓ Mark Latimore, *Executive Committee, Chair*, Fort Valley State University
- ✓ Chris Watkins, *Executive Committee*, Chair-elect, Cornell University
- ✓ Ed Jones, *Executive Committee*, Past-Chair, Virginia Tech
- ✓ Beverly Durgan, *Executive Committee*, University of Minnesota Extension
- ✓ Brent Hales, *Program Committee*, Penn State University
- ✓ Jason Henderson, *Program Committee*, Purdue University
- ✓ Gary Jackson, *Program Committee*, Mississippi State Extension Service
- ✓ John Lawrence, *Professional Development Committee*, Iowa State University
- ✓ Ivory Lyles, *Program Committee*, Director Cooperative Extension, University of Nevada
- ✓ Barbara Petty, *Professional Development Committee*, University of Idaho
- ✓ Nick Place, *Professional Development Committee*, University of Florida
- ✓ Wendy Powers, *Executive Committee*, University of California
- ✓ Vonda Richardson, *Professional Development Committee Chair*, Florida A&M University
- ✓ Debby Sheely, *Professional Development Committee*, University of Rhode Island
- ✓ Carolyn Williams, *Program Committee Chair*, Prairie View A&M University

**Ex-officio, Non-voting Members**
- Caroline Crocoll, *Executive Director, 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, *Budget & Legislative Committee Chair and 4-H Leadership Committee Co-chair*, New Mexico State University
- Mike Fitzner – *USDA-NIFA*
- Jo Britt-Rankin, *Board on Human Sciences*, University of Missouri
- Chris Geith, CEO, and Ken LaValley, *Chair, eXtension Foundation Board*
- Bob Godfrey, *Experiment Station Committee on Organization and Policy*, University of Virgin Islands
- Jennifer Sirangelo and Andy Ferrin, *National 4-H Council*
- Char Wenham, *Council for Agricultural Research, Extension and Teaching*, Michigan
- Brian Kowalkowski, *1994 Land-grant/Tribal Colleges Extension*, College of Menominee Nation
- Al Wysocki, *Academic Programs Committee on Organization and Policy*, University of Florida

**Executive Director and Administrator Team**
- Ron Brown, Southern Region
- Caroline Crocoll, DC Office
- Lyla Houglum, Western Region
- Ali Mitchell, Northeast Region
- Albert Essel, 1890 Region
- Sandy Ruble, DC Office
- Robin Shepard, North Central Region

**Guests**
- Doug Steele, APLU/BAA, VP of Food, Agriculture and Natural Resources
- Rachel Welborn, SRRDC
- Beverly Coberly, eXtension Foundation
- Andy Turner, Co-chair of the 4-H Leadership Committee, Cornell University
- Ami Smith, West Virginia State University

Back to the agenda
**Cooperative Extension Section**  
ECOP National Leadership 2020 2\(^{nd}\) Quarter Finance Report

<table>
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<tr>
<th>Holdings/Reserve/Assets beginning 1/1/2020</th>
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<th>Approved 7/23/2019 + Health Director Grant</th>
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Note: A minimum of $450,000 is to be retained in Reserves at APLU (Salary, benefits, APLU Provision for ECOP for 1 year)

Back to [agenda](#) or [contents](#)
ON THE OCCASION OF THE 25TH ANNIVERSARY OF THE EXTENSION DISASTER EDUCATION NETWORK (EDEN), WE THE MEMBERS OF THE EXTENSION COMMITTEE ON ORGANIZATION AND POLICY RECOGNIZE THAT:

WHEREAS, The conception, development, and growth of the Extension Disaster Education Network (EDEN) was a direct result of the lessons learned by the Land-Grant System in responding to the catastrophic Mississippi and Missouri river floods of 1993.

WHEREAS, The Land-Grant Universities’ Extension Services in each of the impacted states were engaged at various levels in their state’s flood recovery efforts. Some of the major lessons that have been learned included:

- Extension, along with local government and the faith-based community, were key to the long-term recovery efforts.
- Extension was viewed by those impacted as a reliable and accurate source of research-based disaster recovery, mitigation and preparedness resources and expertise.
- Extension faculty were challenged by a non-traditional engagement mission that included providing technical support in emergency management situations.
- Extension, in many cases, provided the leadership and coordination to engage partners in the development of standardized recovery recommendations.
- Extension Services in the impacted states had limited staffing capacity, and in some instances the technical expertise to deal with the magnitude of requests for information, assistance, research-based recommendations, technical assistance capacity and community planning capacity to address the many recovery issues and questions.

WHEREAS, Based on these lessons learned, it was obvious that the Land-Grant System would have an ongoing expectation to be involved locally and nationally in the emergency management arena. EDEN formed as a North Central Region (NCR) “disaster reduction group” committee with a three-year outlook.

WHEREAS, By May 1996, the 12 NCR states agreed that four key words would be used to describe a vision for this programming: Extension... Disaster... Education... Network… Thus, the name and acronym of EDEN was born.

WHEREAS, In 1997 during a joint meeting of the American Association of Housing Educators and the Southeast Louisiana Flood Mitigation Task Forces in Louisiana, NCR EDEN asked Louisiana Extension to join the NCR, which began the move to a national network.

WHEREAS, September 11, 2001, raised the profile of disaster management and, of specific relevance to EDEN and USDA, the importance of protecting the nation’s food supply. EDEN’s principle support since that time has been from the Food and Agriculture Defense Initiative (FADI).

WHEREAS, From July 2002 to June 2004, CSREES Special Needs funds provided grants to 17 member states to provide disaster education/emergency management training for their Extension educators, and continues to require that recipients of Special Needs funding extend the benefits of their project using the EDEN network and its resources.

WHEREAS, Since 2003 NIFA has provided EDEN with funding to support EDEN coordination and communications, web development and maintenance, curriculum development, training, and resources development.

WHEREAS, EDEN has now developed into a national Land-Grant System engagement model focused on positioning the network to prepare for future disaster response efforts.

WHEREAS, The mission of EDEN is to reduce the impact of disasters through research-based education carried out through strategic goals of enhancing the abilities of individuals, families, organizations, agencies, and businesses to prepare for, prevent, mitigate, and recover from disasters; serving as a national source for research-based disaster education; strengthening Extension’s capacity and commitment to address disaster issues; and strengthening EDEN’s capacity to provide research-based disaster education.

THEREFORE, BE IT RESOLVED, The Extension Committee on Organization and Policy expresses their sincere appreciation and congratulations to EDEN for becoming a national model for multistate collaboration, and for 25 years of program excellence, exemplary contributions to the Cooperative Extension System, and recognition by the emergency management community as key partners at the local, state and national levels.

Signed on this 22nd day of September, 2020.

Mark Latimore, Jr. 2019-2020 ECOP Chair, Associate Dean for Extension, Fort Valley State University
Background and Updates
Extension Journal, Inc (EJI) has been operating at a budget deficit for a number of years. Over the past three years the board has explored options to increase revenues and reduce costs to produce the Journal of Extension. Last year, in response to knowledge that EJI was experiencing financial issues, Clemson University Press submitted an unsolicited proposal to partner with EJI for production of the Journal of Extension and operation of the Extension Job Bank. The EJI board voted earlier this year to move forward with the proposed partnership. The new partnership will allow EJI to save a minimum of $50,000 annually in operational expenses, thereby putting the organization back into the black financially. EJI signed an MOU with Clemson University Press on September 9, 2020, formalizing this partnership.

Upcoming Plans
The transition of the Journal of Extension and the Extension Job Bank from its current operating structure to a new structure in collaboration with Clemson University Press began this week during the EJI September Board meeting. The transition is anticipated to continue over the next 6 months with much of the structure of the new partnership in place by the end of January 2021. The Journal of Extension will also undergo a rebranding, with new logos and a marketing plan being developed to raise the profile and awareness of the Journal.

ECOP will continue to be updated regularly regarding progress on this transition.

Other Comments
While the new partnership will both take the Journal of Extension to the next level and reduce the costs of production, EJI continues to depend completely on the financial support of every Land-Grant University in order to maintain production. Every Land-Grant University is invoiced for a subscription fee for the Journal of Extension. Those subscription fees are necessary to support the operating budget of the Journal. Subscription fees range from $800 to $1,600 per year, per institution and are based on the size of each institution's Extension team. It is imperative that EJI recover annual subscription fees from all Land-Grant Institutions in order to continue to provide the Journal of Extension as a valuable resource for our national Cooperative Extension system. The subscription fees themselves, even when recovered from all Institutions, are not enough to cover the Journal of Extension's operating expenses. As such, EJI is also heavily dependent on fees from the Extension Job Bank postings in order to generate enough revenue for operations.
Background and Updates

Below are significant activities of the ECOP BLC this past year:

- Jason Henderson was elected as BLC vice-chair.
- Members of ECOP BLC provided Rich Bonanno, CLP representative, input on 1) what in the Farm Bill is of most concern, 2) suggestions to strengthening the stakeholders and their relationships with land-grants, and 3) how to address advocacy for authorizations.
- ECOP BLC provided input into the BAC on this year's federal appropriation request including the importance of capacity lines and needed attention to 1890 Extension and Evans-Allen budget lines.
- Members of ECOP BLC, working with EDA Team, supported the advocacy effort for the $380M BAA COVID-19 Supplemental 4 Proposal.
- ECOP BLC discussed current results of Capacity Funding Working Group and will continue to engage in the discussions.
- ECOP BLC provided input to the BAA Strategic Realignment Committee's recommendation of NIFA funding lines.
- Through the ECOP BLC Sub-Committee on 4-H Advocacy, provided advocacy support for an appropriation of $12M for youth development grants for the National 4-H Council as well as Girl Scouts of the United States of America, the Boy Scouts of America, and the National FFA Organization, established in 7 U.S.C. 7630(d)(2). In 2018, Congress reauthorized these dedicated youth development grants, but they remain unfunded.

Upcoming Plans

ECOP BLC continue to work with ECOP CLP on development next Farm Bill, Strategic Realignment process of NIFA funding lines, Capacity Funding Working Group, and development of future advocacy strategies/processes.

Back to contents
Background and Updates

I. Updates on Existing ECOP 4-H Leadership Committee Projects

A. ECOP 4-H Budget and Legislative Committee
   - $80 million request for Supplemental 4 funding for the Cooperative Extension System to meet the direct needs of the public related to spread of and recovery from COVID-19. The funding would be allocated via current Smith Lever and 1890s Institution Extension formula grants, as well as through NIFA NTAE.
   - Advocacy efforts and support from the 4-H Congressional Caucus on the 4-H at Home platform and OJJDP that has evolved from earlier ECOP actions. As part of the ECOP BLC 4-H Subcommittee’s goal to increase funding for Extension including the 4-H Program, partnered with the Co-Chairs of the 4-H Congressional Caucus to support COVID-19 pandemic resources.
   - September 8, 2020 4-H Congressional Caucus briefing on the impact of Cooperative Extension's 4-H Program. Details were provided on Cooperative Extension structure, diversity of programs, importance of 1890 Extension and Smith-Lever funding, and Opportunity 4All: Access, Equity, and Mobility for American's youth.

B. Pathways Leadership Institute
   The inaugural Pathways 4-H Leadership Institute was July 14 and 15. The program has been fully adapted to a virtual format. The institutions participating in the first Cohort were: Virginia Tech, West Virginia, Washington State and University of Nebraska. A second Cohort of five institutions is set for September 22 and 23 and there is additional interest. The leadership team is developing an initial strategy for a longer-term sustainability plan for the project.

C. ECOP 4-H Equity Design Team
   Dorothy Freeman providing leadership of the ECOP 4-H Equity Design Team. Virtual meetings occur every two weeks. The group focused on team building and exploration of diversity, equity and inclusion education and now moving into the development of specific goals and strategies to implement the approved national vision utilizing the facilitation of Kevin McDonald and incorporation of his Inclusive Excellence Framework.

II. Joint Meeting with National 4-H Council Board of Trustees

A. 4-H Youth Development During the Pandemic (Theory and Research Base)
   For the third year in a row, the ECOP 4-H Leadership Committee held a joint conversation with the National 4-H Council Board of Trustees. The topics included an update on 4-H Positive Youth Development theory and research base, with a particular emphasis on the challenges and impacts of the pandemic. Presentations from Dr. Mary Arnold (Oregon State University and National 4-H Council Director for PYD Research) and Dr. Nia Imani Fields (4-H Program Leader and Assistant Director of Extension, U. of Maryland) launched a very lively and productive conversation.

B. Overview of the Purpose Platform Vision
Artis Stevens and Jen McIver provided a preview of the work underway to bring the 4-H Value Proposition of supporting economic and social equity for America's youth to the marketplace. Preliminary concepts and visuals were shared with an opportunity for ECOP 4-H and the Council Trustees to share reactions and make recommendations as the project develops.

III. National 4-H Council Marketing and Communication Updates -
Artis Stevens, Jen McIver and Andy Ferrin provided updates on the following topics:
- 4-H at Home
- 4-H Grows Update
- 4-H Crisis Communication Planning
- Supporting LGU efforts to communicate the importance of 4-H Youth Development during the fiscal crisis

Upcoming Plans
Continue to focus on the following goals:
1. Encourage action on the issues of national importance to 4-H through supporting the development of relationships among committee members and encourage productive dialogue.
2. Discuss current opportunities and actions of the four priority areas identified by this committee - Engaging More Youth, Marketing, Resources, Governance and Alignment.
3. Continue to advance 2019 goals in relation to successful achievement of the 2025 growth and PYD vision.

Experiment Station Committee on Organization and Policy (ESCOP)
Science and Technology Committee
Submitted by Wendy Powers (University of California), CES/ECOP Representative

Background and Updates
The Science and Technology Committee has focused on development and subsequent publication of the one-pagers describing the experiment station system. The first link is intended for an audience that only needs a quick synopsis to gain initial insight into what AES does and the second link includes a page of success stories addressing each of the ESCOP Grand Challenges. The committee has been tasked with providing an overview of capacity-funded research that addresses emerging issues (i.e., infectious diseases), which will springboard into development of a process to respond rapidly to emerging issues that threaten agricultural and food systems at all levels.
The other area of focus for the committee has been an effort to add value to the USDA's Agriculture Innovation Agenda by working with the CES regions to offer input sessions (Northeast and West).

Upcoming Plans
Effort will build in the developed messages (above) in order that the AES has a process in place to quickly respond to emerging issues around food supply as they arise, providing key science developed within AES.

Back to contents
Items of discussion at the ESCOP meeting during the Joint COPs virtual meeting July 21, 2020

NIFA’s Research Working Group on Reporting presentation by Michael Litwack, NIFA
- Input from AHS, AES Directors, CES Directors, Academic program Directors, Business Officers and others across all regions
- Emphasized that Capacity funds are different than Competitive funds and are administered differently and discretion in spending is needed
- Remove redundant reporting and increase relevance on information reported
- Integrate reporting for research and extension
- Reduce admin burden by focusing actual requirements, as stated in laws
- Reduce lag time in first drawdown of funds
- Develop a web based process form submission to close out that PI can utilize
- Enhance communication between NIFA and LGUs

POW and Annual Report
- Reduce burden for POW – 5-7 critical issues
- Associate new research projects with a critical issue
- Extension Working group is continuing to help NIFA design the Extension reporting module

COVID-19 Supplemental NIFA Funding ($300 million)
- Costs associated with shutting down and re-opening research stations
- Costs associated with new projects related to COVID-19
- Funding spread across Hatch, Evans-Allen, McIntire-Stennis, Tribal Research and AFRI

Science and Technology Committee
- An initial goal was to develop a communication piece to help support ESCOP’s efforts. Two one-page “leave-behinds” were developed to help describe what the collective body of State Agricultural Experiment Stations do. Rick Rhodes, Faith Peppers, and Sara Delheimer were involved in overseeing development of the one-pagers.

Back to contents
ECOP Health Innovation Task Force
Submitted by Michelle Rodgers (University of Delaware), Chair of Task Force

August 4, 2020 Summary, Action Items, & Next Steps

Introduction to Healthy People 2030
Planning is underway for the new HHS framework Healthy People 2030. From the website “Every decade, the Healthy People initiative develops a new set of science-based, 10-year national objectives with the goal of improving the health of all Americans. The development of Healthy People 2030 includes establishing a framework for the initiative—the vision, mission, foundational principles, plan of action, and overarching goals—and identifying new objectives.”

The decennial objectives will be launched on August 18th 1pm. No registration is necessary. Just visit hhs.gov/live on August 18 at 1 PM EDT

Action Team Reports
1. Framework Update
The Strategic Framework Update team has split into topic specific groups to focus different elements of the framework – Health Equity; Determinants of Health, Role of Youth. Key team actions include:

   • Equity Team:
     o Collecting documents.
     o Considering the definition of “Health Equity”.
     o Considering whether “equity” should be the overarching umbrella for the new framework.

   • Determinants of Health Team:
     o Gathered key concepts and citations to look for ways to enhance the framework’s recommendations on data, policy, systems and coalitions. Have invited Amber Canto (Wisconsin) and Lauren Kennedy (Michigan State), Extension program leaders, to aid in this work.
     o Identified the following overarching models to include and promote: Culture of Health Action framework with four focus areas, building a culture of health with 10 underlying principles, and the Take Action cycle with how to create a healthy community.
     o Agreed County Health Rankings and communitycommons.org as a key data source.
     o Would like to see the framework include how Cooperative Extension can form national connections and partnerships to HHS (i.e., CDC, CMS, NIH, FDA) like we do with USDA.
     o Talked a length at the value of coalitions and the literature that supports that community approach to change health outcomes in systems approaches.
     o Critical consideration of how Extension can and should including measures that are standard in health science studies (as required by CDC/NIH). Collecting, holding, and utilizing this information will require investment.

   • Role of Youth Team
     o Acknowledge the need for an independent measure for capturing effectiveness of programs. Possible to adapt measures from 4-H Positive Youth Development?

2. Big Idea
The team spent considerable time flushing out what the Big Idea is and what delivering on it would mean.

- The Big Idea focuses on identifying, uniting, and potentially piloting and nationally viable program devoted to concurrently enhancing community health, educational pathways for youth, and jobs.
- A program would include:
  - Partners that increasingly view youth from underserved and under-resourced communities as a vital asset to advancing community health missions.
  - Institutions that invest increased resources to intersectional programs that advance health, educational attainment, and jobs in distressed communities.
  - A process that disrupts the vicious cycle of successful youth leaving distressed communities and never returning.
  - Cultivation of a virtuous cycle of youth, families, communities and their partners envisioning and enacting a successful future for youth to become health care professionals for and from their home communities. This transition from a brain-drain cycle to a youth-cultivation cycle will help to address ongoing and mounting disparities in medically underserved rural and urban communities.
  - Identification and interconnection of high impact programs and stakeholders within Land-grant universities, Extension, health systems, Area Health Education Centers (AHEC; https://www.nationalahec.org/) K-12 education, and community-based partners.

Other key activities include:
- Collaborating with the Well-Connected Communities Initiative and existing surveys at Kaiser Permanente to survey programs and identify those addressing at least two of the three domains of health, education, and jobs with youth in communities.
- Collaborating with CDC colleagues to seek funding opportunities devoted to youth engagement in pressing health concerns while supporting their journey into higher education and health-focused professions.
- Submitted a proposal to New Technologies for Agricultural Extension (NTAE) eXtension Catalyst opportunity

**Working Session Summary:**

**Framework Update**

1. Developed an outline for the final report of the workgroup. The nine sections will focus on the following topics.
   a. Health and Well Being as a Priority for Cooperative Extension
   b. Evolution and Advancement of Cooperative Extension (Since 2014)
   c. Contextual Changes (Since 2014)
   d. Systemic Inequities
   e. Common Goals and Measures
   f. Systems, Determinants, and PSEs
   g. Updated Framework and Explanation
   h. Recommendations for Cooperative Extension
   i. Conclusion: A compelling challenge to the System.
2. Confirmed a timeline for the work of the group, culminating with a presentation to ECOP in mid-March 2021

**Big Idea**

1. Gathering information
   a. CDC is planning to do an agency data call to capture programs that cover at least 2 of the 3 core areas – Community health, jobs, and educational pathways for youth.
   b. Need to triangulate USDA programming with CDC programming to understand capacity overlap.
2. 4-H, Youth leadership, COVID-19
   a. Consideration of how 4-H programming/models can be used or adapted to build a pilot big idea program focused on COVID-19 as a community health problem. CDC does not partner with 4-H directly.
3. Funding
   a. Next round of the RFA for CDC cooperative agreements comes up in 2023. Till then, team with consider the list of current partners for possible Big Idea delivery.
   b. CDC Foundation?
   c. Rural Health Initiative at the CDC – could possibly partner with the USDA NIFA funded regional rural development centers on whose boards Extension sits.

**Next Steps & Action Items**

**Framework Update**

1. Continue to develop of three sections of the report. First drafts of the sections on systemic inequities, common measures, and determinants of health are due October 1.
2. Confirmed a timeline for the work of the group, culminating with a presentation to ECOP in mid-March 2021.
3. Writing will be done on a collaborative platform where documents are available to all workgroup members.
4. Roger will serve as the lead editor for the work, integrating sections and ensuring continuity in style.
5. Discussion ensued about the final platform for publishing the work.
6. Roger will send a Doodle poll for the next meeting of the group to be held in late-August.

**Big Idea**

1. Await word about the funding through eXtension.
2. Review list of current cooperative agreement holders for a possible 3rd party partner.
3. Deliver survey to Extension health points of contact and interview Extension Directors/Administrators to identify leading programs, teams, and partnerships devoted to two of the three domains of community health, educational pathways for youth, and jobs within land-grant institutions.
4. Connect with RWJF about potential partnership with Ext. YMCA, CDC
5. Triangulate CDC and USDA programs through conversation with Carolyn Crocoll
6. CDC Team members to create a high-level framework of a possible Pilot program to be reviewed by the Big Idea Team.
Task Force

1. The Health Innovation Task Force will next meet in ~6 weeks with the expectation that each Team will continue work on their actions in the interim. Aisha Hoggard and Michelle Rodgers will work to find a date and time for the meeting.

2. Keep an eye out for conferences where Task Force members can present on high level Task Force processes and ideas.

3. Ali and Michelle will populate the Connect Extension site for collaboration and invite all members to join. The platform is open to Extension and non-Extension personnel.

Back to contents
Overview

During the first nine months of the agreement period there has been substantial progress in the work conducted with our seed funding for the NBH E-Net, although we also have had to adapt to COVID-related changes. To elaborate, many of the goals for the deliverables were accomplished or are in-progress and near completion. Unfortunately, the pandemic did delay the full execution of the agreement, since some proposed activities had to be modified or altogether cancelled. This primarily affected travel-related items and efforts initially planned for Fall 2019 and Spring 2020 (e.g., the Impact Collaborative meeting and a summit in Utah). That said, we will have a solid foundation for continued development of the NBH E-Net at the end of the seed funding period.

Progress with Deliverables to Date

1. **Logic Model.** A draft of the logic model was completed, articulating the inputs and the flow of the short-, medium-, and long-term outcomes of the NBH E-Net.

2. **NBH E-Net Organizational Development and Capacity Building.**
   a. Onboarding hires—Greg Pliler was hired part time as the NBH E-Net Manager. In addition, Cassandra Knutson began part-time support for project coordination and product development. Finally, Ashley Scudder and Chad Nunamaker were hired in July for Fellowship positions supported through an eXtension contract.
   b. Website development—A comparative analysis of existing websites of relevance was conducted to inform development; initial design, branding, and content work has begun.
   c. Virtual resilience training development—Supplemental funding (a USDA RHSE grant) was sought and obtained to implement virtual resilience training in 10 rural Iowa counties and two additional states, to be disseminated via the NBH E-Net.
   d. Environmental scans of resources for a clearinghouse—Multiple searches were conducted to identify resilience and other behavioral health resources for the planned clearinghouse. Critical analysis of resources available (e.g., evidence base and quality) and cataloging of them is underway.
   e. State response plan templates—Draft templates were created to support states initially interested in hiring Behavioral Health Specialists and organizing Behavioral Health Coordinating Units, including a Substance Misuse Response Plan and State Readiness Checklist.
   f. Extension behavioral health capacity-building framework—Seed funding supported the completion of a published journal article on a strategic framework for building Extension capacity for behavioral health. The journal article and a graphic of the framework are attached.

3. **Educational Events and Resources.** We have presented information on the NBH E-Net during two webinars and we are currently working on materials for a third presentation supported by a USDA RHSE grant at another University. In addition, Dick Spoth (NBH E-Net Director) was an invited presenter at a “Thought Leader” meeting hosted by the Prevention Technology Transfer Centers (funded through SAMHSA); he highlighted the NBH E-Net-based collaborative prospects for the group.

4. **Network Growth and Related Funding Efforts.** Universities in multiple states have expressed interest in becoming NBH E-Net members. One state drafted a proposal to fund an Extension-based Specialist and the groundwork for developing a State Behavioral Health Coordinating Unit. Another state proposed an initial meeting originally planned for May of 2020, although it was postponed due to COVID. As noted under 2c, funding was obtained for refinement and dissemination of a resilience training program for rural counties, including a “trainer of trainers” program. More recently, a draft pre-proposal was produced for capacity-building collaboration among the NBH E-Net, Health Extension, Well Connected Communities and Connect Extension (see attached draft pre-proposal). Roger Rennekamp is planning to convene a meeting with the National 4-H Council to discuss pre-proposal plans.

5. **eXtension-funded Fellowship Program.** We began a formal hiring process during the late winter of this year, following an assessment of core skill sets essential to performance in the program. We announced the opportunity in early Spring; this generated interest from several highly qualified candidates. Ultimately, as noted above, we were able to hire two of them, based on their unique credentials and skill sets (including behavioral health and website/social media design and development).
National Integrated Pest Management (IPM) Coordinating Committee  
Submitted by John Lawrence (Iowa State University), ECOP Representative to NIPMCC

Background and Updates
The NIPMCC Executive Committee met by Zoom July 2, 2020.
Attending: Danesha Seth Carley, Ann Hazelrigg, Deb Grantham, Robin Shepard, Bret Hess, Jim Farrar, John Lawrence. They agreed that the NIPMCC meeting will be ONLINE in October. Agenda is posted in next section.
To reduce the amount of "update-time" we will have written updates from the Technical committees and Centers in order to facilitate faster updates. Regional IPM Centers will still give updates, but each group will only have 5 minutes and 3 slides to give their update during the meeting time. They will discuss the "3 big issue" topics on which white papers are being developed. (Emerging and Invasive Pests, Pesticide Resistance Management, Communication and Stakeholder Engagement)
The Executive Committee is planning one more meeting before the October 21 NIPMCC meeting to finalize the agenda and check progress on the white papers.

Upcoming Plans
Meeting Agenda for National IPM Coordinating Committee (NIPMCC)
October 21, 2020
VIRTUAL MEETING (2 meeting blocks; 2 hours each) (all times listed are EST)
Wednesday, October 21

Time (ET)          Topic and Presenter(s)
11:00             Welcome/Introductions/Meeting Logistics - Danesha Seth Carley
11:20             2019 NIPMCC National Meeting Recap - Ann Hazelrigg
11:30             NIFA Updates - Parag Chitnas/Mike Fitzner/Vijay Nandula (need confirmation)

Regional IPM Updates (3 slides, 5 min)
TECHNICAL COMMITTEE UPDATES WILL BE SENT AHEAD and shared, but not covered here
11:50             Northeast IPM Center Update - Deb Grantham
11:55             South IPM Center Update - Joe LaForest
12:00             North Central IPM Center Update - Lynnae Jess
12:05             Western IPM Center Update - Matt Baur
12:10             Q and A for Regional Centers
12:15             AFRI Tactical Sciences Program Update - Marty Draper, K State
12:30             Farming and Food Narrative - Michael Rozyne, Farm and Food Narrative
12:45             Certification of Pesticide Applicators Regulation in the Time of COVID-19 - Tom Smith, NEPSEC

1:00-2:00         BREAK (Please be prompt with your return) - Breakout groups will be assigned when we come back at 2:00

2:05             BREAKOUT GROUPS for each of the BIG ISSUES: Emerging and Invasive Pests, Pesticide Resistance Management, Communication and Stakeholder Engagement, and maybe a wildcard topic?

3:00             Come back together; report outs from each breakout group
3:30             NIPMCC Business Meeting (vote for incoming Chair-Elect, Turn over Chair to Jim Farrar, meeting planning for next year, etc.)
3:45             Wrap up-ESCOP and ECOP-Next steps-Robin Shepard and Brett Hess
4:00             ADJOURN

Back to contents
For 2020 NUEL has four major priorities it is focusing on based on Goals/Tasks outline in the National Urban Extension Initiative Implementation Plan approved by ECOP in April 2019. Progress on each of these for the last quarter is detailed below:

1. Launch a National Urban Priority Impact Project (PIP). An overview of the PIP, steps and time frame is attached.
   - Although this project has been slowed by the impacts of COVID19, to date all regions have identified a prioritized set of urban issues. Attached is the summary of these presented in September to the ECOP Programming Committee. The NUEL Steering Committee is currently reviewing this list with plans to narrow it down to 3-5 issues to focus on building national Priority Issue Teams (PITs) around in 2021. As requested by the ECOP Programming Committee, NUEL will be reaching out to state-level program leaders to provide them an opportunity for review and input into the final set of priority issues identified.
   - Broadly, the PITs will be a national network of Extension and LGU faculty working in the identified priority issue who will be focused on identifying and sharing current expertise and educational programming, connecting their work into multi-state of national initiatives, identifying impact metrics, building new partnerships, and seeking funding. More about the role of PITs is in the attached PIP document. The opportunity for Extension professionals to join these teams will be announced at the National Urban Extension Meeting in May 2021.

2. Build national partnerships.
   - A new partnership was built this summer with the national Coming Together for Racial Understanding.
   - NUEL continued to build its partnership with the American Farm Bureau Federation Urban County Coalition. In May, NUEL and the AFBF Urban County Coalition organized a eight city urban ag brainstorming and collaboration group of Farm Bureau county presidents/staff and Extension staff that began meeting about bi-monthly to identify possible joint, multi-city or national partnering projects. Extension and Farm Bureau representatives are involved from the following cities: Newkirk NJ, New York City NY, Raleigh NC, Miami FL, Indianapolis IN, Columbus OH, Seattle WA and San Diego CA. To date, the group has identified three priorities that they will focus partnership efforts around:
     i. Farmer training, with an emphasis on new/beginning farmers
        1. Two groups have formed to work on this priority. One will be conducting a data-mining effort of the internet to identify current Extension, Farm Bureau and other organizational trainings programs currently occurring. The second group, will be reviewing these educational programs and determining gaps and working on curriculum to fill gaps or improve current educational programming.
     ii. Local ordinances that impact urban agriculture
        1. It is a challenge for many farmers and Extension professionals to know which, or even what type, of local planning and zoning ordinances may impact their farms. A research team has formed in the North Central States that is working on submitting a pre-proposal NCR SARE funding to identify the type of ordinances impact agriculture in cities and model ordinances, and to develop educational resources and programming to educate farmers, urban governmental officials and other key urban agricultural stakeholders.
     iii. Documenting the economic and social impacts of urban agriculture
        1. The group is still discussing how to move forward around this priority.

3. Increasing Urban Extension staff networking opportunities.
- Due to COVID19, NUEL decided to postpone the scheduled May 2021 National Urban Extension Conference (NUEC) to May 2022 in the hopes that it can be held physically in New Jersey. In lieu of the conference, NUEL is planning a virtual National Urban Extension Meeting on the dates NUEC had been planned for, May 18-20, 2021. During the meeting NUEL will recognize regional Urban Extension Leadership award winners, have a keynote speaker, launch the national Urban Extension Priority Issue Teams (more details about PITs in #4. Below) and provide a brief update of NUEL’s work nationally with an emphasis on engaging more Extension professionals in regional and national NUEL activities.

- The Southern and 1890 Regional NUEL networks hosted a virtual regional meeting and awards presentation on August 18. The other three regions continued to hold monthly or quarterly meetings throughout the summer.

- In response to a number of requests from Extension professional to the racial tension occurring in many cities across the country, on July 20 NUEL hosted a national Dialogue on Race. About 200 Extension professionals from across the country participated. The listening session was facilitated with the assistance of national Coming Together for Racial Understanding training team lead by Dr. Rachel Wellborn, Associate Director of the Southern Rural Development Center. The summary report is attached to this report.

4. Increase engagement and participation of the LGU Urban Contacts that each Extension Dean/Director/Administrator identify in early 2019.

- NUEL continued to send regular communications about NUEL activities and meetings, and urban resources.

Additional reference: See page 57 from July ECOP Meeting Minutes.

Framing A National Dialogue of Urban Extension Today: A Request for Partnership

Background:
On July 20, 2020, NUEL convened a Dialogue on Racism around our urban Extension work in which 155 persons gave voice to outline our greatest needs and opportunities.

We are working today within the reality of COVID 19, and the historical and current pandemic of systemic racism, both of which are negatively impacting communities across the U.S.

Our Premise:
- Extension has been historically complicit in the systemic racism that exists in our country, and needs to be involved in community conversation and action around racism today.
- Extension’s urban programs require unique approaches to achieve positive community impacts.
- Extension’s national leaders and partners are needed to co-create responses and initiatives to foster productive dialogues around race.

Key Findings / Greatest Needs: (See page 2 detail with potential action items extracted from the data.)
1. Visible, active, and sustained leadership and support from Extension administration is a prerequisite to meaningful progress.
2. Extension needs to build its own internal capacity (such as adequate staffing, training, accountability, and collaboration across internal silos) before it can support unmet needs of its community partners specific to racism, diversity, equity and inclusion.

3. A concerted, transformative, and goal-oriented hiring & retention effort is necessary to both advance and support a more diverse workforce, which will in turn better support diverse audience needs.

4. Extension must invest in research and evaluation of the impact of racism in our communities as well as the impact of efforts to alleviate issues.

5. Extension must build trust and nurture relationships with our urban community partners to increase reach and support deep community change.

6. Extension materials across all program areas need to be reshaped to reflect inclusion and diversity values while meeting communities’ most pressing unmet needs.

Our Request:
To effect change and positive impact throughout our national Extension system, NUEL seeks partnerships at the highest levels of leadership to help co-create approaches that will have positive impacts for our urban Extension workers, and in our urban communities. Would you join us? Would you:

- Choose one of the needs listed above.
- Adopt it as a theme in 2021 and share it with your entire organization.
- Encourage conversation and support programming on that theme.

To you, we pledge to continue conversation, curate resources, and serve as your support. Add your name to the NUEL Leader List for Racial Understanding by replying to this LINK with a simple, “Yes.” Thank you for your consideration. Please contact either Dr. Ruemenapp or Ms. Debose with any questions.

Marie A. Ruemenapp, NUEL Chair (ruemenap@msu.edu) 989-284-6443
Nicole Debose, NUEL Steering Committee & North Central Region Chair (debose.8@osu.edu)

Specific Action Items Identified that Support the Key Findings / Greatest Needs:

1. Visible, active, and sustained leadership and support from Extension administration is a prerequisite to meaningful progress.
   - Set DEI and dialogue efforts as a system priority. Communicate this through:
     - Messaging to staff
     - Funding for internal training
     - Funding for external programming
   - Participate in training efforts, thus leading by example.

2. Extension needs to build its own internal capacity to address racism (staffing, training, DEI knowledge, commitment, accountability, internal silos) before it can support needs of its community partners.
   - Invest in training to support:
     - Staff growth in their own understanding of racism and its impacts
     - Building skills to foster productive dialogue in communities.
• Hire or identify and train staff that are capable of leading statewide efforts.
• Include effort and support it in formal plans of work time and support not as another “add on” to existing responsibilities.
• Ensure this work is valued in promotion and tenure processes.

3. A concerted, transformative, and goal-oriented hiring & retention effort is necessary.
• Formally assess current hiring and retention practices, using the lens of DEI.
• Give more weight to “real world” experience with marginalized audiences and to DEI experience in hiring practices.
• Hire bi-lingual staff to meet specific community needs

4. Extension must invest in research and evaluation of the impact of Extension programs on racism in our communities.
• Foster collaboration with existing national/multi-state efforts to measure impact
• Encourage research that gauges impact on community/state efforts to promote DEI and productive dialogues

5. Extension must build trust and nurture relationships with our urban community partners in order to address racism effectively.
• Identify community partners engaged in or interested in working collaboratively on productive dialogues.

6. Responsive and relevant program materials and trainings (responding to communities’ unmet / articulated needs) that reflect inclusion and diversity values must be developed and used.
• Ensure high impact materials are translated to meet the needs of diverse language audiences
• Examine current/new program materials to ensure diverse audiences see themselves represented in a positive manner.

August 24, 2020

Back to contents
National 4-H Congress Board Report to ECOP

To: Cooperative Extension Section/ECOP Leadership

From: Gregg Hadley, Cooperative Extension Section/ECOP Representative to the National 4-H Congress Board

Date: September 22, 2020

Topic: Update Regarding National 4-H Congress Board To Be Included in the September 22, 2020 Meeting Minutes

Request for Action

There is no request for action at this time.

Name of the Agency or Organization

The National 4-H Congress Board

Summary of Background Information or Accomplishments

Due to the COVID-19 challenge, the National 4-H Congress Board elected to postpone its centennial celebration until November of 2021. Due to the COVID-19 challenge and its related and necessary restrictions on face-to-face activities, the National 4-H Congress Board also decided to cancel the 2020 National 4-H Congress event.

Summary of Upcoming Plans

The National 4-H Congress Board is trying to determine if some limited activities could be held virtually. If it is decided that virtual activities are possible and financially feasible, the National 4-H Congress Board will oversee the development of those activities.

Once that decision is made, the National 4-H Congress Board will resume overseeing the planning and fundraising for the 2021 National 4-H Congress and its accompanying centennial celebration.

Other Comments

Thank you for your continued support and your understanding of our difficult decision to cancel this year’s events.

Back to contents
Areas of Possible Collaboration

- APS could look into expanding the number of institutions that offer classes/training of students interested in internships and careers in Extension.
  - University of Florida completed a one credit class this spring (14 students).
    - 12 students completing Extension Internships during Covid-19 this summer.
    - Although most student experiences have been virtual, all participants reported great satisfaction in the program.
    - As a result of the program students learned: public speaking skills, teamwork skills, social media skills, collaboration skills, and resilience in dealing with Covid (students did not state this directly, but it is clear they learned how to adjust to changes).
    - Extension projects included: Projects included: equine health, youth development, creating outreach materials, EDIS document (Extension FACT sheets) creation, social media work (brochures, newsletters and articles, posters) personal finance tutorials, surveys (peanuts), and agro-tourism mapping.

- CTRU (Coming Together For Racial Understanding)
  - There would be interest from ACOP programs to participate in this training and to explore ways to leverage this training across all three land grant mission areas.
  - Specifically at Florida we are discussing:
    - The for this program for both faculty and students.
    - Maybe something that our college Ambassadors attend.
    - Graduate TAs could be an audience for this.

- ECOP Program Committee and the Cooperative Extension System National Urban Priority Impact Project
  - There may be a role for collaboration between ECOP and ACOP in the following Extension Programs:
    - National Urban Extension Leaders (NUEL) Tying urban Extension efforts to academic offerings like internships, etc.
    - National Urban Extension Implementation Plan, Identification of Extension urban Priority Issues are likely to have an educational component that ACOP could assist with.

- Rural Student Success Group
  - ACOP and ECOP are actively involved in this evolving initiative that is potentially being funded by Ascendium.
Agenda Brief: National Impact Database (NIDB) Committee
Date: October 1, 2020
Presenters: Steve Loring (ESCOP) and Karla Trautman (ECOP) - Co-Chairs

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

2. **Meetings:**
   - The NIDBC met via teleconference on June 8, 2020.
   - The NIDBC met via teleconference on September 8, 2020.
   - The NIDBC will meet via teleconference on December 15, 2020.

3. **Accomplishments/Upcoming Plans:**
   - Overall quality of impact statements has improved since the committee implemented a review system. During 2020, 132 impact statements have been posted to the database. An additional 40 impact statements are currently under review.
   - NIDBC has created a COVID-19 tag for impact statements. As of October 1, 2020, 80 COVID impact statements have been submitted to the database.
   - The NIDBC will send a prompt to the system in October soliciting submission of additional statements for posting in calendar year 2020.
   - The NIDBC recognizes the need for accessible impact statements that are camera ready and set for use during meetings like CARET/AHS and PILD.
   - The NIDB has been recognized as an asset by the Forbes/Tate Partners, the firm that has been contracted to develop a roadmap for a system-wide communications and marketing strategy.
   - The NIDBC is anticipating the implementation of the strategic marketing and communications roadmap and a decision on the disposition of the NIDBC. Should the NIDBC continue as is or evolve into subcommittee of the Communications and Marketing Committee?

Back to [contents](#)
Leadership for the 21st Century (LEAD21)
Submitted by Mike ONeill, Associate Dean, University of Connecticut Extension and Carolyn Williams, Executive Associate Director for Extension, Prairie View A&M University

Background and Updates
The LEAD21 Board has met three times in 2020. The first meeting - at the completion of Class 15 was conducted in-person in February 2020. At that time, the Board approved the plan for Class 16 (2020) as in-person training. Subsequent to the COVID-19 pandemic, the Board met and approved a switch for Session I of the LEAD21 training to go online. The training team presented a revised strategy to conduct Session I online with large group and small group breakout sessions. Excellent planning by the training team convinced the Board that presenting Session I online would not adversely affect the quality of the training. Preliminary data from participant evaluations indicate that the training remains very high quality using the online format.

At the July 2020 Board meeting, the Board discussed the options for Sessions II and III - with a strong likelihood that all sessions would be remotely presented. A discussion arose regarding moving the dates of Session III later in the spring (to accommodate face-to-face training). The Board decided to keep the dates as planned (February 2021) and conduct the training online.

Tom Thompson (Virginia Tech) is the program chair for the current year. He will become chair of the Board at the February Board meeting.

The Board considered financial implications of the online training. Additional costs were incurred for trainers to shift the curriculum online. However, savings were recovered from rooms and meals for participants. The Board considered the current budget and expenses. When more financial data are available, the Board will consider issuing credit to participating institutions for savings on rooms and meals.

National Research Support Projects Review Committee (NRSP RC) Report
Michael Schmitt, Associate Dean – Extension, University of Minnesota

This is an update report on the Experiment Station Section’s NRSP program. The National Research Support Projects Review Committee (NRSP RC), which manages the review of projects and makes recommendations on funding to the research directors at the 1862 institutions, oversees the NRSP. NRSPs are financially supported by the annual allocation of Hatch Multistate Research Funds (MRFs) prior to the formula distribution to state agricultural experiment stations (1862 SAEs).

I was appointed as ECOP’s liaison to the NRSP Review Committee in the spring of 2020—in time for the (virtual) summer meeting. A primary goal of this meeting is for the annual recommendations for funding of the submitted proposals. In addition, a major project that this NRSP review committee was completing was a significant revision of the NRSP Guidelines that define and operationalize the program. The most significant change in this process is the designing of a two-track system in evaluating and decision-making of potentially funded projects. The two track now delineates (on-going) Capacity NRSPs and Emerging Innovation (new/seed) NRSPs. Encouraging new projects is critical for meeting demand and these proposals will be assessed on justification, projected outcomes, budget, communications/assessment and integration with Extension, etc. The new guidelines streamline and clarify a plan for sustainability of the funding.

Back to contents
Committee Membership (as of October 1, 2020): See ESCOP Committee Diversity Catalyst Committee (DCC)

Meetings:
- The DCC met via teleconference on July 2, 2020.
- The DCC will meet via teleconference on October 13, 2020.

Accomplishments/Upcoming Plans:
- The DCC met on July 2, 2020 and discussed how current events revolving around racism and social injustice will inform the DCC agenda and what actionable steps will the DCC take.
- On September 30, 2020, DCC Chair Ali Fares presented the National Experiment Station Diversity and Inclusion Award to Tracy Irani, Jenny Jones, Sharon Austin, Keith Diem, Kelly Moore, and Dale Pracht, members of the Diversity and Inclusion Committee, Department of Family, Youth and Community Sciences (FYCS) at the Institute of Food Agricultural Sciences of the University of Florida. This was the third year that the award was presented.
- Henry Fadamiro will assume the leadership of the DCC at the conclusion of the ESS/SAES/ARD Fall Meeting.
- The DCC has experienced turnover in the membership of the committee. Jeff Jacobsen has stepped off of the committee. Drenda Williams (Director of Equal Opportunity and Civil Rights) has joined the DCC as the NIFA representative and Nina Bennet (Assistant Dean for Academic at the University of Arkansas Pine Bluff) replaces Doze Butler as the APS/ARD representative.