

Cornerstone Quarterly Report – Second Quarter 2018

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 four individuals: Hunt Shipman, Jim Richards, Vernie Hubert, and Marty Fuller. Maggie Earle, from Cornerstone, also supported the APLU effort.
<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 the FY 2018 and FY 2019 NIFA appropriations.
<p>C. <i>Help the BAC develop a realistic, short list of “priority requests” for the FY 2019 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 2019 and FY 2018 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

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	<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 worked with AHS members to utilize their “Strong Stalks Networks.”
<p><i>F. Monitor, report upon, and work with the BAA to influence FY 2018 congressional budget and appropriations decisions.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone monitored, influenced, and reported on the FY 2018 appropriations process.
<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"> ▪ 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"> ▪
<p><i>I. Help the BAC leadership integrate the Challenge of Change initiative into its priorities.</i></p>	<ul style="list-style-type: none"> ▪
<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.”

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<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 2018 and FY 2019 NIFA appropriations process. ▪ Cornerstone worked to keep the CARET delegates informed and engaged on Farm Bill 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 first quarter.
<p><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></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 the FY 2018 and FY2019 Agriculture Appropriations bill.
<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 BAC leadership to encourage the development of additional grass tops advocates.
<p>III. Communications.</p>	
<p><i>A. Continue to develop and maintain the BAC Web site.</i></p>	<ul style="list-style-type: none"> ▪ The website has been regularly maintained.

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<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 2018 and FY 2019 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 a Call to Action on the FY 2018 appropriations requests and continued to encourage the BAA and CARET to engage. ▪ Cornerstone prepared a Call to Action on the 2018 Farm Bill to encourage members to contact their state’s congressional delegation and express support for the Title VII – Research, Extension, and Related Matters.
<p><i>D. Develop all required advocacy documents and similar materials.</i></p>	<ul style="list-style-type: none"> ▪ Completed in the first quarter.
<p>IV. Work Products.</p>	
<p><i>A. Prepare a series of “one-pagers” to explain the BAC’s FY 2018 appropriations requests.</i></p>	<ul style="list-style-type: none"> ▪ Completed in the first 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.
<p><i>C. Develop and keep the FY 2019 NIFA spreadsheet up to date as budget/appropriations decisions are made during calendar year 2018.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone continued to update the spreadsheet.

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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"> ▪ 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 drafted a letter to Chairman Conaway and Ranking Member Peterson in support for the research, extension, and teaching provisions in the 2018 Farm Bill.
<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.
<p><i>B. Committee on Legislation and Policy meetings and conference calls.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone facilitated various CLP discussions.
<p><i>C. CARET-AHS meeting in 2018.</i></p>	<ul style="list-style-type: none"> ▪ Completed in the first quarter.
<p><i>D. Joint COPs meeting in 2018.</i></p>	<ul style="list-style-type: none"> ▪ Not yet timely
<p><i>E. Regional and major section meetings (subject to Cornerstone staff availability and cost).</i></p>	<ul style="list-style-type: none"> ▪ Not yet timely.
<p><i>F. APLU Annual Meeting in 2018.</i></p>	<ul style="list-style-type: none"> ▪ Not yet timely.

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<p>G. Other Meetings.</p>	<ul style="list-style-type: none"> ▪ Cornerstone participated in a Farm Bill Panel at the CGA’s March meeting. ▪ Cornerstone participated in the SNAP-ED Program Development Team Meeting. ▪ Cornerstone participated in several CGA Meetings. ▪ Cornerstone participated in the CARET Executive Committee Summer Meeting.
<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 monthly ESCOP Chair’s Advisory Committee calls. ▪ Cornerstone participated in monthly ECOP Budget and Legislative Committee calls. ▪ Cornerstone participated in weekly CGA Farm Bill calls.
<p>VI. Committee on Legislation and Policy (CLP) Support.</p>	
<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 congressional staff to monitor research developments in the Farm Bill. ▪ Cornerstone continued to meet with congressional staff to monitor SNAP-Ed.
<p>B. Help the BAA develop provisions that might be included within other authorizing bills that advance the BAA’s agenda and as</p>	<ul style="list-style-type: none"> ▪ Cornerstone continued to draft language for the CLP proposals approved by the CLP.

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<i>directed by the CLP leadership, monitor, report upon, and work to influence such bills.</i>	<ul style="list-style-type: none"> ▪ Cornerstone met with Congress on Extension and Conservation issues.
<p>C. <i>Help the CLP leadership communicate and coordinate with professional societies and other similar entities with respect to USDA policy positions.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone has met with various groups to discuss research priorities in the Farm Bill. ▪ Cornerstone has discussed SNAP-Ed policy development with groups.
<p>D. <i>Help the CLP leadership integrate the Challenge of Change Initiative into its priorities.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone worked to develop Challenge of Change language for the appropriations process. ▪ Cornerstone met with authorizing staff on Challenge of Change and integrating it into farm bill
VII. Accountability Reports.	
<p>A. <i>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 2018 second quarter report was prepared and distributed.
<p>B. <i>Prepare a year-end wrap-up report to the BAC and CLP by January 2019.</i></p>	<ul style="list-style-type: none"> ▪ Not yet timely.
<p>C. <i>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.