

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

Cooperative Extension Section Report

PBD Member: Doug Steele (TX)

Reporting Period: Oct 1, 2016 – Sep 30, 2017

Section Chair: Fred Schlutt (AK)

Briefly describe any new or modified activities, initiatives, policies or other actions conducted by your section or organization in the past year that directly addressed the PBD planned actions below. Not every PBD action is expected to be addressed in each report.

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:
<ul style="list-style-type: none">• Encourage strategic approaches to integrate, prioritize, and address existing and anticipated future opportunities and challenges in learning, discovery, and engagement.<ul style="list-style-type: none">• The Cooperative Extension Section is led by ECOP, a 15-member board representing the five CES regions. ECOP's primary role is to identify and implement member-drive opportunities designed to enhance resources, relationships, and recognition for Cooperative Extension nationally. Four core themes include: 1) Building partnerships and acquiring resources, 2) increasing strategic marketing and communications, 3) enhancing leadership and professional development and 4) strengthening organizational functioning.
<ul style="list-style-type: none">• 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.<ul style="list-style-type: none">• CES is expanding strategic alliances with national partners (e.g. NASDA, NC-FAR, NACo, SoAR, CFARE, ESCOP, APLU, BAA National Academy of Science (Breakthrough 2030 project) and others. A new strategic plan is being developed to provide direction, focus, priorities, and key outcome indicators.• Continue our commitment to collaboration with ESCOP and the ESCOP Science and Technical Committee by establishing a strong working relationship with new ESCOP chair Gary Thompson.

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:
<ul style="list-style-type: none"> • Developing the System’s federal budget request and associated messages with target audiences.
<p>Work with BAA, government relations and CMC to create appropriate advocacy messaging will be focused on Cooperative Extension’s value relative to:</p> <ul style="list-style-type: none"> • Science to action—continue to leverage the research and engagement initiatives of Land-grant universities. • Proactive, flexible and collaborative action on disasters, threats, emerging opportunities, etc. • Extension provides a national reach with the opportunity for meaningful local impact. • Opportunities to expand high impact programs such as 4-H youth development or water or health. • Provide value for federal partners (as the outreach/engagement arm of the federal government).
<ul style="list-style-type: none"> • Communicating and vetting BAC’s message throughout the System and stimulating and supporting dialogue among sections.
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<ul style="list-style-type: none"> • Coordinating marketing and communication efforts across the BAA and among learning, discovery, and engagement leaders.
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<ul style="list-style-type: none"> • Fostering understanding of the rationale for budget requests and gaining commitment for them.
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<ul style="list-style-type: none"> • Using the BAA’s contracted advocacy and communication and marketing firms effectively by setting and providing oversight for achievement of measurable goals.
<ul style="list-style-type: none"> • In collaboration with ESCOP, review the value of the ESS-CES-AHS Communications and Marketing (CMC) project to Cooperative Extension and identify the most appropriate path forward (effort being led by Ed Jones, Virginia Tech).

<ul style="list-style-type: none"> • 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.
<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • 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.
<ul style="list-style-type: none"> • Identifying and cultivating legislative Congressional champions.
<ul style="list-style-type: none"> • Building and deepening relationships across all missions with the National Institute for Food and Agriculture (NIFA). <ul style="list-style-type: none"> • Seek a streamlined, impactful reporting framework that aligns with state and NIFA needs. • Strengthen collaborative relationships with NIFA leadership and NPLs with monthly on-site conversations and seminars (Extension Directors/Administrators invited). • Explore NPL priorities for AFRI-funded Extension projects as well as Extension Director/Administrator participation on these review panels. • Work with NIFA leadership to strengthen state liaison roles.
<ul style="list-style-type: none"> • Seeking and establishing mission-critical relationships with other appropriate federal and state agencies including the Foundation for Food and Agriculture Research (FFAR).
<ul style="list-style-type: none"> • Identifying and recommending new national-level collaborators and partners and fostering mutually beneficial relationships. <ul style="list-style-type: none"> • Establish and implement a model for private funding of national initiatives as a complement to public funding for Extension.

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:
<ul style="list-style-type: none"> • Positioning the System for new opportunities. <ul style="list-style-type: none"> • Advocacy for Smith-Lever and 1890s Extension funding, especially relative to authorized levels. • SNAP-Ed/EFNEP: Present a coherent argument to sustain and/or grow funding for SNAP-Ed and EFNEP. Funding directed to LGU-based Cooperative Extension. Seek increases to support 1890's and 1994's. • 1890s-change carryover provision language of 1444 to be consistent with Smith-Lever carryover provision.
<ul style="list-style-type: none"> • Developing appreciation within key federal agencies of the System's capabilities. <ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • Identifying and cultivating legislative champions. <ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • Forming implementation teams to work with appropriate federal agencies. <ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • Monitoring rules as they are developed and published. <ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • Keeping the System informed of new opportunities and funding mechanisms presented as new legislation is implemented. <ul style="list-style-type: none"> •

- Monitor legislation and policies that may enhance or impede the System's progress and work with decision makers to make modifications where appropriate.

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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.
 - Collaborate with ESCOP to strengthen the Land-grant message of accomplishment and impact. Enhance our visibility by strengthening participation in www.landgrantimpacts.org and work with NIFA to make the database more useful to our federal partner.
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- Encourage efficiencies between and among federal agencies for learning, discovery, and engagement.
 - Clarify role of NRCS and CES relative to conservation education and technical assistance. Continue risk management decision making tools in concert with FSA.
- Continue communication among PBD members to find common ground and enhance integration of efforts.
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- Support events and other opportunities that promote cross-Section communication and collaboration.
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- Work with APLU staff and BAA Executive Directors and Administrators to ensure appropriate and effective linkages between the BAA and other groups within APLU.

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• Recognize excellence throughout the System through support of national awards and recognitions.
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• Support leadership development within the System, particularly through the Food Systems Leadership Institute and LEAD-21.
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• Support diversity and inclusion across the System in all decisions and actions.
• Continue national Diversity in Extension award.

Next Year's Key Initiatives or Actions
Please list your section's or organization's key initiatives and/or actions planned for next year.
Initiatives/Actions:
<ul style="list-style-type: none"> • Build and demonstrate ECOP's value to the members of the Cooperative Extension Section. • Strengthen ECOP functions by moving from a reporting model to a deliberative, forward-looking, action-oriented framework. Similarly, review the effectiveness of ECOP's committee structure and consider alternatives. • Provide opportunities for directors/administrators to improve personal, organizational and system leadership skills, including an annual conference and a monthly Next Generation Extension–Learning for Leaders webinar series. • On-board a new ECOP Executive Director.