

Policy Board of Directors Agenda Brief

The BAA Policy Board of Directors met on March 21, 2018, in San Antonio, TX. Below are notes from some of the agenda items discussed. The next meeting will be on July 18 in Guadalajara, MX, during the Joint COPs meeting.

1. APLU Annual Meeting – Ian Maw
 - November 11-13, 2018, in New Orleans, LA
 - Institutional Resilience will be focus
 - Managing disruptions and being prepared for them
2. Assessments – Ian Maw
 - Waived Virgin Island and Puerto Rico assessments due to hurricanes
 - One institution that did not pay last year, has paid
 - All assessments generally coming in as usual
3. Budget and Advocacy Committee – Gary Thompson
 - Reviewed FY2018 requests and developed one-pager for CARET Hill visits
 - Need to begin these discussions earlier next year, particularly related to allocation of any single ask increase
 - Ad hoc committee formed to discuss extra allocation to 1890 lines, Alton Thompson is chair, they'll make recommendation to Budget and Advocacy Committee
 - Strategic Alignment Committee is beginning to discuss combining groups of small lines in NIFA's budget
4. Communication and Marketing Committee
 - System does a generally poor job of reaching out to decision makers and bad job reaching general public
 - Communication and Marketing Committee's relationship to kglobal should be a separate discussion item from role of Communication and Marketing Committee in strategic communications for the Board on Agriculture Assembly
 - Administrative Heads Section need to make sure the correct person from their institution is on contact list for Communication and Marketing Committee action, should be whoever makes strategic marketing decisions
 - Also institution's government relations person should be connected
 - Need to ask question – is there commitment from the Administrative Heads Section to have a national marketing effort and make that part of their college's communication director's job
 - Lots of groups putting out messages related to increased funding for agriculture, which is fine, except when the messages conflict
 - Alan Grant, Gary Thompson, and Chuck Hibbert will have a discussion with Cornerstone about the relationship with kglobal, Academic Programs Section chair may also be involved
 - SOAR is starting Fed By Science initiative funded by member institutions

Communication and Marketing Committee discussion with Bev Durgan & Rick Rhoads

 - Communication and Marketing Committee does need strategic goals, question is how do you achieve those goals and measure success
 - Currently the plan of work is tied primarily to kglobal's activities

- Plan of work should be aligned with system's goals and strategies, then decide how kglobal can help achieve those goals
 - Communication and Marketing Committee focus should not be on short-term advocacy, but on long term strategic education
 - Motion – Communication and Marketing Committee representative should attend next few Policy Board of Directors meetings to be included in discussions - Approved
5. Healthy Foods Systems, Healthy People Funding Strategy
- Funding initiative is moving forward with Rick Mertins (TAMU government affairs) working with Committee on Legislation and Policy on Farm Bill language
 - Cooperative Extension Section has a new initiative lead by Michele Roberts called Well Connected Communities funded by Robert Woods Johnson Foundation
6. Healthy Forest Initiative
- Johns Hayes (CO State) is chairing effort to write white paper
 - Six primary sections
 - Forest products and production
 - Water quality and quantity
 - Urban environments
 - Nature and tourism
 - Fish wildlife and environment
 - Justification for considering forest health
7. Riley Foundation – Greg Bohach
- Asked to sign on to a letter by Riley Foundation
 - Current letter has been revised significantly to include only three points, which Policy Board of Directors chair helped author
 - Committee on Legislation and Policy members are in favor of the Board on Agriculture Assembly signing this version
 - Motion from Committee on Legislation and Policy for Policy Board of Directors to sign letter - Approved
8. Committee on Legislation and Policy – Greg
- Request from non-Land-grants to tighten up requirements to be designated as a non-Land-grant, is causing some problems for current non-Land-grants who might not qualify
 - Current idea is to require at least 2 degrees in ag, natural resources, or environment, but some only have 1 degree
 - Fix in language for University of DC as an 1862 to receive matching funds from DC government
 - Fix language so that NIFA funds can be used easier for international work
 - Fix language so 1890's can carry over capacity funds, similar to 1862's
9. Canadian & Mexican Intuitions Involvement in BAA
- Stronger ties with Canadian colleges of ag cause they're better organized
 - Mexican association of ag deans exist, but hard to identify the leadership
10. APLU Vice President Search
- Ian Maw is retiring at the end of 2018, want to have replacement identified before that
 - Thirteen member committee appointed

- Position description has been sent out
 - Committee will have conference call in April to begin screening applicants
11. Antimicrobial Resistance Institute
- Anticipate 6-10 proposals by April 1
 - Cathy Woteki is chairing committee to decide
12. FSLI / LEAD21
- FSLI is financially stable
 - Bobby Moser is commission Chair
 - LEAD21 is financially stable
 - Applications for next class were down some, but still have a full contingent
13. New Dean & Director Workshop
- 99 registered, including one new Dean & 62 new Director's
 - Workshop proceeded by webinar that is available anytime
 - Should be repeated every other year