

Cornerstone Quarterly Report – Second Quarter 2020

Planned Activities (from Cornerstone Contract)	Accomplishments During this Quarter
I. Budget and Appropriations Advocacy.	
<p>A. <i>Field a team of senior professionals with substantial experience and recognized expertise in federal advocacy and communications.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone fielded a core team of five individuals: Hunt Shipman, Jim Richards, Vernie Hubert, Marty Fuller and Maggie Earle.
<p>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></p>	<ul style="list-style-type: none"> ▪ Cornerstone worked with the BAC leadership, the APLU staff, and the leadership of various sections on a sustained effort to advocate for the core capacity programs that support the land-grant system and grow the Agriculture and Food Research Initiative (AFRI). ▪ Cornerstone met and communicated with House and Senate Appropriations Subcommittee and full Committee staff, Members, and others throughout the quarter concerning the FY 2021 NIFA appropriations. ▪ Cornerstone worked with Members and staff of the House and Senate Appropriations Committees, as well as the Agriculture Committees, to advocate for APLU’s request for additional funding in the COVID-19 supplemental bills.
<p>C. <i>Help the BAC develop a realistic, short list of “priority requests” for the FY 2021 budget and appropriations cycle.</i></p>	<ul style="list-style-type: none"> ▪ Completed in the first quarter.
<p>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></p>	<ul style="list-style-type: none"> ▪ Cornerstone worked with various institutions to support the BAA’s FY 2021 priority requests.

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<p><i>E. Continue strategic advocacy/communications campaign(s) encompassing the land-grant system, including “strong stalks” efforts.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone worked with the leadership of the BAA, BAC, and Administrative Heads Section (AHS) to encourage AHS members from “blessed states” (those with Agriculture Appropriations Subcommittee members) to take a stronger and more visible advocacy role. ▪ As part of this “blessed states” effort, Cornerstone worked with AHS members to utilize their “Strong Stalks Networks.” ▪ Cornerstone developed and presented to the BAA, a “whip teams” strategy to increase advocacy effectiveness. ▪ Cornerstone provided statistics and information about the land-grant.org website to support the new partnership with Forbes Tate.
<p><i>F. Monitor, report upon, and work with the BAA to influence FY 2021 congressional budget and appropriations decisions.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone monitored, influenced, and reported on the FY 2021 appropriations process.
<p><i>G. Work with the BAA to influence FY 2022 budget development within USDA and other executive branch departments and agencies.</i></p>	<ul style="list-style-type: none"> ▪ Not yet timely as discussions remain focused on FY 2021 and COVID-19 supplementals.
<p><i>H. Help the BAC leadership communicate and coordinate with professional societies and other similar entities with respect to USDA funding and policy positions.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone continued to provide support and input at the request of BAA leaders.
<p><i>I. Help the BAC leadership integrate the Challenge of Change initiative into its priorities.</i></p>	<ul style="list-style-type: none"> ▪ No actions requested or required this quarter.

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II. CARET.	
A. <i>Work to maximize CARET’s effectiveness.</i>	<ul style="list-style-type: none"> ▪ Cornerstone worked with the BAC and the leadership of CARET to enhance the organization’s focus.
B. <i>Develop plans, objectives, educational materials, and training programs to help individual CARET members be fully effective citizen advocates.</i>	<ul style="list-style-type: none"> ▪ Cornerstone worked with individual CARET delegates to help them “be fully effective citizen advocates.” ▪ Cornerstone responded to direct inquiries for assistance from CARET members.
C. <i>With and through the BAC leadership, keep CARET delegates informed about and actively engaged in supporting the BAC’s priority budget/appropriations requests.</i>	<ul style="list-style-type: none"> ▪ Cornerstone communicated with CARET members keeping them informed on progress on the FY 2021 NIFA appropriations process. ▪ Cornerstone also communicated with CARET members on the status of each COVID-19 supplemental bill. ▪ Cornerstone worked to keep the CARET delegates informed and engaged on Farm Bill implementation developments.
D. <i>Assist in planning for and attend meetings of the CARET Executive Committee.</i>	<ul style="list-style-type: none"> ▪ Cornerstone participated in the planning meeting for the 2021 CARET Executive Committee
E. <i>Identify the CARET delegates from “key” states and when determined integral to the overall FY 2021 strategy, train, guide, and assist this strong stalks group during the FY 2021 appropriations process.</i>	<ul style="list-style-type: none"> ▪ Cornerstone worked closely with CARET delegates from states with members of the House and Senate Ag Appropriations Subcommittees.

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<p><i>F. Provide such other support as may be requested by the BAC leadership.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone worked closely with the BAC leadership to keep CARET engaged and informed on the FY2021 Agriculture Appropriations bills. ▪ Cornerstone worked closely with BAC leadership to help keep CARET informed and engaged on COVID-19 related funding requests. ▪ At the request of the BAC leadership, Cornerstone organized and participated in monthly pre-BAC call discussions to update the BAC leadership and solicit input to develop a thorough agenda.
<p><i>G. With and through BAC leadership, work to establish additional grass tops advocates for key legislators.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone worked closely with the BAC leadership to encourage the development of additional grass tops advocates.
<p>III. Communications.</p>	
<p><i>A. Continue to develop and maintain the BAC Web site.</i></p>	<ul style="list-style-type: none"> ▪ The land-grant.org website has been regularly maintained.
<p><i>B. Write, produce, and distribute timely information updates to the BAA via email newsletter (Cornerstone’s Report from Washington).</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone delivered timely information on developments of the FY 2021 appropriations process. ▪ Cornerstone provided information to the BAA regarding critical infrastructure employees during COVID-19-related quarantines. ▪ Cornerstone provided BAA leaders with daily updates on Coronavirus agency, legislative and public-health actions.

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<p><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></p>	<ul style="list-style-type: none"> ▪ Cornerstone drafted and distributed multiple Reports from Washington updating members on the FY 2021 appropriations process. ▪ Cornerstone drafted and distributed multiple Reports from Washington updating members on COVID-19 supplemental funding bills. ▪ Cornerstone drafted and distributed multiple a multiple Calls to Action encouraging members to follow up with Congressional offices about the COVID-19 funding request and the FY 2021 appropriations ask.
<p><i>D. Develop all required advocacy documents and similar materials.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone provided guidance during APLU’s effort to draft updated advocacy guidelines.
IV. Work Products.	
<p><i>A. Prepare a series of “one-pagers” to explain the BAC’s FY 2021 appropriations requests.</i></p>	<ul style="list-style-type: none"> ▪ Completed in the first quarter.
<p><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></p>	<ul style="list-style-type: none"> ▪ Completed in the first quarter.
<p><i>C. Develop and keep the FY 2020 NIFA spreadsheet up to date as budget/appropriations decisions are made during calendar year 2020.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone continued to update the spreadsheet.

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<p><i>D. Develop and maintain an online library of charts and graphs that help illustrate budget and appropriations issues of concern to the land-grant community.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone continues to maintain a repository of information as appropriate.
<p><i>E. Prepare testimony, letters, statements, legislative language, and such other items as may be requested by the BAC or the BAC leadership.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone help prepare and distribute justification materials and talking points regarding COVID-19 related funding needs for Cooperative Extension. ▪ Cornerstone guided APLU through drafting a proposal and justification document for COVID-19 related agriculture research funding. ▪ Cornerstone assisted in drafting an infrastructure grant program proposal. ▪ Cornerstone provided guidance to APLU during the process of drafting a letter in support of additional funding for COVID-19 related activities. ▪ Cornerstone provided guidance on the background and justification talking points for COVID-19 related funding for 1890 and 1994 land-grant institutions.
<p>V. Meetings and Conference Calls.</p>	
<p><i>A. BAC meetings and conference calls.</i></p>	<ul style="list-style-type: none"> ▪ Cornerstone helped organize and participated in the BAC’s conference calls. ▪ Cornerstone organized and participated in monthly pre-BAC calls.

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B. Committee on Legislation and Policy meetings and conference calls.	<ul style="list-style-type: none"> ▪ Cornerstone facilitated various CLP discussions. ▪ Cornerstone participated in the CLP quarterly call.
C. CARET-AHS meeting in 2020.	<ul style="list-style-type: none"> ▪ Completed in the first quarter.
D. Joint COPs meeting in 2020.	<ul style="list-style-type: none"> ▪ Not yet timely
E. Regional and major section meetings (subject to Cornerstone staff availability and cost).	<ul style="list-style-type: none"> ▪ Cornerstone participated in the CARET/AHS Southern Region meeting in May. ▪ Cornerstone participated in the Extension Director/Administrator Budget and Leg session at PILD
F. APLU Annual Meeting in 2020.	<ul style="list-style-type: none"> ▪ Not yet timely.
G. Other Meetings.	<ul style="list-style-type: none"> ▪ All meetings were virtual this quarter.
H. Other Conference Calls.	<ul style="list-style-type: none"> ▪ Cornerstone participated in monthly ESCOP Budget and Legislative Committee calls. ▪ Cornerstone participated in monthly ESCOP Chair’s Advisory Committee calls. ▪ Cornerstone participated in monthly ECOP Budget and Legislative Committee Calls. ▪ Cornerstone participated in a call with the Executive Director and Administrator Team (Research and Extension).

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	<ul style="list-style-type: none"> ▪ Cornerstone facilitated and participated in several calls related to the supplemental and stimulus funding proposals for research and extension. ▪ Cornerstone participated in the ECOP BLC 4-H Subcommittee call. ▪ Cornerstone participated in the Land Grant University SNAP-Ed Program Development Team call. ▪ Cornerstone participated in calls with the CGA Ag Infrastructure Task Force. ▪ Cornerstone participated in the BAA National Webinar. ▪ Cornerstone participated in numerous calls with APLU staff regarding COVID-19 supplemental funding and funding for research facilities. ▪ Cornerstone participated in the April NMCC call.
VI. Committee on Legislation and Policy (CLP) Support.	
<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"> ▪ Cornerstone continued to meet with congressional staff to monitor Farm Bill implementation. ▪ Cornerstone continued to meet with congressional staff to monitor SNAP-Ed. ▪ Cornerstone met with congressional staff to monitor matching requirement changes. ▪ Cornerstone provided CLP input on Congressional initiatives

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<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"> ▪ Cornerstone continued to draft language for the CLP proposals approved by the CLP and other initiatives such as infrastructure initiative.
<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"> ▪ Cornerstone has met with various groups including commodity organizations for issues such as the SCRI match fix that was included in the FY 20 appropriations act.
<p><i>D. Help the CLP leadership integrate the Challenge of Change Initiative into its priorities.</i></p>	<ul style="list-style-type: none"> ▪ This was accomplished in the 2018 Farm Bill
<p>VII. Accountability Reports.</p>	
<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"> ▪ This report fulfills this requirement for the second quarter of 2020.
<p><i>B. Prepare a year-end wrap-up report to the BAC and CLP by January 2020.</i></p>	<ul style="list-style-type: none"> ▪ Not yet timely.
<p><i>C. Provide to the APLU staff, if requested, 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"> ▪ Lobbying disclosure forms are available on request.