

**Policy Board of Directors
Board on Agriculture Assembly**

AGENDA

Presiding: Jay T. Akridge
*Chair, BAA Policy Board of Directors and
Glenn W. Sample Dean of Agriculture
Purdue University*

**Defiance/Republic Rooms (Lower Level)
Providence Marriott Downtown Hotel
Providence, RI**

**1:00 – 5:00 p.m.
July 22, 2015**

Please remember to turn off all cell phones or place them on vibrate.

1:00 p.m.	Call to Order	Jay T. Akridge
	Welcome to Members and Guest	Jay T. Akridge
	Review of the Agenda	Jay T. Akridge
	Approval of March 31, 2015 Minutes	Jay T. Akridge
	Action Items and Remarks by the Chair -- Verbal	Jay T. Akridge
	Budget and Advocacy Committee	Steven A. Slack
	• Advocacy Organization Contract	Ian L. Maw
	• Update on Appropriations	Alan L. Grant
	BAA and CARET Assessments and Budget Update	Ian L. Maw
	Committee on Legislation and Policy	Gregory A. Bohach Ian L. Maw
	Communications and Marketing	Steven A. Slack Tim L. Cross Jane Schuchardt
	BAA Rules of Operation	Jay T. Akridge

Responses from NIFA –	Steven A. Slack
<ul style="list-style-type: none"> • Water Security • Crop Protection/IPM 	
Update on BAA Initiatives –	
<ul style="list-style-type: none"> • Healthy Food Systems, Healthy People • Antimicrobial Resistance Task Force • Infrastructure (Sightlines) Study • Update on BAA Futures Task Force/ APLU Visioning Initiative 	<p>Eric Young</p> <p>Ian L. Maw</p> <p>Ian L. Maw</p> <p>Ian L. Maw</p>
Process for bringing forth “big” ideas (Mike Harrington)	Jay T. Akridge
NIFA Relationship/Partnership	Jay T. Akridge
AGREE Report	Jay T. Akridge
2016 Election of Board Members	Eddie G. Gouge
BAAPBD Plan of Work 2011-2016 (Report from the Sections on bringing the Canadian/Mexican institutions into the programmatic work of the Sections and etc.)	All
APLU 2015 Annual Meeting	Ian L. Maw
Appointment of At-Large CARET Delegate to Represent the 1994 Institutions (Dr. Joseph F. McDonald)	<p>Jay T. Akridge</p> <p>Terry J. Tatsey</p> <p>Eddie G. Gouge</p>
LEAD21 Contract Extension	<p>Bruce A. McPherson</p> <p>Ian L. Maw</p>
FSLI Report	Linda C. Martin
Section Reports (<i>written reports provided and oral reports to highlight items of systemwide interest</i>)	All
Other Business	
5:00 p.m. ADJOURN	

FUTURE MEETINGS:

- **November 17, 2016 – J.W. Marriott Indianapolis, Indianapolis, IN**
- **March 2016 – To be determined**
- **July 2016 – To be determined**
- **November 15, 2016 – J.W. Marriott Austin, Austin, TX**

**MINUTES
POLICY BOARD OF DIRECTORS
BOARD ON AGRICULTURE ASSEMBLY**

**Providence Marriott Downtown Hotel
Providence, Rhode Island**

July 22, 2015

ACTIONS TAKEN/TO BE TAKEN (person(s) responsible):

- Approved, as distributed, the minutes of the March 31, 2015
- Received a report from Sightlines in relation to the infrastructure study and some of the preliminary findings include –
 - it was a broad-based study with 88 campuses responding to the survey including 15,364 buildings (6 million square feet and \$28 billion in assets)
 - most of the square footage was constructed between 1955 and 1975 (building fast and not well constructed) and most will need repair in the next 10 years
 - one-third of the square footage has been built since 1990
 - 43% of the institutions are spending less than \$1.00 per square foot – the net average is \$4.40 per square foot and the average APLU institution is spending \$1.86 per square foot
 - there is very little variation in percentages of buildings over 25 years old –
 - North Central – 65%
 - Northeast – 63%
 - South – 61%
 - West – 68%
 - \$7.9 billion of deferred maintenance exists (\$3 billion in science research areas, \$2.5 billion in classroom areas, and the remaining amount in other areas)
 - lack of investment in infrastructure is a huge problem and needs to be corrected with investments in infrastructure over time
 - draft report will be supplied to APLU by mid-August
 - no individual institution will be published but data will be shown by region
- Requested that the territories be separated out as a category in the infrastructure study (*Maw and Sightlines*)
- Received a report from kglobal on the communications and marketing strategy –
 - kglobal has focused on education and helping decision makers understand the land-grant university system
 - kglobal has had over 700 local/national media contacts and over 62 million impressions

- kglobal is working heavily with social media (web, newsletters, Twitter, Facebook) including hosting a Twitter town hall meeting at Montana State University (an effort that will be done quarterly)
- scientists and researchers are the most effective way to get the message across
- Received a report from Mitch Owens, the facilitator for the Joint COPs Meeting –
 - it was a good meeting where no one decided not to participate
 - the process needs to building consensus and work with stakeholders
 - most do the follow up within six months and needs to be facilitated
 - the process needs to happen quickly (complete data collection within three to four months and conduct a three-hour listening session)
 - the first step will be to develop broad themes
 - there is a possibility that the group will not end up with one statement – could be two or three
- Requested that Mitch Owens be contacted about submitting a formal proposal and ask each section to submit nominees to populate a team to develop a unifying message (*Fink and Wintersteen*)
- Tabled the following motion in order that Policy Board of Directors could take the verbiage back to their respective groups for comment and bring the input to the Policy Board of Directors Meeting in November 2015 –

Any initiative from parts of the system represented on the BAA Policy Board of Directors in which funds or special requests are being made in which the requestor is doing so as part of the Board on Agriculture Assembly (BAA) shall be transmitted through the Chair of the BAA Policy Board of Directors with a written letter of request being part of the formal process. This does not preclude meetings or other communications by members to discuss and develop ideas and concepts before reaching the formal request stage.

- Received an update on assessments from Ian Maw who indicated that the Board on Agriculture Assembly was on target with its collection of assessments; he also indicated that the collection for the infrastructure study was \$100,000, so the total cost to the Board on Agriculture Assembly would be \$250.00
- Received a report from the Board on Agriculture Assembly Committee on Legislation and Policy on some of the issues undertaken by the group –
 - the 1994 institutions would like for the land-grant university system recommend that their institutions be eligible to compete for CYFAR and FRTEP funding (it was a proposal in the last Farm Bill that was removed before final passage)
 - the Western Extension Directors have expressed opposition to this proposal
 - Cornerstone Government Affairs indicated that this measure may go to conference in August or September

- the issue of the U. S. Department of Labor proposing to change the exemption status for overtime of exempt employees to over \$50,000 will cause a serious financial problem for Cooperative Extension; the Committee on Legislation and Policy will work with APLU on this issue
- Requested that the APLU investigate the possibility of using electronic voting in the next vote on the **Rules of Operation** and future votes of the Board on Agriculture Assembly (*Gouge*)
- Discussed the proposal to identify “grasstops” in the “blessed” states to supplement the advocacy work of CARET (*Slack, Akridge, and Grant*)
- Received a report from the **Healthy Food Systems, Healthy People** Steering Committee and learned that their report would be available by the end of the year
- Received a report about the work of the Task Force on Antibiotic Resistance in Production Agriculture and learned that their report would be released prior to the APLU Annual Meeting
- Delayed consideration of appointing a CARET delegate from the 1994 institutions awaiting a nomination from the American Indian Higher Education Consortium
- Elected **Clarence E. Watson** (University of Arkansas) as the Experiment Station Section Director to succeed **Steven A Slack** at the end of the year, and **J. Ernest Minton** (Kansas State University) was elected as the alternate
- Received reports on LEAD21 and the Food Systems Leadership Institute
- Confirmed the future meeting dates of the BAAPBD as:
 - November 17, 2015 – **JW Marriott Indianapolis, Indianapolis, IN**
 - March 2016 – **To be determined**
 - July 2016 -- **To be determined**

The following members/staff were present: **Jay T. Akridge** (Chair), *Purdue University*; **Linda C. Martin** (Academic Programs), *The Ohio State University*; **Tim L. Cross** (Cooperative Extension), *University of Tennessee, Knoxville*; **Steven A. Slack** (Experiment Station), *The Ohio State University*; **Clarence E. Watson** (Experiment Station Alternate), *University of Arkansas*; **Shirley Hymon-Parker** (1890 Institutions), *North Carolina A&T State University*; **Robert W. Godfrey** (Insular/Territorial Institutions), *University of the Virgin Islands*; **Ian L. Maw**, *APLU*; **Eddie G. Gouge**, *APLU*; **Jane Schuchardt**, *ECOP Staff*; **Wendy Fink**, *ACOP Staff*; **Eric Young**, *ESCOP Staff*; and, **Carolyn B. Brooks**, *1890 Institutions Staff*.

The following members/staff were absent: **Gretchen C. Neisler** (International Agriculture), *Michigan State University*; **Terry J. Tatsey** (1994 Land-Grant Institutions), *Blackfeet Community College*; and, **Timothy N. Burcham** (APLU Non-Land-Grant Institutions), *Arkansas State University*.

The following guests participated in the meeting: **Peter Reeves**, *Sightlines*; **Gregory A. Bohach**, *BAA Committee on Legislation and Policy*; **Darren Katz**, *kglobal*; **Mitch Owens**, ?; **Hunt Shipman**, *Cornerstone Government Affairs*; and, **Jim Richards**, *Cornerstone Government Affairs*.