NCAC-24

Minutes for 2016 Meeting

## Attendance:

Members:

Terry, Rob (Chair) - Oklahoma State University

Balschweid, Mark (Vice-Chair) - University of Nebraska

Newman, Michael (Secretary) - Mississippi State University

Plaut, Karen (Advisor) - Purdue University

Ball, Anna - University of Missouri

Boone, Harry - West Virginia University

Croom, Barry - Oregon State University

Dougher, Tracy - Montana State University

Elliott, Jack - Texas A&M University

Ewing, John - Pennsylvania State University

Fraze, Steve - Texas Tech University

Harbstreit, Steve - Kansas State University

Kelsey, Kay - University of Georgia

Layfield, Dayle - Clemson University

Miller, Bruce - Utah State University

Miller, Wade - Iowa State University

Osborne, Ed - University of Florida

Raven, Matt - Michigan State University

Shearer, Scott - The Ohio State University

Talbert, Allen - Purdue University

Torres, Bobby - University of Arizona

Vincent, Stacey - University of Kentucky

Wardlow, George - University of Arkansas

Guests:

Fink, Wendy - APLU

Ramaswamy, Sonny - NIFA-USDA

Hoffman, Bill – NIFA-USDA

Brown, Steve - USDE and National FFA Organization

Paget, Riley - National FFA Organization

Katz, Darren - kGlobal

Wells, Ted - STEMconnector

**Day 1 – January 7, 2016**

1. **Karen Plaut, Associate Dean and Director of Agricultural Research, Purdue University, gave the charge to the committee.**

One of the functions of an NCAC is to review multi-state projects. We need to have multi-state research projects to review in agricultural education. There is a lot of paperwork involved, but doing multi-state projects gets our agricultural education involved in the national process and gets our name out there. The best avenue for doing this will probably be STEM programming in agriculture.

We do have a southern region one S1057-A Framework for Secondary Schools Agriscience Education Programs that Emphasize the STEM Content in Agriculture, and a western region one, W1021 agricultural communications.

Many of these groups have written group publications. Multi-state projects help new faculty develop networks and collaborations across the country. The Omega II group that is getting started in 2016 will help this also.

1. **Dr. Sonny Ramaswamy, Director of the National Institute on Food and Agriculture (NIFA) met with the group via Skype (from India) to discuss opportunities for research in agricultural education**

Overall NIFA portfolio is $1.55 to 1.57 billion, the budget approval means some budget certainty. Over 900 million is capacity funds supporting extension (Smith-Lever), forestry (McIntyre-Stennis), and experiment stations (Hatch). The other big bucket is AFRI, $350 million for 2016, including a $25 million increase (7.8%). About $150 million in mandated projects through the Farm Bill.

Educational Literacy initiative (ELI) which includes graduate student scholarships and undergraduate experience program. K-14 and K-20 educational efforts. New RFA coming out for ELI soon, with funding of $16 million.

AFRI – 1. Coordinated Agricultural Projects from $5 to $15 million each (just a little less than half of the $350M). 2. Foundational grants for $500,000 on average. Applicants are encouraged to include education and extension. Agricultural education has a real opportunity here as the science tends to be very good on all proposals, and the education and/or extension components are what often becomes the determining factor. Wendy Fink encouraged this group to be part of integrated proposals.

1890, 1994, and Hispanic Serving Institution (HSI) grants must show leadership, education, and training as well. Specialty Crop Research Initiatives are encouraged to include education and training. USDA Coordinating Committee has education component also. 90+% of USDA education efforts are through NIFA.

Learning and Engagement, workforce development, and human capacity development.

New PhD graduates need to know teaching and extension.

USDA has an education coordinating committee. NIFA is an important part of the education component, both formal and nonformal education.

Both Ramaswamy and Plaut encouraged this group to have faculty apply for ELI, HEC (Higher Education Challenge), and SPECA (Secondary and Postsecondary Educaton Challenge) grants.

ELI has three primary areas:

* Learning and engagement
* Workforce development
* Capacity building

The success rate on ELI is probably the highest for the various proposals submitted to NIFA. Very good chance of getting a proposal funded.

NIFA is very interested in evidence-based programs that are providing students with the education they need for agricultural careers.

How might we apply our skills and knowledge as educators to make sure agriculture has the people we need for the future.

ELI – Tied to food and agriculture and human sciences. There has been some interaction with USDE and needs to be more. Steve Brown is here today to learn. USDA has been more interactive with NSF and NIH, trying to get active with training grants.

What impact does ELI have on other grants, such as SPECA, AITC, Higher Education Challenge Grants and others? The others have not been shorted. But the intent behind ELI is to bring these programs together.

After a comment from Rob Terry about making sure school-based agriculture programs are included, Sonny said we might need to leverage some funding with NIH and NSF and USDE and get some collaborative funding RFAs.

Friendly reminder – please use the term NIFA when you refer to us. “Join me in doing that.”

He shares the dream of having faculty engage high school students in experiential learning activities that lead to an increase in interest in agriculture careers, particularly in the STEM fields.

We might want to engage with our colleagues on our campuses to encourage them to think of how we get HS students to engage in our projects on whatever subject we are working with them on doing.

Opportunity to pursue research in education in those grants. Yes, in AFRI it is possible to do educational research as part of this.

Opportunity to do a sabbatical with NIFA from agricultural education. They would love to have someone from our group come and do that.

Spoke about graduate education a lot. NIFA would like to collaborate with NIH and NSF. The White House wanted to put K-12 into Education, graduate into NSF. Congress did not go along with this.

Question about SPECA – answer is that will still be ongoing for FY 2016. However, purpose of ELI is to coordinate all of K-12, undergrad, graduate education efforts under one umbrella – comprehensive approach into a K-20 initiative.

Question about RFAs – NIFA has collaborative RFAs with NSF and NIH. Sonny wants feedback on how to leverage NIFA efforts with USDE efforts.

Question about Higher Ed Challenge Grants – answer is that will still be ongoing for FY 2016. However in future may be rolled into ELI.

Question about fit. Answer is to first use NIFA (not USDA) when referring to research/education funding programs.

Comment about New Beginning Farmers Programs and how these have connections to secondary AgEd programs and community college programs.

Sonny encouraged us to work with colleagues in other departments to see if we can help them work with K-12 students into STEM pipeline.

Question about whether education component is “using education” or “research about education.” Answer is that both are eligible for funding under all the grant programs.

Sonny asked for NCAC24 to:

* Look at RFAs query and let him know if NIFA is doing right things and if not how to improve language.
* Look at funding provided and see if NIFA is addressing pipeline issues.
* Respond with a white paper.

Opportunity is available for a faculty member to do a sabbatical with NIFA.

Plaut: Addressing issues through responses to RFAs during the comment sections is a good way to have influence. NIFA is required to respond to these comments.

Steve Brown: National FFA has made some requests from NIFA without success. The USDA Secretary did not know that USDA was not providing any funding to FFA. National FFA does now have one project with NIFA that focuses on careers in agriculture. Discovery education is the name of the project (sort of).

The group discussed the talk with Dr. Ramaswamy for a while. Some points made:

* Contact hours from school-based ag education programs are an important selling point for proposals. No other programs come close to this amount of contact in just a few years.
* Safety is big in Utah and other places.
* Katherine Witecki – has been a proponent of education.
* Our faculty need to get ELI grants written.
* We need to explore ways to get faculty from our profession involved in these programs.
* The center at the University of Missouri is an example.
* We can’t forget the research expectation for young faculty members. We need to find ways to make sure they meet these expectations locally and help the profession improve its reputation with our agriculture colleagues.

1. **Wendy Fink gave the group an overview of APLU.**

APLU is made up of Councils, Commissions, and Boards. We are part of the Board on Agriculture Assembly within the Commission on Food, Environment, and Renewable Resources. The BAA is professional society of deans and directors. People are on the councils, commissions, and boards by virtue of their positions.

The Commission on Food, Environment, and Renewable Resources has five boards under it, including Board of Agriculture Assembly. Professional society for administrators of Colleges of Agriculture (deans, directors, associate deans, etc.).

Under Boards are Sections (i.e. administrative heads, extension, research, instruction…)

Committees accomplish advocacy work – Farm Bill committee and Budget and Advocacy committee ([www.land-grant.org](http://www.land-grant.org))

NCAC committees are subgroups of the Experiment Station directors section.

If something is an issue, for example SPECA is zeroed out in a federal budget proposal, contact Dean and appropriate associate dean at your institution to have them work through APLU to resolve.

The Budget Advocacy Committee consists of about 25 members representing all of the sections and boards.

Cornerstone and K-Global make a year-long effort to get the goals of APLU/BOAA funded.

Wendy gave us a nice handout on the “BAA Process for Advancing New Budget Initiatives” which is generally a 2-year process, unless the issue is more of an emergency. (Contact your dean in that case.)

Much interest in FANR Workforce. There is no time for us like the present.

Big discussion on issues related to diversity and recruiting. The way to work with APLU as NCAC24 is through ESCOP and ECOP.

1. **Darren Katz, kGlobal provided a lesson on legislative advocacy and communications.**

There is a delineation between advocacy and communications. Advocacy is the communications with a legislator regarding a matter of importance of what is before them. “I want you to vote this way.” The two main goals of advocacy are increased funding and policy asks. Communications is about sharing of the value of investment in the land grant system in general through various forms.

Darren is not a lobbyist; he is a communications person. Cornerstone (Hunt Shipman and Jim Richards) are lobbyists.

Identification of targeted legislators: leadership, committees or subcommittees of jurisdiction, and/or geographic importance.

* For each target, kGlobal makes a communications plans
  + What are the levers they can pull?
  + Who might have some influence with them?
* Create the atmosphere that they have heard so much about the value of the LG system that they are receptive to the message.
  + Terrific website: AgisAmerica (target audiences are media, congress and staffers, professionals in our space)
  + Social Media – This fits well with the age group of most staffers on the Hill
  + Traditional media – Stuff is pushed out every day. Ways to turn APLU stories into personal interest, local business, etc. stories that are more likely to be picked up. To approach media, have an editorial calendar that shows what you’re going to talk about each month to develop stories.
  + Editorial calendar – each month has a set of things that should be communicated that are relevant for some reason during that time.

Advocacy 101 Concepts:

1. Targeting – It may be the legislator, but it may be a person who has influence with the legislator.
2. Messaging – Most important piece, time is limited. Number one message strategy: If you support this, this is good for the district (state), and here is why. Remember that they are going to want to chit-chat, and you need to make sure you get your message delivered.
3. Determining who the messenger is. Don’t assume it is the most powerful person.
4. Have an ask! Give them an opportunity to support your issue.
5. **Dr. Steve Brown, National FFA Advisor, provided an update on FFA, USDE and agricultural education projects.**

Ag Ed mission: preparing students for successful careers

National Initiatives

U.S. Presidential Scholarship (high school seniors) in CTE

National projects in career pathways

Workforce Innovation and Opportunity Act (WIOA) passed

Blending funding

Emphasis on STEM education, employability/career success

Perkins IV Reauthorization

Continued emphasis on programs of study and 10 frameworks

Dr. Dwight Armstrong has announced he is retiring as of June 30, 2016.

FFA Vision – grow leaders, build communities, strengthen agriculture

Federal Policy Update – Riley Pagett (Director, Government & Nonprofit Relations, National FFA)

Perkins funding for FY 2016 same as 2015.

There now is a House and Senate CTE caucuses

Bills regarding CTE included Perkins, HEA, and ESSEA (Every Student Succeeds Act)

Education is 2% of federal budget

ESSEA

Includes CTE in definition of “well-rounded education”

Ask from Steve Brown:

1. We need to get a better handle on the number of agricultural education students as compared to FFA membership.
2. What will agricultural education look like in 2030? (technology, STEM, inquiry-based learning, 3-component model)
3. Diversity – Do we reflect our local school and community?

My Journey – a way for ag students to document their ag education experiences.

Research needs regarding quality agricultural education programs—could FFA identify some needs (and fund them)?

**Ted Wells, Chief Strategy Officer, STEMconnector provided the group with an update on STEM Education Research.**

Mark Balschweid and Rob Terry were offered the opportunity to show how agricultural educators might lend our expertise to do research benefitting the STEM effort, including agricultural education.

* Balschweid participated in Dwight Armstrong’s meeting with a consortium of educators and industry who are concerned with the ability of our educational system to provide the needed individuals for STEM professionals.
* Terry is on the committee for the Boy Scouts of America STEM program.

Wells showed the video *Feed, Nourish, Thrive*.

He discussed the effort to identify potential students and get them in the pipeline. They have been using focus groups to identify ways to get students excited about STEM and agriculture.

Balschweid: we need to focus on marketing the “why” regarding a career in agriculture.

The group discussed the STEM agricultural council schools and how they are faring.

**Day 2 – January 8, 2016**

NCAC24 will meet in East Lansing, MI next year from January 4-6, 2017

Barry Croom will serve as secretary of NCAC24 in 2017-18

Tasks to Consider as a Committee:

1. Review RFAs from AFRI to see if on-track regarding education components and as needed offered proposed language. Bobby Torres, Anna Ball, Rob Terry.
2. Review past 5 years of funded projects to see if educational components are on target. Rob Terry and George Wardlow may have graduate students to do this review.
3. White paper to address fit between agricultural education and NIFA.
4. Create script/document to help program leaders communicate what faculty have to offer on NIFA projects. One-pager on profession’s research capabilities (here’s who we are and what we can do.)
5. Develop grant proposal to study college students interest in food, ag, natural resources STEM careers.
6. Discussion on measuring impact of research.
7. Discussion on how to increase the research capacity of the discipline. For example, regional research centers (example is Rural Development Centers). Faculty with primary research appointments. Should this group submit an AFRI planning grant? NIFA Centers of Excellence are an option? Group decided not.
8. Charged with facilitating research in our profession and collaborations between researchers in the profession.
9. Ed Osborne at UF went to his experiment station director and convinced them to allow him to submit request for people for a funding stream that was equipment. Ed’s rationale was that in his department, the “equipment” are people.
10. Several talked about the expectation that new faculty hires use their start-up packages to conduct their research.
11. An email will be sent out asking for each department head to share ideas of what has worked locally to enhance research capacity of faculty members in their department.
12. Meeting to develop an idea that can lead to proposals. Conceptualize “Center” idea. Would need to fund travel through local funds. Target date is February-March. Ed Osborne will host in Orlando, FL. Matt Raven, George Wardlow, Ed Osborne, Mark Balschweid, Michael Newman, Bobby Torres.

Jack Elliott will send the group the results of a Social Science review of NIFA RFAs.

Jack Elliott reported on the Omega II leadership project that is just beginning.

ESCOP, Torres

Making social sciences research a priority

Land Grant Impacts landgrantimpacts.tamu.edu

NCAC24 Website, Balschweid

* + Currently resides on AAAE website. Contains mission, vision, charge, agenda, capacity spreadsheet, flowchart on how to join committee, minutes.
  + NIMSS website is the official for NIFA that contains agenda, minutes, etc.
  + NCAC24 needs to be in URL. Apricot may allow more member input/updating.
  + Mississippi State will check into how to accomplish this.

Michael Newman was charged with writing letters of appreciation to Rob Terry and his administration and Wendy Fink and her administration.