



North Central Regional Association of State Agricultural Experiment Station Directors

226th Meeting

1970 Folwell Avenue, Saint Paul, MN 55108

Tuesday, July 11, 2023, 1-3 pm CDT, Room: Alderman 405

AGENDA and [Meeting Notes](#)

Time	Item #	Topic	Presenter(s)	Action Needed
1:00 pm	1.0	Welcome and roll call	Gary Pierzynski, NCRA Chair	Attendees briefly introduce themselves (name, title, institution)
1:05 pm	2.0	agInnovation Planning for FFY2024	George Smith, agInnovation Incoming Chair	For information
1:25 pm	3.0	Other NCRA Business, as needed	All	TBD as needed
1:30 pm	<i>Move to Joint NCRA/NCCEA Session – Room Alderman 405</i>			
1:35 pm	4.0	APLU Update (NCCEA and NCRA)	Doug Steele	For information/discussion/Q&A
1:55 pm	5.0	Lewis Burke Advocacy (LBA) Report (NCCEA and NCRA)	Christina Laridaen	For information/discussion/Q&A
2:15 pm	6.0	CARET (NCCEA and NCRA): What are some next steps and strategies that will strengthen the advocacy efforts of CARET to better reflect the needs of Experiment Stations?	CARET Delegates, NCRA and NCCEA Directors	For information/discussion
3:00 pm	<i>Adjourn – Shuttle provided back to Doubletree Bloomington after meetings.</i>			

Upcoming Meetings:

- Joint COPs, July 18-20, 2023, Kansas City, MO, with a new administrators' orientation July 19-21, 2023. [More information.](#)
- Fall agInnovation (ESS) Meeting and Workshop, September 24-26, 2023, Grand Rapids, MI. More details coming by July 10th.
- APLU Annual Meeting, November 12-14, 2023, Seattle, WA. Details and registration will be available in early summer 2023 at <https://www.aplu.org/meetings-and-events/annual-meeting/>

NCRA Summer Meeting Notes

Attendees: George Smith (MSU), Gary Pierzynski (OH), Carolyn Lawrence-Dill (IA), Bernie Engel (IN), Shibu Jose (MO), Frank Casey (ND), Jane Schuh (KS), Joleen Hadrich (MN), Hector Santiago (NE), Troy Runge (WI), Jeanette Thurston (NCRA), Chris Hamilton (NCRA, recorder)

Item 1: Welcome and Introductions

- Chair Gary Pierzynski called the meeting to order and thanked Joleen for meeting planning and getting everyone together here in Minnesota. The group applauded Joleen for hosting a great meeting.
- He also asked who all will be attending the Joint COPs meeting next week. Jeanette, George, Jane, and Shibu will be there. FYI that Joint COPs is for committee leadership.

Item 2: agInnovation Planning for FFY2024

- George walked the group through his agInnovation proposed Chair's initiatives and asked the group for feedback.
- Troy brought up concerns about recent issues with DEI efforts at WI. Others concurred and have seen similar things at their institutions. George agreed that this topic bears discussion at the national level.
- Jane suggested that we always very clearly state the "why" and who we are serving. George agreed that we need more refined talking points on this around a variety of issues, including DEI.
- Gary: Do we need to adjust the budget asks for the debt ceiling? George: It's a complex system through the BAC that we must work through that system collaboratively, but having a broader, long-term strategy is key. George would like to see a moonshot goal, must like NIH has with cancer. We are currently falling behind globally, so we need clear deliverables and what we need to reach those goals to share with Congress.
- Gary: What can we do to ensure continuity and be able to continue these efforts beyond George's leadership? Hector: #6 is key and we need regular and effective communications to keep moving forward and keep everyone on board.
- Shibu: How do we interface with the PBD? George: Perhaps an active, representative committee to help keep us all informed. Still not sure how best to interface. Jeanette: BLC chair sits on the BAC, then BAC recommendations go to the PBD. Refer as needed to the [APLU CFERR Org Chart](#) for how we all fit together nationally.
- George: We are considering hiring a consultant to assist with development of moonshot, 10-year goals/deliverables. We have agInnovation funds available for this effort.
- George: Broaden partnerships with funding sources beyond NIFA, even for research facilities. For example, have discussions with professional associations around competitive versus capacity, research facilities, etc. George and Jeanette have already started having a few meetings to get to know people in a broad range of agencies and organizations and are being sure to keep the message consistent with agInnovation priorities. Examples of groups they've met with are EPA, NRCS, Nature Conservancy, etc. University/industry partnership, as well.
- Shibu: Commodity groups, like Soybean Association.
- George thanked the NCRA directors for all their great feedback and he'll give an update during our next month NCRA call after Joint COPs.

NCRA business meeting adjourned at 1 pm CT.



2023-2023 agInnovation/ESCOP Priorities

- I. Support increased appropriations for USDA-NIFA to enhance capacity and competitive funding for research.
- II. Identify opportunities and develop short- and long-term funding strategies to address critical infrastructure needs at colleges of agriculture at Land-grant universities.
- III. Fully integrate diversity, equity, and inclusion as an essential component of all agInnovation activities and programs.
- IV. Continued emphasis and activities supporting agInnovation’s leading role in addressing climate change challenges as they impact agriculture and natural resources.
- V. Strengthen partnership and engagement efforts with USDA, including the OCS, NIFA, ARS, and NRCS.
- VI. Engage agInnovation directors through effective and regular communication.

2023-2024 Chair’s Initiatives, working with and through ESCOP and other APLU committees, where appropriate.

- I. **Develop and implement an agInnovation “Research Funding Moonshot” Blueprint and Implementation Plan that includes well-articulated goals, data driven and other effective advocacy strategies, and clear 1-, 5-, and 10-year science deliverables and funding benchmarks for achieving identified goals.**

Strategy Examples:

- Convene a planning team to identify goals, strategies, deliverables, and benchmarks. This may include seeking the advice of an external consultant on effective advocacy strategies, facilitate agInnovation blueprint discussion, provide guidance, and share fresh and effective approaches to the planning team.
 - Develop and implement data-driven and other advocacy strategies that effectively demonstrate the need and value of capacity and other research funding to different audiences (within and outside agriculture), including current and new (see priority II) stakeholders and partners.
 - In a proactive and timely manner, engage with and arm APLU and Lewis Burke and Associates with the qualitative and quantitative data, stories, and other information important in research funding advocacy. This includes collecting and analyzing data critical to other advocacy partners beyond APLU/LBA, i.e., NGOs, industry, professional organizations, and others.
- II. **Strengthen current and build new strategic partnerships with traditional and nontraditional entities to 1) broaden network to industry, NGOs, other federal agencies, professional organizations, and others; 2) build and strengthen awareness of our LGU system’s research capabilities and coordination; 3) generate and reinforce appreciation of our national and global impact on lives and livelihoods, and 4) catalyze advocacy for federal and other funding to support agInnovation’s food security, environmental stewardship, nutrition and health, agricultural systems, energy, bioproducts, and community health and resilience priorities.**

Strategy Examples:

- *Using a town hall or similar approach, engage leaders within professional societies to inform and gain input on our funding lines, needs, and national and global impacts to catalyze strong support for research funding.*
- *Engage in complimentary advocacy efforts—e.g., NCFAR, SOAR, Food Tank, and others.*
- *Identify new stakeholders and actively build relationships with industry, NGOs, non-ag organizations, professional organizations, and others.*

For more information, visit [ESCOP](#) or [agInnovation](#), or contact:

George Smith (agInnovation/ESCOP Chair; smithge@msu.edu);

Jeanette Thurston (agInnovation/ESCOP Executive Vice Chair; jthurston@ksu.edu)