

Cornerstone Quarterly Report – Fourth 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, Louie Perry, 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 met and communicated with House and Senate Appropriations Subcommittee staff and Members and others throughout the quarter concerning 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"> ▪ 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 and FY 2020 Conference 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

Planned Activities (from Cornerstone Contract)	Accomplishments During this Quarter
	<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 encouraged 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 2020 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"> No actions requested or required in this quarter.
<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.”

Planned Activities (from Cornerstone Contract)	Accomplishments During this Quarter
	<ul style="list-style-type: none"> ▪ Cornerstone provided CARET representatives from blessed states draft emails that contain state-specific information to support their appropriations requests.
<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 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"> ▪ Completed in the third quarter
<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 FY 2020 Agriculture Appropriations bills. ▪ At the request of the BAC leadership, Cornerstone participated in monthly pre-BAC call discussions to update the BAC leadership and solicit input to develop a thorough agenda.
<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 continued encouragement of BAC leadership to develop additional grass tops advocates.

Planned Activities (from Cornerstone Contract)	Accomplishments During this Quarter
III. Communications.	
<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 a Report from Washington covering a hearing to review implementation of USDA Farm Bill research programs held by the House Agriculture Subcommittee on Biotechnology, Horticulture, and Research. ▪ Cornerstone delivered two additional Reports from Washington with information on developments of the FY 2020 ag 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 and distributed a Call to Action requesting that institutions reiterate their support for BAA appropriations priorities prior to final consideration.
<p><i>D. Develop all required advocacy documents and similar materials.</i></p>	<ul style="list-style-type: none"> ▪ Completed in the first quarter.
IV. Work Products.	
<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"> ▪ Completed in the third quarter
<p><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></p>	<ul style="list-style-type: none"> ▪ Completed in the first quarter

Planned Activities (from Cornerstone Contract)	Accomplishments During this Quarter
<p><i>C. Develop and keep the FY 2019/FY 2020 NIFA spreadsheets up to date as budget/appropriations decisions are made during calendar year 2019.</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 assisted in drafting a letter (VH)
<p>V. Meetings and Conference Calls.</p>	
<p><i>A. BAC meetings and conference calls.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone helped organize and participated in the BAC's conference calls. ▪ Cornerstone facilitated and participated in two face-to-face meetings with the BAC chair and APLU VP of Food, Ag, and Natural Resources.
<p><i>B. Committee on Legislation and Policy meetings and conference calls.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone provided periodic updates to CLP chair.
<p><i>C. CARET-AHS meeting in 2019.</i></p>	<ul style="list-style-type: none"> ▪ Completed in the first quarter.
<p><i>D. Joint COPs meeting in 2019.</i></p>	<ul style="list-style-type: none"> ▪ Completed in the third quarter

Planned Activities (from Cornerstone Contract)	Accomplishments During this Quarter
<i>E. Regional and major section meetings (subject to Cornerstone staff availability and cost).</i>	<ul style="list-style-type: none"> ▪ Completed in the third quarter
<i>F. APLU Annual Meeting in 2019.</i>	<ul style="list-style-type: none"> ▪ Cornerstone attended and participated in the APLU Annual Meeting.
<i>G. Other Meetings.</i>	<ul style="list-style-type: none"> ▪ Cornerstone attended and participated in the APLU New Administrators Orientation
<i>H. Other Conference Calls.</i>	<ul style="list-style-type: none"> ▪ Cornerstone participated in monthly ESCOP Budget and Legislative Committee calls. ▪ Cornerstone participated in monthly ESCOP Chair’s Advisory Committee calls. ▪ Cornerstone participated in monthly ECOP Budget and Legislative Committee Calls. ▪ Cornerstone participated in calls to discuss meeting agendas for the Annual Meeting ▪ Cornerstone participated in conference calls with CGA on matching requirements
VI. Committee on Legislation and Policy (CLP) Support.	

Planned Activities (from Cornerstone Contract)

Accomplishments During this Quarter

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 address matching requirement changes.
- Cornerstone communicated with Committee staff about the America Grows Act.

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 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.
- Cornerstone worked with the CLP assessing the Livestock Risk Management and Education Act, America Grows Act
- Cornerstone also worked with the CLP to assess the Rural STEM Education Act and encouraged the BAA to sign a letter in support.
- Cornerstone drafted a letter on behalf of the BAA to thank the House and Senate Agriculture Committee Chairmen and Ranking Members for their help in addressing the SCRI matching issue.

C. Help the CLP leadership communicate and coordinate with professional societies and other similar entities with respect to USDA policy positions.

- Cornerstone communicated with specialty crop commodity groups to coordinate support and effort
- Cornerstone worked with the ECOP BLC 4-H Subcommittee to coordinated a briefing with Members of Congress.

Planned Activities (from Cornerstone Contract)	Accomplishments During this Quarter
	<ul style="list-style-type: none"> ▪ Cornerstone worked with the ECOP BLC 4-H Subcommittee and drafted language regarding the use of the sign or emblem of the 4-H clubs.
<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"> ▪ The 2019 Q3 report was prepared and distributed.
<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.