

Cornerstone Quarterly Report – First Quarter 2019

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 five individuals: Hunt Shipman, Jim Richards, Vernie Hubert, Marty Fuller and Maggie Earle.
<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 advocate 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 2019 and FY 2020 NIFA appropriations.
<p>C. <i>Help the BAC develop a realistic, short list of “priority requests” for the FY 2020 budget and appropriations cycle.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone helped finalize a list of priority requests for the FY 2020 appropriations cycle.
<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 to support the BAA’s and FY 2020 priority requests.
<p>E. <i>Continue strategic advocacy/communications campaign(s) encompassing the land-grant system, including “strong stalks” efforts.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone worked with the leadership of the BAA, BAC, and Administrative Heads Section (AHS) to encourage AHS members from “blessed states” (those with Agriculture Appropriations

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	<p>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><i>F. Monitor, report upon, and work with the BAA to influence FY 2020 congressional budget and appropriations decisions.</i></p>	<ul style="list-style-type: none"> Cornerstone monitored, influenced, and reported on the FY 2019 appropriations process.
<p><i>G. Work with the BAA to influence FY 2021 budget development within USDA and other executive branch departments and agencies.</i></p>	<ul style="list-style-type: none"> Not yet timely.
<p><i>H. Help the BAC leadership communicate and coordinate with professional societies and other similar entities with respect to USDA funding and policy positions.</i></p>	<ul style="list-style-type: none"> Cornerstone continued to provide support and input at the request of BAA leaders.
<p><i>I. Help the BAC leadership integrate the Challenge of Change initiative into its priorities.</i></p>	<ul style="list-style-type: none"> Cornerstone continued to seek additional opportunities to advance the BAC’s Challenge of Change initiative.
<p>II. CARET.</p>	
<p><i>A. Work to maximize CARET’s effectiveness.</i></p>	<ul style="list-style-type: none"> Cornerstone worked with the BAC and the leadership of CARET to enhance the organization’s focus.
<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.”

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	<ul style="list-style-type: none"> ▪ Cornerstone developed and distributed follow-up material to CARET-AHS meeting attendees to encourage effective advocacy and relationship building.
<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 President’s Budget and FY 2019 and FY 2020 NIFA appropriations process. ▪ Cornerstone worked to keep the CARET delegates informed and engaged on Farm Bill implementation developments.
<p><i>D. Assist in planning for and attend meetings of the CARET Executive Committee.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone met with the CARET Executive Committee Members at the CARET/AHS meeting in March.
<p><i>E. Identify the CARET delegates from “key” states and when determined integral to the overall FY 2020 strategy, train, guide, and assist this strong stalks group during the FY 2020 appropriations process.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone worked closely with CARET delegates from states with members of the House and Senate Ag Appropriations Subcommittees.
<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 2019 and FY2020 Agriculture Appropriations bills. ▪ At the request of the BAC leadership, Cornerstone organized and participated in monthly pre-BAC call discussions to update the BAC leadership and solicit input to develop a thorough agenda.

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<p><i>G. With and through BAC leadership, work to establish additional grass tops advocates for key legislators.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone worked closely with the BAC leadership to encourage the development of additional grass tops advocates.
<p>III. Communications.</p>	
<p><i>A. Continue to develop and maintain the BAC Web site.</i></p>	<ul style="list-style-type: none"> ▪ The lang-grant.org website has been regularly maintained.
<p><i>B. Write, produce, and distribute timely information updates to the BAA via email newsletter (Cornerstone’s Report from Washington).</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone delivered timely information on developments of the FY 2019 and FY 2020 appropriations process.
<p><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></p>	<ul style="list-style-type: none"> ▪ Cornerstone prepared a Call to Action with follow-up material to CARET-AHS meeting attendees, to encourage effective advocacy and relationship building.
<p><i>D. Develop all required advocacy documents and similar materials.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone developed and distributed various advocacy documents, including a “Blessed States” one-pager to support advocacy efforts for those states. ▪ Cornerstone prepared and distributed hill meeting talking points to help CARET/AHS members be effective advocates.
<p>IV. Work Products.</p>	
<p><i>A. Prepare a series of “one-pagers” to explain the BAC’s FY 2020 appropriations requests.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone prepared a single one-pager which was distributed to CARET and AHS delegates and the joint CARET/AHS meeting.

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<p>B. Prepare written and/or electronic documents to help congressional staff fill in the forms required by the House and Senate Appropriations Committees.</p>	<ul style="list-style-type: none"> ▪ Cornerstone prepared electronic and physical copies of the single one-pager. ▪ Cornerstone completed and submitted appropriations request forms at the request of BAC members and CARET delegates.
<p>C. Develop and keep the FY 2019 NIFA spreadsheet up to date as budget/appropriations decisions are made during calendar year 2019.</p>	<ul style="list-style-type: none"> ▪ Cornerstone continued to update the spreadsheet.
<p>D. Develop and maintain an online library of charts and graphs that help illustrate budget and appropriations issues of concern to the land-grant community.</p>	<ul style="list-style-type: none"> ▪ Cornerstone continued to maintain a repository of information as appropriate.
<p>E. Prepare testimony, letters, statements, legislative language, and such other items as may be requested by the BAC or the BAC leadership.</p>	<ul style="list-style-type: none"> ▪ Cornerstone assisted in the drafting of legislative language and explanatory materials regarding changes to the matching requirements included in the Farm Bill
<p>V. Meetings and Conference Calls.</p>	
<p>A. BAC meetings and conference calls.</p>	<ul style="list-style-type: none"> ▪ Cornerstone helped organize and participated in the BAC's conference calls.
<p>B. Committee on Legislation and Policy meetings and conference calls.</p>	<ul style="list-style-type: none"> ▪ Cornerstone facilitated various CLP discussions.
<p>C. CARET-AHS meeting in 2019.</p>	<ul style="list-style-type: none"> ▪ Cornerstone attended the joint CARET/AHS March meeting.

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<i>D. Joint COPs meeting in 2019.</i>	<ul style="list-style-type: none"> ▪ Not yet timely
<i>E. Regional and major section meetings (subject to Cornerstone staff availability and cost).</i>	<ul style="list-style-type: none"> ▪ Cornerstone participated in the Southern Region meeting in March. ▪ Cornerstone participated in the North Central Region meeting in March. ▪ Cornerstone participated in the Joint AEA/ARD Winter Meeting in January.
<i>F. APLU Annual Meeting in 2019.</i>	<ul style="list-style-type: none"> ▪ Not yet timely.
<i>G. Other Meetings.</i>	<ul style="list-style-type: none"> ▪ Cornerstone participated in a Farm Bill Panel at the CGA's March meeting. ▪ Cornerstone participated in planning for participation at the PILD meeting. ▪ Cornerstone participated in the January ACOP meeting. ▪ Cornerstone participated in the January ECOP Executive Committee meeting. ▪ Cornerstone participated in the BoHS meeting in March to discuss Farm Bill provisions related to SNAP-Ed and EFNEP. ▪ Cornerstone participated in the March ESCOP business meeting. ▪ Cornerstone participated in Strategic Realignment calls and webinars at the request of the BAC leadership.
<i>H. Other Conference Calls.</i>	<ul style="list-style-type: none"> ▪ Cornerstone participated in monthly ESCOP Budget and Legislative Committee calls.

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- Cornerstone participated in monthly ESCOP Chair’s Advisory Committee calls.
- Cornerstone participated in monthly ECOP Budget and Legislative Committee Calls.
- At the request of the BAC leadership, Cornerstone participated in calls related to NIFA reorganization and the proposed NIFA/ERS relocation.

VI. Committee on Legislation and Policy (CLP) Support.

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.

- Cornerstone continued to meet with congressional staff to monitor Farm Bill implementation.
- Cornerstone continued to meet with congressional staff to monitor SNAP-Ed.
- Cornerstone met with congressional staff to monitor matching requirement changes.

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.

- Cornerstone continued to draft language for the CLP proposals approved by the CLP.
- Cornerstone met with Congress on Extension and Conservation issues.
- Cornerstone drafted language to address changes to matching requirements included in the Farm Bill.
- Cornerstone worked closely with the CLP and BAC leadership to educate members on match provisions.

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<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 has met with various groups to discuss fixing the Farm Bill SCRI match requirements.
<p><i>D. Help the CLP leadership integrate the Challenge of Change Initiative into its priorities.</i></p>	<ul style="list-style-type: none"> ▪ This was accomplished in the 2018 Farm Bill
<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"> ▪ Not yet timely.
<p><i>B. Prepare a year-end wrap-up report to the BAC and CLP by January 2020.</i></p>	<ul style="list-style-type: none"> ▪ Not yet timely.
<p><i>C. Provide to the APLU staff, if requested, 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"> ▪ Lobbying disclosure forms are available on request.