

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

1890 Land-Grant Universities Report

PBD Member: Dr. Mark Latimore **Reporting Period:** Oct 1, 2018 – Sep 30, 2019 **Section Chair:** Dr. Carolyn Williams,
Chairperson, AEA and Dr. Vernon Jones, 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 has completed its Strategic Agenda – “Bold Transformations 2025”, with a focus on people, programs, partnerships, platforms and places. Seven priority areas were identified: (1) improving quality of life; (2) improving health, nutrition and wellness; (3) ensuring local and global food and nutrition security; (4) ensuring the viability, sustainability, competitiveness and profitability of small- and medium-scale agriculture; (5) assisting rural communities to create prosperity and promote economic development; (6) advance innovations at the nexus of food, energy and water; and (7) protect the environment and natural resources. ARD’s strategic agenda is based, in large part, on the USDA Secretary Perdue’s Rural Prosperity report, but also extracted elements from the National Academies’ Science Breakthroughs 2030, APLU’s Challenge of Change, NIFA’s Strategic Plan, and ESCOP’s revised Science Roadmap.• AEA and ARD collaborated with NIFA to provide input on the RFA for ‘Scholarships for Students at 1890 Institutions’ that was authorized in the 2018 Farm Bill.• AEA and ARD are working with NIFA to implement three 1890 Centers of Excellence that were authorized in the 2018 Farm Bill to address challenges in learning, discovery and engagement in the areas of student success and workforce development; sustainable small farms, ranches and forest lands; and international engagement and development.• AEA and ARD’s four business meetings involve key decision-makers at NIFA and other federal agencies 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 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 and other federal agencies.
- Time was allocated at the ESS annual meeting and the ECOP meeting in September to sessions to discuss and develop policy actions to address current and emerging issues important to the 1890 community.
- 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.
 - AEA and ARD were involved in various activities of the BAA Committee on Legislation and Policy (CLP) to identify priorities for the 2018 Farm Bill. These priorities included: reauthorization of 1890 Extension and Evans-Allen Research capacity funds; the 1890 Facilities Program; the 1890 Capacity Building Grants Program; Scholarships for students at the 1890 Institutions; and the 1890 Centers of Excellence. In addition, 1890 Extension presented a recommendation to change the percent of carry-over for its Extension funding from 20% to a level that is consistent with carry-over provisions of Smith-Lever funding.
 - Identifying and cultivating legislative Congressional champions.
 - 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"> • In November 2018, Virginia State University hosted the 4th Annual 1890's Communications Summit. The two-day event covered a variety of topics including best practices for content collection, how to maximize limited resources and how to build meaningful partnerships, 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 FY2020 funding; budget issues of mutual interests; strategic realignment of NIFA lines; the implications of NIFA' relocation to Kansas City; the 2020 System-wide Extension Conference and 'what does a fully integrated Research-Extension program look like."
<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 BAC developments, requests and actions.
<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/Administrators 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"> • AEA and ARD representation on BAA Communications and Marketing Committee has been instrumental in setting goals and providing oversight for contracted firms.
<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"> • 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. • ARD hosted and sponsored a 1890-NIFA Roundtable in Washington, DC in June to highlight and seek ways to enhance synergistic engagement strategies with NIFA and other federal agencies, and to provide a solid foundation for a collective effort enabling the 1890 universities and other MSIs to move beyond reliance on capacity building programs and into major contributors to/beneficiaries from the other competitive federal grant programs.
<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 (RWJF). 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. The second wave of the RWJF project is set to begin in Fall 2019. • 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 serves on the FFAR Board of Directors
<ul style="list-style-type: none"> • 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:
<ul style="list-style-type: none"> • Positioning the System for new opportunities. <ul style="list-style-type: none"> • The Executive Directors of AEA and ARD provide active support for 1890 representatives who serve on the ECOP and ESCOP Budget & Legislative Committees to support system-wide Farm-Bill priorities, including those from the 1890 region.
<ul style="list-style-type: none"> • Developing appreciation within key federal agencies of the System's capabilities.
<ul style="list-style-type: none"> • Identifying and cultivating legislative 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.
<ul style="list-style-type: none"> • 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"> • 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.

- 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

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.

Actions:

- 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.
- 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.
 - ARD assists in the planning and participates in the ESS/SAES/ARD meeting each year.
 - AEA assists in planning and implementing CES-ECOP meetings and opportunities for the national Cooperative Extension system
 - ARD hosted and sponsored the a research symposium in Jacksonville, FL in March, focusing on the theme, "The 1890 Research Agenda: Making Critical Contributions to Rural Prosperity and Challenges in Food and Agriculture." The goal of the ARD Research Symposium was to provide a forum for interactions, share knowledge, expand partnerships through networking, as well as to display the talents and achievements of the 1890 community.

<ul style="list-style-type: none"> • AEA collaborated with ASRED in planning and supporting the 2019 Southern Region Joint PLN, AEA and ASRED meeting held in New Orleans in August 2019. •
<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"> • 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 (EiE) program provides opportunity for 1890 Extension professionals to submit applications in each of the four major program areas, namely, ANR, FCS, CRD and 4-H Youth Development. AEA uses the same criteria as ECOP in selecting its national award winner. AEA EiE awards winners were recognized at the Southern Region Joint PLN, AEA and ASRED meeting in New Orleans, FL in August 2019. The recipient with the overall highest score was selected as the 1890 regional award winner and his/her application submitted for consideration in the ECOP National Excellence in Extension Award Program. Winners of the national EiE awards competition would be presented at the Annual APLU Meeting in San Diego, CA. • 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 its 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 supports and promotes both FSLI and LEAD-21. The 1890 universities support administrators and directors to participate in both FSLI and Lead-21. Two members of ARD serve 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. • AEA representative serves in leadership role on the ECOP Program Sub-Committee that promotes, handles and supports the national Extension awards program for Diversity and Inclusion.

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:

- AEA will host a 1890 Extension System-wide conference in June 2020
- AEA and ARD will have a joint winter meeting in January 2020
- AEA and ARD will continue to support implementation of the 1890 Centers of Excellence
- AEA and ARD will continue support the Scholarships for Students at the 1890 Institutions
- AEA and ARD will support increased appropriations for NIFA to enhance capacity funding for research, education and Extension at the authorized and/or appropriate levels
- AEA and ARD will build strategic alliances and partnerships with external constituencies
- AEA and ARD will support the development and enhancement of programs/projects that enhance the multi-state capacity and competitiveness to provide solutions that improve the quality of life of the people in the 1890 region.
- AEA and ARD will partner with NIFA to support NIFA's relocation to Kansas City