

Color Code:

Green = completed

Blue = in progress

Red = not completed

Black = not yet timely

~~Strike through text~~ = activity suspended with BAC concurrence

**2014 SCOPE OF WORK
CORNERSTONE GOVERNMENT AFFAIRS**

- I. Budget and Appropriations Advocacy.
 - A. Field a team of senior professionals with substantial experience and recognized expertise in federal advocacy and communications.
 - B. Represent the Budget and Advocacy Committee (BAC) of APLU's Board on Agriculture Assembly (BAA) before the U.S. Senate and House of Representatives.
 - 1. Develop plans and strategies to secure congressional objectives.
 - 2. Craft, refine, and deliver messages that resonate with Congress.
 - 3. Meet with senators, representatives, and their personal and committee staff assistants.
 - 4. Prepare and deliver written leave-behind documents and other materials.
 - 5. Recruit and sustain a network of congressional "champions" and other supporters within the Senate and House of Representatives.
 - 6. Attend political and congressional events honoring champions and others.
 - C. Help the BAC develop a realistic, short list of "priority requests" for the FY 2015 budget and appropriations cycle.
 - D. Guide and assist members of the BAA (individually and collectively) as they deliver these priority requests to individual House and Senate offices.
 - E. Continue strategic advocacy/communications campaign(s) encompassing the land-grant system, including "strong stalks" efforts.
 - F. Monitor, report upon, and work with the BAA to influence FY 2015 congressional budget and appropriations decisions, including:
 - 1. Congressional budget actions.
 - 2. Agriculture Appropriations bill.
 - 3. Other appropriations bills as identified by the BAC.
 - G. Work with the BAA to influence FY 2016 budget development within USDA and other executive branch departments and agencies.
 - 1. Develop plans and strategies to secure executive branch objectives.
 - 2. When appropriate, schedule and attend meetings between BAC members and executive branch officials.
 - 3. Prepare and deliver written leave-behind documents and other materials.

H. Help the BAC leadership communicate and coordinate with professional societies and other similar entities with respect to USDA funding and policy positions.

II. Council for Agricultural Research, Extension, and Teaching (CARET).

- A. Work to maximize CARET's effectiveness.
- B. Develop plans, objectives, educational materials, and training programs to help individual CARET members be fully effective citizen advocates.
- C. With and through the BAC leadership, keep CARET delegates informed about and actively engaged in supporting the BAC's priority budget/appropriations requests.
- D. Assist in planning for and attend meetings of the CARET Executive Committee.
- E. Identify the CARET delegates from "key" states and when determined integral to the overall FY 2015 strategy, train, guide, and assist this strong stalks group during the FY 2015 appropriations process.
- F. Provide such other support as may be requested by the BAC leadership.
- G. Provide recommendations to CARET leadership on nominees for annual CARET Champion's award.

III. Communications.

- A. Continue to develop and maintain the BAC Web site.
- B. Write, produce, and distribute timely information updates to the BAA via email newsletter (Cornerstone's Report from Washington).
- 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.
- D. Develop all required advocacy documents and similar materials. (See "Work Products," below.)

IV. Work Products.

- A. Prepare a series of "one-pagers" to explain the BAC's FY 2015 appropriations requests.
- B. Prepare written and/or electronic documents to help congressional staff fill in the forms required by the House and Senate Appropriations Committees.
- C. Develop and keep an FY 2015 NIFA spreadsheet up to date as budget/appropriations decisions are made during calendar year 2014.
- D. Prepare/update a series of "best practices guides" to help the BAA, CARET, and other land-grant interests improve their advocacy efforts.
- E. Develop and maintain an online library of charts and graphs that help illustrate budget and appropriations issues of concern to the land-grant community.
- F. Prepare testimony, letters, statements, legislative language, and such other items as may be requested by the BAC or the BAC leadership.

V. Meetings and Conference Calls.

A. BAC meetings and conference calls.

1. Plan, organize, and participate in the BAC's meetings/conference calls.
2. Review and edit minutes from these meetings/conference calls.
3. Provide such other assistance as requested by the BAC leadership and/or APLU staff.

B. Committee on Legislation and Policy (CLP) meetings and conference calls.

1. Plan, organize, and participate in these meetings/conference calls.
2. Review and edit minutes from these meetings/conference calls.
3. Provide such other assistance as requested by the CLP leadership and/or APLU staff.

C. CARET-AHS meeting in March 2014.

1. Participate in program planning and help secure speakers.
2. Develop educational information and training materials.
3. Attend meeting and assist BAC leadership with presentations.
4. Provide such other assistance as requested by the BAC or CARET leadership.

D. Joint COPs meeting in July 2014.

1. Attend meeting and assist BAC and CLP leadership with presentations.
2. Provide such other assistance as requested by the BAC and CLP leadership.

E. Regional and major section meetings (subject to Cornerstone staff availability and cost).

1. Attend the national Cooperative Extension Section meeting in February/March 2014.
2. Attend the national Experiment Station Section meeting in September 2014.
3. Attend the regional (mini land-grant) meetings in July, and August 2014.

F. APLU Annual Meeting in November 2014.

1. Attend meeting and assist BAC leadership with presentations.
2. Provide such other assistance as requested by the BAC leadership.

G. Other Meetings.

1. Help the BAC leadership prepare for meetings where the BAC chair or vice chair is present to represent the BAC or BAA and participate in such meetings as requested.
2. Attend relevant BAA meetings in Washington, D.C. (whenever practical) and meetings outside Washington as requested by the BAC leadership (as Cornerstone staff is available).
3. Meet with the Council of Government Affairs periodically to provide legislative/political updates as requested and arranged by the chair of that group and approved by the APLU Vice President for Agriculture.

H. Other Conference Calls.

1. If requested, participate in the monthly call with the leadership of the Experiment Station Section.

2. If requested, participate in the monthly Budget and Legislative Committee call of the Cooperative Extension Section.

VI. Committee on Legislation and Policy Support.

- 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.
 1. Monitor, report upon, and work with the BAA to influence Farm Bill implementation decisions.
 2. Develop and plan strategies to secure the CLP's Farm Bill implementation objectives.
 3. Craft, refine, and deliver messages that resonate with the administration and relevant congressional offices.
 4. Meet with political and career officials in the executive branch.
 5. Meet with senators, representatives, and their personal and committee staff assistants.
 6. Prepare and deliver written leave-behind documents and other materials.
- 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.
- C. Help the CLP leadership communicate and coordinate with professional societies and other similar entities with respect to USDA policy positions.

VII. Accountability Reports.

- 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.
- B. Prepare a year-end wrap-up report to the BAC and CLP by January 10, 2015.
- C. Provide to the APLU staff all lobbying disclosure forms submitted to the Clerk of the U.S. House of Representatives and the Secretary of the U.S. Senate.