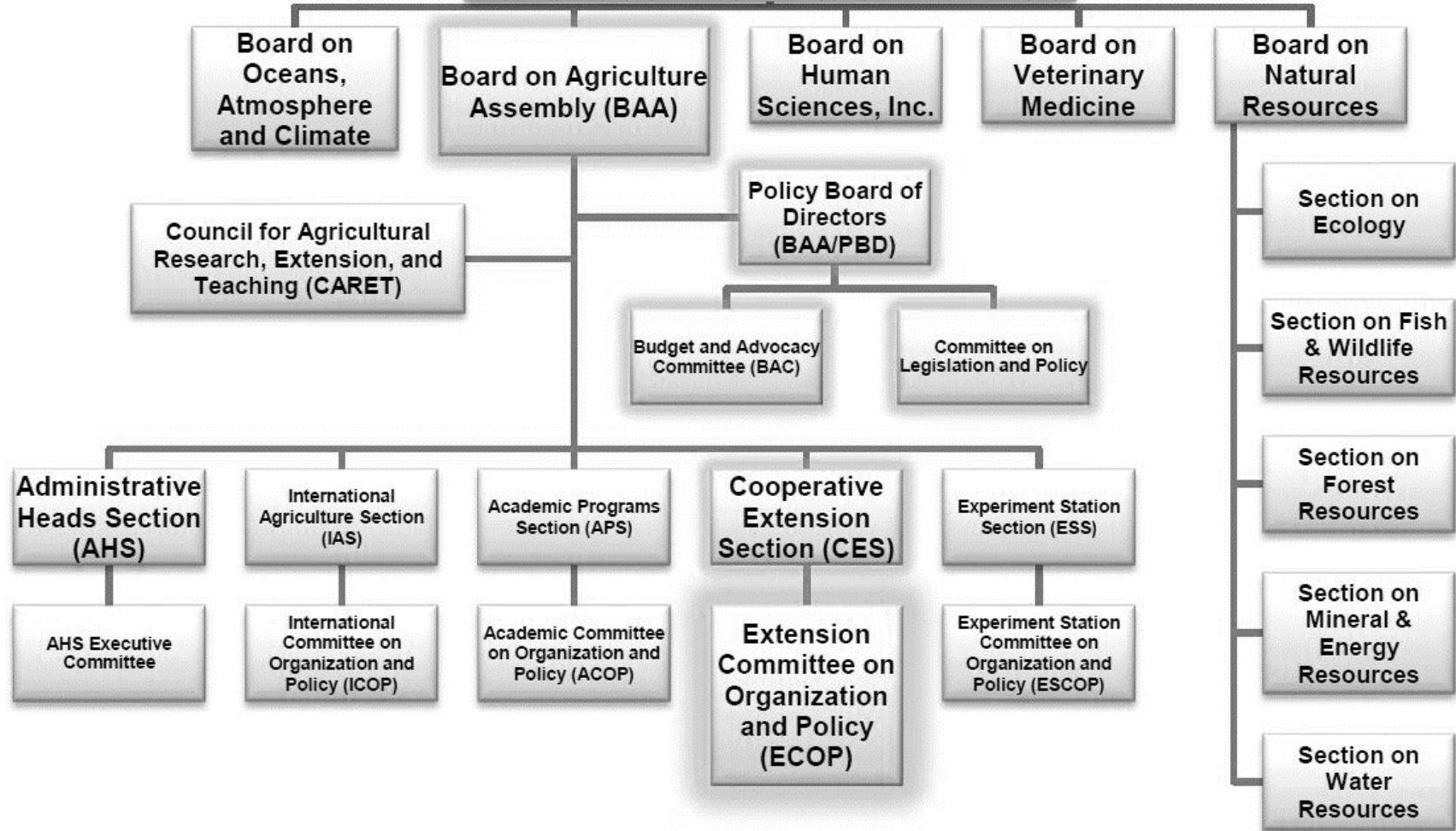


Administrative Heads Update

Southern Region AHS Winter Meeting
Monday, February 6th, 2023
Oklahoma City



Douglas L. Steele, PhD
Vice President for Food, Agriculture and Natural Resources
Association of Public and Land-Grant Universities



Policy Board of Directors

The Policy Board of Directors (PBD) of the Board on Agriculture Assembly (BAA) takes appropriate action on key matters affecting the interests of the member institutions and of the Assembly and is responsible to APLU for the management of Assembly affairs.

The PBD has two standing committees:

- Budget and Advocacy Committee (BAC)
- Committee on Legislation and Policy (CLP)
- Committee on Marketing and Communications (CM)

Advocacy in Action

APLU BAA Advocacy Structure

- **Advocacy timeline and key decision points**
- **Review President's Executive Budget, House Ag budget, and NIFA Administrators budget**
- **Farm Bill highlights and priorities for authorization and appropriations**
- **Role of BAC in priority setting and advocacy agenda**
- **APLU BAA BAC/CLP Framing a national advocacy agenda**

The BAC-BLC Process

www.land-grant.org

- Tracks BAC actions
- Seven priority lines (One Ask Proposal)
- Both-and of competitive/capacity funding
- Best practices guides – how-to of advocacy

BAA Advocacy Priorities

- **Committee on Legislation and Policy: Farm Bill Must Haves**

- 2023 Farm Bill Research Title VII Recommendations - [Long-form document](#)
- Recommend consideration of an overall funding request of \$8 billion for Farm Bill Title VII over the five-year life of the authorizing legislation. Agricultural and natural resource research, Extension, and facilities would be core themes of any related advocacy. Mandatory Funding Request - [Research Facilities Act](#)
 - Of the \$8 billion in mandatory funding, we would advocate for \$5 billion in mandatory funding for the Research Facilities Act in Title VII.
 - While there are many variables at play, including if Congress will allow significant increases to mandatory funding, the Farm Bill represents the best near-term opportunity of injecting substantial funding into the RFA and address one of the most compelling needs for our system.

- **Education Grants Programs for Hispanic-Serving Institutions**

- This competitive grant program expands and strengthens academic programs in the agricultural sciences, natural resources, forestry, veterinary medicine, home economics allied, and disciplines closely to the food and agriculture production and delivery systems at Hispanic-serving colleges and universities, including two-year community colleges that have at least 25 percent Hispanic enrollment. The Farm Bill authorizes the program at \$40 million per fiscal year, and historically it has received appropriations of \$11-14 million each fiscal year.

BAA Advocacy Priorities FY2024

- [Table of BAC recommended appropriations requests.](#)
- Target Number of \$500 million for AFRI

BAC Advocacy Guiding Principles

- Focus on widely-beneficial programs (appropriations lines)
- Maintain year-to-year consistency
- Don't undercut President's Budget Request
- Focus on the core.
 - 79% and 89%
 - Nothing else possible minus the core!
- Emphasis on equity
- Be realistic!

Developing the Message

- One-pager Overview
 - Identifies the requested increase
 - Justifies request
 - Provides background data for forms
 - Contact information for follow-up
- Personalization of Ask
- Leverage state, local and private resources
- Establish Importance; Have Priorities
- Engage Stakeholders
- Cheat Sheet
- Twitter/Instagram/Facebook

2023 Program Initiatives

- Climate Roadmap
- Connecting Food/Agriculture/Health/Wellness
 - The Launch of USDAs New Nutrition Research Initiative
 - USDA will launch a new initiative that will support President Biden's Cancer Moonshot mission to end cancer as we know it by accelerating the preventative science and research necessary to improve nutrition in support of better health outcomes for all Americans.
- Workforce Development

Administrative Heads Update

- CARET/AHS Partnerships
 - Reappointment of CARET delegates
 - CARET/AHS Spring Meeting (March 12-14, Omni Shoreham, Wash DC)
 - CARET Strategic Plan
- Engaging and Communicating with AHS
 - FANR Focus
 - CARET Messages
 - In Person Meetings (Joint Summer Meeting (Executive Committee Only; APLU Annual Meeting
 - Direct Communication
- Other
 - BAA Rules of Operation
 - Voting Eligible Members
 - Assessments