


Southern Region  
Administrative Heads  
Winter Zoom Meeting  
Wednesday, February 10, 2021

Douglas L. Steele


Vice President, Food, Agriculture and  
Natural Resources

Association of Public and Land-Grant  
Universities





# Communications and Marketing Update

- Hiring Executive Director, Outreach and External Relations
  - Hiring .5 Administrative Support Position
  - Extended Forbes Tate Consultants Through June 30, 2021
  - Finalizing 12 Month Communications Calendar
  - Developing and Implementing Road Map Recommendations
- 

# Strategic Realignment

Charge: The SRIC is tasked with the job of identifying NIFA appropriations bill text and report structure that would result in opportunities for more effective APLU Unified Ask advocacy. The anticipated outcome of successfully executing this task is a growth in APLU priority lines via a legislative vehicle that is more receptive to BAA and stakeholder advocacy efforts.

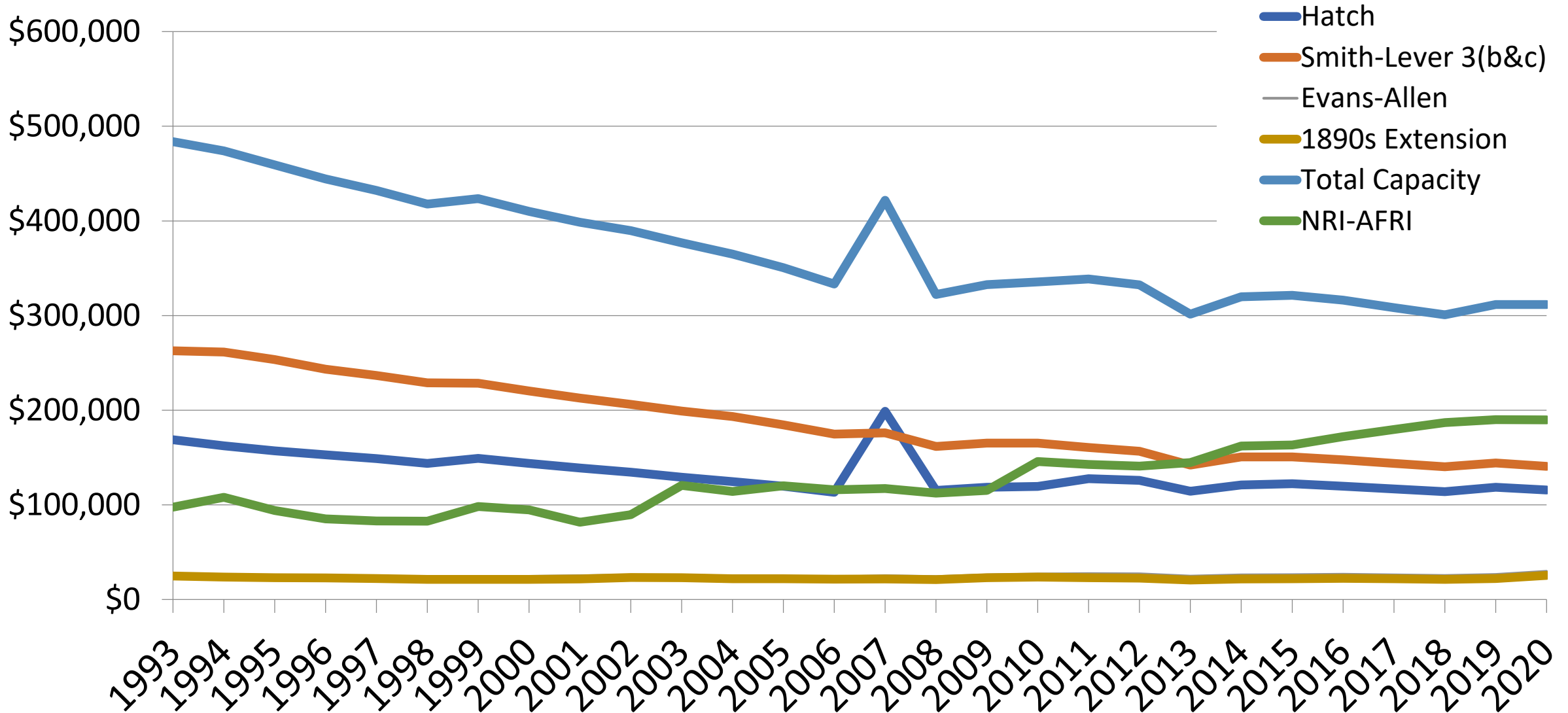
## Goal

To see increases in all APLU priority lines; To grow the whole of NIFA budget; To be able to coordinate coalition activity

## Timeline

- Identify approach, sketch advocacy plan –February
- BAC discusses approach and advocacy sketch-March
- BAC sends recommendation to PBD with final advocacy plan –March
- Put advocacy plan into action: Engage NIFA/Administration, champions, & stakeholders.

# NIFA Capacity & Competitive Appropriations in Constant 1993 in Thousands of Dollars (1993-2020)



# Capacity Building

The BAA BAC can determine a growth plan for capacity funding lines that is anchored in a clear justification of need.

- Identify an aspirational goal that drives a request as well as the needs that the request will meet.
- Engage key advocates in the development of that growth trajectory.

The BAC work within the BAA structure\* to develop a communication plan informed by advice from communicators, advocates, and decisionmakers.

- Publish an annual “Points of Pride” publication about the Cooperative Extension System, the State Agricultural Experiment Stations, the 1890s R&E, and the 1994s R&E.
- Engage a think tank in a study that describes the scientific, economic, and food/agricultural impact areas and economic impact statements.

Coordination with key groups in developing an annual capacity building, engagement and advocacy calendar.

- Develop a timeline for appropriations request decisions, justification data, capacity building opportunities, and engagement (w/ APLU BAA, coalitions/key stakeholders, Congress, and the Administration).
- Build a NIFA Coalition that supports key NIFA funding lines and engages key stakeholders.

# LGU's: Finding Solutions, Solving Problems



<b>1</b> NO POVERTY 	<b>2</b> ZERO HUNGER 	<b>3</b> GOOD HEALTH AND WELL-BEING 	<b>4</b> QUALITY EDUCATION 	<b>5</b> GENDER EQUALITY 	<b>6</b> CLEAN WATER AND SANITATION 
<b>7</b> AFFORDABLE AND CLEAN ENERGY 	<b>8</b> DECENT WORK AND ECONOMIC GROWTH 	<b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE 	<b>10</b> REDUCED INEQUALITIES 	<b>11</b> SUSTAINABLE CITIES AND COMMUNITIES 	<b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION 
<b>13</b> CLIMATE ACTION 	<b>14</b> LIFE BELOW WATER 	<b>15</b> LIFE ON LAND 	<b>16</b> PEACE, JUSTICE AND STRONG INSTITUTIONS 	<b>17</b> PARTNERSHIPS FOR THE GOALS 	

APLU Board on Agriculture Assembly has joined the **Food and Agriculture Climate Alliance (FACA)** consisting of organizations representing farmers, ranchers, forest owners, the food sector, state governments and environmental advocates that are working together to define and promote shared climate policy priorities. A set of common policy recommendations has been developed for federal lawmakers in six areas: soil health, livestock and dairy, forests and wood products, energy, research, and food loss and waste. These recommendations share an overarching goal to do no harm.

American Farm Bureau; Federation Environmental Defense Fund; FMI-The Food Industry Association; National Alliance of Forest Owners; National Association of State Departments of Agriculture; National Council of Farmer Cooperatives; National Farmers Union; The Nature Conservancy



# Questions?

