



# APLU, Board on Agriculture Assembly

*Market and Economic Analysis for A Capacity Awareness Campaign*

August 2, 2024

**Tripp  
Umbach**  
Turning Ideas Into Action



ASSOCIATION OF  
PUBLIC &  
LAND-GRANT  
UNIVERSITIES

# Agenda

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# About Tripp Umbach

# Tripp Umbach Profile

- Tripp Umbach is a private consulting firm founded in 1990.
- A nationally recognized consulting firm that provides comprehensive services, from research and strategic planning to economic impact analyses, for medical schools, hospitals, non-profit organizations, communities, and corporations worldwide.
- Tripp Umbach has completed more than 500 Higher Education studies over the past 30 years for clients in North America, Australia, and Europe.
- Tripp Umbach has worked with approximately half of all APLU members and has completed similar studies for the Association of American Medical Colleges and the Association of American Osteopathic Colleges.

SINCE  
**1990**  
TRIPP UMBACH  
HAS WORKED WITH  
**1000+**  
CLIENTS

IN ALL **50 STATES**  
& **15 COUNTRIES**  
WITH PROJECTS GENERATING MORE THAN  
**\$30 BILLION**  
IN ECONOMIC IMPACT THROUGHOUT THE WORLD.

**150+**  
CLIENTS SERVICED IN  
STRATEGIC PLANNING

**1000+**  
ECONOMIC IMPACT  
STUDIES CONDUCTED

**400+**  
COMMUNITY HEALTH  
ASSESSMENTS

TRIPP UMBACH  
HAS WORKED WITH

**40** New or Expanded  
Medical Schools

**500+** Colleges &  
Universities

**800+** Hospitals

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# TEAM

## INTRODUCTION



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# Scope of Work

# Project Kick-Off and Ongoing Facilitation

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Tripp Umbach will facilitate a kick-off meeting with the APLU and its project committee to discuss all proposed project elements. The project kick-off meeting will allow the parties to:

- Confirm assumptions that will drive survey design, data gathering, modeling for analyses, scope of recommendations, and final reporting.
- Finalize project goals and expectations.
- Finalize timetables and resources to be employed.
- Roles and responsibilities for project contact and management.

# Survey Design Interviews

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- Tripp Umbach will conduct 15 interviews with stakeholders, economists, research, extension, teaching administrators, faculty, students, and personnel to determine data to be collected through the survey instrument.
- The project steering committee will assist Tripp Umbach by recommending people for interviews and pre-screening them before Tripp Umbach contacts them.
- The client will work interactively with Tripp Umbach to develop cover letters and other materials to raise awareness of the survey and Tripp Umbach's role as an independent private research organization working on behalf of the APLU.



# Survey Design Work Session

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- After completing stakeholder interviews and holding a survey design work session with the steering committee, Tripp Umbach will develop a draft survey instrument that addresses metrics such as program/project costs, the number of volunteers, spending on operations and capital, revenue sources, and the system's reach into the community.
- These questions, and others, will enable Tripp Umbach to quantify the “federal guarantee’s” value to APLU members.
- After gathering the client's final input on the draft survey, it will be finalized and distributed widely within the agricultural research ecosystem.

# Survey Administration

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- With guidance from the client, Tripp Umbach will administer the survey electronically to multiple stakeholders in the national agriculture research and Cooperative Extension system.
- Developing, designing, and conducting surveys and research that result in datasets that answer value proposition questions and describe the impact and emerging opportunities in a sector/service.

# Survey Administration

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- Tripp Umbach will work with the client to develop pre-survey awareness materials and marketing materials directed toward association, institutional, system, and industry stakeholders.
- Tripp Umbach will follow acceptable national market research standards to ensure data collection is conducted efficiently and accurately using an acceptable online survey platform.
- Our firm has managed the collection and analysis of hundreds of surveys with institutional clients over our long history.

# Data Analysis and Reporting:

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- Tripp Umbach will thoroughly analyze survey data for meaningful insights and conclusions.
- Our experience with hundreds of research assignments will be leveraged as we work with the client to apply multiple research methodologies and collection techniques to achieve a high response rate for maximum statistical significance.
- Tripp Umbach will use IMPLAN to quantify the immediate economic and social value in the U.S. economy through funding from the federal formula.

# Capacity Funding

# Leveraging Survey Findings in Messaging

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- Highlight the existing challenges or gaps in funding hindering Land Grant universities' ability to fulfill their research missions. Articulate the urgency of sustained federal support, stressing how it is beneficial and essential for addressing these challenges and maintaining the competitiveness of agricultural research programs.
- Quantify the return on investment (ROI) of federal capacity funding in terms of economic benefits, job creation, improved agricultural productivity, environmental stewardship, and societal well-being. Use economic impact assessments, cost-benefit analyses, and other metrics to illustrate the value generated by federal investment in agricultural research infrastructure.

# Leveraging Survey Findings in Messaging

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- Showcase the impact of federal capacity funding on agricultural research outcomes, highlighting success stories, innovations, and breakthroughs enabled by this support. Use concrete examples and data to demonstrate how federal investment has contributed to agriculture, food security, sustainability, and economic development advancements.
- Stress the collaborative nature of agricultural research conducted at Land Grant universities, emphasizing partnerships with industry, government agencies, non-profit organizations, and international collaborators. Highlight the importance of federal capacity funding in facilitating these collaborative efforts and leveraging resources effectively.

# Leveraging Survey Findings in Messaging

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- Advocate for the continuity and stability of federal capacity funding, emphasizing the importance of long-term commitments to support ongoing research activities, infrastructure maintenance, and capacity-building initiatives. Highlight the risks associated with funding fluctuations or uncertainty, which can disrupt research programs and impede progress.
- Tailor the messaging to resonate with policymakers, funding agencies, and other stakeholders involved in decision-making. Use language that emphasizes the strategic importance of agricultural research capacity to national priorities such as food security, public health, environmental sustainability, and economic competitiveness.



# Project Deliverables

# Reporting

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- Tripp Umbach will prepare a final written summary report and PowerPoint presentations after completing the analysis and presenting an executive summary document to the client and project steering committee.
- The final report will support a system for organizational growth, reinforce the marketplace's value, and benchmark progress toward accomplishing goals.
- Tripp Umbach will guide packaging materials into a final report with design elements.
- Finally, Tripp Umbach will make up to four presentations as outlined in the project schedule below.

# Project Timetable

# Timetable

Project Month	Tasks
May 2024	<ul style="list-style-type: none"><li>• Project kick-off meeting (zoom)</li><li>• Project planning with the client</li></ul>
June 2024	<ul style="list-style-type: none"><li>• Stakeholder interviews</li><li>• Survey Design</li><li>• Survey Administration</li></ul>
July 18, 2024	<ul style="list-style-type: none"><li>• Draft presentation of findings in Providence, RI (In-Person)</li></ul>
October 2024	<ul style="list-style-type: none"><li>• Submission of raw data, presentations, and summary findings (October 1, 2024)</li><li>• Presentation of Findings to Committee (Zoom) October 15, 2024</li></ul>
November 11, 2024	<ul style="list-style-type: none"><li>• Presentation of Draft Report at the APLU annual meeting in Orlando, FL (in-person)</li></ul>
December 2024	<ul style="list-style-type: none"><li>• Final Report (Zoom with BAA Leadership/Task Force)</li></ul>
March 2024	<ul style="list-style-type: none"><li>• Report Rollout (CARET/BAA Washington Conference)</li></ul>