

BAA Policy Board of Directors Plan of Work 2017 -- 2022

Experiment Station Section Report

PBD Member: __Gary Thompson

Reporting Period: Oct 1, 2017 – Sep 30, 2018

Section Chair: _Gary Thompson

Briefly describe any new or modified activities, initiatives, policies or other actions conducted by your section or organization in the past year that directly addressed the PBD planned actions below. Not every PBD action is expected to be addressed in each report.

Current and Emerging Issues and Future Directions
Goal: Identify current and emerging local, regional, national, and global opportunities and challenges and facilitate strategic discussions and actions that will impact and guide future directions for the System.
Actions:
<ul style="list-style-type: none">• Encourage strategic approaches to integrate, prioritize, and address existing and anticipated future opportunities and challenges in learning, discovery, and engagement.<ul style="list-style-type: none">• ESCOP participates as a partner in the National Plant Germplasm Coordinating Committee with NIFA and ARS to advise on managing the national plant germplasm repositories.• ESCOP is a member of NC-FAR with Ernie Minton as the representative to their Board.• ESCOP and ECOP Chairs continue their strategic alliance by having regular conference calls and meetings with key decision makers in NIFA and other federal agencies and organizations with common interests; the strategic alliance helped convince NC-FAR to support the One Ask proposal.• Continue to support the Water Security; Healthy Food Systems, Healthy People; and Antibiotic Resistance initiatives by working to assist in implementing funding strategies.• ESCOP Science & Technology Committee is developing nimble, modern; single-page communication products based upon the 2010 Science Roadmap Grand Challenges and allied impact statements.• 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.<ul style="list-style-type: none">• ESCOP Budget & Legislative Committee members work to identify initiatives from the research community and advance them for incorporation into the System’s advocacy effort. FY 2019 budget priorities are tentatively set and discussion is beginning on FY 2020.

- ESCOP and ECOP Chairs continue having regular meetings with key decision makers in NIFA, other federal agencies, and organization with common interests.
- One and a half days of the ESS annual meeting in September is dedicated to workshop sessions to discuss and develop policy and actions to address current and emerging issues.

Resource Advocacy

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

Actions: Support the Budget & Advocacy Committee (BAC) in its budget development and advocacy efforts, including:

- Developing the System’s federal budget request and associated messages with target audiences.
 - ESCOP Budget & Legislative Committee members work to identify initiatives from the research community and advance them for incorporation into the System’s advocacy effort. FY 2019 budget priorities are tentatively set and discussion is beginning on FY 2020.
 - The ESCOP Budget & Legislative Committee had another joint meeting with the ECOP B&L during the CARET/AHS meeting in March to discuss budget issues of mutual interests.
- Communicating and vetting BAC’s message throughout the System and stimulating and supporting dialogue among sections.
 - ESCOP, regional associations, Executive Directors work to assure that all Directors, especially those in new positions, are informed of developments.
 - All ESCOP and ESS documents, agendas, presentations, etc. are found on the website. There is a direct link from the ESCOP site to the Policy Board website.
- Coordinating marketing and communication efforts across the BAA and among learning, discovery, and engagement leaders.
 - ESCOP is a partner in the Communication and Marketing Committee, which has shifted strategy for the Ag Is America project from “building” to “engagement” through a new content-creation strategy focused on BAA priority areas, streamlined internal communications and an emphasis on robust interactions within our digital communities.
- Fostering understanding of the rationale for budget requests and gaining commitment for them.
 - ESCOP, regional associations, Executive Directors work to assure that all Directors, especially those in new positions, are informed of developments.
- Using the BAA’s contracted advocacy and communication and marketing firms effectively by setting and providing oversight for achievement of measurable goals.

<ul style="list-style-type: none"> • ESCOP is a partner in the Communication and Marketing Committee, which has shifted strategy for the Ag Is America project from “building” to “engagement” through a new content-creation strategy focused on BAA priority areas, streamlined internal communications and an emphasis on robust interactions within our digital communities.
<ul style="list-style-type: none"> • Including System members and constituent groups (e.g. CARET, professional societies, commodity organizations, and other user groups) in the development and implementation of advocacy strategies.
<ul style="list-style-type: none"> • ESCOP Budget & Legislative Committee includes representatives from CARET, and APLU Boards on Human Sciences, Natural Resources, and Veterinary Medicine.
<ul style="list-style-type: none"> • Facilitating development of a strategic communications and marketing 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.
<ul style="list-style-type: none"> • ESCOP is a partner in the Communication and Marketing Committee, which has shifted strategy for the Ag Is America project from “building” to “engagement” through a new content-creation strategy focused on BAA priority areas, streamlined internal communications and an emphasis on robust interactions within our digital communities.
<ul style="list-style-type: none"> • Identifying and cultivating legislative Congressional champions.
<ul style="list-style-type: none"> • ESCOP works with Cornerstone Government Affairs to assist in establishing relationships with key Congressional members on appropriations committees.
<ul style="list-style-type: none"> • Building and deepening relationships across all missions with the National Institute for Food and Agriculture (NIFA).
<ul style="list-style-type: none"> • ESCOP and ECOP Chairs continue having regular meetings with key decision makers in NIFA. • NIFA representatives are included in all of ESCOP’s meetings and committees to engage in discussions and provide input into decision making.
<ul style="list-style-type: none"> • Seeking and establishing mission-critical relationships with other appropriate federal and state agencies including the Foundation for Food and Agriculture Research (FFAR).
<ul style="list-style-type: none"> • ESCOP and ECOP Chairs continue having regular meetings with key decision makers in numerous federal agencies, included this year were NRCS, DOE-EERE, USDA-ERS, USDA-ARS, USDA-FNS, US Fish & Wildlife Service, and FFAR. • ESCOP Science & Technology Committee is developing nimble, modern; single-page communication products based upon the 2010 Science Roadmap Grand Challenges and allied impact statements.
<ul style="list-style-type: none"> • Identifying and recommending new national-level collaborators and partners and fostering mutually beneficial relationships.
<ul style="list-style-type: none"> • Engage prospective collaborative funders including Federal agencies (e.g., NSF, NIH, USAID), foundations (e.g., Gates, Pew) and other relevant NGO’s (e.g, NC-FAR, SoAR).

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 and increase the federal investment in the System over the life of the Farm Bill.
Actions: Support the Committee on Legislation and Policy (CLP) in its efforts to guide Farm Bill and other appropriate legislation development, passage, and subsequent implementation, including:
<ul style="list-style-type: none"> • Positioning the System for new opportunities. <ul style="list-style-type: none"> • Our representative, Ernie Minton, and the Executive Directors are working with the Committee for Legislation and Policy to support our priority Farm Bill changes.
<ul style="list-style-type: none"> • Developing appreciation within key federal agencies of the System's capabilities. <ul style="list-style-type: none"> • ESCOP and ECOP Chairs continue having regular meetings with key decision makers in NIFA and other federal agencies to raise awareness of common issues and capability to address them.
<ul style="list-style-type: none"> • Identifying and cultivating legislative champions. <ul style="list-style-type: none"> • ESCOP works with Cornerstone Government Affairs to assist in establishing relationships with key Congressional members on authorizing committees.
<ul style="list-style-type: none"> • Forming implementation teams to work with appropriate federal agencies. <ul style="list-style-type: none"> • ESCOP's continues to work with NIFA to implement recommendations for improving the POW and Annual Report process.
<ul style="list-style-type: none"> • Monitoring rules as they are developed and published. <ul style="list-style-type: none"> • ESCOP and the regional ED's monitor federal rules and regulations, particularly from NIFA, that may be a burden or confusing to the research directors and seek clarifications and/or changes from NIFA decision makers.
<ul style="list-style-type: none"> • Keeping the System informed of new opportunities and funding mechanisms presented as new legislation is implemented. <ul style="list-style-type: none"> • The Budget and Legislative Committee serves as the primary pivot point for keeping the System informed of opportunities presented by new legislation.
<ul style="list-style-type: none"> • Monitor legislation and policies that may enhance or impede the System's progress and work with decision makers to make modifications where appropriate. <ul style="list-style-type: none"> • ESCOP's continues to work with NIFA to implement recommendations for improving the POW and Annual Report process.

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:
<ul style="list-style-type: none"> • Develop a public value message to describe and communicate collective BAA impact. <ul style="list-style-type: none"> • ESCOP continues to work through the Communications and Marketing Committee to deliver the public value message using kglobal and other marketing tools.
<ul style="list-style-type: none"> • Encourage efficiencies between and among federal agencies for learning, discovery, and engagement. <ul style="list-style-type: none"> • ESCOP participates as a partner in the National Plant Germplasm Coordinating Committee with NIFA and ARS to advise on managing and supporting the national plant germplasm repositories. • ESCOP representatives participated in a summit with ECOP and NRCS to enhance collaboration and partnerships between NRCS and the Land-grant universities.
<ul style="list-style-type: none"> • Continue communication among PBD members to find common ground and enhance integration of efforts. <ul style="list-style-type: none"> • Multiple strategies are in place to ensure open communication among PBD members. ESCOP's representative on the PBD conveys the deliberations of the PBD to ESCOP and ESS during their business meetings. • The Communications and Marketing Committee is undergoing a "positioning evaluation" to ensure strategic and tactical delivery of messages including "Calls to Action".
<ul style="list-style-type: none"> • Support events and other opportunities that promote cross-Section communication and collaboration. <ul style="list-style-type: none"> • ESCOP assists in the planning and participates in the Joint COPs meeting each year. • Planning has begun for another ESS and CES joint section meeting in Fall 2019. • Most current and new ESCOP initiatives are joint with at least one other BAA section, and some with other CFERR Boards. • The ESCOP & ECOP strategic alliance commitment to collaboration grew to communicating with numerous entities within and outside of the system.
<ul style="list-style-type: none"> • Work with APLU staff and BAA Executive Directors and Administrators to ensure appropriate and effective linkages between the BAA and other groups within APLU. <ul style="list-style-type: none"> • ESCOP's regional Executive Directors interact frequently with APLU staff and Executive Directors/Administrators from other BAA sections and regions on many programmatic, policy, and process issues throughout the year.
<ul style="list-style-type: none"> • Recognize excellence throughout the System through support of national awards and recognitions.

<ul style="list-style-type: none"> • ESCOP’s Excellence in Leadership Award was established to recognize individuals who have served the Regional Associations, ESCOP, ESS, and the Land-Grant System with exemplary distinction. Regions choose an awardee that is recognized at the APLU awards ceremony. • ESCOP’s Multistate Research Award program annually recognize the group of scientists who are conducting an exemplary multistate activity and enhancing the visibility of the multistate program. • ESCOP has established a Diversity & Inclusion award. The first winner will be announced at the 2018 ESS/ARD Meeting and during the BAA awards ceremony at the APLU Annual Conference.
<ul style="list-style-type: none"> • Support leadership development within the System, particularly through the Food Systems Leadership Institute and LEAD-21.
<ul style="list-style-type: none"> • ESCOP supports and promotes both FSLI and LEAD-21. Two members of ESCOP serve on the LEAD-21 Board of Directors.
<ul style="list-style-type: none"> • Support diversity and inclusion across the System in all decisions and actions.
<ul style="list-style-type: none"> • The ESCOP Diversity Catalyst Committee is implementing recommendations from the report to supplement institutional, regional and national diversity and inclusion efforts. Diversity training sessions have been held regionally and nationally, and a session on implicit bias will be part of the ESS Workshop in early October. • ESCOP has established a Diversity & Inclusion award. The first winner will be announced at the 2018 ESS/ARD Meeting and during the BAA awards ceremony at the APLU Annual Conference.

Next Year’s Key Initiatives or Actions
Please list your section’s or organization’s key initiatives and/or actions planned for next year.
Initiatives/Actions:
<ul style="list-style-type: none"> • Engage ESS leadership and ESCOP members to participate in LGU beneficial activities. <ul style="list-style-type: none"> ○ Provide clear expectations of ESS/ESCOP members. ○ Develop strategies to engage the ESS membership. ○ Provide leadership to strengthen our standing committees. ○ Ensure that the BAA is representing our best interests. ○ Develop strategies to activate ESS membership during Calls for Action. ○ Develop strategies to promote the AES interests within the LGUs and NIFA. • Strengthen relationships within the APLU BAA family. <ul style="list-style-type: none"> ○ ESCOP-ECOP strategic alliance

- ICOP in support of international research
- ACOP in support of academic programs and the graduate education pipeline
- AHS in support of the collective administration of programs at LGU colleges of agriculture, natural resources, environmental sciences and life sciences.
- Build strategic alliances and partnerships with external constituencies.
 - Cultivate key ESCOP partner, USDA/NIFA
 - Engage other federal funding agencies and private foundations
 - Clearly articulate the benefits of the partnerships with the ESS/ESCOP membership
- Support strategic areas of importance to ESCOP.
 - Diversity
 - Communication
 - BAA Initiatives – water, healthy food systems, infrastructure
 - Use the ESCOP Science Roadmap Grand Challenges one-page documents to communicate strategic areas of importance:
 - Sustainability, competitiveness, and profitability of U.S. food and agricultural systems;
 - Adapt to and mitigate the impacts of climate change on food, feed, fiber, and fuel systems;
 - Support energy security and the development of the bioeconomy from renewable natural resources;
 - Play a leadership role in a safe, secure and abundant food supply;
 - Improve human health, nutrition and wellness;
 - Heighten environmental stewardship through the development of sustainable management practices; and
 - Strengthen individual, family and community development and resilience.