

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

Experiment Station Section Report

PBD Member: Gary Thompson Reporting Period: Oct 1, 2018 – Sep 30, 2019 Section Chair: Deb Hamernik

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 goals and actions below. Also, list your section's key initiatives/actions planned for next year.

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.• 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.
<ul style="list-style-type: none">• ESCOP Science & Technology Committee (STC) has developed nimble, modern, single-page communication products (Roadmap Briefs) based upon the 2010 Science Roadmap Grand Challenges and allied impact statements. These are being used with decision-makers and in other venues to provide information on ESCOP's long-term progress and programmatic priorities.• ESCOP Budget & Legislative Committee (BLC) members work to identify initiatives from the research community and advance them for incorporation into the System's advocacy effort for FY 2020 budget priorities and discussion has begun on FY 2021.

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: <ul style="list-style-type: none">• Developing the System's federal budget request and associated messages with target audiences.• Communicating and vetting BAC's message throughout the System and stimulating and supporting dialogue among sections.

- Coordinating marketing and communication efforts across the BAA and among learning, discovery, and engagement leaders.
- Fostering understanding of the rationale for budget requests and gaining commitment for them.
- Using the BAA's contracted advocacy and communication and marketing firms effectively by setting and providing oversight for achievement of measurable goals.
- 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.
- 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.
- Identifying and cultivating legislative Congressional champions.
- Building and deepening relationships across all missions with the National Institute for Food and Agriculture (NIFA).
- Seeking and establishing mission-critical relationships with other appropriate federal and state agencies including the Foundation for Food and Agriculture Research (FFAR).
- Identifying and recommending new national-level collaborators and partners and fostering mutually beneficial relationships.

- The ESCOP Budget & Legislative Committee will meet jointly with the ECOP BLC during the joint ESS/CES meeting in September to discuss budget issues of mutual interests.
- ESCOP is a partner in the Communication and Marketing Committee. The CMC is evolving in the aftermath of the termination of the contract with kglobal. The CMC is pivoting and is seeking input from the sections (AHS, CES, ESS) on a proposal to hire an expert to create a strategic marketing and communications plan using the unspent balance of the current CMC project.
- ESCOP and ECOP Chairs continue having regular meetings with key decision-makers in numerous federal agencies, included this year were: federal agencies (NIFA, NRCS, OSTP, USAID, USDA ARS), advocacy groups (NC-FAR, Agree, SoAR), elected officials (bipartisan House and Senate Ag Staff), science societies (Agronomy, Crop and Soils; AAVMC; ADSA; ASN; ASPB; Entomology; FASS), and other partners (APLU, AIHEC, FFAR, National Academies, NASDA).

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.
- Developing appreciation within key federal agencies of the System's capabilities.
- Identifying and cultivating legislative champions.

- Forming implementation teams to work with appropriate federal agencies.
 - Monitoring rules as they are developed and published.
 - Keeping the System informed of new opportunities and funding mechanisms presented as new legislation is implemented.
 - Monitor legislation and policies that may enhance or impede the System's progress and work with decision makers to make modifications where appropriate.
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- ESCOP and the regional ED's monitor federal rules and regulations, particularly from NIFA, that may be a burden or confusing to the research directors and seek clarifications and/or changes from NIFA decision makers. This year clarification was sought on policies for SCRI grant matching requirements, time & effort reporting, and numerous issues related to NIFA's relocation.
 - The Budget and Legislative Committee serves as the primary pivot point for keeping the System informed of opportunities presented by new legislation.

System Integration
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>Actions:</p> <ul style="list-style-type: none"> • Develop a public value message to describe and communicate collective BAA impact. • Encourage efficiencies between and among federal agencies for learning, discovery, and engagement. • Continue communication among PBD members to find common ground and enhance integration of efforts. • Support events and other opportunities that promote cross-Section communication and collaboration. • Work with APLU staff and BAA Executive Directors and Administrators to ensure appropriate and effective linkages between the BAA and other groups within APLU. • Recognize excellence throughout the System through support of national awards and recognitions. • Support leadership development within the System, particularly through the Food Systems Leadership Institute and LEAD-21. • Support diversity and inclusion across the System in all decisions and actions.
<ul style="list-style-type: none"> • ESCOP's Multistate Research Award program annually recognize the group of scientists who are conducting an exemplary multistate activity and enhancing the visibility of the multistate program. The 2019 winner is S-1077: Enhancing Microbial Food Safety by Risk Analysis. • ESCOP has a Diversity & Inclusion award. The 2019 winner is Jeff Jacobsen, NCRA Executive Director, in recognition for his efforts in establishing ESCOP's Diversity Catalyst Committee. • Planning has begun for another ESS and CES joint section meeting in Fall 2019.

Next Year's Key Initiatives or Actions

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

ESCOP Priorities

- Support increased appropriations for USDA-NIFA to enhance capacity funding for research, extension, and education and fully-fund the AFRI competitive grants program.
- Support strategic realignment of NIFA funding lines.
- Develop new funding opportunities to address aging infrastructure needs.
- Strengthen strategic partnerships with traditional and nontraditional funding entities.
- Implement multi-state research to address the Grand Challenges in Food and Agricultural Research.
- Partner with NIFA in transition to Kansas City.

Initiatives

- Develop strategic plan for communications and marketing.
- Improve organizational multicultural awareness and inclusivity.
- Encourage continued excellence of all ESCOP committees, task forces and work groups.
- Invest ESCOP fund balances to an interest-bearing account and develop a plan to allocate interest earned.