FACE-TO-FACE MEETING MINUTES

(in conjunction with 2016 Joint ESS/CES-NEDA)
Jackson Lake Lodge, Moran, WY

Tuesday, September 20, 2016
• ECOP 7:00 – 8:45 a.m.
• ECOP Committees – 4-5:00 p.m.

AND

Thursday, September 22, 2016
• ECOP 8:00 a.m. – Noon


Written Reports: JCEP (p.36), Program Committee (pp.37-42)

New: Journal of Extension and Job Opportunities may be found on the ECOP Website www.extension.org/ecop and ECOP Monday Minute blog http://ecopmondayminute.blogspot.com/

Please Plan to Attend Extension Events at APLU Annual Meeting:
JW Marriott, Austin, Texas, http://www.aplu.org/meetings-and-events/annual-meeting/
  a. Celebrate on the Excellence in Extension and Diversity Award winners during the recognition ceremony on Sunday morning, November 13, 2016.
  b. Attend the luncheon sponsored by the National 4-H Council on Sunday.
  c. Express appreciation to Michelle Rodgers, current ECOP Chair, and welcome the new ECOP Chair, Fred Schlutt, at the Cooperative Extension dinner, Monday evening, November 14, 2016.
Minutes
Presiding – Michelle Rodgers, Chair

TUESDAY, SEPTEMBER 20, 7:00 – 8:45 A.M. MT

OPENING BUSINESS – Michelle Rodgers
Michelle Rodgers called the meeting to order. Attendance is recorded on page 9. A quorum was established throughout the 2-day meeting. Beverly Durgan made a motion to approve the minutes from the last meeting, July 18-19, 2016. Chuck Hibberd seconded and the motion carried. There were no additional agenda items presented.

1. Budget and Legislative Committee –

Rick Klemme: Reported on pending FY 2017 appropriations, championing capacity lines, both committees (numbers look solid), action on hold with the possibility of a continuing resolution. Thanks for participation in the farm bill survey. There will be a face-to-face meeting of the BAA Committee on Legislation and Policy (CLP) October 3-4, 2016 in Washington, DC, to determine priorities for the next farm bill expected in 2018. Rick communicated that he is stepping down on 11.1.16. Thanked Rich Koenig, Bill Hare, Nick Place, Dennis Harrington on behalf of John Rebar, Jason Henderson, Larry Katz, James Trapp, Glen Whipple, and Cathann Kress for participating in the joint ESCOP B&L/ECOP BLC meeting.

Chuck Hibberd made a motion to appoint Doug Steele, Texas A&M University, as ECOP Budget & Legislative Committee Chair effective immediately. Fred Schlutt seconded the motion. The motion carried. Chuck Hibberd formally acclaimed Rick Klemme’s excellent contributions to ECOP over numerous years as ECOP Budget & Legislative Committee Chair, Co-chair of the ECOP Health Implementation Team, and support to the ECOP Executive and Farm Bill Committees.

2. EDA Team Roles and Expectations, pp.20-26

Jane Schuchardt: Personnel Committee survey of the EDA Team model recommended: communication about the strategic nature of the EDA team for national leadership, reduction of double staffing as appropriate, and increasing visibility across the entire Cooperative Extension Section. Note that for each aspect of ECOP there is a primary and back-up person. Assignments are reviewed frequently.

Michelle Rodgers: Emphasized the complementarity of regional and national work. The documents (one for internal use and one for public view on the ECOP web site) are updated on a continual basis as leadership changes. It is suggested that a history of updates be made available by adding a date to the document (e.g. revised on date). Also add a sentence that emphasizes how the EDA Team focuses on visibility, opportunity and accountability for Cooperative Extension/ECOP. Jimmy Henning made a motion for ECOP to accept the document as presented. Delbert Foster provided a second. The motion carried. Further recommendations – Encourage regions to review the “external” document in order to improve understanding of the purpose and work of EDA Team.

3. NEDA 2017 –

Michelle Rodgers: Past-chair serves as chair of Planning Committee. October 2-5, 2017 in Burlington, VT. ECOP has approved a rotation for the NEDA meeting in the region where the immediate past-chair resides. ECOP takes full responsibility for program and local arrangements for NEDA. While regional associations are welcome to be involved, there is no regional responsibility. Regarding another joint
meeting with the Experiment Station Section, this will be considered in 2018 and beyond based on responses to the evaluation of the 2016 meeting.

Planning Committee: one director/administrators from each region, plus Michelle as immediate past chair, and the ECOP National Office. Regions are asked to designate someone, does not need to be and ECOP Member. Committee to be formed by November 2016.

Theme suggestions: Private Resource Mobilization partnerships; innovation.

4. USDA-NIFA report – Bill Hoffman on behalf of Louie Tupas, Denise Eblen and Mike Fitzner

NIFA is preparing for the presidential transition, which will require educating the new administration. One of Sonny’s principal messages, the importance of the “three c’s” will continue: capacity, competitive, capital infrastructure (and their importance to minority serving institutions). This is one reason for the capacity funding survey. EDA Team reviewed the draft of the survey and was permitted to provide changes in language. Status: 4 cohort survey, handled by TEConomy and APLU, went to non-land-grant universities, Cooperative Extension, Research, Academia, 1994s through AHEC, and is due 10.7.16. Next step: Analyze data and articulate the value of capacity funds. Will Extension have a chance to look at the survey results? Yes. Link to the survey and a Pdf version of the survey distributed by Ian Maw by email. Data is being used, the purpose of the survey is to get all cohorts to come up with a focused response, and credibility of a third party investigator. The amount of time needed to complete and prepare is a concern. TEConomy has responsibility to follow-up with institution that do not respond. What can ECOP do? Communicate about the essential parts of the survey. Understand variations in survey results between states and institutions. This discussion led to the concept of an ECOP Webinar to help frame the responses. Goal: Opportunity and purpose, commitment and how it will be used. Consensus vote was achieved to conduct the webinar. ECOP National Office, eXtension Foundation, Michelle Rodgers and Ron Brown all volunteered to work together to execute a plan of action. Executive Committee will take up the rest of the details of the national webinar at their meeting at 4:00 PM MT, 9.20.16.

NIFA Farm Bill Development Committee is addressing how to engage partners/stakeholders to help plan strategies to enhance the next farm bill to: do a better job of providing resources/programs for underserved populations, bolster support for REE funding, simplify programs, create efficiencies.

New hire: Full time Congressional and Stakeholder Affairs Officer, Josh Stull, will focus on NIFA, already hosted legislative directors meetings. Not an appointee, career position.

Representation: To ESCOP is Parag Chitnis, Jeanette Thurston. To ECOP is Louie Tupas, Denise Eblen, Mike Fitzner (half of all NIFA program deputies). The complete list of liaisons to be eventually released.

There will be a meeting of 1994 institutions, select Extension Directors and Administrator, and others to talk about working together to coordinate programs.

Jane Schuchardt: On behalf of Doug Steele, Vice-Chair, ECOP Budget and Legislative Committee, thanks to Josh Stull and Paula Geiger for their regular contributions. Denise Eblen and Louie Tupas have been invited to get together with the National Office for orientation. Mike Fitzner received an orientation within the past year.
Thursday, September 22, 8:00 a.m. – Noon MT

5. AMR funding request (tabled motion from July 2016), pp.11-19

Michelle Rodgers: This item was moved to later in this agenda until Thursday 9.22.16.

Clarence Watson: ESCOP approved payment of $7,000 for this effort.

Mike O’Neill made a motion that ECOP contribute a one-time amount of $7,000, contingent upon ESCOP contributing the same amount or more. Bill Hare seconded the motion. The motion carried.

6. CES Business Meeting Review and Action

Sandy Ruble: ECOP received preliminary results from PollEverywhere survey process that took place on 9.21.16. It was apparent that participants did not properly submit their responses before going to the next question in the survey. Therefore, some of the respondent numbers were not as high on some questions.


Michelle Rodgers: ACTION: Will get it to the board in electronic format to add track changes. By September 30th reply to Keith Smith. When finalized, the report will be shared broadly.

   b. National System and Private Resource Mobilization

Private Resource Mobilization Task Force will postpone a webinar scheduled next week in order to consider further comments by ECOP and the Cooperative Extension Section. The webinar will be rescheduled before the APLU Annual Meeting. Recommendations will be brought forward at the next meeting of ECOP.


The writing of the RWJF grant is in process. No further action needed until early in 2017.


Motion: Jimmy Henning made a motion that ECOP affirm changes proposed by National 4-H Council. Bill Hare seconded the motion. Motion carried.

Jennifer Sirangelo: Wants to discuss a few changes to the proposal based on the feedback from the National Issues session held on 9.21.16. Will ask the Board of Trustees to consider the proposal to allow ECOP to select the leadership with a back-up person. Jennifer and Michelle Rodgers will work together on a thank-you to Dr. Burnadett of Molina Healthcare for her presence and participation with ECOP.

   e. SNAP-ED Program Development Team funding [http://bit.ly/CES-SNAP-Prop]

Chuck Hibberd: Motion that ECOP support the assessment for the next 3 years (2017, 2018, 2019), at $150,000 annually for SNAP-Ed Program Development Team. This is based on results of informal survey on 9.21.16 of those attending Joint Meeting in Wyoming that reported receiving SNAP-Ed funding in 2015. Fred seconded. Motion carried.

7. Committee Actions not otherwise noted on agenda

   a. Executive Committee – Michelle Rodgers

      i. Michelle Rodgers - Bring forward appointments:

         – ECOP Liaison to ESCOP

      Jimmy Henning, University of Kentucky

         – Communications and Marketing Committee Member
Mark Latimore, Fort Valley State University

Jane: Chuck Hibberd, though interested, respectfully requests that a newer ECOP member be appointed to this role, someone entrenched in Agriculture and Commodity Groups. There is no recommendation at this time. There is no NC-FAR meeting until January 2017 allowing for more time to make this appointment. Michelle suggested a Northeast Region ECOP Member that is slated to begin term December 2016 for consideration. Further communication will be needed by January 2017 meeting of NC-FAR.

ECOP/ESCOP Health Implementation Team Chair

To date, the leadership of this effort consisted of a co-chair arrangement of ECOP Member (Celvia Stovall) or those strongly connected to ECOP (Rick Klemme). Rick Klemme will step down for National Leadership on 11.1.16. A plan will be developed to transition leadership to the Robert Wood Johnson Foundation Grant Core Leadership Team Program Manager, Bonnie Braun.

The appointments were approved by consensus vote.

ii. More work to be done on planning the details of Monday Evening Dinner that will take place at the APLU Annual Meeting in Austin, TX.

b. Personnel Committee –

Mike O’Neill: Excellence in Extension Award – Would like to bring field educator nominations into the process. To date almost all nominees and recipients are campus-based professional with extensive late career portfolios. There is strong interest to recruit county- or regional-based Extension professionals. Proposing a five-year window, a shorter period of time for nomination. The consensus by ECOP was to give strong support for the concept, and hear more about these changes by January 1, 2017.

c. Program Committee, pp. 37-42

i. Rapid response protocol

Mark Latimore – Motion: ECOP endorses rapid response protocol that Program Committee has presented. National assessment is approved to identify current issues, consider actions that are taking place and form action team to address.

Chuck Hibberd/Cynthia Gregg/Kim Gressley: JCEP has a similar initiative – Blue Ribbon Committee’s work – separate track for emerging leaders at next JCEP conference, partnering with NUEL, using rapid decision tree.

Sonny Ramaswamy: Funding opportunities through NIFA, CARE Program $300K and Exploratory Grants program (example ZIKA), 6 weeks $100K, FFAR also (Matching).

Other: Short-term conversation by webinar, experts to inform us and gain insight on how to respond.

Nick Place: EDEN is working on rapid response. Annual Meeting is next week and will communicate. ECOP needs to be informed, but the Program Committee will take the lead in forming team(s) for follow-up action.

Sonny – NIFA suggests creation of a list of experts for such rapid response.

Motion was approved.

Monthly conference calls will be scheduled by the committee so that issues are not missed for this initiative. The EDA Team is encouraged to bring issues forward to the committee for consideration for rapid response.

ii. Civil discourse –
Motion – **ECOP charges the Program Committee to establish a rapid response team to work on the challenge of civil discourse (or whatever it will eventually be named).** A survey was sent out that proved a high level of interest especially by the southern region.

Michelle Rodgers: Jane Schuchardt and Michelle had a conversation with Jim Woodell and Peter McPherson at APLU regarding a proposal going forward to the Kellogg Foundation to fund an APLU Task Force on New Engagement. Civil discourse leading to safe communities will be one of three grand challenges to include in the proposal to show how universities can engage effectively with communities. Michelle and Jane will be asked to review the proposal.

Hibberd: Due to conversations that are happening on University of Nebraska campus, urges caution with the term “civil”. Using the term “civic” discourse might be an alternative.

Sonny Ramaswamy: Social Justice conversations are supported by NIFA. Within a few days the Program Committee will form action team, there are Extension people that are certified with strong background in facilitating issue-oriented community discussion.

**Motion approved.**

**ECOP considered having the ECOP 4-H Leadership Committee report to the Program Committee and agreed by consensus the committee continue to report to ECOP. Further, it was agreed the name in all documents would be the ECOP 4-H Leadership Committee.**

8. **BAA Non-payment Policy – Daryl Buchholz**

Daryl Buchholz – Any non-payment of one or more BAA assessment would result in the institution being removed from participation and privileges and any partial payments would be returned. This action is under consideration by Academic Heads Section. In some cases, due to extreme hardship, there may be exceptions. Daryl will check to see if this is a decision of the PBD.

**Motion to affirm the proposed wording of the policy was made by Chuck Hibberd. Jimmy Henning seconded. Motion approved.**

Issue – Is non-payment of SNAP-Ed Professional Development Team Assessment an exception to the policy if approved? **Delbert Foster made a motion to exclude SNAP-Ed in the BAA membership assessment nonpayment policy. Fred Schlutt seconded. Motion carried.**

**Addition: Update by Sonny Ramaswamy, Director USDA NIFA**

Midwest Big Data Hub event will take place in Chicago in October 2016. (https://nifa.usda.gov/event/data-science-agriculture-summit). How to become more data-driven in our work and offer funding for it. Using regional approach as well. Climate initiative is closed. Food and Agriculture Cyberinformatics and Tools (FACT) initiative discussed. More details coming in the EMM. Contact Dr. Chitnis, Sonny or Bill Hoffman. Western Region: Concern at earlier attempts, accessing of data by institution. Chris Geith: About to announce an eXtension Fellow - it would be good for this person to attend meeting in Chicago.

Zippy Duvall (new Farm Bureau President), NCFAR mounting a new initiative with SOAR – (support of ag research) a proposal to undertake conversation with SOAR. Broad nationwide analysis, Sonny asked them to include the word Extension. Will work with a 3rd party to facilitate those conversations. Sonny will keep Fred Schlutt informed as incoming chair. Round table with the National Academies meant for advising the President for budget proposal, forums on various topics, 2-3 each year. Suggests that Jane contact Robin Schoen rschoen@nas.edu, to discuss Extension involvement in roundtables. White House Office of Science and Technology Policy (OSTP) subcommittee on Food and Ag. Looking at one-
government approach. Mike O’Neill: It is not easy to find these reports and policy statements. Sonny: 46 reports in the mill to be released by OSTP. Sonny will ask Jeanette Thurston and Virginia Bueno to make the resources more visible/accessible.

The Healthy Food, Systems Healthy People Implementation draft report is available at http://bit.ly/2bTNZZQ. Michelle asked all to look carefully at the report and have conversations by regions.

9. **ECOP 2017 Budget**, p.27
A motion was made by Fred Schlutt to approve the 2017 ECOP Budget as presented. Mark Latimore seconded the motion. Motion carried.

Michelle Rodgers: The significant changes that ECOP agreed to earlier are the 1) trimming and combining of various committee and task force travel and committee expenses, 2) providing for strategic opportunities, and 3) elimination of Measuring Excellence in Extension Database and Team. Thanks is given to Jimmy Henning, Chair, ECOP Budget Task Force.

10. Executive Director Search –
Fred Schlutt: Committee met after Labor Day. 13 applications received by deadline. Will continue to look for additional candidates. All are encouraged to read the job description, dedicated to that purpose. The committee will strategically search for more applicants. Eventually there will be a face-to-face meeting of the committee to narrow down possibilities. Will present one name to ECOP for consideration. This is a different process than the last search process. There were 3 candidates, a national webinar with opportunity for Directory/Administrator input, and final decision. ECOP gave the committee the power to determine their own process.

11. ECOP 2017 –
   a. **Calendar**, p.28
Fred Schlutt: One added item is April 2017, Spring Meeting will be held in Anchorage during the week of April 17. Off season. More details will be released soon.
   b. **Emphasis Areas and Ongoing Priorities**, pp.29-30
Jimmy Henning made a motion to approve this document as presented. Mike O’Neill seconded. Motion carried. By consensus ECOP agrees that the ECOP 4-H National Leadership Committee should be changed to ECOP 4-H Leadership Committee.

12. **APLU – Mexico MOU Implementation**, pp.31-25
Michelle Rodgers: Asked all to use the attachment as information. May be asked to join effort when plan comes forward. If so, Jon Boren, New Mexico State University, has agreed to serve representing Cooperative Extension/ECOP.

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<tr>
<th>ECOP 2016 Goals:</th>
<th>ECOP Core Themes:</th>
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<tr>
<td>Private Resource Mobilization</td>
<td>Build Partnerships and Acquire Resources</td>
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<td>Urban Programming</td>
<td>Increase Strategic Marketing and Communications</td>
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<td>Innovation</td>
<td>Enhance Leadership and Professional Development</td>
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<td>Strengthen Organizational Functioning</td>
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<td>National System</td>
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ECOP Membership Attendance is indicated with ☑ and ●.

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

☑ Michael O’Neill, University of Connecticut
☑ Michelle Rodgers, University of Delaware
☑ Bill Hare, University of District of Columbia

Southern Region

☐ Vacant
☑ Jimmy Henning, University of Kentucky
☐ Vacant

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, Chris Geith, CEO, eXtension Board of Directors
● Daryl Buchholz, Kansas State University, ECOP Representative to Policy Board of Directors
● Bill Hoffman and Sonny Ramaswamy for Louie Tupas, Denise Eblen and Mike Fitzner, USDA-NIFA
● Rick Klemme, University of Wisconsin, Chair, ECOP Budget and Legislative Committee
● Jane Schuchardt, ECOP Executive Director, Cooperative Extension

Liaisons

○ Susan Crowell, Council for Agricultural Research, Extension and Teaching
● Linda Kirk Fox, Board on Human Sciences
● Jennifer Sirangelo and Andy Ferrin, 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 Hougum, Western Region
● L. Washington Lyons, 1890 Region
● Sandy Ruble, DC Office
● Jane Schuchardt, DC Office
● Robin Shepard, North Central Region

Guests
Cynthia Gregg, Virginia Tech
Kim Gressley, University of Arizona
Nick Place, University of Florida
Ami Smith, West Virginia State University
James Trapp, Oklahoma State University
Ian Maw, APLU
Lonnie Johnson, Virginia Tech
Hunt Shipman, Cornerstone Government Affairs
Dan Lerner, University of Vermont
Dr. Molina-Bernadett, National 4-H Council Board of Trustees
Dennis Harrington, University of Maine
Jeff Dwyer, University of Michigan
Rich Bonanno, NC State University
Tom Dobbins, Clemson University
Donna Brown, Delaware State University
Larry Katz, Rutgers

Back to agenda
Antimicrobial Resistance Initiative Funding Database

Tuesday, July 19, 2016 – ECOP tabled the motion raised by the ECOP Executive Committee (Jimmy Henning): ECOP will contribute a one-time amount of $7,000, contingent upon ESCOP contributing the same amount or more.

APLU/AAVMC
Antimicrobial Resistance Initiative (AMR)
June 1, 2016

APLU and AAVMC formed a Task Force in December 2014 on the use of antibiotics in animal agriculture and the issues of antimicrobial resistance. Composed of experts from the fields of veterinary medicine and animal agriculture the Task Force was charged to develop recommendations that would support the government’s endeavors to combat antimicrobial resistance through programs of research, education, and outreach.

The Task Force framed its report with a robust agenda for future work on the part of the respective institutional members of AAVMC and APLU in collaboration with government departments such as HHS, USDA, etc. and the producer and pharma industries.

As the APLU/AAVMC Task Force completed its work with the publication of the task force report, Addressing Antibiotic Resistance – a report on antibiotic resistance in production agriculture it was determined that to facilitate the implementation of the recommendations on education, research, and outreach a full-time program manager would be needed. Dr. Chase Crawford (DVM), was hired to fulfill that role on a one-year contract commencing on September 1, 2015 and reported to an executive committee comprised of the two Task Force Co-chairs, Dr. Lonnie King and Dr. Robert Easter, Peter McPherson, Ian Maw, and Eddie Gouge. The costs associated with his employment and operating expenses are equally shared between AAVMC and APLU with the APLU portion of the costs equally shared between APLU and the BAA. Chase is housed at the headquarters of AAVMC and is provided some staff support at that venue.

Much of Chase’s work has been focused on cultivating existing relationships or fostering new partnerships with agencies, commodity groups, and industry sectors to publicize the work and recommendations of the Task Force through a series of on-going workshops and educational leadership forums such as the USDA-ERS, Farm Foundation, APLU/AAVMC events this past year, the USDA-NIFA Webinar conducted in April, the formation and work of a curriculum design group (due to report this July) and most recently the North Central Regional Roundtable held at The Ohio State University in late May; these among many other ongoing activities.

Attached is a more complete summary of activities through April of this year as well as planned activities moving forward.

As the effort continues to be ramped up through our collective work, there will be increased engagement with each of our individual sections – academic programs, experiment station, and Cooperative Extension as the recommendations are considered and implemented.
In the opinion of the AMR executive committee, good progress has been made, but much more is needed and given that Chase continues to diligently pursue the implementation of the recommendations we asked him to consider the extension of his contractual involvement for another year (September 1, 2016- August 31, 2017) with a similar funding arrangement, but also with the expectation that funding external to our two organizations be realized and substituted for that of our groups. He has agreed to do so.

The annual costs for the position are as follows:

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<td>Salary</td>
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<tr>
<td>Benefits (pension, health, etc.)</td>
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<tr>
<td>Travel</td>
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<td>Misc. Operations</td>
<td>1,200</td>
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This breaks down to $62,389 for both AAVMC and APLU (with the APLU portion split equally for $31,195 each for APLU and the BAA). To date, we have commitments from ACOP for $7,000 toward the costs, and up to $17,000 from the PBD. What is requested is a commitment from ECOP and ESCOP to match that of ACOP ($7,000 each). This would bring a total of $38,000 some of which will meet current commitments for the position and allow a small portion to be carried forward into 2017 to fund the position.

The expectation would be that external funding would secured to offset further funding requests made to the BAA family.

**More on next page.**
Introduction
On September 1st, 2015, a program director was hired to guide the implementation of the AAVMC | APLU Task Force on Antibiotic Resistance in Production Agriculture’s recommendations and goals. This report outlines the progress made towards achieving each goal in relation to target completion dates. Additionally, challenges and successes of the initiative will be discussed.

Priority 1 – Target Completion Date: December 31, 2015
In cooperation with the communications teams from AAVMC and APLU, a strategy was developed to ensure that the Task Force report, Addressing Antibiotic Resistance, was distributed to a wide audience (physical copies of the Task Force report are stored at the AAVMC and APLU offices). The communications strategy included the development of press releases, op-eds and direct communications with key stakeholder groups (copies of these documents are contained in APLU AAVMC Year 1 Documents folder). While the report was disseminated broadly, one of the challenges we continue to face is having our op-eds published. There is a need to develop rapid-response messages that can be used by AAVMC, APLU, and member institutions in order to capitalize on periods of increased media attention.

By cultivating existing relationships and developing new partnerships, AAVMC and APLU have established themselves as key players in the antibiotic resistance discussion. One example is how the associations’ partnership with CDC during its World Antibiotic Awareness Week efforts led to the involvement of CDC staff in the AAVMC/APLU Curriculum Working Group and CDC mentioning our associations by name in meetings with national and international stakeholders (the contact for this year’s World Antibiotic Awareness Week is the new Get Smart communication lead, Sarah David). In addition to human health partnerships, AAVMC and APLU have both utilized existing partnerships and developed new ones in the agriculture and animal health sectors. Two focus areas moving forward include the human medical associations (AAMC, AMA) and the retail food companies (the contact for Tyson Foods, which expressed interest in developing a lunchtime lecture series in veterinary colleges, is Christine Daugherty).

In the fall, an informal survey of the AMR educational landscape was conducted. Currently available resources include the Antimicrobial Resistance Learning Site for Veterinarians and the USDA’s National Veterinary Accreditation Program’s Module 23: Use of Antibiotics in Animals. These resources are currently underutilized and in need of content updates. AAVMC and APLU are working to assist efforts to enhance both of these resources (the contact person for the AMR Learning Site is Jeff Bender at the University of Minnesota). In addition, a Curriculum Working Group was formed to develop desired learning outcomes for students of various education levels at colleges of agriculture and veterinary medicine as well as youth groups.

From the beginning of the AMR Initiative, planning for a summit with the Farm Foundation was underway. While a target date of December, 2015 was set, the event was delayed until January of 2016. Despite the delay of one month, the event was regarded as a highly successful event and showcased AAVMC/APLU’s ability to bring in new meeting participants that previous AMR-related
events could not. Many of our speakers have been utilized in subsequent events and thus, we have been able to enhance our member institutions’ status as both AMR subject matter experts and engaging speakers.

**Priority 2 – Target Completion Date: March 30, 2016**

A series on on-going workshops and educational leadership forums has been established. Below is a list of events that AAVMC and APLU have had a hand in:

- **USDA-ERS, Farm Foundation** (January and March)
- **Pew, Farm Foundation** – Metrics Survey (Karin Hoelzer – Pew)
  - Burger King: George Hoffman, President and CEO of RSI based in Miami, FL
  - McDonald’s: Justin Ransom, Sr. Director, U.S. Supply Chain Management, Quality Systems
  - Chic-fil-A: Steven Lyon, Food and Product Safety
- **USDSA-NIFA Webinar** (July 19: AAVMC/APLU comments submitted)
  - Danielle Tack, Program Coordinator, Division of Animal Systems
- **Washington DC Chapter of American Registry of Professional Animal Scientists** (April 27; Lowell Randel)
- **NCRA, Ohio State University** – Regional Roundtable (May 19-20: follow-up meeting being discussed; contacts Cathie Smith & Jeff Jacobsen)
- **American Society for Microbiology AMR Coalition Steering Committee** (August 3, 2016; contact James Tiedje)
- **Elanco** – One Health Antibiotic Stewardship Summit (September 21-22, 2016; Kerry Keffaber)
- **Biotechnology Innovation Organization** (BIO) – Program Planning Committee for Animal Biotech Summit (September 21-23, 2016; contact Adrianne Massey)
- **NIAA** – Program Planning Committee for Metrics Workshop (Nov.1-3: Bob Easter speaking about role of academia; contact Katie Ambrose)
- **Merck Animal Health** – One Health Day event on AMR (November 2016 early discussions; contact Allison Flinn)
- **FAO** – Roundtable during World Antibiotic Awareness Week (November 14-20, 2016 – looking less likely to be planned in time; contact Ajay Markanday)
- **PCAST** – Stakeholder Meeting (PCAST staff turnover has resulted in need to reschedule; contact Ashley Predith)
- **PAHO** – AMR Summit in Bogota, Colombia (March 2017; contact Jane Cashin)
- **Environmental Dimensions of Antibiotic Resistance** meeting (July 30 to Aug. 3 or Aug. 6 to 10, 2017, in East Lansing, Michigan; contact James Tiedje)

AAVMC and APLU convened a Curriculum Working Group for an in-person meeting that took place in Washington, DC in February. The working group developed a draft set of learning outcomes for students of various educational levels. This document is now being revised and completed virtually. The group has consulted with stakeholder groups including 4-H, FDA and USDA. Opportunities to collaborate with the USDA’s National Veterinary Accreditation Program and the FDA’s Center for Veterinary Medicine to develop learning modules were an additional outcome of this in-person meeting. Once completed, the Working Group’s learning outcomes will be made available online. Final edits were submitted on July 22, 2016 and are now being compiled. The learning outcomes will then be formatted for optimal web-viewing in preparation for their release on the AAVMC and APLU websites (contact is Virginia Fajt, who Chairs the working group).

Opportunities to assist in the creation and development of several university-based pilot projects are beginning to take shape on several fronts:

- **NCRA Regional Roundtable** – four thematic focus areas (Cathie Smith & Jeff Jacobsen)
- **American Society for Microbiology** – AMR Coalition Steering Committee Meeting (James Tiedje)
- **Coalition for Sustainable Animal Agriculture** (Waiting CSAA Board Approval)
AAVMC and APLU assisted in the dissemination of public education and communication materials. A series of VFD-related brochures created for veterinary students by the FDA have already been distributed and additional opportunities to leverage the associations’ existing networks are being pursued. AHI and Farm Foundation are interested in working with AAVMC/APLU to enhance VFD education for smaller producers and mixed animal veterinarians (contact is Mary Thompson - Farm Foundation).

Priority 3 – Target Completion Date: June 30, 2016
One of the long-range projects of addressing the lack of access to veterinary care has seen substantial progress. The USDA-NIFA’s Veterinary Services Grant Program received funding for the first time in the FY16 spending bill and has been appropriated $2.5m in the FY17 House agriculture appropriations bill. AAVMC and APLU will work to ensure that Senate appropriators include funding for this priority program as well.

The ultimate goal of the AAVMC/APLU Task Force on Antibiotic Resistance in Production Agriculture was to create and institute a university research organization (URO) that would continue to carry out the Task Force's recommendations independently. Discussions with key stakeholders including FFAR, the Pork Board, PCAST, PAHO, Merck Animal Health, Tyson Foods and others are ongoing. Additionally, efforts to develop national One Health Centers of Excellence that would have the ability to focus on antibiotic resistance are also being made – the One Health Act of 2016 was introduced in March and a coalition of AMR stakeholders is being developed to support this legislation (contact Ali Nouri, Legislative Director for US Senator Al Franken). FFAR staff recommended against pursuing a broad-based center of excellence pitch and suggested a more targeted approach – focusing on antibiotic alternatives or some other area that might be easier to measure programmatic success. A One Health approach to antibiotic resistance has recently been adopted by the state of Minnesota. On July 1, 2016, several Minnesota state agencies released the strategic plan for the Minnesota One Health Antibiotic Stewardship Collaborative (contact Amanda Beaudoin, Director of One Health Antibiotic Stewardship) APLU will be working with the participants – including producer groups, human health partners and industry – to support this effort and use its momentum to advance plans to develop a URO. The Minnesota Department of Health has expressed interest in collaborating with APLU/AAVMC to advance the One Health Antibiotic Stewardship Collaborative.

Recommendations
A shift in focus away from relationship building and toward lining up URO funding mechanisms should be considered. Ideally, a senior consultant with established industry and academic contacts would engage with these stakeholders to garner support for direct URO funding as well as buy-in for legislative proposals. In addition to soliciting funds from industry, there are three opportunities to establish a federal funding mechanism for the URO.

1. 2018 Farm Bill – Lowell Randel has indicated that the animal science folks would support this effort. The URO would need to be under USDA’s oversight.
2. 2018 Pandemic and All-Hazards Preparedness Reauthorization Act (PAHPRA) – The URO could be under CDC or DHS’s oversight. The Biotechnology Innovation Organization would be an early stakeholder to engage with on this issue.
3. The One Health Act of 2016 could be re-introduced in the next congress with a specific mention of Antimicrobial Resistance – this is more likely now that Minnesota has established their Minnesota One Health Antibiotic Stewardship Collaborative. While this bill would not be passed on its own, it could be incorporated into the Farm Bill or PAHPRA vehicles.

In addition to having a senior consultant, a more junior consultant could helpful in developing a URO proposal based on examples that were consulted during first year of the program. The Soil Health Institute documents contained in the URO folder of the APLU AAVMC Year 2 Documents
provide an outline of the structure that was envisioned by the Task Force. The Virginia-Maryland Center of Excellence document in the URO folder of the APLU AAVMC Year 2 Documents contains a template for a white paper that can be adapted to the APLU/AAVMC initiative’s needs.

Neither of the two consultants would need to be employed full time as AAVMC and APLU have successfully inserted themselves into ongoing AMR-related activities and current relationship can be maintained by existing staff. Opportunities to present at AMR-related meetings should focus primarily on gaining support for URO efforts. One final recommendation is to use this opportunity to phase out the use of the term URO as it is foreign to most stakeholders. Instead, Center of Excellence or National Institute could be used with the natural location being university-based.

More on next page.
Introduction
On September 1st, 2015, a program director was hired to guide the implementation of the AAVMC | APLU Task Force on Antibiotic Resistance in Production Agriculture’s recommendations and goals. This report outlines the progress made towards achieving each goal in relation to target completion dates. Additionally, challenges and successes of the initiative will be discussed.

Priority 1 – Target Completion Date: December 31, 2015
In cooperation with the communications teams from AAVMC and APLU, a strategy was developed to ensure that the Task Force report, Addressing Antibiotic Resistance, was distributed to a wide audience. This included the development of press releases, op-eds and direct communications with key stakeholder groups. While the report was disseminated broadly, one of the challenges we continue to face is having our op-eds published. In looking at op-eds that have been published on this subject, most either pointing blame toward the agriculture sector or, they are written by high-ranking Administration officials such as Tom Frieden, Director of the CDC. The One Health message we are advancing has yet to gain momentum in the popular press – even after the Presidential Advisory Council’s recent report emphasized a One Health approach, journalists gave little more than a passing mention of this aspect of the Council’s work. We do not want to move away from our message simply to appeal to op-ed editors, rather we should continue to raise the level of this approach within the administration and various stakeholder groups.

By cultivating existing relationships and developing new partnerships, AAVMC and APLU have established themselves as key players in the antibiotic resistance discussion. One example is how the associations’ partnership with CDC during its World Antibiotic Awareness Week efforts led to the involvement of CDC staff in the AAVMC/APLU Curriculum Working Group and CDC mentioning our associations by name in meetings with national and international stakeholders – including, a recent meeting with the Ambassador of the Kingdom of the Netherlands. In addition to human health partnerships, AAVMC and APLU have both utilized existing partnerships and developed new ones in the agriculture and animal health sectors. Two focus areas moving forward include the human medical associations (AAMC, AMA) and the retail food companies. Opportunities to engage these constituencies are currently being pursued – including a NCRA Regional roundtable, potential PCAST meeting and plans to hold a One Health meeting in partnership with the Kingdom of the Netherlands.

In the fall, an informal survey of the AMR educational landscape was conducted. Currently available resources include the Antimicrobial Resistance Learning Site for Veterinarians and the USDA’s National Veterinary Accreditation Program’s Module 23: Use of Antibiotics in Animals. These resources are currently underutilized and in need of content updates. AAVMC and APLU are working to assist efforts to enhance both of these resources. In addition, a Curriculum Working Group was formed to develop desired learning outcomes for students of various education levels at colleges of agriculture and veterinary medicine as well as youth groups.
From the beginning of the AMR Initiative, planning for a summit with the Farm Foundation was underway. While a target date of December, 2015 was set, the event was delayed until January of 2016. Despite the delay of one month, the event was regarded as a highly successful event and showcased AAVMC/APLU’s ability to bring in new meeting participants that previous AMR-related events could not. Many of our speakers have been utilized in subsequent events and thus, we have been able to enhance our member institutions’ status as both AMR subject matter experts and engaging speakers.

Priority 2 – Target Completion Date: March 30, 2016
A series on on-going workshops and educational leadership forums has been established. Below is a list of events that AAVMC and APLU have had a hand in:

- **USDA-ERS, Farm Foundation** (January and March)
- **Pew, Farm Foundation** – Metrics Survey (In process)
- **USDSA-NIFA Webinar** (April 19)
- Washington DC Chapter of **American Registry of Professional Animal Scientists** (April 27)
- **NCRA, Ohio State University** – Regional Roundtable (May 19-20)
- **NIAA – Program Planning Committee for Metrics Workshop** (June)
- **FAO, Netherlands** – One Health approaches to AMR (early planning process)
- **Alliance to End Hunger** – AMR as a food security/sustainability issue (early planning process)
- **PCAST – Summer Stakeholder Meeting** (tentative)
- **Biotechnology Innovation Organization** (BIO) – Program Planning Committee for Animal Biotech Summit (September 21-23, 2016)
- **Elanco** – Summit (September 2016 - more information to follow)
- **FAO – Roundtable during World Antibiotic Awareness Week** (November 14-20, 2016 - tentative)
- **Cancelled** – Congressional Briefing with FAO and Alliance to End Hunger (May 13, 2016)

AAVMC and APLU convened a Curriculum Working Group for an in-person meeting that took place in Washington, DC in February. The working group developed a draft set of learning outcomes for students of various educational levels. This document is now being revised and completed virtually. The group has consulted with stakeholder groups including 4-H, FDA and USDA. Opportunities to collaborate with the USDA’s National Veterinary Accreditation Program and the FDA’s Center for Veterinary Medicine to develop learning modules were an additional outcome of this in-person meeting. Once completed, the Working Group’s learning outcomes will be made available online.

Opportunities to assist in the creation and development of several university-based pilot projects are beginning to take shape on several fronts:

- **Pew/Farm Foundation** – focus area of metrics
- **NCRA Regional Roundtable** – four thematic focus areas
- **Kingdom of the Netherlands** – focus area of One Health Surveillance
- **CDC’s forthcoming RFP** – focus area of antimicrobial stewardship in companion animals
- **CDC Broad Agency Announcement** – focus area of potential impact on human health of large antibiotic and other discharges (e.g. agriculture, human or animal sewage) on the development and spread of resistance in the natural environment

AAVMC and APLU assisted in the dissemination of public education and communication materials. A series of VFD-related brochures created for veterinary students by the FDA have already been distributed and additional opportunities to leverage the associations’ existing networks are being pursued.

Priority 3 – Target Completion Date: June 30, 2016
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The ultimate goal of the AAVMC | APLU Task Force on Antibiotic Resistance in Production Agriculture was to create and institute a university research organization (URO) that would continue to carry out the Task Force’s recommendations independently. Discussions with key stakeholders including FFAR, the Pork Board, PCAST, the Noble Foundation’s Soil Health Institute and others are ongoing. Additionally, efforts to develop national One Health Centers of Excellence that would have the ability to focus on antibiotic resistance are also being made – the One Health Act of 2016 was introduced in March and a coalition of AMR stakeholders is being developed to support this legislation. The current challenge is finding an early adopter. FFAR staff recommended against pursuing a broad-based center of excellence pitch and suggested a more targeted approach – focusing on antibiotic alternatives or some other area that might be easier to measure programmatic success. Unfortunately, it is still very early in the process of the Noble Foundation’s Soil Health Institute to be suggesting that their model is a successful one. AAVMC and APLU need to make the case that if this issue is a priority of this administration, a URO is needed to ensure that significant progress is made in the agriculture sector.
Overview: The Executive Director and Administrator Team (EDA Team) works in support of ECOP goals and ongoing priorities [http://www.aplu.org/CESGoals](http://www.aplu.org/CESGoals). The seven-person team is made up of the full-time Executive Director and Staff Associate in the ECOP National Office at APLU in Washington, DC, plus 25 percent FTE of each of the five regional executive directors and administrator, including travel costs and other support. Expenses of the two staff in the ECOP National Office are paid by investments in national leadership paid via assessments to the 76 institutions in the Cooperative Extension Section of the APLU Board on Agriculture Assembly. Expenses of the regional executive directors and administrator are paid through regional Extension associations.

Meet the EDA Team:

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<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Email</th>
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<tbody>
<tr>
<td>Ron Brown</td>
<td>Executive Director</td>
<td>Association of Southern Region Extension Directors</td>
<td><a href="mailto:rab2@msstate.edu">rab2@msstate.edu</a></td>
</tr>
<tr>
<td>Nancy Bull</td>
<td>Executive Director</td>
<td>Northeast Cooperative Extension Directors</td>
<td><a href="mailto:nancy.bull@uconn.edu">nancy.bull@uconn.edu</a></td>
</tr>
<tr>
<td>Lyla Houglum</td>
<td>Executive Director</td>
<td>Western Extension Directors Association</td>
<td><a href="mailto:lyla.houglum@oregonstate.edu">lyla.houglum@oregonstate.edu</a></td>
</tr>
<tr>
<td>L. Washington Lyons</td>
<td>Executive Administrator</td>
<td>Association of Extension Administrators</td>
<td><a href="mailto:lwlyons@ncat.edu">lwlyons@ncat.edu</a></td>
</tr>
<tr>
<td>Sandy Ruble</td>
<td>Staff Associate</td>
<td>Cooperative Extension/ECOP</td>
<td><a href="mailto:sandy.ruble@extension.org">sandy.ruble@extension.org</a></td>
</tr>
<tr>
<td>Jane Schuchardt</td>
<td>Executive Director</td>
<td>Cooperative Extension/ECOP</td>
<td><a href="mailto:jane.schuchardt@extension.org">jane.schuchardt@extension.org</a></td>
</tr>
<tr>
<td>Robin Shepard</td>
<td>Executive Director</td>
<td>North Central Cooperative Extension Association</td>
<td><a href="mailto:robin.shepard@uwex.edu">robin.shepard@uwex.edu</a></td>
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**Responsibilities:** The primary purpose of the EDA Team is strategic in nature. All are experienced Extension professionals, many of whom have served in director/administrator positions during their careers. They each have a thorough understanding and passion for Extension national leadership and its benefit to state and local programming. Further, they have the depth of knowledge, political savvy and dedicated time to provide thoughtful guidance to ECOP members and other directors/administrators who offer national leadership on a volunteer basis on top of complex administrative responsibilities at their respective institutions.

The EDA Team also provides staff support to those leading ECOP efforts at the national level. The team has developed a listing of assignments with a primary and back-up member. The primary serves as the main contact for the effort and will be backed up by the other person as needed. Double staffing of ECOP efforts is not the general protocol. Due to the intensity of responsibility for some new efforts, some work requires two individuals until such time as an appropriate transition can be made to the primary/back-up approach.

In general, the EDA Team:
- Offers strategic guidance for priority work, promoting national coordination.
- Works in support of chairs of ECOP committees, task forces and working groups.
- Advises other EDA members on regional engagement on policy and process issues of concern to the national system/network.
- Recommends approaches for national initiatives, especially related to engagement with directors/administrators at regional levels.
- Communicates routinely to assure national initiatives are progressing appropriately.
- Attends to other responsibilities as outlined by the chair or lead for the effort.

**Assignments:** These assignments are revised at least annually and as needs change related to ECOP’s emphasis areas and ongoing priorities.

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<th>Description - Chair</th>
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**Program Committee – Latimore**  
Health Implementation Team – Klemme/Stovall  
Diversity Award  
*Note – Ruble point of contact for Awards Process.  
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NUEL – Boerboom  
Brown | Hougulum |

**Budget and Legislative Committee** – Klemme/Steele  
**eXtension Foundation Board of Directors** – Calvin/Geith  
**4-H National Leadership Committee** – Jones/McKee/Hibberd  
**Extension Farm Bill Coordinating Committee** – Trapp/Essel  
Brown | Hougulum |

**Coordination with Liaisons to ECOP**  
USDA-NIFA – Louie Tupas/Denise Eblen/Mike Fitzner  
Board on Human Sciences – Linda Kirk Fox  
ESCOP – Clarence Watson  
CARET – Susan Crowell  
National 4-H Council – Jennifer Sirangelo  
Brown | Hougulum |

**Coordination with ECOP Liaisons to Others**  
Deferred Maintenance Strategy Committee – Foster  
ESCOP – Windham  
National Research Support Projects  
NRSP-NIMSS Management Committee  
Joint Council on Extension Professionals - Hibberd  
Public Issues Leadership Development  
Extension Disaster Education Network - Place  
LEAD 21 – Durgan/Place  
*Journal of Extension – Ami Smith*  
NC-FAR Board – Cross  
NC-FAR Research and Outreach Committee  
Brown | Brown/Lyons |
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### EDA Team National Assignments as of 8.1.16

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<tr>
<th>Name</th>
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<tr>
<td>Ron Brown</td>
<td><a href="mailto:rab2@msstate.edu">rab2@msstate.edu</a></td>
<td>662-325-0644</td>
</tr>
<tr>
<td>Nancy Bull</td>
<td><a href="mailto:nancy.bull@uconn.edu">nancy.bull@uconn.edu</a></td>
<td>860-486-6092</td>
</tr>
<tr>
<td>Lyla Houglum</td>
<td><a href="mailto:lyla.houglum@oregonstate.edu">lyla.houglum@oregonstate.edu</a></td>
<td>541-737-9920</td>
</tr>
<tr>
<td>L. Washington Lyons</td>
<td><a href="mailto:lwlyons@ncat.edu">lwlyons@ncat.edu</a></td>
<td>336-340-6465</td>
</tr>
<tr>
<td>Sandy Ruble</td>
<td><a href="mailto:sandy.ruble@extension.org">sandy.ruble@extension.org</a></td>
<td>202-478-6088</td>
</tr>
<tr>
<td>Jane Schuchardt</td>
<td><a href="mailto:jane.schuchardt@extension.org">jane.schuchardt@extension.org</a></td>
<td>202-478-6029</td>
</tr>
<tr>
<td>Robin Shepard</td>
<td><a href="mailto:robin.shepard@uwex.edu">robin.shepard@uwex.edu</a></td>
<td>608-890-2688</td>
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<td>National Research Support Projects</td>
<td>Lyons</td>
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<td>NRSP-NIMSS Management Committee</td>
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<td>Joint Council on Extension Professionals - Hibberd</td>
<td>Lyons</td>
<td>Hougulum</td>
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<td>Public Issues Leadership Development</td>
<td>Hougulum</td>
<td>Lyons</td>
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<tr>
<td>Extension Disaster Education Network - Place</td>
<td>Schuchardt</td>
<td>Brown</td>
</tr>
<tr>
<td>LEAD 21 – Durgan/Place</td>
<td>Schuchardt</td>
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<tr>
<td>Journal of Extension – Ami Smith</td>
<td>Schuchardt</td>
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<tr>
<td>NC-FAR Board – Cross</td>
<td>Schuchardt</td>
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<td>NC-FAR Research and Outreach Committee</td>
<td>Schuchardt</td>
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<tr>
<td>National Integrated Pest Management Coordinating Committee - Boerboom</td>
<td>Shepard</td>
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**APLU**

<table>
<thead>
<tr>
<th>APLU</th>
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<tr>
<td>Monthly staff meetings</td>
<td>Schuchardt</td>
<td>Ruble</td>
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<td>Ag staff meetings</td>
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<td>Ruble</td>
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<td>APLU Annual Meeting</td>
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<td>Description - Chair</td>
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<td>National Multi-State Coordinating Committee</td>
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<td>Ruble</td>
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<tr>
<td>Policy Board of Directors (PBD) - Buchholz</td>
<td>Schuchardt</td>
<td>Lyons</td>
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<tr>
<td>Budget and Advocacy Committee (BAC) - Klemme, Essel</td>
<td>Schuchardt</td>
<td>Shepard/Lyons</td>
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<td>Committee on Legislation and Policy (CLP) - Trapp, Essel</td>
<td>Schuchardt</td>
<td>Brown/Lyons/Shepard/Bull/Houglum</td>
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<td><strong>Partnerships</strong></td>
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<td>USDA REE and NIFA - Rodgers</td>
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<td>NIFA/CES Retreat Follow-up – Hibberd/Schlutt</td>
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<tr>
<td>Food and Nutrition Service/SNAP-Ed</td>
<td>Bull</td>
<td>Schuchardt</td>
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<tr>
<td>US Department of Energy (SEEP)</td>
<td>Schuchardt</td>
<td>Shepard</td>
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<tr>
<td>NACo - Rodgers</td>
<td>Schuchardt</td>
<td>Hougulum</td>
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<td>USDA Climate Hubs</td>
<td>Schuchardt</td>
<td>Brown</td>
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<td><strong>National Office Coordination</strong></td>
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<td>EDA meetings</td>
<td>Schuchardt</td>
<td></td>
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<td>Communications toolkit</td>
<td>Ruble</td>
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<td>Website maintenance</td>
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<td></td>
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<tr>
<td>Financial tracking and reporting</td>
<td>Ruble</td>
<td></td>
</tr>
<tr>
<td>Meeting arrangements (ECOP Exec, ECOP, BLC, task forces)</td>
<td>Ruble</td>
<td></td>
</tr>
<tr>
<td>ECOP Reports (PBD, JCEP, EDEN, CARET, ESCOP, FCS)</td>
<td>Schuchardt</td>
<td></td>
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<tr>
<td><strong>ECOP Monday Minute</strong></td>
<td>Schuchardt</td>
<td></td>
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<tr>
<td>ECOP handout, annual report, letters and other communications</td>
<td>Schuchardt</td>
<td>Ruble</td>
</tr>
<tr>
<td>ECOP incoming chair planning (calendar, goals)</td>
<td>Schuchardt</td>
<td>Ruble and appropriate regional EDA</td>
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<tr>
<td>ECOP archive</td>
<td>Ruble</td>
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<td>ECOP surveys</td>
<td>Schuchardt</td>
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<td>ECOP meetings</td>
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<td>ECOP webinars</td>
<td>Schuchardt</td>
<td>Ruble</td>
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<td>ECOP Chair presentations</td>
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<td></td>
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<tr>
<td>Other reports as requested</td>
<td>Schuchardt</td>
<td>Ruble</td>
</tr>
</tbody>
</table>

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2017 ECOP National Leadership Budget

Explanatory Notes: ECOP maintains one account to fund operations of the ECOP National Office plus all strategic national leadership efforts designed to benefit state and local Extension programming. Income is derived from assessments to the 76 institutions in the APLU Board on Agriculture Assembly (BAA) Cooperative Extension Section (1862s and 1890s) and is reflected below assuming 100 percent payment. Other income is derived from earnings on carryover funds. In 2015, the carryover amount was $469,611 and is estimated to increase by about $25,000 by 2016 year end. In order to avoid assessment increases, ECOP seeks to maintain a balanced budget and conduct meetings, such as National Extension Directors and Administrators (NEDA), on a full cost recovery basis. The meeting cost recovery is reflected below in both income and expense.

<table>
<thead>
<tr>
<th>Income</th>
<th>$637,200</th>
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<tbody>
<tr>
<td>Assessments</td>
<td>$600,000</td>
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<tr>
<td>Other</td>
<td>$2,200</td>
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<tr>
<td>Meetings</td>
<td>$35,000</td>
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<table>
<thead>
<tr>
<th>Expense</th>
<th>$637,200</th>
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<tr>
<td>ECOP National Office Operations</td>
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<tr>
<td>Salary and benefits*</td>
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<tr>
<td>Meetings</td>
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<tr>
<td>Travel expenses including local meetings</td>
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<tr>
<td>Staff development</td>
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<td>Office supplies</td>
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<tr>
<td>Technology and communications</td>
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<tr>
<td>Design, printing and engraving</td>
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<tr>
<td>Miscellaneous</td>
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<tr>
<td>APLU indirect cost allocation</td>
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<tr>
<td>Committee, Task Force and Liaison Travel and Expenses**</td>
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<tr>
<td>ECOP Executive Committee</td>
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<tr>
<td>Meeting support</td>
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<td>Memberships &amp; related fees</td>
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<td>Personnel Committee Excellence in Extension Award</td>
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<tr>
<td>Program Committee National Diversity Award</td>
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<tr>
<td>4-H Leadership Committee (Name change)</td>
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<tr>
<td>Strategic Priorities***</td>
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<tr>
<td>National Impacts Database Committee (TAMU)</td>
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<tr>
<td>ESS-CES-AHS Communications and Marketing</td>
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<tr>
<td>kglobal</td>
<td>$110,132</td>
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<tr>
<td>Cornerstone Government Affairs</td>
<td>$22,000</td>
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<tr>
<td>National Health Implementation (thru 2017)</td>
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</table>

*Salary and benefits have been estimated by APLU CFO with adjustments anticipated for hiring a new Executive Director.
**Requests for travel reimbursement and other costs associated with committee, task force, and liaison functions accomplished by ECOP members are sent to the ECOP chair for approval prior to travel or other expenditure with a copy to the ECOP National Office.
***This budget line is designed to support efforts of ECOP in order to advance strategic priorities. Every effort is made to use funds from annual income. If needed, reserves can be used as long as a $200,000 carryover is retained in order to cover approximately six months of ECOP National Office staffing and related costs (Approved by ECOP July 2016.)
ECOP Executive Committee – except for March and May and face-to-face meetings in April, July and October, this committee meets the 2nd Wednesday of the month; meetings are via Zoom at 11:00- Noon ET; cancellations may occur at chair’s discretion
  - December 14, 2016 via Zoom
  - January 11, 2017 via Zoom
  - February 8, 2017 via Zoom
  - March 15, 2017 via Zoom – 3rd Wednesday
  - April 2017 in conjunction with ECOP spring meeting April in Alaska contract in process
  - May 17, 2017 via Zoom – 3rd Wednesday
  - June 14, 2017 via Zoom
  - July 2017 in conjunction with Joint COPs during the week of July 17th contract in process
  - August 2017 – no meeting
  - September 13, 2017 via Zoom
  - October 4, 2017, in conjunction with ECOP meetings at NEDA; see separate agenda for exact times
  - November 8, 2017 via Zoom

ECOP – meets four times the 4th Wednesday of the month via Zoom at 11:00-Noon ET in January, March, June and September; and three times face-to-face in April, July and October; cancellations may occur at the chair’s discretion
  - December – no meeting
  - January 25, 2017 via Zoom
  - March 29, 2017 via Zoom
  - April 2017 in conjunction with ECOP spring meeting April in Alaska contract in process
  - June 28, 2017 via Zoom
  - July 2017 in conjunction with Joint COPs during the week of July 17th contract in process
  - August 2017 – no meeting
  - September 27, 2017 via Zoom
  - October 4-5, 2017 in conjunction with NEDA; see separate agenda for exact times
  - November 2017 – no meeting

Zoom Connection
Join from PC, Mac, Linux, iOS or Android: https://extension.zoom.us/j/129450710 Or Telephone: 408 638 0968 or 646 558 8656 | Meeting ID: 129 450 710

ECOP Chair Staff Meeting – meets weekly on an as-needed basis Tuesday at 2:00-3:00 p.m. ET; designed for the ECOP National Office staff, chair and incoming chair and their regional executive directors/administrator; the purpose is to work on national agendas, assure the ECOP National Office is appropriately supporting ECOP goals and ongoing priorities, and understand how the chair wishes to approach various national leadership responsibilities.

NOTE -- ECOP standing committees (Personnel, Program, Budget and Legislative), task forces and working groups set calendars not outlined here.

Calendar of national and regional significance as reported to the ECOP National Office – http://nationalcooperativeextension.blogspot.com/p/blog-page.html

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ECOP is the representative leadership and governing body of Cooperative Extension, the nationwide transformational education system operating through land-grant universities in partnership with federal, state, and local governments.

Located at: APLU • 1307 New York Avenue, NW, Suite 400, Washington, DC 20005 • 202.478.6088

28
HOW WE ARE ORGANIZED – At the national level, Cooperative Extension is coordinated by the Extension Committee on Organization and Policy (ECOP), the representative Leadership and Governing Body. ECOP is part of the Association of Public and Land-grant Universities (APLU) Board on Agriculture Assembly (BAA). Designed to benefit state and local Extension education, ECOP’s strategic national leadership addresses four core themes:

1) Building Partnership and acquiring resources
2) increasing strategic marketing and communications
3) Enhancing leadership and professional development
4) strengthening organizational functioning

2017 EMPHASIS AREAS

Capacity Funding – Investigate and apply new approaches for advocacy related to federal capacity funding.

National System – Finalize Extension’s core values, describe learner engagement (e.g. Extension’s value proposition) and develop a national logo and/or tagline for optional use by Extension Services.

Private Resource Mobilization – Implement strategies for private funding as a complement to public funding for Extension as a national system and not in competition with state, university and local efforts.

Urban Programming – Continue alliance with the National Urban Extension Leaders (NUEL) while maintaining Extension educational strength in rural America.

Innovation – Launch system-wide innovation strategies on learner engagement, environmental factors that support innovation and employment.

Internal Communications – Strengthen communications and engagement in decision-making with Extension directors and administrators.

ONGOING PRIORITIES

- Advance efforts with health and water security education.
- Continue strong advocacy for federal capacity funding, together with competitive funding, and programmatic and funding authorization in the next farm bill.
- Engage with USDA-NIFA and other agencies to increase Extension’s value in the federal landscape.
- Expand strategic alliances with national partners (e.g. NC-FAR, NACo, ESCOP, APLU BAA).
- Engage fully in the ESS-CES-AHS Communications and Marketing Project.
- Provide opportunities for directors/administrators to improve personal, organizational and system leadership skills, including an annual conference and webinars to enhance peer-to-peer learning.
- Encourage continued excellence of all ECOP committees, task forces, and work groups.
- Through the eXtension Foundation Board of Directors, assure eXtension is viewed as a function of Extension.
- Assure staffing of the ECOP National Office provides strategic support of ECOP functions. (Go to next page)
Extension Committee on Organization & Policy (ECOP)

2017 Organizational Structure

As of 9.21.16

Extension Committee on Organization and Policy (ECOP)

Executive Committee
- Communications & Marketing Committee with ESCOP & AHS
- Private Resource Mobilization
- National Impacts Database Committee with ESCOP

Personnel Committee
- Excellence in Extension Awards
- New Director and Administrator Orientation

Program Committee
- Health Implementation Team
- National Extension Diversity Award

Budget and Legislative Committee

Executive Director & Administrator Team (ED/A)

eXtension Foundation

ECOP 4-H Leadership Committee

Liaisons to ECOP
Board on Human Sciences • Council for Agricultural Research, Extension and Teaching • Experiment Station Committee on Organization and Policy • National 4-H Council • USDA National Institute of Food and Agriculture

ECOP Representation in and Appointments Made to Other Organizations
Experiment Station Committee on Organization and Policy • Extension Disaster Education Network • Joint Council of Extension Professionals • Board on Agriculture Assembly Policy Board of Directors, Committee on Legislation and Policy and the Budget and Advocacy Committee • Journal of Extension • LEAD 21 (Leadership for the 21st Century) • NC-FAR (National Coalition for Food and Agriculture Research) • National Extension and Research Administrative Officers Conference (NERAOC) Planning Committee

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From: Maw, Ian
Sent: Tuesday, August 23, 2016 8:06 AM
To: #CFERR/Board_on_Agriculture_Assembly/
Cc: McPherson, Peter; Akridge, Jay T.; Demment, Montague; Alvis, Samantha; Maw, Ian; Schuchardt, Jane; Fink, Wendy; Gouge, Eddie
Subject: Cross-border Collaborations
Importance: High

Folks,

As you know last year APLU expanded its membership by inviting qualifying institutions from both Canada and Mexico to become members. A number from both Canada and Mexico have joined. And at the June meeting of the APLU Board, it was announced that the Association of Canadian Faculties of Agriculture and Veterinary Medicine has been approved as an Association Member. In addition, as we have undertaken certain initiatives, such as the Antimicrobial Resistance Task Force and now the APLU Kellogg funded initiative, “The Challenge of Change: Engaging Public Universities to Feed the World”, we have included in the committee membership participants from these countries.

Most recently, we have received the attached MOU proposed by SAGARPA (The Secretariat of Agriculture, Livestock, Rural Development, Fisheries and Food – a unit of the Federal Executive Branch of the Mexican Government) which proposes the establishment of a new relationship between the SAGARPA and APLU for collaborative work in the agricultural research, extension and education spheres. We have had good discussions here at APLU regarding this proposal, and it is our intent to sign the agreement which will likely take place in September at a meeting to be held at New Mexico State University. I believe that both the goals and objectives set forth in the document are quite reasonable and provide good formalized opportunities for the development of strong collaborative efforts of our institutional faculties to work with colleagues across the national boundary of our country and indeed extend further into Latin America and the Caribbean on issues of mutual interest.

We are aware that a number of our institutions have ongoing efforts south of the border and this agreement is emblematic of our continued interest and work to facilitate the North American Zone of Knowledge to address common interests and challenges through collaborative efforts such as this. These endeavors provide continuing opportunities for our international engagements through all of our BAA Sections (International, Academic, Experiment Station, and Cooperative Extension) and we would be shortsighted not to seize upon them. As this continues to develop, I am certain that we will be calling upon many of you to assist in the guidance of the work.

Best regards,

Ian & Tag

Ian L. Maw, PhD
Vice President -- Food, Agriculture & Natural Resources
Association of Public and Land-grant Universities (APLU)
1307 New York Avenue, NW
Washington, DC 20005
imaw@aplu.org
202-478-6031 (Office) 202-441-9474 (Cell)
MEMORANDUM OF UNDERSTANDING BETWEEN THE UNITED MEXICAN STATES, THROUGH THE SECRETARY OF AGRICULTURE, LIVESTOCK, RURAL DEVELOPMENT, FISHERIES AND FOOD AND THE UNITED STATES OF AMERICA THROUGH THE ASSOCIATION OF PUBLIC AND LAND-GRANT UNIVERSITIES

The Secretariat of Agriculture, Livestock, Rural Development, Fisheries and Food (SAGARPA) of the United Mexican States, and the Association of Public and Land-Grant Universities (APLU) United States of America, hereinafter referred to as "the Participants";

WHEREAS the United Mexican States and the United States share a common agricultural history fruitful benefiting the economies of both states;

BEARING IN MIND that the SAGARPA promotes the comprehensive development of agriculture, livestock and fisheries in Mexico and provides for the sustainable use of its resources for the growth of the balance between economic regions to strengthen productivity and competitiveness of agricultural products in new markets;

RECOGNIZING that the agenda of APLU is based on the three pillars: increasing obtaining degrees and academic success; promoting scientific research, and increasing engagement. The work of the Association is upheld by active and effective work with Congress and the administration support, as well as the media to propose federal policies that strengthen public universities and benefit students

WHEREAS the importance of agricultural and fisheries research, knowledge transfer and strengthening bilateral scientific cooperation between institutions of both countries as triangular and multilateral with Latin America and the Caribbean as well as countries in other regions is a priority for Participants, in order to provide agricultural and fisheries producers the necessary resources to be sustainable, productive and successful in a global market

They have reached the following understanding:
FIRST
Objective

The objective of this Memorandum of Understanding is to establish the basis for cooperation between the Participants for the purpose of:

a) To strengthen communication between the Participants to foster greater cooperation and adhere to the purpose of this Memorandum of Understanding.
b) Promote scientific research, transfer of knowledge and technological innovation in order to promote the design of public policies for sustainable resource management.
c) Collaborate bilateral, triangular and multilaterally with Latin America and the Caribbean as well as countries in other regions through research, extension, training and assessment aimed at strengthening the scientific and technical knowledge, and promote and disseminate policies, plans, programs and effective and efficient practices.
d) To define a framework of cooperation, consultation and exchange of information, promotion and monitoring of activities of research, assessment, expertise and information made in partnership between the Participants.
e) To promote the realization of collaborative activities under the agenda of sustainable development 2030.

SECOND
Method of Cooperation

The Participants intend to develop cooperative activities under this Memorandum of Understanding, through the following ways:

1. Establish meetings and quarterly conference calls between the Participants to include representatives of agrifood departments and international coordinator identified for each accredited body. It is intended that the phone conferences provide a general update on issues and projects previously defined and provide a manner for further cooperation.

2. Promoting the dissemination and exchange of information, seeking the inclusion and participation of federal, state and municipal authorities and agents considered relevant as educational institutions, research centers and education and social organizations and producers, involving stakeholders in coordinating events such as forums, workshops and training to better serve the agricultural and fishery production, and community access to healthy, affordable and nutritious food, while resources are preserved natural. These events will serve to better inform and establish future connections cooperation in agricultural and fisheries extension and research, and to promote awareness of society and information exchange in the areas of adaptation and mitigation to climate change in agriculture, livestock, fisheries and aquaculture.

3. Joint development of research and extension programs or specific action decided jointly in terms of climate-smart agriculture; Family and transitional agriculture;
technological innovations, adaptation of agriculture and fisheries to climate change; food safety; mitigation of greenhouse gas; and youth development for future producers.

4. Creation of Observatories of climate change and other educational outreach platforms, environmental monitoring and implementation for the benefit of agricultural and fisheries producers

Cooperation activities and the terms under which will be implemented, would be described in the Work Programs developed by the Participants, which form an integral part of this Memorandum of Understanding.

THIRD
Staff Participation

Each Party shall make the necessary arrangements to facilitate that the entry, stay and exit be granted to the participants officially involved in cooperative activities arising from this Memorandum of Understanding. These participants are subject to the immigration, tax, customs, health and national security force in the receiving country and may not engage in any activity unrelated to their duties without the prior authorization of the competent authorities. Participants shall leave the receiving country in accordance with the laws and provisions.

The personnel assigned by each of the participants to carry out cooperative activities under this Memorandum of Understanding will continue under the leadership of the institution to which they belong, so no employment relationship would be created by the Other, which it would not be considered a supportive employer or substitute.

FOURTH
Participation of Other Institutions

By mutual decision, and as they deem appropriate, Participants may invite individuals and entities from the private, public, academic, research and other sectors, to support activities described in this Memorandum of Understanding, under the understanding they can contribute directly and significantly to the fulfillment of its objectives manner.

FIFTH
Evaluation Mechanism

Participants may jointly prepare reports and assessments, considering the observations of the technical areas involved in cooperation activities, on the progress and achievements based on this Memorandum of Understanding.
SIXTH
Intellectual property
If as a result of cooperative activities under this Memorandum of Understanding intellectual property rights are generated, they are governed by the applicable national legislation as well as international conventions that are binding for the United Mexican States and United States of America.

SEVENTH
Modifications
This Memorandum of Understanding may be amended at any time by mutual consent of the Participants, formalized in writing, specifying the date of its entry into force.

EIGHTH
Duration
Cooperation under this Memorandum of Understanding shall apply from the date of signature. From unless the force is in writing, this Memorandum of Understanding is applicable for a period of 4 years.

Either Participant may terminate its participation in this Memorandum of Understanding at any time by writing to the other Participant thirty (30) calendar days in advance. The ongoing cooperation activities that have been approved or initiated under this Memorandum of Understanding will continue until its conclusion, unless otherwise agreed between both Participants.

NINETH
Final provisions
Participants acknowledge that this MOU does not create rights or legally binding obligations. Participants declare in good faith to implement this Memorandum of Understanding as much as each may determine in its sole discretion, in accordance with their respective applicable laws and in accordance with budgetary availability.
Participants may hold consultations at any time, to address any matter related to the interpretation or application of this Memorandum of Understanding.

Signed in Mexico City, the ninth day of September 2016, in two original copies in Spanish and English.

BY THE Secretariat of Agriculture, Livestock, Rural Development, Fisheries and Food UNITED MEXICAN STATES

José Eduardo Calzada Rovirosa
Secretary

BY THE ASSOCIATION OF UNIVERSITIES AND PUBLIC LAND-GRANT OF THE UNITED STATES OF AMERICA

Peter McPherson
President

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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 held a successful Public Issues Leadership Development conference (PILD) in Arlington, Virginia in April of this year. Over 300 professionals gathered together for education, inspiration and emerging issues information related to partnerships, “crafting your message”, information on the advancement of NUEL and communication. The JCEP/ECOP luncheon was a demonstration of partnership and teamwork and we hope those who attended had a good experience learning more about who our partners are and how we can work together.

JCEP held a Summer Board Meeting in North Carolina. The 3-day meeting focused on numerus issues important to JCEP. Round table discussions centered around partnerships, structure, officer selection, PILD and the JCEP Leadership Conference in particular. The board had an opportunity to bond closer together and focus their work on emerging issues and leadership opportunities to support our focus of bringing forward the best in professional development.

A new person is currently being sought through committee work to replace Stan Moore, our current ECOP Budget and Legislative Liaison. Stan has served with true purpose and vision and he will be missed on our monthly JCEP calls and essential face-to-face meetings. Stan’s replacement will be presented for a vote of acceptance at the September business meeting.

The Marketing Team, comprised of the current Presidents from all seven associations (NAE4-HA, NACAA, NEAFCS, ESP, ANREP, NACDEP and NAEPSDP), have been busy participating in national conferences across the nation. When visiting, they participate in all aspects of the conference, attend business meetings, present JCEP awards, set-up displays in exhibit halls and teach conference attendees about JCEP and what it does for all of Extension.

Within the past year, the JCEP Board of Directors have worked diligently to craft and approve a Strategic Plan and pair a supportive set of Action Steps to move forward the mission, vision, values and goals for the JCEP board. As the 2016-17 year progresses, more information will be shared with the ECOP Committee regarding new opportunities for partnership.

Respectfully submitted:

Kimberly Gressley, JCEP President
Cynthia Gregg, JCOP President-Elect

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Rapid Responses to Emerging Issues by Cooperative Extension

Occasionally issues arise that are of broad, even national, concern to the Cooperative Extension System (CES) and the system does not have a systematic way to identify, assess and provide a rapid response, if warranted. The ECOP Program Committee (ECOP PC) proposes a Rapid Response Protocol (RRP) that would use existing communications systems to ascertain opinions of Directors and Administrators (D/As) about a particular issue and collect relevant information about programming that may exist, expertise and resources available in the CES, and whether or not D/As would want to participate in addressing the issue if it is determined to be of national significance.

The idea is that, at a minimum, a summary of the issue and relevant information and resources could be shared with D/As in each state for use by their faculty and staff in addressing the issue, if important in their state. This would allow a relatively rapid response to the issue and the summary could be used, not only by faculty and staff in programming, but by communicators to let the public know that the CES recognizes the issue and actions are being taken.

If, based on the opinions of D/As, the issue warrants a response that should be coordinated above the state level, the ECOP PC will, in addition to the summary mentioned above, draft a report to the ECOP Executive Committee (ECOP EC) that includes:

- Definition and scoping of the issue, i.e., what is the issue, how broad, who is affected
- Current actions being taken to address the issue
- Suggested strategy for more broadly addressing the issue

It is envisioned that this strategy often will include a recommendation to form a Rapid Response Team (RRT) with specified membership and leadership, a charge, anticipated outcomes and a 3-6 month timeline. Actions could be planned and completed during this timeframe or more long-term strategies could be pursued. (See attached details regarding RRT)

Civil Discourse

As the ECOP PC was drafting the above Rapid Response Protocol, our nation experienced several contemporaneous tragedies, including fatal civilian and police shootings, riots, arrests, and civil unrest. The root causes of these events are complex, with racial, equity, diversity, socio-economic, behavioral and historical underpinnings. Certainly, any criminal consequences related to these events are the responsibility of the judicial system. For individuals that have directly experienced violence or trauma, counseling and other services may be available through local providers to help cope.

However, these individual services will not address the underlying tension where education, coordination and communication may be needed to build healthier community relationships. Extension can be a catalyst for many positive actions that can be taken to make a difference in skills, knowledge and emotions that contribute to quality of life in our communities. This issue of Civil Discourse was presented in July 2016 to ECOP and approved for action. The ECOP PC determined to use this opportunity as a pilot to test the RRP. A survey was administered
to D/As and this information was augmented by eXtension, the Regional Rural Development Centers and the National Urban Extension Leaders.

Based on information collected regarding Civil Discourse as an issue for CES, the ECOP Program Committee recommends to ECOP that it endorse the RRP as a function of the ECOP PC on a trial basis for one year and that ECOP consider the Civil Discourse Issue recommendation submitted by ECOP PC. (See attached ECOP PC recommendation regarding Civil Discourse).

**ECOP Program Committee Issue Rapid Response Proposal**

The ECOP Program Committee is seeking to strengthen the Cooperative Extension System’s timeliness in leadership on emerging national issues which have local and regional implications that fall within the domain of Cooperative Extension System (CES).

The ECOP Program Committee and CES are considering as a first step establishing a National Issue Rapid Response Protocol for mobilizing the CES network to respond as a system to such issues. The purpose of this initiative is to capitalize on the land-grant institutions’ potential to:

- identify problems at the grassroots, early-emerging level;
- call its experts and local, state, regional, and national resources into action;
- inform and mobilize experts and resources in affected or potentially affected areas;
- employ established communications networks among these resources to generate a coordinated response;
- advance public awareness of the problem in order to assist local identification and prevention;
- develop visibility and awareness of the national CES’ strengths and response capability.

The first step (See Decision Tree below) in organizing this capability is to establish a National Issue Rapid Response Protocol that sets out the structure, boundaries, and process for validating issues that need to be addressed and suggesting a way to activate the national response by CES to any selected issue. The national issue response protocol is described below:

1. The ECOP Program Committee establishes a standing Issue Inventory item on its agenda wherein any issue(s) identified as having potential to become a national issue can be considered for rapid response from the CES. The ECOP Program Committee Vice Chair is responsible for monitoring global, national, and regional information sources from institutions. The ECOP Program Committee’s schedule and process for evaluating issues referred to its agenda will be flexible, determined by the flow of issues referred for consideration, the nature of those issues and the requirements for evaluating each.

The ED/A members of the ECOP Program Committee will serve as points of contact to identify issues that may be of national scope through existing regional conference calls with their peers.

2. When potential issues are identified, the ECOP Program Committee will send an online survey to Directors/Administrators to:
   a. Determine if the issue is of importance to their institution/state
   b. Solicit information about what programming they are now doing related to the issue (names of programs, links, etc.)
   c. Solicit names/contact information of individuals at their institutions who have expertise in the topic area
d. Ascertain if they would like to be involved in working with other institutions on the issue. In addition to D/As, the ECOP Program Committee will also survey other entities within the system that have relevance to the particular issue (e.g., Regional Rural Development Centers, National Urban Extension Leaders, eXtension, EDEN).

3. If the survey results indicate an issue is deemed important by D/As as a national issue, the ECOP Program Committee, along with key individuals from relevant other entities, will draft a suggested response and provide it to the ECOP Executive Committee for consideration. The draft suggested response (within one month of issue identification) may be:
   a. To share with the system the information that was collected (resources, programs, expertise) and to take no further action at a system level, or
   b. To share information, as above, and to create a **Rapid Response Team (RRT)** to include members of the ECOP Program Committee and key individuals from other relevant entities within the system, as well as faculty representing appropriate Extension program areas, a program development specialist, an evaluation specialist, communications specialist, and an eXtension representative. IRT members will engage no more than 10 percent of their time and not exceed six months to RRT efforts, with approval by their land-grant institution directors/administrators.

If the recommendation is to create a RRT, the ECOP Program Committee will provide to ECOP Executive Committee the following information:
   i. Definition of the issue, scope of the issue
   ii. What CES is now doing related to the issue
   iii. A suggested strategy for the RRT
      1. Charge
      2. Leadership and Membership (initial members and how others can be involved)
      3. Possible timelines
      4. Anticipated outcomes

It is anticipated that ECOP Program Committee members would be involved and monitor the work of the RRT and provide a connection back to ECOP.

The RRT may implement a single, rapid, iterative CES project strategy (e.g., a national webinar on Zika virus) or set a direction that employs partnering, funding and/or action planning by IRT and/or other groups. The RRT may also use a national gateway, perhaps through eXtension Catalog, to organize and openly share resources, facts and specific skill development on the issue throughout CES or may organize a CES response to an issue in any or all possible categories of preparing, mitigating, responding and recovering. Depending on the scope of the issue and response, the ECOP Program Committee may direct the IRT to develop a CES strategy plan beyond the typical duration of the RRT which is expected to be 3-6 months.

**Summary:** The proposed rapid response plan involves identifying issues and leaders on the issue; convening leaders virtually; identifying resources, gaps, and solutions; and curating new and existing resources. Longer plans could include funding, identifying an additional group to implement the plan, evaluation and communication plans to ensure local and national impacts are visible and measurable. Strategies for a more in-depth plan are the attached document.
Civil Discourse Recommendation

Rapid Response Recommendation to ECOP Regarding Civil Discourse
September 2016

Background/Situation
The nation has experienced many recent tragedies, including fatal civilian and police shootings, riots, arrests, and civil unrest. The root causes of these events are complex, with racial, equity, diversity, socio-economic, behavioral and historical underpinnings. Any criminal findings and consequences related to these events are the responsibility of the judicial system. For individuals that have directly experienced violence, death or trauma, counseling services may be available through local providers to help cope with the trauma. However, these individual services will not address the underlying tension where education, coordination and communication may be needed to build healthier community relationships.
Extension can be a catalyst for many possible positive actions that can be taken to make a positive difference in skills, knowledge and emotions that contribute to quality of life in our communities.

**Scope of Issue to CES**

Based on a survey of Extension Directors and Administrators (D/As), this is an issue of above average relevance to all 5 Extension regions, with D/As in the 1890 and Southern regions expressing a higher degree of relevance. Situations in various parts of the country have indicated a need for Civil Discourse.

**What is CES Now Doing?**

CES in several states and all regions is involved in different programming efforts that relate directly or indirectly to Civil Discourse focused on racism and violence. Several names were provided of Extension and other individuals with expertise in Civil Discourse. For example, Ms. Rachel Welborn, Southern Rural Development Center (SRDC), is a certified facilitator with International Association of Public Participation and a Trainer/facilitator of *Turning the Tide on Poverty* and *Facing Racism in a Diverse Nation*. Examples of activities currently underway, recently completed or being planned include:

- Launching a comprehensive legal education program, LegalEASE, in partnership with Cumberland Law School to develop a Youth & The Law Curriculum
- Diversity training
- Offering seminars, workshops, and events such as Conversation on Race and the Legal System, Reflections on Diversity, Recognizing and Addressing Micro-aggressions in the Workplace, 4-H Youth FuturesCollege
- Exploring possible collaboration with College of Law to work with divided communities
- 4-H projects on diversity/racism
- Blackboard Jungle, trainings, active diversity committees
- Civil discourse professional development plans for staff and 4H volunteer training
- Regional 4-H conversations on civil discourse
- Establishment of a Diversity Catalyst Team
- Facilitating meetings and conversations between public and law enforcement
- Turning the Tide on Poverty (Tide) – a five week community circles discussion guide from SRDC. Especially for communities that do not feel ready to tackle race relations discussions head-on, Tide provides a framework for discussions that will lead to concerns around racial divide in a more organic way. Conversations on race relations are interwoven into the topic of poverty. [http://srdc.msstate.edu/tide/](http://srdc.msstate.edu/tide/) Note that seven states in the Northwest United States have a similar program called Horizons.
- Lemons to Lemonade – a train-the-trainers manual designed to be taught and used primarily by extension educators, community officials, and citizen leaders. It gives workshop participants the applicable knowledge and skills to help teach others how to identify, understand, manage, and when possible and desirable, to resolve conflicts within their own communities [http://srdc.msstate.edu/trainings/educurricula/lemons/](http://srdc.msstate.edu/trainings/educurricula/lemons/).
- Race relations dialogue training – As a part of the Turning the Tide on Poverty initiative, SRDC trained Extension coaches and their volunteer facilitators on race relations discussions using
Action Requested – ECOP Executive Committee is asked to appoint and charge an *ad hoc* Rapid Response Team (RRT) to focus on Civil Discourse.

**Team Leadership and Membership** – The RRT will include members of the ECOP Program Committee (ECOP PC), representatives of Regional Rural Development Centers (RRDC), National Urban Extension Leaders (NUEL) and eXtension, as well as other individuals who express interest and who might be effective partners, e.g., Everyday Democracy, Kettering Foundation, etc. The RRT will be chaired by (to be determined), with staff support from Ron Brown.

**Charge/Anticipated Outcomes** – The RRT is asked to develop a strategy to encourage Civil Discourse in Cooperative Extension and to better equip state Extension Services in implementing Civil Discourse activities in their states. Consideration should be given to the following:

- Identify other groups/organizations that might be worthy partners.
- Organize and add to the Civil Discourse information and resources already collected.
- Identify existing competency frameworks.
- Provide a nationally accessible website and populate it with information (curricula, programs, models, examples, expertise, etc.) related to Civil Discourse.
- Organize and conduct a national webinar for Extension D/As and other personnel that summarizes the need for Civil Discourse, provides an overview of resources available, and demonstrates a few examples of successful programming.
- Identify other needed strategies – for example, if a funding opportunity arises for a longer-term effort, provide a recommendation of next steps or recommendations for training at a future Urban or other conferences.

**Timeline and Reporting** – It is expected that the ECOP PC will participate in and monitor this activity and will provide interim reports to ECOP. A final report is requested from the RRT to ECOP at the end of six months.

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