ECOP Virtual Meeting Minutes
Tuesday and Thursday, July 20 and 22, 2021
Presiding – Chris Watkins, Chair

www.aplu.org/cesgoals | Strategic Directions 2020-2023

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

Attachments

Item 1.0 – For consideration to approve - Minutes of June 24, 2021, ECOP Meeting;
For information only - ECOP Executive Committee Meetings Minutes, June 10, 2021 and May 13, 2021

Item 2.0 –
2022 Calendar ................................................................. page 7
Org Chart & Work Plans – URL
Decision Tree Draft ............................................................. page 8

Item 3.0 – Program Committee Proposals for ECOP Budget FY2022 ......................... pages 9-12
4-H Leadership Committee Proposals for ECOP Budget 2022 ......................... pages 13-15

Item 9.0 – Extension Resource and Partnership Development Final Report - URL
Evolution of the Extension Foundation ........................................................... pages 18-19

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1.0 **Welcome and Call to Order**

Chris Watkins called the meeting to order. Attendance is recorded on page 6. The agenda for this meeting minutes of June 24, 2021, were declared approved.

2.0 **Discussion of ECOP Operations** –

Chris Watkins shared the floor with Caroline Henney who reviewed the:


Comments:
Char Wenham - On decision tree, perhaps a responsibility of the committees would be to link to the ECOP priorities
Ron Brown with agreement by Mark Latimore – Decision tree needs to allow for items that may best be decided by Administrators/Directors as a group rather than by ECOP, particularly as related to financial and other resources. Best to communicate back and forth with regions to obtain this feedback.

Caroline reviewed results of Pre-Meeting Survey. There were 9 of a possible 14 responses. Since taking on the position of ED, Caroline’s focus has been in the following areas related to the ECOP Strategic Directions:

- Streamline operations
- Crosswalk the Strategic Priorities and align with standing committees with Work Plans
- Decrease the burden on ECOP Voting Members
- Demonstrate value on ROI for System investments through Assessments
- Enhanced processes for decision-making, communications, visibility, and voice
- Influence legislative language and appropriations
- Investing in ECOP Priorities
- Building effective partnership and resources for the System

What is working well:

- ECOP is more strategic, aligned with greater collaboration. John Boren likes how the Program Committee is collaborating more with Budget & Legislative Committee.
- The activity of level of Committees
- Current structure provides for great engagement
- National Office is in tune with national/System matters
- EDA Team are a huge help for organizing.

Yes, Improvements are needed.

How can we improve structure and functioning?

- One year Chair structure makes definitive impact difficult.
- Stronger communications needed with EDA Team and Extension Foundation responsibilities. What does each do?
- Need to have strong metrics to determine success.
- Clearinghouse of meeting needs.

Discussion:

Jason Henderson: Asked, how ECOP can help Caroline work within the APLU?
Caroline Henney: It is a long-standing complex arrangement for the National Office staff to work for the Cooperative Extension Section and be employed by APLU, a rapidly changing organization. Will consider possible answers to this question.

Jennifer Sirangelo: The customer service mindset of the ECOP staff creates a positive experience.
How can the National Office better serve our members?
- National partnership building, communication, and support for Chairs
- Conduct a survey on the reach of the ECOP Monday Minute
- Better communication
- Coordination among 1862, 1890 and 1994s and Hispanic Serving Institutions could be improved to increase funding.
- Be more aggressive about capacity funding asks.

What are the most effective methods of communication?
- EMM, email, texts, and calls when urgent issue arise
- Quarterly informational webinar to explain direction, short-term, and future plans.

The power of partnership – Caroline is working her way into this important roll more in the year to come. Caroline agrees that the national office should be influential; speaking up about the need for capacity funding.

Mark Latimore asked about industry partnership-building. Is this happening? What challenges might there be? Caroline shared that Workforce Development PAT talks are in progress, not only in Ag Sector but other Tech industries, and Land-o-lakes Corp. in area of broadband.

What is missing?
Ivory Lyles – The System is not always aware of what ECOP is doing. Finding a support base from the bottom up is a good approach to solving this dilemma. Laura Perry Johnson agrees; takes this responsibility very seriously by keeping her region’s Extension Directors well informed; taking highpoints of each meeting and share them region and listening to concerns, suggestions, questions and bringing them back to the national office and ECOP to be addressed.

A quarterly webinar was suggested.

3.0 **2022 ECOP Budget Scenarios** - Chris Watkins/Caroline Henney shared:

**Budget Bottom Line**

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<tr>
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<tbody>
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<tr>
<td>Remaining</td>
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<td>$584,978</td>
</tr>
<tr>
<td>Committee additional requests for 2022</td>
<td>$343,800</td>
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</table>

*Staff salaries and APLU overhead. The value of holding back up to $450,000, or $225,000 is to pay any separation severances and to support APLU (ECOP’s signatory) to cast off any system operations such as awards, contracts, MOUs.

See pages 9-15

Laura Perry Johnson: The Southern Region in general is supportive of maintaining the $450,000. Ivory Lyles noted that for tenured faculty at University of Nevada-Reno, 1 year. Jason Henderson, Purdue University, 3 mos. Wendy Powers is comfortable with $450,000 for 1 year.

Mark Latimore – Will the entire System buy into what have been proposed as priorities?
Ivory Lyles – Long-term the relationship is important. PATs have a liaison from NIFA. Already realized the benefit with allocation of resources. The workplan reports will demonstrate a ROI for the System and acquire more resources.
Chris Watkins – Next steps: Give each of the members of ECOP the opportunity to review each request and help prioritize. Seems that some members have interest in two kinds of reserves. Could potentially separate out carryover amounts into Emergency Reserve and an Opportunity Reserve. Would it be helpful to use terms like this and determine a comfortable amount for each?

Other consideration
- Sustained funding for staffing/facilitator
- Leveraging additional funding for Extension Programming
- Clearer guidelines for the Program Committee would be very helpful
- Separate out what is ongoing and what is a one-time deal

At the August 2021 meeting – finalize the budget for 2022. Caroline Henney asked for clarity about future partnerships, how sustainable is support of NIFA discretionary

4.0 ECOP Executive Committee Meeting, Chris Watkins presided.
Professional Development and Program Committee Meetings are cancelled.

ECOP PART 2
THURSDAY, JULY 22, 11:00 A.M.- 1:00 P.M.

5.0 Chris Watkins reestablished a voting quorum.

6.0 Health Framework Approval
Michelle Rodgers/Roger Rennekamp:

How We Got Here

- Cooperative Extension’s Framework for Health and Wellness (2014) has guided the health-related work of CES for over seven years. The need for an update was becoming increasingly evident.
- In 2020, ECOP established a Health Innovation Task Force (HITF).
- A work group of the HITF took on the role of updating the framework.
- ECOP endorsed a draft version of the framework with the understanding that subsequent vetting with various stakeholder groups would produce a final version that would be submitted for approval by ECOP in July.
- 477 stakeholders participated in a total of 14 virtual presentations of the draft framework between March and June.
- In addition to oral feedback received during the presentations, participants were invited to provide detailed feedback through a Qualtrix questionnaire developed by the University of Wisconsin.
- Work group met multiple times to carefully consider the comments received and made appropriate changes.
- The full Health Innovation Task Force unanimously approved the version of the framework that is being submitted to ECOP for approval today.

The Social Determinants of Health (9) were adopted to the framework from the National Academies of Sciences, Engineering and Medicine of Health and added Access to Food as a 10th. A multi-million proposal has been submitted to the Robert Wood Johnson Foundation that includes this area of work. The popular
and full version will display on the ECOP Landing page – www.extension.org/ecop. A motion was made by Chris Watkins, second by Barbara Petty, to approve and adopt of the framework. Motion carried.

7.0 **Coming Together for Racial Understanding the DEI Change Dialogue**

Chris Watkins/Rachel Welborn: Presented the plans for the future of the program to include a DEI Fellow. Concerns were raised Ken La Valley regarding a new DEI policy that presents challenges for his institution. No action was taken.

8.0 **Special introduction** - Chris Watkins introduced Doreen Hauser-Lindstrom who is to become the Executive Director for WEDA and a member of the EDA Team.

9.0 **Extension Resource and Partnership Development (ERPD) Recommendations Revisited**

Chris Watkins turned the floor over to Caroline Henney and Chris Geith. Chris Geith – walked through the attachment *Evolution of the Extension Foundation*. Noting that 85% of inflows to the Extension Foundation in the past 2 years have gone to the land-grant universities. Caroline reviewed the Extension Resource and Partnership Development initiative through 2019 when ECOP received final recommendations.

Questions were posed to ECOP to Consider and MOU Discussion

Jason Henderson made a motion to again accept the final report of the ERPD and to disband the committee and to form a group with a charge to explore roles and relationship for fund raising, to establish an MOU between interested parties with ECOP, and decide next steps. The motion was seconded by Laura Perry Johnson. Discussion: Short term goal is to define the collaboration. Reset the expectations of National 4-H Council. It will take a village, and deliberation by ECOP. ECOP will decide during their August 2021 meetings, who will serve on this committee. The motion carried.

10.0 **Introduction of FANR Assistant Vice President for Communications and External Partnerships**

National Impact Database Committee and Communications and Marketing Committee (CMC) Chris Watkins turned to Karla Trautman, South Dakota State University – On behalf of the CMC and as part of their strategic planning process, thank you to the Section/ECOP to hire Forbes-Tata Partners and to hire Andrea Putnam, Assistant VP. Some components of a road-map, is a monthly focus released to Institution Communicators that can be customized.

ECOP voted to accept the recommendation found in the memo to ECOP Chair Chris Watkins on July 6, 2021. The National Impact Database Committee (NIDBC), a joint ESCOP/ECOP oversight standing committee for [https://landgrantimpacts.org](https://landgrantimpacts.org) will become a subcommittee of the Communications and Marketing Committee with a 1-year transition.

11.0 **NIFA and Committee Reports**

NIFA Mike Fitzner/Parag Chitnis announced that if there were any questions about what was shared during the general session at JointCOPs meeting, to please let them know.

Executive Committee – Chris Watkins Updates. See minutes of the July ECOP Executive Committee meeting found at www.extension.org/ecop.

4-H Leadership Committee – Jon Boren – Making significant process for the 4-H Equity plan. Will soon bring forward recommendation for 4 teams. Carrie Castille is meeting with ECOP 4-H Leadership Committee in September. Will also network with 4-H Board of Trustees.

ECOP Program Committee Report: Ivory Lyles – Thanked the NIFA Liaison for facilitating the relationships formed by Program Action Teams, and Extension Foundation for their role as well

12.0 **ADJOURN**
**ECOP Voting Members** Attendance is indicated with ✓ 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)
✓ Rosalind Dale, North Carolina A&T State University
☐ Brent Hales, Penn State (Liaison to NUEL Steering Committee, Vice-chair Program Committee)
✓ Jason Henderson, Purdue University (Vice-chair ECOP BLC)
☐ Gary Jackson, Mississippi State University
✓ John Lawrence, Iowa State University, (Chair of Professional Development Committee)
✓ Ivory Lyles, University of Nevada (Chair of Program Committee)
✓ Barbara Petty, University of Idaho
✓ Vonda Richardson, Florida A&M University
— Northeast Region Vacancy until October 14, 2021

**Ex-officio/Non-voting members**

- Jon Boren, Chair of 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 Coberly, 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
- Jennifer Sirangelo, President/CEO, and 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 and Doreen Hauser-Lindstrom, Western Region
- Ali Mitchell, Northeast Region
- Albert Essel, 1890 Region
- Sandy Ruble, CES/ECOP National Office
- Robin Shepard, North Central Region

**Guests who attended the meeting:**

- Doug Steele, Andrea Putnam, Caron Gala, APLU
- Karla Trautman, CMC and NIDB Committee, South Dakota State University
- Rachel Welborn, ECOP Program Committee DEI Action Team, SRDC
- Fred Schlutt, Beverly Coberly, Scott Reed, Chuck Hibberd, Aaron Weibe, Megan Hirschman, Karl Bradley, Rick Klemme, Chuck Ross, Extension Foundation
- Vickie McCracken, Washington State University
- Damona Doye, Oklahoma State University
- Gene McAvoy (University of Florida), JCEP President

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Attempts will be made to avoid scheduling meetings that overlap with the following meetings:

- Policy Board of Directors, CARET/AHS, CMC, APLU Annual, Extension Professional Organizations, NMCC meetings organized by FANR, and similar.
- Experiment Station Section/ESCOP
- Extension Foundation Board of Directors
- Regional Director/Administrator Associations

<table>
<thead>
<tr>
<th>MONTH</th>
<th>Learning for Leaders</th>
<th>ECOP Executive Committee:</th>
<th>ECOP – All voting members, non-voting members, and Liaisons:</th>
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<tbody>
<tr>
<td>OCT</td>
<td>Typically, First Fridays 3-4PM ET 6-9 times/year Sessions are recorded and archived in the searchable blog</td>
<td>Meetings occur via Zoom as needed. Exceptions are the month of Spring Meeting, Summer, and Fall Meeting for face-to-face meetings. Voting Members from each Region: ECOP Chair, Past-chair, Chair-elect, 2 ECOP Members; Non-voting Members: BLC Chair, NIFA Liaison, CES Policy Board Representative, EDA Team, 4-H Leadership Committee.</td>
<td>Typically, there are 3 face-to-face meetings in Spring, Summer, and Fall as proposed below. 1-hour meetings occur via Zoom on select opposing months.</td>
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<td>FEB</td>
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<tr>
<td>MAR</td>
<td>Spring meeting either here or in April</td>
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<td>MAY</td>
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<td>JUNE</td>
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<td>JULY</td>
<td>Typically, 3rd week of July in conjunction with BAA JointCOPs</td>
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<td>AUG</td>
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<tr>
<td>SEP</td>
<td>Proposed to be in conjunction with ESS/CES-NEDA meeting in Baltimore on last week.</td>
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**ECOP Chair Staff Meeting and EDA Team** – To be determined. The EDA Team consists of the Executive Director, Assistant Director and Executive Directors and Administrator of 5 Regions according to their National Responsibilities.

Subject to change, the Professional Development and Program Committees are provided face-to-face meeting accommodations concurrent with ECOP Executive Committee at Spring, Summer and Fall ECOP Meetings. ECOP BLC is provided face-to-face lunch meeting accommodations at NEDA.

All other Standing or Ad Hoc Committees: 4-H Leadership, Health Innovation Task Force, NEDA Planning Committee, etc. have individual meeting calendars made available upon request by contacting the corresponding EDA Team members who staff them.

**ECOP/ESCOP Chair Meetings** – Quarterly, via Zoom or in-person in Washington, DC.

Additional Reference: [Calendar of National and Regional Significance](#) Back to contents or agenda
CES ECOP Executive Director

1.A. EDA TEAM

ECOP Chair Decides Best Path Forward and if supportive Directs to Appropriate Committee

ECOP Executive Committee Approves if Rapid Response is Needed

ECOP BLC Explores the Opportunity and Presents for Approval

ECOP Program Committee Explores the Opportunity and Presents for Approval

ECOP Professional Development Committee Explores the Opportunity and Presents for Approval

ECOP Approves or Declines the Opportunity

4-H Leadership Committee Explores the Opportunity and Presents for Approval

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Justifications Review for ECOP Program Committee Budget Request for 2021-2022
Assumed only for 2022 – Listed in PRIORITY ORDER

Diversity Award (Committee) Standard request info found here.  
Cash award of $5,000 and $500 for registration of winner at APLU  

$5,500

Diversity, Equity, and Inclusion Program Action Team (Welborn/Richardson)  
Details on page 8.  
Fellow 40-50% FTE - experienced Extension professional who understands the system  
Note: Total of $50,000 for this position with $10,000 from ECOP, $15,000 from Robert Wood Johnson Foundation (Health Initiative), and $25,000 from EXF/NTAE  

$10,000

Urban Extension Program Action Team (Hales/Ruemenapp)  
Details on page 9.  
Combined with funds from EXF/NTAE, this will provide funds for an Urban Fellow and/or Administrative Support  

$10,000

Climate Program Action Team (Henderson)  
Details on page 10.  
Program Coordinator (50% FTE) and Admin. Asst. (20% FTE) - $40,000  
Climate Fellows $20,000  
Grant writing support, conferences, meeting support $20,000  
Note: Catalyst will be provided by EXF/NTAE ($25,000)  

$80,000

Workforce Development (Lyles)  
This, along with $25,000 from EXF/NTAE, will be used in support of staff for Workforce Development, e.g., a Fellow or other support  
Documentation unavailable at this time. Caroline is working with Action Team to help develop.  

$10,000

Health Program Action Team (Rennekamp)  
To support a face-to-face organizational meeting of the Health PAT  
According to Roger, in addition to administering his contract and visibility at the national office, he asked for more “skin in the game”.  

$12,000
Diversity, Equity, and Inclusion – ECOP Program Committee Working Group
Co-Chairs: Vonda Richardson & Rachel Welborn

Proposal: Funding of a DEI Fellow to support this working group

Principles Guiding the Work:

- DEI must stay at the forefront of Extension (and all LGU) efforts and must be embedded within each program area, while still maintaining a “front and center” presence of its own. We have lots of great starts, but then tend to move on to the next big thing. DEI work isn’t going away. It needs to remain a priority. We must be committed to this endeavor and not be deterred by voices of opposition. Donors and others will make demands of us to stop certain changes that will come of our efforts. BUT we will need to push beyond that and stay on point.
- DEI must move beyond Civil Rights Compliance to truly providing a sense of welcoming and belonging.
- Several great efforts related to DEI are underway. Thus, collaboration should be built as appropriate. (Examples: ECOP Advocacy Priorities, ECOP Working Group formed after L4L event, 4-H Equity Design Committee, Well Connected Communities, Coming Together for Racial Understanding’s Extension and research efforts).
- All regions need to be engaged in each level of conversation, from data gathering to sharing of resources.
- Engaging Extension Directors and Administrators and feedback on findings is crucial to progress forward.
- A clear focus is needed on program and outreach efforts (outward focus of DEI) in addition to professional development (inward focused).

Initial Priorities for Fellow in Full Collaboration with the ECOP DEI Working Group:

- Develop an information sharing system for posting resources such as peer-reviewed policies, procedures, best practices, and examples across the system that advance the efforts, working with Extension Foundation to host.
- Establish metrics to measure changes in awareness, behavior, and actions toward the goal of system, institutional and program transformations advancing DEI. Help establish a baseline starting point from which we can gauge success.
- Identifying a few promising programs to support as national initiatives – focus on a few things we can do well together, models that work on the programming level.
- Identifying collaborations that work among 1862/1890/1994 – what works, what could be improved? What could set up our system for collaboration rather than competition?
- Develop an Extension DEI community acting on system-wide, institutional, and program actions identified by ECOP and its members using the Extension Foundation platform: Connect Extension.

Position Description:

- An experienced Extension professional is needed – someone who understands the system
- 40-50% FTE for one year, to be expanded in subsequent years

Year One Funding:

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<tr>
<th>Amount</th>
<th>Source</th>
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<tr>
<td>$25,000</td>
<td>Extension Foundation</td>
</tr>
<tr>
<td>$15,000</td>
<td>Robert Wood Johnson – Health initiative</td>
</tr>
<tr>
<td>$10,000</td>
<td>Requested from ECOP</td>
</tr>
<tr>
<td>$50,000</td>
<td>Total Funding</td>
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</tbody>
</table>
Future Funding Model Past Initial Year:
- Approach other LGU entities (ES-COP, National 4-H, ACOP, etc.) for advancing this effort in year 2 and beyond to foster true system-level change
- Explore how this position can and should link with NIFA

Urban Extension Request (Brent Hales, Marie Ruemenapp)

Marie and I are requesting an additional $10,000 to support the key priority areas around urban Extension. Specifically, the $10,000, combined with the NTAE support is proposed to do the following:

The Fellow and/or Admin Support person would work with ECOP and NUEL to:
- Help identify and contact potential members for the new ECOP Urban Food Systems Team and provide support to the team to help the Team get up and running, specifically helping them to:
  o Complete asset mapping of current Extension urban food systems programming/projects (which would be done by collecting this information in the Extension Foundation new online Registry of Programs)
  o Review information about potential national project/program opportunities in this area collected during the Leading Edge Dialogue (LED) session around food access and security on May 20, 2021 at the National Urban Extension Summit, identify a national program/project or two that the team could move forward with, and support the team’s efforts to launch the national program/project(s)
  o Review the information about possible partnerships and funding also collected during the LED session at the Summit, prioritize opportunities most relevant to support the national program/project(s) identified, and support the team’s efforts to secure funding and build partnerships around the identifies national program/project(s)
- Work with NUEL and ECOP to assess how to incorporate the other identified urban priorities (urban climate & sustainability, social-emotional-mental wellbeing of urban residents, and urban youth development) into the other six ECOP priority areas
- Support NUEL’s efforts to enhance the communications and networking of Extension staff working in the largest cities across the U.S., by utilizing the Extension Foundation Connect Extension platform and enhancing NUEL’s website hosted by the Extension Foundation, along with examining other potential communication and networking methods
- Provide support to NUEL’s efforts to move issues & concerns of Extension’s urban based workforce forward to ECOP and Extension directors/administrators nationally, particular around DEI issues

Please let us know if you have any further questions or items that we should clarify. It is our intention to seek a host site (possibly Penn State or Michigan State) to host this effort. We appreciate your consideration.
Climate PAT Request (Jason Henderson)

The goal and responsibilities of these Program Committee Action Team is to identify program priorities and system-wide capacities underneath these initiatives to provide the talking points to drive funding opportunities for Extension nationally. Then the Action Team works with ECOP, BLC, and Foundation to identify potential funders for conversation. The Action Team does not have the conversation with funders, that is the job of ECOP/BLC, especially if it is NIFA, and Extension Foundation. If the group is other agencies or philanthropic organizations then the Action Team works to identify who has the bandwidth in the collaboration to have the conversation - Foundation and/or ECOP/BLC depending on relationships, groups etc.

Total request: $80,000

The funding would support a part-time Program Coordinator (50%) and Administrative Assistant (20%) for the Priority Action Team - $40,000. Combined with additional funding from NTAE these individuals would serve as the connective tissue for the Priority Actions team from a project leader and logistics standpoint.

Another $20,000 would be used to support Climate Fellows, which would be faculty specialists focusing on climate. They would each lead a specific initiative that would be identified at climate visioning sessions that are schedule for later this summer with Extension groups (NECI, EDEN, NUEL, ...) and potential funding partners in the federal government (NIFA, NRCS, NOOA) or foundations.

Another $20,000 would be used to purchase additional grant writing support and provide funding for conferences and meeting support.

Expected outcomes: one national conference for Extension professional on climate change, at least two large grants or funding proposals focused on national Extension initiatives in climate related initiatives. My request is $80,000 from ECOP. NTAE will provide $25k to also support from an administrative perspective and provide a catalyst. Given the current push at the federal level for funding, wanting to get ahead of this movement. Trying to piece meal funding for a dedicated full-time project manager for 1 year. My request is $80,000 from ECOP. NTAE will provide $25k to also support from an administrative perspective and provide a catalyst. Given the current push at the federal level for funding, wanting to get ahead of this movement. Trying to piece meal funding for a dedicated full-time project manager for 1 year.
ECOP 4-H Leadership Committee
Fiscal Year 2022 Budget Proposal

Summary

The ECOP 4-H Leadership Committee provides leadership for Extension’s 4-H Positive Youth Development Program, by convening national partners on policy issues of national importance, facilitating systematic responses to critical challenges, coordinated implementation of national priorities, and by making timely recommendations to ECOP that inform collaborative efforts.

In service of this mission—and in support of Extension’s stated goal to reach millions more youth that reflect the demographics, needs and social conditions of the country—the Committee has set out an ambitious agenda:

- **Engaging more youth** through initiatives such as the 4-H Pathways institute, DEI Strategic Plan, 4-H at Home online resource, and innovative community approaches.
- **Ensuring good governance and alignment** between partners through regular dialogue
- **Marketing** the 4-H program through local support of National 4-H Council national efforts around Opportunity4All, cause marketing and reputation management.
- **Generating new resources** in partnership with National 4-H Council and ECOP BLC Subcommittee for 4-H
- **Modernizing** national management of the 4-H Name & Emblem

Fiscal resources are needed to provide staffing support for programs and initiatives of the ECOP 4-H Leadership Committee, and to ensure positive impact for the 4-H program nationally and locally. At this moment, increased capacity is essential to maintaining the significant progress and momentum achieved in recent years, to respond quickly to the current environment, and to mitigate the mental health, education, and employability challenges that American youth now face.

**Request 1: Expand Current Operational Support of Committee Work**

Currently, the Committee receives support from Donna Rae Scheffert, the principal of Leadership Tools Consulting, who provides direct support to the co-chairs, facilitation for committee meetings, and input to the strategic planning process. This is a critical service to the committee that we request be expanded to support the calendar of planned meetings.

In addition, the Committee requests funds for a paid secretary to produce meeting minutes, organize Committee documents via a shared resource, and support communications. This administrative burden is currently borne by the Committee Co-Chairs. Capacity to support this task would allow more time for volunteer leadership to focus on overall management of the Committee’s agenda and impact.

| Leadership Tools Consulting: Meeting and strategic planning facilitation. | $11,000 |
| Secretary: Produce meeting minutes for the record and distribution. | $5,000 |
| Electronic Records: Effort to develop a resource for organizing and maintaining Committee resources (one-time expense) | $2,000 |
| **TOTAL** | **$18,000** |
Request 2: Capacity Investment to Support Growth & Current Initiatives

The ECOP 4-H Leadership Committee has set an ambitious agenda, based on system priorities/requests as well as anticipated needs of the 4-H program for 2021 and beyond. Initiatives involving program design, data collection and professional development seek to fundamentally improve institutions’ ability to deliver the 4-H program with quality and equity. To move these forward, additional capacity is needed. The National 4-H Leadership Committee requests a one-time investment from ECOP to add this capacity for 18 months, with the intention to make it self-sustaining beyond that period.

The Committee envisions establishing a National Director for the 4-H program—to move forward key Extension initiatives and responsibilities under the National Partners’ MOU, with direction from the ECOP 4-H Leadership Committee Co-chairs. The National Director will report to the ECOP 4-H Leadership Committee Co-chairs and be located at APLU as part of the Extension/ECOP Executive Director’s Office.

National Director, Extension 4-H Program scope of work:

- Build partnerships and connections to elevate Extension in the youth development dialogue and help CES address national programmatic issues by enhancing collaboration and supporting policy development.
- Provide strategic leadership and evaluation of initiatives of the ECOP 4-H Leadership Committee set in the annual Plan of Work, initially including: the 4-H Pathways Leadership Institute, 4-H at Home, reputation and brand management, federal civil rights review issues, federal advocacy, 4-H alum engagement including Congressional 4-H Caucus, legislation for management of the 4-H name and emblem, and coordination of PLWG work including data collection and chartering activities.
- Partner with National 4-H Council and NIFA to increase on-going investment/resources that support the Extension 4-H youth development program across all Land-grant institutions.
- Promote the 4-H mission and collaborate with NIFA to evaluate progress toward the achievement of national youth development goals.
- Determine the most pressing youth development needs in the country to be addressed by the resources of the 4-H program.
- Facilitate statewide and regional sharing of best practices to improve the success of the 4-H program, identifying barriers and opportunities, and developing joint strategies for facilitating success.

Deliverables for the pilot period will include:

- Consistent and comprehensive communication—with ECOP, the ED&A team, the Extension Section, and PLWG and through regional leadership groups.
- Improvement in implementation and application of programs and policies across Extension.
- Drive data collection improvements, documenting 4-H impacts for marketing/advocacy purposes.
- Stronger connections with university administration and engagement efforts.
- Seek partnership and funding opportunities for 1862, 1890, and 1994 4-H programs.
- Develop sustainable funding stream to support ECOP 4-H staffing/capacity beyond the initial pilot.
<table>
<thead>
<tr>
<th>National Director, Extension 4-H Program (18-months)</th>
<th>Year 1: 12 mo.</th>
<th>Year 2: 6 mo.</th>
</tr>
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<tbody>
<tr>
<td>Salary</td>
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<td>Travel Expenses (10% of total salary)</td>
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<tr>
<td>Employee Benefits (25% of total salary)</td>
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<tr>
<td>TOTALS</td>
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<td>$101,250</td>
</tr>
</tbody>
</table>

**Funding Plan for Sustainability**

A core deliverable of the Director will be to pursue revenue generating opportunities to support committee staff and initiatives beyond the initial 18-month phase. Potential opportunities for exploration include but are not limited to:

**Merchandise Partnership with National 4-H Council Supply Service (6-12 mo.):**
- Gauge interest/wish list of programs and participants
- Develop product concepts with Council (Shop 4-H)
- Business Plan profit share/expected revenue

**Federal Funding (12-24 mo.):**
- Coordination with APLU/ECOP and National 4-H Council advocacy efforts and advocacy partners (Cornerstone and Ferox Strategies) to develop funding proposals for staffing and capacity needs.
- Work with NIFA to identify potential funding to support impact evaluation, data collection, and positive youth development research, including STEM, workforce development, mental health, and employability.

**Membership Dues (12-24 mo.):**
- Outline process/current situation
- Feasibility study
- Concept Paper/Rationale/regional communications
- Define use of funds

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Evolution of the Extension Foundation

History

2002 An ECOP Committee creates a prospectus on e-Extension that is presented for consideration, endorsed by ECOP, and submitted for funding to CSREES. First stage funding is approved by CSREES in September 2002.

2003 Teams were established to create the business plan for eXtension and define features/structure/standards using input from Regional meetings. Information from the Regional meetings is used by the teams to revise the eXtension conceptual plan (Pre-select Business Case for e-Extension) for use at the National Extension Director and Administrator meeting held in February 2003.

2004 eXtension Pre-Select Business Plan is accepted by ECOP. ECOP approves assessment equal to 0.8% of Smith-Lever appropriations to start up e-Extension. Governing committee structure is proposed and approved by ECOP. Dan Cotton, University of Nebraska, is hired as the first e-Extension Director in September 2004.

2005 eXtension 2005 – 2007 Implementation Plan is developed.

2006 A new federal budget line *New Technologies for Ag Extension* is established and funded at $1.425M to help support e-Extension (Grant No. 2020-41595-30123 from the USDA Cooperative State Research, Education and Extension Service). The e-Extension initiative is approved by ECOP and CES with the name eXtension Foundation. eXtension Foundation is incorporated in Missouri February 24, 2006 (#N00719761).

2007 NEDA members vote to continue their institutional assessments through 2011. The eXtension Foundation is granted 501c3 status by the Internal Revenue Service (IRS). The first corporate sponsorships were established with Bayer and Citi Foundation eCommerce services to support charitable donations and payment for online courses were begun.

2008 The 2008-2010 eXtension Strategic Roadmap: Pre-Retreat Preparatory Assignment, by Russ Roberts, Ltd. This is used by invited participants to assist in formulating the foundational elements of eXtension’s vision and strategy for 2008-2010.

2011 The eXtension Foundation holds a Strategic Planning Retreat resulting in the 2011-2014 eXtension Strategic Roadmap.

2014 The Board on Agriculture Assembly Cooperative Extension Section (Section) votes to move membership to what is known as the eXtension program to a fee-driven model and cuts legal and financial ties to the eXtension Foundation.

2017 ECOP leadership agrees that a priority under “strengthen organizational functioning” is to “decide how to create a national Extension Foundation” (ECOP Road Map and Change Plan 2017).
2019 The Extension Resource Partnership Development (ERPD) Committee presents a final report to ECOP. Within this report which presents a “go” “no-go” option for the development of an Extension Foundation, ECOP chooses “no-go.”

2021 As eXtension’s mission changed in 2015 from being an organization focused on creating technology solutions for Cooperative Extension, to a focus on helping faculty and staff find new, innovative, and impactful ways to deliver projects and programs, continuing the eXtension name is a source of confusion and reminiscent of the organization’s past. Therefore, the eXtension Foundation proposes changing their name to the Extension Foundation and requests feedback from the ECOP Executive Committee and National 4-H Council. eXtension Foundation Board of Directors approves name change to the Extension Foundation.

The Extension Foundation’s current mission is as follows:
The Extension Foundation serves the Cooperative Extension System by catalyzing the work of Cooperative Extension professionals to help make a greater local impact in the communities they serve. On behalf of the Cooperative Extension System, the Extension Foundation serves as Principal Investigator; provides grants administration; fiscal, operational, and technological services; system-wide communication; innovation processes; wrap-around services for projects; data collection and dashboards; and partnership development.

Comments and Questions from Key Stakeholders
Based on requested feedback and in general, impacted groups are supportive of the potential and emerging role of the Extension Foundation. However, more clarity around the Foundation’s purpose, function, and the roles of the Foundation and National 4-H Council is needed.

1. Did the Extension Foundation Board of Directors consider the Extension Resource and Partnership Development Committee (ERPD) recommendations, or other discussions about establishing an Extension Foundation when they chose to change the name?
2. What are the unique contributions (scope) of both the Extension Foundation and National 4-H Council in fundraising support?
3. What principles guide collaborative behavior between the Extension Foundation and National 4-H Council. What is the process for creating a win-win framework for both organizations?
4. Should National 4-H Council transition current Extension-wide donors to the Extension Foundation?
5. Should an MOU be developed between the ECOP, the Extension Foundation, and the National 4-H Council, and NIFA to ensure clarity of and adherence to defined roles?
6. Once we have achieved a high degree of clarity, how do we socialize these resources within the Cooperative Extension System?
TO: Moses Kairo, Chair-ESCOP; Chris Watkins, Chair-ECOP; Ken White, Chair-AHS

FROM: Karla Trautman and Steve Loring, Co-Chairs-National Impact Database Committee

DATE: July 6, 2021

RE: Disposition of the National Impact Database Committee, a standing committee of ECOP and ESCOP

The Ask:
The National Impact Database Committee (NIDBC) seeks the approval of ECOP and ESCOP to move the current joint, standing committee to a subcommittee of the Communications and Marketing Committee. Below we describe the background on the request and recommendations on how the NIDBC will operate during its transitional year while approvals of the transfer are secured.

Background:
On December 3, 2014, a new, standing, joint committee, the National Impact Database (NIDB) Committee was convened by ECOP chair Delbert Foster and ESCOP chair Bob Shulstad (memo on page 14-15.) The charge to the new committee was to monitor and advise the development team on the refinement and implementation of the database and the website (Land-grant Impacts), provide updates to ECOP and ESCOP, encourage training, promote use, and publicize information on the website. The charge included solicitation of the NIDB Committee to provide recommendations on continuation of the committee.

NIDB Committee Primary Accomplishments:
During the past six years, the National Impact Database Committee has met the original charge and, in doing so, implemented a number of important policy changes that have improved the quality of the submissions to the database and the use of the database. These policy changes fall under three broad categories: training writers and submitters of impact statements, implementation of a review process of submitted impact statements, and engagement of professional communicators to create compelling, value-added content based on submitted statements.

National Impact Database Committee Transition Recommendations:
While the new Assistant Vice President, Food, Agriculture and Natural Resources (FANR) Communications and External Partnerships has been recently named and the Communications and Marketing Committee (CMC) is in the process of seeking standing committee status of the BAA, the NIDBC shares the following recommendations:

- The NIDBC be merged with the Communications and Marketing Committee as a trial functional subcommittee of the CMC. The original charge to the NIDB Committee could be accomplished as part of the system’s efforts dedicated to communications and marketing. From a temporary standpoint, current members of the NIDB Committee would retain their appointments as temporary assignments for a period of a year to provide continuity of NIDB operations during integration into the CMC.
- Support for the Land-grant Impacts website ($12,500 each annually from ECOP and ESCOP) would continue for a period of a year as the NIDB integrates into the CMC.
- Support for the National Land-Grant University Impact Database Communications team ($5,000 each annually from ECOP and ESCOP) would continue for a period of a year as the NIDB integrates into the CMC. At the end of one year, the arrangement will be evaluated by the three
funding sections (AHS, ECOP, and ESCOP) to determine if the combination of the NIDB and CMS is satisfactory in meeting the communications goals.

**Post transition:**
Once approvals of the transfer of the NIDBC to the CMC are approved by ECOP, ESCOP and the BAA and the CMC is named a standing committee of the BAA, the National Impact Database Committee will cease as a joint, standing committee and will serve the CMC as a subcommittee.
December 3, 2014

To:      Tim Cross, Cooperative Extension (Co-chair)
         Bill Brown, Experiment Station (Co-chair)
         Michael Ouart, Cooperative Extension
         Steve Loring, Experiment Station
         Ashley Hawn, KGlobal
         Joe Zublena, Measuring Excellence in Extension
         Sarah Lupis, Multistate Research Impacts
         Faith Peppers, Land-grant System Communications
         Tyrone P. Miller, Jr., Land-grant System Evaluation
         Adele Turzillo, National Institute of Food and Agriculture
         Ron Brown, Cooperative Extension ex officio
         Eric Young, Experiment Station ex officio

From:    Delbert Foster, Chair, ECOP
         Chair, Extension Committee on Organization and Policy
         Vice President for Land-Grant Services
         Executive Director 1890 Programs
         South Carolina State University

         Bob Shulstad, Chair, ESCOP
         Chair, Experiment Station Committee on Organization and Policy
         Associate Dean for Research
         University of Georgia

Re:      Appointment to New Standing Committee – National Impacts Database (NIDB) Committee

Most of you have already been serving on the ad hoc Impacts database committee for Extension and Research. Due to the importance of this issue, both ECOP and ESCOP have approved an expanded joint standing National Impacts Database Committee and are asking that you serve on this committee for a three-year term beginning January 2015.
The charge to the new committee is to monitor and advise the development team on the refinement and implementation of the database and the public-facing website (http://landgrantimpacts.tamu.edu/), provide updates to ECOP and ESCOP as needed, encourage necessary training on how to use the database, promote use of the NIDB by Extension and Research, and publicize use of the information on the website. An additional charge to the NIDB is that at the approximate 2.5 year point, the committee is asked to provide a written report to ECOP and ESCOP with recommendations regarding if and how monitoring and improvement of the database should be continued. If this standing committee is recommended for continuation, the report should include guidance on terms, rotation, composition and operation of the NIDB.

The committee will be co-chaired by a director/administrator of Extension and a director of Research. Dr. Cross, Chair of the current ad hoc committee, will be the co-chair from Extension. The co-chair from Experiment Stations will be Dr. Bill Brown.

Having a high-quality and accessible system of collecting and searching impacts of Extension and Research is important to all of us as we seek to be more accountable for our programs. Your service on this committee is appreciated. If, for some reason, you are unable to serve, please let us know. Thank you for this professional contribution.

xc:
ECOP Members
ESCOP Members
Extension and Research Executive Director/Administrator team
Darren Katz
Bob Holland
Bill Hoffman
Sonny Ramaswamy
PBD Meeting February 19, 2021  
Attended by Michelle Rodgers (University of Delaware), Wendy Powers (Alternate, University of California)

Key Points:

1) **FY 22 Unified Ask** - Budget Advocacy put forward and increased ask for 100 Million increase or 8%. Rationale: other ag groups advocating for more, NIH and NSR bigger asks, new administration. **Motion approved**

2) **Infrastructure Proposal** - There has been an update of the 2015 Straightline report now 5 years later. New study includes 5 years of inflation and further reports from institutions. Working on this in conjunction with Biden economic dev. Initiative. Working with other organizations for coalition and support including NIFA. **Ask is 11.5 billion appropriated for this purpose over the next five years.** Pursuing legislative champion. Address inequities of past and items like climate change research, etc. Ask to be put into economic development asks. Encourage us to make it relevant to what the needs are in our institution.

3) **Higher Education Challenge Grant Proposals** - **Asking for 3 M increases** multicultural scholars (1M) and teacher education (1890) (2 M) for these grants. 3 million authorized but not appropriated so pursuing those funds.

4) **Chair Elect Nominations NC region** - Ernie Minton KS Research & Extension Ex and Karl Martin Wisconsin. and will be sent out for entire BAA to vote.

5) **Communications & Marketing Standing Committee** - PBD must approve to put this on the agenda for BAA membership and consider by-law change. Will be out for 30 days prior to ballot (March) and vote in April. Coordinating messaging among all sections will be key role. PBD agreed to develop language to put on the ballot.

6) **Bidding Process 2022-2024 Advocacy Contract** - Just time to renew contract... keep it open to others. Ad hoc committee to be established. From each region, ask for 3 nominations of individuals AHS, ECOP, ESCOP one nomination for each of these groups. 15 nominees come forward, select 9 for broad representation and 3 at large appointed by chair T. Coon. With new communication and market along with budget and leg, may need new roles for this contract. March committee announced/appointed April develop new RFA, Screen Aug, Interview Sept & Oct, Announce at Nov APLU ACTION NEEDED; Each region put forward a nominee from AHS, ECOP, ESCOP T. Coon will communicate with appropriate Executive Directors for nominations and timeframe. **Individuals representing ECOP: Wendy Powers and Jason Henderson**

7) **Food & Ag Climate Alliance - (FACA)** 9 national organizations extremely diverse (defense, farm bureau etc). Founders Group appointed Steering Committee. Focus on soil health, livestock, dairy, forest, climate, energy, food use and waste. APLU asked to come on board of the steering committee which has 10 members) D. Steele to chair ag research section. FACA supporting the infrastructure proposal. Our members can be on some of the sub-groups. Great for us to be included in this group.

8) **NIFA External Partnership Committee** - Doug Steele reached out to see if still interested in this committee started by S. Angle with new director Castille. Hopeful Dr. Castille will continue consider and is meeting 1x1 with VP Steele.

9) **Section Sharing**

Letter sent to PBD Chair Tom Coon following this board report to ECOP in March with this content:

Following the Policy Board of Directors report at ECOP this week, there were several comments regarding the RFA that ECOP asked me to bring forward. They are shared below:

1) Can we be sure to include SNAP-Education in the scope of work in the RFA. Because this is an important aspect of federally funded Extension programming ECOP would like to be sure that this is included and not seen as an additional task
2) ECOP board would welcome inclusion of some metrics of success included in the contract. Some examples given were record of visits made, relationships built with related organizations etc.

3) Is it possible to include advocacy broader than Title VII. ECOP would encourage partnerships and funding advocacy beyond the farm bill. This might include other legislative opportunities or advocacy with other federal departments such as National Institute of Health, Department of Defense, etc.

Thanks for considering these points of interest. ECOP is supportive of engaging in this RFA development and selection process and happy to engage with representation at the time you are ready to do so.

Thanks for the opportunity to share these discussion points.

PBD will meet at Joint COPS July 22 just following the ECOP board meeting.

National Extension & Research Administrative Officers Conference (NERAOC) Planning Committee

Submitted by Gina E. Eubanks, Louisiana State University

NERAOC 2022 - Summer Planning meeting schedule:

- Monday, July 12 – 10 a.m. to 12:00 p.m.; 1:00 p.m. to 3:00 p.m. (CST)
- Tuesday, July 13 – 10 a.m. to 12:00 p.m. (CST) – (if needed)

National Extension & Research Administrative Officers Conference (NERAOC) will be held in St. Louis, April 19-22, 2022, hosted by the University of Missouri and Lincoln University. The theme for the conference is Show Me … Moving Forward. Plans are to have an in-person conference.

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The Task Force has continued to meet via distance technology monthly since its inception in March 2020. The committee has functioned as a whole but with members serving on one of two sub-committees: 1) Updating the Strategic Framework for Health and Well-Being and 2) A Big Idea to support Thriving Communities: Connecting the Dots of Business, Education and Health with Cooperative Extension. A third synergistic outcome of the Task Force has been the $9.9 million in funding for the EXCITE (Extension Collaboration on Immunization Teaching and Engagement. Funded by an interagency agreement from CDC to NIFA and then a subcontract provided from NIFA to the Extension Foundation.

The Strategic Framework Committee, chaired by Roger Rennekamp, has completed the draft of the revised report and has vetted that report with over 12 different groups and organizations within the Cooperative Extension organization. The report has been revised based on the input provided by these various groups. A final version will be brought to ECOP at the July meeting for final approval and adoption. Following that, work will begin on implementation of the recommendations.

The Big Idea group was able to bring to fruition the Big Idea Unmeeting. An advisory committee made up of national leaders in the area of Business, Education, and Health, provided input into the content of the Unmeeting as well as recruited members to attend. The HITF sub-committee members provided the structure and framework for the actual conference, obtained intro speaker videos, facilitated session and were supported in marketing and production of the Un-Meeting by the Extension Foundation. Over 120 persons were in attendance with nationwide leaders, including extension personnel from health, education, and business. The Unmeeting format included 7 videotaped speakers on topics followed up by discussion circles on health, education, and business engagement with Cooperative Extension. The data from the meeting is currently being analyzed and the sub-committee will begin discussions of next steps with the key idea to develop local or statewide collaborations that lead to pilot efforts that link together health, education, and business.

The EXCITE project has had a very productive first quarter. Seventy-two institutions have applied for and have received approx. $25,000 to provide COVID immunization education. (Western 14, NC 11, NE 11, 1890’s 15 and 1994’s 7). Twenty-four projects involving 32 institutions were selected and are receiving $200,000 each for Vaccination Education pilot projects. Seven of these projects are paired between 2 institutions. The target audiences for these projects are as follows:

- Farm Workers – 8 projects
- Rural Communities – 4 projects
- African American Communities – 4 projects
- Latinx Populations Communities – 3 projects
- Low Income Communities – 5 projects

The pilot projects are each being supported with a Catalyst Team member and wrap around services such as marketing research, evaluation, team development, and immunization education resources provided by the program team which is made up of Extension Specialists/Agents and Extension Foundation design and solution team members. Reports of each institutions efforts in both grant activities can be found at http://pages.extension.org/excite on the map on the site.

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Created by Extension Directors and Administrators starting in 2001, Extension Foundation facilitates and supports the success of Extension professionals and systems. The bylaws state the Foundation’s purpose is: Helping Cooperative Extension professionals make a visible and measurable impact on local issues.

The Extension Foundation serves as a national partner and accelerator for Cooperative Extension educators, specialists, agents, program teams and national leaders to produce scalable, better resourced, and more effective programs and community-based initiatives.

Our Impact

- Allied with ECOP, CDC and USDA-NIFA for the EXCITE $9.9M interagency effort—the Foundation is providing solutions to the programmatic needs for 96 projects; seamlessly delivered 95% of funding to the Cooperative Extension System (CES)—enabling critical education outreach through 72 LGUs for underserved and vaccine-hesitant populations.
- Delivered NTAE program acceleration and Key Informant services funded by USDA-NIFA through OK State with nine LGUs; Twelve CES projects to date unleashed new funding, expanded resources and private sector partnerships—returned to institutions stronger and ready to deepen community impact.
- Developed digital infrastructure to support CES during the pandemic—enabling user-generated content, resource-sharing and advertising; created 5K accounts, advertised 2K+ events—engaged 2.1M public with CES content across the country.
- Launched first ever National Registry of CES Programs and Assets—registered 150 programs in the first two months to speed up collaboration and access to a living database of efforts nationwide—supports rapid-response to system-wide funding opportunities (e.g., EXCITE).
- Bolstered collaboration among 52 LGU Pesticide Safety Education Programs—delivered $1M in EPA funding to 52 LGUs, average award of $18K while expanding capacity for applicator training and safe application.
- Actively supporting the incubation of innovation for 57 member institutions; 250+ CES project teams served; 175 facilitators trained; $6M+ in funding awarded to Impact Collaborative teams.
- Connecting three institutions to realize 1890’s capacity-building academy; coordinated 24 innovation coaches to assist 15 teams; presented 20 virtual sessions for 2nd cohort—improved five aspects of team effectiveness by 6.2% average in six months, hit 96% satisfaction rating; offering regional assistantship for 3rd cohort.
JCEP Report to the Extension Committee on Organization and Policy (ECOP)  
Submitted by Gene McAvoy, JCEP President

The Joint Council of Extension Professionals is an umbrella organization of seven member organizations whose mission is to elevate Extension's national reputation as an organization of excellence and synergistically leverage the strengths of member associations to foster leadership, collaboration, professional development, scholarly activity, strategic partnerships, and advocate for the profession. The seven member organizations include: the Association of Natural Resource Extension Professionals (ANREP), Epsilon Sigma Phi (ESP), the National Association of County Agricultural Agents (NACAA), the National Association of Community Development Extension Professionals (NACDEP), the National Association of Extension 4-H Youth Development Professionals (NAE4-HYDP), the National Association of Extension Program & Staff Development Professionals (NAEPSDP) and the National Extension Association of Family and Consumer Sciences (NEAFCS). JCEP’s total membership exceeds 10,000 Extension Professionals who are members of one or more of the seven member associations.

2020 and 2021 have been challenging years for JCEP and the JCEP member associations due to the impact of Covid 19 and subsequent travel restriction which forced cancelation of most in person meetings. As a result of Covid, JCEP, JCEP member associations and Extension professionals across the nation have made a rapid and successful transition to virtual meetings using Zoom, Teams and a variety of other platforms.

The last in-person meeting organized by JCEP was the 2020 Extension Leadership Conference (ELC) which was held in February 12-13, 2020 in San Antonio, Texas. This meeting was preceded by the JCEP Winter Board Meeting help Feb 10 – 11 also in San Antonio. During the 2020 Winter Board meeting long time Executive Director Bob Ohlensehlen announced his pending retirement effective January 2021. He later extended this through the end of the 2021 Extension Leadership Conference which was held virtually on February 10-11, 2021 to help provide continuity and ensure a smooth transition to the new management team. As a result of Bob announcement, a search committee composed of 2020 JCEP President – Julie Robinson, 2020 President Elect, Gene McAvoy, 2020 Treasurer Tony Carrell and Mike Knutz, 2021 PILD Chair reviewed several applications for the position of JCEP Executive Director, reduced these to a short list of three potential candidates and recommended the selection of Capital Hill Management Services to assume the role of JCEP Executive Director in 2021. This recommendation was approved by the JCEP Board and Capital Hill Management Services led by Jim Thompson JCEP account manager assumed their duties as JCEP Executive Director on January 1, 2021.

JCEP Board Members include the President Elect, President and Past President of each of JCEP’s seven member associations. The 2021 JCEP Board members are ANREP - Lara Milligan, Past President, Alicia Betancourt, President and Beth Clawson President Elect, ESP - Mike Knutz, Past President, Peggy Compton, President and Karen Redderson, President Elect, NACAA – Gene McAvoy, Past President, J Craig Williams, President and Bill Burdine, President Elect, NACDEP – Susan Kelly, Past President, Allen Hodges, President and Melinda Grismer, President Elect, NAE4-HYDP – Kia Harries, Past President, Susan Boarts, President and Scott Nash, President Elect, NAEPSDP – Terrence Wolfork, Past President, Steven Siegelin, President and Julie Huetteeman, President Elect, and NEAFCS – Roxie Price, Past President, Dianne Gertonson, President and Susan Routh, President Elect. The 2021 JCEP Officers are President – Gene McAvoy, NACAA, President Elect – Peggy Compton, ESP, Secretary – Kia Harries, NAE4-HYDP and Treasurer – Susan Kelly, NACDEP. Jim Thompson is JCEP Executive Director. 2021 JCEP Board Members - https://www.jcep.org/board-members/2021-board-members

JCEP liaisons include representatives form APLU, ECOP and NIFA-USDA. Albert E. Essel, APLU, Beverly R. Durgan, ECOP, and Bill Hoffman, NIFA have served in these roles. Due the recent retirement of Bev Durgan, an ECOP rep is in the process of being named to and due to changing responsibilities Bill Hoffman responsibilities may also be changing which may result in a new NIFA rep. The JCEP Board greatly values our longstanding relationship with our liaison agencies as well as their participation and contribution to JCEP over the years and hope to continue to maintain a strong relationship.
Both the JCEP Extension Leadership Conference (February 10-11) and JCEP Public Issues Leadership Development Conference (April 13-14) were held virtually in 2021 using the WHOVA app. Attendance at both conferences was substantially above the attendance at past in person conferences. (ELC – nearly 500 in 2021 vs fewer than 300 in 2020. Reduced cost and ease of accessibility undoubtedly contributed to the tremendous increase in attendance at both meetings and just as is the case in Extension, Covid and the adoption of virtual conferencing technology may result in fundamental changes in how meetings are conducted, and information is exchanged.

With relaxation of Covid restrictions and availability of vaccines both conferences will return to an in-person format in 2022. The 2022 Extension Leadership Conference is scheduled to be held in person on February 9-10, 2022, at the Kansas City Marriott Country Club Plaza, Kansas City, MO and the 2022 Public Issues Leadership Development Conference will be held April 3-6, 2022 at the Hyatt Regency Crystal City, Washington, DC.

In recognition of the fact that the JCEP By-laws, policy handbook and website had not been updated in some time, JCEP President Gene McAvoy appointed a JCEP Policy Committee composed of Peggy Compton, Susan Boarts, Steven Siegelin, Susan Kelly Julie Huetteman and Gene McAvoy to review the JCEP policy and make recommendations to the Board for consideration. The Policy Committee chaired by Peggy Compton met several times this past winter and spring and made several recommendation including a new mission statement - To elevate Extension’s national reputation as an organization of excellence and synergistically leverage the strengths of member associations to foster leadership, collaboration, professional development, scholarly activity, strategic partnerships, and advocate for the profession. Several additional recommendations were proposed to the Board and adopted at the May JCEP Board meeting. These including shifting the JCEP year forward from January 1 – Dec 31 to May 1 – April 30. This was done to alleviate the workload on Board members particularly past presidents as the shift will result in most associations past presidents being finished with their association duties and being better able to devote significant time to JCEP activities. As a result of this change, all present Board members will be extended by 4 months until April 30, 2022 at which time the new JCEP year will take effect for new incoming JCEP Board members.

The Policy committee also proposed changes to the existing committee structure which were also approved in May.

These changes are outlined below. The new committee structure will be composed of four Standing Committees of the JCEP National Board, each with the responsibilities, membership and leadership as outlined below.

- The four Standing Committees will be populated with JCEP Board members through appointment of the JCEP President. Cohort 1 (first year) Board members will be expected to join at least one committee. The President will solicit committee interests prior to making appointments. There needs to be at least one board member from the Cohort serving on the Oversight and Accountability Committee and at least two board members from the Cohort serving on each of the other three Standing committees. Board members may request appointment to multiple standing committees.

- There will, annually, be two elected officers of the JCEP National Board: President-elect and Secretary/Treasurer-elect, to assume the roles of President and Secretary/Treasurer the following year. These will be elected in February from Cohort 1 (first year JCEP Board Members.)

- Once duly elected, the President-elect will appoint Vice Chairs to each of the Standing Committees. Vice Chairs will be appointed from the 5 remaining Cohort 1 (first year JCEP Board members) who were not elected to the position of President-elect or Secretary/Treasurer-elect. They will serve as Vice Chairs during their 2nd year on the Board and as Committee Chairs their third year on the Board. Vice Chairs will begin their leadership role in May of the year appointed (as they are beginning their second year on the Board.) They will assume the Committee Chair role the following May as they begin their third year on the JCEP Board.)
<table>
<thead>
<tr>
<th>RECOMMENDED COMMITTEE</th>
<th>DESCRIPTION/RESPONSIBILITIES</th>
<th>HOW THIS ROLE IS CURRENTLY FILLED IN OUR STRUCTURE</th>
<th>Leadership/Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oversight and Accountability Committee</td>
<td>The Oversight and Accountability Committee will be responsible for fiscal and policy review and accountability including but not limited to: ensuring the financial health of the organization and providing direction and oversight of the financial directions of the organization. In addition, this committee will be responsible for the review and update of organizational policies and procedures.</td>
<td>Two separate committees: The Fiscal Committee and the Policy and Procedures Committee.</td>
<td>The President of the JCEP Board will appoint at least one board member from the incoming Cohort to serve on this committee each year. (This appointment is made at the start of Cohort 1’s service on the JCEP Board) The Sec/Treas and Sec/Treas-elect will serve on this committee. A Committee Vice Chair is appointed each year by the Board President-elect to serve one year as Vice Chair and the following year as Committee Chair. (This appointment is made near the END of Cohort 1’s first year, following the election of the Pres-elect)</td>
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<tr>
<td>Professional Development Committee</td>
<td>The Professional Development Committee will provide leadership and strategic direction to ensure that JCEP is providing innovative and impactful (measured) professional development products via any appropriate modality. The committee will oversee implementation committees with representation from the associations' membership.</td>
<td>There are currently Conference planning committees for ELC and PILD. Committee leadership is elected (PILD) or appointed (ELC). There is no committee to offer planning for professional development outside of the two conferences.</td>
<td>The President of the JCEP Board will appoint at least two board members from the incoming Cohort to serve on this committee each year. (This appointment is made at the start of Cohort 1’s service on the JCEP Board) This committee will be led by Co-Chairs. Committee Co-Vice Chairs are appointed each year by the Board President-elect to serve one year as Co-Vice Chairs and the following year as Committee Co-Chairs. (This appointment is made near the END of Cohort 1’s first year, following the election of the Pres-elect) Implementation committees are currently comprised of 2 members per association but could be flexible based on the work of the committee.</td>
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<td>Strategic Partnerships Committee:</td>
<td>The Strategic Partnerships Committee will be charged with building and strengthening partnerships via cross organization collaborations, representation on boards/committees external to Extension, and engaging partners in appropriate collaborations. The committee will advocate with partner organizations and share the positive impacts that result from Extension engagement.</td>
<td>Some of this work is currently accomplished by the Marketing Committee however, this would broaden the potential role and impact of the committee.</td>
<td>The President of the JCEP Board will appoint at least two board members from the incoming Cohort to serve on this committee each year. (This appointment is made at the start of Cohort 1’s service on the JCEP Board.) A committee Vice Chair will be appointed each year by the Board President-elect to serve one year as Vice Chair and the following year as Committee Chair. (This appointment is made near the END of Cohort 1’s first year, following the election of the Pres-elect.)</td>
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<tr>
<td>Scholarly Activity Committee</td>
<td>The Scholarly Activity Committee will foster discovery and engagement activities that advance leadership and understanding of individual and collective successes, needs, deficiencies, and opportunities via research or evaluative methodologies.</td>
<td>While this has been part of JCEP’s mission it has not been expressly part of the work of the committees (but was likely part of the “Special Projects” Committee.)</td>
<td>The President of the JCEP Board will appoint at least two board members from the incoming Cohort to serve on this committee each year. (This appointment is made at the start of Cohort 1’s service on the JCEP Board.) A committee Vice Chair will be appointed each year by the Board President-elect to serve one year as Vice Chair and the following year as Committee Chair. (This appointment is made near the END of Cohort 1’s first year, following the election of the Pres-elect.)</td>
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With the engagement of Capital Hill Management Services, the policy committee proposed that the position of Secretary be eliminated and changing the name of the “Treasurer” position to be “Secretary/Treasurer” since Capital Hill Management is now actively recording meeting minutes and has assumed many of the secretary’s former duties.

A website committee headed by Lara Milligan was appointed to update the existing JCEP website https://www.jcep.org/home

It is envisioned that the policy committee will continue to work on fine tuning and implementing these recommendations over the next year.

It is hoped that under the new committee structure there will be increased opportunities for professional development outside of the two existing JCEP conferences. Transition to the new committee structure will occur in 2022.

Past JCEP Boards under the Special Projects committee considered the possibility of creating a Certification Program for Extension Professionals, it is proposed that the new Scholarly Activity Committee will re-consider the feasibility of such a program. Back to contents
The 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 SAESs).

I serve as ECOP’s liaison to the NRSP Review Committee—appointed in the spring of 2020. As part of this committee, my role is to serve as a reviewer for the projects as they go through the proposal and/or funding process. While there was a major revision in the NRSP Guidelines in 2020 that set standards for operationalizing the program, this year’s effort was simply focused on a midterm review of one project. This project, NRSP-8 (Democratizing Genomics to Empower the Broader Animal Science Community) presented a very strong report with clear outputs and outcomes. Suggestions for improvement did include a more robust outreach/Extension plan to extend the solid and relevant research being conducted.
planning as if the 2021 National 4-H Congress and the postponed centennial celebration will be held on November 26 – November 30, 2021. A decision to hold or cancel the event will be confirmed at the August 2, 2021 4-H Congress Board meeting.

**Summary of Upcoming Plans**

While the National 4-H Congress Board and Program Design Team and Centennial Celebration Design Team are planning as if the event will be held November 26 – November 30, 2021. A final decision to hold or cancel the 2021 4-H Congress and accompanying Centennial Celebration will be made at the National 4-H Congress Board meeting on August 2, 2021.

The conference venue where the 2020 National 4-H Congress was to be held offered very favorable cancellation terms in exchange for extending their contract for an additional year. The contract with the conference venue now includes the 2022 National 4-H Congress.

The National 4-H Congress Board also extended the contract with event planner and coordinator S. Stewart and Associates, Inc. That contract runs through December 31, 2022.

The issue of what delegates could attend the 2021 National 4-H Congress was addressed by the National 4-H Congress Board. It was decided that both 2020 and 2021 delegates would be invited to attend, assuming that they meet the participating age requirements of being at least 14 years and not more than 19 years old on January 1 of the year that they attend the National 4-H Congress. This decision is in alignment with the 4-H Youth Development Program Leader Working Groups recommendations that all 4-H national and multi-state events will follow existing age requirements and that an additional year of age eligibility will not be granted due to previous national and multi-state event cancellations.

A mid-year survey of the state extension systems indicated that an attendance of 749 youth and 109 adults was likely for this year’s National 4-H Congress. Additionally, about 50% of Design Team Youth alumni have been contacted regarding a reunion held in conjunction with the Centennial Celebration. They demonstrated a lot of interest in the reunion.

Fundraising for the 2021 National 4-H Congress continues and has been made more challenging given the pandemic and last year’s cancellation. Nevertheless, successes have been made. Our ongoing partner, National 4-H Council, pledged $25,000 towards our operating budget. The National 4-H Congress adopted a $555 registration fee for the 2021 National 4-H Congress.

Having a modern digital interface is important for any conference, and the National 4-H Congress website is no exception. A new template was designed an implemented in the spring of 2021.

**Other Comments**

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

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The *Journal of Extension* continues with its transition to Clemson University Press. JOE published its latest issue in mid-June which contains 18 articles (6 Feature, 6 Research in Brief, 4 Ideas at Work, and 2 Tools of the Trade). [https://tigerprints.clemson.edu/joe/](https://tigerprints.clemson.edu/joe/). We’re seeing access to the Journal website from 6 out of 7 continents. The JOE Editor began the process of applying to the Directory of Open Access Journals, a large journal index.

An Editorial Committee update with further information can be found here: [https://tigerprints.clemson.edu/joe/editorial_note_2021.pdf](https://tigerprints.clemson.edu/joe/editorial_note_2021.pdf)

I have had the great privilege to serve as the ECOP liaison to JOE for the past 5.5 years. This December will mark the end of my second three-year term as the ECOP representative to JOE. As such it is time for ECOP to identify who they would like to place in the position for the next three-year term beginning January 2022. I will submit this as a requested action item for ECOP to consider in the fall.
For 2021 NUEL has 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:

   - Broadly, the goals and objectives of the PIP were to build 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 PIs is in the attached PIP document.
   - After conducting a national discussion with over 400 urban Extension professionals in 2020, NUEL identified three programmatic and one internally focused urban Extension priority areas:
     - Urban Food Access & Security
     - Urban Sustainability & Climate
     - Social, Emotional, Mental Well-being of Urban Residents
     - Extension’s Urban Workforce
   - To develop a process for inventorying current urban Extension programs and resources in the three program focused areas, NUEL partnered with the Extension Foundation to provide input into the development of a new online National Registry of Cooperative Extension Programs. NUEL was then one of two groups to pilot this new tool for the Extension Foundation and ECOP as part of the National Urban Extension Summit.
   - To develop a communication network for urban Extension professionals in each of the four priority areas, NUEL worked with the Extension Foundation to set up Connect Extension sites as stand alone sites or as Urban Affinity Groups within other Connect Extension site, i.e. Health.
   - Additionally, at the virtual National Urban Extension Summit, May 2021, NUEL hosted Leading Edge Dialogues (LEDs) around the four priority areas. During the LEDs a focused conversation occurred amongst participants to identify potential partners, funding and national collaborative program opportunities. Approximately 150 Extension professionals were engaged in one of the LEDs.
   - Given the overlap of identified issues between the NUEL PIP and ECOP’s Program Priority Areas, since May NUEL has begun merging its PIP into ECOPs larger program priority work.
     - NUEL assigned the task of creating the Urban Agriculture background information for the online ECOP Advocacy Toolkit and will be leading the effort to organize a national Urban Agriculture and Food Systems Priority Area Team (PATs) for ECOP.
     - NUEL has made contact with and begun conversations with the Extension Foundation staff and some of the point people leading the efforts to organize ECOP PATs around Climate,
Health, DEI and Broadband. Additional strategy conversations have occurred about how to connect with the Youth and Workforce PATs.

- NUEL has begun sharing the information collected from the urban Extension staff last summer and at the May National Urban Extension Summit with other ECOP PATs so that it can be incorporated into those PATs’ efforts.

- To align more closely with the ECOP’s program priority areas NUEL added a fifth urban priority area, Youth Development.

- A new, updated list of Urban Extension Priorities, which is attached to this Report (next page), was provided to the ECOP in June.

- NUEL is currently exploring ways to completely transition its PIP into ECOPs Program Priority Area work.

2. Build national partnerships.

- NUEL has continue partnership projects with the Extension Foundation and the national Urban County Farm Bureau Coalition during the first half of 2021.

- In early 2021 NUEL worked with the Southern Rural Development Center and the Coming Together for Racial Understanding national training team to host a second listening national listening session for urban Extension professionals around internal DEI concerns. A summary of that listening session data and a draft set of recommendations have been developed. These are currently being circulated and discussions are occurring about how to share this information with ECOP.

- NUEL’s Professional Development Action Team continues to build relationships with national Extension professional associations, like JCEP, ESP, etc., and connect with professional development and urban Extension scholarship projects through the Western Center for Metropolitan Extension and Research.

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 lieu of holding NUEC NUEL hosted a virtual National Urban Extension Summit in May 2021. Over 350 people registered for the Summit and NUEL estimates that between 275-300 people attend some portion of program.

- All NUEL regional staff networks have been holding regular regional meetings.

- To expand NUEL’s ability to effectively communicate around the national Extension system, in March NUEL reorganized its Communication Action Team. Since then, NUEL and the Action Team have been assessing current NUEL communication tools and strategies, and exploring options to enhance NUEL’s capacity into the future. At the end of June, NUEL was awarded a $25,000 pre-selected NTAE project grant to support capacity building and NUEL’s work to organize the ECOP Urban Agriculture and Food Systems Priority Area Team.
In 2018-19, NUEL developed the National Urban Extension Implementation Plan, which was approved by the Extension Committee on Organization and Policy (ECOP) Program Committee in April 2019. Within the plan, NUEL set forth several goals to facilitate cross-state collaboration, increase the Extension systems ability to rapidly respond to emerging issues and crises, and to identify and collect success stories or Best Practices within urban Extension around promising programs, operations and leadership. To advance these goals, in 2020 NUEL launched the National Urban Priority Impact Project (PIP) and lead a national discussion amongst frontline urban based Extension professionals to identify a set of urban priority issues for the Cooperative Extension System. With input from over 400 Extension professionals, four programmatic priorities and one internal Extension operations issues were identified as priorities for urban Cooperative Extension efforts:

Four Programming Urban Extension Priorities

1. Urban Food Systems
   a. Support and development of sustainability and resilient urban food systems
      i. Food policy, systems and environment work
      ii. Development of community leadership capacity, special emphasis on diverse audiences and neighborhoods
      iii. Use of effective urban resident engagement models
      iv. Programming focused on food waste reduction and composting, soil health and contamination mitigation, water quality and quantity, and environmental preservation.
   b. Focus on food access, security and equity
      i. Access to healthy, fresh and affordable food
      ii. Access to nutrition, food preparation and preservation, and health education
      iii. Access to information and support for family and community gardening focused on food production
      iv. Understanding, documenting and educating around economic, environmental and social benefits and impacts of robust urban agriculture and food systems
   c. Urban agriculture/farming continuum to community gardening focused on increasing food production and access
      i. Production education and research
      ii. Training/workforce development, special emphasis on diverse, underserved and youth audiences
      iii. Small farm development and support
      iv. Farmers market development and support
      v. Farm to school partnerships
      vi. Economic development and recovery strategies
1. **Committee Membership** (as of July 20, 2021): See ESCOP Committee Diversity Catalyst Committee (DCC)

2. **Meetings:**
   - The DCC met via teleconference on March 16, 2021.
   - The DCC met via teleconference on April 20, 2021.
   - The DCC met via teleconference on May 26, 2021.
   - The DCC met via teleconference on June 15, 2021.

3. **Accomplishments/Upcoming Plans:**
   - On March 29, 2020 the DCC suggested to the Chairs of the National Impact Database Committee (Karla Trautman and Steve Loring; Land Grant Impacts Database) that Diversity and Inclusion be made an “Area of Impact” or a tag to be associated with an impact statement. The DCC envisioned this strategy as a means to profile high impact programs that are using best practices to promote diversity and inclusion.
   - The DCC evaluated the nominees for the National Experiment Station Section Diversity and Inclusion Award. This year, for the first time, the DCC will be recognizing an individual and a group during the awards luncheon at the ESS Meeting on September 29.
   - The DCC submitted to the USDA on July 15, a brief statement on barriers to USDA/NIFA programs (see attachments).
   - The DCC has written a “Call to Action” that will be presented to ESCOP during the Joint COPS on July 20. This is a follow-up item to the report from the ESS Meeting Opening Session, Inclusive Excellence: Systematic Approaches to System Change Summary Report.

4. **Action Requested:** All items are for information only.

5. **Attachments:** (See next 2 pages)
   a. DCC Call to Action 2020_2021 v6
   b. Diversity Catalyst Committee input to the USDA: July 15, 2021
Diversity Catalyst Committee (DCC)

Call to Action 2021

Land-grant institutions and the Experiment Station Section have a duty to understand how they have benefitted from racial injustice and to ensure their programs and services do not perpetuate systems of oppression and injustice. We challenge ourselves to not simply strive to become non-racist but commit to an active anti-racist agenda in all aspects of our work.

Background:

During the annual 2020 Experiment Station Section meeting, the opening session was dedicated to “inclusive excellence.” From that session, the attached summary report was written. During the opening work session, the Experiment Station Section directors identified four diversity challenge areas and discussed potential actions to address those challenges. These are listed in the report. Prior to and coincident with the ESS meeting, the United States was in the midst of civil unrest boiling over from years of racial injustice and the need for all Americans to acknowledge and address racial inequities. During his leadership term, ESCOP Chair, Moses Kairo declared that the first of the Chair’s Initiatives was: Fully integrate Diversity, Equity and Inclusion as an essential component of all our programs. Last, the Diversity in Research Leadership Task Force, the predecessor to the DCC, recommended strategies to broaden the diversity of leaders holding research administrative positions. Many of the suggestions made by that task force are reiterated here. It is to these ends that the DCC shares the following reflections and recommendations.

Diversity and Inclusion Challenge Areas:

The Experiment Station Section Directors identified four diversity and inclusion challenge areas. These included:

- Recruiting and retaining a diverse workforce: developing a pipeline to support inclusive excellence.
- Strengthening partnerships among the 1862/1890/1994 institutions.
- Addressing funding challenges/disparities across the three LGU systems.
- Reaching/working with underserved populations.

Call to Action:

The DCC issues a Call to Action to engage all directors. Of the challenge areas listed above, the DCC asks you to identify a challenge that you intend to address in the upcoming year and use the following questions to guide your action steps.

- What actions do you intend to take?
- What is the timeline on your actions and what resources will you deploy?
- What gaps will you address and what obstacles do you anticipate?
- What goals do you expect to reach?
- What will diversity and inclusion look like on your campus or station?
- How does your response to this Call to Action fit into the long-term diversity and inclusion strategies of the station, the college and university?

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1 The summary report was written by Woody Hughes, Jr., Brian Raison and Rachel Welborn.
DCC Actions:

The DCC will periodically ask each director what they’ve undertaken. The DCC will work with NIFA to profile exemplary actions of the directors. The DCC will seek directors to share what they’ve done in a series of best practice sessions. The DCC will encourage submission of nominations for Diversity and Inclusion Award winners and celebrate your accomplishments.

Diversity Catalyst Committee input to the USDA: July 15, 2021

Diversity, equity and inclusion: Future research in agriculture must have at its heart a commitment to diversity, equity and inclusion if we expect this nation to have truly sustainable and just food systems. **We strongly support NIFA programs that commit to and champion diversity in all of its incarnations.** We specifically advocate for improving and increasing grant funding opportunities that target: 1890 institutions; 1994 institutions; Hispanic-serving institutions; Alaska Native and Native Hawaiian-serving institutions; Insular regions; New Beginning for Tribal Students; multicultural scholars, graduate fellowship and institution challenge grants; food and nutrition education (e.g., EFNEP); and women and minorities in STEM fields. Second, we strongly support removal of barriers to USDA programs with specific reference to grant funding programs offered the National Institute for Food and Agriculture (NIFA). Barriers that we’ve identified include mandatory, non-federal matching funds for competitive grant programs. This is a strong disincentive for application by many universities and frequently a non-starter for small 1862 institutions, 1890 institutions and 1994 institutions. We strongly implore the USDA and NIFA, in particular, to focus on delivering customer service to individuals that lack extensive grant experience. Creation of grant portals that respect and reflect the diversity of funding success (from high to low) is imperative. We also encourage NIFA and the USDA to systematically address diversity and carefully consider how diversity and inclusion requirements are built into RFAs. Those rubrics need to be clear, observable and measurable, not parenthetical statements. Last, we ask that the USDA and NIFA in particular, to share how input is used in the aftermath of a listening sessions. The lack of feedback is a disincentive to future participation. Have all voices been heard and how has the input been used?

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MEMORANDUM

TO: Extension Committee on Organization and Policy (ECOP)

FROM: Jo Britt-Rankin
BoHS Liaison to ECOP

DATE: July 2021

SUBJECT: Report on BoHS Activities -- 2021

We are only halfway through the year, and it has been a busy and transitional time for APLU Board on Human Sciences (BoHS). Here are some of the highlights of the activities in which we have been involved:

- Completed the 2021 BoHS/CAFCS Virtual Spring Meeting evaluation and shared it with the 2022 planning committee and, in conjunction with CAFCS, working or developing the agenda for the 2022 Joint BoHS/CAFCS Spring Meeting in Washington, DC
- participated in the Alliance for FCS April and May Meetings.
- conducted a review of our budget and developed a proposal to enhance engagement through leadership development.
- Distributed communications to participate in a Survey to prepare for APLU BAA Committee on Legislation and Policy (CLP) efforts.
- The Awards committee completed the nomination, review and voting process for the 2021 BoHS Award Winners that will be presented during the APLU Annual Meeting in the fall.
- We have started the nomination process for the BoHS Board of Directors ‘class of 2024.
- The BoHS Board of Directors will meet in conjunction with the Joint COPs Meeting via Zoom the week of July 19, 2021
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 spring 2020 (14 students) and it was offered again in spring 2021 (22 students).
  - Most student experiences were virtual in 2020, but most were in-person in 2021. All participants reported great satisfaction in the program.
  - The program was expanded in 2021 to include students involved in the FYCS Rural Youth Fellowship program https://fycs.ifas.ufl.edu/rural-youth-fellowship/. The FYCS Rural Youth Fellowship for undergraduates provides an experiential course of study designed to enhance preparation for working with youth in rural communities.
  - The objectives of the program are for undergraduate students to:
    - Acquire knowledge of the unique but diverse experiences of rural youth, their families and communities.
    - Develop essential communication and cultural competency, community engagement, and leadership skills.
    - Engage in a capstone/internship experience designed to address a rural community problem.
  - 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).
  - Perhaps most importantly, students gained an appreciation for Extension. Several students are considering careers in Extension as a result of the experience.
  - Extension 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.

- Online delivery of Extension programming through partnerships with academic counterparts. Leverage the instructional design capabilities and resources in academic programs to partner with and in some cases support, the increasing number of online courses and programs being offered nationwide.
  - At the University of Florida, our college Center of Online Learning and Technology (COLT) supports both county agents and state extension specialists in the development on online Extension courses and programs.
Extension is now charging nominal fees to people who consume the materials (not all online materials and programs charge a fee).

- Extension administration collects a 10% fee on revenues generated and the University collects another 13.3% fee. The rest of the revenues are returned to the extension faculty and unit to cover costs of materials and marketing.

- The fees collected by Extension administration are used to support:
  - 2 people in COLT.
  - Seed money for Extension mini grants that support online Extension programming.

- EXTENSION FOUNDATION (Fred Schlutt - Catalyst) has reached out to the ACOP Liaison and they are interested in integrating, where possible, the Academic Programs Section in the area of badging and certifications as a part of workforce development.

  - A meeting is being scheduled to discuss possible areas of collaboration.

- ECOP Program Committee Work and possible areas of collaboration between ECOP and ACOP. We have begun to discuss this at ECOP Program Committee meetings:

  - Workforce development (mentioned above)
  - Urban Extension – focus on food access and security and the social, emotional, and mental well-being of urban residents.

    - 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.
Items discussed at the ESCOP meeting held on February 25, 2021 via Zoom

1) Dialogue with NIFA Director – Dr. Carrie Castille
   a. SAES Directors are encouraged to communicate with NIFA and Dr. Castille directly to find their fit within USDA-NIFA’s priority areas and hold NIFA accountable.
   b. Climate research / mitigating climate change has been identified as a “North Star” priority for USDA. Additional funding is warranted for both capacity and competitive programs related to climate research.
   c. Food, agriculture, and forestry are at the center of NIFA’s Climate-smart policies.
   d. A particular emphasis is placed on addressing the effects of climate change on producers, consumers, and small businesses.
   e. A new NIFA reporting system (being developed) will integrate Research and Extension

2) Ag Research Infrastructure Advocacy (ARIA)
   a. ARIA is a top priority for the Experiment Station Section, and we are now engaged with Rebuild Rural Coalition.

3) Congressional Engagement
   a. Doug Steele joined a NASDA panel on 2/24 and encourages AES Directors to engage with state departments of ag.
   b. Barb Glenn (NASDA Director) has infrastructure investment as a high priority for the NASDA portfolio.
   c. The ARIA effort has been pitched to White House representatives as a component of addressing climate change mitigation.

4) Budget & Legislative Committee
   a. The Gordian report has been rolled out nationally as part of the Rebuild Rural Coalition.
   b. Addressing climate change is a priority for the BLC. The committee is considering what a “moon shot” ask would look like with regard to climate research funding.
   c. The current unified ask is an 8% increase for capacity and competitive lines, as well as additional emphasis for 1994 funding lines.

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