

## Cooperative Extension Section

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

Asset Holdings* Beginning 1/1/2020 \$749,567 Ending 12/31/2020 To be determined	<b>Fiscal Year, January 1 - December 31, 2021</b>	
	<b>Income-Expense</b>	<b>\$ 0</b>
	<b>Income</b>	<b>\$778,761</b>
	Assessments	600,000
	RWJF/Council Grant	166,667
	Interest on Assets	2,094
	Meetings	10,000
	<b>Expense</b>	<b>\$778,761</b>
<b>ECOP National Office Operations</b>		<b>\$642,595</b>
3 Full Time Staff (Executive, Health, Assistant Director)		565,417
Meetings		10,000
Travel expenses including local meetings		8,000
Staff development		1,000
Office supplies		500
Technology and communications		2,500
Design, printing, engraving (Appreciation, reports)		1,000
Miscellaneous (Hagstrom subscription)		319
APLU Overhead/Provision for ECOP (IT, DC Presence, Utilities, Human Resources, Finance, etc.)		53,859
<b>ECOP Executive Committee</b>		<b>\$5,000</b>
Meeting support (guest facilitator/speaker/other)		3,500
Memberships & related fees (NC-FAR)		1,500
<b>Professional Development Committee EiE Award</b>		<b>\$18,000</b>
<b>Program Committee National Diversity Award</b>		<b>\$5,500</b>
<b>4-H Leadership Committee (Donna Rae Scheffert Contract)</b>		<b>\$7,500</b>
<b>Strategic Priorities</b> (Examples of time limited investments: Civil Dialogue, Innovation, Extension Resource & Partnership Development - aka Private Resource Mobilization, National Behavioral Health Extension Network)		<b>\$56,000</b>
<b>National Impacts Database Committee</b>		<b>\$17,500</b>
Website fee (Texas A&M Univeristy)		12,500
Impact Writing Team Travel Expenses		5,000
<b>CMC (Strategist Contract or Other)</b>		<b>\$26,666</b>

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



*Extension Committee on Organization and Policy*

## **2021 ECOP Budget Narrative**

The ECOP annual budget exercises Zero-based budget methods to finance face-to-face meetings. The fiscal year for the ECOP budget is January - December. The narrative below provides background and information for each budget line.

**ASSETS, HOLDING, RESERVES** – From January 2017 through July 2020, ECOP undertook a temporary staffing model for the National Office. The affect caused an unusual increase in the amount of reserves held by APLU in the ECOP Account. With full staffing of the national office and the anticipation of its share of Communications and Marketing contracts in 2021 and beyond, this amount will be drawn down. ECOP recommends this amount remain no less than one year of salary and benefits, plus the APLU Provision (IT, DC Presence, Utilities, Human Resources, Finance, etc.).

### **INCOME**

#### **Assessments**

Effective in 2016, ECOP voted unanimously to combine two accounts called 1) **Office of the Executive Director** and 2) **Strategic Priorities and Operations** into a new account called **ECOP National Leadership**. The total amount billed is \$600,000, which is no change from the \$400,000 and \$200,000, respectively, for the two accounts in previous years. The ECOP National Leadership account covers salary and other expenses related to the ECOP National Office in Washington, DC, plus all expenses related to ECOP committees, task forces, and projects. Calculations for the assessment begin with approval of an ECOP budget, then costs are divided amongst the 76 Section members as a portion of each institution's total receipt of capacity funds and competitive grant funding for research and Extension, based on a three-year rolling average as reported by USDA-NIFA. Capacity funds account for 60% of the assessment base; competitive grant funding, 40%. Multi-institutional grants are distributed amongst participating institutions. [See page 5 for 2020 Assessment explanation, dated March 5, 2020.](#)

A second assessment, **Supplemental Nutrition Assistance Program (SNAP) Education**, is collected on behalf of the SNAP-Ed National Program Development Team (PDT) and is billed to institutions delivering SNAP-Ed. The total assessed amount of \$150,000 covers work of the PDT, headquartered at South Dakota State University. Based on a positive vote of the Cooperative Extension Section's Extension Committee on Organization and Policy in September 2019, this assessment is reauthorized to continue for another three years through 2022.

**RWJF/National 4-H Council Grant**

Under this budget line, a Director position is contracted to serve as the key strategist and communicator with the Cooperative Extension System (CES) and external partners including the on-going connections with the Board of Human Sciences (BoHS) to develop, implement and drive sustainability of the Well Connected Communities Initiative as it moves to advance systems change in increasing health equity by responding to the diverse needs of children, youth, and families; particularly among vulnerable populations. The Director will simultaneously develop partnerships focused on systems and policy change to address four core themes in support of increasing health equity. Grant funding for this resource is provide by National 4-H Council.

**Interest on Assets**

This budget line reflects interest on assets including reserves and carryover.

**Meetings**

This budget line includes any income generated from meetings.

**EXPENSE****ECOP National Office Operations**

This budget line includes expenses related to salary and benefits, staff contract(s), meetings, travel expenses including local meetings, staff development, office supplies, technology and communications, design, printing, engraving (appreciation, reports), miscellaneous items such as subscriptions, and APLU's provision for ECOP (IT, DC Presence, Utilities, Human Resources, Finance, etc.). ECOP is charged a % of the total of salaries APLU-wide for all the benefits, including staff morale and welfare, student loan benefit, staff training and development, leave (annual, sick, and administrative leave), commuting costs (metro and parking, bus), wellness benefit, payroll taxes, medical insurance, employee assistance program, life & disability insurance, long term care, 401a contribution, employee portion of health, cell phone stipend, and bonuses.

**ECOP Executive Committee**

This budget line includes expenses related to meeting support (guest facilitator/speaker/other) and memberships and related fees.

**Professional Development Committee Excellence in Extension Award**

This budget line includes expenses related to awards for Excellence in Extension, a project of the ECOP Professional Development Committee, recognizes a select group/and or team of Cooperative Extension professionals who excel at Extension programming, make a positive impact on constituents served, and provide visionary leadership for the System. It is designed to focus national attention on the role of Extension - one that is fundamental to the lifelong education and development of residents in communities around the nation.

### **Program Committee National Diversity Award**

This budget line includes expenses related to the National Extension Diversity Award. The purpose of this award, a project of the ECOP Program Committee, is to acknowledge accomplishments of Cooperative Extension Professionals in achieving organizational changes that support diversity, pluralism and innovation in programs that impact our Extension audiences. The Award for Diversity is designed to focus national attention on innovative models and techniques that ensure that Extension programs equitably engage all appropriate audiences in an effective manner.

### **ECOP 4-H Leadership Committee**

This budget line includes expenses related to facilitator and coordination support for the ECOP 4-H Leadership Committee. Donna Rae Scheffert, an expert in leadership education and development, is currently contracted to provide this support for the committee.

### **Strategic Priorities (Directions)**

This budget line includes time-limited and new and transformational programs, including seed grants. It is intended for “start-up” purposes. Examples of time-limited investments: Civil Dialogue, Innovation, Extension Resource & Partnership Development - aka Private Resource Mobilization, and the National Behavioral Health Extension Network.

### **National Impacts Database Committee**


This budget line includes expenses related to the National Impact Database website administration and Content Writing team, which is comprised of Communication Specialists who represent Extension and Experiment Station systems. Over the course of two days annually, this team writes, edits, designs and illustrates a variety of impact stories, fact sheets and video that summarize and highlight the vast array of impacts reported by the national extension and experiment station system.

### **BAA Communications and Marketing Committee Strategist Contract (CMC)**

This budget line includes expenses related to the Board on Agriculture Assembly Communications and Marketing Committee’s consulting agreement with Forbes-Tate Partnership to assist with developing a process that will focus primarily on building the BAA’s capacity to develop, monitor, and implement a new strategic communications, marketing, and public affairs plan. Emphasis will be on providing BAA staff and system leaders with the tools and resources to advance awareness of the impact of land-grant university efforts, which include Cooperative Extension services, agricultural experiment stations, and academic programs. A key indicator of success will be the BAA’s adoption of the strategic plan and the increased capacities that follow the end of the consultant’s engagement.

**MEMORANDUM**

**TO:** Administrative Heads Section

**FROM:** Douglas L. Steele   
Vice President, Food, Agriculture, and Natural Resources

**DATE:** March 5, 2020

**SUBJECT:** 2020 Assessments

Attached please find the invoice for your institution's 2020 assessments to support the APLU Board on Agriculture Assembly and its sections' activities. A single invoice listing all assessments for each member institution with programs in the food and agricultural sciences is provided. For those institutions which have more than one AHS member, each member will receive a copy of their institution's invoice.

With the exception, of APS assessment – which is based upon an enrollment model – assessments will remain at the FY2019 levels and the 2% accelerator for the Cornerstone Government Affairs contract will be absorbed with carryover funds.

During 2019 the Communications and Marketing terminated previous consulting contracts and is now in the process of hiring a communications and marketing consultant or agency to assist with the development of a new advocacy strategy. More information will be provided as that process moves forward. While FY2020 was a difficult federal budget year, the National Institute of Food and Agriculture topline was increased by over 4%, one of the best among federal agencies. Also, in January we welcomed Scott Powell as our new CFO, replacing Emily van Loon upon her transition to consulting and working with non-profits after distinguished service APLU.

The AHS member is asked to handle any section/unit allocation at his/her institution. We would, of course, appreciate receiving your institution's payments as soon as possible. As was the case for the past two years, APLU will continue to use the [new online payment system for invoices](#). This system allows members to view and [pay their invoice online](#), saving time, money and our environment. We ask that you approve the attached invoice and forward it, along with the enclosed payment instructions, to your business office.

The Chair of the PBD, Orlando McMeans, has asked that I convey to you his thanks on behalf the PBD for your continued outstanding support in 2019. To this I add my own appreciation as we continue to have tremendous support for all of our BAA activities.

**Attachments**

cc: Eddie G. Gouge, Sr. Associate Director FANR, Executive Director, CARET & BoHS  
Wendy Fink, Director FANR, Executive Director, APS  
Cynda Clary, Chair of ACOP  
George Hopper, Chair of ESCOP  
Mark Latimore, Chair, ECOP  
Orlando McMeans, Chair, BAA Policy Board of Directors  
Ken White, Chair, Administrative Heads Section