

**Board on Agriculture Assembly
Cooperative Extension Section Report to the Policy Board of Directors**

PBD Member – Tim Cross Reporting Period – July 2014 – October 2014 Section Chair – Jimmy Henning

(Please check the BAA-PBD Goals that each activity directly addresses.)

BAA Section Activities (Briefly describe activities since previous reporting period)	*Goals	Emerging Issues and Future Directions	Resource Advocacy	Farm Bill and Legislative Action	System Integration
<p>Committee on Legislation and Policy (CLP) – James Trapp, Oklahoma State University, has been named ECOP representative to CLP. The primary action related to implementation of the Agriculture Act of 2014 “farm bill” is to work with USDA-Farm Service Agency (FSA) to distribute \$6 million funding for producer education on specific farm programs. ECOP developed a distribution method amongst 75 land-grant universities and eXtension for \$3 million of the funding, has monitored the signing of the Cooperative Agreements, and developed an online evaluation tool meeting the state-by-state requirements of FSA while allowing for Cooperative Extension to tell a national impact story.</p>		X	X	X	X
<p>Budget and Advocacy Committee (BAC) – Rick Klemme, ECOP Budget and Legislative Committee Chair, University of Wisconsin, is ECOP representative to the BAC. In addition to full support of the seven core lines advocated by Cornerstone Government Affairs, the ECOP BLC supports:</p> <ul style="list-style-type: none"> • Emphasis on the both-and of capacity funding (e.g. Smith-Lever 3 (b) &(c) and 1890 Institutions Extension) in order to appropriately advance the research to practice priority of the Land-grant University System. • Changing legislation in FY 2015 to assure pest management/crop protection programs do not require indirect costs. • Advancing the funding proposal from the Water Working Group on water security. • Considering opportunities related to healthy food systems, healthy people. • Being watchful of key Cooperative Extension programs including SNAP-Ed and EFNEP. • Efforts of the Regional Rural Development Centers related to rural vitality. 		X	X	X	X

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<p>Extension Committee on Organization and Policy (ECOP) – ECOP Chair Jimmy Henning, University of Kentucky, has aligned all work against four core themes: 1) Build partnerships and acquire resources; 2) Increase strategic marketing and communications; 3) Enhance leadership and professional development; and 4) Strengthen organizational functioning. Primary accomplishments during this reporting period are:</p> <ul style="list-style-type: none"> • ECOP National Task Force on Health – Based on the <i>Cooperative Extension National Framework for Health and Wellness</i> https://www.aplu.org/document.doc?id=5134, recommended a Joint COPs 2014 meeting theme on health which resulted in follow-up action by the APLU BAA and BoHS to establish a Healthy Food Systems, Healthy People Steering Committee. The complementary ECOP Health Oversight Committee and Issue Teams will focus on program development, implementation and evaluation. Rick Klemme, University of Wisconsin, and Celvia Stovall, Alabama A&M, represent ECOP on the steering committee and will be co-chairs of the ECOP committee. • The Cooperative Extension Centennial Task Force www.extension100years.org, co-chaired by Doug Steele, Texas A&M AgriLife Extension, and Frankie Gould, Louisiana State University AgCenter, are wrapping up a year of celebration with an exhibit at the APLU Annual meeting, another article in a series for the <i>Journal of Extension</i>, and a proposal to continue the robust social media efforts. • ECOP, together with ESCOP, has developed www.landgrantimpacts.org to communicate program outcomes. A National Impacts Database Committee has been formalized to monitor this work. • The AES-CES Communications and Marketing Committee, co-chaired by Scott Reed, Oregon State University, manages contracts with kglobal and Cornerstone Government Affairs and oversight of www.agisamerica.org to educate key federal decision-makers. ECOP supports this project in 2015 at the \$200,000 level and is undergoing a study to recommend how to continue support in 2016. • ECOP has developed a new handout https://www.aplu.org/view.image?id=1648 for use at various meetings to explain the “why?” of Cooperative Extension and summarize impacts. • The 2015 National Extension Directors and Administrators (NEDA) meeting will be on October 12-15 in St. Louis. NEDA has transitioned to the fall time frame in order to prepare for a joint 2016 meeting with the Experiment Station System. • The ECOP 4-H National Leadership Committee is underway. Its’ purpose is to engage in regular and substantive discussion about issues of national importance related to the 4-H program, and develop recommendations for consideration by ECOP as it works with USDA-NIFA and the National 4-H Council. 		<p>X</p>	<p>X</p>		<p>X</p>
<p>ECOP Program and Personnel Committees – Jon Boren, New Mexico State University, and Mary Jane Willis, Rutgers University, co-chair the Program Committee, which has worked with the Measuring Excellence in Extension Task Force, chaired by Joe Zublena, North Carolina State University, to collect impact statements on Cooperative Extension programs. James Trapp, Oklahoma State University, and Chuck Hibberd, University of Nebraska, co-chair the Personnel Committee, which manages the Excellence in Extension annual awards program and creates opportunities for new director and administrator staff development. The Program Committee manages the annual Diversity Award process.</p>		<p>X</p>			<p>X</p>

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<p>eXtension Governing Committee – Chaired by Dennis Calvin, Pennsylvania State University, this committee assigned a work team, led by Keith Smith, Ohio State University, to identify a new business model for eXtension. ECOP accepted the model in October 2014, which transitions from assessments to a membership foundation. The Cooperative Extension Section will vote on this change in November 2014.</p>		X		X	X
<p>ECOP Budget and Legislative Committee – Rick Klemme, University of Wisconsin, chairs this committee. The Cooperative Extension Section continues to identify Smith-Lever 3(b) &(c) and 1890 Institutions Extension as top budget priorities. See BAC section (above) for details.</p>		X	X	X	X
<p>ECOP Archives Project – ECOP has engaged Linda Kay Benning, former ECOP Associate Director, to organize and catalog Cooperative Extension paper and electronic documents held at APLU, some of which are nearly 100 years old. She also has developed a compendium of key actions, which will be searchable online, and outlined a taxonomy for archiving documents in future years.</p>					X
<p>Executive Director and Administrator (ED&A) Team – The ED&A Team works with ECOP to achieve its goals. Staffing includes two FTEs in Washington, DC (Jane Schuchardt, Executive Director, and Sandy Ruble, Staff Associate). Regional executive directors and administrator each have 25 percent FTE dedicated to national efforts. They are Lyla Houglum, west; Robin Shepard, north central; Nancy Bull, northeast; Ron Brown, south, and L. Washington Lyons, 1890. ECOP will engage in a review of the ED&A Team model in early 2015.</p>		X	X	X	X