

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

PBD Member – Tim Cross

Reporting Period – March 2015 – July 2015

Section Chair – Delbert Foster

(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, is the 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. A national impacts report is in process. USDA-FSA has expressed satisfaction with the work and has indicated additional opportunities could be framed with other programs immediately and written into the next farm bill.</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:</p> <ul style="list-style-type: none"> • Provided a session for Cooperative Extension Directors/Administrators on the federal budget development process at the JCEP Public Issues Leadership Development April 12-15, 2015 in Crystal City, VA. Speakers were Hunt Shipman, Cornerstone Government Affairs; Rick Klemme, University of Wisconsin, and Doug Steele and Rick Mertens, Texas A&M University. Plans are in process to repeat the session in an ECOP-sponsored webinar. • Plans to connect with OMB in late summer 2015 with the primary focus on the critical need for increasing federal capacity funding while continuing a focus on competitive funding. • Aligned with ESCOP to discuss issues related to 1) advocacy for budget lines beyond the BAC top seven; 2) monitoring results of line consolidation related to crop protection/pest management, and 3) analyzing the USDA-NIFA response to the water security proposal. • Encourages impact reporting on water security and human health and wellness. • Continued monitoring of SNAP and SNAP-ED authorizations and initiating calls to action as needed to retain Cooperative Extension’s involvement. • Aligned with the ESCOP Budget and Legislative Committee to continue efforts advocating for the “both-and” of competitive and capacity funding. 		X	X	X	X

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<p>Extension Committee on Organization and Policy (ECOP) – ECOP Chair Delbert Foster, South Carolina State University, 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>, established five action teams on health literacy, health insurance literacy, chronic disease prevention and management, health public policy education, and positive youth development for health. The teams are charged with bringing educational programming to scale, outlining evaluation strategies, connecting with appropriate science, and advising on resource development. This work aligns with the BAA-BoHS <i>Healthy Food Systems, Healthy People Steering Committee</i> charged with developing a federal funding request. • As a result of a successful centennial celebration in 2014, ECOP has engaged a Social Media Associate to continue work on social media, and Ohio State University Extension to conduct a Cooperative Extension Innovation Inventory. The inventory will be used to frame a national meeting of Extension Directors and Administrators in October 2015 and launch another 100 years of excellence. • ECOP, together with ESCOP, has developed www.landgrantimpacts.org to communicate program outcomes. A National Impacts Database Committee chaired by Tim Cross, University of Tennessee, has been formalized to monitor this work. • The AES-CES-AHS 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 and is undergoing a study to recommend how to continue support in 2016. • 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 Section. • 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. Current work focuses on establishment of a 4-H Congressional Caucus and expanding the reach of 4-H youth development to new audiences. • ECOP is focusing efforts on private resource mobilization. It has retained Changing Our World, Inc., a philanthropy management consulting firm, to develop a strategy for national private fundraising complementary to federal funding and not in competition with existing university-based efforts. 		<p>X</p>	<p>X</p>		<p>X</p>

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<p>ECOP Program and Personnel Committees – Jon Boren, New Mexico State University, and Mary Jane Willis, Rutgers University, co-chair the Program Committee, has worked with the Measuring Excellence in Extension Implementation Committee, chaired by Lisa Townson, University of New Hampshire, to assure www.landgrantimpacts.org continues the password-protected portion related to budget, personnel, and other administrative issues. Mike O’Neill, University of Connecticut, and Celvia Stovall, Alabama A&M, 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. The year the Personnel Committee is undergoing a review of the Executive Director and Administrator Team.</p>		X			X
<p>eXtension Foundation Board of Directors – Chaired by Dennis Calvin, Pennsylvania State University, this board has hired a Chief Executive Office, Chris Geith, Michigan State University, and developed a membership handbook for those institutions that have paid to be part of the NEW eXtension.</p>		X		X	X
<p>ECOP Budget and Legislative Committee – Rick Klemme, University of Wisconsin, chair, and Doug Steele, Texas A&M University, vice-chair, work with this committee to communicate the top priorities of Extension capacity funds (Smith-Lever 3(b) &(c) and 1890 Institutions Extension). 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 strategy 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