

**Board on Agriculture Assembly  
Cooperative Extension Section Report to the Policy Board of Directors**

**PBD Member – Tim Cross**

**Reporting Period – July – November 2015**

**Section Chair – Delbert Foster**

(Please check the BAA-PBD Goals that each activity directly addresses.)

<b>BAA Section Activities</b> (Briefly describe activities since previous reporting period)	<b>*Goals</b>	<b>Emerging Issues and Future Directions</b>	<b>Resource Advocacy</b>	<b>Farm Bill and Legislati ve Action</b>	<b>System Integration</b>
<p><b>Committee on Legislation and Policy (CLP)</b> – James Trapp, Oklahoma State University, is the ECOP representative to CLP. Using \$3 million authorized through Title I of the Agriculture Act of 2014 (farm bill), ECOP worked with USDA Farm Service Agency to place Cooperative Agreements with 75 land-grant universities and the eXtension Foundation for producer education about new farm programs. A national impacts report <a href="http://bit.ly/2014FSA-CES-Ed">http://bit.ly/2014FSA-CES-Ed</a> showed that over a 10-month period ending in July 2015, more than 100,000 producers, a sampling of the total reached, reported a near doubling of knowledge gained as a result of the educational programs. USDA-FSA has expressed satisfaction with the work and has indicated additional opportunities could be framed with other programs immediately and written into the next farm bill.</p>		<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<p><b>Budget and Advocacy Committee (BAC)</b> – Rick Klemme, ECOP Budget and Legislative Committee Chair, University of Wisconsin, is ECOP representative to the BAC. In addition to full support of the seven core lines advocated by Cornerstone Government Affairs, the ECOP BLC:</p> <ul style="list-style-type: none"> <li>• Provided a webinar on <i>Understanding the Federal Budget Process</i> <a href="https://connect.extension.iastate.edu/p2dfeb7b8sq/">https://connect.extension.iastate.edu/p2dfeb7b8sq/</a>. Speakers were Hunt Shipman, Cornerstone Government Affairs; Rick Klemme, University of Wisconsin, and Doug Steele and Rick Mertens, Texas A&amp;M University.</li> <li>• Aligned with ESCOP to discuss issues related to 1) advocacy for budget lines beyond the BAC top seven; 2) monitoring results of line consolidation related to crop protection/pest management, and 3) analyzing the USDA-NIFA response to the water security proposal.</li> <li>• Encourages impact reporting on water security and human health and wellness.</li> <li>• Continued monitoring of SNAP and SNAP-ED authorizations and initiating calls to action as needed to retain Cooperative Extension’s involvement.</li> <li>• Aligned with the ESCOP Budget and Legislative Committee to continue efforts advocating for the “both-and” of competitive and capacity funding, and planned joint meetings in March and July 2016.</li> </ul>		<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>

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<p><b>Extension Committee on Organization and Policy (ECOP)</b> – ECOP Chair Delbert Foster, South Carolina State University, has aligned all work against four core themes: 1) Build partnerships and acquire resources; 2) Increase strategic marketing and communications; 3) Enhance leadership and professional development; and 4) Strengthen organizational functioning. Primary accomplishments during this reporting period are:</p> <ul style="list-style-type: none"> <li>• <u>ECOP National Task Force on Health</u> – Based on the <i>Cooperative Extension National Framework for Health and Wellness</i>, five action teams continue work on health literacy, health insurance literacy, chronic disease prevention and management, health public policy education, and positive youth development for health. The teams are charged with bringing educational programming to scale, outlining evaluation strategies, connecting with appropriate science, and advising on resource development. This work aligns with the BAA-BoHS <i>Healthy Food Systems, Healthy People Steering Committee</i> charged with developing a federal funding request.</li> <li>• <u>Innovation Inventory</u> – ECOP engaged the Ohio State University Extension to develop a Cooperative Extension Innovation Inventory <a href="http://bit.ly/ExtInnovSummary">http://bit.ly/ExtInnovSummary</a>. The inventory was the basis for the 2015 National Extension Directors and Administrators Meeting, October 12-14 in St. Louis where an innovation video was produced on site <a href="https://youtu.be/LqtZTJ3vdZ8">https://youtu.be/LqtZTJ3vdZ8</a>.</li> <li>• <u>Reporting Impacts</u> -- ECOP, together with ESCOP, has developed <a href="http://www.landgrantimpacts.org">www.landgrantimpacts.org</a> to communicate program outcomes. A National Impacts Database Committee co-chaired by Tim Cross, University of Tennessee, monitors this work.</li> <li>• <u>Communications and Marketing</u> -- The AES-CES-AHS Communications and Marketing Committee, chaired by Scott Reed, Oregon State University, manages contracts with kglobal and Cornerstone Government Affairs and oversight of <a href="http://www.agisamerica.org">www.agisamerica.org</a> to educate key federal decision-makers. ECOP voted to continue support in 2016.</li> <li>• <u>Private Resource Mobilization</u> – ECOP engaged Changing Our World, Inc., a philanthropy consulting firm, to recommend strategies for national private fundraising to complement federal funding and not compete with university efforts. Further analysis is underway.</li> <li>• <u>National System Task Force</u> – Conversations have been launched to determine the feasibility of a national brand for Cooperative Extension.</li> <li>• <u>EDEN Strategic Planning</u> – ECOP advised Extension Disaster Education Network (EDEN) leadership on strategic direction for disaster preparation, response, recovery, and mitigation. EDEN has been in existence 20 years.</li> <li>• <u>Joint Meeting with Experiment Station</u> – ECOP and ESCOP will conduct a joint meeting for Directors and Administrators in Jackson Hole, Wyoming on September 19-23, 2016.</li> </ul>		<p><b>X</b></p>	<p><b>X</b></p>		<p><b>X</b></p>

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<p><b>ECOP Program and Personnel Committees</b> – Jon Boren, New Mexico State University, and Mary Jane Willis, Rutgers University, co-chair the Program Committee, provides leadership for ECOP’s new emphasis on urban programing through National Urban Extension Leadership <a href="http://www.nuelaction.org">www.nuelaction.org</a>. Mike O’Neill, University of Connecticut, and Celvia Stovall, Alabama A&amp;M, co-chair the Personnel Committee, which manages the Excellence in Extension annual awards program and creates opportunities for new director and administrator staff development. The Program Committee manages the annual Diversity Award process. This year the Personnel Committee is leading a review of the Executive Director and Administrator Team and structure.</p>		<p align="center"><b>X</b></p>			<p align="center"><b>X</b></p>
<p><b>eXtension Foundation Board of Directors</b> – Chaired by Dennis Calvin, Pennsylvania State University, this board has named a new CEO, changed the funding model from assessments to membership, focused on key issues of health and climate, and while retaining public-facing communities of high visibility, placing primary effort on innovative electronic strategies and professional development for state and local Extension excellence.</p>		<p align="center"><b>X</b></p>		<p align="center"><b>X</b></p>	<p align="center"><b>X</b></p>
<p><b>ECOP Budget and Legislative Committee</b> – Rick Klemme, University of Wisconsin, chair, and Doug Steele, Texas A&amp;M University, vice-chair, work with this committee to communicate the top priorities of Extension capacity funds (Smith-Lever 3(b) &amp;(c) and 1890 Institutions Extension). FY 2017 federal budget advocacy is focused on the both/and of capacity and competitive funding with an emphasis on water security, and for FY 2018, support of funding for healthy food systems and healthy people.</p>		<p align="center"><b>X</b></p>	<p align="center"><b>X</b></p>	<p align="center"><b>X</b></p>	<p align="center"><b>X</b></p>
<p><b>ECOP Archives Project</b> – ECOP has engaged Linda Kay Benning, former ECOP Associate Director, to organize and catalog Cooperative Extension paper and electronic documents held at APLU, some of which are nearly 100 years old. She also has developed a compendium of key actions, which will be searchable online, and outlined a strategy for archiving documents in future years.</p>					<p align="center"><b>X</b></p>
<p><b>Executive Director and Administrator (ED&amp;A) Team</b> – The ED&amp;A Team works with ECOP to achieve its goals. Staffing includes two FTEs in Washington, DC (Jane Schuchardt, Executive Director, and Sandy Ruble, Staff Associate). Regional executive directors and administrator each have 25 percent FTE dedicated to national efforts. They are Lyla Houglum, west; Robin Shepard, north central; Nancy Bull, northeast; Ron Brown, south, and L. Washington Lyons, 1890. A review of the ED&amp;A Team model is underway, led by the Personnel Committee.</p>		<p align="center"><b>X</b></p>	<p align="center"><b>X</b></p>	<p align="center"><b>X</b></p>	<p align="center"><b>X</b></p>