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NEXT MEETINGS

- **Wednesday, May 25, 2016, 11:00 a.m. Eastern Time**
  Join from PC, Mac, Linux, iOS or Android: [https://canr.zoom.us/j/698812315](https://canr.zoom.us/j/698812315)
  Or by phone 646.558.8656 or 408.638.0968 Meeting ID: 698 812 315

- **Monday, July 18th and Tuesday, July 19, 2016, 1:00 – 5:00 p.m. both days**
  In conjunction with Joint COPs
  Sheraton Gunter Hotel, 205 East Houston Street, San Antonio, TX 78205

- **Tuesday, Sept. 20, 7 - 9:00 a.m. Executive, Program and Personnel, 4-5:00 p.m. Thursday, Sept. 22, 2016, 8:00 a.m. – Noon**
  In conjunction with the ESS-CES/NEDA Joint Meeting, Sept. 19-22, 2016
  Jackson Lake Lodge, Moran, WY

CONNECT

- For all ECOP documents see [www.extension.org/ecop](http://www.extension.org/ecop); Meeting minutes (Document Library), calendar, directory, handout, etc.
- For the searchable blog, see [http://ecopmondayminue.blogspot.com](http://ecopmondayminue.blogspot.com)
- ACTION: Award nominations are due 5.1.16 – [www.aplu.org/cesawards](http://www.aplu.org/cesawards)

KEY

**ECOP 2016 Goals:**

- Private Resource Mobilization
- Urban Programming
- Innovation
- Professional Development
- National System

**ECOP Core Themes:**

- Build Partnerships and Acquire Resources
- Increase Strategic Marketing and Communications
- Enhance Leadership and Professional Development
- Strengthen Organizational Functioning

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OPENING BUSINESS

ECOP Chair Michelle Rodgers called the meeting to order. The roll was taken and is recorded on page 18. Following a welcome of new guests, tribute was paid to late ECOP member Mary Jane Willis with a moment of silence. Celvia Stovall made a motion to approve the minutes of the meeting held January 27, 2016. Chuck Hibberd seconded the motion. Motion passed.

ECOP Immediate Past-chair, Delbert Foster: The final 2015 ECOP Finance report was submitted as information.

- Pages 4-5 of the report give an overview of the two ECOP accounts in 2015, Office of the Executive Director and Strategic Priorities and Operations.
- As ECOP approved on 10.15.15, the two accounts have been merged into one account (ECOP National Leadership) effective January 1, 2016. The total amount assessed in 2016 has not changed from prior years. The total carryover amount from 2015 is $473,777.
- A third account managed by the ECOP National Office at APLU is SNAP-ED. This assessment has been authorized by the Cooperative Extension Section through 2016.

Two items were added to the agenda:

- Update on Proposed Dept. of Labor rule affecting employee pay. (10.b.)
- Michelle asked Bev Durgan to provide an update on FCS/Battelle study presentation at NIFA. (17.b)

Michelle Rodgers: ECOP Chair highlights (p.20) Ice storm disrupted NIFA seminar in January. It has been rescheduled to take place May 3, 2016.

1. Innovation Task Force (p.22)

Keith Smith (via telephone): First meeting will be held March 24-25 in San Antonio in conjunction with the eXtension Conference with 100% attendance. Letter sent to all members with list of reading materials to prepare. Millennials have been supplying ideas. On Friday, March 25, Chris Geith will emcee the session and Michelle Rodgers speaks to provide the charge. A capstone speech will be delivered by Tom Fox. Two graduate students will assist Keith for the writing, so that members of the task force can focus on participation. Agenda has been approved by ECOP Chair. Innovation is not limited to but must include technology. L. Washington Lyons is the ED/A Team member that is involved with this effort.

Michelle Rodgers: Expressed appreciation for the matching funds by The Ohio State University. Follow up will take place at September meeting of ECOP.

2. 4-H Engagement Campaign – 4-H Grows Here! (Chuck Hibberd, Ed Jones; p.22)

Ed Jones (via telephone): Andy Turner was welcomed as the new representative from the Northeast state 4-H program leaders. Jeff Howard and Kevin Kessler brought in information
and future thinking regarding the National 4-H Congress Board.

Action Items by Committee:

State 4-H Program Leaders have chosen to reconfigure and structure the old P3WG into the Program Leadership Working Group (PLWG). The Committee discussed the proposal and its role and voted to inform the PLWG that they will report to the ECOP Committee with a minimum expectation of an annual report of progress.

The PLWG is charged with reviewing the current committees that state program leaders serve on, develop appropriate charges for committees to be continued or created. The committee voted to transition the current National 4-H Congress Board’s responsibilities to the PLWG to provide oversight for this national 4-H event. Also, the PLWG is to seek out the existing committees involved with regional/national 4-H events or activities that may be operating independently without a connection to, or oversight by, PLWG or the ECOP Committee. Arch Smith of University of Georgia is the chair of the Program Leaders Working Group.

ES-237 – Voted to charge the PLWG with the task of reviewing the National 4-H ES-237 reporting process within the framework of our new national 4-H goal to increase participation in the 4-H program. This is a longstanding federal report that should reflect 4-H delivery models for the future.

Agreed to encourage the PLWG to survey the system and develop a list of best practices as it relates to the transition from the national EIN and to create a forum for sharing these practices.

Voted to develop a white paper requesting that 4-H Youth Development (building skills for the future food systems workforce) be a priority initiative for future funding.

Update on 4-H Grows Here! Campaign: 24 institutions have signed on. 14 others are expected to join. Questions have been referred to by Jen McIver and National 4-H Council. 3-year timeline is meant to create momentum to have 10 million 4-H members or 4 million more by 2020. At some point a shift will take place.

Nancy Bull added that breakout sections have been valuable. Committee has a way to take questions. Send them to Ed to be addressed. Important for facilitation, hired facilitator and relationship building.

3. National Urban Extension Leaders, NUEL (p.23)
Chris Boerboom introduced this segment of the meeting. Chris is both ECOP Liaison to NUEL and Vice-Chair of the ECOP Program Committee to which the Urban initiative is assigned.

Patrick Proden: To date, ECOP has accepted the NUEL report and assigned an ECOP liaison to this work (Chris Boerboom). As an ECOP member, if Chris wants to bring forward any motions, that is perfectly acceptable and welcomed. Urban programming is the responsibility of the ECOP Program Committee.
In addition to the attached report, NUEL was formed in late 2013. There have been 5 or 6 meetings, about 2 per year. Network provides a rich resource for urban extension professionals and leaders. Interest is growing. Actions Teams in place. Missing is the capacity to move the organization along more quickly. Conference organization is the hot issue. Also, how to create the institutional memory. NACo-LUCC connection through CARET representative, Bob Kidd.

Discussion: A question was raised about the Urban Agenda timeline. Comments were provided in support of the potential synergy, positioning, partnership. A version 2 of the white paper was discussed to address the community aspects of urban extension. Need to understand the value of interdependency to conduct Urban Extension programs; remains difficult to modify program for urban community is difficult or impossible; no personnel or resources to respond to fast changing issues. Characteristics are very different in urban as compared to rural settings; municipality relationships rather than county/state. Applied Research Action Team is poised to address some of these topics. Jane Schuchardt recommends Brent Elrod of USDA NIFA as a resource to understand NIFA’s relationship with the Rural/Urban interdependency topic.

Kim Gressley has given NUEL a 30-minute presentation after lunch at PILD. Ask for more focus on 4-H in order to grow. Scott Reed recommends developing relations with Urban Serving Universities at APLU. Next Conference: Bloomington MN at hotel by Mall of America. Planning Committee, Brett Hales. SAVE THE DATE May 7-9, 2017. Jane Schuchardt will share these details through ECOP Monday Minute.

Chuck Hibberd made a motion that ECOP affirm NUEL’s direction and encourage continued engagement with ECOP on priorities and opportunities for Urban Extension programming through the context of the ECOP Program Committee. Specifically, we ask NUEL to address:

- Priorities for Urban Extension programming that could be delivered nationally with deep engagement and impact (examples include urban agriculture, 4-H Youth Development and others)
- Urban/rural connection and interdependence
- Research and funding strategies to study urban Extension models

Fred Schlutt seconded the motion. The motion passed.

4. EDA Team Review (p.26)
Chuck Hibberd: Overall, the recommendation is to better articulate/communicate the work that is performed by ED/A Team -- first focus on communication improvements then consider other actions. Chuck Hibberd moved to adopt the 4 proposals presented by ECOP Executive Committee (see attached, page 22). Delbert Foster seconded. The motion carried. Follow-up assignment: Ask the ED/A Team to get reflections about changes, create a new directory with primary and back-up contacts for support, and report back to ECOP Exec.
5. **ESS-CES NEDA, September 2016**
   a. **UPDATE: Planning Committee (p.20)**

Delbert Foster:
- Recognize Extension representation to the planning team for the joint portions of the meeting – Delbert Foster, Tony Windham, Glen Whipple, Bev Durgan, and Steve Bonanno
- Joint sessions – national updates, lessons learned from regional initiatives, farm bill preparation, unified messaging about land-grant impacts, and managing communications on strategic issues.
- Registration – available soon; University of Wyoming Experiment Station is making arrangements; expecting fee of about $650
- Lodging – 100th anniversary of National Park Service, book now, Jackson Lake Lodge in Grand Teton National Park; working on announcement with ESCOP
- The Extension only segment will be Wednesday morning.

b. **ACTION:** ESS-CES/NEDA September 2016 Business Meeting/NEDA

Michelle Rodgers presented the following for consideration for Wednesday, September 21, 2016 at Jackson Lake Lodge, Wyoming.

**Business Meeting, 8:30 – 9:45 a.m.**:
- Innovation Task Force update.
- Status of 5 strategic initiatives.

**Professional Development, 10:00 a.m. – Noon:** This fast-paced, interactive professional development opportunity will feature David Horsager, MA, CSP, a business strategist and author of the national bestseller, *The Trust Edge: How Top Leaders Gain Faster Results, Deeper Relationships, and a Stronger Bottom Line*. This session is co-sponsored by ECOP and the eXtension Foundation. ($4,000 each). No ECOP budget changes are necessary.

Chris Boerboom moved to endorse the plan as presented. Jimmy Henning seconded. Motion carried.

6. **ACTION:** National System Task Force findings, next steps (Chuck Hibberd; p.23)

Discussion: Question about the role of the Copernicus study of 2010 in this process. It was considered by the task force; however, there was never a broad buy-in by Directors and Administrators. Extension Directors and Administrators will have one more opportunity to weigh-in on the top 4 Themes. Rather than individual, “community resourcing”. Regarding tribal colleagues, concern was expressed that their voices are not being heard as part of the National System. If the same survey was given to the Extension educators, would the outcome be different?

Darren Katz, kglobal – Recommends a four-step process:
1) internal audiences (align with strategic goals),
2) consider different audiences,
3) take all info from steps 1 & 2, and
4) fracturing – various messages are delivered to targeted audiences.
Idea: The future of Extension rests on whether or not we know how to act as a system.
Michelle Rodgers asks that the Task Force work with Darren Katz’ recommendations. Next steps: ECOP webinar hosted by UN-L, then final survey (perhaps at NEDA).

7. **Communications and Marketing Committee** (p.24)

Michelle Rodgers: Met on Sunday, March 6, 4:00-6:00PM at the Westin Alexandria. Michelle, Tony Windham and Scott Reed, past chair, represent Extension on the committee. ECOP will determine how to distribute kglobal reports which show how CMC provides education to key Congressional decision makers about land-grant impacts related to research and Extension. ECOP along with AHS and ESCOP pay for the kglobal and Cornerstone contracts for this work. Establishing return on investment for the $133,000 annual investment always is a question. Darren Katz, kglobal, was lauded for his engagement with individual universities, the north central region on the recent Battelle study, and the National Impacts Database Committee.

8. **UPDATE: RWJF Planning Grant**

Bonnie Braun presented the following to ECOP

**Exploring Partnership Possibilities: Project Brief**

In 2015, the Robert Wood Johnson Foundation (RWJF) awarded the National 4-H Council (Council) funds for a grant to explore how the Cooperative Extension System (CES) could mobilize to address the elimination of childhood obesity. A National Leadership Advisory Team was convened. During the project, the RWJF shifted its focus and asked CES to focus on partnering to develop a culture of health. A report of work accomplished and recommendations for a next project was submitted at the end of February, 2016. What follows is a brief look at the discoveries during the project.

**Discovery 1: All Share a Focus on Health and Wellness**

**Robert Wood Johnson Foundation:** Long history of investing in health and health care, especially with partners. Recent emphasis on creating a Culture of Health among communities as the basis of concentrating on individual health and wellness rather than focusing on curing disease.

**Cooperative Extension System:** 100-year history of improving the health of our country, especially in rural areas, through empowering local communities, youth and adult volunteers and Extension personnel. The 2014 release of the ECOP Cooperative Extension National Framework for Health and Wellness and appointment of priority area Action Teams and the Healthy Food Systems-Healthy People Steering Committee demonstrate the importance of health and wellness to CES.

**National 4-H Council:** Council develops public-private partnerships to resource program priorities and convenes the system to advance program priorities. Long history of focusing on the health of 4-Hers and the adults who work with them. Their study sponsored by Molina Healthcare, *Teens Take on Health: Solutions for a Healthier*
America, further reinforced the importance of health and wellness to teens. Council develops public-private partnerships to resource program priorities and convenes the system to advance program priorities. Desiring to support CES to enhance its health and wellness programming, Council worked with the RWJF to secure a planning grant for creating a national partnership infrastructure focused on health-related issues engaging the CES system.

A partnership to build a culture of health makes sense!

Members of the National Leadership Advisory Team: Cathy Allen, PhD; Tammy Bray, PhD; Thomas Coon, PhD; Caroline Crocoll, PhD; Linda Kirk Fox, PhD; Richard Klemme, PhD; Lisa Lauxman, PhD; Roger Rennekamp, PhD; Lorraine Ritchio, PhD; Michelle S. Rodgers, PhD; Pamela Rose, PhD RD; Celvia Stovall, PhD; Dionne Toombs, PhD; and collegiate 4-H youth health leaders: Lynzee Flores, Allison Lansman, Andres Parra, and Andrea Vessel.

Members of the Design Team: Beth Birmstihl, Jill Bramble, Heather Elliott, Adaku Ekpo, JeAnne Leatherman; contracted Project Manager: Bonnie Braun, PhD; and contracted writers from Arlington Strategy: Jennifer Mulchandani, Sheila Kelly and Lisa Røepe.

Discovery 2: All Share Desire to Partner

The RWJF is increasingly working with key partners to create a culture of health. They desire to mutually leverage resources to reach the challenging and long term goal of improved health among the nation’s population. CES has successfully implemented a variety of health-focused initiatives and is looking for partnerships that will enable the system expand health programming. Council has worked with donors to support programming for 4-H youth and adults working with those youth. Together, we could all partner to make a difference and to build a culture of health one county, one community at a time.

Discovery 3: How to Partner to Be Addressed In New Proposal

The Leadership Team came to consensus that to mobilize CES will require further exploration of:

Programming & Operations: Desire to build on community needs with local knowledge and history of “acting locally” while working with a national effort to build a culture of health. An approach that both permits local decision making and collective impact is preferred.

Network: CES has a strong network overlaid with a structure that holds people accountable where people are led rather than forced to act. Mobilization and coordination needed.

Leadership: There is a Culture of Leadership within CES, which permits innovation and where people are led rather than forced to do, which can be mobilized and activated for promoting health and wellness. To sustain a big, bold campaign over the long-term, we will need a team dedicated to the effort with creative thinking to engage all areas of CES and engage new partners.

Communications: CES needs a communications system to implement a multi-faceted programming campaign to build a Culture of Health and tell compelling stories and lessons learned.

Capacity: Enhancement of existing capacity of the CES system and of professionals, volunteers and youths will enable all to better work with communities to build a culture of health with confidence.

Evaluation: A coordinated system of evaluation will be essential for planning, learning about best practices and reporting impact from any programming to build a culture of health.
ECOP will work with Bonnie to publicize the RWJF county health data, expected for release 3.16.16. Michelle Rogers indicated RWJF was interested in a “national system”, not a network, when working with Cooperative Extension. The Foundation for Food and Ag Research has been alerted that this work is underway, specifically to obtain a large grant from the RWJF to advance a “culture of health” in the United States.

ECOP will work with Bonnie to publicize the RWJF county health data, expected for release 3.16.16. Michelle Rogers indicated RWJF was interested in a “national system”, not a network, when working with Cooperative Extension. The Foundation for Food and Ag Research has been alerted that this work is underway, specifically to obtain a large grant from the RWJF to advance a “culture of health” in the United States.

9. UPDATE: USDA-NIFA

- The ECOP request to talk more openly about the budget process cannot be granted because USDA offices proposals are considered pre-decisional input into the president’s budget.
- Regarding the issue of the exemption of matching funds for competitive grants by 10 institutions shorting the system, the office of Inspector General has requested information about the Matching Study as a result of the Congressional Directive request to USDA. A report is complete and on Dr. Ramaswamy’s desk. Next step is on the office of Inspector General to undergo a clearance process and then on to Congress. In addition, a 1-year contract is in place with Teague Economic Development (formerly Battelle) to do an evaluation study. A process of getting data. Meetings have taken place and coming up with the questions. Dr. Holland will have Carl Maxwell contact Michelle Rodgers, ECOP Chair and Daryl Buchholz, ECOP representative on BAA Policy Board of Directors to help vet the questions for the type of survey.
- NIFA Training for reporting. Seeking consistency with the language that will go out with the RFAs.
- National Nutrition Roadmap was announced – All federal agencies, research
requirements for nutrition.


NIFA Response to The (Plan of Work) Panel Recommendations –
http://nifa.usda.gov/sites/default/files/resource/NIFA%20Response%20to%20The%20Panel%20Recommendations.pdf The contacts are Bart Hewitt and Katelyn Sellers. Waiting for Office Of Inspector General’s report. Anticipated for this summer. No surprises expected. If there are any questions please contact Bart or Katelyn.

- Identify new knowledge areas and subjects for investigation. New NIFA classification manual was announced.

Question about funding for Water Initiative – In terms of follow-up, there can be no duplication of efforts across the agency.

10. Federal Advocacy
   a. UPDATE: FY 2017 proposed USDA-NIFA Budget – Cooperative Extension response (Daryl Buchholz; p.25)
   b. Update on Proposed Dept. of Labor rule affecting employee pay.

   It is expected most Extension employees are exempt. Check at your university for details. APLU continues to monitor the situation.

   c. ACTION: 4-H Congressional Breakfast (Jennifer Sirangelo)

   For more information on these events, see http://www.4-h.org/extension/grow-true-leaders-week/. To RSVP to any or all of the events above, go to https://www.surveymonkey.com/r/GTLWeekRSVP.

11. ACTION: ECOP Budget Task Force (p.27)

Jimmy Henning: Recommendation 1, combine the 2 accounts, was approved in October 2015 by ECOP. It buys time but doesn’t make ECOP sustainable. Either we are not going to make strategic investments or need to make a modest change in assessments to become more sustainable.

Discussion: A modest increase in assessments will allow ECOP to respond quickly to strategic opportunities to obtain return on investment. There was a call for more transparency of ECOP finances.

Recommendations 2-4 are at no cost.
2. Simplify the budget by reorganizing existing expenses into major categories, while maintaining detail at the sub-category level. The three major categories would be:

a. Office Operations (Currently the ECOP National Office Operations)
b. ECOP Operations – Represents spending categories seen as longer term. Proposed to combine ECOP Executive Committee, 4-H National Leadership Committee, Measuring Excellence in Extension Implementation, National Impacts Database Committee, Personnel Committee, Program Committee, Budget and Legislative Committee.
c. Strategic Initiatives and Advancement – Represents special initiatives or short term projects. Current spending categories include Communications and Marketing Effort (Klogal), National Health Implementation, Public/Private Fund Development (currently zero funded), Innovation Task Force.

3. Manage the budget to create and sustain a carryover of $200,000 (approximately six months) carryover in the Office Operations (ECOP National Office) category.

4. Create a budget category for Strategic Opportunities with adequate budget to take advantage of targets of opportunity for ECOP/Extension, consistent with the stated goals.

Jimmy moved to accept Task Force recommendations 2-4, not beyond 4.a. Then take up discussion of $100,000 category, high priority for next ECO Executive agenda. Chuck seconded. Approved.

Michelle Rodgers request that the Task Force develop 2 or 3 talking points and a spreadsheet to work with possible scenarios for the $100,000 assessment increase recommendation. Then this could be discussed by regions and brought back for further consideration at the May ECOP meeting.

12. UPDATES/ACTIONS: ECOP Involvement (All)
   a. Food Safety Modernization Act –

Michelle Rodgers:

- The discussion was started with Hunt Shipman’s comment in December.
- Jane Schuchardt met via phone with USDA-NIFA colleagues in early February (Jan Singleton and Ram Rao). A new RFA will be released in April or May 2016 for $5 million where Cooperative Extension could be eligible to provide education and training.
- The Technical Assistance Network is primarily Cooperative Extension food safety specialists, according to Jan Singleton.
- ECOP can work with USDA-NIFA to better communicate opportunities for Cooperative Extension.
- ECOP needs to decide if it wants to engage at a national level with the National Association of State Departments of Agriculture (NASDA).

Robert Holland: FDA is turning over the role in the technical assistance program to NIFA.
A new NPL will be hired to administer this program. To get a sense of the pending RFA, Bob recommendations reviewing the last one. He will check on handling of grants by Regional Food Safety Outreach Centers.

Also, Bob reminded ECOP about the Food Insecurity Nutrition Incentive (FINI) Grant Program. Jane Clary is the NPL. Information is available online.

Jane Schuchardt asked about NIFA resources in partnership with National Association of State Departments of Agriculture (NASDA). Bob said he would check on this and get back to ECOP.


Michelle Rodgers:

- Charlie Stoltenow, NDSU Extension veterinarian, was named by ECOP to be part of the core competencies team. While the focus is primarily on academic programs, there is interest in Extension education as well.
- Ed Jones met with the core competencies team to outline the potential of 4-H on this topic.
- Chase Crawford, who is hired by APLU and AAVMC, has been alerted to the work of the ECOP-ESCOP Health Implementation Team and the April 2016 health conference in Roanoke, VA.

Example: Bev Durgan – Noted another resource is Dean Trevor Ames of University of Minnesota. He has lead international work in this area.

Using the topic of antimicrobial resistance as a model, the ECOP Program Committee will develop guidelines on how Cooperative Extension can work as a national system.

c. Deferred Maintenance Appointment

Michelle Rodgers: The chair is Tom Coon, Oklahoma State University. ECOP named Delbert Foster by consensus to become the ECOP representative on this committee to replace Michelle. Nancy Bull was named ED/A Team Member replacing Ron Brown.

d. APLU Commission on Food Security in 2050 - working title

$500,000 has been obtained from the Kellogg Foundation for this purpose. Randy Woodson, North Carolina State University, will chair the commission. Tom Coon, Oklahoma State University, has been named by APLU to represent Cooperative Extension. Michelle will contact him to assure that ECOP is kept well informed. Jane Schuchardt will contact Doug Lantagne, who represented us on a BAA Futuring Committee, the precursor to this commission, to provide an update.

e. Healthy Food Systems Healthy People Committee

The written report was given to ECOP: http://www.aplu.org/library/healthy-food-systems-
The next step is work by a committee to outline the related budget request for FY 2018. Rick Mertens, Texas A&M University, will chair the committee.

FRIDAY, MARCH 11, 2016

13. ECOP Executive Committee
   a. Private Resource Mobilization (p.31)
   Jimmy Henning: ECOP Exec is recommending the formation of an implementation committee to study and provide detail. Will bring back names at the May meeting for a vote.

   b. Extension Executive Consultants (p.34)
   Jimmy Henning: Significant support required by ED/A Team. Tabled until further work is completed by National System Task Force. Meanwhile, engage with CARET. Chris Geith: eXtension Board may consider an advisory model to support the entire system, with eXtension being a part.

   c. Extension-NIFA Retreat Follow-up (p.38)
   Fred Schlutt: Meetings will continue on a monthly or perhaps more frequent basis with Bob Holland to address each recommendation from the report of November 2014. OBPA needs to be a part of the conversation.

   a. Appointments
      – ECOP Liaison to ESCOP
      Michelle Rodgers: Tony Windham, University of Arkansas will represent ECOP on ESCOP, replacing Beverly Durgan.
      – ECOP Representative on the LEAD21 Board of Directors
      Mike O’Neill, University of Connecticut, agreed to serve will begin a 3-year term effective immediately. He replaces Nick Place, who completed his term.

   b. APLU New Engagement (p.40)
   Michelle Rodgers: A Planning Team has been formed to develop ideas for an APLU Task Force on the New Engagement. Conversations have been complicated and theoretical. There will be a meeting of Michelle Rodgers, Lou Swanson, Mark Latimore, Nick Place and Cathann Kress to address concerns about process and Cooperative Extension involvement.

   c. APLU President’s Council
   Michelle Rodgers will respond to Peter McPherson regarding APLU’s offer to discuss the role of 4-H with APLU member institutions during the President’s Council meeting on 6.21.16 in Washington, DC. It was agreed that 4-H “prepares and promotes” higher education and, except for land-grant institutions, doesn’t necessarily “recruit” for one institution over another. Then Peter will decide if this topic will be part of the Board of Directors meeting. Kim Gressley: Suggest using NAE4HA data. Chuck Hibberd: UNL has a program to accept all 8th grade 4-H members into UNL. National 4-H Council is glad to offer marketing resources for the
presentation, if accepted.

d. NEDA 2017 (Michelle Rodgers)
The EDA Team was asked to recommend three dates in October 2017 for NEDA. Then Sandy Ruble will work with the APLU process to get quotes on locations in Burlington, VT; Philadelphia and New York. NEDA meetings will be in the fall, generally October, and will follow the regional rotation for the ECOP immediate past chair, which carries the responsibility of the NEDA program.

e. 2016 APLU Annual Meeting
Monday evening dinner on November 14, 2016 will take place for the passing of the gavel.

f. Measuring Excellence in Extension Implementation (p.44)
The proposed survey was approved by ECOP Exec for distribution. Most of the data cannot be found anywhere else. Support was provided by consensus. It will be distributed to Directors/Administrators and their designated support staff.

14. ECOP Personnel Committee (Mike O’Neill & Celvia Stovall)

Awards: Nominations are available online. Deadline is 5.1.16. Discussion of rating county-based program educators. Feedback is welcome. Appreciation for Chuck Hibberd for helping with travel stipend. NIFA through Louie Tupas will now provide this directly to award recipients.

New Directors/Administrators Orientation – models: 2 or 3 Extension, 2 from Experiment station. Success about partnership, joint programs. Still would like to have questions, and allow for engagement. Working with ESCOP to finalize the New Director/Administrator Orientation at the September 2016 meeting in Jackson Lake Lodge, WY.

15. ECOP Program Committee

a. ECOP/ESCOP Health Implementation Team (p.48)
Celvia Stovall: The teams continue to work, meet jointly on a bi-monthly basis, face-to-face annually, and at a pre-conference for the 2016 National Health Outreach Conference in April in Roanoke, VA. What are expectations of the teams from ECOP? Ask Teams to provide plans for the next 2 years.

Mark Latimore: Thanked Patrick Proden for his engagement regarding urban programming. Asked about the regional caucuses. Patrick will forward the list to Jane following the meeting.

Diversity Award - Selection committee members are being selected, encourage each region to submit nomination.

How do we include 1994s? – Look to ECOP Program Committee for a recommendation. Jane will forward details to Dr. Latimore about how the 1994s were welcomed in a previous year for a nomination.
16. eXtension Foundation Board of Directors (p.50)

eXtension Foundation Board of Directors

Board meets once a month. 127 iCorp members have been recommended to focus on issues of food systems and climate. iTeams model for premium members will be to pick project and eXtension will help to design an internal campaign for innovation. Starts April 1. Chris will follow up on the links for the invitation.

Fred Schlutt: Please inform state delegations about the request to reinstate the NTAE funding in FY 2017 at the FY 2016 enacted level. The document approved by the BAA Policy Board of Directors is [https://extension.org/wp-content/uploads/2016/02/NewTechnologiesforAgExtensionNTAE-Final.pdf](https://extension.org/wp-content/uploads/2016/02/NewTechnologiesforAgExtensionNTAE-Final.pdf)

iCorp work – Tools that help go deeper. For example: Ben Chapman, NC State – Food Safety campaign.

Membership Tab, Benefits table the base platform is available even though an institution is not a member. Professional development available for a fee, conference registration has higher fee for non-members.

Panel formed for focus in 5 years, personalized learning, virtual reality.

Jimmy Henning made a motion that ECOP sanction that Chris Geith, CEO, become ECOP Program Committee ex-officio member. Chuck Hibberd seconded the motion. Approved.

Idea for iCorp: A new model to analyze metrics to determine what program/materials to prioritize and what to dismiss.

17. Liaison Actions/Comments (see written reports)
   a. National 4-H Council – Jennifer Sirangelo
      • Measuring outcomes of 4-H Grows campaign

Announced the marketing dashboard sample for National 4-H Council to provide to investors/stakeholders. Customizable.

PowerPoint: [https://drive.google.com/folderview?id=0B5i_bvKaEPKsMmVQVWpCTWFYWTA&usp=sharing_eid&invite=CNfkIMgH&ts=56e32adb](https://drive.google.com/folderview?id=0B5i_bvKaEPKsMmVQVWpCTWFYWTA&usp=sharing_eid&invite=CNfkIMgH&ts=56e32adb)
National Media Outreach

Comcast NBC Universal – April/May live show appearance. Reach included Spanish speaking audiences. National survey of youth voice as true leaders. 4-H spokesperson will speak on behalf of Council. Provided a checklist for Directors/Administrators for “Grow True Leaders”.

- Incorporate 4-H Grow Here! marketing assets on your digital properties – free at www.4-H.org/MORC.
- Ensure program and contact information is easy to find on your state 4-H web properties.
- Encourage your 4-H professionals to participate in March and April webinars.
☐ Get ready to Shout True Leaders in your state (#TrueLeaders) beginning April 10th.
☐ Be ready to respond to nationally-driven media inquiries.

Asked about talking points to respond as part of the preparation. Micro-point videos. Look for breaking news.

- **Kellogg Foundation opportunity** -- Asked to respond within 2 weeks, racial equity and inclusion, seeking immediate input on ideas. Opportunity to share best practices for engaging vulnerable populations.

- Use interns from vulnerable populations (e.g. FirstGen program, Kansas State University).

- Barriers, transportation and resources to participate.

Motion by Tim Cross, ECOP will support National 4-H Council with Kellogg Foundation grant to deal with vulnerable populations. This was seconded by Fred Schlutt - Approved.

b. **North Central Region FCS Study Report**


18. Adjourn – Safe travels home and THANKS FOR YOUR NATIONAL LEADERSHIP!
ECOP Membership

VOTING MEMBERS (8 or more establishes a quorum):

**1890 Region**
- Delbert Foster, South Carolina State University
- Mark Latimore, Fort Valley State
- Celvia Stovall, Alabama Cooperative Extension System

**North Central Region**
- Chris Boerboom, North Dakota State University
- Beverly Durgan, University of Minnesota
- Chuck Hibberd, University of Nebraska

**Northeast Region**
- Bill Hare, University of District of Columbia
- Michael O’Neill, University of Connecticut
- Michelle Rodgers, University of Delaware

**Southern Region**
- Tim Cross, University of Tennessee
- Jimmy Henning, University of Kentucky
- Tony Windham, University of Arkansas

**Western Region**
- Rich Koenig, Washington State University
- Scott Reed, Oregon State University
- Fred Schlutt, University of Alaska Fairbanks

NON-VOTING MEMBERS:

**Ex-Officio Members**
- Dennis Calvin, Chair, eXtension Board of Directors
- Daryl Buchholz, Kansas State University, ECOP Representative to Policy Board of Directors
- Chris Geith, CEO, eXtension Board of Directors
- Robert Holland, USDA-NIFA
- Rick Klemme, University of Wisconsin, Chair, ECOP Budget and Legislative Committee
- Jane Schuchardt, ECOP Executive Director, Cooperative Extension/ECOP

**Liaisons**
- Susan Crowell, Council for Agricultural Research, Extension and Teaching
  - Linda Kirk Fox, Board on Human Sciences
- Jennifer Sirangelo, National 4-H Council
- Clarence Watson, Experiment Station Committee on Organization and Policy

**Executive Director and Administrator Team**
- Ron Brown, Southern Region
- Nancy Bull, Northeast Region
- Lyla Houglum, Western Region
- L. Washington Lyons, 1890 Region
- Sandy Ruble, DC Office
- Jane Schuchardt, DC Office
- Robin Shepard, North Central Region

**Guests**
- Bonnie Braun, University of Maryland (retired)
- Cynthia Gregg, Virginia Tech
- Kim Gressley, University of Arizona
- Darren Katz, kglobal
- Patrick Proden, Oregon State University

**Teleconference**
- Ed Jones, Virginia Tech
- Keith Smith, The Ohio State University (retired)
Memorial Fund to Honor Mary Jane Willis – ECOP Chair Michelle Rodgers, University of Delaware, calls your attention to an opportunity to honor the legacy of ECOP member Mary Jane Willis, Rutgers University, who passed away last month. Rutgers Extension Director Larry Katz says, “Mary Jane dedicated herself to Rutgers Cooperative Extension for nearly 40 years. She gave her heart and soul to the betterment of our communities on a state and national level. To honor her, efforts are now underway to raise $50,000 to create a memorial endowment to provide stipends to seed, expand, and enhance projects that serve urban and diverse populations. This endowment will ensure that Mary Jane’s legacy will forever serve as a guidepost to do more for our underserved communities.” Contributions may be made payable to “Rutgers University Foundation,” with the words “MJW Endowment” in the memo line. Mail checks to Rutgers Cooperative Extension c/o Rachel Karl, 88 Lipman Drive, 3rd Floor, New Brunswick, NJ 08901. Please direct additional questions to Rachel at (848) 932-3593, rachel.karl@rutgers.edu.

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ECOP Chair Report

Michelle Rodgers
Associate Dean and Director Cooperative Extension and Outreach, University of Delaware
Committee Chair/Co-chair

Summary of accomplishments

1) Developed 2016 documents, including calendar, goals, directory and ECOP handout (see www.extension.org).
2) Authorized continuation of the ECOP Monday Minute, a weekly, searchable blog written for Extension directors and administrators. Readership averages about 2,000 page views per month.
3) Met on a weekly basis with the ECOP National Office staff together with the ECOP incoming chair and appropriate regional Executive Directors to set priorities, monitor ECOP actions and accomplishments, and contribute to a positive work environment.
4) Engaged with the ESCOP chair and ESCOP Executive Administrator to design a series of meetings in Washington, DC, January 20-21, 2016. Specifically, we met with Cornerstone Government Affairs, kglobal, and Cathie Woteki and the USDA-REE team. A second day at USDA-NIFA, which was to include a joint ECOP-ESCOP seminar, was postponed due to weather.
5) In addition, to the meetings listed in #4, met with NACo and APLU Office of Urban Initiatives related to the ECOP urban agenda, and USDA Food, Nutrition and Consumer Service related to SNAP-ED.
6) Represented ECOP by speaking at the JCEP Leadership Conference in February.
7) Represented ECOP on the Communications and Marketing Committee, the APLU New Engagement Planning Team, and the APLU Deferred Maintenance Task Force.
8) Identified Ray McKinnie, Virginia State University, to represent Cooperative Extension at a February 2016 USDA "Tomorrow's Table" two-day meeting in Washington, DC designed to link new and beginning farmers with economically viable markets.
9) Identified Ed Jones, Virginia Tech, co-chair of the ECOP 4-H National Leadership Committee, to speak with the Antimicrobial Resistance Core Competencies Work Team at a February 2016 two-day meeting in Washington, DC.

Upcoming Plans

1) Represent ECOP by speaking March 16, 2016 at the EFNEP National Conference, Crystal City, VA.
2) Represent ECOP by speaking on 3.25.16 at the National eXtension Conference in San Antonio, TX to spotlight the Cooperative Extension Innovation Inventory.
3) Represent ECOP by speaking April 11, 2016 at the PILD conference in Crystal City, VA.
4) Continue work on the Communications and Marketing Committee, the APLU New Engagement Planning Team, and the APLU Deferred Maintenance Task Force.
5) Continue supervision of the ECOP National Office staff.
6) Work through the ECOP Executive Committee to advance the goals and ongoing priorities of ECOP.
7) Meet with the SNAP-ED Program Development Team chair to outline what is needed for ECOP to make a decision about continuation of the SNAP-ED assessment beyond 2016.
8) Identify a location in the northeast for NEDA 2017. The recommendation by ECOP Executive is to continue with the NEDA meeting in the fall of each year (likely October) and have it be in the same region as the ECOP immediate past chair, who carries the responsibility for NEDA.
9) Make a decision about engagement with the 2016 APLU Annual Meeting, specifically the Monday evening dinner where the gavel has historically been passed.

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ECOP Innovation Task Force

Approved by ECOP on 1.27.16

List Update on 3.1.16

1. Chair – Keith L. Smith – Professor Emeritus, Department of Agricultural Communications, Education and Leadership. The Ohio State University
2. Doug Steele – Director of Extension, Texas Agri-life
3. Tom Fox – Vice President, Leadership and Innovation, Partnership for Public Service
4. Jamie Seger – Program Director, technology innovation, The Ohio State University
5. Chris Geith – CEO - eXtension
6. William F. Brown – Dean and Director, Experiment station, University of Tennessee at Knoxville
7. Paul Hill – County Educator, Assistant Professor (4-H), Utah State University
8. Bradd Anderson – State 4-H Youth Development Specialist, University of Missouri
9. L. Washington – Executive Director, 1890 institutions
10. Brian Higginbotham – Associate VP and Director, Utah State University
11. Deborah L. Sheely - Director of Extension, University of Rhode Island
12. Jenny Rees – ANR Educator – University of Nebraska
13. Hunter McBrayer, Urban Regional Agricultural Agent, Alabama A&M University

4-H Engagement Campaign – 4-H Grows Here! – The ECOP National 4-H Leadership Committee co-chaired by Ed Jones, Virginia Tech, and Renee McKee, Purdue University, encourages your engagement with this campaign (known both as 4-H Engagement and 4-H Grows Here!). The vision is to engage 10 million youth in 4-H by 2025. Details are available at http://n4h.convio.net/site/MessageViewer?em_id=23972.0&dlv_id=38162. March 14th is the deadline for completed applications. The cost per institution is outlined at http://bit.ly/4HGrowsSched.

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National Urban Extension Leaders (NUEL) Report

Patrick Proden
Metro Regional Administrator, Outreach and Engagement, Oregon State University
NUEL Representative

Introduction by Chris Boerboom
Director, NDSU Extension Service
ECOP Liaison to NUEL

Welcome to Patrick Proden, Oregon State University and Vice-chair of NUEL to share information on NUEL’s future plans. Following ECOP’s 2015 endorsement of NUEL’s strategic plan, NUEL has been active in updating their structure per the plan with the selection of steering and executive committees, officers, and identification of 1890 representatives. Deno De Ciantis (PA) serves as Chair; Patrick Proden (OR) as Vice Chair; Joan Jacobsen (TX) as Secretary; Marie Ruemenapp (MI) as Action Committees Chair. They have drafted an article for the Journal of Extension, with a tribute to Mary Jane Willis; are interacting with the University of Minnesota in planning the 2017 National Urban Extension Conference; and will make a presentation at JCEP’s PILD Conference.

Summary of Accomplishments

1) NUEL Organizational Structure
   - Executive Committee in place
   - Steering Committee in place
   - 1890’s reps being recruited. Two confirmed
   - Regional caucus established. Communication and operations being implemented
   - Growth opportunities in membership and interest

2) NUEL Action Team Plans Updates
Each team is comprised of a number of NUEL representatives from around the U.S. focusing on five core areas:

   - Applied Research – Focused on identifying a network of researchers who can be called upon to address urban issues as they arise. Communicating with JCEP related to their recent survey to assess collaborative opportunities.
• Communications – Developed marketing materials for NUEL with associated tag lines including: “Land Grant Universities working with communities to take action to improve the quality of life of urban and suburban residents.”, Land Grant Universities – Communities – Action, “Relevant locally, responsive statewide, and recognized nationally.” The Communications Team developed a marketing PowerPoint and flyer about NUEL and a web site has been created that will serve as a platform for sharing information across our national urban Extension network: www.nuelaction.org. This web site is already being populated with urban Extension success stories from across the nation.

• Partnerships – Building database of NUEL membership profiles to help foster collaboration across the nation to leverage resources for optimal impact in urban communities. These partnerships have already begun to yield collaborations. As a result of relationships created through NUEL, two planning proposal were submitted to the 2016 Joint NEED/NERA Planning Grants Program. One proposal focuses on developing a regional Northeast partnership model for urban Extension and the other focuses on bringing together expertise in green infrastructure. There is interest in connecting to other federal agencies utilizing NIFA and other contacts to enhance existing relationships.

• Professional Development – Developing successful systems for recruiting, hiring, and onboarding urban Extension personnel in urban/metro; and developing systems for formal and informal training and updating Extension personnel in urban/metro.

• Strategic Alignment & Urban Policy – Several actions taken include the development of standard operating procedures for NUEL and coordinating with the NUEL Steering Committee, creating a meeting repository, recruiting of representatives, formation of Regional Urban Caucuses, developing a new member support system i.e. mentoring program to engage existing and new NUEL members, leveraging existing tools such as eXtension, encouraging urban initiatives and exploring funding opportunities.

3) National Conference Planning

• NUEL will serve to establish a process to determine where and which institution(s) will host future urban conferences (beginning after the 2017 conference scheduled for Minnesota). In that process NUEL will serve to provide technical and thematic support but not organizational or logistical assistance.

• For the 2017 National Urban Conference, NUEL has representation on the planning committee, will organize a pre-conference meeting specifically for NUEL, and provide assistance with the Administration Track.

4) NACO and LUCC

• NUEL is interested and willing to grow a relationship with NACO with a focus towards LUCC.

• Offer NUEL as partnership builder and implementation arm for CES with LUCC.

• Pursue relationship building with CARET representative, serving on NACO Agriculture and, Rural Affairs Steering Committee, and NUEL Representative, Brad Gaolach to attend WIR Conference in May as one strategy.
• Look for ways to support LUCC with innovative ideas implemented locally. For Extension to be viewed as front door to LGU, evaluative body as they help implement data-driven solutions. Extension to assist, manage, and document impact.
• Leverage LGU and Extension programming integration across issue areas with applied research teams.
• Extension as a delivery mechanism, able to respond to needs and build capacity.

**Upcoming Plans**

NUEL Organizational Structure – Finalize recruitment of 1890’s rep.
NUEL Action Team Plans – Ongoing work with the 5 action team plans and implementation.

NACO and LUCC – Pursue relationship building with CARET representative, serving on NACO Agriculture and, Rural Affairs Steering Committee, and NUEL Representative, Brad Gaolach to attend WIR Conference in May as one strategy.
Next NUEL Meeting – The next NUEL meeting is scheduled in Columbus, OH, May 24-26, 2016.

**Associated Documents**


**Discussion/Action:**

• ECOP meeting presence, engagement in future. Coordinate and liaise with Chris Boerboom and Ron Brown.
• NUEL seeks support and assistance to work with NACO and LUCC to build relationships.
• NUEL looks to ECOP to support integration into national conversations with internal stakeholders (e.g. JCEP) and external stakeholders/partners (e.g. RWJF) so urban discussion and resources of NUEL’s network are leveraged for the betterment of the CES.
Extension Committee on Policy (ECOP)
Personnel Committee Report
Executive Director/Administrator Review
November 12, 2015

Background:
The Personnel Committee of ECOP (hereafter referred to as the Committee) was charged with conducting a review of the structure and function of the Executive Director/Administrator (ED/A) Team. The ED/A Team consists of a Regional Executive Director from each region (1890, NC, NE, S, W – [0.25 FTE each]), the Extension Executive Director, and an Administrative Assistant. The review was intended to address only the Structure and Function of the ED/A Team. The review was not intended to address individual performance of members of the ED/A Team.

The Committee deliberated about how to conduct the review. Ultimately, it was decided that a survey of Extension Directors and Administrators would be used to assess the structure and function of the ED/A Team.

Survey:
A Qualtrix survey was developed and sent to Extension Directors and Administrators at 1862 and 1890 Land Grant Universities (76 institutions in total). The survey instrument consisted of four open-ended questions (see Table 1). The survey was anonymous – no identifying information was collected from survey respondents.

<table>
<thead>
<tr>
<th>Table 1. Survey Questions</th>
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<tbody>
<tr>
<td>1. All questions relate only to the structure and function, and not the individuals serving in these roles. Consider the structure and function of the ED/A Team. What do you think is working well?</td>
</tr>
<tr>
<td>2. What do you think needs improvement in the ED/A Team structure and function?</td>
</tr>
<tr>
<td>3. Is the structure and function of the team appropriate to achieve maximum return on investment?</td>
</tr>
<tr>
<td>4. What comments, concerns, and suggestions do you have to improve the structure and function of the ED/A Team?</td>
</tr>
</tbody>
</table>

A total of 48 responses were submitted by Directors and Administrators yielding a response rate of 65 percent.

Written Responses by Question:
Q1: Consider the structure and function of the ED/A Team. What do you think is working well?
The overwhelming response to Question 1 is that the current model provides improved communication and coordination among the regions. Of the 24 written responses to this
question, 10 specifically noted the improved communication that resulted from the current structure. Improved coordination was noted in nine of the 24 written responses. Other notes indicated the importance and value of assigning ED/A Team members to ECOP Committees, workgroups, and other roles.

Q2: What do you think needs improvement in the ED/A Team structure and function?
Two themes were evident in response to Question 2. The first theme focused on an apparent disparity among the commitment from the regions. In particular, it was noted that the Northeast Region and the Western Region appeared to have a lesser commitment to the ED/A Team (The NE and W Regions have 0.5 FTE Executive Directors, NC, S, and 1890 Regions have 1.0 FTE Executive Directors). Of the 23 total responses, seven noted a concern about equal responsibility among the regions.

The second theme focused on the need for clear annual goals for the ED/A Team. Evaluation of the team was a strong thread throughout these responses. Seven respondents indicated a need for clear goals and/or evaluation of the ED/A team. A final subset of responses focused on a need for stronger leadership at the national level. Some concern was expressed regarding the need for a national Executive Director. The Experiment Station Committee on Policy (ESCOP) model was cited as an alternative.

Q3: Is the structure and function of the team appropriate to achieve maximum return on investment?
Question 3 focused on achieving maximum return on investment using the current structure and function. A total of 24 written responses were provided for this question. Nine responses indicated that the structure and function was appropriate. By contrast, 15 responses were unsure or did not think that the structure and function were appropriate. Specific comments and recommendations focused on the lack of data to evaluate the effectiveness of the structure and function of the ED/A Team. Some comments indicated that information sharing is not sufficient as an outcome for the level of administrative staffing involved.

Q4: What comments, concerns, and suggestions do you have to improve the structure and function of the ED/A Team?
The final survey question provided an opportunity for comments and suggestions. There were 21 written responses for Question 4. No overriding themes were apparent from the responses. Some specific comments include:
- Need for full-time commitment from all regions;
- Need for goals and measurable outcomes;
- Concern that APLU has too great an influence on ECOP due to co-location;
- Need for updates from the ED/A Team; and
- An expectation that more partnerships would be forged through national leadership.

Summary of Written Responses:
Overall, it is clear that communication and coordination have improved as a result of the current ED/A Team structure and function.
Secondly, respondents identified a need for clarification of the roles of the Regional ED’s relative to the ED/A Team structure and function. Likewise, there is a need for clear goals created for (or by) the ED/A Team. Respondents identified a need to define a process for evaluating the effectiveness of the ED/A Team. Respondents indicated a desire to have additional partnerships developed at the national level. The ED/A Team was expected to provide leadership in forming these partnerships.

Recommendations:
The Personnel Committee has the following four recommendations regarding the structure and function of the ED/A Team:

Recommendation 1: Coordination and communication among the ED/A Team should continue. Regular updates should be provided to ECOP and the larger audience of Directors and Administrators regarding activities and outcomes from the ED/A Team. These updates should be driven by a specific work plan (see Recommendation 2).

Recommendation 2: The ED/A Team should develop an annual work plan that clearly identifies deliverables and outcomes from the Team. This work plan can be in the form of a Logic Model. Alternatively, the ED/A Team can develop a simple document that articulates deliverables and outcomes. The work plan should clearly identify how each of the Regional ED’s contribute to the national plan. These roles should be balanced across the five regional ED’s. The work plan should be provided to ECOP for discussion and approval.

Recommendation 3: The ED/A Team should expand efforts to build appropriate partnerships at the national level. The location of the office of the National Executive Director (co-located in Washington, DC with APLU) seemingly was expected to increase the number and quality of partnerships at the national level. An alternative (ESCOP-style) model could be explored as an alternative structure.

Recommendation 4: The Committee will use the Delphi method to initiate a new round of questions to further explore responses to Question 3 in the original survey. The goal of this follow-up effort is to refine the responses to Question 3 and to identify changes in the structure and function of the ED/A Team that would achieve the desired goals of ECOP and Extension.
**Purpose:** This directory outlines a lead ED/A Team member, plus a co-lead or back-up as appropriate, for national level work against the ECOP core themes and goals. Team members are responsible for advising committee and task force chairs and assisting the chair to:

1) Provide strategic guidance for priority work and develop related agendas;
2) Make meeting arrangements, including use of the free conference call system;
3) Arrange for taking minutes; and
4) Report plans and accomplishments.

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**Executive Committee – Rodgers**

Communications & Marketing Committee – Rodgers, Reed, Windham

Measuring Excellence in Extension – Scott Cummings, interim Brown/Bull

National Impacts Database Committee – Tim Cross/Bill Brown Brown/Eric Young

National System Task Force – Hibberd Schuchardt/ Brown

Innovation Task Force – Smith Schuchardt/Bull

ECOP Budget Task Force – Henning Schuchardt/Ruble

ECOP Orientation Schuchardt/Ruble

**Personnel Committee – Stovall/O’Neill**

New Directors and Administrators Orientation Bull/Lyons

Excellence in Extension National and Regional Awards Bull/Lyons/Ruble

**Program Committee – Latimore**

Health Implementation Team – Klemme/Stovall Brown/Houglum

Diversity Award Schuchardt/Ruble

NUEL – Boerboom Brown/Houglum /Ruble

**Budget and Legislative Committee – Klemme/Steele**

Schuchardt/Shepard/Ruble

**eXtension Foundation Board of Directors – Calvin**

Schuchardt
4-H National Leadership Committee – Jones/McKee/Hibberd  Houglum/Bull

Coordination with Liaisons to ECOP

USDA-NIFA - Bob Holland/Mike Fitzner  Schuchardt/Shepard
Board on Human Sciences – Linda Kirk Fox  Schuchardt
ESCOP – Clarence Watson  Brown/Schuchardt
CARET – Susan Crowell  Lyons/Shepard
National 4-H Council – Jennifer Sirangelo  Schuchardt

Coordination with ECOP Liaisons to Others

Deferred Maintenance Strategy Committee – Rodgers  Brown/Schuchardt
ESCOP – Vacant  Shepard/Schuchardt
National Research Support Projects  Lyons
NRSP-NIMSS Management Committee  Lyons
Joint Council on Extension Professionals - Hibberd  Lyons/Houglum
Public Issues Leadership Development  Houglum/Lyons
Extension Disaster Education Network - Place  Schuchardt/Brown
LEAD 21 – Durgan/Place  Schuchardt
NC-FAR Board – Cross  Schuchardt/Brown

APLU

Bi-monthly staff meetings  Schuchardt/Ruble
Ag staff meetings  Schuchardt/Ruble
APLU Annual Meeting  Schuchardt/Ruble

APLU Board of Agriculture Assembly (BAA)

National Multi-State Coordinating Committee  All
Policy Board of Directors (PBD) - Buchholz  Schuchardt/Lyons
Budget and Advocacy Committee (BAC) - Klemme, Essel  Schuchardt/Shepard/Lyons
Committee on Legislation and Policy (CLP) - Trapp, Essel  Schuchardt/Brown/Shepard/Lyons

Partnerships

USDA REE and NIFA - Rodgers  Schuchardt/Lyons
NIFA/CES Retreat Follow-up – Hibberd/Schlutt  Shepard
Food and Nutrition Service/SNAP-Ed  Bull/Schuchardt
US Department of Energy (SEEP)  Schuchardt/Shepard
NACo - Buchholz /Klemme  Schuchardt/Houglum/Shepard
USDA Climate Hubs  Schuchardt/Brown

National Office Coordination

ED/A teleconferences and other meetings  Schuchardt/Ruble
Communications toolkit  Ruble
Website maintenance  Ruble
Financial tracking and reporting  Ruble
Meeting arrangements (ECOP Exec, ECOP, BLC)  Ruble
ECOP Reports (PBD, JCEP, EDEN, CARET, ESCOP, FCS)  Schuchardt
ECOP Monday Minute  Schuchardt/Ruble
Proposed ECOP Actions in Response to ECOP Personnel Committee’s Recommendations from the Review of the ED/A Team

Drafted by Chuck Hibberd
February 26, 2016

Recommendations:

The Personnel Committee has the following four recommendations regarding the structure and function of the ED/A Team:

**Recommendation 1:** Coordination and communication among the ED/A Team should continue. Regular updates should be provided to ECOP and the larger audience of Directors and Administrators regarding activities and outcomes from the ED/A Team These updates should be driven by a specific work plan (see Recommendation 2).

Proposed action: Integrate ED/A Team actions, activities and contributions into the ECOP Plan of Work (identify who does what). Continue to update ECOP Directory that shows ED/A committee/program/initiative assignments. Following ECOP approval, distribute these documents to the system.

**Recommendation 2:** The ED/A Team should develop an annual work plan that clearly identifies deliverables and outcomes from the Team. This work plan can be in the form of a Logic Model. Alternatively, the ED/A Team can develop a simple document that articulates deliverables and outcomes. The work plan should clearly identify how each of the Regional ED’s contribute to the national plan. These roles should be balanced across the five regional ED’s. The work plan should be provided to ECOP for discussion and approval.

Proposed action: See proposed action on Recommendation 1.

**Recommendation 3:** The ED/A Team should expand efforts to build appropriate partnerships at the national level. The location of the office of the National Executive Director (co-located in Washington, DC with APLU) seemingly was expected to increase the number and quality of partnerships at the national level. An alternative (ESCOP-style) model could be explored as an alternative structure.

Proposed action: As appropriate, expanded efforts to build partnerships at the national level should be identified in the COP Plan of Work and ED/A Team members should be assigned to support this work. The recommendation to consider an ECOP-style model needs clarification.

**Recommendation 4:** The Committee will use the Delphi method to initiate a new round of questions to further explore responses to Question 3 in the original survey. The goal of this follow-up effort is to refine the responses to Question 3 and to identify changes in the structure and function of the ED/A Team that would achieve the desired goals of ECOP and Extension.

Proposed action: In response to Question 3 in the original survey, ECOP will implement Recommendation 1 to better communicate the operations and contributions of the ED/A Team to the ECOP Plan of Work. Twelve months after implementation, ECOP will query our regions to determine if the issue is communication or something more substantive that would require additional action.

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TENTATIVE AGENDA

MEETING OUTCOMES

- IDENTIFY current and potential partnerships where ESS and CES are aligned;
- LEARN about best practices for research and application efforts; and
- ENGAGE with colleagues on national agendas

PRELIMINARY AGENDA

Monday, September 19

7:00 a.m. – 5:30 p.m. Registration Lower Lobby
8:30 a.m. – 4:00 p.m. Northeast Extension Directors Association (by invitation) Antelope 2
8:30 a.m. – 4:00 p.m. Western Extension Directors Association (by invitation) Trumpeter
3:30 p.m. – 5:00 p.m. ESS/CES New Director/Administrator Orientation (first 45 only) Antelope 1
5:00 p.m. – 6:00 p.m. Northern Plains Climate Hub (by invitation) Antelope 2
6:00 p.m. – 9:00 p.m. Opening Dinner Osprey/Grizzly

Tuesday, September 20

6:30 – 9:00 a.m. Breakfast East Mural Room
7:00 a.m. – 5:00 p.m. Registration Open Lower Lobby
7:00 – 9:00 a.m. Experiment Station Section Regional Meetings
- 1890 Institutions Trumpeter
- North Central Antelope 1
- Northeast Antelope 2
- Western Wapiti 1
- Southern Wapiti 2
7:00 – 9:00 a.m.  ECOP Board Meeting  Moose 1

9:15 – 10:30 a.m.  Joint Session I – National Updates  Osprey/Grizzly
This session will include reports and updates from various partners, committees, initiatives, and other activities of interest to all sections.

10:30 – 11:00 a.m.  Networking Break

11:00 – Noon  Joint Session II - Lessons Learned from Successful Regional AES/CES Partnerships Osprey/Grizzly
This session will highlight successful joint initiatives from each region with an emphasis on the factors that made the collaboration successful. Best practices for future partnerships will be discussed.

Noon – 1:30 p.m.  Networking Lunch  East Mural

1:30 – 2:30 p.m.  Joint Session III - Big Ideas for Federal Authorization: Farm Bill Work Session Osprey/Grizzly
This session will require participants to 1) bring their best, creative recommendations for the next farm bill, 2) engage in small group discussions to clarify and frame the ideas for new, or change to existing authorizations, and 3) work with the total group to set priorities. The expected result is a listing of ideas that can be considered by the BAA-CLP for Cornerstone Government Affairs to recommend to Congress.

2:30 – 3:00 p.m.  Networking Break

3:00 – 4:00 p.m.  Joint Session III - Big Ideas for Federal Authorization: Farm Bill Work Session Osprey/Grizzly

4:00 – 5:00 p.m.  ECOP Subcommittees
- Executive Committee  Trumpeter
- Program Committee  Buffalo 1
- Personnel Committee  Buffalo 2

Wednesday, September 21

6:30 – 8:15 a.m.  Breakfast  Prospector+

7:00 a.m. – 5:00 p.m.  Registration Open  Lower Lobby

7:00 – 8:15 a.m.  CES/NEDA Regional Meetings
- 1890 Institutions  Antelope 2
- North Central  Wapiti 1
- Northeast  Wapiti 2
- Western  Moose 1
- Southern  Moose 2

8:30 – 10:00 a.m.  Experiment Station Section Business Meeting  Osprey/Grizzly

8:30 – 10:00 a.m.  Cooperative Extension Section/NEDA Business Meeting  Moose 1&2

10:00 – 10:30 a.m.  Networking Break (optional)

10:00 a.m. – 12:00 p.m.  Experiment Station Section Business Meeting  Osprey/Grizzly
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 a.m.</td>
<td>Cooperative Extension Section/NEDA Business Meeting</td>
<td>Moose 1&amp;2</td>
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<tr>
<td>12:00 – 1:00 p.m.</td>
<td>Networking Lunch</td>
<td>East Mural</td>
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<tr>
<td>1:00 – 3:00 p.m.</td>
<td>Joint Session IV: Many Voices, One Message</td>
<td>Osprey/Grizzly</td>
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<td><em>This session will: 1) outline goals and challenges for investments in food and agriculture research and education; 2) highlight commitments from various sectors to bolster research and education in food and agriculture; and 3) discuss the advantages of working together to develop a compelling message to ensure agricultural research and education is a much higher priority for the nation.</em></td>
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<tr>
<td>3:00 – 3:30 p.m.</td>
<td>Networking break</td>
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<tr>
<td>3:30 – 5:00 p.m.</td>
<td>Joint Session V - Climate Variability: Partnership Best Practices</td>
<td>Osprey/Grizzly</td>
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<td><em>This session will showcase Research and Extension education efforts related to adaptation to climate variability and change involving public/private partners, gain insights on how USDA expects to continue work with Land-grant universities on this priority area, and engage participants in a discussion of best practices. Directors/Administrators will be in a position to compare their state’s involvement in “climate” partnerships and reflect on new opportunities.</em></td>
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<tr>
<td>4:30 – 5:00 p.m.</td>
<td>Joint Session VI - Recap/Next Steps/Follow-up</td>
<td>Osprey/Grizzly</td>
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<tr>
<td>5:00 – 8:00 p.m.</td>
<td>Closing Banquet, buses leave at 5:00</td>
<td>Diamond Cross</td>
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<tr>
<td><strong>Thursday, September 22</strong></td>
<td>8:00 a.m. – Noon</td>
<td>ECOP Meeting (separate agenda)</td>
</tr>
</tbody>
</table>

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ECOP Meeting March 2016

FACE-TO-FACE MEETING
March 10-11, 2016

National System Task Force Report

Chuck Hibberd
Dean and Director, Nebraska Extension, University of Nebraska
Chair, ECOP National System Task Force

Members: Mark Latimore, Debby Sheely, Doug Steele, Scott Reed, Chuck Hibberd (chair), supported by Jane Schuchardt and Ron Brown

Background: Cooperative Extension operates as a loosely organized confederation of Extension systems across the U.S. Our leadership (ECOP) is focused on advancing Cooperative Extension’s mission primarily through resource and program development. We do not, however, have a national brand or a coordinated message based on values or learner engagement that provides a broad-based platform to support this effort.

Themes for Cooperative Extension
March 5, 2016

At the July 21, 2015 meeting, ECOP approved the following proposal:

Currently, Cooperative Extension operates as a loosely organized confederation of Extension systems across the U.S. Our leadership (ECOP) is focused on advancing Cooperative Extension’s mission primarily through resource and program development. We do not, however, have a national brand or a coordinated message based on values or learner engagement that provides a broad-based platform to support this effort.

A national brand could be articulated around the following elements:

- A national logo to be used in conjunction with system logos to demonstrate the breadth and reach of Cooperative Extension across the U.S.
- A national set of core values that communicate what Cooperative Extension is really about.
- A common description of what learners can expect from engaging Cooperative Extension.

A national brand could create significant opportunities for Cooperative Extension:

- Commitments from federal agencies to extend their knowledge or resources through our national network of Cooperative Extension systems and professionals.
- The ability to engage donors with a brand promise that aligns with donor interests.
- Opportunities to strengthen intersystem collaboration on Extension programs and projects adding value and creating efficiencies.
- Validation by our federal partner of our capacity for learner engagement across the U.S.
Process:
1. A subcommittee of ECOP members (or others) was appointed with ED/A support (Ron Brown and Jane Schuchardt).
   a. Chuck Hibberd, University of Nebraska-Lincoln
   b. Mark Latimore, Fort Valley State University
   c. Scott Reed, Oregon State University
   d. Doug Steele, Texas A & M University
   e. Debbie Sheely, University of Rhode Island
2. Two surveys were conducted. The first (43 respondents) to identify mission statements, core values, logos and other information provided by Extension programs across the country. The second (43 respondents) to further refine emerging themes from the first survey.
3. The results of this work to be reported to ECOP at the March 2016 meeting in Delaware. Following review by ECOP, a third and final survey to provide Extension Directors/Administrators an opportunity to reflect and respond to proposed themes. To complete this work, a webinar will present the results to all interested parties. The final report and archived webinar will be available on the Cooperative Extension website.
4. ECOP should consider how to use this information. Suggestions:
   a. Continue a conversation with Extension Directors/Administrators about the themes as well as how we would characterize our willingness to engage in national projects.
   b. Engage with kglobal and/or a marketing firm to refine and focus these themes and design a logo.
   c. Create a guidebook on how to use the marketing tools as a subset to the university- and/or state-level identification.

Results:

Our surveys asked questions that encouraged respondents to consider themes/messages/priorities from a variety of viewpoints. The following is a compilation of information and ideas that were most frequently mentioned or described.

A. Themes of Cooperative Extension:
1. Cooperative Extension operates locally in our counties, parishes and boroughs across the US. We listen to local stakeholders and focus our work on locally identified needs. (64 mentions)
2. Cooperative Extension provides unbiased, science-based strategies and solutions to local, national and global issues. (55 mentions)
3. Cooperative Extension is relational, we engage people, communities and organizations to jointly and collectively solve problems and create opportunities. (14 mentions)
4. Cooperative Extension focuses on outcomes (changes in behavior or practices), identified by stakeholders and addressed by genuine engagement with people/learners.
5. Cooperative Extension’s core values:
   a. Research (science)-based, connected to the land-grant university system
   b. Integrity
   c. Relevant and responsive
   d. Relationships and collaboration
e. Innovative approaches and solutions
f. Teaching and learning

B. Brand promise: A brand promise describes what people can expect when they engage that organization.

- Information – science-based, trusted, timely, etc (39 mentions)
- Stakeholder/learner – focused on learners, provides value, etc (30 mentions)
- Extension professional – knowledgeable Extension employees (15 mentions)
- Expert focus – we teach, we provide, etc (41 mentions)
- Engagement focus – we engage, we work together, we solve problems together, etc (6 mentions)

Note: Our survey demonstrated that most respondents support education and engagement as our model. Yet, our question about brand promise prompted responses that were more ‘expert model’ focused. Do we want to try to help Extension Directors/Administrators move to more engagement-focused language?

Recommendation:

- Cooperative Extension brings science-based information to engage learners in a collaborative process to address their issues and challenges.
- “Partners in learning” has been suggested as language that better describes our commitment to learner engagement.

C. How can Cooperative Extension describe its national presence and operations?

1. Cooperative Extension is a national network of 76 state-based Extension programs (this implies that we communicate and collaborate as appropriate). (30 votes)
2. Cooperative Extension serves all 3,000+ counties, parishes and boroughs across the U.S. (20 votes)
3. Cooperative Extension is a national system organized and coordinated to address national issues (this implies that we are well-organized around a common purpose and are willing to uniformly collaborate). (19 votes)

Note: Are we interested in trying to move our conversation from the loose confederation concept to something better organized and more deliberate?

D. What are we willing to promise/deliver?

1. A nationally funded initiative will be delivered in states that have the same priorities as the initiative. (22 votes)
2. A nationally funded initiative will be delivered in states that have the capacity to engage in the project or program. (14 votes)
3. A nationally funded initiative will be delivered in all 3,000+ counties, parishes and boroughs across the U.S. (11 votes)

Note: Our national partners really need to know what they can ‘promise’ on our behalf. There are funders who might be more interested if they knew we are willing to deliver programs with national impact.

E. Co-branding:

- 69.8% of respondents are willing to consider placement of a national logo on selected programs or products. Reactions to this question included adherence to university
branding requirements, simplicity so as not to confuse people and the request that a logo be a joining image underscoring our national system.
Communications and Marketing Committee Report

Michelle Rodgers
Associate Dean and Director, Cooperative Extension, University of Delaware
Committee member

Summary of Accomplishments
BACKGROUND -- Tony Windham, Scott Reed, and Michelle Rodgers represent ECOP on the Communications and Marketing Committee (CMC). The purpose of CMC is to provide oversight for contracts with kglobal and Cornerstone Government Affairs to provide education and advocacy, respectively, to targeted decision-makers in Congress. The education is designed to promote the research, Extension and academic programs priorities of land-grant universities through www.agisamerica.org, social media, earned media, and other venues. The effort is funded by a three-way split of the $400,000 annual investment amongst ESCOP, ECOP, and the Administrative Heads Section (AHS). Rick Rhodes, University of Rhode Island, is the current chair of the CMC.

ACCOMPLISHMENTS:
1) Developed a plan of work which has three sub-groups -- message testing, engaging communicators, and communicating CMC progress.
2) Provided continual oversight and engagement with the contractors in order to strengthen the reach and effect of this communications effort.
3) Identified water security and nutrition/human health as priorities for communications efforts.
4) Engaged in a "Twitter Town Hall" during the October 2015 NEDA meeting.

Upcoming Plans
1) The CMC meets in person on 3.6.16 to review recommendations related to message testing, engaging communicators, and communicating CMC progress.
2) ECOP Chair Michelle Rodgers has called for a "roadmap" that lays out what CMC expects to accomplish, when, and how.

Action/Discussion
The CMC effort is a significant expenditure for ECOP which has been approved in the 2016 budget. Conversation needs to continue about the effectiveness of this effort and if the expenditure will be approved by ECOP in 2017.
February 15, 2016

TO: Board on Agriculture Assembly Budget and Advocacy Committee (BAC)
FR: Rick Klemme, Chair, ECOP Budget and Legislative Committee

RE: FY 2017 proposed USDA-NIFA Budget – Cooperative Extension response

The following comments and requests have been approved by the Extension Committee on Organization and Policy (ECOP) Executive Committee. Overall, there are some tremendous “wins” in the President’s proposed FY 2017 budget for USDA-NIFA. We are supportive of the many efforts to grow our programs; however, we do not want to do that by hurting key areas that diminish or restrict our educational outreach to, and engagement with, targeted audiences.

We support the BAC long-standing policy of “do no harm” to existing efforts. Beyond that overarching goal, here are comments about the proposed budget and a request as it relates to essential programs provided by Cooperative Extension.

The need for immediacy for a response has not allowed time for in-depth discussions and collaboration with our ESS/AES colleagues. We hope the following comments by category will foster additional follow up with both ESS and with the Policy Board of Directors.

**AFRI** -- We support growth in the AFRI discretionary funding from $350M (FY 2016) to $375M (FY 2017). We do support full funding of AFRI at its authorized level of $700 million, but have concerns about increased mandatory funding which requires a reduction in spending elsewhere in the budget. Growth in AFRI must not be at the expense of existing programs and/or capacity funding.

**Efforts of 1890 and 1994 Institutions** -- We support all proposed increased funding of 1890s and 1994 institutions.

**Other Program Increases and Maintenance** -- We support proposed increases for Sustainable Agriculture Research and Education (SARE) and Expanded Food and Nutrition Education (EFNEP). While our goal always is to seek an increase in Smith-Lever 3(b)-(c), we support level funding as proposed. Further, we are pleased to see support maintained for the Renewable Resources Extension Act, Food Safety Outreach, and Regional Rural Development Centers.

**New Funding** – We support the $20M in discretionary funds of the Home Visits for Remote Areas Program complementary to what is provided by the U.S. Department of Health and Human
Services. We understand this program is designed to provide home visits in rural areas and tribal lands to enhance maternal, infant, and early childhood outcomes.

**Crop Protection-Pest Management** -- We support the $3M increase for crop protection and the intent of using these funds to enhance Extension IPM programming that addresses pollinator health, especially involving collaborative efforts with state departments of agriculture to implement state-based pollinator protection plans. We also support language which precludes charging indirect costs against Extension Implementation Program Area grant awards.

**New Technologies for Ag Extension (NTAE/eXtension)** -- We ask the BAA for advocacy and support to restore the funding for NTAE to the FY 2016 enacted level of $1.55M. ECOP, together with the eXtension Foundation Board of Directors, is greatly concerned over the proposed elimination of NTAE. The new eXtension approach is currently in the formative stage of a national restructuring designed to strengthen the Extension system’s workforce capacity to operate more effectively in a digital world. The new eXtension model assures our ability to engage our diverse audiences with science-based information and solutions. The new eXtension is strengthening critical capabilities through professional development, a national innovation lab, and methods to disseminate and deliver land-grant research to all citizens of the U.S. Evidence of value placed on this new model by the Cooperative Extension System is the voluntary, three-year investment made by 80 percent of the 1890 and 1862 land-grant institutions. The NTAE funding is essential for eXtension to help the entire Extension system maximize and leverage its capacity to serve U.S. citizens in meeting the challenges of local and nationwide problems.

Thank you considering these comments and requests from Cooperative Extension.
ECOP Budget Task Force – Final Report

Submitted by Jimmy Henning
Program Leader, Org Development, Texas A&M AgriLife Extension
Interim Committee Chair/Co-chair

Membership

Jimmy Henning, Chair, University of Kentucky
Ray McKinnie, Virginia State University
Daryl Buchholz, Kansas State University
Tim Cross, University of Tennessee
Doug Steele, Texas A&M University

Charge

The ECOP Budget Task Force will provide recommendations to ECOP on how to handle assessments from universities in the APLU Board on Agriculture Assembly Cooperative Extension Section (76 universities, effective January 2016). The recommendations are due to ECOP at its March 9-11, 2016 meeting in Delaware.

Background

Historically, the Extension Committee on Organization and Policy (ECOP) has been well supported by proportional assessments from all land grant institutions. This income has been sufficient to support the expenses of the office of the Executive Director as well as ECOP Operations. At the time of the designation of the Budget Task Force, the ECOP budget was organized into two major accounts corresponding to the Office of the Executive Director and Strategic Priorities and Operations, designated 5710 and 5730 by APLU. Historically, institutions were billed separately for each account.

Budget assessments were raised in 2013 for the Office of the Executive Director in order to build to a six-month carryover balance in the 5710 account. This was achieved by the end of 2015 ECOP fiscal year ($236,815, Dec. 31, 2015).

The operations account (5730) had a much larger yearend carryover ($521,732) as late as 2012. Looking back four years, no changes have been made in the assessment for operations. The significant carryover balance for operations has allowed ECOP to support several special projects such as the Brand Marketing Study, the Smith-Lever Centennial Celebration events, The Centennial social media project, and the Communication and Marketing Committee project and other strategic opportunities. Most of these are one or two year commitments, with the exception of the Communication and Marketing Committee expense. The attachment shows what has been funded 2012-2015.

The significant and recurring increase in spending relating to the Communications and Marketing Committee (Kglobal/Cornerstone current partnership) and other smaller projects has reduced the budget carryover in the 5730 account by about $70,000 to $80,000 annually since 2012, based on year-end
balances. At this rate, the 5730 will have a negative yearend balance by the end of 2018 with no change in assessment.

In summary, as of 2015 the overall ECOP budget had a positive and growing yearend balance in the Office of the Executive Director, with the opposite occurring in the Strategic Opportunities and Priorities account. And the Strategic Opportunities and Priorities budget did not include a budgeted amount for strategic investments by ECOP, limiting its ability to act quickly to take advantage of important opportunities.

**Recommendations**

1. Combine the assessments and budget accounts into one single account, and re-analyze the trends in yearend balances. Adopted for 2016.
   a. Analysis: This essentially brings the overall account almost into balance. However, the budget still does not plan for strategic investments, such as the Public/Private Fund Development project. In addition, the current budget outlays for the Office of the Executive Director do not reflect a true full cost of operation because ECOP does not have to pay the benefit costs for the Executive Director.

2. Simplify the budget by re-organizing existing expenses into major categories, while maintaining detail at the sub-category level. The three major categories would be:
   a. Office Operations (Currently the ECOP National Office Operations)
   b. ECOP Operations – Represents spending categories seen as longer term. Proposed to combine ECOP Executive Committee, 4-H National Leadership Committee, Measuring Excellence in Extension Implementation, National Impacts Database Committee, Personnel Committee, Program Committee, Budget and Legislative Committee.
   c. Strategic Initiatives and Advancement – Represents special initiatives or short term projects. Current spending categories include Communications and Marketing Effort (kglobal), National Health Implementation, Public/Private Fund Development (currently zero funded), Innovation Task Force.

3. Manage the budget to create and sustain a carryover of $200,000 (approximately six months) carryover in the Office Operations (ECOP National Office) category.

4. **Create a budget category for Strategic Opportunities with adequate budget to take advantage of targets of opportunity for ECOP/Extension, consistent with the stated goals.**
   a. The Task Force recommends that an additional $100,000 should be budgeted for this category over the current spending on strategic initiatives of opportunity.
   b. ECOP spending on strategic opportunities has averaged $101,387 from 2012 to 2015.
   c. Comment: Currently there is $149,132 approved in the 2016 ECOP Budget, 89% of which is the Communications and Marketing (kglobal) effort. The bulk of our strategic initiative and advancement funds are being spent in this effort. Creating an annual $100,000 fund availability would require either an assessment increase or a reduction in current spending in Strategic Initiative efforts (e.g. kglobal).

**Assessment Calculations**

At the current assessment levels, and with expenditures held constant for the next two years, ECOP will reach a year-end balance estimated at $217,379 by the end of 2018, and the following year the estimated year-end balance will drop below $200,000. A general rule of thumb that many non-profit organizations follow is maintenance of a minimum balance of approximately six to twelve months of projected annual
expenditures. ECOP recommends a target minimum balance of $200,000 which is about half of annual ECOP Office operations costs.

Recently, we have focused our attention on innovation, and support of innovation often requires strategic investments on behalf of the Cooperative Extension System. Examples include the consideration of a national development effort and the development of national initiatives, such as the Water Initiative. For the past 4 years, ECOP has generally invested about $100,000 in strategic opportunities beyond the budgeted funds for Communications and Marketing, resulting in annual shortfalls of about $40,000 per year.

To avoid a 2019 year-end balance that falls below the target minimum balance of $200,000 under current spending levels, an increase in assessment levels should be considered. Consideration should also be given to the total levels of strategic investments funded by ECOP for the next several years to support innovation for Cooperative Extension. Funding allocations must align with strategic goals, to ensure that resources are committed to initiatives and activities that will advance our Extension programs and organizations.

The table below illustrates the impact on 2018 year-end balances for ECOP under varying levels of strategic investments and increases in assessments. If our goal is to maintain a balance of approximately 6 months of ECOP National Office expenses, we need to target a year-end balance of about $200,000 or more. The figures in red in the table reflect outcomes that are less than the targeted year-end balance levels. As greater strategic investments are made, larger assessment increases are needed to provide the revenue to support the innovation.

If ECOP maintains the current total level of strategic investments, no assessment increase will be needed until 2019. To increase annual strategic investments by $50,000 to a total of $237,132/year, an assessment increase of approximately 10% is required. Similarly, to fund an additional $100,000 in strategic investments annually, compared to the 2016 level of $187,132, requires an assessment increase of 20% to maintain a 2018 year-end balance of at least $200,000. Increasing strategic investments by $150,000 requires an assessment increase well above 20%.

<table>
<thead>
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<th><strong>2018 year-end balance</strong></th>
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<tr>
<td><strong>Annual Strategic Investments</strong></td>
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<tr>
<td>$187,132</td>
</tr>
<tr>
<td>0.0%</td>
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<tr>
<td>2017 5.0%</td>
</tr>
<tr>
<td>Assmt. 10.0%</td>
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<tr>
<td>Increase 15.0%</td>
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<tr>
<td>20.0%</td>
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## ECOP unbudgeted spending on strategic initiatives 2012 - 2015.

<table>
<thead>
<tr>
<th>Budget Item</th>
<th>Amount</th>
<th>Actual</th>
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<tr>
<td><strong>2012</strong></td>
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<tr>
<td>21st Century Extension Personnel project</td>
<td>35,000</td>
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<td>Marketing and Communications Implementation Team</td>
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<td>National Marketing Initiative</td>
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<tr>
<td></td>
<td>251,000</td>
<td>105,946</td>
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<td><strong>2013</strong></td>
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<td>21st Century Extension Personnel project</td>
<td>14,890</td>
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<td>Cooperative Extension Centennial Task Force</td>
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<td>Measuring Excellence in Extension</td>
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<td>138,390</td>
<td>97,628</td>
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<td><strong>2014</strong></td>
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<td>4-H National Leadership Committee</td>
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<td>133,500</td>
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<td><strong>2015</strong></td>
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<td>4-H National Leadership Committee</td>
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<td>Innovation Inventory</td>
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<td>Social Media Associate</td>
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<td>151,500</td>
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<td><strong>Total</strong></td>
<td>674,390</td>
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*Corrected for projects or categories that are classified as ECOP Operations in the proposed simplified ECOP budget.*
Introduction

In seeking to develop a stronger private resource mobilization capacity, Cooperative Extension faces a paradox. There is no national Extension brand, presence or capacity, and yet, simultaneously, Extension is present across the nation, with multiple Extension brands that have varying levels of presence and capacity at, within and across states and the nation. These entities include the National Extension Directors Association, National 4-H Council, the eXtension Foundation, the Foundation for Food and Agricultural Research, the Association of Extension Administrators, the Association of Research Directors, ECOP, each of the Extension units at the land grant universities, and each of the state-level 4-H Foundations. In many cases, leaders and members of these organizations interlock. In some cases, each of these entities is a separate nonprofit. Whether separate from or embedded in another institution, each entity has its own mission, networks and relationships, and program integrity. A national capability exists; a national system does not.

A national Cooperative Extension fundraising effort or infrastructure assumes and requires that all of these elements have the potential to be coordinated and enhanced, programmatically and financially, without compromising their individual integrity. In this way, the national function is to lift the visibility, brand and value proposition of the entirety to a critical mass of capacity for problem solving. It is decidedly not to impose national rigidity onto what was created to be, and is still, a capacity for local responsiveness.

The national Extension resource mobilization effort, then, is to create a whole that is greater than the sum of its parts. It seeks out opportunities for collaboration across institutional components either in response to funding opportunities or to cultivate funding opportunities. It provides a canopy built upon the strength of the “legs” of each program entity. Under that canopy, new initiatives can be designed and funded, or under which any programmatic parts of several, multiple, or all of the constituent organizations can be brought together for funding strategies. The individual organizations, their missions, and brands are not lost, they are blended to attract resources at scale to what Extension in its totality does, or to what it could do.

The individual capacities become the “ribs” of the fundraising strategy. In turn, those ribs, extending across the system to other programs, provide scale and stability to the structure, and the combinations of capabilities that are possible expands the potential scope and reach of fundraising in being able to partner with funders of many perspectives.

Nor does the canopy approach impede individual components from fundraising for their own needs or programs. The integrity of each pillar remains, as does its ability to pursue funding for its own programs in its own markets. The overall effort emphasizes communication across all organizations to inform each leg of the program and fundraising efforts of others, thereby to avoid confusion by funders who may be approached by multiple pillars, and to conceive of and fundraise for universal needs of all systems and the mutual programmatic opportunities of any subset of organization. The canopy approach allows the whole of national Cooperative Extension to be greater than the sum of its parts.
Ideally from a fundraising point of view, it is a separate nonprofit, but with very clear and close alignment with the brands of its constituent parts. Those parts also align their brands with the national Cooperative Extension brand so that funders are receiving a message about the unique programmatic capacity of each of the entities but also the larger strength that is represented by the whole.

However, the evolution of a separate organization can take place in parallel with the establishment of a national fund development system and capacity that can span the potential of the whole, across Cooperative Extension in programmatic and geographic terms. Indeed, a gradual approach will be necessary for at least five reasons.

- First, several parts of the system are in their infancy, and their own directions and priorities are currently unclear.
- Second, with the exception of the National 4-H Council, a few of the 4-H state foundations, and Extension at the University of Minnesota (which is its own academic college) no institution has well-established private fundraising systems or priorities focused on its work or on Extension. Therefore, building the strength of the whole will require building strength in the parts.
- Third, the fundraising interests of the land grant universities, and of Extension within these universities, will need to be accommodated; this is a wide-ranging and complex problem and will need to be taken on place by place.
- Fourth, determining the substantive priorities for fundraising, a combination of current programs and new efforts, will take time.
- Fifth, multiple organizations already pay into one or more of these constituent institutions. Although that payment does not include fundraising support, adding a financial obligation onto constituent institutions will require a clear value proposition and the ability to deliver on that proposition. The “opt in” strategy will likely begin with a core group and spread as funding results become evident.

That having been said, it is important to have a vision of the end-state of a national Cooperative Extension fund development function and capacity and what it could ultimately accomplish.

If we envision, for example, a national resource mobilization function that seeks both to generate resources for national initiatives and, within the next several years, to conduct a 9-figure major national capital campaign to endow elements of Extension nationally and/or at all 75 land grant universities, the structures that support that function will need to be best-in-class. If we wish to start down that road, however slowly, carefully, and methodically, what would best practices look like?

**Beginning at the Beginning: Best Practices**

In a perfect world, what would we do?

Successful private resource mobilization is a product of two intersecting assets in a best-in-class fundraising nonprofit: a strong overall organization and a strong fundraising infrastructure. Pausing to understand the key elements of such an organization will help to level set the subsequent discussion of priority areas of attention for a private resource mobilization strategy for national Cooperative Extension.

The elements of a strong nonprofit organization include:

- **Brand**
  - Your brand is your promise. A recognized brand that is widely known and trusted
- A clear mission relative to a clear problem statement
  
  - **Programs**
    - Program alignment with mission
    - Clear demand for programs on the part of relevant constituents or markets
  
  - **Leadership**
    - Identifiable and accountable organizational leadership
    - Strong Board governance with clear skills and capacities to carry out transparent roles and responsibilities
  
  - **Finances**
    - Positive net financial balance
    - Transparent financials with clean and open audits
  
  - **Performance metrics**
    - Program impact
    - Financial and program efficiency

The elements of a strong *fundraising* infrastructure include:

- **Capacity**
  - Experienced advancement leaders
  - Overall organizational and program leadership that is committed to and engaged in advancement; fundraising is not a department it is an organizational culture
  - Systems and policies for all stages from prospect identification through stewardship
  - Collaboration between program and advancement leaders to constantly ensure maximum alignment between resource markets and program execution

- **Case for Support**
  - A clear and compelling case for support
    - Demonstrates a well-defined need or opportunity
    - Positions the organization as the answer or solution
    - Articulates how resources will be used to implement that solution
    - Matches donor interests with program areas

- **Prospects**
  - Deep field of individuals and institutions with potential interest in the case and the organization, or any subset of its activities; continued research to constantly grow that pool of individuals and institutions
  - Secure, reliable, and growing relationships with an increasing group of individuals or institutions identified in that pool
  - Development and maintenance of a core of loyal supporters who can constantly open up new opportunities for new prospect relationships

- **Leadership**
  - Private voluntary leaders (Board and others) who are willing and able to represent the organization and its case, trigger access to ever increasing networks, and “give or get” themselves

- **Plan**
  - A multi-year, step-by-step plan for mobilizing leaders and accessing resources against a clear financial goal
Introduction
The Extension Executive Consultants (EEC) are key stakeholder leaders who serve as a consultative group on matters relating to Cooperative Extension (CE) nationally. They offer advice to the Extension Committee on Organization and Policy (ECOP), as Cooperative Extension’s representative leadership and policy-making body, on how best to enhance its programs and accomplish its transformational education mission at the national level. There are several reasons for involving key stakeholders in this role, one being that philosophically and educationally, CE builds programs based on grass-roots input at the local level. Seeking advice and support from stakeholders for a national approach reinforces this principle. There are extant groups that offer assistance to Land-grant programs in securing resources, e.g., CARET, National C-FAR, but Cooperative Extension is not their primary focus. Strategically identified Extension Executive Consultants will add focus to enhancing Extension's visibility, responsiveness, and effectiveness.

Philosophy and Purpose
The EEC, working with ECOP, builds visibility and opportunity at the national level for Cooperative Extension programs in the U.S. These non-Extension leaders (not employed by CE) will gain an understanding of Cooperative Extension's mission and accomplishments and assist in sharing that understanding with their peers and others in various organizations. While the EEC’s purpose is not to govern, dictate or administer CE programs, it will be beneficial in raising questions and offering suggestions from an external perspective that may strengthen the ways the CE mission is accomplished. Since a strength of the CE system is its grass-roots program priority determination, it is explicitly recognized that the EEC will not determine programmatic priorities but will offer advice and make recommendations to strengthen national organizational effectiveness.

Mission
The EEC, on behalf of Cooperative Extension, works in a liaison role with current and prospective national partners and ECOP to:

- Advocate with government and national leaders
- Market program impacts
- Promote development of resources
- Enhance program success by advising on issues and opportunities

Panel Member Roles and Responsibilities
- Learn about the CE program and its impacts and ask critical questions; promote checks and balances; advise and provide counsel regarding organizational strategy at the national level; think critically of how to strengthen Extension’s future.
- Identify national issues, trends and opportunities; provide stakeholder input for Extension on a national level; advise on development of national plans of action; provide recommendations for and assist in public and private resource development.
- Identify opportunities for collaboration; help build networks and partnerships and advocate for support and improvement of CE programs.
- Share, interpret and market program impacts, results and value; promote public awareness and visibility, help the national community understand Cooperative Extension; and generate public policy support.
Membership and Meetings
Membership is expected to be around 9-15 members who have the experience and status to be influential on behalf of CE. Five to seven initial nominees will be identified and submitted, with a brief rationale for their nomination, to ECOP for approval. Thereafter, nominations, with supporting rationales, may come from the EEC members and/or from the Extension community for consideration and approval by ECOP. It is intended that the panel represent the breadth of the total CE program, however, focus will be at a national strategy/policy level rather than a programmatic one. Further, membership consideration will be given to the nature of the national groups that heavily influence CE’s funding and success as part of the Land-grant University and USDA system. Members of the EEC may serve for three-year terms, renewable no more than two times with approval of ECOP. Members’ terms will be staggered as new members are added.

Active attendance and participation of EEC members is very important and valued. It is anticipated that the panel will be called on by ECOP for a face to face meeting at least once per year with additional individual and/or subgroup meetings (face to face or electronic) to be held on an ad hoc basis as needed for advice on particular issues. The Chair of ECOP, with assistance of the EDA team, will take the lead in making and maintaining communication with the panel of consultants.

Officers, Committees and Duties
As an informal “panel of executive consultants” this group will not have officers or standing committees, other than an agreed-upon convener. It will be important however, to maintain a record of panel membership, communications, and notes of all meetings, whether with the total panel or a subset thereof. This will be a responsibility of the EDA team, with oversight of the ECOP Chair. A very brief report of EEC meetings and actions will be provided at the annual business meeting of the National Extension Director/Administrator meeting.

Expenses
The Cooperative Extension System, through ECOP, will provide for direct meeting expenses (electronic meeting technology and/or meeting space, refreshments and meals, as needed), but members of the EEC are expected to donate their time and expenses for travel when face-to-face meetings are held.

Evaluation
After three full years of operation and every three years thereafter, the EEC will be evaluated by ECOP to determine whether or not it should continue, and if it should continue, what improvements can be made.

Amendments
Amendments to these operating guidelines may be made by ECOP at any regularly scheduled meeting of ECOP with a majority vote of its membership.

Adopted on the 14th of October, 2015
Extension Executive Consultants (EEC)  
Implementation Plan

Background
At the October 2015 ECOP meeting, it was moved (Hibberd), seconded (Trapp) and passed to accept the proposed Extension Executive Consultants Organizational and Operational Plan and to develop an implementation plan for ECOP review and approval.

Key elements of the Organizational and Operational Plan that was approved are as follows:
- The EEC, on behalf of Cooperative Extension, will work in a liaison role with current and prospective national partners and ECOP to advocate with government and national leaders, market program impacts, promote development of resources, and enhance program successes by advising on issues and opportunities identified by ECOP.
- Membership is expected to be around 9-15 members who have the experience and status to be influential on behalf of CE, but initially 5-7 nominees will be identified and submitted, with a brief rationale for their nomination, to ECOP for approval. Thereafter, nominations, with supporting rationales, may come from the EEC members and/or from the Extension community for consideration and approval by ECOP.
- The panel will be called on by ECOP for a face to face meeting at least once per year with additional individual and/or subgroup meetings (face to face or electronic) to be held on an ad hoc basis as needed for advice on particular issues. The Chair of ECOP, with assistance of the EDA team, will take the lead in making and maintaining communication with the panel of consultants.
- There will be no elected officers, but an agreed-upon convener will be identified and a member of ECOP office/EDA team will maintain a record of panel membership, communications, and notes of meetings. A very brief report of EEC meetings and actions will be provided at the annual business session of the National Extension Director/Administrator meeting.
- The Cooperative Extension System, through ECOP, will provide for direct meeting expenses (electronic meeting technology and/or meeting space, refreshments and meals, as needed), but members of the EEC are expected to donate their time and expenses for travel when face-to-face meetings are held.
- After three full years of operation and every three years thereafter, the EEC will be evaluated by ECOP to determine whether or not it should continue, and if it should continue, what improvements can be made.

Proposed Implementation Steps
The following steps will guide the implementation of the EEC:

1. Identify potential members to fill the initial 5-7 slots and seek approval of these candidates by ECOP. During the discussion phase of the EEC proposal, the stated intent was to transition selected members from the now-dissolved eXtension Leadership Council, including the following. (Note: it is anticipated that no more than 3 of these will decide to continue).
   a. William J. Nelson, Vice President of Corporate Citizenship for CHS Inc. and President of the CHS Foundation
   b. Susan Crowell, Editor, Farm and Dairy Newspaper; member of the Council for Agricultural Research, Extension and Teaching (CARET)
   c. Paul Mulhollem, former President & COO of Archer Daniels Midland; serves on several boards, including the National FFA Board
   d. David P. Roselle, Executive Director, Winterthur Museum, Garden & Library, Wilmington, DE; President-emeritus, University of Kentucky and University of Delaware.
   e. Robert F. Bennett, Chair of the Bennett group; former Senator, Utah
   f. H. William Habermeyer, Jr., Rear Admiral, US Navy (ret); former CEO of Progress Energy Florida; serves on boards for the Southern Company and Raymond James Financial, among others

2. The ECOP Chair will contact each of the candidates, explain the purpose of the new EEC and seek their agreement to serve a 3-year term on the EEC. (Should also express appreciation for those who served on the eXtension Leadership Council).
3. The ECOP Chair will poll ECOP members to identify additional nominees to complete the initial slate of 5-7 (will need name and contact information, current role, and explanation of rationale for the nomination). Information about the additional nominees will be shared among and comments solicited from ECOP. The ECOP Executive Committee will then rank the nominees and beginning with the highest-ranking nominee, they will be invited to serve on the EEC (by the ECOP Chair with support of EDA team).

4. After the initial 5-7 members are confirmed, send letter from ECOP Chair thanking them and telling them that staff will be in contact regarding scheduling for the first face to face meeting.

5. Plan for first face to face meeting (to include the EEC members, ECOP Chair and Executive Committee, ECOP Executive Director/backup, eXtension Executive Director and Chair/designee). The ECOP Chair with assistance of the EDA team will:
   a. Determine date and location for meeting (3-4 hour meeting located convenient for EEC members)
   b. Develop agenda to include welcome and introductions; brief review of history; orientation of EEC members; brief overview of Cooperative Extension and description of Extension System from local, state and national levels; CE goals; resource situation; current issues and needs for future; and a time of focus on feedback from the EEC.
   c. EDA team member will capture notes, including follow-up actions from the meeting, and share with ECOP Chair for action and/or follow up as needed. ECOP Chair will share with Directors/Administrators at NEDA.

6. Schedule one or more phone conferences with EEC about 6 months following the first meeting (or earlier if needed) to follow up discussion from meeting. This will be done by the ECOP Chair, with assistance from EDA Director/team. Alternatively, depending on results of the first meeting, written follow-up may be preferable.

7. The ECOP Chair may call on the EEC or a subset for discussion/assistance with particular issues as needed and will provide an update at the annual NEDA meeting.

8. Plan 2nd annual meeting of EEC.

Possible Timeline
- Jan 7: Send to EDA team for review
- Feb 18: Responses due from EDA team
- Feb 19: Send to Jane for consideration by ECOP Executive Committee at March 10 meeting
- Mar: If approved by ECOP Executive, present to ECOP on March 11
- Mar 15: If approved by ECOP, draft email and form for ECOP Chair to use in polling ECOP for additional nominees
- Mar 18: ECOP Chair send email and form to EEC with 2 week deadline
- Mar 14 - 31: ECOP Chair call previous members of the eXtension Leadership Council to see if they are interested
- April 4: Share information about all nominees with ECOP, solicit comments (2 week deadline)
- Ap 20: ECOP Executive rate and chose from nominees (need total of 5-7, including original members who continue)
- Ap 21 – May 17: ECOP Chair call additional nominees; determine interest
- May 18: Approval by ECOP Executive Committee of all nominees
- May 19 – June 17: ECOP staff, working with ECOP Chair and Exec Committee, set date/location for first F2F meeting and plan agenda (plan to meet in fall)

Consideration
For this initiative to be successful, significant and appropriate staff and support time will be necessary. Considering the executive-level nature of likely members of EEC and the need for involvement of the ECOP Chair, primary support of this effort should be provided by the ECOP national office.
NIFA ECOP Follow-up on November 2014 Retreat

February 24, 2016

Bob Holland, Chuck Hibberd, Fred Schlutt

We talked at length about the NIFA or President’s Budget process. Some of the relevant takeaways were:

- NIFA engages in extensive budget deliberations with OBPA, OSTP, OMB, and OSEC
- A zero sum budget is mandated, meaning if you add something you must take something away.
- NIFA administrators are bound by PRE DECISIONAL rules until the budget is released by the President.

We (ECOP) need to find a way to communicate with OMB and OBPA

We need to develop a process between NIFA/ECOP where we communicate about issues when they come-up, not when we meet face-to-face three times a year.

Current critical issues that we need to be paying attention to are:

- The engagement of 1994 institutions with APLU, NIFA and the system. 94’s are interested in EFNEP, SNAP-ED, FRTEP and other funds, but do not feel they are being heard or listened to.
- While not exactly an Extension issue, Research Integrity Certification is becoming a critical issue.

National Program Leaders should become more involved and more engaged with their program areas and working with land-grants. They have more travel money and should be attending meetings. State Liaisons should also have more frequent conversations. This is now written in their work plans.

We are urged to support the increase in:

- AFRI funding
- $10 million to support 1890’s – 3 Centers of Excellence
- $20 million to support the Rural Health and Safety Education Home Visitation program

There are excellent opportunities for Extension involvement in a variety of NIFA related grants.
22.1  Confidentiality of budget deliberations.

The nature and amounts of the President's decisions and the underlying materials are confidential. Do not release the President's decisions outside of your agency until the Budget is transmitted to the Congress. The materials underlying those decisions may not be released at any time, except in accordance with this section. In addition, outyear discretionary data is considered pre-decisional and may not be released without prior OMB approval. (For additional information on the confidentiality of pre-decisional budget information, please consult OMB Memorandum M–01–17 of April 25, 2001.)

Presidential decisions on current and budget year estimates (other than forecasts of items that will be transmitted formally later), both in total and in detail, become the "proposed appropriations" as that term is used in the Budget and Accounting Act of 1921, as amended, and must be justified by your agency. Do not release agency justifications provided to OMB and any agency future year plans or long-range estimates to anyone outside the Executive Branch, except in accordance with this section.

Section 51.16 confirms and clarifies the application of this section to pre-decisional, deliberative budget information relating to the Inspectors General.
APLU Task Force on “The New Engagement”

Purpose and Charge for a Pre-Task Force Planning Team

Outreach starts with a solution, engagement ends with one.

Background
APLU believes it is appropriate timing for public and land-grant universities to dramatically expand efforts of engagement with partners in the communities they serve—members of the public, community organizations, business and industry, state and local government, and others. Fifteen years into a new century, the Kellogg Commission report *Returning to Our Roots: The Engaged Institution* needs renewed attention to realize its full potential. With vexing national and global problems creating immense economic, environmental, social, and psychological consequences, single entities cannot find and mobilize solutions. Instead, engagement with multiple partners is critical, and public universities can and should be conveners for such efforts.

Purpose
APLU will convene a Planning Team to **recommend a process for establishing and engaging APLU members and stakeholders in a Task Force on “The New Engagement” for public higher education.** The eventual Task Force will be charged with envisioning a new, broadly inclusive definition for university engagement and also charged with making recommendations for university actions to realize this vision. Included in this purpose is a plan to fully involve the expertise of Cooperative Extension across multiple university colleges and departments.

Chairs
The planning team will be co-chaired by:

- **Mark Hussey**, Dean, College of Agriculture and Life Sciences, Texas A&M University ([mhussey@tamu.edu](mailto:mhussey@tamu.edu))
- **Roy Wilson**, President, Wayne State University ([mrw@wayne.edu](mailto:mrw@wayne.edu))

Confirmed Members
Four APLU member groups nominated members for the Planning Team. Following is a list of confirmed members.

Nominated by the Council on Engagement and Outreach (CEO), and confirmed:

- **Jorge Atiles**, Associate Dean of Extension and Engagement, Oklahoma State University ([jorge.atiles@okstate.edu](mailto:jorge.atiles@okstate.edu))
- **Hiram Fitzgerald**, Associate Provost for University Outreach and Engagement, Michigan State University ([fitzger9@msu.edu](mailto:fitzger9@msu.edu))
- **Lorilee Sandmann**, Professor in Adult Education, University of Georgia ([sandmann@uga.edu](mailto:sandmann@uga.edu))
- **Byron White**, Vice President for University Engagement and Chief Diversity Officer, Cleveland State University ([byron.white@csuohio.edu](mailto:byron.white@csuohio.edu))

Nominated by the Commission on Innovation, Competitiveness, and Economic Prosperity (CICEP), and confirmed:
- Dorothy Air, Associate Senior Vice President for Entrepreneurial Affairs, University of Cincinnati (airdh@ucmail.uc.edu)
- Tim Franklin, Vice President and Chief Operating Officer of New Jersey Innovation Institute, New Jersey Institute of Technology (franklin@njit.edu)
- Terri Helmlinger-Ratcliff, Executive Director of Industry Expansion Solutions and Vice Provost for Outreach and Engagement, North Carolina State University (terri_helmlinger_ratcliff@ncsu.edu)
- Lloyd Jacobs, President Emeritus, University of Toledo (lloyd.jacobs@utoledo.edu)
- Mary Walshok, Associate Vice Chancellor for Public Programs and Dean of Extension, University of California San Diego (mwalshok@ucsd.edu)

Nominated by the Extension Committee on Organization and Policy (ECOP), and confirmed:

- Michelle Rodgers, Associate Dean and Director, Cooperative Extension and Outreach, University of Delaware (mrodgers@udel.edu)
- Mark Latimore, Jr., Extension Administrator and Interim Assistant Vice President for Land-Grant Affairs, Fort Valley State University (latimorm@fvsu.edu)
- Lou Swanson, Vice Provost, Outreach and Strategic Partnerships, Colorado State University (louis.swanson@colostate.edu)
- Nick Place, Dean and Director for Extension, University of Florida (nplace@ufl.edu)
- Cathann Kress, Vice President, Extension and Outreach, Iowa State University (cathann@iastate.edu)

Nominated by the Coalition of Urban Serving Universities (USU), and confirmed:

- Erin Flynn, Associate Vice President, Research and Strategic Partnerships, Portland State University (erin.flynn@pdx.edu)
- Saif Ishoof, Vice President for Engagement, Florida International University (saif@fiu.edu)
- Darrell Wheeler, Vice Provost for Public Engagement and Dean of the School of Social Work, University of Albany (dwheeler@albany.edu)

**Charge**
The Planning Team charge calls for the completion of four tasks after the November 2015 Annual Meeting:

- Identify engagement- and Extension-related issues to be examined and addressed by the Task Force on The New Engagement
- Prepare background materials for use by the Task Force on the New Engagement
- Develop a charge for the Task Force on The New Engagement
- Design a process and structure for the Task Force that will help it to:
  - Create a bold new vision for engagement at our universities and where we should be heading, including goals and milestones
  - Summarize the current state of university engagement and identify gaps
  - Recommend strategies to meet identified goals and milestones
Operational Plan

The planning team consists of about 20 members, including the co-chairs. APLU staff will provide operational support.

The Planning Team as a whole will undertake the first task. A preliminary set of issues will be identified early in the process, then expanded or otherwise modified as the process proceeds.

Members of the Planning Team will be assigned to one of three sub-teams, one for each of the additional three tasks listed above. Sub-team leaders will be identified and asked to coordinate the efforts of their sub-team.

The Planning Team will meet as a whole (via teleconference) in December to prepare de-brief on the Annual Meeting session “Defining the New Engagement” and to kick off the work. The Planning Team as a whole will meet occasionally after this preliminary meeting, throughout the process (see timeline below).

The Planning Team will also identify a set of senior leaders in engagement and Extension to serve as advisors and reviewers. The advisory group will be asked to review materials produced by the Planning Team and provide feedback.

Timeline

November 2015

- Session at Annual Meeting
  - Planning Team co-chairs describe purpose of the Planning Team and eventual Task Force to APLU members in attendance.
  - Chancellor Divina Grossman of UMass Dartmouth facilitates discussion between the chairs and engages audience.
  - Small group discussion during the session is captured using the Annual Meeting app. Participants are invited to provide input on the engagement- and Extension-related issues that should be addressed by the eventual Task Force.

December 2015

- Planning Team meets via teleconference.
  - Planning Team co-chairs and APLU leadership present the purpose and charge to the group.
  - De-brief on the session at the Annual Meeting—how can we build on the discussion and input from members?
  - A preliminary set of engagement- and Extension-related issues is generated by the group.
  - A preliminary list of senior engagement and Extension leaders is developed, toward identifying advisors.

January 2016

- Follow-Up Teleconference of the Planning Team as a whole
  - A preliminary list of issues is discussed
  - Issues list is summarized and distributed to sub-teams to guide their work
A final list of advisors is generated

- Sub-groups convene to begin work on each group’s task
  - One sub-group will work on identifying background materials (literature, examples from institutions, etc.) for use by the Task Force
  - A second sub-group will work on fleshing out a charge for the Task Force
  - The third sub-group will outline/design a plan for the structure and process of the Task Force
- APLU staff and Planning Team Co-Chairs decide on a strategy for approaching prospective funders for support of the Task Force

**February 2016**
- Sub-groups continue work on tasks
  - By February 28, groups submit reports on their group’s progress
- APLU and Planning Team Co-Chairs continue efforts to secure funding for Task Force

**March 2016**
- Sub-group reports are distributed to Planning Team
- By mid-March, Planning Team as a whole meets via teleconference
- Input is provided on preliminary reports from sub-teams
- Discussion undertaken to review list of Task Force issues and expand or otherwise modify
- By end of March, preliminary sub-group deliverables are distributed to advisors for feedback
- APLU staff and Planning Team co-chairs secure funding for Task Force

**April 2016**
- Feedback from advisors is collected and distributed to sub-groups
- By April 30, sub-groups submit final drafts of deliverables

**May 2016**
- Final drafts are distributed to Planning Team
- Planning Team as a whole meets via teleconference
- Final input and revisions to deliverables are discussed
- List of issues for the Task Force is discussed and finalized

**June 2016**
- APLU staff begin work on starting up the Task Force on the New Engagement

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Measuring Excellence in Extension Implementation Team Report

Submitted by Scott Cummings
Program Leader, Org Development, Texas A&M AgriLife Extension
Interim Committee Chair/Co-chair

Summary of Accomplishments

The Measuring Excellence in Extension (MEiE) Team provides leadership and management for the national Cooperative Extension System’s Measuring Excellence in Extension Database. The MEiE team serves as a subcommittee of ECOP. Key areas of work involve database management and improvement, as well as marketing, communications and training for Cooperative Extension Directors, Administrators and designated staff.

During 2015, the committee has two transitions in leadership with the retirement of Joe Zublena and the resignation of Lisa Townsend. Scott Cummings agreed to serve as interim chair until a plan for 2016 and beyond could be developed.

* The deadline date for states to submit to the MEiE database is now December 31st of each year. This change was implemented in 2014.
* The committee has worked to continue to provide updates and improvement to the system including data collected, data visualization features, and other aspects of MEiE.
* Further development and implementation of a MEiE marketing plan was also a focus.
* Thirty-seven institutions have entered Excellence data into the system in 2015. The committee is working to increase this number.

The MEiE Implementation Team has reviewed the status of submissions into the MEiE database and are concerned about the participation rate. In response, MEiE is proposing to survey the "institutional editors" and Directors/Administrators to determine if the information in the database is used, how it is used, and how to make it more usable.

Following is a "near-final" draft of an online survey. It is presented here to seek ECOP's support in garnering responses and to solicit any suggestions for improvement.

You are receiving this survey because you currently have access to the Measuring Excellence in Extension (MEiE) database. The MEiE database contains information on various metrics for each 1862 and 1890 institution. These include fiscal, personnel, and programmatic measures. This survey will not cover any aspects of the National Impact Database, which is designed to collect impact statements from both Extension and research institutions.
The MEiE committee is interested in your thoughts on the value of the database and how we might make the database a more useful tool for you. All information provided by you will be kept strictly confidential. Only aggregate data will be released.

I access the MEiE database

Yes
No

If No –

What is the primary reason you don’t use the system?

- My position has changed
- Data collected is not important for the work I do
- Data collected does not reflect needs of Extension
- I don’t know how to access the data
- It is difficult to find the data I need
- Data is not available from all universities (incomplete data)
- Other __________________

What would make the database valuable to you so that you would use it? ______

If Yes –

I access the database (check all that apply):
- To provide institutional analytics for internal purposes
- To provide institutional analytics for external purposes
- To provide benchmarking data for my institution

The MEiE Database includes fiscal, personnel and program data about Extension.

I access and use the data:
- Fiscal (Daily, Weekly, Monthly, 3-4 times per year, 1 time per year, Never)
- Personnel (Daily, Weekly, Monthly, 3-4 times per year, 1 time per year, Never)
- Program (Daily, Weekly, Monthly, 3-4 times per year, 1 time per year, Never)

How often should this data be collected?
- Yearly
- Every other year
- Other __________________

In what ways is the data valuable to you or your institution? Please give examples of how the data has been used. ______________

Section Questions

- Fiscal Data

Fiscal data points in the database include items such as dollars contributed by federal, state, and local sources. In addition, fiscal data on fee-based efforts and grants/contracts is also collected.

Is the fiscal data collected appropriate for the purpose of the MEiE database?

Yes
No

If no, which items should be removed or changed? ______________

What items would you include that are not collected? ______________

Other comments on fiscal data points: ______________

- Personnel Data
Personnel data points include items such as FTEs, positions, and salary data.

Are the personnel data points appropriate for the purpose of the MEiE database?
- Yes
- No

If no, which items should be removed or changed? ______________

What items would you include that are not collected? ______________

Is the salary data important as you use the database?
- Yes
- No

If no, which items should be removed or changed? ______________

What items would you include that are not collected? ______________

Other comments on fiscal data points: ______________

- **Programmatic Data**
  Program data points currently collected include data on contacts and use of volunteers.
  Are the programmatic items appropriate for the purpose of the MEiE database?
  - Yes
  - No

  If no, which items should be removed or changed? ______________

  What items would you include that are not collected? ______________

- **Demographic Data**
  Demographic data points in the database include data on your state’s population and the structure of your Extension program.
  Are the demographic items appropriate for the purpose of the MEiE database?
  - Yes
  - No

  If no, which items should be removed or changed? ______________

  What items would you include that are not collected? ______________

- **Optional Data**
  Optional data points currently collected include data on other institutional factors such as awards, connection to the university strategic plan, and other accountability factors.
  Are the optional items appropriate for the purpose of the MEiE database?
  - Yes
  - No

  If no, which items should be removed or changed? ______________

  What items would you include that are not collected? ______________

**Respondent Questions**

What is your role in your institution?
- Administration
- Human Resources
- Fiscal Office
- Program and Staff Development
- Other ______________

**Note:** We will know the following based on system information and implementation of the survey as a panel; this information will not be asked of respondents.
- Institution ______________
Upcoming Plans

* Provide continued leadership for ECOP’s Measuring Excellence in Extension national database.
* Work with ECOP leadership to develop standard operating procedures for who and how raw data in the system is to be shared.
* Continue to encourage states that have not entered data in the database to participate.
* Provide training and support for states needing assistance to access or enter data.
* Ensure data fields are relevant and valued by the national Extension directors and administrators.
* Conduct assessment of current users as to the strengths and weaknesses of the current system. Provide recommendations to ECOP based on these results.

MEiE will solicit comments/suggestions at the ECOP meeting, make appropriate revisions to the instrument and administer the survey. Once conclusions are made from the data collected, MEiE will make appropriate recommendations.

**ACTION BY ECOP:** Provide suggestions for improving the MEiE survey instrument; encourage responses to the survey when it is administered.
ECOP Program Committee - ECOP/ESCOP Health Implementation Team Report

Submitted by Celvia Stovall
Associate Director Urban Affairs and New Nontraditional Programs, Alabama Cooperative Extension System
Co-chair with Rick Klemme, University of Wisconsin

Summary of Accomplishments
The 5 Action Teams are working diligently toward the goals set out by the Framework for Health and Wellness. [Link to the Framework]

A triannual reporting process is in place.

Some report highlights:

From the Health Insurance Literacy Action Team: Report on findings from nationwide survey of current health insurance literacy effort; [Link to Survey Report]

From the Health Literacy Action Team: “Understanding Health Literacy” webinar presentation for eXtension reaching 26 attendees. Presentation is available at [Link to Webinar].

Step toward implementation include:
- Created a Health Literacy Database
- Submitted proposals for this Extension
- webinar/other presentations at upcoming conferences to increase awareness
- Began the gap analysis process
- Prepared a logic model
- Explored possible future publications

Upcoming Plans
Action Team updates will be included in the ECOP Monday Minute. Action Teams will meet face-to-face in conjunction with the National Health Outreach Conference in Roanoke, VA on April 5-6, 2016. Sharing across boundaries by the five teams will be a priority for this meeting. The Health Implementation Team is providing leadership for the Pre-conference session entitled, A Picture of Health: How are Land-grant universities fitting into the puzzle? - See more at: [Link to Pre-Conference Session]. Bi-monthly meetings will continue.
ACTION: Now that we are at nearly the mid-point of a 3-year assignment, what are ECOP's expectations of the Action Teams?
Summary of Accomplishments

- We are 6 months into the new strategy approved in October: Issues, Innovation, Impact.
- New Services Emerging: The new i-Three Corps started in January with 127 members working on 72 projects across 33 institutions in 31 states. Their results and how eXtension is helping them make a more visible and measureable impact will be shared at NEDA. https://extension.org/2016/01/12/extension-launches-2016-i-three-issue-corps/
- Planning Tool to be Published: The new i-Three Innovation Lab is partnering with the ECOP Innovation Task Force and the New Media Consortium to develop and publish the NMC Technology Outlook for Cooperative Extension 2016-2021 describing the likely course of emerging technology in cooperative extension. A panel of 40-50 experts will convene virtually in April and May. The report will be shared in September at NEDA.
- New Premium Member Support: To catalyze the adoption of innovations among Premium Member Institutions, a new model for institutional Innovation Teams is being introduced in April. The new service includes use of the Innovation Strengths Preferences Indicator (ISPI) for unique insights to foster innovation among your faculty and staff.
- 2015-2016 Innovation Fellows are underway:
  - Maker: Paul Hill, Utah State University
  - Internet of Things: Jeff Hino, Oregon State University
  - Citizen Science: Katie Stofer, University of Florida
- 2015-2016 Innovation Grants are underway:
  - Building Personalized Learning Experiences for Adult Learners through Adaptive Learning Techniques, Michigan State University, Ellen Darnell and Gwyn Shelle
  - Elevating the Role of Spatial Reasoning in Communication and Decision Making in the Cooperative Extension System, University of New Hampshire, Shane Bradt
  - Extending Reality: Instant Access to Extension Resources Using Augmented Reality Innovations, University of Tennessee, Heather Wallace and Emily Tipton
  - eXtension Geo-Citizens Design Forest Farms, Virginia Tech, John Munsell
  - Lighting the Education Fire with Virtual Environments and Oculus Rift Technology, University of Idaho, Joey Peutz, Brian Cleveley and Lori Wahl
  - Track that Crop: A Mobile App to Aggregate Crop Variety Data in Alaska and Beyond and to Increase Citizen Engagement with Cooperative Extension Service, University of Alaska, Heidi Rader
• nEXT Talks: Igniting Innovation in Extending Knowledge, Texas A&M AgriLife Extension, Chrystal Checketts
• Spark Lab Innovation Center, Ohio State University, Mark Light
• Virtual Communication Camp, North Dakota State University, Becky Koch and Bob Bertsch

Upcoming Plans
The eXtension Foundation Board of Directors and CEO are seeking input and engaging with members to prioritize services to strengthen its services for basic and premium members. We invite you to join us for the National eXtension Conference March 22-25, San Antonio http://muconf.missouri.edu/nexc2016/

**ACTION:** Renew your membership for 2016 and your commitment for 2017. The Board is in the process of implementing the business model agreed to in 2014 to include additional revenue sources. Your continued engagement and commitment to paying your membership provides needed leverage to attract new partners.
Summary of Accomplishments

1) Daryl Buchholz was elected to represent the Cooperative Extension Section on the Board on Agriculture Assembly (BAA) Policy Board of Directors. Doug Steele, Texas A&M University, is alternate. The two Extension professionals will work collaboratively to express the views of ECOP.

2) Following the recommendation by the ECOP Budget and Legislative Committee (BLC) and the BAA Budget and Advocacy Committee, all recommendations by ECOP were accepted (see ECOP BLC report).

3) Regarding the advocacy requested related to the reinstatement of the NTAE line at the FY 2016 enacted amount of $1.55M, Cooperative Extension was lauded and well supported colleagues for its rapid response working through the established BAA process.

Upcoming Plans


No request for discussion at this time.
Board on Human Sciences Report

Submitted by Linda Kirk Fox
Associate Director of Extension and Applied Research, Kansas State University
ECOP Representative to Other Organization

Summary of Accomplishments since fall 2015

The Board on Human Sciences (BOHS) www.thebohs.org annual conference is March 8-11, 2016, in Alexandria, VA, Impact and Advocacy: Expanding our reach, shaping the future is the theme. Sessions will include expanding global reach, expanding interdisciplinary partnerships on a national scale, expanding our reach through student professional development and through dynamic and engaging curricula, and lastly, expanding our reach through collaborative interdisciplinary partnerships in research.

BOHS Liaison to ECOP is active on the ECOP Robert Wood Johnson Foundation National Leadership Advisory Team and continues to be interested in and willing to serve to further develop the partnerships.

Upcoming Plans

New and very active Task Forces (ad hoc) of BOHS are: Strategic Plan TF (to update the 2013-2016 Plan); Impact Statement TF; and Marketing/Social Media TF.

2016 BoHS Awards Call for Nominations - Deadline May 23, 2016 Eligibility for the Outstanding Engagement Award shall be limited to faculty members who have been employed in a BoHS member institution for at least three (3) years. The nominee must have at least 30 percent of their EFT/FTE dedicated to public service, outreach and/or extension programs (Administrative appointments in these areas do not qualify a nominee). Each college and university with active BoHS membership is eligible to nominate one person for this outreach award. Former recipients of the Outstanding Engagement Award are ineligible for this award. The award will be presented at the annual meeting of the Association of Public and Land-grant Universities in November. The award winner must be able to attend the meeting and speak to the organization. BOHS will provide travel expenses and appropriate recognition including an honorarium.

No request for discussion at this time.

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Budget and Legislative Committee Report

Submitted by Rick Klemme
Dean and Director, Cooperative Extension, University of Wisconsin
Committee Chair/Co-chair

Summary of Accomplishments

1) Recommended a new "look and feel one-pager" for the FY 2017 budget documents provided for the 2016 CARET-AHS meeting. Worked to develop the Smith-Lever document as a sample, which other segments of the Board on Agriculture Assembly (BAA) accepted in concept and replicated.

2) Together with Cornerstone Government Affairs, wrote the Smith-Lever document found at www.land-grant.org.

3) Engaged with ECOP to develop a response to the President's FY 2017 proposed budget, worked with the BAA Budget and Advocacy Committee to request $304M for Smith-Lever (up $3M), support increases in funding for 1890 and 1994 Extension, concur with the recommendation for crop protection/pest management, agree with increases for EFNEP, support the $20M recommended for home visits for maternal and child health, and encourage advocacy for retaining NTAE (eXtension) at the FY 2016 level of $1.55M.

4) Worked with the eXtension Foundation Board of Directors to develop and approve via Cornerstone, APLU, and ECOP Executive an advocacy document for NTAE found at https://extension.org/wp-content/uploads/2016/02/NewTechnologiesforAgExtensionNTAE-Final.pdf.

5) Increased efforts to work collaboratively with the ESCOP Budget and Legislative Committee.

6) Supported work on the Water Security proposal together with ESCOP.

Upcoming Plans

1) Finalize side-by-side comparison document of EFNEP and SNAP-ED programs as requested by Cornerstone Government Affairs.

2) Plan and facilitate a session at PILD for Cooperative Extension Directors/Administrators focused on a JCEP overview, an FY 2017 budget overview, and the results of the ECOP National System Task Force. This planning has been led for Doug Steele, ECOP BLC vice-chair.

3) Schedule two meetings together with the ESCOP Budget and Legislative Committee, one during the CARET/AHS 2016 meeting in Washington, DC, and a second during the Joint ESS-CES/NEDA meeting in September in Wyoming.

4) Continue focus on the both-and of competitive and capacity funding. The first effort will be to work with Darren Katz of kglobal on how this idea might become a campaign to
increase understanding by Congress, OPM and others about why capacity funds are critical in order to engage in a competitive environment, and other reasons.

5) Begin planning for the next farm bill. An initial opportunity will be at the Joint ESS-CES/NEDA meeting in September in Wyoming where there will be a workshop to name top priorities for new, expanded, or deleted authorizations.

6) Continue support for funding on the Water Security proposal and engage with BAA and BHS colleagues on the Healthy Systems, Healthy People proposal.

Daryl Buchholz, who represents Cooperative Extension on the BAA Policy Board of Directors, which reviews and approves all recommendations by the BAA Budget and Advocacy Committee will be on hand at the March 2016 ECOP meeting to answer any questions.
Council for Agricultural Research, Extension, and Teaching (CARET) Report

Submitted by Susan Crowell
Editor, Ohio State University
Liaison to ECOP

Summary of Accomplishments

The volunteer delegates on the Council for Agricultural Research, Extension and Teaching (CARET) work with an integrated advocacy approach to increase support for the land-grant system, its national priorities and funding for research, extension and teaching. The CARET Strategic Plan and Scope of Work for executive committee members and officers are located on the APLU website.

The CARET executive committee, chaired by James A. Shirk, Pennsylvania, last met Nov. 13, 2015, prior to the APLU annual meeting in Indianapolis. (NOTE: The executive committee will be meeting March 5, prior to the AHS-CARET joint meeting in Washington D.C., March 6-8, and I will provide updated information to ECOP from that meeting.)

- Members were apprised of the decision by the 1994 institutions to leave APLU.
- CARET maintains ongoing efforts to develop strategic partnerships. A recent focus has been renewing ties with NACo, however newly appointed liaison Jayme Doggett is no longer available to serve in that capacity. The board elected Robert Kidd, Wyoming, as the new liaison.
- Discussed plans for the 2016 joint AHS/CARET meeting, with renewed focus on best practices for stronger advocacy and targeted communication, including social media. Presenters who have accepted invitations to date include William R. Woodson, chancellor, North Carolina State University; Charlie Arnot, CEO, Center for Food Integrity; Chris Novak, CEO, National Association of Corn Growers; Chuck Conner, president and CEO, National Council of Farmer Cooperatives; and Dominique Brossard, chair, Department of Life Sciences Communication, University of Wisconsin-Madison.
- Sessions are also crafted with an eye toward CARET’s stated goal of member leadership development, including new member orientation.
- Reviewed the strategic plan progress/scorecard, with recommendations to identify annual goals or priorities (much like ECOP does), under the guidance of, and in line with, AHS. The board also encouraged more advocacy/leadership training during the regional summer
meetings. The board discussed where the gaps in strategic plan implementation are, such as stronger communication on national issues (beyond budget).

- Through its executive director, Eddie Gouge, CARET provided information on land-grant advocacy to various groups; monitored related legislative activity (pertinent and timely updates are communicated to delegates); and attended various meetings related to food and agriculture in D.C.

- New officers, who have assumed their duties as of Jan. 1, 2016, include:
  Chair: Dina Chacon-Reitzel, New Mexico
  Vice Chair: Louise Beaman, Indiana
  Secretary: J. Nolan Ramsey, North Carolina

**Upcoming Plans**

Upcoming meetings:

- April 25-28, 2016: Joint SAAESD/ASRED/S-AHS/S-CARET Spring Meeting, U.S. Virgin Islands
- July 11-15, 2016: Western Region Joint Summer Meeting, West Yellowstone, Mont.
- July 16-17, 2016: CARET Executive Committee Meeting, San Antonio, Texas
- July 31-Aug. 2, 2016: North Central Region’s Mini Land-Grant Meeting, Chicago, IL
Experiment Station Committee on Organization and Policy (ESCOP) Report

Submitted by Clarence Watson
Assoc. Vice President for Agriculture-Research, Arkansas Agricultural Experiment Station Liaison to ECOP

Summary of Accomplishments & Upcoming Plans

ESS Section meeting: The ESS/ARD section Meeting and Workshop took place September 28-October 1, 2015 in Charlotte, NC. Shirley Hymon-Parker (NC A&T) is the new ESCOP Chair, and Bret Hess (WY) is Chair-Elect.

ESCOP met November 16, 2015 in Indianapolis, IN and will meet again in March 7 2016 in Washington, DC.

Multistate Research Award for Excellence: The following regional winners were selected for the 2015 National Multistate Research:

NC140: Improving Economic and Environmental Sustainability in Tree-Fruit Production Through Changes in Rootstock Use
NE1201: Mycobacterial Diseases of Animals
S1049: Integrated Management of Pecan Arthropod Pests in the Southern U.S.
W2128: Beneficial and Adverse Effects of Natural, Bioactive Dietary Chemicals on Human Health and Food Safety

The winner (NC140) was recognized at the APLU meeting in Indianapolis. Nominations are currently open for 2016.

ESS Excellence in Leadership Award – This award recognizes those who have served the Regional Associations, ESCOP, ESS and/or Land-grant System with exemplary distinction. Winners for 2015 were:

- Dr. Alton Thompson, Provost and Exec. VP Academic Affairs, Delaware State University
- Dr. Fred Cholick, former Dean and Director (retired), Kansas State University (President and Chief Executive, Kansas State University Foundation) (retired)
- Dr. Michael P. Hoffmann, Director, Cornell Univ. AES
- Eric Young, Executive Director, SAAESD
- Dr. Ron Pardini, Professor of Biochemistry, Univ. Nevada Reno, former AES Associate Director and Interim Dean and Director
National Information Management and Support System (NIMSS): The newly redesigned NIMSS database used to management our portfolio of multistate projects is open and functional again after a hiatus of nearly 3 years. A few minor bugs still remain to be worked out, but overall, the new system appears to be functioning well.

The Budget & Legislative Committee: The roadmap for the ‘BAA Process for Advancing New Budget Initiatives’ has been approved by the PBD. Work continues to advance both the Water Security Initiative and the Healthy Food Systems, Healthy People Initiative. So as to give the Water Security Initiative time to get through as a major system initiative, the Healthy Food Systems, Healthy People timeline for the grand push is 2018.

A breakfast meeting of ESCOP and ECOP members was held during the 2015 Joint COPs meeting. Both Chairs participate in the respective committee conference calls. It was agreed that the committees should remain separate but coordinate their activities, bringing together the unique perspectives from each committee. To that end, a joint ESCOP-ECOP Budget and Legislative Committee meeting is being planned for the AHS-CARET meeting in March 2016.

National Research Support Program: The National Research Support Program (NRSP) provides off the top funding in support of research. For FY 2016, there are eight NRSPs funded for a total of $2.4 million. Current NRSP projects (Termination date):

- NRSP-3: The National Atmospheric Deposition Program (NADP) (2019)
- NRSP-4: Enabling Pesticide Registrations for Specialty Crops and Minor Uses (2020)
- NRSP-6: The US Potato Genebank: Acquisition, Classification, Preservation, Evaluation and Distribution of Potato (Solanum) Germplasm (2020)
- NRSP-7: A National Agricultural Program for Minor Use Animal Drugs (2016)
- NRSP-10: Database Resources for Crop Genomics, Genetics and Breeding Research (2019)

The recommendation to terminate NRSP-7 (Minor use Animal Drug Program) after FY 2016 was approved by ESS. The project will receive a one-year budget allocation to complete ongoing projects.

ECOP Innovation Task Force: Bill Brown (TN) will serve as the ESCOP representative on this task force.

Expenditure of ESCOP Funds: As a result of the proliferation of requests for funding, ESCOP has appointed a committee to revisit the guidelines for future approval of expenditure of ESCOP funds. Bob Shulstad (GA) is chairing the committee which includes all four EDs. This committee will present its findings and its recommendations at the ESCOP meeting on March 7.

Healthy Food Systems, Healthy People Initiative: ESCOP voted to pay the requested share ($500) to create a brochure to help promote this initiative.

2016 Joint ESS-CES Meeting: The meeting is scheduled for September 19-22, 2016 at Jackson Lake Lodge, Jackson Hole, WY

Action Requested: Information Only
Summary of Accomplishments

The Extension Disaster Education Network (EDEN) held an ECOP focused strategic planning session in Indianapolis in September of 2015. ECOP chose the Extension Directors, one from each region, to participate in that meeting. To prepare for the meeting, EDEN conducted surveys of Extension Directors and EDEN delegates. Survey results indicated that 87% of Extension Directors expect EDEN to be active in their state. A large, 91%, of delegates, have used resources provided by EDEN in their state activities. And, 73% said resources used in their state were more robust because of EDEN. Eighty three percent of delegates stated that EDEN resources saved them time. A key take-a-way from the meeting was the development of a white paper on how to better brand EDEN with Extension.

EDEN, in collaboration with 20 national and state agencies, developed a Community Capacity Building Guide for Drought Response and piloted the program in Socorro County New Mexico in the fall of 2015. The guide was found to be very useful, helping the community develop mitigation and action plans for drought conditions. It is of note that this pilot involved tribal nation participants. The International Association of Emergency Managers featured the Guide in a webinar. And as of February, FEMA’s Community Planning and Capacity Building program is promoting it to states facing drought. EDEN is also going to provide a webinar for the National Voluntary Organizations Active in Disaster on this guide. The goal is to get volunteer organizations more involved in drought response.

In December of 2015, the USDA published a new disaster resource page usda.gov/disaster. The foundation for this page rests in EDEN’s work with the FEMA/USDA resource matrix, noted in EDEN’s last report to ECOP. This website, which has an Ask the Expert system, is a result of that effort. The USDA did a soft launch of the site to EDEN specialists who are currently reviewing it.

In 2015 FEMA’s Emergency Management Institute came to EDEN for help in designing a national, agricultural emergency management exercise. A team of specialists from EDEN went to EMI for a week to design that exercise. When EMI announced this exercise to emergency managers around the country, it was so well received that EMI was forced to offer three times the number of courses planned.

At the EDEN annual meeting in New Mexico, the keynote speaker talked about “Indian Country and EDEN: Starting the Collaborations.” The presentation/discussion was led by Joseph
G. Hiller PhD. - Retired Head of American Indian Studies, Assistant Dean of American Indian Programs, and Assistant Director, Arizona Cooperative Extension.

In late 2015, EDEN was asked by the Office of Homeland Security and Emergency Coordination, USDA, to help develop educational programs in food and agriculture cybersecurity. EDEN immediately set up a team to identify existing resources and/or develop new resources. While only a couple of months old, EDEN Homeland Security Project Director, Steve Cain, is sure this effort will result in a novel educational program. Cain is looking for ways to fund this project.

Also late in 2015, EDEN was approached by members of the President’s National Security Council to address issues in national disaster resilience. EDEN formed a Disaster Resilience Team and developed a proposal for a “Resilience Summit” to be held in Washington, DC. The proposal is under consideration and, as a result, EDEN is now involved in the national debate on resilience. Resilience is a new buzzword in the disaster arena. While a lot of work is being done in this area it is uncoordinated. EDEN hopes to help bring all resiliency efforts together to help the nation be better prepared for a growing number of disaster and climate resilience issues.

Lastly, EDEN is hoping to increase collaboration with Sea Grant programs. One issue to be decided is that some Sea Grant Programs are not affiliated with land grant institutions. At this time, EDEN membership is limited to land grant institutions.

**Upcoming Plans**

**Goals:**

1. EDEN’s primary goal is to reduce the impact of disaster through education.

2. To enhance collaboration across states and regions to increase our impact.

3. To develop a strong co-brand between EDEN and Cooperative Extension.

4. EDEN leaders recognize that delegates who attend the national meeting are better prepared to face disaster issues in their state. In EDEN’s original agreement with Extension Directors, the Directors agreed to send delegates to the EDEN annual meeting. Because many of these agreements are old and current Directors may be unaware of them, EDEN will work to establish new agreements with existing Directors.

**No action needed at this time.**

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Ami Smith began her appointment, succeeding Michelle Rodgers, University of Delaware, effective January 1, 2016. The Extension Journal Inc. Board of Directors met for introductions in January and meets face-to-face the end of March. Debbie Allen, Waynesville, OH, began as the new Journal of Extension (JOE) editor, effective January 1, 2016. Allen has nearly 30 years of editorial experience in public, private, profit and not for profit, and military organizations. She has worked on national and international editorial projects including other journals, magazines, technical documentation, newspapers, and electronic media. Allen succeeds Laura Hoelscher, Purdue University, who retired.

**Action Requested:** Information Only

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ECOP and JCEP…A Beautiful Partnership!

The Joint Council of Extension Professionals (JCEP) is a partnership of our national professional Extension associations. Our mission is “doing what each cannot do effectively alone, building leadership and collaboration, providing professional development and scholarship opportunities, and advocating for excellence in the Extension Profession.”

JCEP just held a successful Leadership Conference in Las Vegas, NV. This conference has evolved from offering an association leadership training to an expanded leadership training conference. With our highest recorded attendance this year including over 250 attendees, the conference featured Keynote speaker Jones Lofin, author of ‘Juggling Elephants’, speaking on ‘Leadership Across Generations’. In addition, the conference offered twenty leadership concurrent sessions, one Ignite presentation and six association meetings/trainings.

The JCEP Board held a Winter Board Meeting in advance of the conference. Significant news from our meeting included the decision to add an Emerging Leadership track onto the Leadership Conference in Orlando in 2017.

PILD (Public Issues Leadership Development Conference) serves as our upcoming advocacy leadership training conference. We hope to see many of you April 10-13, 2016, in Crystal City at PILD!

http://www.jcep.org/pild-conference/2015-pild-registration

Here are some exciting “snippets” from our seven associations:

NEAFCS Impact statements- NEAFCS Public Affairs Advocacy and Education Sub-Committee members create these annual documents using data provided by their affiliates. Topics are adjusted yearly to reflect 1,853 active members’ responses to emerging issues and needs assessments. NEAFCS Impact Statements are revealed at JCEP’s PILD Conference to ECOP and NIFA leaders. These reports are then used during “Hill” visits during PILD. They are also shared with and by state FCS Program Leaders. This year’s categories are: Childhood Obesity, Community Health & Wellness, Diabetes Prevention and Management, Financial Management, Food & Nutrition, Food Safety, Healthy Homes and the Environment, Improving Children’s Lives, and Protecting Our Resources – Family Life

Epsilon Sigma Phi leads the Extension System in providing and facilitating professional development that focuses on the Extension organization and the Extension professional. This includes professional development conferences, webinars and an online resource library. Member benefits include exceptional key note speakers, scholarly seminars, professional development scholarships, grants and leadership opportunities. Currently, ESP membership includes a total of 5,331 active and life members. National officers include: Patricia Dawson, Oregon – President; Graham Cochran, Ohio– President Elect & Ann Berry, Tennessee –Past President.
The NACAA Annual Meeting and Professional Improvement Conference (AM PIC) will be held July 24-28. We have Educational Pre-Tours for participants as well as educational tours on Thursday. These present a chance to see Extension in the Host State in action and provide a unique hands on learning opportunity. In addition we have over four hundred hours of presentations from fellow extension educators from across the country as well as poster presentations on Research/Demonstrations and Extension Programming. Then we also have educational programs provided by committees of many topics from Climate Change to Technology, Agriculture Law to Unmanned Aerial Vehicles and more. We also have a chance to award outstanding work from our colleagues from across the country. All of this and more await NACAA members planning to attend the 2017 NACAA AM PIC in Little Rock.

The National Association of Extension Program and Staff Development Professionals (NAEPSDP) was formed to bring the national community of program and staff development professionals together. This community includes middle managers, evaluation specialists, instructional designers, accountability specialists and program and staff development faculty with a range of responsibilities in support of extension educators and the overall mission of Cooperative Extension. During 2016 NAEPSDP will host a series of educational webinars targeted to extension educators scheduled for February 18th, April 21st, June 16th, October 20th and a virtual summer school in August in support of extension professional development nationwide. With the exception of the Virtual Summer School, the webinars will be broadcast on the 3rd Thursday of every month at 10:30 a.m. central standard time. Recordings and transcripts of the educational sessions will be posted online. The 2016 Annual Meeting will be held December 6-8, 2016 at Big Cedar Lodge in Ridgedale, Missouri.

Based on records, it has been since early 2000’s that NAE4-HA gave full focus to the development of a strategic plan, goals, and action steps. Tapping into the facilitator strengths of Karen Ballard (NAEPSDP President) and buy-in by the Board of Trustees, one of the main NAE4-HA 2015-16 goals for our 3,566 and growing membership is the development of a strategic plan. During the JCEP Leadership Conference, NAE4-HA Regional Directors sought input into potential strategies and priorities from our members. Those results will set the framework for further discussion during the Spring Board of Trustees meeting. National officers include: Lena Mallory, President; Shawn Tiede – President Elect; and, Kimberly Gressley – Immediate Past President.

The National Association of Community Development Extension Professionals (NACDEP for short), is excited to be collaborating with our sister organization, the Association of Natural Resource Extension Professions (ANREP), to hold our first ever joint conference in Burlington, Vermont this June. The conference theme is Building a Path to Resiliency: Uniting Natural Resources & Community Development. With six rounds of 11 concurrent sessions and 19 mobile workshops, we are looking forward to learning with and from each other and strengthening opportunities for future collaboration and partnerships.

ANREP has three grass-roots, member driven initiatives:
National Network for Sustainable Living Education (NNSLE)
Climate Science Initiative (CSI)
Energy Science Initiative (ESI)

Respectively Submitted:

Kimberly Gressley, JCEP President
Cynthia Gregg, JCEP President-Elect
Leadership for the 21st Century (LEAD) Report

Submitted by Nick Place
Dean and Director, University of Florida/IFAS Extension
ECOP Representative to Other Organization

Summary of Accomplishments
Class 11 Updates:
- LEAD21 Class 11 graduated from the program on Thursday, February 26th at the conclusion of their third session in Washington, DC.
- Class 11 consisted of 85 participants representing 1862s, 1890s, 1994s, NARRU, and NIFA.
- To date, LEAD21 has graduated over 800 participants from Classes 1 – 11.

Class 12 Updates:
- Class 12 applications closed on November 15th, 2015 with 95 applicants. Of those, 87 participants were selected to participate in the program.
- Participants represent 1862s (73), 1890s (8), 1994s (3), NARRUs (2), and NIFA (1). A full list of participating institutions can be viewed below.
- Session I will be held June 19th – 24th, 2016 just outside of Minneapolis, MN where participants will focus on individual leadership, change, conflict, and communication styles. Preparation work for participants began on March 1.
- Class 12 Session Location Change:
  - Session II for Class 12 will be held outside of Phoenix, AZ at the Carefree Resort and Conference Center in October 2016. We hope this location change will provide a more geographically balanced number of sessions to assist those traveling from the west coast along with a more conducive meeting space given the needs of the program.

LEAD21 Contract:
- The LEAD21 Board of Directors has worked closely with Dr. Laura Perry Johnson and Dr. Joe Broder at the University of Georgia to maintain the current LEAD21 Contract. LEAD21 is now housed within the Associate Dean of Extension’s office in the Office of Learning and Organizational Development which is a new unit within UGA’s College of Agricultural and Environmental Sciences.
• This move included relocating both Dr. Rochelle Sapp (Program Director) and Ms. Kristi Farner (Program Assistant) into the new OLOD unit with other faculty and staff that will be conducting similar types of work.

• The new agreement was finalized at the recent LEAD21 Board meeting (Feb. 2016). The new agreement will be for three years with the option to renew given both parties are satisfied with the relationship. This decision was unanimously supported by the LEAD21 Board.

• LEAD21 Board of Directors:

• The current LEAD21 Board of Directors include: David Benfield (ESCOP), Craig Beyrouty (AHS), Michel Desbois (NIFA), Beverly Durgan (ECOP), Mark Erbaugh (ICOP), Brian Kowalkowski (1994), Tanner Machado (At-Large), Dyremple Marsh (At-Large), Paul Patterson (ACOP), Barbara Petty (At-Large), Nick Place (ECOP), Dan Rossi (ESCOP), Susan Sumner (ACOP), and Todd Winters (At-Large).

Class 12 Participating Institutions:
Alcorn State University                Texas Tech University
Auburn University                      Tuskegee University
California State University, Fresno    University of Arkansas
Chief Dull Knife College               University of Arkansas at Pine Bluff
Clemson University                     University of Delaware
Colorado State University               University of Florida
Fort Valley State University           University of Georgia
Ilisagvik College                      University of Idaho
Iowa State University                  University of Illinois
Kansas State University                 University of Kentucky
Little Big Horn College                University of Maryland
Michigan State University               University of Minnesota
Montana State University               University of Missouri
National Institute of Food and Agriculture University of Nebraska – Lincoln
New Mexico State University           University of New Hampshire
North Carolina State University       University of Rhode Island
North Dakota State University         University of Tennessee
Ohio State University                  University of Vermont
Oklahoma State University              University of Wisconsin
Oregon State University                Utah State University
Pennsylvania State University          Virginia Tech
Purdue University                      Washington State University
South Dakota State University          West Virginia State University
Tennessee State University

Upcoming Plans
Continue to revise and improve curriculum and training as necessary to ensure that we are meeting the most relevant needs of participants and supporting LGUs
National 4-H Council Report

Submitted by Kate Caskin
Senior Director, Field and Council Communications
National 4-H Council

Summary of Accomplishments & Upcoming Plans

Robert Wood Johnson Foundation Update:

The Robert Wood Johnson Foundation has requested a change of direction for its work with Extension — from a focus on Eliminating Childhood Obesity to Building a Culture of Health. RWJF requested additional time to get better acquainted with the structure and reach of the Cooperative Extension System and met with the planning grant’s National Leadership Advisory Team on January 8, 2016. RWJF asked for the January 8 attendees to generate ideas for what could be done in partnership in the next six months giving the CES an opportunity to demonstrate our capacity to respond rapidly. We are exploring a joint webinar to be conducted in March to introduce the CES to the 2016 County Health Rankings as released by RWJF, and feature ways CES has used the previous rankings to improve health. Next steps include asking for an extension of the planning grant; executing joint actions in the next six months; and proposing recommendations to the RWJF team for actions in the longer term. The planning grant is overseen by National 4-H Council.

For further information, contact Dr. Bonnie Braun, Project manager @ bbraun@umd.edu.

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National Coalition for Food and Agriculture Research (NC-FAR)
Report

Submitted by Tim Cross
Extension Dean and Professor, University of Tennessee
ECOP Representative to Other Organization

Summary of Accomplishments

1) Tim Cross accepted a renewed appointment to the National Coalition for Food and Agriculture Research (NC-FAR) Board of Directors. Jane Schuchardt represents ECOP on the NC-FAR Research and Outreach Committee.

2) Together with ESCOP, ECOP planned and sponsored a Capitol Hill Lunch and Learn session 2.8.16 called "More Crop for the Drop." The one-hour session with speakers Steve Slack (retired), Ohio State University, and Suat Irmak, University of Nebraska, was well received with attendance totaling about 100 for Senate and House presentations. Attendees are primarily Capitol Hill staffers. kglobal and APLU interviewed Slack and Irmak and provided significant Twitter feeds and press releases related to the event which supported the Board on Agriculture Assembly priority of Water Security.

3) As a result of Extension engagement, NC-FAR has changed its strategy related to advocacy to reflect the both/and of competitive and capacity funding.

4) Attended the January 8, 2016 NC-FAR Board meeting and shared the ECOP 2016 goals.

Upcoming Plans

1) Continue to engage with NC-FAR members through board meetings, annual meeting, and Research and Outreach Committee meetings.

2) Consider recommending a NC-FAR Capitol Hill Lunch/Learn for 2017, together with ESCOP, on "Healthy Food Systems, Healthy People."

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National Impacts Database Committee Report

Submitted by Tim Cross
Dean and Director, University of Tennessee Extension
Committee Chair/Co-chair

Summary of Accomplishments
Recent Actions and Accomplishments of the NIDB Committee include the following:

1. The committee drafted and, by consensus, agreed to a final version of an Impacts Database Fact Sheet for Directors/Administrators. The link to this fact sheet was shared via the ECOP Monday Minute and is available on the NIDB site. It was also shared with the Ag is America list that is maintained by kglobal.

2. An online training is now posted at http://about.extension.org/impact-statement-training and all eXtension member institutions have unlimited access. For non-members the cost is $80 per person.


4. In an effort to enhance quality assurance for impact statements, a subcommittee of the NIDB Committee is working on a survey of the 200-250 institutional impacts “editors” to assess needs. Items considered, among others, are self-perceived role of Editor, position at the institution, perceived training needs and preferences, receptiveness to training, obstacles they perceive and how we might be helpful to them in their role as Editor.

5. There are now more than 1500 impact statements in the NIDB system. Dr. Cummings, Texas AgriLife Extension, who manages the database, is setting up Google Analytics to track usage.

6. Training about the NIDB system has been provided at various meetings, e.g., NIFA’s National Administrative Officers’ Meeting, AEA, etc.

Upcoming Plans
The NIDB Committee will meet again in May to follow up on these and other items:

1. Status of usage of the Web Stories and Impact Summary Sheets
2. Survey of Editors – status and follow up
3. Impact Quality Assurance
4. Status of use of online modules

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Personnel Committee Report

Submitted by Co-chairs Celvia Stovall & Mike O’Neill
Associate Director Urban Affairs and New Nontraditional Programs, Alabama Cooperative Extension System & Associate Dean, University of Connecticut

Accomplishments:
The call for nominations for the Excellence in Extension Award was released by the National Office ahead of schedule on January 25, 2016 in the ECOP Monday Minute. The same message was sent February 2, 2016 directly to all Extension Directors and Administrators and Associates from Jane Schuchardt, Executive Director. The deadline is May 1st.

Upcoming plans:
The committee will poll their members and the representative of USDA-NIFA (Jeanette Thurston) to schedule a meeting date between June 24th and July 14th for the final selection of the National Excellence in Extension Award ($5,000 cash and registration to ceremonies at the APLU Annual Meeting in Austin, TX from the ECOP + travel stipend and a plaque from USDA-NIFA) from the names provided by each region (by June 23rd). As a result of this final review process, the region from which the national award is given, will be provided the opportunity to submit their alternate to receive the Region award. A total of 5 Region Awards are offered: $1,000 cash and registration to ceremonies at the APLU Annual Meeting in Austin, TX from the ECOP + travel stipend and a plaque from USDA-NIFA. Award and non-award letters are sent to all nominees over the signature of the chair or co-chair of the ECOP Personnel Committee on or about July 16th.

No current action items for ECOP.
Program Committee Report

Submitted by Mark Latimore
Administrator, Fort Valley State University
Committee Chair/Co-chair

Summary of Accomplishments
ECOP Program Committee
The ECOP Program Committee, under the leadership of Chair Mark Latimore and Vice Chair Chris Boerboom, has recently focused primarily on the following two items:

1. Extension Diversity Award
   The call for nominations for the Diversity in Extension Award was released by the National Office ahead of schedule on January 25, 2016 in the ECOP Monday Minute. The same message was sent February 2, 2016 directly to all Extension Directors and Administrators and Associates from Jane Schuchardt, Executive Director. The deadline is May 1st. For the past few years, the Diversity Award Review Committee has been led by Mary Jane Willis, who is deceased. Leadership for the Review Committee and process for 2016 award is being arranged and will be finalized at the March ECOP meeting. In addition to the chair (from the ECOP Program Committee), members usually include the previous year’s winner(s), a NIFA representative, a CARET representative, an eXension Diversity COP representative, and other members of the ECOP program committee as needed for regional representation. The deadline for nominations is May 1 and the Review Committee will need to do most of its work shortly thereafter.

2. National Urban Extension Leaders (NUEL)
   Dr. Chris Boerboom, ECOP liaison to NUEL, has been actively engaged with NUEL leadership. Actions of this group are reported under the NUEL section of the ECOP Report and a representative of NUEL will participate in the ECOP Program Committee and will report to ECOP at this meeting.

Upcoming Plans
The ECOP Program Committee will finalize plans for the Extension Diversity Awards Review Committee and continue to engage with NUEL as it implements plans that were drafted earlier. The Diversity Award Selection committee members and the representative of USDA-NIFA (Jeanette Thurston) will convene to complete the selection process and choose a recipient, either an individual or team ($5,000 cash and registration to ceremonies at the APLU Annual Meeting in Austin, TX from the ECOP + travel stipend and a plaque from USDA-NIFA). Award and non-award letters are sent to all nominees over the signature of the chair on or about July 16th.

No current action items for ECOP.