

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

## Experiment Station Section Report

**PBD Member:** \_\_Gary Thompson

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

**Section Chair:** \_Bret Hess\_\_

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>• ESCOP participates as a partner in the National Plant Germplasm Coordinating Committee with NIFA and ARS to advise on managing the national plant germplasm repositories.</li><li>• ESCOP is a member of NC-FAR with Ernie Minton as the representative to their Board.</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>• Continue to support the Water Security Initiative as advanced by the Water Working Group and approved by all Sections, the BAC and the PBD.</li><li>• Continue to support the joint BAA/BoHS Healthy Food Systems, Healthy People initiative by working to assist in implementing the multi-agency funding strategy developed by the follow-up committee.</li><li>• The National IPM Coordinating Committee (NIPMCC), a subcommittee of the ESCOP Science &amp; Technology Committee, has developed their Rules of Operations to guide coordination of national IPM efforts.</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.</li></ul>

- ESCOP Budget & Legislative Committee members work to identify initiatives from the research community and advance them for incorporation into the System’s advocacy effort. FY 2018 budget priorities are tentatively set and discussion is beginning on FY 2019.
- ESCOP’s regional representatives from the POW/AR Review Panel are working with NIFA to implement recommendations for improving the POW and Annual Report.
- ESCOP and ECOP Chairs continue having regular meetings with key decision makers in NIFA, other federal agencies, and organization with common interests.
- One and a half days of the ESS annual meeting in September is dedicated to workshop sessions to discuss and develop policy and actions to address current and emerging issues.
- ESCOP provided \$5,000 to help support the National Academies of Sciences, Engineering, and Medicine to produce a ten-year agenda for food and agricultural research entitled “*Breakthroughs 2030.*”
- ESCOP and ECOP planned a session for the 2017 Ag Outlook Forum entitled Nutritional Security through Agriculture Production and have submitted potential session topics to the planning committee for the 2018 forum.

### **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:

- Developing the System’s federal budget request and associated messages with target audiences.
  - ESCOP Budget & Legislative Committee members work to identify initiatives from the research community and advance them for incorporation into the System’s advocacy effort. FY 2018 budget priorities are tentatively set and discussion is beginning on FY 2019.
  - The ESCOP Budget & Legislative Committee had another joint meeting with the ECOP B&L during the CARET/AHS meeting in March to discuss budget issues of mutual interests.
- Communicating and vetting BAC’s message throughout the System and stimulating and supporting dialogue among sections.
  - ESCOP, regional associations, Executive Directors work to assure that all Directors, especially those in new positions, are informed of developments.
  - All ESCOP and ESS documents, agendas, presentations, etc. are found on the website. There is a direct link from the ESCOP site to the Policy Board website.
  - The EDs and ADs are working with Clemson ITT to redo the ESCOP web site with a contemporary look and feel, more efficient and logical organization, and content of interest to external users.

<ul style="list-style-type: none"> <li>• Coordinating marketing and communication efforts across the BAA and among learning, discovery, and engagement leaders.</li> </ul>
<ul style="list-style-type: none"> <li>• ESCOP is a partner in the Communication and Marketing Committee and is working on the shift of focus for the Ag Is America project from “building” to “engagement” through a new content-creation strategy focusing on the BAA priority areas, streamlined internal communications and an emphasis on robust interactions within our digital communities.</li> </ul>
<ul style="list-style-type: none"> <li>• Fostering understanding of the rationale for budget requests and gaining commitment for them.</li> </ul>
<ul style="list-style-type: none"> <li>• ESCOP, regional associations, Executive Directors work to assure that all Directors, especially those in new positions, are informed of developments.</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.</li> </ul>
<ul style="list-style-type: none"> <li>• ESCOP is a partner in the Communication and Marketing Committee and is working on the shift of focus for the Ag Is America project from “building” to “engagement” through a new content-creation strategy focusing on the BAA priority areas, streamlined internal communications and an emphasis on robust interactions within our digital communities.</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>• ESCOP Budget &amp; Legislative Committee includes representatives from CARET, and APLU Boards on Human Sciences, Natural Resources, and Veterinary Medicine.</li> <li>• ESCOP engaged with NASDA, NC-FAR, and SoAR to support the One Ask proposal and had discussions with the National Academies of Science about participating in a Roundtable on the Balance and Scope of Private and Public Research in Agriculture.</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>• ESCOP is a partner in the Communication and Marketing Committee and is working on the shift of focus for the Ag Is America project from “building” to “engagement” through a new content-creation strategy focusing on the BAA priority areas, streamlined internal communications and an emphasis on robust interactions within our digital communities</li> </ul>
<ul style="list-style-type: none"> <li>• Identifying and cultivating legislative Congressional champions.</li> </ul>
<ul style="list-style-type: none"> <li>• ESCOP works with Cornerstone Government Affairs to assist in establishing relationships with key Congressional members on appropriations committees.</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>• ESCOP and ECOP Chairs continue having regular meetings with key decision makers in NIFA.</li> <li>• NIFA representatives are included in all of ESCOP’s meetings and committees to engage in discussions and provide input into decision making.</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>• ESCOP and ECOP Chairs continue having regular meetings with key decision makers in numerous federal agencies, included this year were NRCS, DOE-EERE, USDA-ERS, USDA-ARS, USDA-FNS, US Fish &amp; Wildlife Service, and FFAR.</li> </ul>
<ul style="list-style-type: none"> <li>• Identifying and recommending new national-level collaborators and partners and fostering mutually beneficial relationships.</li> </ul>
<ul style="list-style-type: none"> <li>• Engage prospective collaborative funders including Federal agencies (e.g., NSF, NIH, USAID), foundations (e.g., Gates, Pew) and other relevant NGO’s (e.g, NC-FAR, SoAR).</li> </ul>

<p><b>Authorizing Legislation and Associated Action</b></p>
<p><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.</p>
<p><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:</p>
<ul style="list-style-type: none"> <li>• Positioning the System for new opportunities.</li> </ul>
<ul style="list-style-type: none"> <li>• The ESCOP Budget &amp; Legislative Committee have identified potential items for the next Farm Bill. Our representative, Bill Brown, and the Executive Directors are working with the Committee for Legislation and Policy to identify and define Farm Bill changes.</li> </ul>
<ul style="list-style-type: none"> <li>• Developing appreciation within key federal agencies of the System's capabilities.</li> </ul>
<ul style="list-style-type: none"> <li>• ESCOP and ECOP Chairs continue having regular meetings with key decision makers in NIFA and other federal agencies to raise awareness of common issues and capability to address them.</li> </ul>
<ul style="list-style-type: none"> <li>• Identifying and cultivating legislative champions.</li> </ul>
<ul style="list-style-type: none"> <li>• ESCOP works with Cornerstone Government Affairs to assist in establishing relationships with key Congressional members on authorizing committees.</li> </ul>
<ul style="list-style-type: none"> <li>• Forming implementation teams to work with appropriate federal agencies.</li> </ul>

<ul style="list-style-type: none"> <li>• ESCOP’s regional representatives from the POW/AR Review Panel are working with NIFA to implement recommendations for improving the POW and Annual Report.</li> </ul>
<ul style="list-style-type: none"> <li>• Monitoring rules as they are developed and published.</li> </ul>
<ul style="list-style-type: none"> <li>• ESCOP and the regional ED’s monitor federal rules and regulations, particularly from NIFA, that may be a burden or confusing to the research directors and seek clarifications and/or changes from NIFA decision makers. Examples this year include time &amp; effort reporting and equipment purchase prior authorization.</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.</li> </ul>
<ul style="list-style-type: none"> <li>• The Budget and Legislative Committee serves as the primary pivot point for keeping the System informed of opportunities presented by new legislation.</li> </ul>
<ul style="list-style-type: none"> <li>• Monitor legislation and policies that may enhance or impede the System's progress and work with decision makers to make modifications where appropriate.</li> </ul>
<ul style="list-style-type: none"> <li>• ESCOP’s regional representatives from the POW/AR Review Panel are working with NIFA to implement recommendations for improving the POW and Annual Report.</li> </ul>

<p><b>System Integration</b></p>
<p><b>Goal:</b> 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.</p>
<p><b>Actions:</b></p>
<ul style="list-style-type: none"> <li>• Develop a public value message to describe and communicate collective BAA impact.</li> </ul>
<ul style="list-style-type: none"> <li>• ESCOP contributed to the BAA public value discussion at the 2016 Joint COPs meeting and subsequently reviewed and commented on the public value message document developed by kglobal.</li> </ul>
<ul style="list-style-type: none"> <li>• Encourage efficiencies between and among federal agencies for learning, discovery, and engagement.</li> </ul>
<ul style="list-style-type: none"> <li>• ESCOP participates as a partner in the National Plant Germplasm Coordinating Committee with NIFA and ARS to advise on managing the national plant germplasm repositories.</li> <li>• ESCOP appointed regional representatives to participate in a meeting convened by NIFA to more effectively integrate ECOP and NRCS.</li> </ul>
<ul style="list-style-type: none"> <li>• Continue communication among PBD members to find common ground and enhance integration of efforts.</li> </ul>

<ul style="list-style-type: none"> <li>● Multiple strategies are in place to ensure open communication among PBD members. ESCOP has a representative on the PBD who the deliberations of the PBD at ESS business meetings.</li> <li>● The Communications and Marketing Committee (CMC) is undergoing a “positioning evaluation” to ensure strategic and tactical delivery of messages including “Calls to Action”.</li> </ul>
<ul style="list-style-type: none"> <li>● Support events and other opportunities that promote cross-Section communication and collaboration.</li> </ul>
<ul style="list-style-type: none"> <li>● ESCOP assists in the planning and participates in the Joint COPs meeting each year.</li> <li>● ESS and CES held a joint section meeting in Fall 2016 and another joint meeting is being considered for 2019.</li> <li>● Most current and new ESCOP initiatives are joint with at least one other BAA section, and some with other CFERR Boards.</li> <li>● The ESCOP &amp; ECOP strategic alliance commitment to collaboration grew to communicating with numerous entities within and outside of the system.</li> </ul>
<ul style="list-style-type: none"> <li>● Work with APLU staff and BAA Executive Directors and Administrators to ensure appropriate and effective linkages between the BAA and other groups within APLU.</li> </ul>
<ul style="list-style-type: none"> <li>● ESCOP’s regional Executive Directors interact frequently with APLU staff and Executive Directors/Administrators from other BAA sections and regions on many programmatic, policy, and process issues throughout the year.</li> </ul>
<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>● ESCOP’s Excellence in Leadership Award was established to recognize individuals who have served the Regional Associations, ESCOP, ESS, and the Land-Grant System with exemplary distinction. Regions choose an awardee that is recognized at the APLU awards ceremony.</li> <li>● ESCOP’s Multistate Research Award program annually recognize the group of scientists who are conducting an exemplary multistate activity and enhancing the visibility of the multistate program.</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>● ESCOP supports and promotes both FSLI and LEAD-21. Two members of ESCOP serve 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>● The ESCOP Diversity Catalyst Committee is implementing recommendations from the report to supplement institutional, regional and national diversity and inclusion efforts. Three diversity training sessions were held for ESCOP and NIFA personnel, and others, during the CARET/AHS meeting in March. Another sessions will be part of the ESS Workshop in September.</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>• Engage ESS leadership and ESCOP members to participate in LGU beneficial activities.</li><li>• Strengthen relationships within the APLU BAA family.</li><li>• Build strategic alliances and partnerships with external constituencies.</li><li>• Support strategic areas of importance to ESCOP.</li></ul>