**2021 ECOP Virtual Meeting Minutes**

**Thursday, June 24, 2021, 11:00 a.m. – Noon Eastern Time**

Presiding – Chris Watkins, Chair

*Pre-meeting Reading Assignments: Minutes of April 2021 Meeting, ECOP Executive Committee Meetings Minutes, May 13, 2021, and June 10, 2021.*


*Other Important Links: Interactive ECOP Org Chart with embedded Links to current Workplans including Extension Foundation, ECOP Calendar, 2021 Budget, Advocacy and Education Toolkit, www.aplu.org/cesgoals*

Activity of note since last ECOP Executive Committee Meeting: On 6/16/2021 the ECOP Executive Committee approved of Comments Regarding the Development of NIFA’s FY2023 Research, Education, and Extension Priorities. See pages 6-8.

1.0 Welcome and Call to Order

Chris Watkins brought the meeting to order. Attendance is recorded on page _. A quorum was present. Vonda Richardson made a motion to approve the minutes of the April meeting. Wendy Powers provided a second. Brent Hales made a motion to approve the agenda as presented. Barbara Petty seconded. The chair declared both approved.

2.0 NRCS CES Partnership Opportunities

Chris Watkins introduced Luis Tupas, Deputy Chief, Soil Science & Resource Assessment, Natural Resources Conservation Service (USDA-NRCS). The purpose of this discussion is to introduce a potential partnership for Extension-focused and program-focused opportunities at the national level with NRCS. While there are also numerous opportunities to work with the Experiment Stations, the focus of this discussion is Cooperative Extension.

Luis Tupas – In his role, is leading an effort to partner with Cooperative Extension at National Level, with collaboration between leaders of the 2 organizations. Priorities: 1) Climate-Smart Agriculture and Forestry Strategy in response to Executive Order, January 2021, and the current administration’s “America the Beautiful” Initiative. Climate Change is a very high priority. 2) Urban Agriculture (similar to SBIR). 3) Diversity, Equity and Inclusion – related to 1st 2 priorities. Seeking to work together on the 3 priorities to achieve national impact, by working together with land-grant universities, then with Experiment Stations. Also, there are many positions to be filled. NRCS is planning to grow – 9,000 employees up to 11,000 to accomplish goals. Help is needed to fill these positions. Different approach/access to funding – We can find a way to fund Extension. The Chief of NRCS recognizes the value of Extension – one reason that he hired Luis.

On July 1 there will be a webinar with all state conservation services. ECOP leadership is welcome. It is get-to-know-you session. What is needed is how to work together at the national level. Jason Henderson is invited to introduce ECOP. Other date will be plotted out it ECOP gives the nod. Ivory
Lyles welcomes the opportunity.

Laura Perry-Johnson – Happy to be working with Luis. Maximize efforts for both the System and NRCS. Recommends having conversations at State Level, too. Luis – There are many new state conservationists, relationships must be built over time. The concern this relationships vary, respecting relationships at state levels and certain needs, In contrast, these are national goals/needs.

Ivory – Made a motion to proceed, asking for a small group to be assembled to begin. Vonda Richardson provided a second. All in favor raised their hand on Zoom. The Chair declared the motion passed.

Lyla Houglum made a recommendation to include Western Center for Metropolitan Extension and Research. Chris Watkins suggestion to include NUEL Leaders.

Luis – Later a MOU is a possibility. The emphasis on water from the West. NRCS was asked by Congress to address this. This is another possible point of collaboration.

3.0 Discussion of the FY22 and FY23 USDA NIFA Budget

Chris Watkins/Caroline Henney – Presented the follow table. Asked for support by ECOP to help speak to why these increases are important.

<table>
<thead>
<tr>
<th>Program</th>
<th>FY 2021 Enacted</th>
<th>FY 2022 Unified Ask</th>
<th>FY 2022 PBR</th>
<th>FY 2022 Updated Request</th>
</tr>
</thead>
<tbody>
<tr>
<td>AFRI</td>
<td>$435,000,000</td>
<td>$470,000,000</td>
<td>$700,000,000</td>
<td>$700,000,000</td>
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<tr>
<td>Smith-Lever 3(b)-(c)</td>
<td>$315,000,000</td>
<td>$340,000,000</td>
<td>$315,000,000</td>
<td>$400,050,000</td>
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<tr>
<td>Hatch Act</td>
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<td>$280,000,000</td>
<td>$329,380,000</td>
<td>$329,380,000</td>
</tr>
<tr>
<td>Evans-Allen</td>
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<td>$79,000,000</td>
<td>$92,837,000</td>
<td>$92,837,000</td>
</tr>
<tr>
<td>1890 Extension</td>
<td>$62,000,000</td>
<td>$67,000,000</td>
<td>$62,000,000</td>
<td>$78,740,000</td>
</tr>
<tr>
<td>McIntire-Stennis</td>
<td>$36,000,000</td>
<td>$39,000,000</td>
<td>$45,783,000</td>
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</tr>
<tr>
<td>1994 Extension Services</td>
<td>$8,500,000</td>
<td>$10,000,000</td>
<td>$8,500,000</td>
<td>$10,000,000</td>
</tr>
<tr>
<td>Payments to 1994 Institutions</td>
<td>$4,500,000</td>
<td>$6,000,000</td>
<td>$4,500,000</td>
<td>$6,000,000</td>
</tr>
<tr>
<td>1994 Research Grants</td>
<td>$4,000,000</td>
<td>$6,000,000</td>
<td>$4,000,000</td>
<td>$6,000,000</td>
</tr>
</tbody>
</table>

Rich Bonanno – While I appreciate APLU numbers. It is frustrating that. Not necessarily ungrateful, but unless there is an actual delivery to land-grant.

Parag Chitnis – In the future the BAA Request needs to go to NIFA well before the President’s Budget is produced. Supports this practice. Points to the lack of understanding that “Science” is with Extension.

Jon Boren – Why is there such a difference between Extension and Research? Perplexing.

Parag Chitnis – The budget for 2022 stemmed from the last administration, waited for new administration. The timing was quite a bit off this year.
4.0  Extension Foundation/ECOP NTAE Opportunity

Ivory Lyles – Requesting ECOP Endorsement the plan - $1M for pre-selected 7 projects, Extension Foundation program accelerator, to fund hiring leadership positions (Directors) to run each team that the ECOP Program Committee is putting forward. No details were provided. A second by___________. The ECOP Chair declared that the motion passed unanimously.

5.0  Standing Committee Updates

Health Innovation Task Force - Michelle Rodgers: On June 22, 2021, an Un-meeting Summit was conducted. Over 100 people from Community Development, Medical Field and Health Education were in attendance. Materials produced during the meeting will be summarized. Also, updates for CDC funded EXCITE, funding for 24 pilot programs involving 31 land-grant institutions. Roger Rennekamp announced that the new Framework for Health Equity and Well-being will soon be available as final after the July ECOP Meeting. Also, Michelle, Roger and Caroline Henney met with the Whitehouse Policy Council – chance to share what can be done with capacity funding.

USDA-NIFA – Mike Fitzner: Integrated Reporting System – Overtime tweaks will be implemented. Send suggestions for improvements to Mike and lynn.khadiagala@usda.gov. Most all the required plans have been approved. Training for new and old NPL’s reviewers is being conducted.

4-H Leadership Committee – Jon Boren: Continuing “growth” agenda; next meeting will focus on DEI strategies; fund-raising for 4-H. At the recent Board of Trustees meeting, joined by NIFA Director and Dep. Sec. Bronaugh. Expectations for 4-H by NIFA discussion continues.

Program Committee – Ivory Lyles: Action Teams progressing.

Budget and Legislative Committee – Jon Boren: Update on name and emblem? Parag Chitnis: Still working through legal channels with the agency.

6.0  Adjourn
**ECOP Voting Members (Executive Committee in Bold)** 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, Post-Chair (2021 NEDA Planning Committee)
- ✓ Beverly Durgan, University of Minnesota Extension
- ✓ Laura Perry Johnson, University of Georgia
- ✓ Rich Bonanno, North Carolina State University (CES Representative to CLP-farm bill)
- ☐ Rosalind Dale, North Carolina A&T State University
- ✓ Brent Hales, Penn State (Vice-chair Program Committee; Liaison to NUEL Steering 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 Representative – VACANT UNTIL October 15, 2021

**Ex-officio/Non-voting members**
- Jon Boren, Chair, Budget and Legislative Committee, Co-chair of 4-H Leadership Committee, New Mexico State University
- Mike Fitzner and Parag Chitnis, USDA-NIFA
- Caroline (Crocoll) Henney, Executive Director, Cooperative Extension System/ECOP
- Roger Rennekamp, Extension Health Director, Cooperative Extension System/ECOP
- Michelle Rodgers, BAA-Policy Board of Directors, Chair Health Innovation Task Force, 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
- Andy Ferrin, SVP-CSO, National 4-H Council
- Char Wenham, CARET Liaison, St. Joseph, MI
  - Al Wysocki, ACOP Liaison, University of Florida

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

**Guests**
- Extension Foundation – Fred Schlutt, Chuck Ross, Megan Hirschman
- Luis Tupas, USDA/NRCS
ECOP Professional Development Committee Report June 21, 2021

- Debby Sheely, University of Rhode Island retired in May.
  - John Lawrence, Iowa State University is serving as committee chair for the remainder of her term.
  - Ken LaValley, University of New Hampshire, will begin year 1 of a 4-year term on ECOP soon after NEDA and he will actively join the Professional Development Committee. He has informally joined the committee and is receiving correspondence.

- Rosalind Dale met with ECOP Chair-Elect Powers. At her request the professional development committee will develop a plan of work for the Learning for Leaders series beginning in late fall.

- The committee is not meeting in June and July and will resume monthly meetings in August.
The Cooperative Extension System, working with land-grant university researchers, and public and private organizations, brings science-based resources to people and communities who need them most. The nationwide transformational education system engages people in learning opportunities to help them solve problems, develop skills, and build a better future where they live and work. Extension is continuously pressed upon to respond to grand societal challenges at the national, state, and local level, but over the past two decades, capacity funding for this historic system has eroded, and has not kept pace with the demands on its resources. Even as societal challenges mount, Extension cannot address the issues and opportunities facing the nation without increases in foundational capacity funding.

Significantly increasing the Smith Lever, 1890 Extension and 1994 Extension lines is critical to addressing some of the most challenging problems we face today and well into the future. Connecting research to making a real difference for people and communities in areas such as climate mitigation, resiliency, and adaption; economic and workforce development, diversity, equity, and inclusion; 4-H positive youth development; urban programs, health; and community nutrition education requires NIFA’s strong commitment to Extension human resources, emerging technologies, and facilities support.

With fewer full-time employees—the size of the full-time workforce dropped 22 percent from 1980 to 2010, from 17,009 to 13,294 full-time workers—the Extension Service now relies heavily on volunteers PEW Study 2014. The last time such data were gathered was by the Cooperative State Research, Education and Extension Service in 2010, and the Extension Committee on Organization and Policy is currently surveying the system to understand Extension human resource capacity today. In addition to this request for an increase in capacity funding, we also request that USDA NIFA reinstate the process for gathering these data on an annual basis, as they did prior to 2010.
Climate Mitigation, Resiliency, and Adaption
Climate change affects all communities and ethnic groups, and often those in the most underserved communities are impacted the most severely. Environmental equitability must be a driving force behind any climate efforts. Success rests upon the relationship-building between Extension and the communities and clientele for whom programs and products are developed and delivered. Within and outside of the Cooperative Extension System, collaboration and partnerships are consistently named as keys of climate program success. With additional resources, Extension can scale up vital local projects to a national scale to address climate mitigation, resiliency, and adaption.

Economic and Workforce Development
The sheer scale of economic and workforce development challenges requires scalable programs that can be used across diverse locales and cultures, to speed economic recovery; kickstart new businesses; leverage new and emerging technologies; and retool the workforce to meet the skills needs of new industries. The Cooperative Extension System is well positioned to build upon existing and new partnerships to build inclusive, resilient, sustainable communities and economies. Instrumental in this process are local offices of Extension embracing the role of fostering space for entrepreneurship, small business development, and other economic and workforce development opportunities in ways that no other national agency or organization is prepared to do. With additional resources, Extension can lead efforts in connecting key community support organizations to truly take advantage of the education, resources, and opportunities within each community.

Diversity, Equity, and Inclusion
Increased resources to support Extension efforts have great potential for closing the DEI gap. For instance, expanding the reach of Historically Black and Tribal Land-grant Colleges and Universities that have specific missions of reaching underserved audiences put tools directly in the hands of those most at-risk. Growing the Extension workforce numbers, and capacity allows for the expansion of community dialogue-to-change efforts, advancing programs with proven track-records, embedding deeper support for communities through community coaches, and facilitating demonstrable models of community asset building strategies. Extension is well positioned to manage place-based funding to launch promising innovations identified through community dialogues. Extension can guide the development of a national research initiative to explore efficacy of local innovations and implications for future policy related to DEI.

4-H Positive Youth Development
Additional fiscal resources are needed by Extension to assure sufficient, prepared, and supported 4-H PYD staff in rural, urban, and suburban settings that support the 4-H program at the local, state, and national levels. New staffing and program support at all levels is essential to galvanize, coordinate and provide focused leadership for efforts to close the opportunity gap and mitigate the employability, education, and mental health challenges that youth currently face. By investing additional resources in Extension’s capacity to create change and reach new youth audiences with its proven PYD approach, we can upend the nation’s persistent social, economic, and political imbalances. This intentional approach will bring together communities, organizations, government, educators, and young people to promote positive outcomes for youth, thereby eliminating the opportunity gap and creating a more equitable and just society.

Urban Programs
Land-grant Universities and Extension stand ready to address the long-identified needs in urban areas. Additional funding would allow Extension to scale up its urban programming capacity; and leverage existing
local, state, and federal funding for transforming food access, sovereignty, workforce, and human
development. Through Extension, urban-rural economies can be strengthened by supporting the expansion
of local promising practices to a national scale; adapting research conducted outside of urban areas for
urban audiences, including non-English speaking populations; translating research and educational
programs into other languages; sharing land access models; and developing urban farmer networks to serve
as catalysts to convene existing groups, develop collective projects, and to help with urban food system-
diversity, equity, and inclusion.

Health
Extension is well positioned to serve as a catalyst for community-based efforts to address health equity.
Doing so will require that Extension receives the necessary support for taking successful pilot efforts to scale
across the network of more than 3,200 offices across the nation. This will require a paradigm shift in
Extension’s strategic direction that takes it beyond education to catalyzing community action through
coalitions and expanded partnerships. This new direction will require increased resources and greater
flexibility, with greater ability to see and do Extension work differently than in the past.

Community Nutrition Education
Land-grant Universities currently conducting EFNEP and SNAP-Ed programs (and those who are not) would
greatly benefit from additional resources, allowing for increased nutrition education services and greater
community impact. The need for obesity prevention services targeting populations with low income often
exceeds the capacity of LGUs under current EFNEP and SNAP-Ed funding allocations, a gap that could be
filled by expanding the fiscal resources available. Increased funding would allow for greater reach into
vulnerable communities through existing EFNEP and SNAP-Ed programs, as well as increased participation
by 1890 and 1994 LGUs, allowing for a targeted approach to better reach under-served communities.

We appreciate the opportunity NIFA has provided for input into the FY23 budget process, our current
partnership and fiscal support, and the real opportunity to enhance Extension’s capacity in the future to
make a difference for people and communities across the nation.

Submitted respectfully on behalf of the Extension Committee on Organization and Policy,

Chris Watkins, ECOP Chair, Cornell University
National Integrated Pest Management Coordinating Committee (NIPMCC)
Report Submitted by John Lawrence, Iowa State University

On May 24, 2021, the ECOP Office shared the following, three one-page documents with links to full versions that were produced to explain some of the “grand issues” of Integrated Pest Management, in the ECOP Monday Minute.

- **US Agriculture is Vulnerable (One-Pager)**
  US Agriculture is Vulnerable to Weeds, Diseases, Insects, and Other Pest Threats (Full-text, April 2021)

- **The Growing Threat (One-Pager)**
  The Growing Threat of Pests Resistant to Pesticides and Other Management Tactics (Full-text, April 2021)

- **Invasive Pests (One-Pager)**
  Invasive Pests: A $120 Billion-a-Year Threat to America’s Farms and Lands (Full-text, April 2021)

Contact for more information:

Jim Farrar, Director, UC Statewide IPM Program
UC Agriculture and Natural Resources
530-750-1249
jfarrar@ucanr.edu

or

Daren Mueller, Associate Professor and Extension Plant Pathologist
Iowa State University
Plant Pathology and Microbiology
515-460-8000
dsmuelle@iastate.edu