



AGENDA

**BUDGET AND ADVOCACY COMMITTEE
BOARD ON AGRICULTURE ASSEMBLY**

**4:00 – 5:00 p.m. (EDT)
June 16, 2020**

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CALL IN INSTRUCTIONS|

Join Zoom Meeting:

<https://zoom.us/j/99734191049>

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I. Call to Order (Beyrouty)

II. Roll Call (Gouge)

III. Approval of Minutes (Beyrouty)

IV. COVID-19 and FY 2021 Appropriations Update (See [Attachment](#))

V. Call to Action Reminder/Advocacy Strategy (Beyrouty/Cornerstone)

VI. Joint COPS Meeting (Beyrouty)

VII. Other Business

VIII. Adjourn

Call to Order and Roll Call

BAC Chairman Craig A. Beyrouy called the meeting to order and asked Eddie Gouge to call the roll. The following individuals participated in the conference call:

Craig A. Beyrouy (*Chair*), *University of Maryland, College Park*
Paul M. Patterson (*Advocacy Chair*), *Auburn University*
David S. Buchanan (*APS*), *North Dakota State University*
Jon C. Boren (*CES*), *New Mexico State University*
J. Ernest Minton (*ESS*), *Kansas State University*
John L. Phillips (*1994 Institutions*), *American Indian Higher Education Consortium*
Patrese Atine (*1994 Institutions*), *American Indian Higher Education Consortium*
Usman Adamu (*Insular/Territories*), *University of the Virgin Islands*
Erik J. Porfeli, (*Board on Human Sciences*), *The Ohio State University*
Linda M. Nagel (*Forestry Resources*), *Colorado State University*
Sarah Mathias (*CGA*), *University of Florida*
Orlando F. McMeans (*BAAPBD*), *Southern University and A&M College*
Douglas L. Steele, *APLU*
Caroline E. Crocoll, *APLU*
Eddie G. Gouge, *APLU*
Wendy Fink, *APLU*
Caron Gala, *APLU*
Florencia Drumwright (*APLU*)
Alton Thompson, *Association of Research Directors (1890)*
Albert E. Essel, *Association of Extension Administrators (1890)*
Jeffrey S. Jacobsen, *North Central Regional Association of Agricultural Experiment Station Directors*
Kevin Cain (*Veterinary Medicine*), *Association of American Veterinary Medical Colleges*
Hunt Shipman, *Cornerstone Government Affairs*
Jim Richards *Cornerstone Government Affairs*
Vernie Hubert, *Cornerstone Government Affairs*
Maggie Earle, *Cornerstone Government Affairs*

The following committee members/staff were unable to participate in the meeting: **Deanna Behring** (*IAS*), *The Pennsylvania State University*; **M. Ray McKinnie** (*1890 Extension*), *Virginia State University*; **Dyremple B. Marsh** (*1890 Research*), *Delaware State University*; **Karen L. Jones** (*Non-Land-Grants/NARRU*), *Southern Illinois University at Carbondale*; **Jim Handley** (*CARET – Fiscal Years 2020-2021*), *Florida*; **Brian Hardin** (*CARET – Fiscal Years 2022-2023*), *Alabama*; **Carolyn J. Henry** (*Veterinary Medicine*), *University of Missouri-Columbia*; **Marshall Stewart**, (*BAA Committee on Legislation and Policy*), *University of Missouri*; **Gary A. Thompson** (*BAAPBD*), *The Pennsylvania State University*; and, **Alice Gómez**, *Cornerstone Government Affairs*.

The following guest participated in the call: **Richard M. Klemme**, *Executive Contractor, Cooperative Extension*.

Agenda

The agenda, as distributed, was approved.

Minutes

The BAC minutes from May 19, 2020, as distributed, were approved.

Call to Action Reminder/Advocacy Strategy

Chairman Beyrouthy and Cornerstone Government Affairs made the following points:

- Chairman Beyrouthy, Advocacy Chairman Patterson, Doug Steele, and Cornerstone Government Affairs met a week before this BAC meeting and shared concerns about the lack of responses to our “calls to action” (including the “calls” that are opened up and the acted upon)
- Chairman Beyrouthy thanked Eddie Gouge for adding the overview that is included in today’s agenda and encouraged the BAC members to review it
- Chairman Beyrouthy stated that advocacy is a big part of what we do and the BAC needs to “rally the troops” if we are going to be successful
- Cornerstone Government Affairs echoed that part of the current challenge is getting response to our “calls to action” and this is especially true now since we are running multiple vehicles now –
 - the Fiscal Year 2021 agricultural appropriations
 - the fourth corona virus bill
 - an infrastructure bill
- communications on these various initiatives will have to be spaced out when we are contacting Members of Congress and their staffs
- Cornerstone Government Affairs thought that part of the response problem might be the specific platform they were using (Constant Contact) and thought it might be identified as spam at by the computer systems at the universities; with that in mind, they switched to a new platform (MailChimp)
- Cornerstone Government Affairs reported that on the “Call to Action” sent out on April 23, 2020 relating to our request for \$380 million –
 - 655 people received the message
 - 181 people opened the message (only 29%)
 - of the 181 people, only 32 people opened the link to the letter on the one-pager about the unified ask
 - the next “Call to Action” will be distributed this afternoon and it will look like it came from Maggie Earle
- Doug Steele stated that Forbes Tate Partners (the new firm working with the BAA Communications and Marketing team) had sent out a survey and received the following results –
 - 643 surveys were distributed
 - 0 bounces
 - 250 people opened the survey
 - Only 19% returned the survey

Erik Porfeli asked if the BAC had asked those who opened the communication why they had opened the communication and use those responses, if appropriate, to spur the non-openers. A discussion ensued, and the following points were made on what needed to be done:

- find out where the gaps are in responses to the “calls to action” and provide the resources to do so
- find out who is responding to and taking action on the “calls to action” and why they are doing so
- involve more members of APLU’s Council on Governmental Affairs (CGA)
- determine if and ensure that BAA members have the information they need to make contact with their CGA members

Cornerstone Government Affairs indicated that they had been thinking about creating a “whip” team or a telephone tree and sought comments from the BAC. Jim Richards indicated that they were thinking of using CARET as a trial for the “whip system” which is used by Congress and some other organizations. Richards suggested that the BAC formalize a regionally-based “whip system” for CARET and the Board on Agriculture Assembly. He suggested that a whip leader and deputy whip be appointed for each of the regions in each of the groups. This “whip system” could help make sure that the system is working as a system. The BAC could use this as a benchmark against other organizations that use this model.

Chairman Beyrouthy indicated that the BAC has not had much of a chance to talk about the structure of a “whip team” and how we would move forward with such a structure. Maybe, some options to consider would be:

- have two “whips” (a “whip” and “deputy whip”) from each CARET region
- have the AHS Executive Committee be responsible for the regional “whips” of the Administrative Heads Section
- have the research and Extension regional offices be responsible for the regional “whips” for the BAA
- have Sarah Mathias and Caron Gala be responsible for the “whip” organization among the APLU Council on Governmental Affairs

The BAC agreed that a structure needed to be developed for regional groups to implement and engage and want to have a rough draft to consider by the BAC meeting on July 21, 2020. Chairman Beyrouthy, Advocacy Chairman Patterson, Doug Steele, and Cornerstone Government Affairs will start work on this to move it forward.

Other Business

Caroline Crocoll announced that Rick Klemme had been retained to help with an initiative to outline the value of capacity funding and coordinate a working group to identify how to move forward with securing additional resources for such funding. Rick will be the point of contact for the group.

The next BAC call will be held on at **4:00 p.m. (EDT) on July 21, 2020** and will be held just prior to the Joint COPs Virtual Meeting. The BAC will begin work-ing on the Fiscal Year 2022 recommendations at this meeting.

Adjournment

Chairman Beyrouthy adjourned the BAC meeting at 4:45 p.m. (EDT).