

**SERA 39 Public Policy Issues Education Annual Meeting**  
Executive Boardroom, Wyndham Orlando Resort, Orlando, FL  
Sunday, February 3, 2012, 2 - 4:30 p.m.

Participation on-site: Steven Klose, Nathan Smith, Brad Lubben, Larry Sanders, Jim Novak, Vivian Carro, Tatiana Borisova, Jody Campiche

Participation via teleconference: Lesley Oliver, Amanda Smith

Updates from Leadership:

*Steven Klose, Chair*

- The August pre-workshop at AAEEA, that SERA 39 co-sponsored, went well with a good turnout of around 30 attendees.
- Informed the members of SERA 39 that the Southern Extension Economics Committees (SEEC) are now one large committee.
  - Many of the members of SERA 39 are also members of the SEEC.
  - The upcoming SEEC Meeting will be in Arkansas in June

*Lesley Oliver, Advisor from the Research Directors*

- The current SERA 39 is set to expire on September 30, 2013.
- Lesley received guidance from the regional office that the three-page proposals to renew SERAs must be submitted for review before July 1, 2013.
  - If the group decides to request a renewal, she can help get the proposal into NIMSS before July 1.
  - If the group decides not to renew the activity, we will need to let the SAAESD office know as soon as possible.
  - Jim Novak said he had the original proposal for us to update.
  - Attached to the minutes is a document with guidelines on the format of the three-page proposal.
- In general, the advisors and research directors are waiting to find out what will happen with the Federal budget, sequestration or continuous resolutions.
- Lesley suggested that we submit a report or brief write up to summarize the workshop in Seattle and add it to the annual report of SERA 39, which is due after this annual meeting.

Election of New Leadership:

Chair: Nathan Smith

Chair-Elect: Jody Campiche

Secretary: Amanda Smith

Business:

*Brad Lubben Report on Plans for Farm Bill Education*

- Plans include collaboration between SERA 39, the Extension Risk Management Education program, and Farm Foundation.
  - The four regional ERME centers have committed to provide \$30,000 in funding toward risk management education, including a national train-the-trainer

- conference, possible travel scholarships, possible follow-up or companion educational programs.
- The fifth ERME Center, the Digital Center at the University of Minnesota, has committed to provide some technical assistance for taping or broadcasting the conference for a web audience and supporting dissemination of educational materials from the conference.
  - The Farm Foundation has verbally committed to \$10,000 in support of the project.
  - The goal of the farm bill education conference and any related educational efforts should include a discussion of
    - 1) program details and decisions (much as has been addressed historically);
    - 2) economic analysis and impacts of programs and producer decisions; and
    - 3) producer and industry perspectives.
    - In addition, to demonstrate the benefits of the ERME and Farm Foundation funding, the farm bill education project must report documented producer outcomes such as informed farm bill decisions made, implemented risk management plans that integrate farm program and crop insurance decisions, etc.
    - The conference focus may be a train-the-trainer conference focused on Extension specialists, educators, and other professionals, but the pay-off on the funding investment must be producer-focused education, meaning appropriate follow-up programming and reporting must occur among participants in the conference.
  - A committee of SERA 39 representatives and ERME representatives will work on conference planning.
  - SERA 39 will take primary responsibility for developing the agenda and identifying and inviting the speakers.
  - SERA 39 will be represented during planning by Steven Klose, Nathan Smith, Jody Campiche, and Brad Lubben.
  - The ERME centers will be represented by Brad Lubben and Ron Rainey and will take primary responsibility for planning and financing the conference.
  - Nathan Smith will schedule a planning teleconference of the group in March to continue planning efforts.

Presentations:

*Slides for both presentations are attached to the minutes.*

- Jim Novak, Larry Sanders, & Jim Pease. *2013 Budget Issues and Farm Bill Education*
- Larry Sanders, Jim Novak and Jim Pease. *“Doomsday” & “Catastrophe” Economics: Crafting Policy for “Cliff-Hangers”*

After a brief discussion, question and answer period following the presentations, the meeting was adjourned around 4:30 p.m.

Respectfully submitted,

*Amanda R. Smith*

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## **Pre-Conference Workshop: Public Policy Education**

Annual meeting of the Agricultural & Applied Economics Association

Seattle, Washington

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

*Sponsored by Senior Section, Extension Section, American Farmland Trust, Farm Foundation NFP, and Southern Extension/Research Activities (SERA 39): Public Policy Issues Education*

This workshop will explore the process for objectively addressing public policy issues utilizing the time-tested options and consequences approach. This policy education process contrasts with advocacy of particular options. The basic premise of the policy education process is that, if given an objective set of options and factual consequences, the public, including elected and appointed government officials, are in the best position to make policy choices. The Workshop will explain the process and apply the concepts to examples of key policy issues, which policy educators, teachers of policy courses, or policy researchers may be expected to address.

### **Organizers**

Ronald Knutson, Texas A&M University Emeritus; Walt Armbruster, Farm Foundation, NFP 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 an increasing number of people, who are responsible for public policy education, but do not appreciate the history of what public policy educators have learned about the policy education process. As a result, there is more advocacy and less use of the options and consequences approach, and less true public policy education (PPE). This issue was discussed by the AAEA Senior Section (SS) and in a SS Organized Symposium in Pittsburgh. The SS and the Extension Section decided to initiate some PPE training/retraining. We plan to demonstrate how PPE can be used to address a variety of issues, thereby, generating PPE sets that could be adapted/used in the tradition of the NPPEC.

## Workshop Agenda

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