

Cornerstone Quarterly Report – Second Quarter 2015

Planned Activities (from Cornerstone Contract)	Accomplishments During this Quarter
I. Budget and Appropriations Advocacy.	
<p>A. <i>Field a team of senior professionals with substantial experience and recognized expertise in federal advocacy and communications.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone fielded a core team of three individuals: Hunt Shipman, Jim Richards, and Vernie Hubert. Others from Cornerstone also supported the APLU effort, including Alice Gomez, Laura Gamper, and Jeremy Witte.
<p>B. <i>Represent the Budget and Advocacy Committee (BAC) of APLU’s Board on Agriculture Assembly (BAA) before the U.S. Senate and House of Representatives.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone worked with the BAC leadership, the APLU staff, and the leadership of various sections on a sustained effort to prepare advocacy for the core capacity programs that support the land-grant system and grow the Agriculture and Food Research Initiative (AFRI). ▪ Cornerstone met and communicated with House and Senate Appropriations Subcommittee staff and Members and others throughout the quarter concerning the FY 2016 NIFA appropriation.
<p>C. <i>Help the BAC develop a realistic, short list of “priority requests” for the FY 2016 budget and appropriations cycle.</i></p>	<ul style="list-style-type: none"> ▪ Completed in first quarter.
<p>D. <i>Guide and assist members of the BAA (individually and collectively) as they deliver these priority requests to individual House and Senate offices.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone worked with various institutions and individuals to support the BAA’s FY 2016 priority requests. ▪ Cornerstone worked with BAA members in key blessed states to reinforce FY 2016 priorities.
<p>E. <i>Continue strategic advocacy/communications campaign(s)</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone worked with the leadership of the BAA, BAC, and

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<p><i>encompassing the land-grant system, including “strong stalks” efforts.</i></p>	<p>Administrative Heads Section (AHS) to encourage AHS members from “blessed states” (those with Agriculture Appropriations Subcommittee members) to take a stronger and more visible advocacy role.</p> <ul style="list-style-type: none"> ▪ As part of this “blessed states” effort, Cornerstone worked with AHS members to utilize their “Strong Stalks Networks.”
<p>F. Monitor, report upon, and work with the BAA to influence FY 2016 congressional budget and appropriations decisions.</p>	<ul style="list-style-type: none"> ▪ Cornerstone spent the second quarter influencing the FY 2016 NIFA appropriations outcome. ▪ Cornerstone sent updates to the BAA to report on the subcommittee and full committee mark-ups of the FY 2016 Agriculture Appropriations bill.
<p>G. Work with the BAA to influence FY 2017 budget development within USDA and other executive branch departments and agencies.</p>	<ul style="list-style-type: none"> ▪ Cornerstone consulted with NIFA leadership on the initial development of the FY 2017 budget and on discussions surrounding the Water Initiative.
<p>H. Help the BAC leadership communicate and coordinate with professional societies and other similar entities with respect to USDA funding and policy positions.</p>	<ul style="list-style-type: none"> ▪ Cornerstone met with AFRI coalition professional societies and interested parties on AFRI FY 2016 support letter. ▪ Participated in a meeting organized by the AAAS: the Noble Foundation on developing a unified message.
<p>II. CARET.</p>	
<p>A. Work to maximize CARET’s effectiveness.</p>	<ul style="list-style-type: none"> ▪ Cornerstone worked with the BAC and the leadership of CARET to enhance the organization’s focus.

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<p><i>B. Develop plans, objectives, educational materials, and training programs to help individual CARET members be fully effective citizen advocates.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone worked with individual CARET delegates to help them “be fully effective citizen advocates.”
<p><i>C. With and through the BAC leadership, keep CARET delegates informed about and actively engaged in supporting the BAC’s priority budget/appropriations requests.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone communicated with CARET members keeping them informed on progress on the FY 2016 NIFA appropriations front. ▪ Cornerstone also worked to keep the CARET delegates informed and engaged on Farm Bill developments.
<p><i>D. Assist in planning for and attend meetings of the CARET Executive Committee.</i></p>	<ul style="list-style-type: none"> ▪ No activities in this quarter other than participation in planning committee conference calls.
<p><i>E. Identify the CARET delegates from “key” states and when determined integral to the overall FY 2016 strategy, train, guide, and assist this strong stalks group during the FY 2016 appropriations process.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone worked with key deans from blessed states to engage their respective CARET delegates in targeted advocacy.
<p><i>F. Provide such other support as may be requested by the BAC leadership.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone worked closely with the BAC leadership to keep CARET engaged and informed on the FY 2016 Agriculture Appropriations bill.
<p><i>G. Provide recommendations to CARET leadership on nominees for annual CARET Champion’s award.</i></p>	<ul style="list-style-type: none"> ▪ CARET Champion’s Awards have not been given this year.
<p>III. Communications.</p>	

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A. <i>Continue to develop and maintain the BAC Web site.</i>	<ul style="list-style-type: none"> ▪ The Web site has been regularly maintained.
B. <i>Write, produce, and distribute timely information updates to the BAA via email newsletter (Cornerstone’s Report from Washington).</i>	<ul style="list-style-type: none"> ▪ Cornerstone created and sent multiple reports this quarter updating the delegation on the FY 2016 appropriations process.
C. <i>Write, produce, and distribute “Call to Action” alerts to the BAA and/or CARET whenever action is needed by the system to influence congressional or executive branch decisions.</i>	<ul style="list-style-type: none"> ▪ Cornerstone communicated with key leadership in support of FY 2016 advocacy goals.
D. <i>Develop all required advocacy documents and similar materials.</i>	<ul style="list-style-type: none"> ▪ Cornerstone wrote and distributed various advocacy documents.
IV. Work Products.	
A. <i>Prepare a series of “one-pagers” to explain the BAC’s FY 2016 appropriations requests.</i>	<ul style="list-style-type: none"> ▪ Completed during first quarter.
B. <i>Prepare written and/or electronic documents to help congressional staff fill in the forms required by the House and Senate Appropriations Committees.</i>	<ul style="list-style-type: none"> ▪ Completed during first quarter.
C. <i>Develop and keep the an FY 2016 NIFA spreadsheet up to date as budget/appropriations decisions are made during calendar year 2015.</i>	<ul style="list-style-type: none"> ▪ Cornerstone continued to keep the spreadsheets up to date.
D. <i>Prepare/update a series of “best practices guides” to help the BAA, CARET, and other land-grant interests improve their</i>	<ul style="list-style-type: none"> ▪ Completed during preceding quarters, maintained on website and

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<i>advocacy efforts.</i>	presented at CARET/AHS meeting.
E. Develop and maintain an online library of charts and graphs that help illustrate budget and appropriations issues of concern to the land-grant community.	<ul style="list-style-type: none"> ▪ Cornerstone continued to update charts and spreadsheets to this repository as appropriate.
F. Prepare testimony, letters, statements, legislative language, and such other items as may be requested by the BAC or the BAC leadership.	<ul style="list-style-type: none"> ▪ Not yet timely.
V. Meetings and Conference Calls.	
A. BAC meetings and conference calls.	<ul style="list-style-type: none"> ▪ Cornerstone helped organize and participated in the BAC's conference calls.
B. Committee on Legislation and Policy meetings and conference calls.	<ul style="list-style-type: none"> ▪ Cornerstone engaged the CLP chair on ad hoc matters as they arose.
C. CARET-AHS meeting in 2015.	<ul style="list-style-type: none"> ▪ Activity took place in first quarter.
D. Joint COPs meeting in 2015.	<ul style="list-style-type: none"> ▪ This activity occurs in the third quarter.
E. Regional and major section meetings (subject to Cornerstone staff availability and cost).	<ul style="list-style-type: none"> ▪ Cornerstone participated in the ARD, NERA Spring and NCRA meetings and presented regarding appropriations requests.
F. APLU Annual Meeting in 2015.	<ul style="list-style-type: none"> ▪ Cornerstone will engage in planning discussions for the APLU

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	annual meeting and plans to attend.
<p>G. Other Meetings.</p>	<ul style="list-style-type: none"> ▪ Cornerstone participated in the Southern Experiment Station Directors Meeting in April. ▪ Cornerstone participated in the Cooperative Extension Convocation in May. ▪ Cornerstone worked with the 1890's executive directors in support of the 125th celebration event.
<p>H. Other Conference Calls.</p>	<ul style="list-style-type: none"> ▪ Cornerstone has participated in the monthly ECOP and ESCOP Budget and Legislative Committee Calls.
<p>VI. Committee on Legislation and Policy (CLP) Support.</p>	
<p>A. Represent the Committee on Legislation and Policy (CLP) of the BAA before the U. S. Senate, House of Representatives, and the executive branch during Farm Bill implementation.</p>	<ul style="list-style-type: none"> ▪ Cornerstone continued to meet with congressional staff to monitor Farm Bill development and assess current policy preferences. ▪ Cornerstone continued to work with the Cooperative Extension Section regarding farm bill education funding opportunities included in the Farm Bill. ▪ Cornerstone continued to meet with congressional staff to monitor SNAP-Ed development.
<p>B. Help the BAA develop provisions that might be included within other authorizing bills that advance the BAA's agenda and as directed by the CLP leadership, monitor, report upon, and work to influence such bills.</p>	<ul style="list-style-type: none"> ▪ Cornerstone continued to monitor and inform congressional and USDA staff about Extension's capabilities in delivering farm bill education programs for producers. ▪ Cornerstone continued to meet with congressional staff to monitor

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	SNAP-Ed development.
<p><i>C. Help the CLP leadership communicate and coordinate with professional societies and other similar entities with respect to USDA policy positions.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone continued to work with various CLP constituent groups to influence final Farm Bill decisions. ▪ Consistent with the CLP position, Cornerstone developed communication materials for selected institutions to advocate for ratification of the International Treaty on Plant Genetic Resources for Food and Agriculture.
<p>VII. Accountability Reports.</p>	
<p><i>A. Provide quarterly reports (based upon this plan of activities), to the BAC and CLP along with such other documentation as may be requested by the BAC or CLP leadership in writing.</i></p>	<ul style="list-style-type: none"> ▪ The second quarter 2015 report was prepared and distributed.
<p><i>B. Prepare a year-end wrap-up report to the BAC and CLP by January 10, 2016.</i></p>	<ul style="list-style-type: none"> ▪ The year-end report will be distributed in a timely fashion.
<p><i>C. Provide to the APLU staff all lobbying disclosure forms submitted to the Clerk of the U.S. House of Representatives and the Secretary of the U.S. Senate.</i></p>	<ul style="list-style-type: none"> ▪ The second quarter 2015 lobbying report will be delivered to APLU once available.