



AGENDA

**BUDGET AND ADVOCACY COMMITTEE
BOARD ON AGRICULTURE ASSEMBLY**

**4:00 – 5:00 p.m. (EDT)
July 21, 2020**

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CALL IN INSTRUCTIONS

Topic: BAA Budget and Advocacy Committee
Time: Jul 21, 2020 04:00 PM Eastern Time (US and Canada)
Join Zoom Meeting <https://zoom.us/j/96741063023>
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- I. Call to Order (Beyrouty)
- II. Roll Call (Gouge)
- III. Approval of Minutes (Beyrouty) |
- IV. COVID-19 and FY 2021 Appropriations Update (Cornerstone)
- V. Related Legislation – AGARDA, Inhofe (Cornerstone/Steele)
- VI. Calls to Action (Cornerstone)
- VII. Communications and Marketing Update (Steele)
- VIII. Other Business

Call to Order and Roll Call

BAC Chairman Craig A. Beyrouthy called the meeting to order and asked Eddie Gouge to call the roll. The following individuals participated in the conference call:

Craig A. Beyrouthy (*Chair*), *University of Maryland, College Park*
Paul M. Patterson (*Advocacy Chair*), *Auburn University*
David S. Buchanan (*APS*), *North Dakota State University*
Jon C. Boren (*CES*), *New Mexico State University*
J. Ernest Minton (*ESS*), *Kansas State University*
Deanna Behring (*IAS*), *The Pennsylvania State University*
M. Ray McKinnie (*1890 Extension*), *Virginia State University*
Dyremple B. Marsh (*1890 Research*), *Delaware State University*
Patrese Atine (*1994 Institutions*), *American Indian Higher Education Consortium*
Erik J. Porfeli, (*Board on Human Sciences*), *The Ohio State University*
Jim Handley (*CARET – Fiscal Years 2020-2021*), *Florida*
Brian Hardin (*CARET – Fiscal Years 2022-2023*), *Alabama*
Linda M. Nagel (*Forestry Resources*), *Colorado State University*
Gary A. Thompson (*BAAPBD*), *The Pennsylvania State University*
Orlando F. McMeans (*BAAPBD*), *Southern University and A&M College*
Sarah Mathias (*CGA*), *University of Florida*
Douglas L. Steele, *APLU*
Eddie G. Gouge, *APLU*
Wendy Fink, *APLU*
Floencia Drumwright (*APLU*)
Alton Thompson, *Association of Research Directors (1890)*
Jeffrey S. Jacobsen, *North Central Regional Association of Agricultural Experiment Station Directors*
Kevin Cain (*Veterinary Medicine*), *Association of American Veterinary Medical Colleges*
Hunt Shipman, *Cornerstone Government Affairs*
Jim Richards *Cornerstone Government Affairs*
Vernie Hubert, *Cornerstone Government Affairs*
Maggie Earle, *Cornerstone Government Affairs*

The following committee members/staff were unable to participate in the meeting: **John L. Phillips** (*1994 Institutions*), *American Indian Higher Education Consortium*; **Karen L. Jones** (*Non-Land-Grants/NARRU*), *Southern Illinois University at Carbondale*; **Usman Adamu** (*Insular/Territories*), *University of the Virgin Islands*; **Carolyn J. Henry** (*Veterinary Medicine*), *University of Missouri-Columbia*; **Marshall Stewart**, (*BAA Committee on Legislation and Policy*), *University of Missouri*; **Caroline E. Crocoll**, *APLU*; **Caron Gala**, *APLU*; **Albert E. Essel**, *Association of Extension Administrators (1890)*; and, **Alice J. Gómez**, *Cornerstone Government Affairs*.

The following guests participated in the conference: **Richard C. Rhodes III**, *Northeastern Regional Association of State Agricultural Experiment Station Directors (NERA)*; **Richard M. Klemme**, *Consultant, APLU*; and **Will Todd**, *Cornerstone Government Affairs*.

Agenda

The agenda, as amended, was approved. The BAC modified the agenda to include a report from the Capacity Funding Working Group.

Minutes

The BAC minutes from June 16, 2020, as distributed, were approved.

COVID-19 and Fiscal Year 2021 Appropriations' Update

Cornerstone Government Affairs provided the following update:

- the House Committee on Appropriations has completed its work on all bills, and the first minibus (with four bills including agriculture) will be on the House floor Thursday and Friday and should be completed by the end of the week
- the U. S. Senate does not have a scheduled yet for Fiscal Year 2021 – the coronavirus funding is taking all of their time
- the Senate bill is written and they may start sharing and considering it in September with action in October
- it is likely that there will be a continuing resolution until after the November elections or December; if the November elections create significant changes in the Congressional membership, the continuing resolution could be extended into 2021
- COVID-19 Part IV is being socialized by Majority Leader Mitch McConnell today and we need to pitch the \$380 million that is not in the House version
- the Senate staff wanted a more “mature” proposal from the land-grant university system for the \$380 million being requested
- the House and Senate have funding for infrastructure (highways and water resources) in their bills and there is a \$100 billion in the \$1 trillion bill for education
- it is felt that whatever version passes the Senate will be the version sent to the President

AGARDA and Related Legislation

Cornerstone Government Affairs and Doug Steele reported on developments related to the Agriculture Advanced Research and Development Authority (AGARDA) legislation:

- APLU was asked to sign on to the AGARDA proposal in March but did not sign onto the \$5 million request to support AGARDA
- several technical amendments will be offered to the measure, and the Committee on Rules will decide which ones are in order this afternoon; if adopted, they will be considered in conference with the Senate
- there was a comment by Congressional staff that if the land-grant university system spent as much time advocating for capacity funds as they had AGARDA, there would be more money available for capacity funds
- advocating for AGARD probably has had an adverse effect on NIFA building and facilities

- it was suggested that the land-grant university system might look at how we could do better (Sarah Mathias)
- AGARDA could be carried out through the Agriculture and Food Research Initiative (AFRI)

Chairman Beyrouthy suggested that the BAC could use the AGARDA example as a model for our advocacy efforts.

Calls To Action

Cornerstone Government Affairs reported that on the “Call to Action” sent out on April 23, 2020 relating to our request for \$380 million –

- 655 people received the message
- 181 people opened the message (only 29%)
- of the 181 people, only 32 people opened the link to the letter on the one-pager about the unified ask
- the next “Call to Action” will be distributed this afternoon and it will look like it came from Maggie Earle

After switching to a new system (MailChimp), the statistics on the response to the “calls to action” are looking better – the number are up by five to ten percent.

Hunt Shipman indicated that we are operating with incomplete information on these “calls to action.” We know if the e-mails are delivered and are opened but we do not know if there is any follow through on the requested action. We have a disparate system with a different system at each university.

There was more discussion of the proposed “whip” system and a lot more work on such a system needs to be done so that it can be rolled out in a thoughtful way. The rollout may be ready by the time of the conference of Fiscal Year 2021 or the start of Fiscal Year 2022, but more discussion is needed. The CARET Executive Committee had been informed about a potential regional approach to a “whip” system and there was general support for such an effort. The land-grant university system needs a holistic approach.

Communications and Marketing Update

Doug Steele stated that Forbes Tate Partners (the new firm working with the BAA Communications and Marketing team) had sent out a survey and received the following results –

- 643 surveys were distributed
- 0 bounces
- 250 people opened the survey
- Only 19% returned the survey

He also indicated that the CMC and the new firm would be able to help with solving the situation with the “calls to action.”

Capacity Funds Working Group

Rick Klemme briefed the BAC on the progress of the Capacity Funds Working Group and reported:

- the group was established as a working group with a long-term goal of exploring where we want to go with capacity funding and how we get there
- APLU's Board on Agriculture Assembly needs to identify a communication plan as well as develop a multi-year timeline

Klemme mentioned that the group was exposed to a variety of ideas such as what was going on at The Ohio State University where Adam Ward is securing a CARET delegate for each Congressional District.

Doug Steele commented that the degree of success of the working group depends on who takes ownership of the recommendations. The working group will continue its work and come back to the BAC. A lot will depend on how big of an initiative the BAC will make of capacity funding.

Doug Steele, Craig Beyrouthy, and Paul Patterson agreed to visit and get more background on this topic to the BAC to review. BAC Chairman Beyrouthy ended the discussion by asking where does this fit in a holistic approach?

Other Business

The next BAC call will be held on at **4:00 p.m. (EDT) on August 18, 2020**.

Adjournment

Chairman Beyrouthy adjourned the BAC meeting at 5:02 p.m. (EDT).