

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

**PBD Member – Daryl Buchholz**

**Reporting Period – November 2015 – March 2016**

**Section Chair – Michelle Rodgers**

(Please check the BAA-PBD Goals that each activity directly addresses.)

<b>BAA Section Activities</b> (Briefly describe activities since previous reporting period)	<b>*Goals</b>	<b>Emerging Issues and Future Directions</b>	<b>Resource Advocacy</b>	<b>Farm Bill and Legislative Action</b>	<b>System Integration</b>
<p><b>Committee on Legislation and Policy (CLP)</b> – James Trapp, Oklahoma State University, is the ECOP representative to CLP. Discussions are underway with Cornerstone Government Affairs and Greg Bohach, CLP Chair, to prepare for the next farm bill scheduled for 2018. In addition to a system-wide survey, one component of the preparation will be a work session at the September 2016 ESS-CES/NEDA meeting in Jackson Lake Lodge, WY. This work session <i>Big Ideas for Federal Authorization: Farm Bill Work Session</i> will use an interactive process where participants have opportunity to consider ideas for new and changed authorizations and set priorities. It is expected the results will be considered by the BAA Committee on Legislation and Policy and Policy Board of Directors for recommendation to Congress.</p>		<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<p><b>Budget and Advocacy Committee (BAC)</b> – Rick Klemme, ECOP Budget and Legislative Committee Chair, University of Wisconsin, is ECOP representative to the BAC. In addition to full support for advocacy of six core lines in the proposed FY 2017 federal budget for USDA-NIFA, the ECOP BLC:</p> <ul style="list-style-type: none"> <li>• Worked through the BAC-PBD process to gain support for restoring \$1.55 million in funding for New Technologies for Ag Extension (NTAE/eXtension).</li> <li>• Planned a session at the Joint Council on Extension Professionals (JCEP) Public Issues Leadership Development (PILD) conference April 10-13, 2016 in Crystal City, VA. Speakers will be Stan Johnson, JCEP; Hunt Shipman, Cornerstone Government Affairs, and Doug Steele, Texas A&amp;M University. The purpose is to review Extension’s alignment with JCEP related to budget initiatives and discuss how the directors/administrators might work more effectively together as a national system.</li> <li>• Met jointly with the ESCOP Budget and Legislative Committee primarily to discuss how the Experiment Station and Cooperative Extension Sections of the BAA might work together to advocate for the “both-and” of competitive and capacity funding.</li> <li>• Encouraged impact reporting on water security and human health and wellness at <a href="http://www.landgrantimpacts.org">www.landgrantimpacts.org</a>.</li> <li>• Developing a side-by-side comparison document of EFNEP and SNAP-ED (as delivered by Extension) at the request of Cornerstone Government Affairs to have ready in case questions arise on Capitol Hill about program duplication.</li> </ul>		<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>

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<p><b>Extension Committee on Organization and Policy (ECOP)</b> – ECOP is chaired by Michelle Rodgers, University of Delaware. All ongoing priorities are aligned against four themes: 1) Build partnerships and acquire resources; 2) Increase strategic marketing and communications; 3) Enhance leadership and professional development; and 4) Strengthen organizational functioning. ECOP 2016 goals relate to private resource mobilization, urban programming, innovation, professional development, and national system. Primary accomplishments during this reporting period are:</p> <ul style="list-style-type: none"> <li>• ECOP-ESCOP National Health Implementation Team -- Based on the <i>Cooperative Extension National Framework for Health and Wellness</i>, work is in its second year for 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</i> report recently released by APLU.</li> <li>• ECOP, together with ESCOP, continues work on <a href="http://www.landgrantimpacts.org">www.landgrantimpacts.org</a> to communicate program outcomes. A National Impacts Database Committee chaired by Tim Cross, University of Tennessee, monitors this work.</li> <li>• The AES-CES-AHS Communications and Marketing Committee, Rick Rhodes, chair, University of Rhode Island, manages contracts with kglobal and Cornerstone Government Affairs and oversight of <a href="http://www.agisamerica.org">www.agisamerica.org</a> to educate key federal decision-makers. ECOP supports this project in 2016 and is undergoing a study to recommend how to continue support in 2017 and beyond.</li> <li>• The 2016 National Extension Directors and Administrators (NEDA) meeting will be held jointly with the Experiment Station Section September 19-21 at Jackson Lake Lodge, WY. The theme <i>Partnership: Power and Possibilities</i> includes joint sessions on national updates, AES/CES partnerships, a farm bill preparation workshop, and strategic issues management. The CES-only portion of the meeting will include launch of the Cooperative Extension innovation report and a professional development experience co-sponsored by ECOP and the eXtension Foundation on <i>The Trust Edge: How Top Leaders Gain Faster Results, Deeper Relationships, and a Stronger Bottom Line</i>.</li> <li>• 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 a <i>4-H Grows Here!</i> designed to engage 4-H alumni and increasing 4-H membership to 10 million in the next few years.</li> <li>• To address 2016 goals, ECOP has launched the National System Task Force, strengthened alignment with the new National Urban Extension Leaders (NUEL), established an Innovations Task Force, and is in the process of putting together a working group to outline a follow-up strategy to the private resource mobilization report received last year by Changing Our World, Inc., a philanthropy management consulting firm. On the latter, the purpose is to develop a strategy for national private fundraising complementary to federal funding and not in competition with existing university-based efforts.</li> </ul>		X	X		X

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<p><b>ECOP Program and Personnel Committees</b> – Mark Latimore, Fort Valley State University, chairs the Program Committee, currently provides consultation for health and urban programming, and the Extension diversity award. Mike O’Neill, University of Connecticut, and Celvia Stovall, Alabama A&amp;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 Personnel Committee completed a review of the Executive Director and Administrator Team structure and has made recommendations to ECOP for implementation.</p>		<p align="center"><b>X</b></p>			<p align="center"><b>X</b></p>
<p><b>eXtension Foundation Board of Directors</b> – Chaired by Dennis Calvin, Pennsylvania State University, the board has hired a Chief Executive Office, Chris Geith, Michigan State University, and developed a membership handbook. Other actions include approval of the new i-Three approach for “Issues, Innovation, and Impact.” All communications from eXtension now clearly state that this work is part of the Cooperative Extension System. The national meeting March 22-25, 2016 in San Antonio includes a keynote by ECOP Chair Michelle Rodgers, together with Keith Smith, Ohio State University (retired) on innovative programming and leadership.</p>		<p align="center"><b>X</b></p>		<p align="center"><b>X</b></p>	<p align="center"><b>X</b></p>
<p><b>ECOP Budget and Legislative Committee</b> – Rick Klemme, University of Wisconsin, chair, and Doug Steele, Texas A&amp;M University, vice-chair, work with this committee to communicate the top priorities of Extension capacity funds (Smith-Lever 3(b) &amp;(c) and 1890 Institutions Extension). See BAC section (above) for details.</p>		<p align="center"><b>X</b></p>	<p align="center"><b>X</b></p>	<p align="center"><b>X</b></p>	<p align="center"><b>X</b></p>
<p><b>ECOP Archives Project</b> – 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 is searchable online, and outlined a strategy for archiving documents in future years.</p>					<p align="center"><b>X</b></p>
<p><b>Executive Director and Administrator (ED&amp;A) Team</b> – The ED&amp;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.</p>		<p align="center"><b>X</b></p>	<p align="center"><b>X</b></p>	<p align="center"><b>X</b></p>	<p align="center"><b>X</b></p>

\*Please see the attached 2011-2016 BAA-PBD Plan of Work Goals and Actions for more information on goals.