



SR AH & CARET Joint Summer Meeting BAA/FANR Update

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Vice President for Food, Agriculture and Natural Resources

Saturday, July 31 9:00 am



FANR Staffing Update

- Caroline Henney, AVP FANR, Executive Director, Cooperative Extension System/ECOP
- Wendy Fink, AVP FANR, Executive Director, Academic Programs/ACOP
- Caron Gala, Director, Agriculture and International Development, Executive Director CARET
- Andrea Putman, AVP FANR, Executive Director, Communications and External Partnerships
- Sandy Ruble, Assistant Director, Cooperative Extension System/ECOP
- Suzette Robinson, Executive Assistant to the VP FANR
- Florencia Drumwright, Senior Associate FANR, CARET and Advocacy Support
- Tara Westington, Associate FANR, Academic Programs Support

Current Priorities

- FY23 Advocacy and Beyond
 - Coordinating Legislative Calendar
 - Multiyear Approach
 - Effective Messaging (Justification; Identify Gaps; Promote Strengths)
- Communications and Marketing
 - Strategic Roadmap
 - Broader, Unified Voice
 - Multiple Strategies (Social Media, Targeted Op Eds, Print)
- Strategic Realignment

Advocacy RFP Advisory Committee

Goals

- Funding levels for key existing USDA programs are increased.
- Identifying new initiatives or opportunities in the Farm Bill.
- Development of a multi-year strategy.
- Initiatives beyond USDA in other agencies.
- Ensuring that BAA members are integrated into major Administration proposal development (i.e., Climate Change, Infrastructure, Diversity and Economic Disparities).
- Building coalitions with a broader interest in NIFA funding lines.

Committee Objectives

- Develop the RFP.
- Assist in recruiting proposals.
- Screen proposals and select top submissions for committee interview.
- Invite top proposals for “public” interview.
- Recommend sole finalist to Policy Board of Directors
- Introduce successful agency at November 2021 Annual Meeting.
- New advocacy contract Jan. 1, 2022-Dec. 31, 2024, with option of 2-year renewal.

North American Agricultural Advisory Network

- NAAAN was established late last year as the newest member of the Global Forum for Rural Advisory Services (GFRAS). GFRAS is a global network of agricultural advisory service organizations that connects and supports networking, learning, knowledge sharing, and advocacy for agricultural extension programs and service providers.
- NAAAN is a North American platform promoting and supporting innovation, knowledge utilization, and information sharing among agricultural advisory service/extension organizations (both public and private) in Canada, Mexico, and the United States.
- NAAAN is conducting a survey to better understand the agricultural advisory/extension landscape within Canada, Mexico, and the United States.

Questions

