

Cornerstone Quarterly Report – Fourth Quarter 2020

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, Will Todd, 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 communicated with House and Senate Appropriations Subcommittee and full Committee staff, Members, and others throughout the quarter concerning the FY 2021 NIFA appropriations. ▪ Cornerstone worked with Members and staff of the House and Senate Appropriations Committees, as well as the Agriculture Committees, to advocate for APLU’s request for additional funding in the COVID-19 supplemental bills.
<p>C. <i>Help the BAC develop a realistic, short list of “priority requests” for the FY 2021 budget and appropriations cycle.</i></p>	<ul style="list-style-type: none"> ▪ Completed in the 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 to support the BAA’s FY 2021 priority requests.

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<p><i>E. 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 Subcommittee members) to take a stronger and more visible advocacy role. ▪ Cornerstone continued to work through the “whip teams” strategy to increase advocacy effectiveness with the BAC. ▪ Cornerstone provided advocacy guidance regarding proposed amendments to the ag appropriations bill. ▪ Cornerstone continues to participate and assist in ad hoc conversations on improving BAA advocacy efforts ▪ Cornerstone worked with CGA to coordinate efforts on COVID related funding
<p><i>F. Monitor, report upon, and work with the BAA to influence FY 2021 congressional budget and appropriations decisions.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone monitored, influenced, and reported on the FY 2021 appropriations process.
<p><i>G. Work with the BAA to influence FY 2022 budget development within USDA and other executive branch departments and agencies.</i></p>	<ul style="list-style-type: none"> ▪ Not yet timely as discussions remain focused on FY 2021 and COVID-19 supplementals.
<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.

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II. CARET.	
A. <i>Work to maximize CARET’s effectiveness.</i>	<ul style="list-style-type: none"> ▪ Cornerstone worked with the BAC and the leadership of CARET to enhance the organization’s focus. ▪ Cornerstone participated in the CARET strategic planning process.
B. <i>Develop plans, objectives, educational materials, and training programs to help individual CARET members be fully effective citizen advocates.</i>	<ul style="list-style-type: none"> ▪ Cornerstone worked with individual CARET delegates to help them “be fully effective citizen advocates.” ▪ Cornerstone responded to direct inquiries for assistance from CARET members.
C. <i>With and through the BAC leadership, keep CARET delegates informed about and actively engaged in supporting the BAC’s priority budget/appropriations requests.</i>	<ul style="list-style-type: none"> ▪ Cornerstone communicated with CARET members keeping them informed on progress on the FY 2021 NIFA appropriations process. ▪ Cornerstone also communicated with CARET members on the status of the COVID-19 supplemental bill.
D. <i>Assist in planning for and attend meetings of the CARET Executive Committee.</i>	<ul style="list-style-type: none"> ▪ Cornerstone participated annual CARET Executive Committee Meeting.
E. <i>Identify the CARET delegates from “key” states and when determined integral to the overall FY 2021 strategy, train, guide, and assist this strong stalks group during the FY 2021 appropriations process.</i>	<ul style="list-style-type: none"> ▪ Cornerstone worked closely with CARET delegates from states with members of the House and Senate Ag Appropriations Subcommittees.
F. <i>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 FY2021 Agriculture Appropriations bills.

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	<ul style="list-style-type: none"> ▪ Cornerstone worked closely with BAC leadership to help keep CARET informed and engaged on COVID-19 related funding requests.
<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.
III. Communications.	
<p><i>A. Continue to develop and maintain the BAC Web site.</i></p>	<ul style="list-style-type: none"> ▪ The land-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 2021 appropriations process. ▪ Cornerstone drafted and distributed a memo covering a House Agriculture Committee hearing titled “1890 Land-grant Institutions – 130 Years of Building Equity in Agriculture. ▪ Cornerstone provided BAA leaders with regular updates on Coronavirus agency, legislative and public-health actions.

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<p>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.</p>	<ul style="list-style-type: none"> ▪ Cornerstone drafted and distributed Reports from Washington notifying members that Congress had pass the FY 2021 spending bills. ▪ Cornerstone drafted and distributed Reports from Washington updating members on the FY 2021 appropriations process, specifically passage of a Continuing Resolution. ▪ Cornerstone drafted and distributed Reports from Washington updating members on the passage of a COVID-19 supplemental funding bill. ▪ Cornerstone drafted and distributed a Call to Action encouraging members to follow up with Congressional offices about the FY 2021 appropriations ask. Cornerstone also provided a letter to help with outreach efforts.
<p>D. Develop all required advocacy documents and similar materials.</p>	<ul style="list-style-type: none"> ▪ Cornerstone provided guidance and drafting assistance during APLU’s effort to draft infrastructure advocacy materials. ▪ Cornerstone provided guidance and drafting assistance during APLU’s effort to draft appropriations advocacy materials.
<p>IV. Work Products.</p>	
<p>A. Prepare a series of “one-pagers” to explain the BAC’s FY 2021 appropriations requests.</p>	<ul style="list-style-type: none"> ▪ Completed in the first quarter.
<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"> ▪ Completed in the first quarter.

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<p><i>C. Develop and keep the FY 2020 NIFA spreadsheet up to date as budget/appropriations decisions are made during calendar year 2020.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone continued to update the spreadsheet.
<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"> ▪ Cornerstone continued to maintain a repository of information as appropriate.
<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"> ▪ Cornerstone help prepare and distribute justification materials and talking points regarding COVID-19 related funding needs for Cooperative Extension. ▪ Cornerstone guided APLU through drafting a proposal and justification document for COVID-19 related agriculture research funding. ▪ Cornerstone drafted legislative language regarding 4-H name and emblem. ▪ Cornerstone drafted and distributed a letter to Congress emphasizing FY 2021 priorities. ▪ Cornerstone continued to provide guidance to APLU staff and the CGA during the process of drafting multiple letters in support of additional funding for COVID-19 related activities. ▪ Cornerstone provided APLU staff with feedback regarding timing of the Rebuild Rural initiative and surrounding events. ▪ Cornerstone continued to support the BAC and APLU staff with strategic realignment.
<p>V. Meetings and Conference Calls.</p>	

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<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. ▪ Cornerstone organized and participated in monthly pre-BAC calls. ▪ 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.
<p>B. Committee on Legislation and Policy meetings and conference calls.</p>	<ul style="list-style-type: none"> ▪ Cornerstone facilitated various CLP discussions. ▪ Cornerstone participated in the CLP quarterly call.
<p>C. CARET-AHS meeting in 2020.</p>	<ul style="list-style-type: none"> ▪ Completed in the first quarter.
<p>D. Joint COPs meeting in 2020.</p>	<ul style="list-style-type: none"> ▪ Completed in the third quarter.
<p>E. Regional and major section meetings (subject to Cornerstone staff availability and cost).</p>	<ul style="list-style-type: none"> ▪ Completed in the third quarter.
<p>F. APLU Annual Meeting in 2020.</p>	<ul style="list-style-type: none"> ▪ Completed – Cornerstone participated in the BAA, BAC, CLP, ESCOP BLC, and CARET Executive Committee meetings.
<p>G. Other Meetings.</p>	<ul style="list-style-type: none"> ▪ All meetings were virtual this quarter.
<p>H. Other Conference Calls.</p>	<ul style="list-style-type: none"> ▪ Cornerstone participated in monthly ESCOP Budget and Legislative Committee calls. ▪ Cornerstone participated in CARET’S Strategic Planning calls.

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Accomplishments During this Quarter

- Cornerstone participated in monthly ESCOP Chair’s Advisory Committee calls.
- Cornerstone participated in the 2020 ESCOP Executive Committee meeting on October 27.
- Cornerstone participated in monthly ECOP Budget and Legislative Committee Calls.
- Cornerstone facilitated and participated in several calls related to the supplemental and stimulus funding proposals for research and extension.
- Cornerstone participated in the ECOP BLC 4-H Subcommittee call to discuss name and emblem.
- Cornerstone participated in several calls with the CGA Ag Infrastructure Task Force.
- Cornerstone participated in call with 4-H to discuss name and emblem.
- Cornerstone participated in a call with Forbes Tate to discuss their plan for BAA advocacy
- Cornerstone participated multiple Joint CARET/AHS Planning meetings.
- Cornerstone participated on a call regarding CARET’s Strategic Plan
- Cornerstone scheduled and participated in a monthly check-in call with APLU staff.
- Cornerstone participated in a call with SNAP-Ed/EFNEP Program Leaders to discuss the USDA Food Box Program.

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

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<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 Congress on the SCRI match fix. ▪ Cornerstone worked closely with USDA to address the SCRI matching issue.
<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 met with hill staff to discuss legislation impacting the 1890 universities. ▪ Cornerstone shared legislative proposals on 1890 Institutions for review.
<p>C. Help the CLP leadership communicate and coordinate with professional societies and other similar entities with respect to USDA policy positions.</p>	<ul style="list-style-type: none"> ▪ Cornerstone helped strategize on engagement with a variety of stakeholders to generate support for the research facilities infrastructure proposal.
<p>VII. Accountability Reports.</p>	
<p>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.</p>	<ul style="list-style-type: none"> ▪ This report fulfills this requirement for the fourth quarter of 2020.
<p>B. Prepare a year-end wrap-up report to the BAC and CLP by January 2020.</p>	<ul style="list-style-type: none"> ▪ Not yet timely.
<p>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.</p>	<ul style="list-style-type: none"> ▪ Lobbying disclosure forms are available on request.