

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

1890 Land-Grant Universities Report – 2018-2019

PBD Member: Dr. Mark Latimore **Reporting Period:** Oct 1, 2017 – Sep 30, 2018 **Section Chair:** Dr. Carolyn Williams, Chair, 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">• AEA participated in ECOP conversations and strategic initiatives for strengthening the national Cooperative Extension System. These conversations involved ECOP’s role to identify and implement member-driven opportunities designed to enhance resources, relationships and national recognition for Cooperative Extension, based on four core themes, namely: 1. Building partnerships and acquiring resources; 2. Increasing strategic marketing and communications; 3. Enhancing leadership and professional development; and 4. Strengthening organizational functioning• ARD is finalizing its Strategic Agenda, with a focus on people, programs, partnerships, platforms and places. This updated Strategic Agenda will also recognize the hard work, dedication and incredible talents of many people who positioned the 1890s for the next “giant leap.” The Agenda will be framed to elevate the research and education mission areas in the food and agricultural sciences at the 1890s in very focused and intentional ways while concurrently making the 1890s relevant and responsive to its clientele. ARD’s Strategic Agenda will be based, in large part, on the USDA Secretary Perdue’s Rural Prosperity report, but will also extract elements from the National Academies’ Science Breakthroughs 2030, APLU’s Challenge of Change, NIFA’s Strategic Plan, and ESCOP’s revised Science Roadmap.• 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 and ARD's four business meetings involved key decision-makers at NIFA and other federal agencies to discuss to discuss policy, regulations, guidelines and best practices

- 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 engaged in advocacy strategies to grow and/or maintain levels of federal capacity funds for the System, and specifically for 1890 Extension, Evans-Allen Research, Smith-Lever and Hatch.
- AEA and ARD Budget & Legislative Committee members identified issues and priorities from the 1890 community and advanced them for incorporation into the System's advocacy effort.
- The Executive Committees of AEA and ARD continue to have regular meetings with key decision makers in NIFA, other federal agencies (i.e., Foreign Agricultural Service, Rural Development, Animal Plant Health & Inspection Service, Forest Service, Natural Resources Conservation Service)
- NIFA representatives are regularly included at AEA and ARD meetings to provide updates and engage in strategic dialogue that lead to informed actions and policy decisions

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.
 - AEA and ARD participated in various activities of BAA Committee on Legislation and Policy (CLP) to identify priorities for the 2018 Farm Bill. The 1890 priorities for the next farm bill were to insure reauthorization of 1890 Extension and Evans-Allen Research, the 1890 Facilities Program, and the 1890 Capacity Building Grants Program. In addition, 1890 Extension presented a recommendation to change the carryover provision for 1890 Extension funds to be consistent with the carryover language for Smith-Lever funds. This request has been included in both the House and Senate version of the Farm Bill.
 - ARD and AEA Budget & Legislative Committee members identified issues from the 1890 community and submitted them for incorporation into the System's advocacy effort.

<ul style="list-style-type: none"> • AEA and ARD engaged in advocacy strategies to grow and/or maintain levels of federal capacity funds for the System, and specifically for Smith-Lever, Hatch, 1890 Extension and Evans-Allen Research. • In November 2017, NIFA hosted the 3rd Annual 1890's Communications Summit in Washington, DC. The two-day event covered a variety of topics including best practices for content collection, how to maximize limited resources and how to build collaborative relationships with 1862 counterparts, effective advocacy and impact writing. • ARD and AEA held 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's website, hosted by the University of Maryland Eastern Shore, has been revamped 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"> • AEA and ARD contributed actively to the conversation related to the developing performance expectations of BAA Communications and Marketing Committee. Dr. Mark Latimore, 1890 representative on BAA PBD serves on the CMC.
<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. Mark currently serves as Chair. •
<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 and the Bipartisan Congressional HBCU 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 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

- 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.
 - The Executive Directors of AEA and ARD are working with the ECOP and ESCOP Budget & Legislative Committees to support 1890 priorities in the 2018 Farm Bill.
 - 1890 Administrators and Directors actively support BAA Calls to Actions related Farm Bill and other appropriate legislations by following institution-specific guidelines that result in effective contacts with concerned legislators in their state.
 - ARD member Walter Hills' testimony to the House Agriculture Committee Hearing in June 2018, 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 and the Bipartisan Congressional HBCU 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.

<ul style="list-style-type: none"> • 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
<ul style="list-style-type: none"> • Monitoring rules as they are developed and published.
<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • Keeping the System informed of new opportunities and funding mechanisms presented as new legislation is implemented.
<ul style="list-style-type: none"> • AEA and ARD conduct conference calls to inform the 1890 community of new funding opportunities and mechanism and encourage their participation.
<ul style="list-style-type: none"> • Monitor legislation and policies that may enhance or impede the System's progress and work with decision makers to make modifications where appropriate.
<ul style="list-style-type: none"> • 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

<p>System Integration</p>
<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 the 1890 universities on the PBD and he actively participates in the meetings and keeps AEA, ARD and the 1890 Council of 1890 Deans of Agriculture informed of issues that should be addressed pertaining to the 1890 land-grant universities. Two examples of this would be the “One Ask” budget process for 2019, and the 1890 equity issue.
<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 and serves as Chair 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 Orlando, FL in August 2018. 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. • ESCOP’s Excellence in Leadership Award was established to recognize individuals who have served the Regional Associations, ESCOP, ESS, and the Land-Grant System with exemplary distinction. ARD selected it awardee that will be recognized at the APLU awards. •
<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 support and promote 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. ARD members participated in a session on implicit bias at the ESS Meeting and Workshops in October Lincoln, NE.

Next Year's Key Initiatives or Actions

Please list your section's or organization's key initiatives and/or actions planned for next year.

Initiatives/Actions:

- 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 agenda focusing on people, programs, partnerships, platforms and places
- AEA will plan a System-wide 1890 Extension Conference for 2020
- AEA will initiate a strategic plan focused on people, partnerships, programs and impacts
- AEA and ARD will have a joint winter meeting
- AEA and ARD will participate in the Southern Mini-Land Grant Meeting
- AEA and ARD will support the 1890 Centers of Excellence
- AEA and ARD will build strategic alliances and partnerships with external constituencies
- AEA and ARD will support the development and enhancement of project ideas that will enhance the 1890 multi-state capacity and competitiveness to provide solutions for improving the quality of life of people in the 1890 region.