Extension Committee on Organization and Policy (ECOP) Meeting Minutes
Thursday, January 28, 2021, 11:00 a.m. – 12:00 p.m. Eastern Time

Presiding – Chris Watkins, Cornell University, Chair

Attachments/Links: December 2020 ECOP Meeting Minutes; Click Here to review interim ECOP Executive Committee Meeting Minutes; 3rd Quarter Finance Report, p. 3, November – December Report by Health Extension Director, p. 4, ECOP Calendar; 2021 Budget, 2.0 Slides, pp. 5-7, Template for Concept Notes, p. 8.

1.0 Call to Order - Chris Watkins – Attendance is recorded on page 2. A quorum was present. Minutes of December 2020 and the agenda were appropriately approved.

2.0 ECOP Strategic Crosswalk Overview – Chris Watkins/Caroline Henney
Associated materials - Strategic Directions; ECOP Chair Action Plan; Slides pages 5-7.

Chris Watkins/Caroline Henney - Ultimately, Work Plans completed by each ECOP standing committee will contribute value to ECOP and a plan for advocacy that is under development.

A Concept Notes are due to Caroline by March 1, 2021. Concept notes will inform the content of an Advocacy toolkit (similar to NACo) and make available an “Extension 101” resource. Also, an annual work plan is under development, ECOP with eXtension Foundation. See page 8 for template.

3.0 Decision on 2022 Joint ESS/CES Meeting – Chris Watkins

Debby Sheely made a motion: The Cooperative Extension Section will meet jointly with the Experiment Station Section in September 2022 in Baltimore, MD. Arrangements will be made to not meet before Monday evening, September 26th. Bev Durgan seconded the motion. There were no opposing votes.

Doug Steele – Asked if ECOP might meet face-to-face that the July Joint COPs meeting in Kansas City. All who responded were either not in favor or did not know if their University would allow travel by that point.

4.0 Standing Committee Updates

ECOP Health Innovation Task Force Update–
Michelle Rodgers – See email attachment dated 1/28/2021 from sandy.ruble@aplu.org to view slides of this presentation. A spin-off of the Task Force engagement with CDC, has resulted in significant monetary resources for an Immunization Education program by Extension; CDC now sees the strength of Extension as a trusted community member. Requires a fast action to scale up. The Scope of Work was explained. Chris Watkins proposed another meeting of ECOP members with Michelle to have more time to answer questions.

USDA-NIFA –
Mike Fitzner/Parag Chitnis – More details will be released in March 2021 regarding the Extension Design Initiative, working University of Illinois. 11 RFAs are currently available, a number with relevance to Extension. The concept papers that ECOP is developing is close to what NIFA is developing; will seek design alignment moving forward. Dr. Jewel H. Bronaugh, newly appointed Deputy Secretary of the USDA has close ties to Extension.

6.0 The meeting was adjourned.

The Extension Committee on Organization and Policy (ECOP) serves as the executive board and representative body of the Cooperative Extension System (CES). In its work, ECOP seeks to represent, honor, and value the diversity of its membership and move Extension forward together as an inclusive national system. ECOP is headquartered in Washington, DC at the Association of Public and Land-grant Universities.
ECOP Voting Members. Attendance is signified by ● or ☑.

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

Ex-officio/Non-voting members

- Jon Boren, New Mexico State University, Chair, Budget and Legislative Committee, Co-chair of 4-H Leadership Committee
- Mike Fitzner and Parag Chitnis, USDA-NIFA
- Caroline Henney, Executive Director, Cooperative Extension System/ECOP
- Roger Rennekamp, Extension Health Director, Cooperative Extension System/ECOP
- Michelle Rodgers, , University of Delaware, BAA-Policy Board of Directors, and Chair of the ECOP Innovation Health Task Force
- Ed Jones, Virginia Tech, ECOP Liaison to ECOP 4-H Leadership Committee

Liaisons to ECOP

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

Executive Director and Administrator Team

- Ron Brown, Southern Region
- Caroline Henney, CES/ECOP National Office
- Lyla Houglum, Western Region
- Ali Mitchell, Northeast Region
  - Albert Essel, 1890 Region
- Sandy Ruble, CES/ECOP National Office
- Robin Shepard, North Central Region

Guests

- Doug Steele and Caron Gala, APLU
## Holdings/Reserve/Assets beginning 1/1/2020

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<thead>
<tr>
<th>Income-Expense</th>
<th>Approved 7/23/2019 + Health Director Grant</th>
<th>Actual</th>
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<tr>
<td>Income</td>
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<tr>
<td>Assessments</td>
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<td>Expense</td>
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## Expense Detail

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<th>ECOP National Office Operations</th>
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<td>Meetings</td>
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<td>Travel expenses including local meetings</td>
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<td>Staff development</td>
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<td>Office supplies</td>
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<td>Technology and communications</td>
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<td>Design, printing, engraving</td>
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<td>Miscellaneous (subscriptions)</td>
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<td>300</td>
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<td>APLU Overhead for ECOP (IT/Software, DC Office Rent, Utilities, Furniture, Human Resources, Finance, Insurances, Meeting Services, Copying, Postage, etc.)</td>
<td>53,859</td>
<td>40,394</td>
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<th>ECOP Executive Committee</th>
<th>$6,800</th>
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<td>Meeting support (ED Search)</td>
<td>5,000</td>
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<td>Memberships &amp; related fees</td>
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| Professional Development Committee EiE Award | $12,000 | $10,000 |
| Program Committee National Diversity Award | $5,300 | $5,000 |
| 4-H Leadership Committee                  | $7,500 | $4,482 |

<table>
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<th>Strategic Priorities</th>
<th>$56,876</th>
<th>$15,136</th>
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<td>CMC Contract with Forbes Tate Partners</td>
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<td>15,136</td>
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| National Impacts Database Committee | $15,000 | $1,277 |

* A minimum of $450,000 is to be retained in Asset Holdings at APLU (Salary, benefits, APLU Overhead for ECOP for 1 year)
The Robert Wood Johnson Foundation has requested assistance of National 4-H Council in establishing meetings with representatives of 1890 land grant institutions, 1994 land grant institutions, 4-H Youth Development, and SNAP-Ed. Roger is assisting with arranging several of these meetings, taking leadership for identifying participants in the meeting with 1994 institutions.

As part of an effort by Longview Engagement Associates (led by Lou Swanson and Scott Reed) Roger is serving as associate editor and contributing author to a special edition of the Journal of Community Engagement and Scholarship on transdisciplinary engagement. In addition to being a member of the editorial team he is co-authoring an article of higher education community engagement focused on health.

Roger is meeting regularly with two work groups of the ECOP Program Committee to develop a strategy by which it can take a more active role in program leadership. The work groups are looking at how to support both ongoing programmatic priorities and time-sensitive, issue oriented rapid response.

Roger continues to lead a work group of the Health Innovation Task Force charged with updating Cooperative Extension’s Framework for Health and Well Being originally released in 2014. The updated framework document will include recommended the Cooperative Extension System should employ for addressing health disparities by focusing on the social, economic, and environmental determinants of health. Following final editing of preliminary sections, the workgroup will begin work on recommendations and a graphic representation of the framework in January.

705 members have joined the Connect Extension Subgroup on Health and Well Being since being made public. 60 blog posts have been made to the site during 2020.

Roger is continuing to coordinate development of a grant proposal to the JPB foundation to replicate the Healthy Harlem program on the Louisville’s west side. Replications will be done under the brand “Healthy Ways.” The $3 million proposal will be submitted to JPB by National 4-H Council on behalf of the University of Kentucky and Kentucky State University. Major partner is the YMCA of Greater Louisville.

Caitlin O’Brien has been added as a third eXtension fellow for health and well being through support of the Scattergood Foundation. Caitlin will focus on building the capacity of Cooperative Extension System to integrate trauma-informed practice into programming. She will contribute roughly one day a week to Cooperative Extension in addition to her regular responsibilities to the Scattergood Foundation.
ECOP Strategic Crosswalk 2021

Christopher B. Watkins, ECOP Chair, Cornell University
Caroline (Crocoll) Henney, CES/ECOP ED

January 28, 2021

The Cooperative Extension System/ECOP National Office is headquartered in Washington, DC at the Association of Public and Land-grant Universities (APLU)
ECOP 4-H Leadership Committee

• Priority Activities 2020-2021
  • Engaging More Youth
  • Governance and Alignment
  • Marketing
  • Resources and Fund Development
  • Staffing
  • 4-H Name and Emblem

ECOP 4-H Leadership Committee 2020 Accomplishments:

Governance
• USDA/NIFA coordination
• Joint meeting with National 4-H Council Board
• Joint meeting with PLWG
• Developed COVID-19 Response Strategy
• Facilitation Transition to Virtual National Conferences
• Participation on the Global 4-H Network Board

Diversity, Equity and Inclusion
• True Leaders in Equity Convening
• Published Policy Statement on DEI
• White Paper on Opportunity Gap
• Equity Design Team – developing comprehensive strategic plan

4-H Pathways
• Two cohorts conducted July and October 2020
• 9 Triads of LGU Leadership—Extension—4-H

4-H Brand
• Launched Opportunity4All campaign focusing on PYD thought leadership
• Garnered $15M+ in media exposure for 4-H
• Developed $4M (est.) in Cause Marketing Partnerships
• 34 4-H Grows Investor States

4-H at Home
• Established a consumer facing online platform to respond at scale COVID-19.
• PLWG Advisory committee formed to guide implementation
• Supported regional and national AFRI grant submissions to expand platform

Government Relations
• Two Congressional Staff briefings hosted January and September of 2020
• Reestablished the 4-H Senate Caucus and grew House Caucus
• Secured 35 member of Congress signatures on 4-H COVID aid call
• Secured bipartisan congressional letters of support for competitive grants (AFRI & OJJDP)
ECOP Budget & Legislative Committee

- Work Plan-Focus on Advocacy Toolkit
- Priorities
  - BAA Unified Ask
  - Concept Note Teams:
    - Health Extension (COVID-19, Farm Stress, Mental Health, Nutrition & Food Security)
    - Work Force Development
    - 4-H & Youth Development
    - Climate Extension
    - Urban Ag & Extension
    - Broadband Access & Literacy
    - Diversity, Equity & Inclusion

- Concept Notes-drafts by March 1
- Advocacy Toolkit
  - Model
  - eXtension-User Interface Designer
  - BAA Unified Ask
  - Extension Priorities
  - National Extension Infographic
  - Extension 101

Questions and Ideas
Concept Note for ECOP Consideration

This is a draft outline of a way for Extension Directors and Administrators to bring emerging areas of opportunity to the attention of ECOP for consideration for a national campaign where the Cooperative Extension System can grow to serve the needs of people and their communities across the nation.

The emerging area should contribute to the growth of one or more of ECOP’s 2020-2023 Strategic Directions:

- Increase visibility and recognition of the Cooperative Extension System as a provider of evidence-based education and services and as a valuable partner to federal and national non-federal entities through improved communications of program impacts and successes.
- Identify ongoing and emerging CES priorities and national issues and provide mechanisms for collective action.
- Expand federal and non-federal resources available to Extension.
- Support the professional success of extension leadership through tailored professional development opportunities including training, webinars, in person meetings, networking opportunities and more.

Members of the Section (or, preferably, a group of Members) can use the following as a template to submit an argument for the opportunities/risks and to identify the funding components (federal/state/local) needed to move forward to bring the emerging area of opportunity into a campaign stage. Please identify the existing and developing partnerships required to ensure a successful campaign. The note should be no more than two pages, including potential partner contacts and references.

Summary of issue and context:

Description of the role of Cooperative Extension offices in the emerging area of opportunity:

Opportunities that exist for clientele and the CE system:

Potential return on investment/impacts:

Challenges/tradeoffs of pursuing or of not pursuing:

Supportive data and information (internal and external talking points):

Populations served (rural and urban; sectors; and diverse populations):

Need for additional research:

Other comments:

Contact information: