



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

AGENDA

Presiding: Orlando F. McMeans
*Chair, BAA Policy Board of Directors and
Vice President for Research and Public Service
West Virginia State University*

**Guadalajara 8
Hotel RIU Plaza Guadalajara
Guadalajara, Mexico**

**12:00 Noon – 5:00 p.m.
July 18, 2018**

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

12:00 Noon	Lunch	
1:00 p.m.	Call to Order	Orlando F. McMeans
	Welcome to Members and Guests	Orlando F. McMeans
	Review of the Agenda	Orlando F. McMeans
	Approval of March 21, 2018 Minutes	Orlando F. McMeans
	Action Items and Remarks by the Chair--Verbal	Orlando F. McMeans
	Joint COPs Meeting Follow Up	All
	Budget and Advocacy Committee	Gary A. Thompson
	• Update on Appropriations	Craig A. Beyrouthy
	Committee on Legislation and Policy	Gregory A. Bohach
		Mark Latimore, Jr.
	Communications and Marketing	Mark Latimore, Jr.
	• Public-Value Statement Follow Up	Ian L. Maw
	• Plan of Work for the CMC	

Other Advocacy Initiatives and the Unified Message	Orlando F. McMeans Gregory A. Bohach
CARET Update	Orlando F. McMeans Eddie G. Gouge
Update on BAA and Other Initiatives –	
<ul style="list-style-type: none"> • Healthy Food Systems, Healthy People • Institute for Antimicrobial Resistance Research and Education • Healthy Forests Initiative • System Diversity Initiative • U. S. Department of Interior’s Cooperative Research Units – BAA Involvement? 	<p>Eric Young Eddie G. Gouge Ian L. Maw Eddie G. Gouge</p> <p>Wendy Fink</p> <p>Wendy Fink</p> <p>Wendy Fink</p>
FSLI Report	R. Elaine Turner
BAA and CARET Assessments and Budget Update	Orlando F. McMeans Ian L. Maw
BAA <i>Rules of Operation</i>	Orlando F. McMeans
<ul style="list-style-type: none"> ○ Review new reporting format for Sections ○ Making the CMC a Standing Committee of the BAA Policy Board of Directors 	
APLU 2018 Annual Meeting	Ian L. Maw
2019 Election of Board Members	Eddie G. Gouge
New Dean/Director/Administrator Orientation	Wendy Fink Eric Young
Discussion of the Budget Realignment Effort	All
Section Reports (<i>oral reports to highlight items of systemwide interest</i>)	All
Other Business	
5:00 p.m. ADJOURN	

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

**Hotel RIU Plaza Guadalajara
Guadalajara, Mexico**

July 18, 2018

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

- Reviewed and approved, as amended, the meeting agenda; a discussion of the budget realignment effort was added
- Approved, as distributed, the minutes of the March 23, 2018 meeting and the conference call on May 29, 2018 in which the recommendation from the APLU Vice President, FANR Search Committee relating to the successful candidate (Dr. **Douglas L. Steele**) was approved
- Received a report from the BAA Policy Board of Directors' Chair on the interim actions taken –
 - participated in the monthly Communications and Marketing Committee calls
 - worked on the single-ask request for the Fiscal Year 2019 budget and the 1890s equity issue related to the Brown Amendment
 - communicated with and jointly signed a letter with Dr. Catherine E. Woteki of the Riley Foundation regarding mutually agreed upon priorities for the Farm Bill (see attachment)
 - participated in meetings of the CARET Executive Committee and the APLU Board of Directors
 - discussed strategic realignment with some members of the ad hoc committee
- Received a report from the Communications and Marketing Committee (CMC) on its 2018 goals –
 - provide clear guidance for the Communications and Marketing project
 - provide support for the initiatives of the Board on Agriculture Assembly
 - engage the institutional communications specialists
 - identified the target of the Communications and Marketing project to be the Supplemental Nutrition Assistance Program-Education (SNAP-Ed) issue
 - no decision as to whether the Communications and Marketing Committee should be made a committee of the BAA Policy Board of Directors has been made
 - the role of the Communications and Marketing Committee needs to be better defined in order to determine where it best fits
 - the BAAPBD Chair will contact the Association for Communication Excellence (ACE) leadership and ask for a recommendation on developing a systemwide marketing and communication plan

- Requested that the various sections put their thoughts about the Communications and Marketing Committee in writing if they so desire
- Agreed that it was important that the Board on Agriculture Assembly should stay engaged with the National Coalition for Food and Agriculture Research (N-CFAR) and other groups in order to keep these groups informed about the land-grant universities' values, capabilities, and issues
- Received reports on the following initiatives of the Board on Agriculture Assembly and other areas –
 - *Healthy Food Systems, Healthy People Initiative* – the House's version of the Farm Bill has report language directing USDA's National Institute of Food and Agriculture to work across agencies in this area via exiting authorities
 - *Antimicrobial Resistance* – a request for proposals was issued, institutions responded, and **Iowa State University** was selected to host the entity
 - *Healthy Forests Initiative* – the writing teams have been identified and content is being developed; the final white paper will go through the normal approval channels in the Boards on Natural Resources and Agriculture Assembly
 - *Cooperative Research Units of the U. S. Department of the Interior* – **Jack Payne** at the University of Florida will be asked to present a case to the BAA Budget and Advocacy Committee to have this issue included in the BAA advocacy effort
- Elected **E. Fred Schlutt, Jr.** (University of Alaska, Fairbanks) as the Alternate for the Cooperative Extension Director on the BAA Policy Board of Directors; **Karl J. Martin** (University of Wisconsin-Madison) was the other candidate
- Agreed to host a New Dean/Director/Administrator Orientation in 2019
- Confirmed the following meeting dates of the BAA Policy Board of Directors –
 - November 13, 2018, New Orleans Marriott, New Orleans, LA
 - March 2019, *To be determined*
 - July 22-24, 2019, Western Region (Park City, UT or Seattle, WA)
 - November 12, 2019, Hilton San Diego Bayfront, San Diego, CA
- Tabled a discussion of the budget realignment issue until after each of the BAA sections have a chance to review and comment
- Adjourned the meeting

The following members/staff were present: **Orlando F. McMeans** (Chair), *West Virginia State University*; **Anne I. Veeger** (Academic Programs Alternate), *University of Rhode Island*; **Gary A. Thompson** (Experiment Station), *The Pennsylvania State University*; **Mark Latimore, Jr.** (1890 Institutions), *Fort Valley State University*; **Cindy L. Akers** (APLU Non-Land-Grant Institutions), *Texas Tech University*; **Robert W. Godfrey** (Insular/Territorial Institutions), *University of the Virgin Islands*; **Ian L. Maw**, *APLU*; **Wendy Fink**, *ACOP Staff*; and, **Eric Young**, *ESCOP Staff*; and, **Albert E. Essel** (*1890 Institutions Staff*).

The following member/staff were absent: **R. Elaine Turner** (Academic Programs), *University of Florida*; **Michelle S. Rodgers** (Cooperative Extension), *University of Delaware*; **Gretchen C. Neisler** (International Agriculture), *Michigan State University*; **Richard M. Klemme**, *ECOP Staff*; and, **Eddie G. Gouge**, *APLU*;

The following individuals were guests to the meeting: **Douglas L. Steele**, *Texas A&M University*; **Gregory A. Bohach** (*Mississippi State University*), Chair, BAA Committee on Legislation and Policy; **Amrit N. Bart**, *University of Georgia*; **Christopher B. Watkins**, *Cornell University*; **Chuck Ross**, *University of Vermont*; **Alton Thompson**, *Association of 1890 Research Administrators*; **Lyla Houglum**, *Western Extension Directors Association*; and, **Sandy Ruble**, *APLU*.