

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

PBD Member – Daryl Buchholz

Reporting Period – December 2016 – March 2017

Section Chair –Fred Schlutt

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

<p style="text-align: center;">BAA Section Activities (Briefly describe activities since previous reporting period)</p>	<p style="text-align: center;">*Goals</p>	<p style="text-align: center;">Emerging Issues and Future Directions</p>	<p style="text-align: center;">Resource Advocacy</p>	<p style="text-align: center;">Farm Bill and Legislative Action</p>	<p style="text-align: center;">System Integration</p>
<p>Committee on Legislation and Policy (CLP) – ECOP established a Farm Bill Coordinating Committee co-led by James Trapp, Oklahoma State University, and Albert Essel, Lincoln University. After a national survey of Extension Directors and Administrators the following list of priorities was developed for the Farm Bill and federal funding lines:</p> <p>1) Reauthorize all lines (Support the One Ask Strategy as it applies to the farm bill)</p> <p>a. As is the case with appropriations, growth in authorization amounts of competitive lines and capital improvement (e.g. deferred maintenance) lines should not come at the expense of capacity lines.</p> <p>2) Maintain or grow Capacity funding</p> <p>a. First priority is for Smith-Lever and 1890 Capacity Funding to grow</p> <p>b. EFNEP; the Protection/Pest Management Program; and Ag Risk Management Program follow roughly in order as priorities, but with little difference in priority</p> <p>3) Priority New Initiatives (None of these new initiatives are to be done at the expense of priorities #1 and #2 above and, with the exception of youth development, there is no strong preference for any of the four listed, rather we are flexible to see what fits with other groups and where opportunities arise)</p> <p>a) Grow the 4-H program with emphasis on urban ag and urban and minority youth development</p> <p>b) Address mission creep at USDA. In other words, determine how Extension can be THE educational arm of USDA. NRCS is one good example.</p> <p>i) Cultivate relationships with other USDA agencies similar to the relationships developed with FSA for Farm Bill Education – NRCS would appear to be a good candidate.</p> <p>d) Water security</p> <p>e) Culture of health</p> <p>Further, Extension wishes to engage with USDA-NIFA priorities for proposed changes. Two that have emerged to date are:</p> <p>1) Changes in the formula for distribution of EFNEP funds</p> <p>2) Combine “tactical science” lines (e.g. National Diseases Labs, minor use of plant and animal protection, crop protection, food animal residue).</p>		X	X	X	X

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<p>Budget and Advocacy Committee (BAC) – Doug Steele, Texas A&M University, replaced Rick Klemme, University of Wisconsin, as chair of the ECOP Budget and Legislative Committee, and will represent ECOP on the BAC. ECOP BLC leadership met jointly with the ESCOP Budget and Legislative Committee in March during the CARET meeting in Alexandria, VA. It was agreed BOTH competitive AND capacity federal funding was an advocacy stance, along with support for deferred maintenance funding, though not at the expense of other lines. Also discussed was making sure that the university Government Relations staff are aware of, and supportive of the One Ask. Continue to work on farm bill priorities for the system.</p>		<p align="center">X</p>	<p align="center">X</p>	<p align="center">X</p>	<p align="center">X</p>

<p>Extension Committee on Organization and Policy (ECOP) – – ECOP is chaired by Fred Schlutt, University of Alaska, who passes the gavel to Chuck Hibberd, University of Nebraska, in November 2017. All ongoing priorities are aligned against four themes: 1) Build partnerships and acquire resources; 2) Increase strategic marketing and communications; 3) Enhance leadership and professional development; and 4) Strengthen organizational functioning. ECOP 2016 goals relate to private resource mobilization, urban programming, innovation, professional development, and national system. Primary accomplishments during this reporting period are:</p> <ul style="list-style-type: none"> • ECOP-ESCAP National Health Implementation Team – Continuing transition of the five action teams to be part of the <i>Culture of Health</i> partnership underway with the Robert Wood Johnson Foundation and the National 4-H Council. Action teams focus on health literacy, health insurance literacy, chronic disease prevention and management, health in all policies 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. ECOP Past-chair Michelle Rodgers, University of Delaware, chairs this effort. • ECOP, together with ESCOP, continues work on www.landgrantimpacts.org to communicate program outcomes. A National Impacts Database Committee co-chaired by Karla Trautman, South Dakota State University and Bill Brown, University of Tennessee, monitors this work. • The AES-CES-AHS Communications and Marketing Committee manage contracts with kglobal and Cornerstone Government Affairs and oversight of www.agisamerica.org to educate key federal decision-makers. ECOP voted to continue financial support of this project in 2017. • The 2017 National Extension Directors and Administrators (NEDA) meeting will be held in Vermont on October 2-4. The theme for the conference is <i>Invigorate, Innovate, Celebrate: Positioning Extension for 2020s</i>. The conference’s goals focus on learning about innovative programming from other experiences, maximizing and effectively communicating program impacts, capitalize on shared goals and priorities for a National System to enhance state and local extension programming, explore strategies to recruit and retain an innovative, nimble workforce, and work collaboratively to learn how to anticipate and plan for significant changes in Cooperative Extension. The agenda will also include reports and engagement with Extension Disaster Education Network (EDEN) and the eXtension Foundation. • The purpose of ECOP 4-H Leadership Committee is to engage in regular and substantive discussion about issues of national importance related to the 4-H program, and develop recommendations for consideration by ECOP as it works with USDA-NIFA and the National 4-H Council. Current work focuses on a <i>4-H Grows Here!</i> designed to engage 4-H alumni and increasing membership to 10 million in the next few years especially focusing on underserved populations. The Committee is working on a more effective organizational structure in the system as it relates to 4-H programs of a national or regional nature. • ECOP Private Resource Mobilization Task Force led by Scott Reed, Oregon State University is wrapping up their final report outlining a strategy for national private fundraising complementary to federal funding and not in competition with existing university-based efforts. This is the first step to implementing the recommendations to ECOP made in 2015 by Changing Our World, Inc., a philanthropy management consulting firm. ECOP intends to name an institution to serve as the center for fund development. 	X	X		X
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<p>ECOP Program and Personnel Committees – Chris Boerboom, North Dakota State University, chairs the Program Committee, which currently guides efforts for health and urban programming, and the Extension Diversity Award. It recently presented a rapid response protocol to ECOP and is assembling a <i>Civic Discourse Rapid Response Task Force</i> to address community unrest. Bev Durgan, University of Minnesota, chairs the Personnel Committee, which manages the Excellence in Extension annual awards program and creates opportunities for new director and administrator staff development.</p>		<p align="center">X</p>			<p align="center">X</p>
<p>eXtension Foundation Board of Directors – Chaired by Vernon Jones, Langston University, the Board provides oversight for the eXtension function, now continuously co-branded as “A Part of the Cooperative Extension System.”. eXtension has undergone major changes with a primary focus to increase Extension’s ability to deliver a visible and measurable impact, locally and system wide. This is being accomplished through expanding development opportunities for Extension professionals, increasing Extension-created innovation of new tools and new methods for achieving local impact and ensuring that investments of both time and resources returns a measurable value to member states and the national system. Recently received funding for the National Pesticide Safety Education Center which seeks to strengthen the national system of university extension Pesticide Safety Education Programs by improving the quality, consistency, and accessibility of educational offerings, promoting collaboration and leveraging of educational resources and learning assessment tools, and increasing revenue generation. The Center has received start-up funding from CropLife Foundation and crop protection companies BASF, Bayer, Dow AgroSciences, DuPont, and Syngenta.</p>		<p align="center">X</p>		<p align="center">X</p>	<p align="center">X</p>
<p>ECOP Budget and Legislative Committee – Doug Steele, Texas A&M University, chair, works with this committee to communicate the top priorities of Extension capacity funds (Smith-Lever 3(b) &(c) and 1890 Institutions Extension. See BAC section (above) for details. The primary role of the BLC is to: Within the ECOP core themes and annual goals, establish a federal legislative, budget, and advocacy agenda for CE; Represent Extension priorities to the Budget and Advocacy Committee (BAC) and Committee on Legislation and Policy (CLP); Work with the advocacy firm engaged by the BAA Policy Board of Directors to identify strategies for moving the BAC and other Extension federal authorization and appropriations agendas forward; and Recommend the formation, coordination, monitoring, and discharging of task forces related to national funding priorities.</p>		<p align="center">X</p>	<p align="center">X</p>	<p align="center">X</p>	<p align="center">X</p>
<p>Executive Director and Administrator (ED&A) Team – The ED&A Team works with ECOP to achieve its goals. Staffing includes one FTE in Washington, DC (Sandy Ruble, Staff Associate) and an interim Executive Director (Rick Klemme) telecommuting from Madison, WI. Regional executive directors and administrator each have 25 percent FTE dedicated to national efforts. They are Lyla Houglum, west; Robin Shepard, north central; Ron Brown, south, and L. Washington Lyons, 1890. The northeast regional position is currently vacant. The Executive Director position is intended to be filled during 2017.</p>		<p align="center">X</p>	<p align="center">X</p>	<p align="center">X</p>	<p align="center">X</p>