



Board on Agriculture Assembly

POLICY BOARD OF DIRECTORS

AGENDA

***Eugene Room
Marriott Portland Downtown Waterfront
1401 S.W. Naito Parkway
Portland, Oregon***

April 11, 2019

10:00 a.m.	BREAK	
	Budget and Advocacy Committee	Gary A. Thompson
	Committee on Legislation and Policy	Mark Latimore, Jr.
	Strategic Realignment	All
	Calls to Action and Sign-On Letter Requests	Douglas L. Steele
12:00 p.m. Noon	LUNCH	
	Review the Strategic Plan of Work (2017-2022) and reporting form for the Policy Board of Directors	All
	Plans for the Joint COPs Meeting	Wendy Fink
	Integrating the Canadian and Mexican Institutions into the BAA	All
	BAA and CARET Assessments	Orlando F. McMeans Douglas L. Steele
	Election of CES Director-Alternate	All
	2019 Election of 2020 Board Members and Electronic Voting	Eddie G. Gouge
2:45-3:15 p.m.	BREAK	
	Report on the Institute for Antimicrobial Resistance Research and Education	Douglas L. Steele Eddie G. Gouge
	LEAD 21 Report	Douglas L. Steele
	APLU 2019 Annual Meeting	Douglas L. Steele
	March/April 2020 BAAPBD Meeting Location	Orlando F. McMeans
	Section Updates	All
	Other Business	
5:00 p.m.	ADJOURN	
6:00 p.m.	DINNER	

FUTURE MEETINGS:

- **July 24, 2019, Park City, UT (Joint COPs Meeting)**
- **November 12, 2019, Hilton San Diego Bayfront, San Diego, CA (APLU Annual Meeting)**
- **March/April 2020, To be determined**

**MINUTES
POLICY BOARD OF DIRECTORS
BOARD ON AGRICULTURE ASSEMBLY**

**Marriott Portland Downtown Waterfront
Portland, Oregon**

April 11, 2019

ACTIONS TAKEN/TO BE TAKEN (person(s) responsible):

- Reviewed and approved the meeting agenda
- Approved, as distributed, the minutes of the November 13, 2018 meeting and the conference call on February 27, 2019 relating to the budget recommendations from the Board on Agriculture Assembly for Fiscal Year 2020
- Received an update from the BAAPBD Chairman on the proposed move of USDA's National Institute of Food and Agriculture (NIFA) and the Economic Research Service (ERS)
- Obtained a report Doug Steele on his thoughts on the future –
 - an association is as strong as its leadership
 - there are some redundancies and the BAA needs to use its time at the APLU Annual Meeting better
 - we need to look at our organizational structure to make sure it is serving us as well as it could – our meetings need to be more than just information sharing
 - the Policy Board of Directors needs to have a national agenda and vision
 - there is a perception that Cornerstone Government Affairs works for APLU when, in fact, they work for and are paid by the Board on Agriculture Assembly
 - the BAA needs deeper reporting from Cornerstone Government Affairs rather than a news-item report
 - there seems to be a lot of misunderstanding about the BAA assessments
 - he wants to ensure that the BAA is doing meaningful work that impacts people
- Agreed that the APLU Vice President for Food, Agriculture, and Natural Resources would provide “talking points” that could be shared with the various sections (*Steele*)
- Agreed to review the current organizational structure of the Board on Agriculture Assembly's committees and sections to determine –
 - is the current structure is still representative of how the BAA conducts its business
 - the process for decision making, establishing strategic priorities, and enhancing collaborations on the national level
 - how the BAA provides guidance and leadership to formulating national agendas, advocacy efforts, and strengthening relationships with stakeholders(*BAA Policy Board of Directors*)

- Decided to conduct an in-depth evaluation of assessments that are currently collected in support of the BAA to analyze –
 - the historical background and changes over time in the assessments
 - the formulas used to calculate the assessments (*Steele and Coon*)
 - the current budget categories and initiatives
 - and develop a more transparent process for future assessment calculations and decisions

(*BAA Policy Board of Directors*)
- Discussed the strategic realignment effort and reaffirmed the following principles –
 - do no harm to current NIFA funding lines
 - protect lines at current funding levels, even if lines are strategically recommended for realignment
 - protect capacity funds
 - establish future growth areas that include both capacity and competitive

The committee was asked to continue their work and to begin conversations with NIFA concerning the 2019 and 2020 budget requests, priorities, and authorizations.
- Requested a draft report with recommendations from the Strategic Realignment Committee for review at the Joint COPs Meeting in July at Park City, UT (*Strategic Realignment Committee*)
- Discussed the Communications and Marketing Committee (CMC) and after an in-depth discussion decided –
 - upon recommendation from the Policy Board, the PBD Chair appointed the CMC as a permanent Ad Hoc committee of the Policy Board (*McMeans*)
 - to terminate the kglobal contract upon the recommendation by the CMC and AHS/ESCOP/ECOP sections; Doug Steele will notify kglobal on behalf of the Policy Board (*Steele*)
 - all materials developed, information collected and social media efforts (i.e. **Ag Is America**) will be retained by the Policy Board;
 - to reconstitute the CMC with specific focus on national marketing and communication to strengthen the brand promise of land-grant universities, reinforce the impact of mission areas, broaden the understanding of research, academics, and Extension, and develop a national focus to support advocacy efforts by Corner-stone Government Affairs; a draft plan will be developed for discussion by the new committee (*McMeans, Steele, Policy Board of Directors*)
 - develop a transition plan that would include the hiring of a position under the supervision of the APLU Office of Vice President for Food, Agriculture, and Natural Resources that would provide leadership and facilitation to the CMC and include the involvement of land-grant universities' ag communication and marketing specialists and staff
 - evaluate the current assessments paid by the AHS, ESCOP and ECOP and request continued financial support for a national CMC-focused effort

(*McMeans, Steele, Policy Board of Directors, and CMC*)

- Approved signing onto a joint [statement](#) with the Charles Valentine Riley Memorial Foundation (RMF) that expresses mutual interests and goals of increasing federal investments in all segments of an agricultural, food, and natural resources research, Extension, education, and outreach system and that produces the best possible food and agricultural science to meet some of the greatest challenges of the 21st Century. (*McMeans, Steele, and Gouge*)
- Agreed to provide a letter of support for full funding of *Sec. 7201 (7 U.S.C. 3221 et seq.)* of the Agriculture Improvement Act of 2018; this new program, entitled ***New Beginnings for Tribal Students***, creates a matching competitive grant program for land-grant and 1994 institutions to support Native American Students in Higher Education. It was added to the Farm Bill with strong bipartisan support for the purpose of increasing the recruitment, retention, and graduation rates of tribal students enrolled at land-grant universities and tribal colleges and universities (*McMeans and Steele*)
- Discussed the need for and agreed to develop a process whereby requests for “sign-on” letters, advocacy support and collaborations by the APLU Board on Agriculture Assembly can be considered and acted upon (with approval or disapproval) in a more deliberate, timely, and efficient process to provide direction to the APLU Office of the Vice President for Food, Agriculture, and Natural Resources (*Steele and the Policy Board of Directors*)
- Received an expression of concern from the International Agriculture Section (IAS) about the lack of support for international programs in the Budget and Advocacy Committee’s process
- Adopted a motion to continue using ***Balloteer*** as our contractor to conduct the 2020 BAA Policy Board of Directors’ election
- Discussed potential topics for Board on Agriculture Assembly for the 2019 APLU Annual Meeting –
 - Food Waste
 - Rural Mental Health
 - Rural Communities Resiliency
 - Rural Assets
- Discussed moving the March/April meeting of the Policy Board of Directors to February in order to approve the recommendations of the BAA Budget and Advocacy Committee in a face-to-face meeting; some of the suggested locations were –
 - Washington, DC
 - Charlestown, WV (Greenbrier)
 - Dallas, TX
 - Houston, TX
 - Atlanta, GA
- Decided to hold any conference calls of the Policy Board of Directors at 4:00 p.m. (ET) to accommodate the various time zones of the directors
- Approved the future meeting dates of the BAA Policy Board of Directors –
 - July 24, 2019, Westgate Park City, Park City, UT

- November 12, 2019, Hilton San Diego Bayfront, San Diego, CA
 - March/April 2020, *To be determined*
 - July 2020, *To be determined*
 - November 10, 2020, Hilton Orlando, Orlando, FL
- Adjourned the meeting at 4:00 p.m. (PDT)

The following members/staff were present: **Orlando F. McMeans** (Chair), *West Virginia State University*; **Thomas G. Coon** (Chair-elect), *Oklahoma State University*; **R. Elaine Turner** (Academic Programs), *University of Florida*; **Michelle S. Rodgers** (Cooperative Extension), *University of Delaware*; **Gary A. Thompson** (Experiment Station), *The Pennsylvania State University*; **John R. Vreyens** (International Agriculture), *University of Minnesota Extension*; **Mark Latimore, Jr.** (1890 Institutions), *Fort Valley State University*; **Stephen R. Yanni** (1994 Institutions), *Bay Mills Community College*; **Cindy L. Akers** (APLU Non-Land-Grant Institutions), *Texas Tech University*; **Lee S. Yudin** (Insular/Territorial Institutions), *University of Guam*; **Douglas L. Steele**, *APLU*; **Eddie G. Gouge**, *APLU*; **Wendy Fink**, *ACOP Staff*; and, **Eric Young**, *ESCOP Staff*.

The following member/staff were absent: Richard M. Klemme, *ECOP Staff*.

The following individuals participated in the meeting via conference call: J. Ernest Minton, (*Kansas State University*) for the conversation on strategic realignment and **Steven J. Loring** (*New Mexico State University*) for the conversation on communications and marketing.