Zoom Meeting Minutes
October 12, 2021, 11:00 a.m. – 2:30 p.m. ET
Presiding – Christopher B. Watkins, Chair
Cornell University
www.aplu.org/cesgoals

Attachments: Minutes of the September 2021 Meeting, ECOP Professional Development Committee Update – page 7, Most Recent Finance Report – page 8, 2021-2022 ECOP Calendar,

Other links: 2020-2023 Strategic Directions, Advocacy and Education Toolkit, Organizational Chart, 2021 Annual Standing Committee Reports

Written reports by Liaisons and Appointees are delayed until the next meeting, December 9, 2021, 10:30 a.m. – Noon ET.

1.0 OPENING BUSINESS –
Chris Watkins, Chair, called the meeting to order. Attendance of is found on page 6. A quorum was present. Chris welcomed members and the audience who joined via YouTube Live. Bev Durgan made a motion to approve the minutes from last meeting. Brent Hales seconded. The Chair declared them approved. There were no additions to the agenda.

2.0 Updates

USDA NIFA –

   a. Parag Chitnis: The new director is deliberately emphasizing how Extension can be an important part of USDA’s mission. This includes the Secretary’s focus on climate smart agriculture, nutrition security, food supply chain resiliency, and equity. Hiring continues. Still operating on maximum telework. Travel is extremely limited. In 2020, 137 people were hired. In 2021, 130 people were hired. Levels are higher now than at the point of relocation. More will be hired before the end of the year. NIFA is deliberately hiring people with Extension background. NIFA has processed 25% more awards this year than last. Capacity award payments are running on time according to when appropriations were approved by June/July. The focus is on quickly fulfilling the needs of the institutions to help with implementation of programs. More and more there are opportunities for Extension to apply for grants. There is stronger collaboration with ECOP Program Committee Action Teams (PATs). The priorities from the PATs are reflected in competitive grant RFAs.

Chris Watkins: Delighted with the stronger collaboration with the agency.

Sandy Ruble: Grateful for the collaboration by NIFA with ECOP for the National Awards Program, www.aplu.org/CESawards
b. **APLU –**

**Caron Gala for Doug Steele:** Andrea Putman, Assistant Vice President, Communications and External Partnerships, is coming up to speed on what Extension does and its importance at state and national levels. On Capitol Hill, the current activities relate to debt limit and reconciliation package. Referenced House Committee Reconciliation package, see page 42 of [https://docs.house.gov/meetings/BU/BU00/20210925/114090/BILLS-117pih-BuildBackBetterAct.pdf](https://docs.house.gov/meetings/BU/BU00/20210925/114090/BILLS-117pih-BuildBackBetterAct.pdf) with funding of NIFA; $500M for SARE, $500M over 10 years for AFRI, $200M for Organic Ag Research/Extension Initiative; Centers of Excellence for 1890s Institutions for $15M; Urban/Indoor Agriculture Production for $20M; Specialty Crops for $200M; Smith-Lever for $600M; 1994 Extension for $40M; 1890s Extension $126M. Engagement with Government Relations Liaison was emphasized as appropriate to increase the awareness of Congressional delegations of this package. Extension also has availability of funding under Rural Development. The summary by APLU is found at [https://www.aplu.org/members/councils/governmental-affairs/CGA-library/aplu-analysis-of-2022-house-reconciliation-bills/file](https://www.aplu.org/members/councils/governmental-affairs/CGA-library/aplu-analysis-of-2022-house-reconciliation-bills/file)

Research facilities act (ARIA) was also mentioned.

Budget Appropriations process is on hold. The APLU President sent a letter sent to the House and Senate Committees in support of full amounts for both packages; Smith-Lever for $330M (Senate), 1890s Extension for $67M (House), 1994 Institutions at which ever was the highest level in either House or Senate.

c. **Policy Board of Directors –**

**Michelle Rodgers** - Meeting coming on Thursday, October 14, 2021. A sub-committee has been working of RFAs for the lobbyist contract. Caron Gala – There were 9 proposals. The committee broke up into different groups to review these and reporting back to Doug Steele. A final decision is anticipated at the November meeting of the Policy Board of Directors.

d. **Standing Committees and Task Forces**

i. **Professional Development Committee** –

**John Lawrence:** Wendy Powers joined the committee during their last meeting. Asked to come up with 4 Learning for Leaders topics during her term as Chair, staring in January 2022. DEI, Urban Extension, Post-covid Extension implications for Extension workforce and clients (how do they want to receive information), is there a virtual footprint to consider. Another focus is new staff orientation – Normally held as a pre-session of NEDA. May be using a L4L time slot to do this. Awards – Announcements coming. A new award, the Excellence in Extension Team Award is coming in 2022. John asked for help to complete nominations.

**Chris Watkins:** In the urban extension programs in NYC, faculty are finding it difficult to respond with cultural sensitivity and asked John if this could be addressed in the DEI topic Learning for Leaders. John and Chris will meet offline to go over the suggestion.

ii. **Program Committee** –

**Ivory Lyles:** Appreciate the help of Program Committee member to implement the Workplan with the support of EDA Team members Ron Brown and Ali Mitchell. Asked for help to nominate for the National Diversity Award. The funding level for PATs, enhanced by partnership/collaboration with Extension Foundation. The new relationship with NIFA by ECOP’s Liaisons Mike Fitzner/Parag Chitnis, with leadership of PATs, is very positive. The PATs – doing well but struggling with communications, to ensure that every member of the Section, know and understand the 7 priority areas; how to ensure the faculty and staff if desired know about and can become involved by signing up with Extension Foundation. The Climate PAT, led by Jason Henderson (Purdue), has been successful in putting together proposal to
partner with NOAA will be an example for years to come. Roger Rennekamp, Extension Health Director, has selflessly transitioned to head up the PATs for Health. Ed Jones (Virginia Tech), ECOP Liaison to 4-H Leadership Committee is helping to put together a seamless transition between ECOP 4-H Leadership and the 4-H PAT. “How do we lead and not dictate programs?” is being addressed by allowing Teams to flourish with inclusivity as a part of the System.

Ron Brown:

Program Action Teams, Leaders, NIFA Liaisons -

- Climate Extension - Jason Henderson/Eric Norland
- Workforce Development - Ivory W Lyles/Carlos Ortiz
- Health Extension - Roger Rennekamp/Brent Elrod and Sheila Fleishhacker
- 4-H Positive Youth Development - Jo Britt-Rankin, Ed Jones/Jeff Sallee and Suzanne Stluka
- Urban Ag and Extension - Marie Ruemenapp, Brent Hales/Brad Rein
- Broadband/Infrastructure (access and literacy) - Gary Jackson, Rachel Welborn/Brent Elrod
- Diversity, Equity and Inclusion (DEI) - Rachel Welborn, Vonda Richardson/Maurice Smith, Keith Harris and Michael Matthews

Q – Michelle Rodgers: How to distinguish the Youth Development PAT with the role and responsibilities of the ECOP 4-H Leadership? A – Ivory Lyles: The ECOP 4-H Leadership Committee was invited to the PAT to avoid duplication. The lines are not well defined, but under development. Making sure that there is collaboration. Ed Jones affirmed the notion and with certainty the 4-H programming is part of all the Extension priorities, like Health. Michelle is not sure that clarity exists, why there are 2 groups.

iii. Health-Innovation Task Force –

Michelle Rogers: The Task Force is in its second year. The framework is complete. The pursuit of new partners in economics, education, and health is soon to be summarized. Another summit/webinar to invite new partners to hear the summary. Some coalitions are emerging already around the nexus of health, economics, and education. The final 6 months will move everything into a Health Program Action Team. That innovation aspect of the Task Force will be implemented by the Health PAT. Suggestions were welcomed about how the new Health PAT can be systematic in its work. Approval by ECOP will be sought in an upcoming meeting. At the point of approval, Michelle will step out of a leadership role. Above all, the most important aspect of the experience by an Innovation Task Force is the growth of external partners. The EXCITE Program spin-off proves the importance of have external partners involved in PATs. RFAs for next phase have been released. Piloting another effort for 1994 Extension. Thank you NIFA for the support that went directly to Institutions.

iv. Budget and Legislative Committee (BLC)

Jon Boren: The BLC did support the “unified ask” https://16c8e9b5-cd00-4ae3-ab94-ec706dc05201.filesusr.com/ugd/cbc5b5_5150824a69814119b1cf961e0fa12fd7.pdf, with emphasis on the importance of Capacity Funding for Extension. The workplan would not be possible except for the work of Caroline Henney and the rest of the EDA Team to develop the Advocacy and Education Toolkit https://advocacy.extension.org. The Farm Bill Nutrition Working Group (headed by Jason Henderson) was formed to examine best approach to the ask for SNAP-Ed/EFNEP in the next bill (2023) and inform best practices to work with other constituencies. The Farm Bill Committee for Cooperative Extension helped to inform activity of Rich Bonanno (NC State University) on the BAA Committee on Legislation and Policy – A mass survey was sent to the Section to help with this process. The BLC continues to attempt to work within the federal budget regulatory cycle. In their next meeting, will start discussions on an aspirational appropriation request for the Section. During the Fly-in in Kansas City.
Caroline Henney reviewed what was discussed in Kansas City Fly-in during the first week of October regarding Budget and Legislative category.

v. 4-H Leadership Committee –

Jon Boren/Ed Jones: Accomplishments will be reported in 4 areas the 2021 ECOP Annual Report. The new Co-chairs are Laura Stephenson, University of Kentucky and Lisa Diaz, University of Illinois. Jon is willing to meet with Ivory Lyles to clear up to understanding the difference an overlap between ECOP 4-H Leadership Committee and the 4-H PAT that is begin formed.

3.0 Overview and Discussion, 2021 ECOP Year in Review –

Chris Watkins: Skimmed through his final report for the Cooperative Extension Section Meeting on October 14, 2021.

4.0 2022 Action Plan –

Wendy Powers: Has met with 4 of the 5 Regions. Asked, where are your priorities of the 4 stated in in the ECOP Strategic Directions.

- Increase visibility through improved communication - Toolkit will need continual attention
- Increase funding through traditional ways and with new partners. Her annual workplan as Chair will address this concern.
- Helping with the process side, how to prioritize and sunset. It is time to step back and develop process that help move the organization.
- Do a better job of communicating the value of ECOP along with the value of Extension. Will ensure leaders of the PATs help with this.
- Use Roadmaps, pilots, and improve as we go. Will meet regularly with the EDA Team

5.0 Working Session on the Coming Year: Processes and Communications

Wendy Powers: Internal Communication –

ECOP Meetings – Referring to the 2021-2022 Calendar, 90-minute meetings are proposed; each committee goes over action items. Bev Durgan agreed. Preview of written reports is important before each meeting.

First Friday Meeting Updates – Not intended to replace the ECOP Monday Minute. Good opportunity to obtain feedback. Will build in slack time on First Friday sessions to allow for items that will inevitably emerge.

- John Lawrence – Appreciates updates from PATs, so there is no duplication by Professional Development Committee
- Bev Durgan – Advocates focus on 1 Priority
- Barbara Petty – A mid-year report would be valuable.

Wendy Powers: External Communication –

- Think, how can we augment, regularly engaging, with elected officials and regular and new partners, Using the Toolkit - For Jon Boren/Caroline Henney.
- Advocacy Calendar, additional opportunities to meet with Congressional Staffers. Caroline believes that working with Caron Gala to help with this is important. Different message come in they usually focus on a state-by-state.
- Use National Impacts Database in partnership with Experiment Station Section, to ensure alignment of telling the story.

Some concerns:

- Strategies for deploying reserves, accountability for expenditures, what else?
- Slips up in communication – what can we do better? Caroline Henney would welcome input on this.
- Wendy Powers would like to go back to the decision tree that Caroline Henney started.
- Roger Rennekamp: What happens when a PAT is approached with a funding partner, what are the limits ECOP might place on accepting the help in the form of funds.
- **Jason Henderson**: Example, DEI language is sensitive depending on the institution. How do we come up with language as a System; something that a PAT can rely on.
- Caroline Henney: This year with increased visibility and potential for increased funding. Do we take it all, as we build partnership around priorities, how do we decide what is right for the System? How do we get prepared for this influx?
- **Michelle Rodgers**: We do need a process, and ECOP to help settle how this for System is critical. When this has happened before, there was no roadmap for this.
- Caroline Henney: Please be encouraged to be mindful of the level of responsibility.

6.0 **ADJOURN**
**ECOP Membership Attendance** is signified with ☑️ or ●.

**Voting Members** –
☑️ Chris Watkins, Executive Committee, Chair, Cornell University
☑️ Wendy Powers, Executive Committee, Chair-elect, University of California
☑️ Mark Latimore, Executive Committee, Past Chair, Fort Valley State University
☑️ Beverly Durgan, Executive Committee, University of Minnesota Extension
☑️ Laura Perry Johnson, Executive Committee, University of Georgia
☐ Rich Bonanno, Professional Development Committee, North Carolina State University
☑️ Rosalind Dale, Professional Development Committee, North Carolina A&T State University
☑️ Brent Hales, Program Committee, Penn State University
☑️ Jason Henderson, Program Committee, Purdue University
☑️ Gary Jackson, Program Committee, Mississippi State Extension Service
☑️ John Lawrence, Professional Development Committee, Chair, Iowa State University
☑️ Ivory Lyles, Program Committee, Chair, Oregon State University
☑️ Barbara Petty, Professional Development Committee, University of Idaho
☑️ Vonda Richardson, Professional Development Committee, Florida A&M University

**Ex-officio, Non-voting Members**
- Jon Boren, ECOP Budget & Legislative Committee Chair and Co-chair ECOP 4-H Leadership Committee, New Mexico State University
- Jo Britt-Rankin, Board on Human Sciences, University of Missouri
- Caroline Crocoll Henney, Executive Director, Cooperative Extension System/ECOP
- Andy Ferrin, National 4-H Council
- Mike Fitzner and Parag Chitnis – USDA-NIFA
- Chris Geith, CEO, Extension Foundation Board of Directors
- Ed Jones, Liaison to ECOP 4-H Leadership Committee, Virginia Tech
- Brian Kowalkowski, 1994 Land-grant/Tribal Colleges Extension, College of Menominee Nation
- Roger Rennekamp, Health Extension Director, Cooperative Extension System/ECOP
- Michelle Rodgers, ECOP Representative to BAA Policy Board of Directors and Chair of the Innovation Task Force on Health, University of Delaware
  - Char Wenham, Council for Agricultural Research, Extension and Teaching, Michigan
- Al Wysocki, Academic Programs Committee on Organization and Policy, University of Florida
- VACANT, Experiment Station Committee on Organization and Policy Liaison

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

**Guests**
- Caron Gala, APLU
- Gene McAvoy, JCEP

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ECOP Professional Development Sub-Committee Report
October 10, 2021
Attending: John Lawrence (Chair/NCR). Barbara Petty (West), Rosaland Dale (1890s), Ken LaValley (NE), Beverly Coberly (Extension Foundation), Albert Essel (1890s Region) and Robin Shepard (NR Region). Wendy Powers joined as an invited guest.

1. Changes to Learning for Leaders format:
   - L4Ls are offered on the First Friday of the month on alternating months starting with January 2022.
   - L4Ls need approximately 2-months lead time to identify speakers, have speakers prepare their remarks and to promote the topic.
   - January 2022 – Is the first session planned by the Professional Development Sub-Committee. We need to identify a topic by the November 1.
   - Each session is 90 minutes. Of that: 60 minutes will be dedicated for L4L topic while the other 30 minutes will be used for updates from ECOP.
   - In alternate months starting in February, ECOP will provide an update. The Professional Development committee will work to coordinate with ECOP Leadership so as to not duplicate topics covered in the Update.

2. Learning for Leaders – topics/ideas for programs generated in earlier committee meetings and discussion with Wendy Powers. The Sub-Committee is asked to plan 4 L4L sessions.
   - Diversity, Equity and Inclusion – a follow up addressing new ideas and approaches.
   - Urban Extension – funding opportunities, where does it fit on all Extension offers (maybe urban is more incorporated into what we do than we think?).
   - Climate change – strategic plans from the Priority Action Teams
   - Workforce Development - strategic plans from the Priority Action Teams
   - Extension in post-pandemic time: (1) the skills, expertise and growing needs in our workforce including flexible work arrangements, and/or (2) connecting, sharing and leverage future expertise needs across states/regions.

3. New Director Orientation
   - Option 1: We organize a stand-alone webinar for new CES Directors. Potentially, collaborate with the APLU/LGU/NIFA Orientation Session.
   - Option 2: We utilize one of the L4L sessions to focus on new CES Director orientation, making it interactive with all Directors.
   - Whatever our approach (Option 1 or 2) the session needs to be interactive and allow for sharing across regions and within smaller groups of similar size institutions.
## Cooperative Extension Section

**ECOP National Leadership Budget - Approved by ECOP 7/22/2020**

### Asset Holdings*

| Beginning 1/1/2021 | $817,549 |

### Fiscal Year, January 1 - December 31, 2021

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<td><strong>Expense</strong></td>
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### ECOP National Office Operations

| 3 Full Time Staff (Executive, Health, Assistant Director) | $565,417 | $336,994 |
| Meetings | 10,000 | 0 |
| Travel expenses, conference fees, local meetings | 8,000 | 250 |
| Staff development | 1,000 | 0 |
| Office supplies | 500 | 206 |
| Technology and communications | 2,500 | 272 |
| Design, printing, engraving (Appreciation, reports) | 1,000 | 0 |
| Miscellaneous (Hagstrom subscription) | 319 | 0 |
| APLU Overhead/Provision for ECOP (IT, DC Presence, Utilities, Human Resources, Finance, etc.) | 53,859 | 33,049 |

| ECOP Executive Committee | $5,000 | $1,500 |
| Meeting support (guest facilitator/speaker/other) | 3,500 | 0 |
| Memberships & related fees (NC-FAR) | 1,500 | 1,500 |

| Professional Development Committee EIE Award | $18,000 | $0 |

| Program Committee National Diversity Award | $5,500 | $0 |

| 4-H Leadership Committee (Donna Rae Scheffert Contract) | $7,500 | $3,500 |

| Strategic Priorities |
| (Examples of time limited investments: Civil Dialogue, Innovation, Extension Resource & Partnership Development - aka Private Resource Mobilization, National Behavioral Health Extension Network) | $56,000 | $15,000 |

| National Impacts Database Committee | $17,500 | $0 |
| Website fee (Texas A&M University) | 12,500 | 0 |
| Impact Writing Team Travel Expenses | 5,000 | 0 |

| CMC (Strategist Contract or Other) | $26,666 | $50,000 |

* A minimum of $450,000 is to be retained in Asset Holdings at APLU (Salary, benefits, APLU Provision for ECOP for 1 year)