

BAA Policy Board of Directors Plan of Work 2017 -- 2022

1890 Land-Grant Universities Report

PBD Member: Dr. Mark Latimore **Reporting Period:** Oct 1, 2017 – Sep 30, 2017 **Section Chair:** Dr. Carolyn Williams, Chairperson, AEA and Dr. Moses Kairo, chair, ARD

Briefly describe any new or modified activities, initiatives, policies or other actions conducted by your section or organization in the past year that directly addressed the PBD planned actions below. Not every PBD action is expected to be addressed in each report.

Current and Emerging Issues and Future Directions
Goal: Identify current and emerging local, regional, national, and global opportunities and challenges and facilitate strategic discussions and actions that will impact and guide future directions for the System.
Actions:
<ul style="list-style-type: none">• Encourage strategic approaches to integrate, prioritize, and address existing and anticipated future opportunities and challenges in learning, discovery, and engagement.<ul style="list-style-type: none">• ARD and AEA participated on the APLU Challenge of Change Commission as members of the Commission and the thematic working groups as the Commission critically examined the vast array of food and nutrition security problems in the U.S. and abroad. A report was issued in May 2017 outlining a comprehensive strategy to tackle global food security.• AEA participated in the EFNEP Conversation that was sponsored by NIFA and hosted by Lincoln University and the University of Missouri in June 2017. The purpose of the conversation was to determine what EFNEP should look like in the future, identify barriers and challenges impacting the program and program delivery, strengthen relationships and partnerships to improve the success of the program, and to develop a programs strategy for the future. The conversation yielded a lot of recommendations and a report will be issued by NIFA to share with Extension and others for further input.• Through the 1890 Centers of Excellence, ARD and AEA are working with the Animal and Plant Health Inspection Service, Foreign Agricultural Service, Natural Resources Conservation Service, Rural Development, Farm Service Agency and Forest Service to develop and implement new programs and revise existing programs to improve the quality of life of small farmers, small businesses, small ranches and small landowners and to prepare students for a highly competitive global workforce

- AEA participated in the 4-H Youth Development Conversation that was sponsored by NIFA and hoisted by the University of Georgia and Fort Valley University.
 - AEA is working to enhance the participation of 1890 land-grant universities in disaster programming. The AEA Chair provided leadership for the development of a proposal that was funded through Purdue University to bring 1890 Extension personnel together in a workshop to discuss how the 1890s can become more involved in EDEN. The group identified barriers and challenges impacting disaster programming, identified strategies to address those barriers, and developed a plan to leverage federal and national EDEN resources to support disaster programming at the 1890 land-grant universities.
 - AEA and ARD’s four business meetings involve key decision-makers at NIFA and other federal agencies to discuss to discuss policy, regulations, guidelines and best practices
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- Provide forums to engage the System and external partners in strategic dialogues to develop recommendations on policy and System-wide approaches for action to address current and emerging issues.
- AEA and ARD Budget & Legislative Committee members identified issues and priorities from the 1890 community and advance them for incorporation into the System’s advocacy effort.
 - In April 2017, ARD hosted the 18th Biennial Research Symposium in Atlanta, Georgia. Our federal and 1862 partners supported this symposium, not only with their attendance, but with financial support as well. The presentations on current and emerging issues made by the 1890 scientists made it quite clear that the research programs at these campuses are relevant, responsive, impactful and innovative. Through these sessions, the 1890s are constructing an “innovation agenda” that will provide practical solutions to the life challenges that affect residents in the 1890 region and beyond. Moreover, the focus on students for this research symposium addresses one of the ARD’s commitments, which is the “development of society—ready graduates who are uniquely trained and in demand to tackle issues impacting the nation and the world.”
 - NIFA representatives are included in all of AEA and ARD’s meetings to engage in discussions and provide input into decision making

Resource Advocacy

Goal: Seek additional resources for the System through collaborations, partnerships, communications, marketing, budget development, and advocacy.

Actions: Support the Budget & Advocacy Committee (BAC) in its budget development and advocacy efforts, including:

- Developing the System’s federal budget request and associated messages with target audiences.

<ul style="list-style-type: none"> • AEA and ARD have been involved in various activities of the BAA Committee on Legislation and Policy (CLP) to identify priorities for the 2018 Farm Bill. The 1890 priorities for the next farm bill are to reauthorize 1890 Extension and Evans-Allen Research, the 1890 Facilities Program, and the 1890 Capacity Building Grants Program. In addition, 1890 Extension has presented a recommendation to change the percent of carry-over for its Extension funding from 20% for one year to 100% for one or more years. The administrators are proposing that the carry-over provision for 1890 capacity funds to be consistent with the carry-over provision for Smith-Lever Funds. This request has also been shared with NIFA. • ARD and AEA Budget & Legislative Committee members identified issues from the 1890 community and submitted them for incorporation into the System’s advocacy effort. • ARD and AEA had a joint winter meeting to discuss the 1890 position relative to the “One Ask” approach for FY2019 funding and to discuss budget issues of mutual interests •
<ul style="list-style-type: none"> • Communicating and vetting BAC’s message throughout the System and stimulating and supporting dialogue among sections.
<ul style="list-style-type: none"> • AEA and ARD are working to assure that all Administrators and Directors, especially those in new positions, are informed of developments. • ARD is working with the University of Maryland Eastern Shore to revamp the ARD website with a contemporary look and feel
<ul style="list-style-type: none"> • Coordinating marketing and communication efforts across the BAA and among learning, discovery, and engagement leaders.
<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • Fostering understanding of the rationale for budget requests and gaining commitment for them.
<ul style="list-style-type: none"> • AEA, ARD and the Executive Directors work to assure that all Administrators and Directors, especially those in new positions, are informed of developments. Conference calls are held to help facilitate this process.
<ul style="list-style-type: none"> • Using the BAA’s contracted advocacy and communication and marketing firms effectively by setting and providing oversight for achievement of measurable goals.
<ul style="list-style-type: none"> • Dr. Mark Latimore, 1890 representative on ECOP, serves as the ECOP representative on the Communication and Marketing Committee and is involved enhancing marketing and communications throughout the system. •
<ul style="list-style-type: none"> • Including System members and constituent groups (e.g. CARET, professional societies, commodity organizations, and other user groups) in the development and implementation of advocacy strategies.

<ul style="list-style-type: none"> ● AEA and ARD involve and engage their CARET representatives in advocating the 1890 agenda. ● AEA also use volunteers who attend the PILD Conference in Washington, DC to assist in implementing the advocacy strategies for the 1890 land-grant universities.
<ul style="list-style-type: none"> ● Facilitating development of a strategic communications and marketing plan to enhance the public's understanding of the System's impacts on social, environmental, and economic issues at the community, national, and international levels.
<ul style="list-style-type: none"> ●
<ul style="list-style-type: none"> ● Identifying and cultivating legislative Congressional champions.
<ul style="list-style-type: none"> ● AEA and ARD are working with the Congressional Black Caucus to assist in establishing relationships with key Congressional members on the authorizing and appropriations committees. ● Members of AEA and ARD visit and work with their Congressional members from their respective states to develop legislative champions.
<ul style="list-style-type: none"> ● Building and deepening relationships across all missions with the National Institute for Food and Agriculture (NIFA).
<ul style="list-style-type: none"> ● NIFA representatives are included in all of AEA and ARD's meetings to engage in discussions and provide input into decision-making. ● Meeting are also scheduled in Washington, DC with representatives of NIFA to discuss program issues as well as funding opportunities.
<ul style="list-style-type: none"> ● Seeking and establishing mission-critical relationships with other appropriate federal and state agencies including the Foundation for Food and Agriculture Research (FFAR).
<ul style="list-style-type: none"> ● Representatives from the 1890 land-grant universities have been involved with ECOP to develop a partnership with the Robert Wood Johnson Foundation. This is a 10-year partnership to build a culture of health in communities across America in 2017 and beyond. The proposal was funded for \$4.6 million for the first two years of the 10-year period. The implementation of the partnership began in September 2017. ● AEA and ARD are collaborating with The Andrew J. Young Foundation, the World Bank, USDA/Foreign Agriculture Service and The Neighborhood Associates Corporation, to develop a proposal focusing on duckweed and food insecurity. Research and applications of duckweeds are being promoted by two international organizations, The International Lemna Association and the International Steering Committee on Duckweed Research and Applications. Duckweed is also being studied by researchers around the world as a possible source of clean energy that is both renewable and cost effective. Duckweed is a good candidate as a biofuel because it grows rapidly, produces five to six times as much starch as corn per unit of area, and does not contribute to global warming. Given the

potential benefits of duckweed together with the ease of production, it can be profitable alternative crop for small and limited resource farmers in the 1890 region

- AEA and ARD members are on the Board of Directors of the 1890 Universities Foundation. The 1890 Universities Foundation is a 501 (c) 3 organization created to support the core missions of teaching, research and Extension across the nineteen 1890 land grant universities through: (1) building unique partnerships with key federal agencies and private sector entities including the United States Department of Agriculture (USDA); (2) mobilizing and managing resources to facilitate broad-based programs initiatives and approaches across the 1890 universities systems; (3) providing a mechanism for the universities to respond to new and emerging issues and challenges; and (4) fostering collaborative projects across the 1890 universities to find practical and meaningful solutions to the compelling economic, social and environmental challenges.
- A member of ARD is on the FFAR Board of Directors
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- Identifying and recommending new national-level collaborators and partners and fostering mutually beneficial relationships.

Authorizing Legislation and Associated Action

Goal: Develop and support policies and legislative action and subsequent implementation that enhance the System's ability to carry out its missions and increase the federal investment in the System over the life of the Farm Bill.

Actions: Support the Committee on Legislation and Policy (CLP) in its efforts to guide Farm Bill and other appropriate legislation development, passage, and subsequent implementation, including:

- Positioning the System for new opportunities.
 - AEA and ARD are working with the ESCOP Budget & Legislative Committee to identify potential items for the next Farm Bill. Our representative, Albert Essel, and the Executive Directors are working with the Committee for Legislation and Policy to identify and define Farm Bill changes.
 - ARD is working with RESOLVE, commissioned by SoAR, to submit recommendations for “Advancing Agricultural Research in the 2018 Farm Bill” to Congress. The goal of this effort is not to replace the existing policy goals of any organizations. Rather, it is to identify “the center of the Venn diagram,” a set of significant steps that can be advanced by multiple organizations.
 - ARD member Walter Hills’ testimony to the House Agriculture Committee Hearing in June 2017, titled “The Next Farm Bill: University Research,” supported the need for food and agriculture research at the 1890 land grant universities and shared with the congressional members selected impact statements of the research and extension programs at the 1890s. He voiced his confidence in the unique and pivotal role of the 1890s and the path forward. Dr. Hill focused on the critical need for increased investment in both capacity and

competitive funds; the 1890 Capacity Building Program; the 1890 Facilities Grant Program; the Carry-over provision for 1890 Extension; McIntire Stennis Forestry Program; the Nutrition Education Program; the 1890 Centers of Excellence and student scholarships for the 1890s. Dr. Hill also asked for Committee's continued support for the 1890s, as well as for agricultural research and extension across the board.

- Developing appreciation within key federal agencies of the System's capabilities.
 - AEA and ARD worked with USDA agencies to develop the Center of Excellence for Innovative and Sustainable Small Farms, Ranches, and Forest Lands and the Center for International Engagement and Development.
- Identifying and cultivating legislative champions.
 - AEA and ARD are working with the Congressional Black Caucus to assist in establishing relationships with key Congressional members on the authorizing and appropriations committees.
- Forming implementation teams to work with appropriate federal agencies.
 - AEA and ARD are working with NIFA's Office of Grants and Financial Management to adopt best practices and implement recommendations for improving the 1890 system's level of accountability and compliance
- Monitoring rules as they are developed and published.
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- Keeping the System informed of new opportunities and funding mechanisms presented as new legislation is implemented.
 - AEA and ARD conduct conference calls to inform the 1890 community of new funding opportunities and mechanism and encourage their participation.
- Monitor legislation and policies that may enhance or impede the System's progress and work with decision makers to make modifications where appropriate.
 - AEA and ARD are working with NIFA's Office of Grants and Financial Management to adopt best practices and implement recommendations for improving the 1890 system's level of accountability and compliance

System Integration

<p>Goal: Enhance integration of goals and activities among BAA members and between the BAA and other groups within APLU's structure to gain synergy from collaborative actions.</p>
<p>Actions:</p>
<ul style="list-style-type: none"> • Develop a public value message to describe and communicate collective BAA impact.
<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • Encourage efficiencies between and among federal agencies for learning, discovery, and engagement.
<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • Continue communication among PBD members to find common ground and enhance integration of efforts.
<ul style="list-style-type: none"> • Dr. Mark Latimore represents AEA and ARD on the PBD and he actively participates in the meetings and keeps the Board informed of issues that should be addressed pertaining to the 1890 land-grant universities. An example of this would be the “One Ask” budget process for 2018.
<ul style="list-style-type: none"> • Support events and other opportunities that promote cross-Section communication and collaboration.
<ul style="list-style-type: none"> • ARD assists in the planning and participates in the ESS/SAES/ARD meeting each year. • AEA assists in planning the NEDA meeting for the Extension system • AEA representative on ECOP is a member of the Communications and Marketing Committee
<ul style="list-style-type: none"> • Work with APLU staff and BAA Executive Directors and Administrators to ensure appropriate and effective linkages between the BAA and other groups within APLU.
<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • Recognize excellence throughout the System through support of national awards and recognitions.
<ul style="list-style-type: none"> • AEA’s 1890 Excellence in Extension Award provides an opportunity for the 1890 Extension professionals to submit applications in each of the four major program areas. AEA uses the same criteria as ECOP in selecting its national award winner. The 1890 winners were recognized at the Extension Southern Region PLN meeting in Fort Worth, Texas in August 2017. The recipient with the overall highest score was selected as the 1890 regional award winner and his/her application is submitted to be considered for the ECOP National Excellence in Extension Award that is presented at the Annual APLU Meeting.

<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • Support leadership development within the System, particularly through the Food Systems Leadership Institute and LEAD-21.
<ul style="list-style-type: none"> • AEA and ARD supports and promotes both FSLI and LEAD-21. The 1890 universities support administrators and directors to participate in both FSLI and Lead-21. One member of ARD serves on the FSLI Board of Directors.
<ul style="list-style-type: none"> • Support diversity and inclusion across the System in all decisions and actions.
<ul style="list-style-type: none"> • Members of ARD serve on the ESCOP Diversity Catalyst Committee that is implementing recommendations from the report to supplement institutional, regional and national diversity and inclusion efforts. Three diversity training sessions were held for ESCOP and NIFA personnel, and others, during the CARET/AHS meeting in March. Another session will be part of the ESS Workshop in September. • A recent survey of Extension field staff for a NIFA report indicated that the 1890 land-grant universities staffs sere quite diverse.

<p>Next Year's Key Initiatives or Actions</p>
<p>Please list your section's or organization's key initiatives and/or actions planned for next year.</p>
<p>Initiatives/Actions:</p> <ul style="list-style-type: none"> • ARD will invest in a "New Seeds Initiative" focusing on existing, new and emerging ideas and programs to improve the quality of life of citizens in the 1890 region and beyond • ARD will complete its strategic plan focusing on people, programs, partnerships, platforms and places • AEA and ARD will have a joint winter meeting • AEA and ARD will participate in the Southern Mini-Land Grant Meeting