

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

Preamble The Policy Board of Directors (PBD) of APLU's Board on Agriculture Assembly (BAA) sets forth the following five-year plan of work to guide its leadership and action in facilitating APLU-member institutions' missions of discovery, learning, and engagement for the public good, both domestically and internationally. In implementing this plan of work, the Policy Board of Directors expects its actions to advance BAA's current and future priority areas. CARET is a closely aligned collaborator in implementing this plan of work through their advocacy efforts.

Note: For purposes of this plan of work, the System is defined as the colleges of agriculture, natural resources, and human sciences of the 1862, 1890, 1994, and Insular Territorial Land-Grant Universities and Colleges and non-Land-Grant institutions in the 50 states, District of Columbia, Indian Nations, and the U.S. Territories, and their federal, state, and local partners.

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:

- Encourage the various Sections within the BAA to frame strategic approaches to integrate, prioritize, and address existing and anticipated future opportunities and challenges in learning, discovery, and engagement.
- 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:

- Developing the System's federal budget request and associated messages with target audiences.
- Communicating and vetting the BAC's message throughout the System and stimulating and supporting dialogue among the BAA 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 with them.

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.
- Developing appreciation within key federal agencies of the System's capabilities.
- Identifying and cultivating legislative champions.
- Forming implementation teams to work with appropriate federal agencies.
- Monitoring rules as they are developed and published.
- Keeping the System informed of new opportunities and funding mechanisms presented as new legislation is implemented.
- Monitor legislation and policies that may enhance or impede the System's progress and work with decision makers to make modifications where appropriate.

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:

- 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 Policy Board of Directors members to find common ground and enhance integration of efforts.
- Support events and other opportunities that promote cross-Section communication and collaboration.

- Work with APLU staff and BAA Executive Directors and Administrators to ensure appropriate and effective linkages between the BAA and other groups within APLU.
- 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 (FSLI) and LEAD-21.
- Support diversity and inclusion across the System in all decisions and actions.