

Cornerstone Quarterly Report – Fourth Quarter 2014

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 and Laura McKee.
<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 continued to work with the BAC leadership, the APLU staff, and the leadership of various sections on a sustained effort to sustain the core capacity programs that support the land-grant system and grow the Agriculture and Food Research Initiative (AFRI). ▪ Cornerstone met and communicated with various members of the House and Senate, their staff assistants, and others throughout the quarter concerning the FY 2015 NIFA appropriation.
<p>C. <i>Help the BAC develop a realistic, short list of “priority requests” for the FY 2015 budget and appropriations cycles.</i></p>	<ul style="list-style-type: none"> ▪ Completed in the first and second quarters.
<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 continued to work with various institutions and individuals to support the BAA’s priority requests.
<p>E. <i>Continue strategic advocacy/communications campaign(s) encompassing the land-grant system, including “strong stalks”</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone continued to work with the leadership of the BAA, BAC, and Administrative Heads Section (AHS) to encourage AHS

Planned Activities (from Cornerstone Contract)	Accomplishments During this Quarter
<i>efforts.</i>	members from “blessed states” (those with Agriculture Appropriations Subcommittee members) to take a stronger and more visible advocacy role.
F. Monitor, report upon, and work with the BAA to influence FY 2015 congressional budget and appropriations decisions.	<ul style="list-style-type: none"> ▪ Cornerstone monitored and reported upon FY 2015 NIFA appropriations developments to BAA leadership.
G Work with the BAA to influence FY 2016 budget development within USDA and other executive branch departments and agencies.	<ul style="list-style-type: none"> ▪ Cornerstone consulted with USDA and NIFA leadership on development of the FY 2016 budget. In addition, Cornerstone had numerous conversations with NIFA personnel related to pending FY2015 Appropriations questions.
II. CARET.	
A. Work to maximize CARET’s effectiveness.	<ul style="list-style-type: none"> ▪ Cornerstone continued to work with the BAC and the leadership of CARET to enhance the organization’s effectiveness.
B. Develop plans, objectives, educational materials, and training programs to help individual CARET members be fully effective citizen advocates.	<ul style="list-style-type: none"> ▪ Cornerstone continued working with individual CARET delegates to help them “be fully effective citizen advocates.”
C. With and through the BAC leadership, keep CARET delegates informed about and actively engaged in supporting the BAC’s priority budget/appropriations requests.	<ul style="list-style-type: none"> ▪ Cornerstone communicated with CARET members keeping them informed on progress on the FY 2015 NIFA appropriations front. ▪ Cornerstone also worked to keep the CARET delegates informed and engaged on Farm Bill developments.
D. Assist in planning for and attend meetings of the CARET	<ul style="list-style-type: none"> ▪ Cornerstone attended and presented at the CARET meeting at

Planned Activities (from Cornerstone Contract)	Accomplishments During this Quarter
<i>Executive Committee.</i>	JOINT COPS.
<i>E. Identify the CARET delegates from “key” states and when determined integral to the overall FY 2015 strategy, train, guide, and assist this strong stalks group during the FY 2015 appropriations process.</i>	<ul style="list-style-type: none"> ▪ Cornerstone continued to work closely with CARET delegates from states with members of the House and Senate Ag Appropriations Subcommittees.
<i>F. Provide such other support as may be requested by the BAC leadership.</i>	<ul style="list-style-type: none"> ▪ Cornerstone worked closely with the BAC leadership to keep CARET engaged and informed on the FY 2015 Agriculture Appropriations bill.
<i>G. Provide recommendations to CARET leadership on nominees for annual CARET Champion’s award.</i>	<ul style="list-style-type: none"> ▪ CARET Champion’s Awards were not given this year.
III. Communications.	
<i>A. Continue to develop and maintain the BAC Web site.</i>	<ul style="list-style-type: none"> ▪ The Web site is maintained regularly, with new documents posted on the same day they were received or distributed by Cornerstone.
<i>B. 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 produced two Reports from Washington this quarter with information updating the BAA on FY2015 funding levels.
<i>C. 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"> ▪ No “Call to Action” was required this quarter.

Planned Activities (from Cornerstone Contract)	Accomplishments During this Quarter
<i>D. Develop all required advocacy documents and similar materials.</i>	<ul style="list-style-type: none"> ▪ Cornerstone continued to write and distribute various advocacy documents as required.
IV. Work Products.	
<i>A. Prepare a series of “one-pagers” to explain the BAC’s FY 2015 appropriations requests.</i>	<ul style="list-style-type: none"> ▪ Completed during the first and second quarters.
<i>B. 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 the first and second quarters.
<i>C. Develop and keep the an FY 2015 NIFA spreadsheet up to date as budget/appropriations decisions are made during calendar year 2014.</i>	<ul style="list-style-type: none"> ▪ Cornerstone continued to keep the spreadsheets up to date.
<i>D. Prepare/update a series of “best practices guides” to help the BAA, CARET, and other land-grant interests improve their advocacy efforts.</i>	<ul style="list-style-type: none"> ▪ Completed during preceding quarters.
<i>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.</i>	<ul style="list-style-type: none"> ▪ No relevant posting this quarter.
<i>F. Prepare testimony, letters, statements, legislative language, and such other items as may be requested by the BAC or the BAC leadership.</i>	<ul style="list-style-type: none"> ▪ Cornerstone prepared various other written items this quarter.

Planned Activities (from Cornerstone Contract)	Accomplishments During this Quarter
V. Meetings and Conference Calls.	
A. <i>BAC meetings and conference calls.</i>	<ul style="list-style-type: none"> ▪ Cornerstone helped organize and participated in the BAC's conference calls.
B. <i>Committee on Legislation and Policy meetings and conference calls.</i>	<ul style="list-style-type: none"> ▪ The chair of the CLP Committee has not called any meetings or conference calls this quarter. ▪ Meeting with CLP Chair in preparation for annual meeting.
C. <i>CARET-AHS meeting in March 2014.</i>	<ul style="list-style-type: none"> ▪ Completed in previous quarters.
D. <i>Joint COPs meeting in July 2014.</i>	<ul style="list-style-type: none"> ▪ Cornerstone helped organize and participate in the Joint COPs July face-to-face meeting.
E. <i>Regional and major section meetings (subject to Cornerstone staff availability and cost).</i>	<ul style="list-style-type: none"> ▪ Completed in prior quarters.
F. <i>APLU Annual Meeting in November 2014.</i>	<ul style="list-style-type: none"> ▪ Cornerstone helped organize and participate in the annual meeting.
G. <i>Other Meetings.</i>	<ul style="list-style-type: none"> ▪ Cornerstone participated in the Western Region Meeting in July, the Joint North Central/Northeast Regions Meeting in July, the Joint Southern Meeting in August, and the Experiment Station Section Meeting in September. ▪ In December, Cornerstone held an ECOP/ESCOP meeting with Delbert Foster and Bob Shulstad. ▪ Cornerstone attended meeting with USDA and ECOP Chair.

Planned Activities (from Cornerstone Contract)	Accomplishments During this Quarter
	<ul style="list-style-type: none"> ▪ Cornerstone attended a meeting with the Riley Foundation to unify message rollout.
<p><i>H. Other Conference Calls.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone participated in ESCOP CAC, ECOP/ESCOP communications and marketing committee, ESCOP B&L, and ECOP B&L calls this quarter. ▪ Cornerstone participated in the planning calls for the 2015 Joint CARET-AHS meeting. ▪ Cornerstone participated in calls with APLU staff and BAC/CLP leadership.
<p>VI. Committee on Legislation and Policy (CLP) Support.</p>	
<p><i>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.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone continued to meet with congressional staff to monitor Farm Bill development and implementation. ▪ Cornerstone continued to work with the Cooperative Extension Section regarding farm bill education funding opportunities included in the Farm Bill
<p><i>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.</i></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. ▪ Prepared CLP documents for Annual Meeting.
<p><i>C. Help the CLP leadership communicate and coordinate with professional societies and other similar entities with respect to</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone continued to work with various CLP constituent groups to influence final Farm Bill decisions.

Planned Activities (from Cornerstone Contract)	Accomplishments During this Quarter
<i>USDA policy positions.</i>	<ul style="list-style-type: none"> ▪ Facilitated dialogue between ESCOP, the Policy Board of Directors and the American Seed Trade Association regarding support for the ratification of the International Treaty on Plant Genetic Resources.
VII. Accountability Reports.	
<p>A. <i>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 fourth quarter 2014 report was prepared and distributed.
<p>B. <i>Prepare a year-end wrap-up report to the BAC and CLP by January 10, 2015.</i></p>	<ul style="list-style-type: none"> ▪ Completed this quarter.
<p>C. <i>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 fourth quarter 2014 lobbying report will be delivered in late January.