2021 ECOP Virtual Meeting Minutes
Thursday, April 22, 2021, 11:00 a.m. – Noon Eastern Time
Presiding – Chris Watkins, Chair

Pre-meeting Reading Assignments: Minutes of March 2021 Meeting, ECOP Executive Committee Meetings Minutes, April 8, 2021, Draft of 2021 NEDA schedule (pp. 7-8), Memo to Doug Steele: Appointment of Representatives to Advocacy RFP Advisory Committee (pp. 9-10), 2020 Final Finance Report (p. 11)

Other Important Links: Interactive ECOP Org Chart, ECOP Calendar, 2021 Budget

1.0 Welcome and Call to Order
Chris Watkins called the meeting to order. Attendance is recorded on p. 6. A quorum was present. The minutes of the last meeting and the agenda was appropriately approved.

2.0 Urban Extension and Urban Ag -
Chris Watkins: To achieve more clarity, continued the discussion from the ECOP Meeting of December 10, 2020 and address the ‘tension’ between NIFA as our agency partner and our stakeholders to see beyond the lens of agriculture. – Lens for funding through NIFA, often rural, except for urban agriculture, and NIFA responses to Hatch projects (deferments) has raised questions. This discussion should inform the Advocacy Toolkit that is being developed by ECOP, provide additional background for the upcoming Learning for Leaders in June, and share approaches by a few states.

Rosalind Dale – For the Learning for Leaders program on Friday, June 4, 2021, 3-4:00 p.m. ET, she and Debby Sheely will have a meeting with NUEL/Western Center for Metropolitan Extension and Research. The session will focus on

- How Extension is dealing with the continued urban/suburban population growth and the associated changes with elected officials in those areas?
- Does Urban Extension look difference than Extension in rural areas? If so, what is different?
- How do we make sure Urban Extension is relevant?
- Who are potential partners and funders?

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New York

- NYC is separate from Cornell Cooperative Extension (CCE), with no borough appropriations.
  - All other NY counties have CCE programming supported by county government appropriations to extension.

- 10% of Smith-Lever budget goes to support programming in NYC
  - nutrition, 4-H, youth and family development, parenting, urban agriculture.
  - No checks and balances compared with Hatch (POW)
B. Laura Perry Johnson – Georgia

Urban Extension Programming in Georgia …How We are Getting Better

• Hired an Urban Coordinator (point person)
• Increased number and quality of personnel
• Changed the role of County Extension Coordinators
• COL Supplement for Fulton County Agents
• Non-traditional programs delivery
• Unique Partnerships
• Excellent Leadership

Lessons learned during the pandemic will impact urban programming the most!

Results (In Northwest District)

• 49% of the District budget is local funding
• $13.83M in local funding ($6.6M Personal services)
• Range in District is 29 – 74%
• ~85 100% County Funded employees (of ~285)
C. California – Wendy Powers

• Urban is ubiquitous throughout California
  • LA and Fresno County examples
• Cooperative Extension occurs throughout California, but different in urban areas
  • Topics (IPM, Forestry)
  • Delivery model (4-H)
  • Clientele groups (government units, small business)
  • Program emphasis (Food Systems example)
  • Partners (County, Economic Development, State agency)
  • Even traditional programs (AG Kawamura, SCREC)

D. Ivory Lyles - Nevada: Structure on funding include all 3 sources; county portion is based on property values (millage rate) and offers stability but there is an “opt in” or “opt out”. Tourism is big influence. 3 things impact programming 1) number of people 2) 40+ languages, and 3) infrastructure. Challenges: quality of Extension workforce, teaching or facilitating? Satellite offices development. 50,000 horses – Equine Specialists. Not sure which UE or UA rises. Issues? Childcare to match growth. Mental Health – Assessment with Dept. of Education. Partnership: Attorney General – domestic violence, Certification – willingness to pay for program. More can be done.

E. Bev Durgan - Minnesota: Urban programs develop the same as Rural programs; need is established, then partnership and funding are brought together to respond with MOAs with counties. Rural or “Urban Extension” or just “Extension” is the Mission. Water issues include Lakes and Storm Water Management. Rural and Urban compliment one another.

Comments:
Rich Bonanno – Extension and Agriculture occurs in and through the populations of North Carolina.

Al Wysocki – Asked if there was any interface with academics or research. Bev Durgan in Minnesota partners with School of Health, Experiment Station with Urban gardening, Marketing/Food Safety. Placement in an Urban area has allowed this to be done more easily.


Parag Chitnis – Will investigate what barriers there might be through capacity funding for Urban Extension. There are some opportunities available through the farm bill.

3.0 NEDA Update – Please refer to pp. 7-8 for the overview provided during the meeting by Mark Latimore, Chair of the Planning Committee. There were no questions.
4.0 **BAA Advocacy RFA Nominees** - pp. 9-10
Chris announced that based on recommendations from the EDA Team, Wendy Powers, University of California, and Jason Henderson, Purdue University, have agreed to serve as CES Representatives to the BAA Advocacy RFA Committee. Bev Durgan made a motion to approve. Jason Henderson seconded. Motion carried.

5.0 **NUEL Liaison Appreciation**
Bev Durgan made a motion to affirm Program Committee’s recommendation for Brent Hales to serve as ECOP Liaison to National Urban Extension Leaders (NUEL) steering committee. Ivory Lyles seconded. Motion carried.

6.0 **Standing Committee Updates**

**Health Innovation Task Force**
Roger Rennekamp – Thank for 98% of institutions who have submitted contacts for Health and Well-Being programs; 1100 members. The 7th Annual Health Outreach Conference has 300+ have registered. Regarding status of funding for CDC Immunization Ed Program, Chris Geith – Waiting for award letter. Parag Chitnis – In process.

**USDA-NIFA**
Mike Fitzner – NIFA reporting system a launch of research project model is coming. Impact on Extension will be minimal. Thank you to Institution who turned in Plans of Work. Training, “LGU to You”, is coming up in June as a pilot a way of encouraging engagement of staff. Hope it will go nationwide.
Parag Chitnis – Applied Science Grant for Climate Hubs – will be run like AFRI. Applications by July. Hopefully, it will fund 6-7 applications. Caroline Henney will release the information from the National Office ([https://ecopmondayminute.blogspot.com/2021/04/26.html](https://ecopmondayminute.blogspot.com/2021/04/26.html)).

**4-H Leadership Committee**
Jon Boren/Ed Jones – Equity Design Team is set for May 7 to conduct a deeper dive. Looking forward to next steps to hire a 4-H Leadership support position.

**Program Committee** –
Ivory Lyles – Anticipates receiving names of NIFA representatives to topic areas sub-groups.

**Professional Development Committee**
Debby Sheely – Sorting out the details with finalizing the Excellence in Extension Team award scheduled for release in FY2022.

**Budget and Legislative Committee**
Jon Boren – Session recorded at PILD Conference was release in the *ECOP Monday Minute*.

8.0 **Adjourn**
ECOP Voting Members (Executive Committee in Bold). Attendance is identified with ☑️ or ⚫.

☑️ Chris Watkins, Cornell University, Chair
☑️ Wendy Powers, University of California, Chair-elect (Liaison to ESCOP)
☑️ Mark Latimore, Jr., Fort Valley State University, Post-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)
☑️ Rosalind Dale, North Carolina A&T State University
☑️ Brent Hales, Penn State (Vice-chair Program Committee)
☑️ Jason Henderson, Purdue University (Liaison to NUEL Steering Committee, Vice-chair ECOP BLC)
☑️ 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, Chair, Budget and Legislative Committee, Co-chair of 4-H Leadership Committee, New Mexico State University
- Mike Fitzner and Parag Chitnis, USDA-NIFA
- Caroline (Crocoll) Henney, Executive Director, Cooperative Extension System/ECOP
- Roger Rennekamp, Extension Health Director, Cooperative Extension System/ECOP
- Michelle Rodgers, BAA-Policy Board of Directors, University of Delaware
- Ed Jones, 4-H Leadership Committee Liaison, Virginia Tech

Liaisons to ECOP

- Jo Britt-Rankin, BoHS Liaison, University of Missouri
- Chris Geith, CEO, and Beverly Coerberly, COO Extension Foundation
- Bob Godfrey, ESCOP Liaison, University of the Virgin Islands
- Brian Kowalkowski, 1994 Liaison to ECOP and Extension Foundation, 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
- Sandy Ruble, CES/ECOP National Office
- Robin Shepard, North Central Region

Guests

- Doug Steele, APLU

Pre-meeting Sessions:

**Monday, 10/12/2021 – 2:00-3:30 p.m. Session 1 of Fall ECOP Meeting**
3:45-4:15 p.m. ECOP Exec., Professional Development, Program Committees Breakouts

**Tuesday, 10/13/2021 – 3:00-5:00 p.m. Session 2 of Fall ECOP Meeting**
To be determined – New Extension Directors and Administrators Orientation – ECOP Professional Development Committee

Theme:
Envisioning the Future of a Cooperative Extension System Without Borders

Outcomes:
- Engage in peer-based sharing and learning.
- Explore what’s possible for Cooperative Extension’s organizational and delivery structure.
- Learn to create productive environments around tomorrow’s challenges.
- Contribute to ECOP actionable items.
- Contribute to a resource document of discussion themes, opportunities and best practices for Director and Administrator reference and future use.

**DAY 1 NEDA - WEDNESDAY, OCTOBER 13, 2021**
2:00 PM ET Welcome-Chris Watkins and Mark Latimore

Setting the Stage – Mr. Vilsack (proposed short video will be promoted for viewing prior to the meeting)

Envisioning Cooperative Extension’s Organizational and Delivery Potential
We’ve changed, what’s next?
Pre-work opportunity-video and reading-The Transformation Myth

2:15-3:15 PM Small Group Breakouts #1 - *Best Practices/Lessons Learned in New Organizational and Delivery Responses*
Capturing what we’ve learned/best practices lessons learned-what is working, synergy for new practices, ECOP NIFA, Synergy for new organizational and delivery practices/potential. Identify who among the Directors has this expertise to facilitate these breakouts, or prompts sent from Host with questions and timing. Thought will be devoted to registered individuals’ placement in groups.

3:15-3:30 PM Break
3:30-4:30 PM  Small Group Breakouts #2 – Held concurrently with possibility of 2 session rotation with 5 minutes between. Members will be asked to pre-register 2 or 3 of 8 topics. This will determine arrangements for guest speakers/facilitators. The list below may be narrowed down through a pre-registration process. A minimum number of participants will be required for breakouts to be staffed/organized.
  - Perceptions of the County Delivery System - Idea to have newly appointed Deans/Directors offer insights
  - Extension as Integral to the Health Response for the Nation
  - Envisioning the Rural Workforce of the Future
  - Embracing a Remote Workforce-University Policies Impact on Field Personnel
  - Envisioning Extension’s Role in Student Recruitment
  - DEI - Beyond Racial Equity
  - Broadband Access and Digital Skills – Ag Precision Issues, Universal Access; Digital Literacy; Adoption; Inclusion as major issues for reaching goals; critical need for digital skills in workforce, including computing skills and data analytics
  - Urban Ag and Urban Extension

4:30-5:15 PM  Large Group Reconvenes for Report-Outs by Facilitators and Recorders

5:15-5:30 PM  Closing Session Comments - Mark Latimore, 2021 NEDA Planning Committee Chair

DAY 2 NEDA - THURSDAY, OCTOBER 14, 2021

1:00-2:15 PM  Extension Foundation Annual Meeting-
  All NEDA attendees are invited to attend this meeting, both members and non-members. During this meeting, the Extension Foundation will share new and evolving approaches to supporting the Cooperative Extension System.

2:15-2:30 PM  Break

2:30 PM  Reconvening of NEDA for Call to Order of Annual Cooperative Extension Section Meeting - Chris Watkins

2:30-3:00 PM  Futuring ECOP: Resources and Advocacy Opportunities-Chris Watkins and Caroline Henney-this can be incorporated into Chris’ Year in Review

3:00-5:00 PM  CES Business Section Meeting, Chris Watkins, ECOP Chair, Presiding
  - 2021 ECOP Year in Review, Chris Watkins
  - Overview of ECOP 2022 Approved Budget
  - Celebrations and Recognitions, Chris Watkins
  - Passing of the Gavel, Chris Watkins and Wendy Powers
  - Priorities of the Incoming Chair, Wendy Powers
MEMORANDUM

TO: Doug Steele, Vice President, Office of Food, Agriculture and Natural Resources, APLU

FROM: Christopher B. Watkins, ECOP Chair, Cornell University

DATE: April 23, 2021

RE: CES Appointment of Representatives to Advocacy RFP Advisory Committee

On Thursday, April 22, 2021, ECOP appointed the following to the BAA Advocacy RFP Advisory Committee.

Jason Henderson, Purdue University
jhenderson@purdue.edu

Wendy Powers, University of California
wendy.powers@ucop.edu

cc: Suzette Robinson, Wendy Powers, Jason Henderson, EDA Team

Enclosure
Advocacy RFP Advisory Committee

Charge to the Committee

- Assist in identifying major priorities and the development of an advocacy RFP for the next BAA Advocacy Contract (Jan. 1, 2022 through Dec. 31, 2024)
- Review and screen RFP submissions
- Select finalists to interview
- Make final recommendation to the Policy Board of Directors

Membership

- 3 representatives from AHS
- 2 representatives each from CES and ESS.
- 2 1890 representatives, 1 from 1890 Research (ARD) and 1 from 1890 Extension.
- 3 at large representatives, 1 from Board on Human Sciences, 1 from Council on Government Affairs and 1 from Council on Agriculture Research, Extension and Teaching (CARET)
- Ex Officio (do not need to attend all the meetings): PBD, BLC, CLP and CMC designees, APLU Public Affairs, APLU VP Council on Government Affairs

Draft Time Frame (estimated; committee would meet on the third Wednesday of every month 4 pm EST [which currently doesn’t have any reoccurring BAA meetings]):

- April 1, Send out request for committee appointments from each section;
- April 30, Membership announced;
- May 19, First meeting of committee: charge to the committee, review process, discuss elements of RFP;
- July 7, Finalize RFP and release;
- Aug 18, Screen applications;
- Sept 15, Initial interviews;
- Oct 20, present list of finalists to PBD; Notification to finalists;
- Oct 19-21, Finalists for presentations; Selection of sole finalist;
- Nov 1, Finalize advocacy contract with awardee;
- Nov. 16, (APLU Annual Meeting) Announcement of Advocacy Contract Awardee;
- Jan 1, 2022, New contract begins.
## Holdings/Reserve/Assets

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<th>Approved 7/23/2019 + Health Director Grant</th>
<th>Actual</th>
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## Income

- Assessments*: 600,000
- Interest + Grant: 202,094
- Meetings: 10,000

## Expense

- Assessments*: 595,080
- Interest + Grant: 203,741
- Meetings: 788

### ECOP National Office Operations

- Salary and benefits and staff contracts: 615,759
- Meetings: 10,000
- Travel expenses including local meetings: 20,000
- Staff development: 4,000
- Office supplies: 500
- Technology and communications: 2,500
- Design/printing/engraving: 1,000
- Miscellaneous (subscriptions): 1,000
- APLU Provision for ECOP (IT, DC Presence, Utilities, Human Resources, Finance, etc.): 53,859

### ECOP Executive Committee

- Meeting support (ED Search, L4L): 5,000
- Memberships & related fees: 1,800

### Professional Development Committee EiE Award

- $12,000 | $10,000 |

### Program Committee National Diversity Award

- $5,300 | $5,000 |

### 4-H Leadership Committee

- $7,500 | $6,882 |

### Strategic Priorities

- CMC Contract with Forbes Tate Partners: 28,469

### National Impacts Database Committee

- $15,000 | $13,777 |

Note: A minimum of $450,000 is to be retained in Reserves at APLU (Salary, benefits, APLU Provision for ECOP for 1 year).

* - As of 3/29/2020, 75 of 76 Institutions paid their assessments. The VP of APLU FANR reduced the amount of Assessments for 2 institutions during the year.