



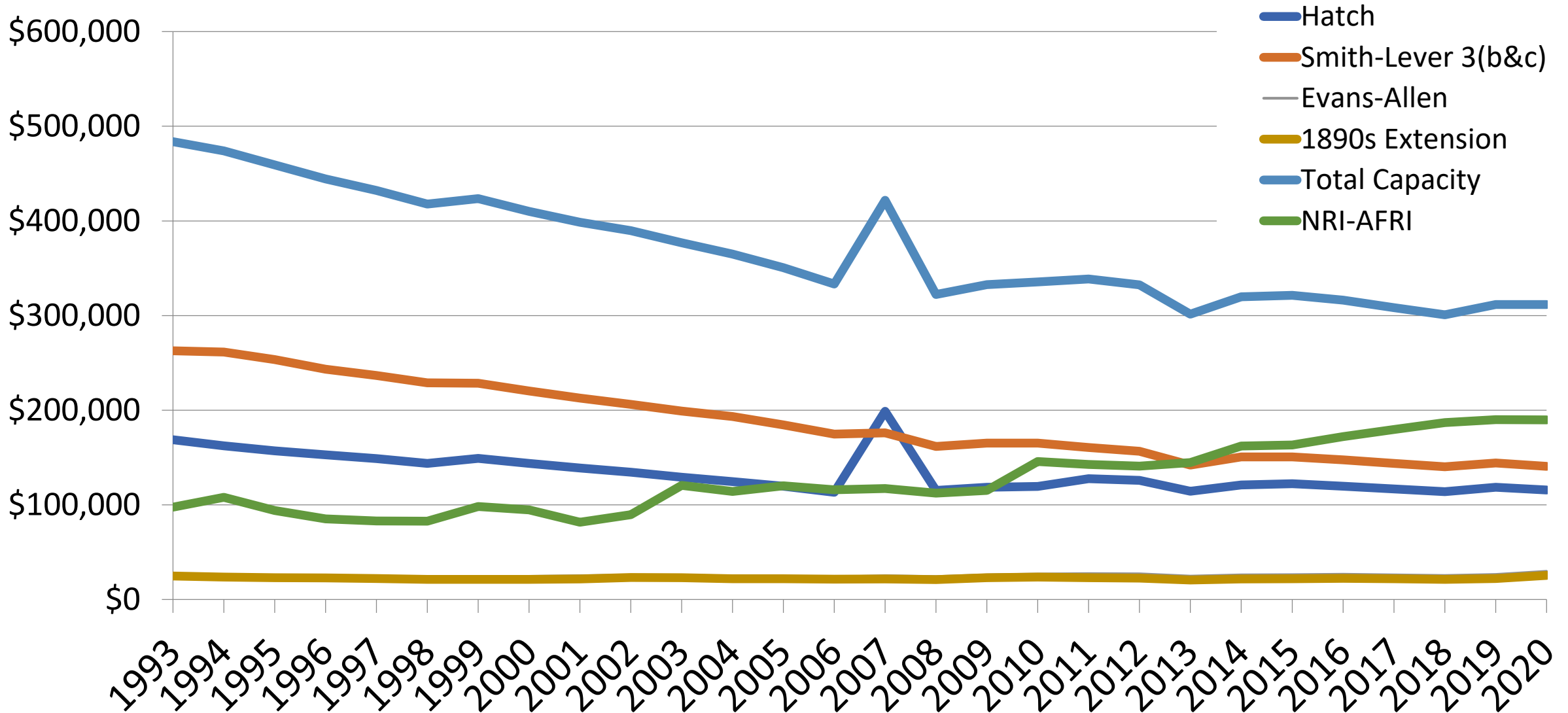
# Communicating the Value of Agriculture Research and Extension Capacity Funding

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Workgroup Report  
Budget Advocacy Committee  
July 21, 2020



# NIFA Capacity & Competitive Appropriations in Constant 1993 in Thousands Dollars (1993-2020)



# Communicating the Value of Capacity Funding Working Group

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- **Working Group Charge from Doug Steele:**
  - Bring focus to building justification and messaging around the value of capacity funding.
- **Working Group Goal:**
  - Increase capacity and competitive funding for agricultural research and extension by demonstrating the value of capacity funding to the broad stakeholders/constituencies of ag research and extension.
- **Working Group How:**
  - Create congressional champions with emphasis on Agriculture Appropriations Subcommittee Members.

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# Communicating the Value of Capacity Funding Working Group

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## Working Group Membership

- Jon Boren, 4-H NMSU Cooperative Extension Service
- Caroline Crocoll, ECOP
- Maggie Earle, Cornerstone
- Albert Essel, 1890s Extension
- Andy Ferrin, National 4-H Council
- Caron Gala, APLU FANR and CGA
- Rick Klemme, Consultant
- Anne Megaro, CGA Ag Teams - California
- Ernie Minton, BAA
- Elizabeth Gregory North, Communications
- Rick Rhodes, ESCOP
- Jim Richards, Cornerstone
- Ray Trapp, CGA Ag Teams – 1890s, NCAT
- Adam Ward, CGA Ag Teams - Ohio

## Regarding funding levels:

The BAA BAC determine a growth plan for capacity funding lines that is anchored in a clear justification of need.

**Recommendation:** We recommend that a working group be assembled to identify this growth trajectory (possibly the strategic realignment committee) to develop annual advocacy levels for NIFA priority lines.

*The tactical opportunity is to identify an aspirational goal that drives a request as well as the needs that the request will meet.*

**Regarding campaigns:**  
Develop an advocacy-focused communication plan that reaches high-value audiences.

***Recommendation:*** APLU BAA will identify a workgroup to develop a communication plan informed by advice from the Forbes-Tate, CMC, FANR, Cornerstone, APLU CGA Ag Teams, APLU staff, and the Land-Grant Consortium for Coordinated Communications.

***Tactical opportunity:*** Publish an annual “*Points of Pride*” publication about the Cooperative Extension System, the State Agricultural Experiment Stations, the 1890s R&E, and the 1994s R&E.

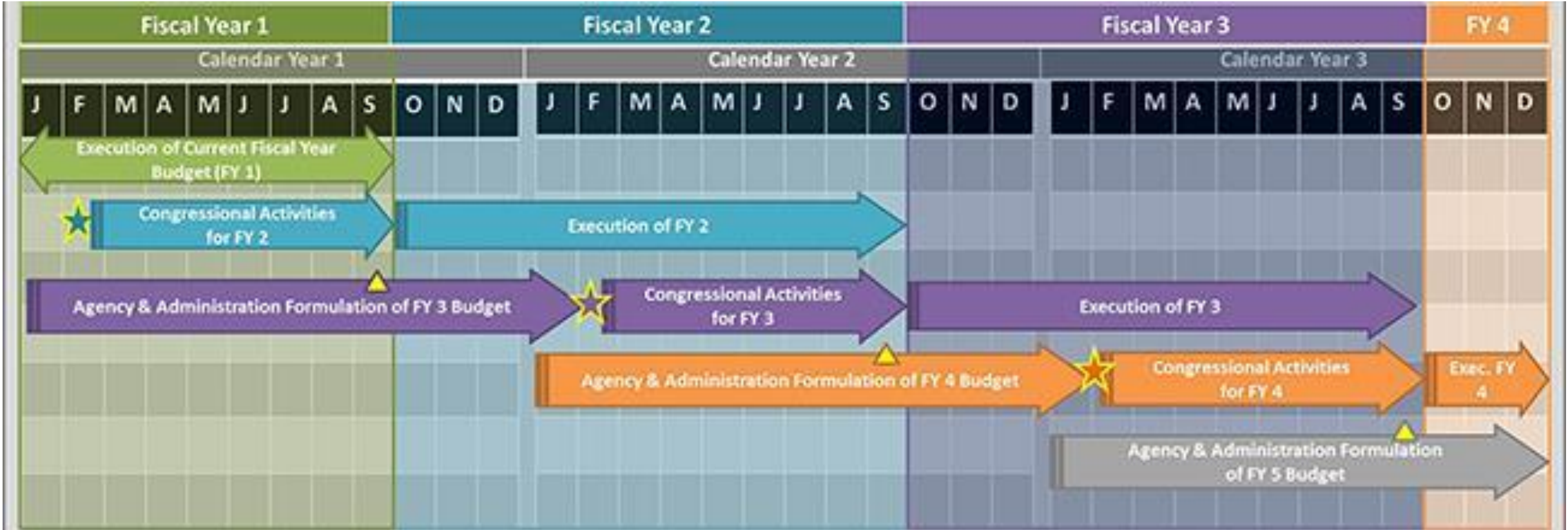
***Tactical opportunity:*** Engage a think tank in a study that describes the scientific, economic, and food/agricultural impact areas and economic impact statements.

**Regarding congressional advocacy:** FANR, in coordination with BAA-COPS-Cornerstone-CARET-APLU CGA Ag Teams, develop an annual advocacy calendar.

***Recommendation:*** The calendar will outline appropriations request decisions, justification data (needed from APLU BAA members), trainings, and engagement (w/ APLU BAA structure, coalitions/key stakeholders, Congress, and the Administration).

***Recommendation:*** Build a NIFA Coalition that supports key NIFA funding lines and engages stakeholders within the system as well as key partners outside of it.

***Tactical opportunity:*** Support Administrative Heads, Deans, and Directors in their ability to encourage CARET, Congressional Member/staff interactions during summer months.



# Budget and Appropriations Development Process Timeline



# Communicating the Value of Capacity Funding Working Group

Feedback