

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

### Cooperative Extension Section Annual Report – 2018-2019

PBD Member: Michelle Rodgers **Reporting Period: Oct 1, 2018 – Sep 30, 2019** Section Chair: Ed Jones

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.

<b>Current and Emerging Issues and Future Directions</b>
<b>Goal:</b> 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.
<b>Actions:</b>
<ul style="list-style-type: none"><li>• 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"><li>• CES focused its work on the strategic priorities - Nutrition, health and wellness; 4-H Positive youth development; Water quality and use; Food production and food security; and Community and economic development.</li><li>• ESCOP and ECOP Chairs continue their strategic alliance by having regular conference calls and meetings with key decision makers in NIFA and other federal agencies and organizations with common interests; the strategic alliance helped convince NC-FAR to support the One Ask proposal.</li><li>• ECOP is a member of NC-FAR; Jason Henderson (Purdue University) is the ECOP representative.</li></ul></li><li>• 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"><li>• ECOP participated in the NIFA listening sessions with both written and verbal testimony.</li><li>• ECOP supported the Extension Opioid Workgroup facilitated by the North Central Region Rural Development Center in partnership with USDA-NIFA's Rural Health and Safety Education Competitive Grants Program.</li><li>• ECOP supported the Civil Dialogue Workgroup facilitated by the Southern Regional Rural Development Center.</li></ul></li></ul>

<b>Resource Advocacy</b>
<b>Goal:</b> Seek additional resources for the System through collaborations, partnerships, communications, marketing, budget development, and advocacy.
<b>Actions:</b> Support the Budget & Advocacy Committee (BAC) in its budget development and advocacy efforts, including:
<ul style="list-style-type: none"> <li>• Developing the System’s federal budget request and associated messages with target audiences. <ul style="list-style-type: none"> <li>• BLC provide support to BAC via Chair Steele and Chair Boren.</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Communicating and vetting BAC’s message throughout the System and stimulating and supporting dialogue among sections. <ul style="list-style-type: none"> <li>• Worked with EDA team to encourage and support Extension Administrator and Director engagement with campus/system government relations staff, stakeholders in delivering effective advocacy messages to Congressional Members and Staff.</li> <li>• Participated in system leadership conversation on the effectiveness of the Calls to Action.</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Coordinating marketing and communication efforts across the BAA and among learning, discovery, and engagement leaders. <ul style="list-style-type: none"> <li>• ECOP supported content development via the BLC.</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Fostering understanding of the rationale for budget requests and gaining commitment for them. <ul style="list-style-type: none"> <li>• EDA team worked with Extension Administrators and Directors to develop and submit effective impact reports to the National Impacts Database.</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• 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"> <li>• Conducted assessment of desired outcomes for communications and marketing by extension administrators and directors; these have been forwarded to the CMC and PBD.</li> <li>• Developed talking points on CES support for CMC/kglobal/Cornerstone’s work in communications and marketing for presentation at the 2019 fall BAC and PBD meetings.</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• 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.</li> </ul>

<ul style="list-style-type: none"> <li>• Participated in the development of advocacy materials for the Public Issues and Leadership Development conference.</li> <li>• Developed support language for the Nutrition Education Call to Action along with the CMC/global/Cornerstone social and earned media campaigns.</li> </ul>
<ul style="list-style-type: none"> <li>• 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.</li> </ul>
<ul style="list-style-type: none"> <li>• Supported the development and submission of impact reports to the National Impacts Database.</li> </ul>
<ul style="list-style-type: none"> <li>• Identifying and cultivating legislative Congressional champions.</li> </ul>
<ul style="list-style-type: none"> <li>• Respond to calls to action on appropriations and farm bill nutrition title issues.</li> </ul>
<ul style="list-style-type: none"> <li>• Building and deepening relationships across all missions with the National Institute for Food and Agriculture (NIFA).</li> </ul>
<ul style="list-style-type: none"> <li>• Partnered with ESCOP chair on building relationships with NIFA leadership.</li> <li>• Worked to strengthen liaison relationships between NIFA leadership and ECOP nationally and the regional associations.</li> <li>• Conducted a Capital Quest event with 20 newer Extension Administrators and Directors, who engaged USDA NIFA and Rural Development leadership.</li> </ul>
<ul style="list-style-type: none"> <li>• Seeking and establishing mission-critical relationships with other appropriate federal and state agencies including the Foundation for Food and Agriculture Research (FFAR).</li> </ul>
<ul style="list-style-type: none"> <li>• Developed MOU between USDA-NASS and CES.</li> <li>• Worked with FSA on their mentor program to engage with state and county extension colleagues.</li> <li>• Engaged NSF on Extension funding opportunities.</li> </ul>
<ul style="list-style-type: none"> <li>• Identifying and recommending new national-level collaborators and partners and fostering mutually beneficial relationships.</li> <li>• Expanded the relationship among CES, the 4-H Council and the Robert Wood Foundation into the nationwide Well-Connected Communities Project.</li> <li>• Continued to build stronger relationships between ECOP/CES with NACo and NASDA.</li> <li>• Participated in NASEM's BANR Breakthroughs 2030 project.</li> <li>• Engaged NASEM's BANR interest in conducting an Extension study.</li> </ul>
<ul style="list-style-type: none"> <li>•</li> </ul>

<b>Authorizing Legislation and Associated Action</b>
<b>Goal:</b> 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.
<b>Actions:</b> 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"> <li>• Positioning the System for new opportunities. <ul style="list-style-type: none"> <li>• ECOP participated in CLP meetings regarding the 2018 Farm Bill with emphasis on 1890 Extension and Research funding, 4-H Youth Development program relationships with FFA, Nutrition Education and the Research, Extension and Related Activities Title.</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Developing appreciation within key federal agencies of the System's capabilities. <ul style="list-style-type: none"> <li>• Worked with ESS to conduct a summit in partnership with NRCS to strengthen partnerships at local, state, and national levels.</li> <li>• Worked with ESS to develop a stronger relationship with DOE.</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Identifying and cultivating legislative champions. <ul style="list-style-type: none"> <li>• Worked with CMC to increase capacity to build relationships between Extension Administrators and Directors with their respective members of Congress.</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Forming implementation teams to work with appropriate federal agencies. <ul style="list-style-type: none"> <li>• Worked with ESS on building stronger working relationships with NRCS.</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Monitoring rules as they are developed and published. <ul style="list-style-type: none"> <li>• Worked with USDA-NIFA's Office of Equal Opportunity to communicate rules regarding diversity and inclusion statements associated with federal funds (Smith-Lever, EFNEP and SNAP-Ed).</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Keeping the System informed of new opportunities and funding mechanisms presented as new legislation is implemented. <ul style="list-style-type: none"> <li>• Used the Extension Monday Minute to inform Extension leaders and colleagues of funding opportunities.</li> </ul> </li> </ul>

- Monitor legislation and policies that may enhance or impede the System's progress and work with decision makers to make modifications where appropriate.
  - Engaged with USDA-NIFA's Grants and Financial Management Program on issues related to time and effort reporting.
  - Engaged with USDA-NIFA's Grants and Financial Management Program on modifying the rules for use of Smith-Lever funds for international travel/project support.

### 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.
  - Participated via the ECOP BLC on the development of public value statements for use at CARET and PILD conferences.
- Encourage efficiencies between and among federal agencies for learning, discovery, and engagement.
  - Participated in conversations between NIFA and both FSE and NRCS on developing stronger relationships.
- Continue communication among PBD members to find common ground and enhance integration of efforts.
  - Participated in conversations regarding the effectiveness of Calls to Action.
  - Participated in decisions regarding budget, farm bill letters and NIFA relocation sign on opportunities
- Support events and other opportunities that promote cross-Section communication and collaboration.
  - Continued to build stronger partnership with ESS and ESCOP via Chair collaboration, cross-liaison relationships, partnerships with the two respective EDA teams.
- Work with APLU staff and BAA Executive Directors and Administrators to ensure appropriate and effective linkages between the BAA and other groups within APLU.
  - Partnered with APLU's Office of Economic Development and Community Engagement on rural development initiatives, including participating in the annual CEO-CICEP conference and the 2018 APLU Collaborative Session.

<ul style="list-style-type: none"> <li>Recognize excellence throughout the System through support of national awards and recognitions.</li> </ul>
<ul style="list-style-type: none"> <li>Partnered with USDA and Virginia State University to develop criteria for and select National and Regional winners of the Excellence in Extension Awards and the National Extension Diversity Award.</li> </ul>
<ul style="list-style-type: none"> <li>Support leadership development within the System, particularly through the Food Systems Leadership Institute and LEAD-21.</li> </ul>
<ul style="list-style-type: none"> <li>Supported the regional EDA team in encouraging application for both leadership programs.</li> <li>Continued to support 2 CES Administrators and Director on the LEAD-21 board of directors.</li> </ul>
<ul style="list-style-type: none"> <li>Support diversity and inclusion across the System in all decisions and actions.</li> </ul>
<ul style="list-style-type: none"> <li></li> </ul>

<b>Next Year's Key Initiatives or Actions</b>
<b>Please list your section's or organization's key initiatives and/or actions planned for next year.</b>
<b>Initiatives/Actions:</b>
<ul style="list-style-type: none"> <li>Continued focus on CES Strategic Priorities</li> <li>Establish Extension Futuring Task Force</li> <li>(Maybe in conjunction with proposed NASEM BANR Extension study)</li> <li>Extension Resource and Partnership Development Efforts continue</li> <li>Capacity building for Innovation</li> <li>Expand Well-Connected Communities Program</li> <li>Expand from work of Extension Opioid Response Workgroup</li> <li>Increase collaborative work with eXtension's Impact Collaboratives</li> <li>Follow up on CES-ESS-NRCS summit</li> </ul>