

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

PBD Member – Tim Cross

Reporting Period – November 2014 – March 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, has been named 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. USDA-FSA has expressed satisfaction with the work and has indicated additional opportunities could be framed with other programs immediately and written in to 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 supports:</p> <ul style="list-style-type: none"> • Emphasis on the both-and of capacity funding (e.g. Smith-Lever 3 (b) &(c) and 1890 Institutions Extension) in order to appropriately advance the research to practice priority of the Land-grant University System. • Advancing the funding proposal from the Water Working Group on water security. • Being watchful of key Cooperative Extension programs with a special focus on SNAP-Ed 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>, Joint COPs 2014 resulted in the formation of the APLU BAA and BoHS Healthy Food Systems, Healthy People Steering Committee. This committee is charged with putting forward a federal budget proposal for FY 2018. The complementary ECOP/ESCOPE Health Implementation Team will focus on program development, implementation and evaluation. Rick Klemme, University of Wisconsin, and Celvia Stovall, Alabama A&M, represent ECOP on the steering committee and are co-chairs of the implementation team. • 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. 		<p align="center">X</p>	<p align="center">X</p>		<p align="center">X</p>
<p>ECOP Program and Personnel Committees – Jon Boren, New Mexico State University, and Mary Jane Willis, Rutgers University, co-chairs the Program Committee, has worked with the Measuring Excellence in Extension Implementation Committee, chaired by Joe Zublena, North Carolina State University, 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.</p>		<p align="center">X</p>			<p align="center">X</p>

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<p>eXtension Governing Committee – Chaired by Dennis Calvin, Pennsylvania State University, this committee is transitioning to the NEW eXtension Foundation Board of Directors. The Cooperative Extension Section voted to discontinue the assessment model and move the NEW eXtension to a membership model where universities gain access to professional development and breakthroughs in technology via a basic or premium level. Efforts are underway to hire a Chief Executive Officer, replacing Elbert Dickey who has served in an interim capacity while the NEW eXtension model was being developed and approved by ECOP.</p>		<p align="center">X</p>		<p align="center">X</p>	<p align="center">X</p>
<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 communicate the top priority of Extension capacity funds (Smith-Lever 3(b) &(c) and 1890 Institutions Extension). See BAC section (above) for details.</p>		<p align="center">X</p>	<p align="center">X</p>	<p align="center">X</p>	<p align="center">X</p>
<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>					<p align="center">X</p>
<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>		<p align="center">X</p>	<p align="center">X</p>	<p align="center">X</p>	<p align="center">X</p>