

## Cornerstone Quarterly Report – Fourth Quarter 2018

Planned Activities (from Cornerstone Contract)	Accomplishments During this Quarter
<b>I. Budget and Appropriations Advocacy.</b>	
<p><b>A. <i>Field a team of senior professionals with substantial experience and recognized expertise in federal advocacy and communications.</i></b></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone fielded a core team of four individuals: Hunt Shipman, Jim Richards, Vernie Hubert, and Marty Fuller. Maggie Earle, from Cornerstone, also supported the APLU effort.</li> </ul>
<p><b>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></b></p>	<ul style="list-style-type: none"> <li>▪ 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).</li> <li>▪ Cornerstone met and communicated with House and Senate Appropriations Subcommittee staff and Members and others throughout the quarter concerning the FY 2019 NIFA appropriations.</li> </ul>
<p><b>C. <i>Help the BAC develop a realistic, short list of “priority requests” for the FY 2019 budget and appropriations cycle.</i></b></p>	<ul style="list-style-type: none"> <li>▪ Completed in the first quarter.</li> </ul>
<p><b>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></b></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone worked with various institutions to support the BAA’s FY 2019 priority requests.</li> </ul>
<p><b>E. <i>Continue strategic advocacy/communications campaign(s) encompassing the land-grant system, including “strong stalks” efforts.</i></b></p>	<ul style="list-style-type: none"> <li>▪ 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</li> </ul>

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	<p>Subcommittee members) to take a stronger and more visible advocacy role.</p> <ul style="list-style-type: none"> <li>▪ As part of this “blessed states” effort, Cornerstone worked with AHS members to utilize their “Strong Stalks Networks.”</li> </ul>
<p><i>F. Monitor, report upon, and work with the BAA to influence FY 2018 and FY 2019 congressional budget and appropriations decisions.</i></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone monitored, influenced, and reported on the FY 2019 appropriations process.</li> </ul>
<p><i>G. Work with the BAA to influence FY 2020 budget development within USDA and other executive branch departments and agencies.</i></p>	<ul style="list-style-type: none"> <li>▪ Not yet timely.</li> </ul>
<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"> <li>▪ Cornerstone has provided input to BAA leaders</li> </ul>
<p><i>I. Help the BAC leadership integrate the Challenge of Change initiative into its priorities.</i></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone made progress on this item in the 2018 Farm Bill as discussed elsewhere and continues to seek additional opportunities to advance the Challenge of Change initiative.</li> </ul>
<p><b>II. CARET.</b></p>	
<p><i>A. Work to maximize CARET’s effectiveness.</i></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone worked with the BAC and the leadership of CARET to enhance the organization’s focus.</li> </ul>

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<p><b><i>B. Develop plans, objectives, educational materials, and training programs to help individual CARET members be fully effective citizen advocates.</i></b></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone worked with individual CARET delegates to help them “be fully effective citizen advocates.”</li> </ul>
<p><b><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></b></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone communicated with CARET members keeping them informed on progress on the FY 2019 NIFA appropriations process.</li> <li>▪ Cornerstone worked to keep the CARET delegates informed and engaged on Farm Bill developments.</li> </ul>
<p><b><i>D. Assist in planning for and attend meetings of the CARET Executive Committee.</i></b></p>	<ul style="list-style-type: none"> <li>▪ Completed in the first quarter.</li> </ul>
<p><b><i>E. Identify the CARET delegates from “key” states and when determined integral to the overall FY 2019 strategy, train, guide, and assist this strong stalks group during the FY 2019 appropriations process.</i></b></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone worked closely with CARET delegates from states with members of the House and Senate Ag Appropriations Subcommittees.</li> </ul>
<p><b><i>F. Provide such other support as may be requested by the BAC leadership.</i></b></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone worked closely with the BAC leadership to keep CARET engaged and informed on the FY 2019 Agriculture Appropriations bill.</li> <li>▪ Cornerstone participated in planning calls for the 2019 Joint CARET/AHS Meeting.</li> </ul>
<p><b><i>G. With and through BAC leadership, work to establish additional grass tops advocates for key legislators.</i></b></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone worked closely with BAC leadership to encourage the development of additional grass tops advocates.</li> </ul>

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<b>III. Communications.</b>	
A. <i>Continue to develop and maintain the BAC Web site.</i>	<ul style="list-style-type: none"> <li>▪ The website has been regularly maintained.</li> </ul>
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"> <li>▪ Cornerstone delivered timely information on developments of the farm bill and FY 2019 appropriations process.</li> </ul>
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"> <li>▪ Cornerstone prepared a Farm Bill “Call to Action.”</li> </ul>
D. <i>Develop all required advocacy documents and similar materials.</i>	<ul style="list-style-type: none"> <li>▪ Completed in the first quarter.</li> </ul>
<b>IV. Work Products.</b>	
A. <i>Prepare a series of “one-pagers” to explain the BAC’s FY 2019 appropriations requests.</i>	<ul style="list-style-type: none"> <li>▪ Completed in the first quarter.</li> </ul>
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"> <li>▪ Completed in the first quarter.</li> </ul>
C. <i>Develop and keep the FY 2019 NIFA spreadsheet up to date as budget/appropriations decisions are made during calendar year 2018.</i>	<ul style="list-style-type: none"> <li>▪ Cornerstone continued to update the spreadsheet.</li> </ul>

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<p><i>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.</i></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone continued to maintain a repository of information as appropriate.</li> </ul>
<p><i>E. Prepare testimony, letters, statements, legislative language, and such other items as may be requested by the BAC or the BAC leadership.</i></p>	<ul style="list-style-type: none"> <li>▪ Completed in the third quarter.</li> </ul>
<p><b>V. Meetings and Conference Calls.</b></p>	
<p><i>A. BAC meetings and conference calls.</i></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone helped organize and participated in the BAC's conference calls.</li> </ul>
<p><i>B. Committee on Legislation and Policy meetings and conference calls.</i></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone facilitated various CLP discussions and participated in/initiated calls with CLP leadership</li> </ul>
<p><i>C. CARET-AHS meeting in 2018.</i></p>	<ul style="list-style-type: none"> <li>▪ Completed in the first quarter.</li> </ul>
<p><i>D. Joint COPs meeting in 2018.</i></p>	<ul style="list-style-type: none"> <li>▪ Completed in the third quarter.</li> </ul>
<p><i>E. Regional and major section meetings (subject to Cornerstone staff availability and cost).</i></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone attended and participated in the North-Central Regional Association Mini Land-Grant Meeting in Fargo.</li> <li>▪ Cornerstone attended and participated in the Southern AHS/CARET Meeting in Auburn.</li> </ul>

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<i>F. APLU Annual Meeting in 2018.</i>	<ul style="list-style-type: none"> <li>▪ Cornerstone attended the APLU 2018 Annual Meeting in New Orleans.</li> </ul>
<i>G. Other Meetings.</i>	<ul style="list-style-type: none"> <li>▪ Cornerstone hosted and recorded a “Strategic Realignment” webinar to discuss consolidating NIFA Budget Lines for FY 2020.</li> </ul>
<i>H. Other Conference Calls.</i>	<ul style="list-style-type: none"> <li>▪ Cornerstone participated in monthly ESCOP Budget and Legislative Committee calls.</li> <li>▪ Cornerstone participated in monthly ESCOP Chair’s Advisory Committee calls.</li> <li>▪ Cornerstone participated in weekly CGA Farm Bill calls.</li> <li>▪ Cornerstone participated in several calls to discuss realignment for NIFA budget lines.</li> <li>▪ Cornerstone participated in monthly ECOP Budget and Legislative Committee calls.</li> <li>▪ Cornerstone coordinated multiple calls with CLP representatives and the Farm Bill Conference Committee.</li> <li>▪ Cornerstone participated in a webinar which will be rebroadcast to educate and refresh university leaders on the appropriations process and the potential impacts of options under consideration by the strategic realignment working group.</li> </ul>
<b>VI. Committee on Legislation and Policy (CLP) Support.</b>	

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<p><b>A. <i>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></b></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone continued to meet with congressional staff to monitor research developments in the Farm Bill.</li> <li>▪ Cornerstone continued to meet with congressional staff to monitor SNAP-Ed.</li> </ul>
<p><b>B. <i>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></b></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone provides input and draft language as necessary for the CLP proposals under farm bill conference consideration.</li> <li>▪ Cornerstone provides input as directed by CLP leadership on congressional initiatives included in the farm bill.</li> </ul>
<p><b>C. <i>Help the CLP leadership communicate and coordinate with professional societies and other similar entities with respect to USDA policy positions.</i></b></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone has met with various groups to discuss research priorities in the Farm Bill.</li> <li>▪ Cornerstone has discussed SNAP-Ed policy development with groups.</li> </ul>
<p><b>D. <i>Help the CLP leadership integrate the Challenge of Change Initiative into its priorities.</i></b></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone worked to develop Challenge of Change language for the appropriations process.</li> <li>▪ Cornerstone met with authorizing staff on Challenge of Change and integrating it into farm bill</li> </ul>

Planned Activities (from Cornerstone Contract)	Accomplishments During this Quarter
<b>VII. Accountability Reports.</b>	
<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"> <li>▪ The 2018 third quarter report was prepared and distributed.</li> </ul>
<p><i>B. Prepare a year-end wrap-up report to the BAC and CLP by January 2019.</i></p>	<ul style="list-style-type: none"> <li>▪ Not yet timely.</li> </ul>
<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"> <li>▪ Lobbying disclosure forms are available on request.</li> </ul>