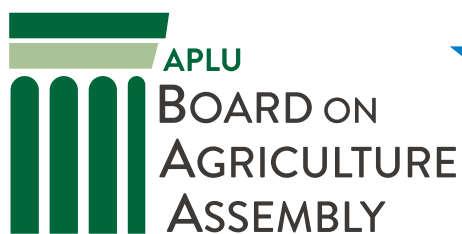


Strategic Plan

PROGRESS ON 2022 STRATEGIC PLAN

END OF YEAR REPORT



Coalitions - 1.1 Recruit and Retain Connected CARET Members Who Can Serve Long-Term Goals

Action	Outcome/Goal	
What are we doing?	What does it achieve?	
A. Define the CARET delegate selection criteria (checklist) in an updated job description and provide it to the deans/directors.	Recruitment of enthusiastic and knowledgeable CARET delegates based on their ability to make short- and long- term advocacy efforts.	Complete in Workbook
B. Define responsibilities and best practices for AHS interaction with CARET.	AHS understanding of responsibilities regarding CARET delegates' interactions.	Complete in Workbook
C. Map and coordinate CARET delegate recruitment and engagement in key districts and states to assemble a team of key influencer's.	Assurance of alignment and targeted CARET support to promote increases in federal funding for capacity programs.	Pending Committee Assignments and Champions.

Coalitions - 1.2 Building External Connections: Meeting with Stakeholders and Policymakers

Action	Outcome/Goal	
What are we doing?	What does it achieve?	
A. CARET/AHS/CGA (Influencer Teams) conduct meetings in March with their members of Congress and staff.	March meetings help members of Congress and their staff understand the 'Ask' of the BAA's federated system prior to the member request deadlines for the upcoming fiscal year appropriations debates.	Pending 2023 Meeting and Outreach
B. Conduct state and national agriculture and food stakeholder meeting to socialize 'Ask' and garner sponsorships.	Grow the network of support for BAA priorities and the land-grant university system; garner co-sponsorship.	Scheduled for January (and also will occur in October)
C. #Championbuilding - Cultivate influencer teams to foster congressional champions for national advocacy priorities.	This makes congressional Dear Colleagues (DCs) letters in support of BAA goals possible. The result is increased funding for BAA priorities.	Four Dear Colleague letters circulated in 2022, with equal amount expected in 2023. CGA/CARET working on Champion Building in key states.
D. Celebrate our champions with awards and other recognitions.	Stronger connections to champions.	Award process drafted. APLU OGA is reviewing.
E. Encourage CARET delegates to be guest speakers on campus.	CARET delegates become local spokespeople on LGU.	No action
F. Hold events with members of Congress and their staff on-campus and/or in the state/district.	Members of Congress are more supportive of LGU system; see results/needs.	Encouraged over the summer and fall 2022.
G. Promote year-round engagement of CARET with members of Congress.	Develop and strengthen CARET relationship and connection with members of Congress; enhance prospects for increased funding.	Written into Strategic Plan and see above.

Coalitions - 1.3 Building internal Connections

Action	Outcome/Goal	
What are we doing?	What does it achieve?	
A. Provide a Spring Joint Meeting update on the BAA Advocacy Plan outlining roles and responsibilities.	All CARET, AHS, and CGA members understand the advocacy strategy and roles. Forms are submitted by appropriate party.	In process
B. Within a BAA Advocacy Plan , undertake tactical advocacy via calls to action (CTA), outside witness testimony (OWT), public comment, and coordinated op ed communications.*	Tactical advocacy and communications mechanisms enable CARET delegates, stakeholders in the state, and the overall CARET organization to provide Congress with evidence of support for BAA priorities.	In process
C. Develop in-person training for Joint CARET/AHS Spring Meeting.	CARET understanding of the "Ask", the justifications for the ask, and of the roles of the team (AHS/CGA).	In process with OGA/FANR and LBA
D. Pre-plan appropriations advocacy CTAs to provide an ample timeline for member institution protocols/clearance. All CTAs include talking points and clear direction for action.	<ol style="list-style-type: none"> 1. Ample time allows for coordinated responses across the influencer teams at each institution. 2. Better participation in CTAs resulting in increased federal funding. 	In process with input from CARET EC and CGA Ag Teams. OGA/FANR/LBA draft
E. Support successful regional meetings by organizing regional meeting agendas for CARET/AHS and section interactions. The Sr. Associate will provide guidance in the workbook and coordinate with regional chairs.	<ol style="list-style-type: none"> 1. Regional leadership build confidence and comradery at the regional association level to support national advocacy efforts. 2. Regional meetings that use CARET time effectively and build regional participation. 	Completed for 2022 at summer meetings and in workbook
F. Improve regional association governance procedures are improved via electronic ballots and a "minutes" library.	Strengthening of regional governance and administration.	No action
G. Invite CGAers to serve on regional planning committees and attend meetings.	Greater engagement/inclusion of the CGA.	No action (although, they often already do)
H. Nominate a CGAer to participate in CARET/AHS Annual Meeting Planning Committee.	CGA perspective can be heard in Joint CARET/ AHS Planning Committee Meetings.	Complete
* The BAA Advocacy Plan is the coordinated advocacy calendar/timeline and strategy outlining the advocacy phases, CARET/AHS roles and responsibilities, and tactical advocacy actions.		

Communications

Action	Outcome/Goal	
What are we doing?	What does it achieve?	
A. Develop, design, and release compelling BAA "Ask" documents (leave behind, elevator pitch, and talking points) and release well before the March meeting (January or February).	Better advocacy, resulting in increased support by Congressional staff and members.	In process
B. Share CARET advocacy materials (via website).	Better coordination of information.	See Land-grant.org. Updates to the website will be complete by January 13
C. Develop a CARET quarterly newsletter.	Communication and teambuilding for CARET at the national level.	Complete

Training

Action	Outcome/Goal	
What are we doing?	What does it achieve?	
A. Train Influencer Teams (CARET/AHS/CGA) on 1) BAA alphabet soup/structure, 2) how to make the 'Ask', and 3) strategic communications—op-eds, elevator speech, LinkedIn posts. Let CARET/AHS/CGA teams know why action matters.	Better meetings, advocacy, and public communications about the incredible land-grant university system.	1) In workbook, 2) webinar scheduled for Jan 17, 3) on hold for now.
B. Review and refine process for CARET mentor and orientation programs.	CARET members who understand their role and are prepared to be effective at making requests.	Complete via work between Sr. Associate and Chairman
C. Create a library with short videos.	CARET understanding of BAA, approps process, strategy, and teamwork.	No Action, but new website will have archived videos of training behind a password.

Accountability

Action	Outcome/Goal	
What are we doing?	What does it achieve?	
A. Select and register CARET members in the database prior to releasing March meeting information.	A full and current list of engaged/ appointed CARET delegates.	In process, but semi-complete
B. Member institutions provide financial support for CARET delegate activities.	CARET volunteer time is not compromised by lack of support.	No action—responsibility of AHS
C. Assess performance measures as outlined on this plan.	Achieve performance measures as outlined on this plan.	In process with a focus on post-March meeting
D. Establish an implementation committee to monitor progress on the SAIP and report to the CARET Executive Committee.	Ensure oversight of plan activities; broaden engagement of CARET with the plan.	Chairman
E. Encourage a fall engagement/planning meeting prior to March's Joint Meeting for cohesive messaging.	This creates a CARET/AHS/CGA team atmosphere that supports effective advocacy.	Complete—Mentioned several times in AHS webinar and CARET orientation, as well as in materials

