

SERA 39 Public Policy Issues Education Annual Meeting

Sheraton Birmingham Hotel, Jefferson Boardroom 1

Sunday, February 5, 2012, 2-4 p.m.

Participation on-site: Steven Klose, Jim Jansen, Nathan Smith, Brad Lubben, Ron Knutson, Joe Outlaw, Vivian Carro Jody Campiche, Jim Novak, Tonya Borisova

Participation via teleconference: Maurice Dorsey, Lesley Oliver, Amanda Smith

1) Review of Leadership

- Steven Klose, Chair
- Nathan Smith, Vice-Chair
- Amanda Smith, Secretary
- Maurice Dorsey, Advisor, USDA-NIFA
- Lesley Oliver, Advisor, Research Directors

2) Old Business

- Continue using same location, time and place for Annual Meeting (SAAS Meetings). Next year will be in Orlando, FL, February 2-5, 2013.
- Continue to e-mail and conference call as a group to conduct meetings/activities for this upcoming year

3) New Business

- Ron Knutson – the Senior Section of AAEA has decided to reignite Public Policy Education. As a result, Ron was put in charge of organizing a pre-conference event at the AAEA meetings in Seattle. (Program is attached to the minutes.)
 - Provide intro to Public Policy Issues Education
 - Provide a handout that explains the process
 - To illustrate utilization of Public Policies Education Approaches on specific topics that are designed to be useful to public policy educators
 - Timing is a big issue because there is an Extension Section Farm Tour that may conflict
 - Workshop will be Saturday, August 11 at 2 pm in Seattle, includes working dinner session with Dan Pearson as Speaker, winds up at 8 pm with Kitty Smith as speaker
 - Kitty Smith, from American Farmland Trust, sees this kind of event as critical, views this as a sort of reincarnation of the National Public Policies Issues Education Conference. AFT has placed \$2,500 for this particular event and Farm Foundation has matched that amount.

- Nathan Smith moved that SERA 39 be a formal sponsor of the pre-conference workshop on Public Policy Education. Brad Lubben, seconded. Motion was passed by unanimous consent.
- Sponsors are responsible for any financial loss that the pre-conference incurs. The pre-conference does not necessarily need financial support, but they do need our support to encourage membership to attend.
- Maurice Dorsey – If we are trying to obtain funding and increase participation, he suggests we be more general on the System Process of Public Policy Education and not solely focused on agriculture. Outputs would be really important, such as a DVD on the education process that can be distributed nationally. A wider focus will widen the audience. Ron Knutson responded that this workshop will include general public policy education process information.
- Joe Outlaw – Suggested the group work on a Policy Options publication.

4) Public Policy Issues Education Symposium (Presentations are attached to the minutes).

- Brad Lubben – Animal Welfare and Public Policy Education
- Jody Campiche – Update on the 2012 Farm Bill
- Joe Outlaw – 2012 Farm Bill Education Directions

5) Following the presentations, the meeting was adjourned.

Respectfully submitted,



Amanda R. Smith
Secretary, SERA 39



Public Policy Education Workshop

Preconference Workshop for 2012 AAEA Meetings
Sponsored by Senior Section, Extension Section,
American Farmland Trust and Farm Foundation

2:00 PM – 9:00 PM, Saturday, August 11, 2012

Organizers

Ronald Knutson, Texas A&M University Emeritus; **Walt Armbruster**, Farm Foundation Emeritus; **Katherine (Kitty) Smith**, American Farmland Trust; **James Novak**, Auburn University; **Larry Sanders**, Oklahoma State University; **Rodney Jones**, Oklahoma State University; **Steven Klose**, Texas A&M University; **Bradley Lubben**, University of Nebraska

Background and Objectives

In the absence of the National Public Policy Education Committee (NPPEC), there is believed to be a number of people who are responsible for policy education, but do not appreciate the history of what Public Policy Educators (PPE) have learned about the policy education process. As a result, there is more advocacy, more advantages and disadvantages, less options and consequences, and less true PPE. This problem was discussed by the AAEA Senior Section and at a SS Organized Symposium in Pittsburgh. The SS and the Extension Section decided to ignite some PPE training/retraining. In the process, we wanted to demonstrate how PPE could be used to address a variety of issues, thereby, generating PPT sets that could be adapted/used in the tradition of the NPPEC.

Program (all times PM)

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| 2:00 – 2:15 | Workshop Objectives
<i>Ron Knutson, Texas A&M University</i> |
| 2:15 – 3:00 | Process of Public Policy Education
<i>Larry Sanders, Oklahoma State University</i> |
| 3:15 – 4:00 | Budget Constraints and Macroeconomic Options
<i>Dave Schweikhardt, Michigan State University</i> |
| 4:00 – 4:15 | Break |
| 4:15 – 5:00 | Future of Farm Subsidies
<i>Joe Outlaw, Texas A&M University</i> |
| 5:00 – 5:45 | Agriculture and Water Quality Issues
<i>Pat Norris, Michigan State University</i> |
| 5:45 – 6:30 | Farmland Preservation
<i>Lori Lynch, University of Maryland</i> |
| 6:30 – 7:45 | Working Dinner; Policy Education: Government and Private Sector Perspective
<i>Dan Pearson, International Trade Commission.</i> |
| 7:45 – 8:30 | Implementing Dietary Goals and Guidelines
<i>Marco Palma, Texas A&M University</i> |
| 8:30 – 9:00 | Future Public Policy Education Initiatives
<i>Kitty Smith, American Farmland Trust</i> |