

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

**PBD Member – Daryl Buchholz**

**Reporting Period – July 2016 – November 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>
<b>Committee on Legislation and Policy (CLP)</b> – ECOP established a Farm Bill Coordinating Committee co-led by James Trapp, Oklahoma State University, and Albert Essel, Lincoln University. The committee launched and analyzed a survey of Extension directors/administrators to set Extension’s priorities for reauthorizations, outline any significant changes in current authorizations, and propose new ideas. The committee, together with ESCOP, designed a work session at the September 2016 ESS-CES/NEDA meeting in Jackson Lake Lodge, WY. The results of both efforts were considered by the BAA Committee on Legislation and Policy at its early October 2016 meeting in DC. Deliberations will continue in preparation for the next farm bill, expected in 2018.		<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>Budget and Advocacy Committee (BAC)</b> – Doug Steele, Texas A&M University, replaced Rick Klemme, University of Wisconsin, as chair of the ECOP Budget and Legislative Committee, and will represent ECOP on the BAC. The ECOP BLC met jointly with the ESCOP Budget and Legislative Committee in September in Jackson Lake Lodge, WY. It was agreed BOTH competitive AND capacity federal funding was an advocacy stance, along with support for deferred maintenance funding, though not at the expense of other lines.		<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, who passes the gavel to Fred Schlutt, University of Alaska, in November 2016. 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 – Began efforts to transition the five action teams to be part of the <i>Culture of Health</i> partnership underway with the Robert Wood Johnson Foundation and the National 4-H Council. Action teams focus 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.</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 manage 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 voted to continue financial support of this project in 2017.</li> <li>• The 2016 National Extension Directors and Administrators (NEDA) meeting was held jointly with the Experiment Station Section September 19-21 at Jackson Lake Lodge, WY. The theme <i>Partnership: Power and Possibilities</i> included joint sessions on national updates, AES/CES partnerships, a farm bill preparation workshop, and strategic issues management. The CES-only portion of the meeting introduced 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 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 membership to 10 million in the next few years especially focusing on underserved populations.</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 has charged a new Private Resource Mobilization Task Force to outline a follow-up strategy to the 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, which currently guides efforts for health and urban programming, and the Extension Diversity Award. It recently presented a rapid response protocol to ECOP and is assembling a <i>Civic Discourse Rapid Response Task Force</i> to address community unrest. 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 Vernon Jones, Langston University, the Board provides oversight for the eXtension function, now continuously co-branded as “A Part of the Cooperative Extension System.” eXtension is in the 2<sup>nd</sup> of a three-year trial as a membership organization replacing the assessment funding approach used previously.</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> – Doug Steele, Texas A&amp;M University, chair, works 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>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 Houghlum, west; Robin Shepard, north central; Nancy Bull, northeast; Ron Brown, south, and L. Washington Lyons, 1890. Schuchardt has announced her resignation, effective at year-end.</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>