

## Cornerstone Quarterly Report – First Quarter 2015

Planned Activities (from Cornerstone Contract)	Accomplishments During this Quarter
<b>I. Budget and Appropriations Advocacy.</b>	
<p><b>A. <i>Field a team of senior professionals with substantial experience and recognized expertise in federal advocacy and communications.</i></b></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone fielded a core team of three individuals: Hunt Shipman, Jim Richards, and Vernie Hubert. Others from Cornerstone also supported the APLU effort, including Alice Gomez and Laura Gamper.</li> </ul>
<p><b>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></b></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone worked with the BAC leadership, the APLU staff, and the leadership of various sections on a sustained effort to prepare advocacy for the core capacity programs that support the land-grant system and grow the Agriculture and Food Research Initiative (AFRI).</li> <li>▪ Cornerstone met and communicated with House and Senate Appropriations Subcommittee staff and Members and others throughout the quarter concerning the FY 2015 NIFA appropriation.</li> </ul>
<p><b>C. <i>Help the BAC develop a realistic, short list of “priority requests” for the FY 2016 budget and appropriations cycle.</i></b></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone helped finalize a list of priority requests for the FY 2016 appropriations cycle.</li> </ul>
<p><b>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></b></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone worked with various institutions and individuals to support the BAA’s FY 2016 priority requests.</li> </ul>
<p><b>E. <i>Continue strategic advocacy/communications campaign(s) encompassing the land-grant system, including “strong stalks”</i></b></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone worked with the leadership of the BAA, BAC, and Administrative Heads Section (AHS) to encourage AHS members</li> </ul>

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<i>efforts.</i>	<p>from “blessed states” (those with Agriculture Appropriations Subcommittee members) to take a stronger and more visible advocacy role.</p> <ul style="list-style-type: none"> <li>▪ As part of this “blessed states” effort, Cornerstone worked with AHS members to utilize their “Strong Stalks Networks.”</li> </ul>
<b>F. Monitor, report upon, and work with the BAA to influence FY 2016 congressional budget and appropriations decisions.</b>	<ul style="list-style-type: none"> <li>▪ Cornerstone spent the first quarter influencing the FY 2016 NIFA appropriations outcome.</li> </ul>
<b>G. Work with the BAA to influence FY 2017 budget development within USDA and other executive branch departments and agencies.</b>	<ul style="list-style-type: none"> <li>▪ Cornerstone consulted with NIFA leadership on the initial development of the FY 2017 budget.</li> </ul>
<b>H. Help the BAC leadership communicate and coordinate with professional societies and other similar entities with respect to USDA funding and policy positions.</b>	<ul style="list-style-type: none"> <li>▪ Cornerstone met with AFRI coalition professional societies and interested parties on AFRI FY 2016 support letter.</li> </ul>
<b>II. CARET.</b>	
<b>A. Work to maximize CARET’s effectiveness.</b>	<ul style="list-style-type: none"> <li>▪ Cornerstone worked with the BAC and the leadership of CARET to enhance the organization’s focus.</li> </ul>
<b>B. Develop plans, objectives, educational materials, and training programs to help individual CARET members be fully effective citizen advocates.</b>	<ul style="list-style-type: none"> <li>▪ Cornerstone worked with individual CARET delegates to help them “be fully effective citizen advocates.”</li> </ul>

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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"> <li>▪ Cornerstone communicated with CARET members keeping them informed on progress on the FY 2016 NIFA appropriations front.</li> <li>▪ Cornerstone also worked to keep the CARET delegates informed and engaged on Farm Bill developments.</li> </ul>
<p><i>D. Assist in planning for and attend meetings of the CARET Executive Committee.</i></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone met with the CARET Executive Committee at the CARET/AHS meeting.</li> </ul>
<p><i>E. Identify the CARET delegates from “key” states and when determined integral to the overall FY 2016 strategy, train, guide, and assist this strong stalks group during the FY 2016 appropriations process.</i></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone worked closely with CARET delegates from states with members of the House and Senate Ag Appropriations Subcommittees.</li> <li>▪ Cornerstone requested engagement on a Blessed States Call to Action.</li> </ul>
<p><i>F. Provide such other support as may be requested by the BAC leadership.</i></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone worked closely with the BAC leadership to keep CARET engaged and informed on the FY 2016 Agriculture Appropriations bill.</li> </ul>
<p><i>G. Provide recommendations to CARET leadership on nominees for annual CARET Champion's award.</i></p>	<ul style="list-style-type: none"> <li>▪ CARET Champion's Awards have not been given this year.</li> </ul>
<p><b>III. Communications.</b></p>	
<p><i>A. Continue to develop and maintain the BAC Web site.</i></p>	<ul style="list-style-type: none"> <li>▪ The Web site has been regularly maintained.</li> </ul>
<p><i>B. Write, produce, and distribute timely information updates to the</i></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone created and sent multiple reports this quarter updating</li> </ul>

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<i>BAA via email newsletter (Cornerstone’s Report from Washington).</i>	the delegation on the FY 2016 appropriations process.
<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>	<ul style="list-style-type: none"> <li>▪ Cornerstone prepared a Call to Action on the release of the President’s budget. In addition, Cornerstone prepared a Call to Action on subcommittee deadlines and Blessed States advocacy.</li> </ul>
<i>D. Develop all required advocacy documents and similar materials.</i>	<ul style="list-style-type: none"> <li>▪ Cornerstone wrote and distributed various advocacy documents.</li> </ul>
<b>IV. Work Products.</b>	
<i>A. Prepare a series of “one-pagers” to explain the BAC’s FY 2016 appropriations requests.</i>	<ul style="list-style-type: none"> <li>▪ Completed during this quarter.</li> </ul>
<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>	<ul style="list-style-type: none"> <li>▪ Completed during this quarter.</li> </ul>
<i>C. Develop and keep the an FY 2016 NIFA spreadsheet up to date as budget/appropriations decisions are made during calendar year 2015.</i>	<ul style="list-style-type: none"> <li>▪ Cornerstone continued to keep the spreadsheets up to date.</li> </ul>
<i>D. Prepare/update a series of “best practices guides” to help the BAA, CARET, and other land-grant interests improve their advocacy efforts.</i>	<ul style="list-style-type: none"> <li>▪ Completed during preceding quarters, maintained on website and presented at CARET/AHS meeting.</li> </ul>
<i>E. Develop and maintain an online library of charts and graphs that</i>	<ul style="list-style-type: none"> <li>▪ Cornerstone continued to update charts and spreadsheets to this</li> </ul>

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<i>help illustrate budget and appropriations issues of concern to the land-grant community.</i>	repository as appropriate.
<i>F. Prepare testimony, letters, statements, legislative language, and such other items as may be requested by the BAC or the BAC leadership.</i>	<ul style="list-style-type: none"> <li>▪ Not yet timely.</li> </ul>
<b>V. Meetings and Conference Calls.</b>	
<i>A. BAC meetings and conference calls.</i>	<ul style="list-style-type: none"> <li>▪ Cornerstone helped organize and participated in the BAC's conference calls.</li> </ul>
<i>B. Committee on Legislation and Policy meetings and conference calls.</i>	<ul style="list-style-type: none"> <li>▪ Cornerstone informally met with CLP leadership at CARET/AHS on pending matters.</li> </ul>
<i>C. CARET-AHS meeting in 2015.</i>	<ul style="list-style-type: none"> <li>▪ Cornerstone helped organize and participate in the CARET-AHS March face-to-face meeting.</li> </ul>
<i>D. Joint COPs meeting in 2015.</i>	<ul style="list-style-type: none"> <li>▪ Cornerstone plans to attend and participate in the organization of the Joint COPs face-to-face meeting.</li> </ul>
<i>E. Regional and major section meetings (subject to Cornerstone staff availability and cost).</i>	<ul style="list-style-type: none"> <li>▪ Cornerstone participated in the ARD, NERA Spring and NCRA meetings and presented regarding appropriations requests.</li> </ul>
<i>F. APLU Annual Meeting in 2015.</i>	<ul style="list-style-type: none"> <li>▪ Cornerstone will engage in planning discussions for the APLU annual meeting and plans to attend.</li> </ul>

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<i>G. Other Meetings.</i>	<ul style="list-style-type: none"> <li>▪ Cornerstone participated in the Board on Human Sciences meeting in March.</li> </ul>
<i>H. Other Conference Calls.</i>	<ul style="list-style-type: none"> <li>▪ No conference calls not already mentioned elsewhere in report.</li> </ul>
<b>VI. Committee on Legislation and Policy (CLP) Support.</b>	
<p><i>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.</i></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone continued to meet with congressional staff to monitor Farm Bill development and assess current policy preferences.</li> <li>▪ Cornerstone continued to work with the Cooperative Extension Section regarding farm bill education funding opportunities included in the Farm Bill.</li> <li>▪ Cornerstone continued to meet with congressional staff to monitor SNAP-Ed development.</li> </ul>
<p><i>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.</i></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone continued to monitor and inform congressional and USDA staff about Extension’s capabilities in delivering farm bill education programs for producers.</li> <li>▪ Cornerstone continued to meet with congressional staff to monitor SNAP-Ed development.</li> </ul>
<p><i>C. 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"> <li>▪ Cornerstone continued to work with various CLP constituent groups to influence final Farm Bill decisions.</li> <li>▪ Cornerstone assisted the CLP Chairman in preparing reports for the CARET/AHS meeting.</li> </ul>

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<b>VII. Accountability Reports.</b>	
<p><i>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.</i></p>	<ul style="list-style-type: none"> <li>▪ The first quarter 2015 report was prepared and distributed.</li> </ul>
<p><i>B. Prepare a year-end wrap-up report to the BAC and CLP by January 10, 2016.</i></p>	<ul style="list-style-type: none"> <li>▪ The year-end report will be distributed in a timely fashion.</li> </ul>
<p><i>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.</i></p>	<ul style="list-style-type: none"> <li>▪ The first quarter 2015 lobbying report will be delivered to APLU once available.</li> </ul>