

**BAA Policy Board of Directors Plan of Work 2017 -- 2022
Administrative Heads Annual Report for 2018-2019**

PBD Member: Ken White_____

Reporting Period: Oct 1, 2018 – Sep 30, 2019

Section Chair: Alan L. Grant

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"> • 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.
•

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.

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.
• AHS Continues to support and advocate for consolidation of funding lines in the overall USDA budget. The AHS Executive Committee strongly supports the proposal to consolidate the existing 27 lines down to the proposed 12 funding lines, and further encourages consideration of models to reduce these even further.
• Developing appreciation within key federal agencies of the System's capabilities.
• AHS leadership continues to meet with NIFA leadership and advocate for additional funding associate with the six focused funding categories in the Farm Bill.
• Identifying and cultivating legislative champions.
• AHS works collaboratively with CARET representatives in conjunction with Cornerstone Government Affairs to strengthen relationships with Congressional members and advocate for funding.
• Forming implementation teams to work with appropriate federal agencies.
• AHS continues direct contacts with NIFA to understand the regional and local areas of funding needs, and to support stronger communication.

<ul style="list-style-type: none"> Monitoring rules as they are developed and published. <ul style="list-style-type: none"> AHS monitors and evaluates new rules and policies and provides feedback to NIFA regarding confusion or difficulties presented with some aspects of the proposed new procedures.
<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"> AHS has established appropriate mechanisms and venues to inform the membership of emerging issues and opportunities as these develop nationally.
<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">

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:
<ul style="list-style-type: none"> Develop a public value message to describe and communicate collective BAA impact. <ul style="list-style-type: none"> AHS continues to work through the Communications and Marketing Committee to deliver the public value message using global and other marketing tools.
<ul style="list-style-type: none"> Encourage efficiencies between and among federal agencies for learning, discovery, and engagement. <ul style="list-style-type: none"> AHS continues to support the establishment of the new Antimicrobial Resistance Initiative and will work to help the ramp-up of this effort at Iowa State University.
<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">
<ul style="list-style-type: none"> Support events and other opportunities that promote cross-Section communication and collaboration. <ul style="list-style-type: none">

<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"> • AHS will work closely with Doug Steele to engage him with AHS as he transitions into his new role.
<ul style="list-style-type: none"> • Recognize excellence throughout the System through support of national awards and recognitions.
<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"> •
<ul style="list-style-type: none"> • Support diversity and inclusion across the System in all decisions and actions.
<ul style="list-style-type: none"> •

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:
<ul style="list-style-type: none"> • Support the continued effort to consolidate funding lines in the Farm Bill. • Continue to support strong collaboration with CARET to enhance our messaging with key Congressional leaders. • Support BAA efforts to expand international efforts and linkages to Land-Grant Institutions.