



ANNUAL REPORT

POLICY BOARD OF DIRECTORS BOARD ON AGRICULTURE ASSEMBLY

**OCTOBER 1, 2018 –
SEPTEMBER 30, 2019**

Report from the Chair

Transition has been and will continue to be the word that captures the activity of the Board on Agriculture Assembly (BAA) over 2018 and will continue into 2019.



Orlando F. McMeans

In March, Mark Hussey retired and left the BAA Policy Board of Directors (PBD), and I became the Chair. Shortly, thereafter, the Administrative Heads Section (AHS) began their effort to assist the Association of Public and Land-grant Universities (APLU) to find a new Vice President for Food, Agriculture, and Natural Resources to succeed Ian Maw, who will be retiring at the end of 2018. A successful search was accomplished, and Douglas L. Steele was named to fill the post on January 2, 2019.

Sonny Ramaswamy served as the Director of the National Institute of Food and Agriculture (NIFA) for six years and his tenure in that position ended in May. Earlier this year, J. Scott Angle – a former Chair of the BAAPBD – was named to fill the position as NIFA Director. All of us are excited about the selection and certainly look forward to working with Scott in the days ahead.

Reauthorization of the Farm Bill was a major thrust for the BAA over the past year! In April, the BAA joined with the Charles Valentine Riley Memorial Foundation and communicated with the House and Senate authorizing committees about our mutual goals of increasing federal investments in agricultural research and producing the best possible food and agricultural science to meet some of the greatest challenges of the 21st Century. Also, in April, the BAA supported the research, extension, and teaching provisions of the *Agriculture and Nutrition Act of 2018* (H. R. 2) and called for the expeditious consideration of the legislation by the House Committee on Agriculture and the U. S. House of Representatives. The letter can be accessed [here](#).

USDA Secretary Perdue announced in August that the Economic Research Service (ERS) would be realigned under the Office of the Chief Economist and that both ERS and NIFA would be relocated outside the National Capital Area. The BAA shared its deep concern with [USDA Secretary Sonny Perdue](#) and with the Congressional authorizing and appropriating committees about the proposed relocation of these important statistical and scientific agencies. In September, the BAA joined more than 125 other agricultural research stakeholders in signing a [letter](#) to Congress expressing serious concerns with the Administration's proposal to move the National Institute of Food and Agriculture (NIFA) outside the National Capital Region and urged the leadership of the House and Senate authorizing and appropriating committees to delay the proposed relocation until the questions and concerns raised by NIFA's stakeholders can be fully addressed.

On September 20, 2018, the BAA joined with other agricultural research stakeholders (including the APLU Board on Human Sciences and our Council for Agricultural Research, Extension, and Teaching (CARET)) in sponsoring a webinar, [USDA RESEARCH RELOCATION AND RE-ORGANIZATION: Perspectives from Former USDA Chief Scientists and Administrators](#) (an

audio version of the webinar is contained within this link), in which the following panelists participated:

- The Honorable Catherine E. Woteki, Former Chief Scientist and Under Secretary for Research, Education, and Economics, U. S. Department of Agriculture
- The Honorable Gale A. Buchanan, Former Chief Scientist and Under Secretary for Research, Education, and Economics, U. S. Department of Agriculture
- Dr. Susan Offutt, Former Administrator, Economic Research Service, U. S. Department of Agriculture
- The Honorable Stephen Censky, Deputy Secretary, U. S. Department of Agriculture

The BAA's partnership with other APLU boards and entities have yielded significant results. Some of the partnership and BAA activities that should be watched are:

- the partnership with the Board on Veterinary Medicine and the Association of American Veterinary Medical Colleges (AAVMC) led to ***Addressing Antibiotic Resistance: A Report from the Joint APLU/AAVMC Task Force on Antibiotic Resistance in Production Agriculture*** and this report called for the creation of a university research organization to coordinate and implement recommendations and facilitate collaborate research and education initiatives; a competition was held and Iowa State University (which partnered with the University of Nebraska, University of Iowa Medical College, Nebraska Medical Center, Mayo Clinic, and others) was selected from nine outstanding proposals to host the National Institute for Antimicrobial Resistance Research and Education (NIARRE), which is in the process of setting up its governance structure and securing funding to begin its operation
- ***Healthy Food Systems, Healthy People*** was an initiative between the APLU Board on Human Sciences (BoHS) and the BAA was established to build on the initial work by the Cooperative Extension Section Health Task Force and focused on identifying knowledge gaps and research needs that could support future education and community engagement activities related to human health and chronic diseases; Farm Bill language has resulted from this effort as well as the effort underway through ***Well-Connected Communities***, a collaboration with the Robert Wood Johnson Foundation
- The BAA, along with the BoHS, submitted [comments](#) to the Foundation for Food and Agriculture Research (FFAR) in response to their request for input on their preliminary Challenge Areas for 2019 and beyond
- the BAA has joined with the APLU Board on Natural Resources to provide oversight and leadership to the Strategic Initiative to Address the Nation's Forest Health Crisis; teams of writers for individual chapters of a white paper on Forest Health have been assembled and have begun writing the white paper and the paper is expected to be completed early in the new year.

- the BAA formed a small working group to examine opportunities for the consolidation of budgetary lines in the NIFA budget; this work to be completed with specific recommendations by the time of the 2019 Joint COPs Meeting; a webinar is in the process of being developed for BAA and other CFERR boards that will explain the work of the committee and the broad outlines of possible consolidation models and the legislative and operational effects of the same if adopted.

No doubt, the coming year will be full of opportunities and challenges for the Board on Agriculture Assembly! I, along with the 2019 Policy Board of Directors, look forward to working with you throughout the coming year. This report is intended to show you what the sections of the BAA have accomplished during the past year as well as highlight the 2019 initiatives on which they intend to focus.

We want to thank you for all of the support, guidance, and assistance you have provided to the Policy Board of Directors this past year and look forward to it continuing as we move ahead in 2019!



Orlando F. McMeans
Chair
BAA Policy Board of Directors

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KEY INITIATIVES OR ACTIONS FOR 2019

Academic Programs Section

- Results of the Employability Skills survey will be released in the upcoming year and will drive future programming.

Administrative Heads Section

- Support the continued effort to consolidate funding lines in the Farm Bill.
- Continue to support strong collaboration with CARET to enhance our messaging with key Congressional leaders.
- Support BAA efforts to expand international efforts and linkages to Land-Grant Institutions.

Cooperative Extension Section

- Continued focus on CES Strategic Priorities
- Establish Extension Futuring Task Force
- (Maybe in conjunction with proposed NASEM BANR Extension study)
- Extension Resource and Partnership Development Efforts continue
- Capacity building for Innovation
- Expand Well-Connected Communities Program
- Expand from work of Extension Opioid Response Workgroup
- Increase collaborative work with eXtension's Impact Collaboratives
- Follow up on CES-ESS-NRCS summit

Experiment Station Section

- Engage ESS leadership and ESCOP members to participate in LGU beneficial activities.
 - 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.
 - Engage ESS leadership and ESCOP members to participate in LGU beneficial activities.
 - 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.

International Agriculture Section

No report was submitted.

1890 Institutions

- ARD will invest in a “New Seeds Initiative” focusing on existing, new and emerging ideas and programs to improve the quality of life of citizens in the 1890 region and beyond
- ARD will complete its strategic agenda focusing on people, programs, partnerships, platforms and places
- AEA will plan a System-wide 1890 Extension Conference for 2020
- AEA will initiate a strategic plan focused on people, partnerships, programs and impacts
- AEA and ARD will have a joint winter meeting

- AEA and ARD will participate in the Southern Mini-Land Grant Meeting
- AEA and ARD will support the 1890 Centers of Excellence
- AEA and ARD will build strategic alliances and partnerships with external constituencies
- AEA and ARD will support the development and enhancement of project ideas that will enhance the 1890 multi-state capacity and competitiveness to provide solutions for improving the quality of life of people in the 1890 region.

Insular/Territorial Institutions

- Puerto Rico and the U. S. Virgin Islands are still dealing with recovery from the impacts of Hurricane Irma and Maria from September 2017. Waiting for funds (insurance and/or FEMA) to repair critical research, teaching and outreach infrastructure is the primary delay.

Non-Land Grant Institutions

Goal 1: Enhance the national influence of NARRU

- Continue to advocate for the Non-Land Grant Colleges of Agriculture (NLGCA) Capacity Building Grant Authorization in the Farm Bill and for an increase in funding to \$10M
- Expand our membership and thus Influence in more states.
- Participate more in the different divisions of APLU-BAA beyond the Academic Programs Section (APS) such as AHS, BoHS, BNR, IAS, BoOAC, BVM, etc.
- Be more involved in organizations such as NACTA, CAST, LEAD21, FSLI, etc.
- Develop training modules for new administrators at NARRU institutions including understanding the organization, leadership development, and succession planning
- Make sure every member is a member of a committee
- Communicate better between Fall and Spring Meetings by Increase number of online meetings and conference calls
- Strengthen ourselves in the areas of Workforce Development, Diversity, First Generation and Veteran Students.

For Goal 2: Strengthen member institutions

- Put together a template to report/highlight activities funded by capacity grant. Compile PDF's of those so that they can be easily accessed for legislative or other visits.
- Establish group of NARRU Teaching fellows (past national award winners) to mentor other faculty. One option might be to host webinars. by possibly a webinar of other faculty

- Encourage NARRU teaching award winners to apply for USDA National & Regional Awards
- Recognize NIFA funded projects on social media, etc.,
- Provide additional scholarships to encourage non-land grant institution to participate in LEAD 21

For Goal 3: To Increase Synergy among member institutions and stakeholders

- Collaborate for educational programs and research grants with member institutions, land grant universities, community colleges and industry.
- Develop more multi-institutional partnerships and collaborations among students, faculty, industry, community, government and political connections of our member institutions.
- Build off existing or implement statewide and regional NARRU consortiums to expand involvement and build partnerships. Example – like Texas, Tennessee and Illinois institutions
- Develop and submit a NLGCA Capacity Building Planning Grant among all participating NARRU institutions to cover some/any/all of the following topics:
 - Dual Credit opportunities
 - On-line Programs
 - Regional Research Opportunities/Grants
 - Best Practices/Innovative Ideas/Research Posters
 - NACTA NARRU pre-session

Academic Programs Section 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"> • APS Winter Meeting workshop on Generation Z led by Andrew McPeak of Growing Leaders focused on effective teaching strategies for incoming generation of college students. • APS repeated a survey on employability skills in 2018 that was first administered in 2011. Employers, recent graduates, current students and faculty were surveyed in spring 2018.

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:
<ul style="list-style-type: none"> • Developing the System’s federal budget request and associated messages with target audiences. <ul style="list-style-type: none"> • ACOP members reviewed the strategic realignment proposal with specific attention to lines associated with academic programs. This input will be provided to the BAC and PBD. • Building and deepening relationships across all missions with the National Institute for Food and Agriculture (NIFA). <ul style="list-style-type: none"> • At its 2017 Winter meeting, NIFA representatives shared updates relevant to Academic Programs and spoke about grant programs relevant to academic programs, such as Higher Education Challenge Grants. APS members participated in a March 2018 webinar hosted by NIFA on the 2018 Higher Education Challenge Grants.

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"> • Support events and other opportunities that promote cross-Section communication and collaboration.
<ul style="list-style-type: none"> • ACOP participated in the Joint COPs meeting in July 2018.
<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"> • APS maintains close relationships with APLU staff. APLU staff continued to provide an APS News Roundup email communication to provide regular updates on national issues relevant to the Section.
<ul style="list-style-type: none"> • Recognize excellence throughout the System through support of national awards and recognitions.
<ul style="list-style-type: none"> • APS supports the USDA-NIFA Teaching Awards of Excellence. A new category of recognition was implemented for 2018 for faculty who are non-tenure track or whose tenure-track position is almost exclusively focused on teaching.
<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"> • APS continues to support FSLI and LEAD-21.

Administrative Heads Section Report

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"> • AHS Continues to support and advocate for consolidation of funding lines in the overall USDA budget. The AHS Executive Committee strongly supports the proposal to consolidate the existing 27 lines down to the proposed 12 funding lines, and further encourages consideration of models to reduce these even further. • Developing appreciation within key federal agencies of the System's capabilities. <ul style="list-style-type: none"> • AHS leadership continues to meet with NIFA leadership and advocate for additional funding associate with the six focused funding categories in the Farm Bill. • Identifying and cultivating legislative champions. <ul style="list-style-type: none"> • AHS works collaboratively with CARET representatives in conjunction with Cornerstone Government Affairs to strengthen relationships with Congressional members and advocate for funding. • Forming implementation teams to work with appropriate federal agencies. <ul style="list-style-type: none"> • AHS continues direct contacts with NIFA to understand the regional and local areas of funding needs, and to support stronger communication. • Monitoring rules as they are developed and published. <ul style="list-style-type: none"> • AHS monitors and evaluates new rules and policies and provides feedback to NIFA regarding confusion or difficulties presented with some aspects of the proposed new procedures. • Keeping the System informed of new opportunities and funding mechanisms presented as new legislation is implemented. <ul style="list-style-type: none"> • AHS has established appropriate mechanisms and venues to inform the membership of emerging issues and opportunities as these develop nationally.

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">• AHS 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">• AHS continues to support the establishment of the new Antimicrobial Resistance Initiative and will work to help the ramp-up of this effort at Iowa State University.
<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">• AHS will work closely with Doug Steele to engage him with AHS as he transitions into his new role.

Cooperative Extension Section 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"> • CES focused its work on the strategic priorities - Nutrition, health and wellness; 4-H Positive youth development; Water quality and use; Food production and food security; and Community and economic development. • 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. • ECOP is a member of NC-FAR; Jason Henderson (Purdue University) is the ECOP representative.
<ul style="list-style-type: none"> • 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"> • ECOP participated in the NIFA listening sessions with both written and verbal testimony. • ECOP supported the Extension Opioid Workgroup facilitated by the North Central Region Rural Development Center in partnership with USDA-NIFA's <i>Rural Health</i> and Safety Education Competitive Grants Program. • ECOP supported the Civil Dialogue Workgroup facilitated by the Southern Regional Rural Development Center.

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:
<ul style="list-style-type: none"> • Developing the System's federal budget request and associated messages with target audiences. <ul style="list-style-type: none"> • BLC provide support to BAC via Chair Steele and Chair Boren.

<ul style="list-style-type: none"> • Communicating and vetting BAC’s message throughout the System and stimulating and supporting dialogue among sections.
<ul style="list-style-type: none"> • Worked with EDA team to encourage and support Extension Administrator and Director engagement with campus/system government relations staff, stakeholders in delivering effective advocacy messages to Congressional Members and Staff. • Participated in system leadership conversation on the effectiveness of the Calls to Action.
<ul style="list-style-type: none"> • Coordinating marketing and communication efforts across the BAA and among learning, discovery, and engagement leaders.
<ul style="list-style-type: none"> • ECOP supported content development via the BLC.
<ul style="list-style-type: none"> • Fostering understanding of the rationale for budget requests and gaining commitment for them.
<ul style="list-style-type: none"> • EDA team worked with Extension Administrators and Directors to develop and submit effective impact reports to the National Impacts Database.
<ul style="list-style-type: none"> • 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"> • Conducted assessment of desired outcomes for communications and marketing by extension administrators and directors; these have been forwarded to the CMC and PBD. • Developed talking points on CES support for CMC/kglobal/Cornerstone’s work in communications and marketing for presentation at the 2019 Fall BAC and PBD meetings.
<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"> • Participated in the development of advocacy materials for the Public Issues and Leadership Development conference. • Developed support language for the Nutrition Education Call to Action along with the CMC/kglobal/Cornerstone social and earned media campaigns.
<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"> • Supported the development and submission of impact reports to the National Impacts Database.
<ul style="list-style-type: none"> • Identifying and cultivating legislative Congressional champions.
<ul style="list-style-type: none"> • Respond to calls to action on appropriations and farm bill nutrition title issues.
<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"> • Partnered with ESCOP chair on building relationships with NIFA leadership.

<ul style="list-style-type: none"> • Worked to strengthen liaison relationships between NIFA leadership and ECOP nationally and the regional associations. • Conducted a Capital Quest event with 20 newer Extension Administrators and Directors, who engaged USDA NIFA and Rural Development leadership.
<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"> • Developed MOU between USDA-NASS and CES. • Worked with FSA on their mentor program to engage with state and county extension colleagues. • Engaged NSF on Extension funding opportunities.
<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"> • Expanded the relationship among CES, the 4-H Council, and the Robert Wood Johnson Foundation into the nationwide Well-Connected Communities Project. • Continue to build stronger relationships between ECOP/CES with NACo and NASDA. • Participated in NASEM's BANR Breakthroughs 2030 project. • Engaged NASEM's BANR interest in conducting and Extension study.

<p>Authorizing Legislation and Associated Action</p>
<p>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.</p>
<p>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:</p>
<ul style="list-style-type: none"> • Positioning the System for new opportunities.
<ul style="list-style-type: none"> • ECOP participated in CLP meetings regarding the 2018 Farm Bill with emphasis on 1890 Extension and Research funding, 4-H Youth Development program relationships with FFA, Nutrition Education and the Research, Extension and Related Activities Title.
<ul style="list-style-type: none"> • Developing appreciation within key federal agencies of the System's capabilities.
<ul style="list-style-type: none"> • Worked with ESS to conduct a summit in partnership with NRCS to strengthen partnerships at local, state, and national levels. • Worked with ESS to develop a stronger relationship with DOE.
<ul style="list-style-type: none"> • Identifying and cultivating legislative champions.
<ul style="list-style-type: none"> • Worked with CMC to increase capacity to build relationships between Extension Administrators and Directors with their respective members of Congress.
<ul style="list-style-type: none"> • Forming implementation teams to work with appropriate federal agencies.
<ul style="list-style-type: none"> • Worked with ESS on building stronger working relationships with NRCS.
<ul style="list-style-type: none"> • Monitoring rules as they are developed and published.

<ul style="list-style-type: none"> • Worked with USDA-NIFA’s Office of Equal Opportunity to communicate rules regarding diversity and inclusion statements associated with federal funds (Smith-Lever, EFNEP and SNAP-Ed).
<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"> • Used the Extension Monday Minute to inform Extension leaders and colleagues of funding opportunities.
<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"> • Engaged with USDA-NIFA’s Grants and Financial Management Program on issues related to time and effort reporting. • Engaged with USDA-NIFA’s Grants and Financial Management Program on modifying the rules for use of Smith-Lever funds for international travel/project support.

<p>System Integration</p>
<p>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.</p>
<p>Actions:</p>
<ul style="list-style-type: none"> • Develop a public value message to describe and communicate collective BAA impact.
<ul style="list-style-type: none"> • Participated via the ECOP BLC on the development of public value statements for use at CARET and PILD conferences.
<ul style="list-style-type: none"> • Encourage efficiencies between and among federal agencies for learning, discovery, and engagement.
<ul style="list-style-type: none"> • Participated in conversations between NIFA and both FSE and NRCS on developing stronger relationships.
<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"> • Participated in conversations regarding the effectiveness of Calls to Action. • Participated in decisions regarding budget, farm bill letters and NIFA relocation sign on opportunities
<ul style="list-style-type: none"> • Support events and other opportunities that promote cross-Section communication and collaboration.
<ul style="list-style-type: none"> • Continued to build stronger partnership with ESS and ESCOP via Chair collaboration, cross-liaison relationships, partnerships with the two respective EDA teams.
<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"> • Partnered with APLU’s Office of Economic Development and Community Engagement on rural development initiatives, including participating in the annual CEO-CICEP conference and the 2018 APLU Collaborative Session.

<ul style="list-style-type: none">• Recognize excellence throughout the System through support of national awards and recognitions.
<ul style="list-style-type: none">• Partnered with USDA and Virginia State University to develop criteria for and select National and Regional winners of the Excellence in Extension Awards and the National Extension Diversity Award.
<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">• Supported the regional EDA team in encouraging application for both leadership programs.• Continued to support 2 CES Administrators and Director on the LEAD-21 board of directors.

Experiment Station Section 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.
<ul style="list-style-type: none"> • 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:
<ul style="list-style-type: none"> • Developing the System’s federal budget request and associated messages with target audiences.

<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. • 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.
<ul style="list-style-type: none"> • Communicating and vetting BAC’s message throughout the System and stimulating and supporting dialogue among sections.
<ul style="list-style-type: none"> • 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.
<ul style="list-style-type: none"> • Coordinating marketing and communication efforts across the BAA and among learning, discovery, and engagement leaders.
<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"> • Fostering understanding of the rationale for budget requests and gaining commitment for them.
<ul style="list-style-type: none"> • ESCOP, regional associations, Executive Directors work to assure that all Directors, especially those in new positions, are informed of developments.
<ul style="list-style-type: none"> • 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, U.S. 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).

<p>Authorizing Legislation and Associated Action</p>
<p>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.</p>
<p>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:</p>
<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.

<p>System Integration</p>
<p>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.</p>
<p>Actions:</p>
<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 global 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.

International Agriculture Section Report

No report was submitted.

1890 Institutions' 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"> • AEA participated in ECOP conversations and strategic initiatives for strengthening the national Cooperative Extension System. These conversations involved ECOP's role to identify and implement member-driven opportunities designed to enhance resources, relationships and national recognition for Cooperative Extension, based on four core themes, namely: 1. Building partnerships and acquiring resources; 2. Increasing strategic marketing and communications; 3. Enhancing leadership and professional development; and 4. Strengthening organizational functioning. • ARD is finalizing its Strategic Agenda, with a focus on people, programs, partnerships, platforms and places. This updated Strategic Agenda will also recognize the hard work, dedication and incredible talents of many people who positioned the 1890s for the next "giant leap." The Agenda will be framed to elevate the research and education mission areas in the food and agricultural sciences at the 1890s in very focused and intentional ways while concurrently making the 1890s relevant and responsive to its clientele. ARD's Strategic Agenda will be based, in large part, on the USDA Secretary Perdue's Rural Prosperity report, but will also extract elements from the National Academies' Science Breakthroughs 2030, APLU's Challenge of Change, NIFA's Strategic Plan, and ESCOP's revised Science Roadmap. • Through the 1890 Centers of Excellence, ARD and AEA are working with the Animal and Plant Health Inspection Service, Foreign Agricultural Service, Natural Resources Conservation Service, Rural Development, Farm Service Agency and Forest Service to develop and implement new programs and revise existing programs to improve the quality of life of small farmers, small businesses, small ranches and small landowners and to prepare students for a highly competitive global workforce. • AEA and ARD's four business meetings involved key decision-makers at NIFA and other federal agencies to discuss to discuss policy, regulations, guidelines and best practices.
<ul style="list-style-type: none"> • 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"> • AEA and ARD engaged in advocacy strategies to grow and/or maintain levels of federal capacity funds for the System, and specifically for 1890 Extension, Evans-Allen Research, Smith-Lever and Hatch. • AEA and ARD Budget & Legislative Committee members identified issues and priorities from the 1890 community and advanced them for incorporation into the System's advocacy effort. • The Executive Committees of AEA and ARD continue to have regular meetings with key decision makers in NIFA, other federal agencies (i.e., Foreign Agricultural Service, Rural

Development, Animal Plant Health & Inspection Service, Forest Service, Natural Resources Conservation Service).

- NIFA representatives are regularly included at AEA and ARD meetings to provide updates and engage in strategic dialogue that lead to informed actions and policy decisions.

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.
 - AEA and ARD participated in various activities of BAA Committee on Legislation and Policy (CLP) to identify priorities for the 2018 Farm Bill. The 1890 priorities for the next farm bill were to insure reauthorization of 1890 Extension and Evans-Allen Research, the 1890 Facilities Program, and the 1890 Capacity Building Grants Program. In addition, 1890 Extension presented a recommendation to change the carryover provision for 1890 Extension funds to be consistent with the carryover language for Smith-Lever funds. This request has been included in both the House and Senate version of the Farm Bill.
 - ARD and AEA Budget & Legislative Committee members identified issues from the 1890 community and submitted them for incorporation into the System’s advocacy effort.
 - AEA and ARD engaged in advocacy strategies to grow and/or maintain levels of federal capacity funds for the System, and specifically for Smith-Lever, Hatch, 1890 Extension and Evans-Allen Research.
 - In November 2017, NIFA hosted the 3rd Annual 1890’s Communications Summit in Washington, DC. The two-day event covered a variety of topics including best practices for content collection, how to maximize limited resources and how to build collaborative relationships with 1862 counterparts, effective advocacy and impact writing.
 - ARD and AEA held a joint winter meeting to discuss the 1890 position relative to the “One Ask” approach for FY2019 funding and to discuss budget issues of mutual interests.
- Communicating and vetting BAC’s message throughout the System and stimulating and supporting dialogue among sections.
 - AEA and ARD are working to assure that all Administrators and Directors, especially those in new positions, are informed of developments.
 - ARD’s website, hosted by the University of Maryland Eastern Shore, has been revamped with a contemporary look and feel.
- Coordinating marketing and communication efforts across the BAA and among learning, discovery, and engagement leaders.
 - AEA and ARD contributed actively to the conversation related to the developing performance expectations of BAA Communications and Marketing Committee. Dr. Mark Latimore, 1890 representative on BAA PBD serves on the CMC.

<ul style="list-style-type: none"> • Fostering understanding of the rationale for budget requests and gaining commitment for them.
<ul style="list-style-type: none"> • AEA, ARD and the Executive Directors work to assure that all Administrators and Directors, especially those in new positions, are informed of developments. Conference calls are held to help facilitate this process.
<ul style="list-style-type: none"> • 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"> • Dr. Mark Latimore, 1890 representative on ECOP, serves as the ECOP representative on the Communication and Marketing Committee and is involved enhancing marketing and communications throughout the system. Mark currently serves as Chair.
<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"> • AEA and ARD involve and engage their CARET representatives in advocating the 1890 agenda. • AEA also use volunteers who attend the PILD Conference in Washington, DC to assist in implementing the advocacy strategies for the 1890 land-grant universities.
<ul style="list-style-type: none"> • Identifying and cultivating legislative Congressional champions.
<ul style="list-style-type: none"> • AEA and ARD are working with the Congressional Black Caucus and the Bipartisan Congressional HBCU Caucus to assist in establishing relationships with key Congressional members on the authorizing and appropriations committees. • Members of AEA and ARD visit and work with their Congressional members from their respective states to develop legislative champions.
<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"> • NIFA representatives are included in all of AEA and ARD’s meetings to engage in discussions and provide input into decision-making. • Meeting are also scheduled in Washington, DC with representatives of NIFA to discuss program issues as well as funding opportunities.
<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"> • Representatives from the 1890 land-grant universities have been involved with ECOP to develop a partnership with the Robert Wood Johnson Foundation. This is a 10-year partnership to build a culture of health in communities across America in 2017 and beyond. The proposal was funded for \$4.6 million for the first two years of the 10-year period. The implementation of the partnership began in September 2017. • AEA and ARD members are on the Board of Directors of the 1890 Universities Foundation. The 1890 Universities Foundation is a 501 (c) 3 organization created to support the core missions of teaching, research and Extension across the nineteen 1890 land grant universities through: (1) building unique partnerships with key federal agencies and private sector entities including the United States Department of Agriculture (USDA); (2) mobilizing and managing resources to facilitate broad-based programs initiatives and approaches across the 1890 universities systems; (3) providing a mechanism for the universities to respond to new and emerging issues and challenges; and (4) fostering collaborative projects across the 1890 universities to find

practical and meaningful solutions to the compelling economic, social and environmental challenges.

- A member of ARD is on the FFAR Board of Directors.

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:

- Positioning the System for new opportunities.
 - The Executive Directors of AEA and ARD are working with the ECOP and ESCOP Budget & Legislative Committees to support 1890 priorities in the 2018 Farm Bill.
 - 1890 Administrators and Directors actively support BAA Calls to Actions related Farm Bill and other appropriate legislations by following institution-specific guidelines that result in effective contacts with concerned legislators in their state.
 - ARD member Walter Hills’ testimony to the House Agriculture Committee Hearing in June 2018, titled “The Next Farm Bill: University Research, “supported the need for food and agriculture research at the 1890 land grant universities and shared with the congressional members selected impact statements of the research and extension programs at the 1890s. He voiced his confidence in the unique and pivotal role of the 1890s and the path forward. Dr. Hill focused on the critical need for increased investment in both capacity and competitive funds; the 1890 Capacity Building Program; the 1890 Facilities Grant Program; the Carry-over provision for 1890 Extension; McIntire Stennis Forestry Program; the Nutrition Education Program; the 1890 Centers of Excellence and student scholarships for the 1890s. Dr. Hill also asked for Committee’s continued support for the 1890s, as well as for agricultural research and extension across the board.
- Developing appreciation within key federal agencies of the System's capabilities.
 - AEA and ARD worked with USDA agencies to develop the Center of Excellence for Innovative and Sustainable Small Farms, Ranches, and Forest Lands and the Center for International Engagement and Development.
- Identifying and cultivating legislative champions.
 - AEA and ARD are working with the Congressional Black Caucus and the Bipartisan Congressional HBCU Caucus to assist in establishing relationships with key Congressional members on the authorizing and appropriations committees.
- Forming implementation teams to work with appropriate federal agencies.
 - AEA and ARD are working with NIFA’s Office of Grants and Financial Management to adopt best practices and implement recommendations for improving the 1890 system’s level of accountability and compliance.
- Keeping the System informed of new opportunities and funding mechanisms presented as new legislation is implemented.

<ul style="list-style-type: none"> • AEA and ARD conduct conference calls to inform the 1890 community of new funding opportunities and mechanism and encourage their participation.
<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"> • AEA and ARD are working with NIFA's Office of Grants and Financial Management to adopt best practices and implement recommendations for improving the 1890 system's level of accountability and compliance.

<p>System Integration</p>
<p>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.</p>
<p>Actions:</p>
<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"> • Dr. Mark Latimore represents the 1890 universities on the PBD and he actively participates in the meetings and keeps AEA, ARD and the 1890 Council of 1890 Deans of Agriculture informed of issues that should be addressed pertaining to the 1890 land-grant universities. Two examples of this would be the "One Ask" budget process for 2019, and the 1890 equity issue.
<ul style="list-style-type: none"> • Support events and other opportunities that promote cross-Section communication and collaboration. <ul style="list-style-type: none"> • ARD assists in the planning and participates in the ESS/SAES/ARD meeting each year. • AEA assists in planning the NEDA meeting for the Extension system • AEA representative on ECOP is a member and serves as Chair of the Communications and Marketing Committee.
<ul style="list-style-type: none"> • Recognize excellence throughout the System through support of national awards and recognitions. <ul style="list-style-type: none"> • AEA's 1890 Excellence in Extension Award provides an opportunity for the 1890 Extension professionals to submit applications in each of the four major program areas. AEA uses the same criteria as ECOP in selecting its national award winner. The 1890 winners were recognized at the Extension Southern Region PLN meeting in Orlando, FL in August 2018. The recipient with the overall highest score was selected as the 1890 regional award winner and his/her application is submitted to be considered for the ECOP National Excellence in Extension Award that is presented at the Annual APLU Meeting. • 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. ARD selected it awardee that will be recognized at the APLU awards.
<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"> • AEA and ARD support and promote both FSLI and LEAD-21. The 1890 universities support administrators and directors to participate in both FSLI and Lead-21. One member of ARD serves on the FSLI Board of Directors.

- Support diversity and inclusion across the System in all decisions and actions.
 - Members of ARD serve on the ESCOP Diversity Catalyst Committee that is implementing recommendations from the report to supplement institutional, regional and national diversity and inclusion efforts. ARD members participated in a session on implicit bias at the ESS Meeting and Workshops in October in Lincoln, NE.

Insular/Territorial Institutions' 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">• 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">• UVI, Guam, and UPR are collaborating to develop a proposal for submission to the Specialty Crops Grant program of USDA-NIFA highlighting specialty crops that have relevance within and among the islands.

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">• The Insular LGU have communicated with Cornerstone regarding language in the Farm Bill that would allow the territories to participate in industrial hemp research. Current language limits the program to states only.• Identifying and cultivating legislative champions.<ul style="list-style-type: none">• The VI Delegate to Congress, Stacey Plaskett, serves on the Ag Committee and has also been selected to serve on the Farm Bill Conference.• 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">• The NIFA program for Resident Instruction and Distance Education in the Insular areas continue to be supported with requests to appropriate funding for research and capacity development.

Non-Land-Grant Institutions' 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"> • The September 2018 annual meeting focused on Strategic Planning. • The following 5 priorities are still important for the non-land grant institutions: <ol style="list-style-type: none"> 1. Increase Federal Funding for NLGCA organizations with specific needs for human resources and capital. 2. Increase Collaborations and Partnerships 3. Improve Advocacy and Branding especially as providers of Workforce/Talent Development 4. Increase Leadership Development and improve succession planning 5. Improve Diversity among our students and faculty • 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"> • NARRU presented a poster at the 2018 Agricultural Research Congressional Exhibition and Reception. The poster focused on the positive impact NIFA funding has made on Non-Land Grant Colleges of Agriculture.

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:
<ul style="list-style-type: none"> • Developing the System's federal budget request and associated messages with target audiences. <ul style="list-style-type: none"> • NARRU develops an appropriations request for NLGCA Capacity Building Funds every year. We are asking our line be increased from \$5M to \$10M. • Communicating and vetting BAC's message throughout the System and stimulating and supporting dialogue among sections. <ul style="list-style-type: none"> • NARRU has representation on the BAC board and communicates the need for increased Ag. Funding with our constituencies including Congress.

<ul style="list-style-type: none"> • Coordinating marketing and communication efforts across the BAA and among learning, discovery, and engagement leaders.
<ul style="list-style-type: none"> • NARRU has developed Twitter and Facebook pages used to communicate what we do, and how we are using USDA support. @NARRU_Ag @NARRUAg.
<ul style="list-style-type: none"> • Fostering understanding of the rationale for budget requests and gaining commitment for them.
<ul style="list-style-type: none"> • NARRU has worked to refine the requests to add clarity of the needs of the non-land grant institutions.
<ul style="list-style-type: none"> • 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"> • NARRU worked closely with Cornerstone this past year developing the Farm Bill Re-Authorization including some changes in Authorization language.
<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"> • NARRU is active on Capitol Hill both face-to-face and via electronic and social media. • NARRU works closely with various campus/system governmental liaisons to make sure they promote the NLGCA request.
<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"> • NARRU has created Facebook and Twitter accounts to highlight activities of non-land grant institutions.
<ul style="list-style-type: none"> • Identifying and cultivating legislative Congressional champions.
<ul style="list-style-type: none"> • An NLGCA caucus has been developed in the house to support non-land grant initiatives
<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"> • NARRU representatives correspond with NIFA representatives regularly.
<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"> • Non-land grant institutions have collaborated with the Riley Memorial Foundation to support “A Unifying Message: Pulling together.” • NARRU board members worked with the Riley Memorial Foundation on “Non-land grant colleges of agriculture: Contributing to the Common Good.”

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"> • Non-land grant institutions have collaborated with the Riley Memorial Foundation to support “A Unifying Message: Pulling together.” • Identifying and cultivating legislative champions. <ul style="list-style-type: none"> • NARRU has worked strategically to identify key legislative champions and communicates regularly with them on impactful legislative issues. • Forming implementation teams to work with appropriate federal agencies. <ul style="list-style-type: none"> • The NARRU Board of Directors meets annually with key individuals from selected federal agencies, including NIFA and the USDA. • Monitoring rules as they are developed and published. <ul style="list-style-type: none"> • NARRU members monitor rules as posted. • 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"> • NARRU worked with key congressional representative to make the following changes to the farm bill language: <i>Study of Food and Agricultural Sciences-</i> <i>(1) AMENDMENT- Section 1404(14) of the National Agricultural Research, Extension, and Teaching Policy Act of 1977 (7 U.S.C. 3103(14)) is amended--</i> <i>(A) by amending subparagraph (A) to read as follows:</i> <i>`(A) IN GENERAL-</i> <i>`(i) DEFINITION- The terms `NLGCA Institution' and `non-land-grant college of agriculture' mean a public college or university offering a baccalaureate or higher degree in the study of agricultural sciences, forestry, or both in any area of study specified in clause (ii).</i> <i>`(ii) CLARIFICATION- For purposes of clause (i), an area of study specified in this clause is any of the following:</i> <i>`(I) Agriculture.</i> <i>`(II) Agricultural business and management.</i> <i>`(III) Agricultural economics.</i> <i>`(IV) Agricultural mechanization.</i> <i>`(V) Agricultural production operations.</i> <i>`(VI) Aquaculture.</i> <i>`(VII) Agricultural and food products processing.</i> <i>`(VIII) Agricultural and domestic animal services.</i> <i>`(IX) Equestrian or equine studies.</i> <i>`(X) Applied horticulture or horticulture operations.</i>

`(XI) Ornamental horticulture.
 `(XII) Greenhouse operations and management.
 `(XIII) Turf and turfgrass management.
 `(XIV) Plant nursery operations and management.
 `(XV) Floriculture or floristry operations and management.
 `(XVI) International agriculture.
 `(XVII) Agricultural public services.
 `(XVIII) Agricultural and extension education services.
 `(XIX) Agricultural communication or agricultural journalism.
 `(XX) Animal sciences.
 `(XXI) Food science.
 `(XXII) Plant sciences.
 `(XXIII) Soil sciences.
 `(XXIV) Forestry.
 `(XXV) Forest sciences and biology.
 `(XXVI) Natural resources or conservation.
 `(XXVII) Natural resources management and policy.
 `(XXVIII) Natural resource economics.
 `(XXIX) Urban forestry.
 `(XXX) Wood science and wood products or pulp or paper technology.
 `(XXXI) Range science and management.
 `(XXXII) Agricultural engineering.'; and

- Worked to amend the definition of a non-land grant college of agriculture (NLGCA) institutions to remove the exclusion for Hispanic Serving Agricultural Colleges and Universities (HSACU) and McIntire Stennis institutions

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:

- Develop a public value message to describe and communicate collective BAA impact.
 - Promote educational, scholarly, and engagement activities in support of member institutions.
 - The premier organization for promoting member institutions contributions to national security for food, fiber, and renewable resources.
- Continue communication among PBD members to find common ground and enhance integration of efforts.
 - Promote the non-land grant mission when decisions are made.
- Support events and other opportunities that promote cross-Section communication and collaboration.

<ul style="list-style-type: none"> • Continue to work with APS on strengthening the teaching mission. • Continue to work with the administrative head section to support the non-land grant mission
<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"> • Continue to work with Wendy Fink to promote the mission of the non-land grant institutions. • Provide support to other section needs.
<ul style="list-style-type: none"> • Recognize excellence throughout the System through support of national awards and recognitions.
<ul style="list-style-type: none"> • Continue to support and encourage member institutions to nominate faculty for awards. • Continue to encourage member institutions to serve on review panels.
<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"> • Non-land grant institutions participate in both FSLI and LEAD21. • NARRU has a representative on the board for LEAD21 • A non-land grant institution is one of the three host campuses for FSLI.
<ul style="list-style-type: none"> • Support diversity and inclusion across the System in all decisions and actions.
<ul style="list-style-type: none"> • Diversity and inclusion is an important part of the non-land grant mission.

2019
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