

BAA Policy Board of Directors Plan of Work 2018 -- 2023
Non Land Grant Report – 2018-2019

PBD Member: Cindy Akers

Reporting Period: Oct 1, 2017 – Sep 30, 2018

Section Chair: Rob Rhykerd

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 September 2018 annual meeting focused on Strategic Planning. • The following 5 priorities are still important for the non-land grant institutions: <ol style="list-style-type: none"> 1. Increase Federal Funding for NLGCA organizations with specific needs for human resources and capital. 2. Increase Collaborations and Partnerships 3. Improve Advocacy and Branding especially as providers of Workforce/Talent Development 4. Increase Leadership Development and improve succession planning 5. Improve Diversity among our students and faculty
<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"> • NARRU presented a poster at the 2018 Agricultural Research Congressional Exhibition and Reception. The poster focused on the positive impact NIFA funding has made on Non-Land Grant Colleges of Agriculture.

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. <ul style="list-style-type: none"> • NARRU develops an appropriations request for NLGCA Capacity Building Funds every year. We are asking our line be increased from \$5M to \$10M.
<ul style="list-style-type: none"> • Communicating and vetting BAC’s message throughout the System and stimulating and supporting dialogue among sections. <ul style="list-style-type: none"> • NARRU has representation on the BAC board, and communicates the need for increased Ag. Funding with our constituencies including Congress.
<ul style="list-style-type: none"> • Coordinating marketing and communication efforts across the BAA and among learning, discovery, and engagement leaders. <ul style="list-style-type: none"> • NARRU has developed Twitter and Facebook pages used to communicate what we do, and how we are using USDA support. @NARRU_Ag @NARRUAg
<ul style="list-style-type: none"> • Fostering understanding of the rationale for budget requests and gaining commitment for them. <ul style="list-style-type: none"> • NARRU has worked to refine the requests to add clarity of the needs of the non-land grant institutions
<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"> • NARRU worked closely with Cornerstone this past year developing the Farm Bill Re-Authorization including some changes in Authorization language.
<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"> • NARRU is active on Capitol Hill both face-to-face and via electronic and social media • NARRU works closely with various campus/system governmental liaisons to make sure they promote the NLGCA request
<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"> • NARRU has created Facebook and Twitter accounts to highlight activities of non-land grant institutions.
<ul style="list-style-type: none"> • Identifying and cultivating legislative Congressional champions.
<ul style="list-style-type: none"> • An NLGCA caucus has been developed in the house to support non-land grant initiatives
<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"> • NARRU representatives correspond with NIFA representatives regularly.
<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"> • Nothing to report
<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"> • Non-land grant institutions have collaborated with the Riley Memorial Foundation to support “A Unifying Message: Pulling together” • NARRU board members worked with the Riley Memorial Foundation on “Non-land grant colleges of agriculture: Contributing to the Common Good”

<p>Authorizing Legislation and Associated Action</p>
<p>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.</p>
<p>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:</p>
<ul style="list-style-type: none"> • Positioning the System for new opportunities.
<ul style="list-style-type: none"> • Non-land grant institutions have collaborated with the Riley Memorial Foundation to support “A Unifying Message: Pulling together”

<ul style="list-style-type: none"> Developing appreciation within key federal agencies of the System's capabilities.
<ul style="list-style-type: none"> Nothing to report
<ul style="list-style-type: none"> Identifying and cultivating legislative champions.
<ul style="list-style-type: none"> NARRU has worked strategically to identify key legislative champions and communicates regularly with them on impactful legislative issues.
<ul style="list-style-type: none"> Forming implementation teams to work with appropriate federal agencies.
<ul style="list-style-type: none"> The NARRU Board of Directors meets annually with key individuals from selected federal agencies, including NIFA and the USDA.
<ul style="list-style-type: none"> Monitoring rules as they are developed and published.
<ul style="list-style-type: none"> NARRU members monitor rules as posted.
<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"> Nothing to report
<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.
<ul style="list-style-type: none"> NARRU worked with key congressional representative to make the following changes to the farm bill language: <i>Study of Food and Agricultural Sciences-</i> <i>(1) AMENDMENT- Section 1404(14) of the National Agricultural Research, Extension, and Teaching Policy Act of 1977 (7 U.S.C. 3103(14)) is amended--</i> <i>(A) by amending subparagraph (A) to read as follows:</i> <i>`(A) IN GENERAL-</i> <i>`(i) DEFINITION- The terms `NLGCA Institution' and `non-land-grant college of agriculture' mean a public college or university offering a baccalaureate or higher degree in the study of agricultural sciences, forestry, or both in any area of study specified in clause (ii).</i> <i>`(ii) CLARIFICATION- For purposes of clause (i), an area of study specified in this clause is any of the following:</i> <i>`(I) Agriculture.</i> <i>`(II) Agricultural business and management.</i> <i>`(III) Agricultural economics.</i>

*`(IV) Agricultural mechanization.
` (V) Agricultural production operations.
` (VI) Aquaculture.
` (VII) Agricultural and food products processing.
` (VIII) Agricultural and domestic animal services.
` (IX) Equestrian or equine studies.
` (X) Applied horticulture or horticulture operations.
` (XI) Ornamental horticulture.
` (XII) Greenhouse operations and management.
` (XIII) Turf and turfgrass management.
` (XIV) Plant nursery operations and management.
` (XV) Floriculture or floristry operations and management.
` (XVI) International agriculture.
` (XVII) Agricultural public services.
` (XVIII) Agricultural and extension education services.
` (XIX) Agricultural communication or agricultural journalism.
` (XX) Animal sciences.
` (XXI) Food science.
` (XXII) Plant sciences.
` (XXIII) Soil sciences.
` (XXIV) Forestry.
` (XXV) Forest sciences and biology.
` (XXVI) Natural resources or conservation.
` (XXVII) Natural resources management and policy.
` (XXVIII) Natural resource economics.
` (XXIX) Urban forestry.
` (XXX) Wood science and wood products or pulp or paper technology.
` (XXXI) Range science and management.
` (XXXII) Agricultural engineering.'; and*

- Worked to amend the definition of a non-land grant college of agriculture (NLGCA) institutions to remove the exclusion for Hispanic Serving Agricultural Colleges and Universities (HSACU) and McIntire Stennis institutions

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:
<ul style="list-style-type: none"> • Develop a public value message to describe and communicate collective BAA impact. <ul style="list-style-type: none"> • Promote educational, scholarly, and engagement activities in support of member institutions. • The premier organization for promoting member institutions contributions to national security for food, fiber, and renewable resources.
<ul style="list-style-type: none"> • Encourage efficiencies between and among federal agencies for learning, discovery, and engagement. <ul style="list-style-type: none"> • Nothing to report
<ul style="list-style-type: none"> • Continue communication among PBD members to find common ground and enhance integration of efforts. <ul style="list-style-type: none"> • Promote the non-land grant mission when decisions are made.
<ul style="list-style-type: none"> • Support events and other opportunities that promote cross-Section communication and collaboration. <ul style="list-style-type: none"> • Continue to work with APS on strengthening the teaching mission. • Continue to work with the administrative head section to support the non-land grant mission
<ul style="list-style-type: none"> • Work with APLU staff and BAA Executive Directors and Administrators to ensure appropriate and effective linkages between the BAA and other groups within APLU. <ul style="list-style-type: none"> • Continue to work with Wendy Fink to promote the mission of the non-land grant institutions. • Provide support to other section needs.
<ul style="list-style-type: none"> • Recognize excellence throughout the System through support of national awards and recognitions. <ul style="list-style-type: none"> • Continue to support and encourage member institutions to nominate faculty for awards. • Continue to encourage member institutions to serve on review panels.
<ul style="list-style-type: none"> • Support leadership development within the System, particularly through the Food Systems Leadership Institute and LEAD-21. <ul style="list-style-type: none"> • Non-land grant institutions participate in both FSLI and Lead 21. • NARRU has a representative on the board for Lead 21.

- A non-land grant institution is one of the three host campuses for FSLI.
- Support diversity and inclusion across the System in all decisions and actions.
- Diversity and inclusion is an important part of the non-land grant mission.

Next Year's Key Initiatives or Actions
Please list your sections or organization's key initiatives and/or actions planned for next year.
Initiatives/Actions:
<p>Goal 1: Enhance the national influence of NARRU</p> <ul style="list-style-type: none"> • Continue to advocate for the Non-Land Grant Colleges of Agriculture (NLGCA) Capacity Building Grant Authorization in the Farm Bill and for an increase in funding to \$10M • Expand our membership and thus Influence in more states. • Participate more in the different divisions of APLU-BAA beyond the Academic Programs Section (APS) such as AHS, CoHS, BNR, IAS, BoOAC, BVM, etc. • Be more involved in organizations such as NACTA, CAST, LEAD21, FSLI, etc. • Develop training modules for new administrators at NARRU institutions including understanding the organization, leadership development, and succession planning • Make sure every member is a member of a committee • Communicate better between Fall and Spring Meetings by Increase number of online meetings and conference calls • Strengthen ourselves in the areas of Workforce Development, Diversity, First Generation and Veteran Students.

For Goal 2: Strengthen member institutions

- Put together a template to report/highlight activities funded by capacity grant. Compile PDF's of those so that they can be easily accessed for legislative or other visits.
- Establish group of NARRU Teaching fellows (past national award winners) to mentor other faculty. One option might be to host webinars. by possibly a webinar of other faculty
- Encourage NARRU teaching award winners to apply for USDA National & Regional Awards
- Recognize NIFA funded projects on social media, etc.,
- Provide additional scholarships to encourage non land grant institution to participate in Lead 21

For Goal 3: To Increase Synergy among member institutions and stakeholders

- Collaborate for educational programs and research grants with member institutions, land grant universities, community colleges and industry.
- Develop more multi-institutional partnerships and collaborations among students, faculty, industry, community, government and political connections of our member institutions.
- Build off existing or implement statewide and regional NARRU consortiums to expand involvement and build partnerships. Example – like Texas, Tennessee and Illinois institutions
- Develop and submit a NLGCA Capacity Building Planning Grant among all participating NARRU institutions to cover some/any/all of the following topics:
 - Dual Credit opportunities
 - On-line Programs
 - Regional Research Opportunities/Grants
 - Best Practices/Innovative Ideas/Research Posters
 - NACTA NARRU pre-session