

**Western Region Joint Summer Meeting
July 8-9, 2015, Breckenridge , CO
Joint Session Notes**

WRJSM Joint Session Agenda

Tuesday, July 7

Plenary Session I

- Welcome – Lou Swanson and President Tony Frank (*via video*)
- National Western Stock Show Redevelopment – Jocelyn Hittle
- Value Chain – Greg Graff
- 2015 Ag Innovation Summit – Kathay Rennels

Plenary Session II

- Academic Program Section – Donna Brown
- NIFA Update – Louie Tupas
- Cornerstone Report – Jim Richards
- kglobal Update – Darren Katz

Plenary Session III

- Overview of Western Perspective – Bret Hess, Bill Frost
- Western Governors Association – James Ogsbury

Communications and Marketing 101 – kglobal

Wednesday, July 8

Introduction to the day – Steve McMullin, Lead Facilitator

Breakout Session #1: Western Perspective Message Development

- AK, AS, GU, HI, Micronesia, MP
- AZ, CA, CO, NM, NV, UT
- ID, MT, OR, WA, WY

Report Back and Refine Messages

Breakout Session #2: Filling Gaps

- WAAESD
- WEDA
- W-APD
- W-AHS/CARET

Report Back and Refine Gap Filling Plans

Thursday, July 9

Closing Session

Breakout Session I: Western Perspective Message Development.

Participants worked in small groups to develop succinct “elevator speeches” of 60 and, then, 30 seconds that would clearly articulate the Western Perspective. Groups then voted for the best ones, which are transcribed below.

Sara Delheimer to a decision maker: “The west is a vast and diverse region that produces the nuts, beef, dairy, and fruits that feed the world. This region is facing unique like drought, pests, and population growth and these issues aren’t restricted by state borders; they’re spread across the region. That’s why its so important that our LGUs work together to collaborate, share resources, and leverage funds to address these issues. With your support, our LGUs can lead the academic programs, extension programs, and research that will address these issues and help sustain ag for our future.”

Lyla Hoglum to a western region Senator: “Hi Senator, thanks for meeting with us today. I’m Lyla Hoglum. I’m representing the land-grant universities in the Western Region. I’m here to talk to you about fire, and wildlife in particular. I bet if you think back, you will know someone in your region who has been effected by wildlife. One of the things you may not know, however, is we talk a lot about suppression of wildfire and how much that costs. Its actually less than half of the actual cost of the impact of the fire. What really costs is the amount that it takes to recover after the fire. For individuals to recover, for communities to recover, for the economy to recover. What we’re asking for is five hundred million dollars over the next five years in order to help with that recovery. I hope you’ll consider that and hopefully we can talk about it again later. Thanks.”

Shane Schultz to a freshman Congressman from the western region: “Good morning Congressman. My name is Shane Schultz. I’m a council for ag research, extension, and teaching rep for the University of Wyoming which is part of the larger Western Region, which includes not only the Rocky Mountain west states, the west coast, Guam, and Hawaii, so you can understand the diversity not only of the geography, but of the people and also the crops that are grown and all the research that goes into that. For every research dollar invested in those universities, three dollars is returned, which is an important thing for you to understand since you are in charge of the money for the country. If you have any questions—I know it’s a lot to take in—I’d be happy to follow up with you.”

Jim Moyer to a Congressman on the Ag Appropriations Subcommittee: “Good morning, Congressman. I’m with a group of agricultural administrators who are responsible for the agricultural and natural resources in the Western Region. And I was just wondering if you were familiar with all of the resources, all the contributions that are made by the western region in terms of our food, vegetables, produce, and natural resources that we provide for the enjoyment of many of the citizens of this country. We would like your support and, if possible, we would like to schedule some time with you at a future date so that we could explore these in more detail and that you would be prepared to support the initiatives of the western region. Thank you.”

Kim O’Neil to Gov. Otter (ID): “Greetings Governor Otter. I’m Kim O’Neil from the University of Idaho. I just came from working with land-grant institutions across the west where we identified what the western agenda was to meet the critical issues that are facing our states in the west. Specifically, in

Idaho, the University of Idaho is poised to address our water issues. I'd invite you to come to the Aberdeen Research and Extension Center to meet some of our top water engineers and join the conversation to help us address issues surrounding water specifically in Idaho."

Glenn Whipple to County Commissioner: "Commissioner Bowser, I'm glad that I was able to run into you today. I understand that you are representing the Wyoming County Commissioners Association at the NACO Board Meeting in Washington next week. Before you go, I'd like to talk to you a little bit about a western initiative to increase funding for land-grant universities that would support the kinds of extension and research activities that you see as being important in your county. For example, wildfire, invasive species, and, of course, I know water is very important to you. We are asking the support of the NACO Board in our lobbying effort to secure this funding. So, if you could support us, we would appreciate it. Thank you."

Scott Reed to a new County Commissioner: "Well, Mr. Commissioner, congratulations on your new appointment. You'll be making some important decisions around a complicated landscape of public and private land. More than half of your county is owned by the public and the other half is concentrated in private land that is very productive around a range of natural resource and food commodities. You might want to pay attention to issues. I like to think about three issues: water, wild things, and wildfire. And you can look to your land-grant university to offer research-based information to help you make decisions over policies at the local level and those policies will need to emphasize productivity and profitability of the enterprises in your county. Natural resources, sustainability, and all of the social benefits that people will enjoy by being residents of your county."

Chuck Gay to a Congressman: "I'm here advocating for the western land-grant universities and, in particular, Utah State University and we have a new Western Agenda that is looking at all those issues that impact the quality of life of your constituents. We have a great document here—I don't have time to go into detail—but I'm going to put that in your hands. I can connect you to your state's people and they can get more detail. Here's my card. I'd be pleased if you'd call me back and I can help you out."

Jim Hollyer as part of a normal conversation with a Director: "So the west is a major trading partner with Asia. Director, I know that you are pro-trade, according to your track record. Training workers for the green economy is something that Asia is starting to wake up to, can expand our economy, and grow the middle class. In three of our western land-grant universities, we are poised to roll our green training programs. If we can secure two point three million dollars for these programs over a five-year time period, we believe that we can generate an economic impact of ten point five million dollars. Basically, a five-times return on investment. We'd appreciate your support of this idea."

Jeff Steiner in an elevator speech: "Hi John, I'm Jeff Steiner. I'm representing the western association of land-grant universities' experiment stations. We really need to do something about the water shortages we have right now in the west. Those are affecting our capacity to be able to train up a new workforce, to be able to work with our private partners in helping to create jobs and if we don't get some additional resources to move that agenda forward, it's going to be affecting your district, our states, and the whole western U.S."

Mike Harrington to Colorado's Governor Hickenlooper: "Hello, Governor Hickenlooper. My name is Mike Harrington. I work with the colleges of agriculture in the western region. As you know, agriculture in Colorado is approximately seven point two billion dollars; it's an important industry in the state. But, did you know that the west produces over four hundred specialty crops; fruits, nuts, and vegetables. And states in the west lead in production in milk, and cheese, and potatoes and such things as that. But this leadership role is not without challenges. As you know, the west is facing a major drought and the Western Governor's Drought Forum has highlighted that and I want to make you aware that the land-grant universities have proposed a hundred million dollar a year water security effort over the next five years. We'd appreciate your support of that and we appreciate your support of Colorado State and all of the western land-grant universities."

Breakout Session II: Filling Gaps

Associations met to identify a pressing issue that deserves attention and that the association can influence and developed an action plan to address that issue.

Western Association of Experiment Station Directors

Gap selected to be addressed is a combination of several items on the list of gaps identified during the 2014 meeting in Lake Tahoe: Using science-based solutions in conservation of threatened and endangered species.

Where are we today?

- Research projects on biology/ecology and sage (CSU, YWYO, UI, MSU, ?ONR, OSU, WSU)
- Decisions are made based on emotional/human values
- Environmental groups influence policy
- The 'act' is being misused in some cases to support a particular group's agenda
- Western Governors recognize the need and support the concept of using science-based information to guide policy
- States have some common approaches for addressing ESA; local working groups/local projects (incentives/hab. Exchanges in CO, WY, MT,NV,UT)
- Lots of efforts are underway
- Others than AES are doing a lot in this area
- Social media provides very poor data- major source of info to public
- Model/systems needed to address fundamental issues
- Researchers/faculty contributing data to USFWS for listing decision (direct and via pubs)
- Different states have their approaches to address a species challenge
- Criteria/question to be addressed when investigating T&E species for policy decisions
- Researchers/faculty contributing to state-level plans for SAER conservation
- Research/engagement activities on how to address threats to SAER from O + G (mitigation strategies)
- There are others that know a lot more about this than me
- Research/engagement activities to develop/test BMPs for livestock grazing and SAGR
- Recent symposium: International Sage Grouse Forum (proceedings publically available) Nov. 2014 USU hosted
- Concern re: listing of Species (method of choosing)
- Quite a bit of peer reviewed research published and more on the way.
- Quite a lot of unanswered questions on specific species across their range
- Different views on what constitutes science and science-based solutions.
- Not much known on economics and social impacts.
- Scientists are interested in providing information on threatened and endangered species.
- Several LGUs are working on threatened and endangered species.
- Extension has experts who could contribute to threatened and endangered species.
- Misinformation (of misuse of) about species abundance, importance (ecological), and evaluation methods.

- Each state coming up with unique approaches – some common and some divergent.
- Some of the strategies being proposed to address T&E species are based on “cultural best practices” and not necessarily on science-based ideas/solutions.
- AES faculty can be competitive regarding T&E species → discrediting each other and competing to get \$\$ allocation from US Fish and Wildlife Service, USDA, etc. Need standards on how to deal.
- Politics often trump science.
- W/IN OR ETS research is fragmented.
- Outcomes of task forces influenced by make-up of committees.
- There is new funding to pursue work on sage grouse and like more to come.
- Habitat issues, which interact with climate change, fire, etc., underlie many T&E species issues.
- Exponential increases in potential listings with no funding for good science.
- Lawyers drive the issue, not scientists.
- State plans, no regional planning.
- Specific species population are under scrutiny.

The group’s assimilation of the meaning of the Snow Card brainstorm on “Where Are We Today?”

1. Need a model system for incorporating science into ESA evaluations
2. We are not coordinated in our planning for involvement in ESA evaluations
3. We are confronting a lot of junk science in ESA evaluations; need to ensure good science is somehow recognized in ESA evaluations

Where do we want to go?

Increase the influence of Western Region LGU science in USFWS ESA listing decisions.

How will we get there?

- A MRF Rapid Response project will be initiated to address the use of science in ESA.
- John Tanaka will serve as the Administrative Advisor.
- He and Sarah Lupis will draft a statement of issues and justification to circulate for comment to the Directors.
- A set of objectives was developed.
 - What is the existing process for submitting science to USFWS?
 - How are LGUs currently engaged in the existing process?
 - How can LGUs be better engaged in the existing process?
 - Do we have any recommendations on how the process can be improved?
- Directors will look for the appropriate people to serve on this committee.
- Sarah and Mike will support this initiative via meeting coordination, facilitation.
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Western Academic Program Directors

#11. Develop and off cross-institution courses/regional course-sharing to increase workforce development in mission critical areas.

Where are we today?

- Examined and discussed existing cross-institutional course sharing programs (i.e. WICHE ICE, AG-IDEA) and found them not universally compatible with the Western Land Grant universities.
- Identified and discussed barriers to cross-institutional course sharing.

Where do we want to go?

- Develop modality to allow cross-institutional course sharing.

What are we going to do?

- Colorado State University (CSU) and University of Wyoming (UW) will develop a cross institutional memorandum of understanding (MOU) allowing CSU students to take and earn credit from a single graduate course taught by a UW faculty member.
- The MOU will be distributed to the WAPD membership and each member will engage their university administration in discussions on if and/or how the MOU could be executed locally.
- WAPD members are encouraged to investigate other possible modes of cross-institutional course offering (Plan B's) in case the CSU/UW model is not compatible beyond the two institutions.
- WAPD members will communicate through quarterly phone conferences and at various meetings (National APLU, National APS) to update group on progress.

Specific Task:

- Nancy Irlbeck will distribute existing CSU/UW MOU. Nancy Irlbeck and Donna Brown will develop final CSU/UW MOU and distribute it to the group.
- Mike Harrington/Sarah Lupus will to establish Dropbox for WAPD membership to share documents.
- Members will discuss the CSU/UW MOU with their university administration to see if something similar could be implemented.
- Dave Shintani will setup first conference call on week of August 10 to discuss CSU/UW MOU. This initial call will be made between current active WAPD members (CSU, MSU, OSU, UH, UI, UNR, USU, UW).
- Dave Shintani will send out request to entire WAPD membership to establish an inventory of programs that would benefit from cross-institutional course sharing system and corresponding course content needs.

Western Extension Directors Association

Where are we?

- We are doing well within our states, but could do better regionally

- Partnerships and collaboration do exist among states, but there is no formal program or structure to promote collaboration.
- Not as engaged with regional associations/groups (e.g., Governor's association) to obtain recognition as we should be
- We tell our story poorly
- We are all providing training and support for Extension people as individual states but could be more effective if collaborated.

Where do we want to go?

- Coordinate on a regional training approach for Extension employees, particularly new employees (**the group chose this goal to develop an action plan for)
- Develop a strategy and approach to collaborate/interface more effectively with the Western Governors' Association (WGA) (*the group spent a small amount of time at the end of the session discussing action items for this goal)
- Create a structure/process to encourage regional collaboration, particularly with respect to shared positions between states
- Tell our story better to potential partners, including the development of PR products that promote what Extension professionals accomplish every day.

Action items for regional training initiative

- Mark will visit with western region representative of National Association of Extension Program and Staff Development Professionals (NAEPSDP) before next conference call.
- Develop list of key competencies for new employees.
- Each CES Director will visit with key people on their team about this effort by next conference call.
- Each CES Director will explore mechanisms to ensure participation.
- Fred will connect to E-Extension before next conference call.
- Jeff will contact WRPLC to inquire about inventory of training resources that had been completed in the past by next conference call.
- Next conference call: September 17 at 3-5 pm pacific time.

Action items to connect to WGA

- Mark and Fred will connect to WGA with regard to endangered species.
- WEDA will explore opportunities to fund and place a fellowship (possibly as part of a sabbatical) with WGA. If this is successful, may be opportunity to target a fellowship each year on the key goals/initiatives of WGA.

Closing Session Plus/Delta Joint Session Evaluation

Plus

- Western Governor's Association representation and the chance to mix with their representative
- There was total engagement by participants
- Good agenda
- Facilitation in breakout sessions
- Interactive working format
- General collegial attitude of participants

Delta

- Use of social media – need for 'quality control'
- Reduce cost of the meeting
- Integrate APD better in the agenda/program
- More opportunities for outcomes among associations/regions; specific topics that overlap among associations were still not competed integrated
- Even more integration to resist going back into our silos.