

Minutes
NCA4 Meeting, June 9 and 10 2016

Attendees as of June 7:

Doug	Bailey	University of Georgia
Vance	Baird	Michigan State University
Bill	Braunworth	Oregon State University
Irwin	Goldman	University of Wisconsin-Madison
Jeff	Iles	Iowa State University
Emily	Hoover	University of Minnesota
Dan	Lineberger	Texas A&M University
Richard	McAvoy	University of Connecticut
Steve	Reiners	Cornell University
Scott	Senseman	University of Tennessee
Candice	Shoemaker	Kansas State University
Rolston	St. Hilaire	New Mexico State University
Astrid	Volder	UC-Davis
Hazel	Wetzstein	Purdue University
Dave	Williams	Auburn University
David	Wright	South Dakota State University
David	Zlesak	University of Wisconsin - River Falls

NCA4 Meeting June 9 and 10

Thursday June 9

Introductions

- a. Approval of 2015 minutes (in google folder)
- b. Future Meetings
 - i. 2017 Longwood Gardens will host Doug Needham chair
 1. **June 12–13, 2017** - including tours of a couple regional public gardens on Wednesday, June 14, if that would be of interest
 - ii. 2018 meeting will be hosted at Iowa State by Jeff Iles.

c. NCA Representative Marc Linit's report:

1. Federal Budget Situation

Regarding the FY17 Federal Budget: Most lines in the USDA-NIFA (National Institute for Food and Agriculture) Budget will remain unchanged from FY16. These include:

- Hatch (AG Research)
- McIntire-Stennis (Forestry Research)
- Smith-Lever (Coop Extension)
- Minor Crop Pest Management (IR4)
- AFRI, the AG and Food Research Initiative, will receive a \$25M increase which will bring its annual funding level to \$375M.

2. NCAC regional project reviews

Each year all NCAC (Academic Department) Committees are asked to review mid-term and new multi-state regional committee projects that pertain to its discipline (Horticulture in the case of NCAC4). At the meeting in Madison last year we discussed the best way to handle the reviews and concluded that I will send them to the current chair of the NCAC4, who will then look for reviewers and have those reviewers respond with their reviews directly to NIMSS. The review process typically occurs in the early part of the calendar year.

d. ASHS Initiatives (John Dole)

Finances - Stable for the next 5 to 10 years

Strategic Vision (Rom)

Polled membership to develop vision - at next board meeting

ASHS more than a publishing house and conference

Lobby

Organize other organizations

Advocacy

Longer term issues

1. Membership and conference attendance (dependent on members; but not member-centric)
 - a. Membership slowly declining
 - b. Out of step with new members
 - c. Conference attendance slowly declining
 - d. Submissions slowly declining
2. Journals
 - a. Submissions slightly increasing
 - b. Slowly declining subscriptions from libraries (combine with declining membership)

- c. Uncertain and rapidly changing publishing landscape (more open source; articles are free for certain length of time, then charge after X number of months)
- 3. ASHS conference
 - a. Career fair (grad and undergrad about 30% of attendees) - will send out again if need be
 - b. Fundraising sessions
 - i. Grant programs for hort and food systems
 - ii. Write an award winning grant
 - iii. Gaining international presence for promotion and tenure
 - c. Scholars ignite -
 - d. Early career contest - 3-min presentation with one slide on what they are working on (post docs and pre-tenured faculty)
 - e. Fun run

Longer view

Horticulture will only become more important
 Horticulture is Life, Universal, Invaluable

e. Seed the Future update (John Dole) Published in HortTechnology

From Mary Meyer and Doug Needham:

Seed Your Future launched a website (<http://seedyourfuture.org>) and new video in March. We have raised over \$750K in new funding in the last year, with thanks to all of the universities whose names helped industry and others make new contributions to this initiative. Will be interviewing Executive Director candidates in mid-June, and Fleishman Hillard will be conducting phase 3 of the audience research this summer with 7th, 8th, 9th, and 10th-grade students, their parents, and their teachers and counselors to learn their perception of horticulture and barriers to pursuing careers in horticulture.

Goals - increase public awareness of horticulture; career path

Outcomes -

- Improve public perception of horticulture
- Develop tactics within education curriculum
- Increase youth participation
- Increase students in horticulture in high school, 2 and 4 year university programs

Action Plan

1. National study to determine awareness of horticulture
2. Education plan (STEM and STEAM)
3. Marketing plan
4. Public advocacy

Structure

Steering committee (ASHS and Longwood)
 Advisory Council - Charlie Hall and Janet Mahony co-chairs
 National Leadership Cabinet (Anna Ball and Paul Redman co-chairs)

Timeline - 2016 finish research and campaign development

Research - internal and external audiences

Awareness (65% adults aware of horticulture; awareness tied to income, education, race/ethnicity; college education, >\$50,000 are familiar with horticulture; not sure how to make horticulture a viable rewarding self-supporting career)

Next steps - assess 9 to 12th graders

Communications

Website complete

Video is on the website

Funding

Raised \$750,000 target \$3mil

Universities started the process

Next steps:

ASHS will have an update of the project

f. What can we do to keep horticulture vibrant? The attendees discussed in small groups

Friday June 10

Teaching across university boundaries:

[Creative Commons and copyright](#) (link to UMN libraries copyright for teaching) for shared online education (Nancy Sims and Julia Kelly, University of Minnesota Libraries)

Topics covered:

- Library license
- Fair Use - [UM Instructors Rights and Responsibilities](#)
- Linking to publicly available documents - no copyright issues - newspapers, government documents; be careful if you think something not legally uploaded to web site as could be infringement;
- Public domain - casual definition is "I found the image on google..."; legal - some things do not have copyright - no owner or everyone is the owner; copyright over (pre-copyright - rule of thumb is materials published prior to 1923; pre-1963 50/50 still under copyright)
- US federal government does not own copyright - state governments MAY own copyright - funding through federal funding does not fall under this
- Open licensed - creative commons (you already have permission); may have subterms - maybe for non-commercial purposes (UM noncommercial), no changes in material; open education resources lesson plans, instructional content, book images, music, readings, open textbook library; Merlot (share university course ideas)
- Open access materials - movement in scholarly publishing - NOT always open licensed (everything in PLUS is open access)

Publicly available specific to horticulture:

USDA publications

List of journals that are shared among libraries

Individual open access with fee paid

Grow your own - be part of developing an open access book (UMN library has publishing service - probably at other institutions)

Directed works - maybe UM specific (extra resources may infer that the UM has certain rights to content)

How to protect copyright - [CIC form](#) as per our conversation with UMN librarians

Irwin Goldman is developing a list of bullet points to discuss further:

*ASHS publications

DOI - raise impact factor, cost associated

Page charges - barrier to authors as can publish research elsewhere

Impact factor lower

Topics to consider for next year:

Managing intellectual property

Fundraising and development - models to share