

BAA Policy Board of Directors Plan of Work 2011 -- 2016

Preamble – The Policy Board of Directors of APLU’s Board on Agriculture Assembly (BAA) sets forth the following five-year plan of work to guide its leadership and action in facilitating APLU-member institutions’ missions of discovery, learning, and engagement for the public good, both domestically and internationally. In implementing this plan of work, the Policy Board of Directors expects many of its actions to advance APLU’s current and future priority areas. CARET is a closely aligned collaborator.

Note: For purposes of this plan of work, the System is defined as the colleges of agriculture, natural resources, and human sciences of the 1862, 1890, 1994, and Insular/Territorial Land-Grant Universities and Colleges and non-Land-Grant institutions in the 50 states, District of Columbia, Indian Nations, and the U.S. Territories, and their federal, state, and local partners.

Current and Emerging Issues and Future Directions

Goal: Identify current and emerging local, regional, national, and global issues and facilitate strategic discussions and actions that will impact and guide future directions for the System.

Actions:

- Encourage the various Sections within the Board to frame strategic approaches to integrate, prioritize, and address existing and perceived future challenges in learning, discovery, and engagement.
- Support strategic approaches developed through internal and external engagement.
- Provide forums to engage the System and external partners in strategic dialogues to develop recommendations on policy and System-wide approaches for action to address current and emerging issues.

Resource Advocacy

Goal: Seek additional resources for the System through collaborations, partnerships, communication, marketing, budget development, and advocacy.

Actions:

- Support the Budget & Advocacy Committee in their budget development and advocacy efforts, including:
 - Develop the System’s budget request and associated messages with target audiences.
 - Communicate and vet the Committee’s message throughout the System.
 - Stimulate and support dialogue among the BAA sections.
 - Coordinate marketing and communication efforts among learning, discovery, and engagement leaders.
 - Foster understanding of rationale for budget requests and gaining commitment for them.
 - Effectively use the BAA’s advocacy firm.
 - Identify and cultivate legislative Congressional champions.
 - Include System members and constituent groups (e.g. CARET, professional societies) in the development and implementation of advocacy strategies.

- Facilitate development of a communication and marketing strategic plan to enhance the public's understanding of the System's impacts on social, environmental, and economic issues at the community, national, and international levels.
- Seek and establish mission-critical relationships with other federal and state agencies.
- Identify new national-level collaborators and partners and foster mutually beneficial relationships with them.

Authorizing Legislation and Associated Action

Goal: Develop and support policies and legislative action and subsequent implementation that enhance the System's ability to carry out its missions. – Increase the federal investment over the life of the Farm Bill.

Actions:

- Support the Committee on Legislation and Policy in its efforts to guide Farm Bill (and other appropriate) legislation development, passage, and subsequent implementation, including:
 - Positioning the System for new opportunities.
 - Developing appreciation within key federal agencies of the System's capabilities.
 - Identifying and cultivating legislative champions.
 - Forming implementation teams to work with appropriate federal agencies.
 - Monitoring rules as they are developed and published.
 - Keeping the System informed of new opportunities and funding mechanisms presented as new legislation is implemented.
 - Identify federal partners and funding opportunities beyond USDA
- Monitor legislation and policies that may enhance or impede the System's progress and work with decision-makers to make modifications where appropriate.

System Integration

Goal: Enhance integration of goals and activities among BAA members and between the BAA and other groups within APLU's structure to gain synergy from collaborative actions.

Actions:

- Encourage efficiencies between and among federal agencies for research and extension.
- Continue communication among Policy Board of Directors members to find common ground and enhance integration of efforts
- Work with APLU staff and BAA Executive Directors to ensure appropriate and effective linkages between the BAA and other groups within APLU.
- Support leadership development within the System, particularly through the Food Systems Leadership Institute and LEAD-21.
- Foster communication with internal and external groups and organizations with common interests in enhancing the federal investment in the System.