



CORNERSTONE
GOVERNMENT AFFAIRS

Southern CARET-AHS

August 5, 2017



Overview

- FY 2018 Appropriations Update
- CLP Priorities Update
- Other issues



FY 2018 Appropriations



A New Paradigm

- One Number Request
- One Document
- Six BAA Priorities
- One Message
- All Sections Making the Ask!
- CMC video and grassroots campaign
- [Link](#)



FY 2018 – Where we are now

NIFA Priorities (\$Millions)

<u>Priority</u>	<u>FY 17 Enacted</u>	<u>FY 18 PBR</u>	<u>FY 18 House</u>	<u>FY 18 Senate</u>
McIntire-Stennis	33.961	28.867	33.961	33.961
1890 Institutions Extension	45.620	45.533	45.620	45.620
Evans-Allen	54.185	54.082	54.185	54.185
Hatch-Act	243.701	243.238	243.701	243.701
Smith-Lever 3(b)-(c)	300.000	299.430	300.000	300.000
Agriculture and Food Research Initiative	375.000	349.335	375.000	375.000



FY 2018 – Where we are now

- House Appropriations Committee has completed action on all FY 18 bills
- Senate Appropriations Committee has completed 6 of 12 bills.
- House and Senate Appropriations Committees have considered their versions of the agriculture bill



FY 2018 – Outlook

- FY 2017 ends September 30, 2017
- Senate cancelling first half of August recess to work on nominations and other priorities??
- House passed “national security” omnibus before recess
- House plans to take up 8-bill minibus first week of September
- Year-long CR?



CLP Priorities Update



Farm Bill

- Hearings continuing
 - March 16 – House Ag – Akridge
 - June 15 – Senate Ag – USDA and industry
 - June 22 – House Ag – several: 1862, 1890, NLGCA
- House now holding “listening sessions”
- “On Time” for House to complete floor action by end of year – current farm bill generally expires in September 2018.
- Senate expected to act after House



Farm Bill

- Drama unfolding
 - Cotton vs. Dairy
 - Ag committee vs Budget committee
- House Budget markup last week, impacts Farm Bill if it passes
- Biggest issue – Budget, Budget, Budget
- CLP “cats and dogs” sent to committee
- Ongoing process on other issues as they surface and require attention



Additional Issues of Interest and Legislative Pathways to monitor

- Issues of interest
 - Challenge of Change
 - FFAR
 - Nutrition education
 - Deferred Maintenance
- Budget Reconciliation process
- Welfare Reform process
- Infrastructure Bill



Infrastructure

- July 19 – House Ag Infrastructure – Coon
- Rebuild Rural Coalition supports \$10 billion in federal infrastructure funding for ag research facilities
- Highlights land-grant universities
- See one-pager on land-grant.org





AG RESEARCH FACT SHEET

America's land-grant universities and other agricultural research facilities provide essential education, research and public outreach vital to rural America and U.S. food, fiber and renewable fuel production. These institutions play an important role in addressing many urgent challenges at the local, regional, national and global level.

Since the Morrill Acts of 1862, 1890 and subsequent legislation, there has been a longstanding and reaffirmed commitment from the federal government to support agricultural-related research and facilities. However, in the current era of tight budgets and declining investment, the need to maintain this funding remains imperative to meet the challenges of the future.

Over time, reductions in funding have led to twenty-first century cutting edge research being conducted in outdated facilities from the 1950s and 1960s. As a result, there is growing concern that research is being negatively impacted due to the age of facilities. A 2015 Association of Public and Land-grant Universities report identified \$8.4 billion in total deferred maintenance for agricultural research related building and infrastructure needs. The same APLU study found that the total cost of replacement for these buildings was \$29 billion.

With the US foreign competitors greatly increasing their investment in agricultural research and extension over the past decade, there is fear that the U.S. will not be able to remain competitive without increased investment. As of 2011, for every dollar the United States invested in public agricultural research and development, Brazil, India and China invested \$2.15. With a majority of U.S. producers relying on export markets, staying competitive is critical to the success of American agriculture and our rural economies.

There are many demands on funds available in a Farm Bill to support all aspects of agriculture and rural America. With 60 percent of facilities beyond their useful life there, a \$20 billion infrastructure investment in research facilities is needed for the U.S. to maintain its agricultural research capacity and compete globally. Studies have confirmed that U.S. public investment in agricultural research has paid off handsomely, with benefit-cost ratios of 20:1 or higher. With a one-for-one match between state and federal funding, the RebuildRural Coalition advocates for \$10 billion in additional federal infrastructure spending dedicated to agricultural research facilities at \$1 billion per year over the next ten years.



REBUILD RURAL COALITION
50 F Street, NW, Suite 900 · Washington, DC 20001 · 202.626.8710





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Questions?



CMC Advocacy Effort



Communications and Marketing Project (CMP)

- The CMP is a coordinated and targeted educational effort to increase awareness and the value of the Land-Grant University agriculture and related programs.
- Target audience is citizens, community leaders, opinion makers and institutional allies with close connections to congressional decision makers.



Accomplishments

- Ag is America website revision (<http://agisamerica.org>)
 - Mobile compatible
 - Searchable
 - Able to click from campaign page to the advocacy page managed by Cornerstone



Accomplishments

- Launched video campaign to support the “One-Ask”
 - Digital advertising
 - Internal outreach



Topline Statistics (website)

- Total advertising views: 1,121,986
- Clicks to Ag is America blog post: 2,845
 - From social: 154
 - From advertising: 1,968
 - Other: 723
- Clicks to Ag Action page: 537
 - From Ag is America site: 272
 - From social: 99
 - From advertising: 126
 - Other: 40
- Average click rate: 0.19%



Topline Statistics (video)

- Video views
 - YouTube: 786
 - Facebook: 4,229
 - Average view duration: 1:20
- Top States (by clicks): California, Oregon, Alabama, Kansas, Florida
- Industry average: 0.07% clickthrough rate for “education” advertising websites

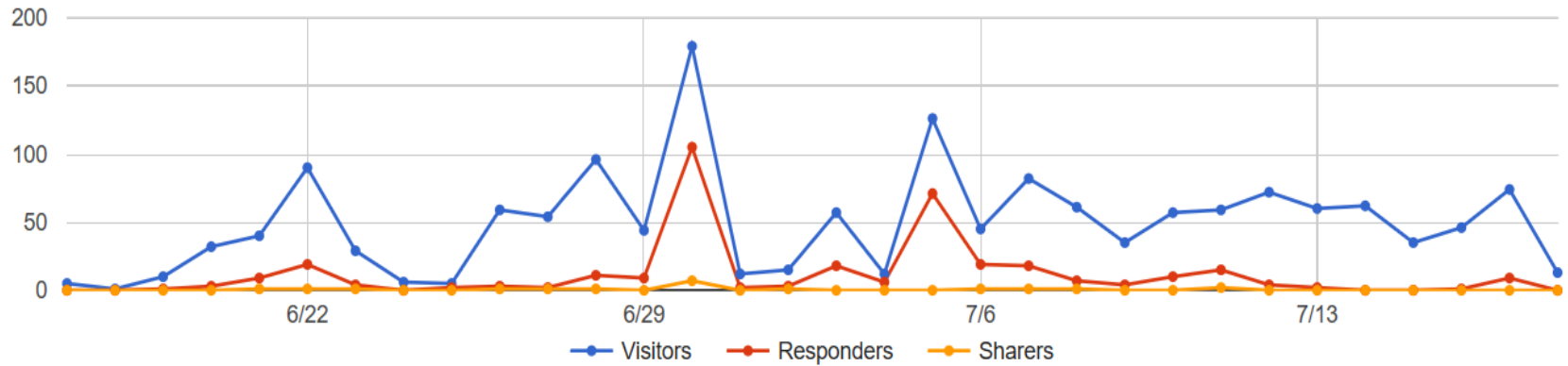


Lessons Learned

- Reduce length of future videos
- Audiences converted but given too many asks
- Make the ask explicit, short, and one-step
- Engage older audiences



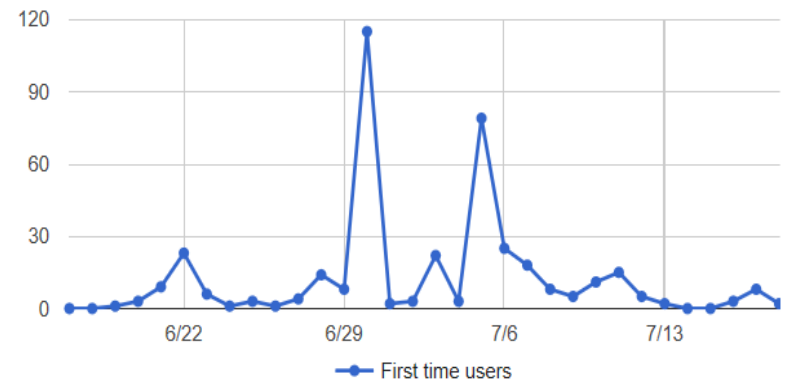
Activity Timeline



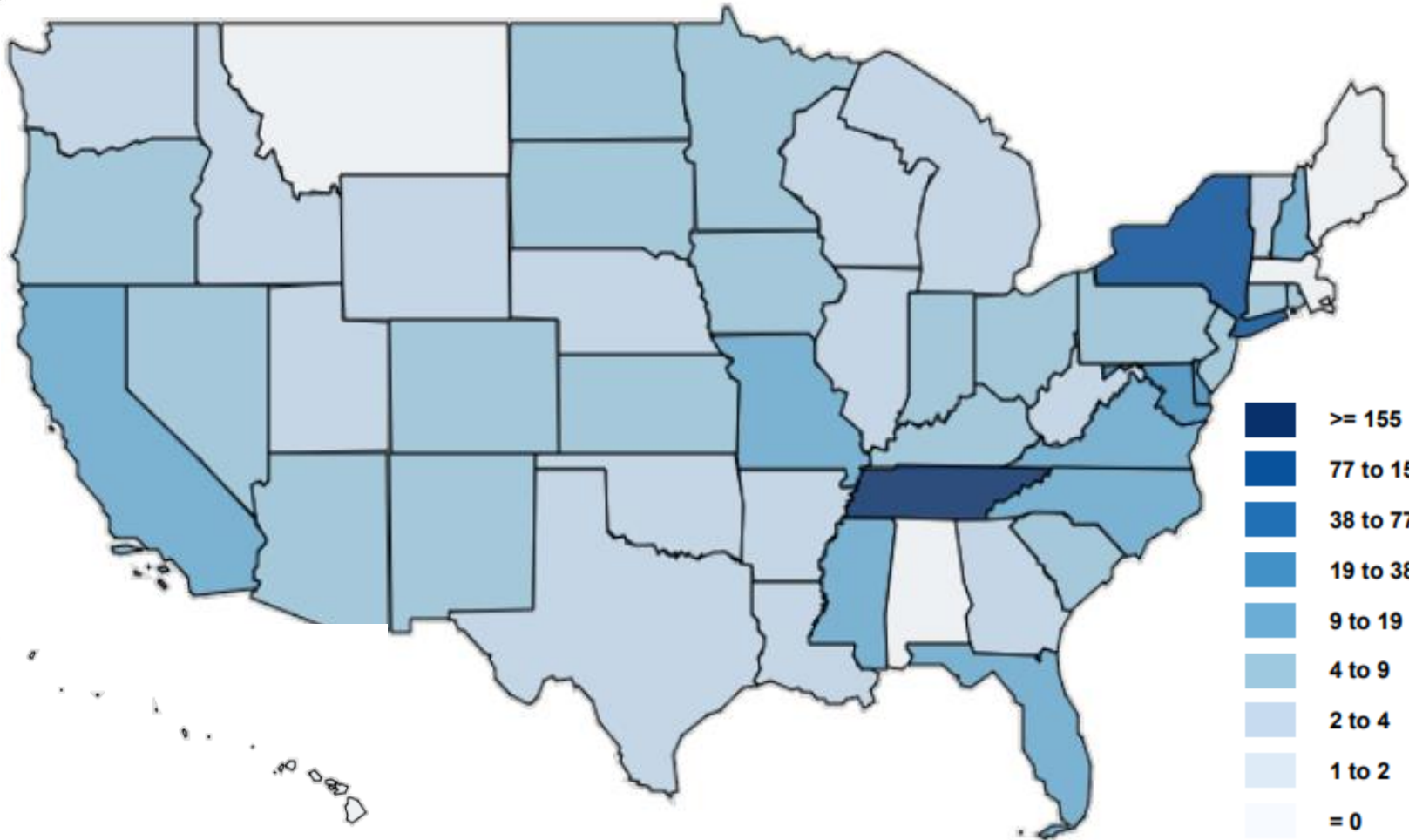
Most Active

Name	Responders
Support Land-grant University Funding	357

Conversions Timeline



Participation



Zero participation

- Alabama
- Hawaii
- Maine
- Massachusetts
- Montana



Future Goals

- Assess the effectiveness of the video campaign
- Track website hits and interactions
- Track social media interactions
- Decrease length of future videos to increase viewing on twitter and facebook
- Increased interaction with university communicators
 - Your help is needed!

