WAAESD Summer Business Meeting
Agenda June 29, 2022
Hilton Concord
Golden Gate C
All Times are Pacific Time Zone

Wednesday, June 29 10:15 AM – 11:45 AM				
Agenda Item	**Time (min)**	**Description**	**Presenter**	**Page(s)**
1	10:15-10:20	Call to Order, Welcome, Introductions	Davies	-
2	10:20-10:55	Western Water Network Progress	Hess	2-31
3	10:55-11:20	Western Region Communications Strategy	Edgar	32-51
4	11:20-11:45	International Year of Rangelands and Pastoralists	Payne	52-53
5	11:45-12:00	Break	All	-
6	12:00-7:00	Urban/Rural Connections Tour and Dinner	All	-

June 30, 2022
Hilton Concord
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Thursday, June 30 10:00 AM – 12:00 PM				
Agenda Item	**Time (min)**	**Description**	**Presenter**	**Page(s)**
7	10:00-10:05	Call to Order, Welcome Back	Davies	-
8	10:05-10:07	Approval of WAAESD Business Meeting Agenda	Davies	1
9	10:07-10:10	Approval of WAAESD Spring Meeting Minutes	Edgar	54-60
10	10:10-10:15	Interim Actions and Executive Committee Report	Davies	61
11	10:15-10:20	2022-2023 Elections for Officers and Committee Representation	Edgar	62-64
12	10:20-10:25	Treasurer's Report	Kelly	65-67
13	10:25-10:30	Administrative Management Specialist Position	Pritsos	68-70
14	10:30-10:35	Climate Summit	Kelly	-
15	10:35-10:40	2022 Joint ESS/CES – NEDA Meeting	Pritsos	71
16	10:40-10:45	2023 Joint WAAESD-WEDA Spring Meeting	Kelly	-
17	10:45-11:00	NRS Working Group & Financial Module	Davies	72-73
18	11:00-11:05	NRSP-RC Recommendations	McGuire/Hess	74
19	11:05-11:40	Follow-up with ESS Chair	Pritsos	-
20	11:40-12:00	State Reports	All	-
21	12:00	Adjourn	All	-

WAAESD

Western Association of Agricultural Experiment Station Directors
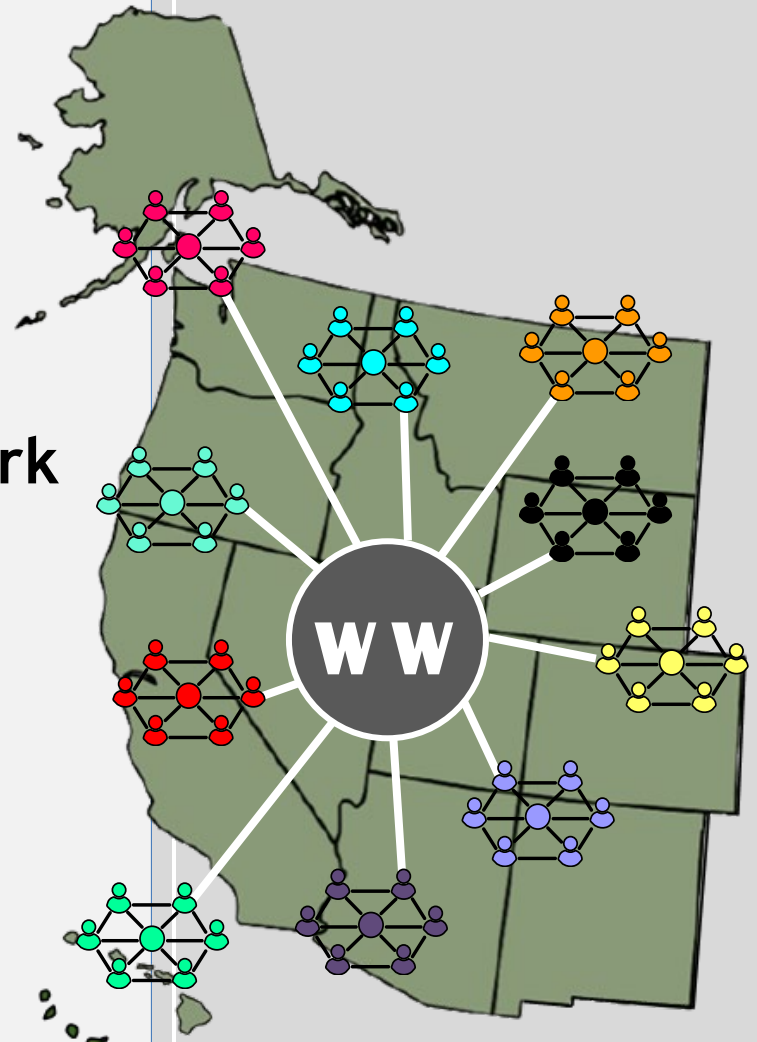
WEDA

Western Extension Directors Association

MEETING REPORT
April 27, 2022

Assembly of the Western Water Network

March 21-24, 2022
Reno, NV

Hosted by,
**Western Association of Agricultural
Experiment Station Directors
and
Western Extension Directors Association**

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Contents

Introduction

This report presents the results from the first meeting of the Western Water Network (WWN). The meeting purpose was to explore how to deal with challenges such as climate change and population growth that are putting pressure on water resources and management across the West.

Originating from the 2020 Mini Summit on Water Security in the Western US[1] the WWN was conceived as a way to help address coming challenges. After the Mini Summit, a WWN Leadership Team completed work that identified a key gap—the need to promote better and faster collaboration among water researchers, managers, educators, and stakeholders. The 'Assembly' reported on here began that process by identifying a way forward for the WWN and for improving western water security.

The Assembly brought together thought leadership of Western water organizations to explore the latest thinking on how to create effective collaboration on water management, policy, and sustainability and how the WWN, as a region-wide organization, can help. The meeting featured workshops to exchange views on,

- The best way to configure the Western Water Network so it effectively supports the work of existing organizations across the West and
- Looking ahead to a major water conference in 2023, consider what water topics should be included to make that meeting helpful to all who are working on western water security.

This report lists the outcome of these discussions.

For more background on the work done by the WWN prior to the Assembly see,

- Proceedings from the Mini-Summit on Water Security in the Western US.: https://www.waaesd.org/wp-content/uploads/2022/01/Western-Water-Summit-Proceedings_09122020.pdf.

- Talking Points describing the vision for the WWN: https://www.waaesd.org/wp-content/uploads/2022/01/WWN-Talking-Points-20220120.pdf

- Draft Rules of Operation for the WWN: https://www.waaesd.org/wp-content/uploads/2022/01/20211208-Western-Water-Network-Minutes.pdf

- *Major issues in western U.S. water over the next 30 years: Results from a survey of water researchers and extension specialists.* By: Travis Warziniack, Robert Heinse, Alexander Fernald, Michael Gaffney, Kristi Hansen, Bret Hess, Lyla Houglum, Ginger

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[1] WAAESD. 2020. Mini Summit on Water Security in the Western US. https://www.waaesd.org/wp-content/uploads/2022/01/Western-Water-Summit-Proceedings_09122020.pdf.

Paige, Qin Zhang. Draft paper submitted for publication. Contact the WWN for more details.

ACKNOWLEDGEMENTS

Meeting Process

The meeting management process largely consisted of brainstorming, voting on the results, followed by reflection and recommendation-forming discussions. Work sessions made up the bulk of the agenda followed by a briefing session on the results for the WAAESD and WEDA leadership.

The agenda was,

A. Plenary Joint Session with WAAESD and WEDA, featuring two presentations,
   a. Western Water Network Kickoff - Mike Gaffney
   b. Adding Value and Increasing Capacity to the Western Water Network - Tony Willardson
B. Work Session 1 – Adding Value and Capacity (three breakouts, one each for the WAAESD, WEDA, and WWN)
C. Work Session 2 – Organizing the WWN, Recruitment, and Partnerships (WWN only)
D. Work Session 3 – Brainstorm of Water Topics for the 2023 Water Congress (WWN only)
E. Work Session 4 – Priority of the Water Topics Brainstormed in Work Session 3 (WWN only)
F. Work Session 5 – Review of Day One 'Lessons Learned' (WWN only)
G. Work Session 6 – Meeting 2023 Water Congress Expectations (WWN only) - canceled
H. Work Session 7 – Pulling it All Together—What Does It Take to Build a Next Steps Vision Paper? (WWN only)
I. Leadership Briefing Session (WAASED, WEDA, WWN)

A meeting record was created by combining these sources of information,
- For the in-person audience: collecting and transcribing wall notes from the facilitation activates, dot voting activities (https://dotmocracy.org/dot-voting/), and discussion.
- For the remote audience: collecting written input using virtual bulletin board software from https://padlet.com and discussion.
- For both audiences we used volunteer notetakers three times to capture a summary of the discussions.

Results

Work Session 1
Adding Value and Capacity

Three breakouts on this topic with separate breakouts of,
Western Extension Directors Association (WEDA),
Western Association of Agricultural Experiment Station Directors (WAAESD), and the
Western Water Network (WWN)

Each breakout group answered the same two questions by brainstorming ideas on how to address these questions or the needs their members have behind these questions. The results are simple, unranked brainstorm lists of input from participants in the breakout rooms.

WEDA Breakout Discussion

Question 1: What are your members' greatest needs that the WWN can help them address? In other words, "What is holding them back from more effectiveness, efficiency, or impact that the WWN can help them address?"

- Collaborative
- Process Managers
  - Ext. has unique role and can convene and facilitate
  - Understand multiple users of water
  - Community Agriculture, health, recreational use, holistic view, and convener tribal partners. All users
- Understanding of why water is important to consumers. Water literacy.
- Social justice issues around water
  - Thinking about water before drought. Proactively support communities through drought.
  - Need educational playback for extension staff to understand and learn about water. So, they know if they are moving the dial. What is the intervention?
- Extension think about - where we place our water specialists - consider language we use when talking about water - change with different audience the value-proposition language with audience

- Ability to predict drought so that we can plan and educate proactively programming relevant.
- Technology adaptation - not widely available to our constituents
  - Pilot projects available
  - So, Extension is on the ground educating
  - Extension could regionally program.
- On the ground practical application.
  - Master Gardeners
  - Shared resources across state lines
  - Consistent programming

Question 2: What can the emerging WWN do that adds total capacity for everyone working on water security in the West?
- Multi State programming around proactive planning.
- Shared Resources
- To encourage collaboration not competition
- Inform policy, not respond
- How can we put together a white paper of what works in the west? This is what the video service land grant Universities can do
- Identify gaps and expertise - get it grouped but identify
- Develop educational tool kits with recent research that educators can apply and use in their communities.
- Create some recognition so educators want to be involved - educator - advancement.
- Move beyond political focus.
- How can people understand. Ext. can be a partner in education.
- Facilitate convener for last use.
- With the conflict with water, Ext is trusted facilitator/convener. Ext pull can pull key people together to discuss water
- Work on value proposition
- Regionally - can Ext. put together regional teams that can come in and help us to add value.
- How it can help elevate water issue and host importance
- Western Water Academy that ext. staff/faculty could attend certificate program - Public engagement of water issues Public Health Certification
- Climate Language that is constituents can understand and buy into
- Climate smart. Extension can help lead
- Leverage success that Extension has had with Climate Hubs
- Extension Adds Value
  - Bring Community Context to water issues

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- Social Justice
- Community values
- etc.

WAASED Breakout Discussion

Question 1: What are your members' greatest needs that the WWN can help them address? In other words, "What is holding them back from more effectiveness, efficiency, or impact that the WWN can help them address?

- Standard water resource centers within each state
- NIPMCC Model-region to national
- Great Lakes Watershed network
- Ogallala Water Coordinate agriculture project
- Connect with WRRI and AES at each,
  - University
  - Likewise, connection with engineering departments within each state universities
  - Key point is to bring them all together
  - Idea of Water Data Exchange – need skilled users too
- Stakeholder assessment – What do they need?
  - Inclusion of social scientists – integration
  - Diverse multistate research group addressing watersheds – and how are all communicating?
  - Build on current knowledge (BMPs) – prepare for future offensive approach vs. defensive
  - Linking policy with research; intentional research to guide policy and how to respond to policy (good or bad)?
- Data hubs for researchers to access
- Common terminology
- Create a Western Agric. Center to focus on Western-specific issues

Question 2: What can the emerging WWN do that adds total capacity for everyone working on water security in the West?

- Rick Allen ET modeler works with ARS – need replacement
- Deal with repeated drought and wildlife (e.g., quality and erosion retention and storage)
- Cloud seeding

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- Wildfire effects on municipal water – fuel load and mitigation practices
- Repository of data for scientists working in various aspects of water, etc.
- Collect available and future data for Big Data Analytics
- Big problems can be solved with effective coordination and collaboration (need structures to reward collaboration)
- Very different way of solving problems
- Focus effort on areas AES can control or influence (specialize on Ag)
- Deeper understand of how Ag uses water and what changes could mean
- Collection of data for determining point-sources of contamination
- Transfer WRRI under AES from VPR offices
- Prioritize where research makes the greatest impact
- Inform future funding – opps and program – new WSARE
  - Determining priorities/setting federal priorities, vision/strategic plan – what can WWN contribute

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WWN Breakout Discussion
(Separate results for the In-person and Remote Audiences)

In-Person Audience Results

Question 1: What are your members' greatest needs that the WWN can help them address? In other words, "What is holding them back from more effectiveness, efficiency, or impact that the WWN can help them address?
- Water availability (predictions?) – budget
- Assessment of management impacts
- Quantification of CU *vs.* withdrawals
- Regional tools for adaptive H_2O management
- Collaborative/management
- Moving beyond silos (urban/ag/environmental/tribal/cities)
- Improved metrics (comprehensive, integrated metrics across silos)
- Building relationship with Tribes
- How to account for values? (beneficial use, cultural, traditional, historical)
- Understanding culture of water
- Learn from community systems that work
- Societal lens (community needs)
  - From competing demands➔ collaboration
  - Integrated approach

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- Identity existing obstacles (public trust)

Question 2: What can the emerging WWN do that adds total capacity for everyone working on water security in the West? Integrated water planning (one water; all colors)
- Easily digestible and actionable data and impacts
- Burden of proof that change is needed?
- Regional management tools
- Collaborative policy (WDRC)
- Unsilo water
  - Community needs and values
  - Create metrics that facilitate exchange of and empathy for ideas
- Help with community integrated water management – water is part of cultural landscapes

Remote Audience Results

Question 1: What are your members' greatest needs that the WWN can help them address? In other words, "What is holding them back from more effectiveness, efficiency, or impact that the WWN can help them Address?
- Declining faculty numbers not being generated and being replaced
- Connecting researchers across disciplines, also researchers + extension, etc.
- Research/information clearinghouse
  - Providing a clearinghouse of new projects/data/results from one part of the region that can be useful in other places. Help to avoid duplication of efforts and find complementarities. This could also be a response to the other question (what can the WWN provide?)
- Making connections between academics and practitioners
  - Connecting academics to people that need data analysis/expertise. Also, the WWN could potentially provide data? In a nutshell, maybe the WWN could provide data, questions, and connections to people that need answers to questions.

Question 2: What can the emerging WWN do that adds total capacity for everyone working on water security in the West?
- Have the WWN continue to develop relationships with policymakers (governors, legislators) so that members and member groups can have larger impact.
  - Have WNN promote our success stories to that group
- Find grad students and postdocs -- networking and mentoring
- Regular meetings/webinars on existing work

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- It would be helpful to have a series of webinars on relevant research. It could be academic researchers or policymakers talking about actions taking place at the various states.
- Funding always encourages collaboration
- Identifying political leaders that can be champion for WWN causes
  - Go to Congress?
  - Designed as collaborative from the outset

Other?
- Some notes left in chat
  - https://water.usgs.gov/wrri/files/2014-NIWR-USGS-Fact-Sheet.pdf
  - https://water.usgs.gov/wrri/index.php
  - https://twri.tamu.edu/media/5511/final-conference-report-bookletoptimized.pdf

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Work Session 2 Organizing the WWN, Recruitment, and Partnerships

WWN-only discussion.

(Separate results for the In-Person and Remote Audiences)

In-Person Audience Results

Question 1: What are improvements you recommend for the Rules of Operation?
- How to incorporate all stakeholders in WWN? (Not weekly meetings...)
- Build from existing, state-level networks (research, extension, water user)
- What is the procedure for joining?
- How to achieve a mission with this structure?
- How do "we" [Reno attendee] move fund to build network from here?
- How do we bridge/link rules of operation with engagement?
- Within rules of operation define tasks to further priorities, e.g., maintain interstate groups to further the mission, these are engagement activities that will help us support/achieve our (move) aspirational goals.
- (Article V?)
- Define working group more explicitly
- Suggestions to be more intentional in naming partner/collaboration organization, e.g., Climate Hubs, WestFAST.
- Identify potential outcomes to keep [all] engaged

Question 2: What are ways to build out the WWN so it meets the needs of everyone working on water security in the West? For example, how do we recruit participation, stimulate partnerships, and secure funding?
- Who else needs to be here? NSF - Funded grant out of NM. WSES, BLM, other federal agencies
- WestFAST, 3 committees, funded by states, challenge of funding diversity of e.g., SEO v State EPA
- Challenge: people power, funding for, to build human capacity in state agencies
- Good [idea] from other group WWN: can't be all things to all people. Need to choose a bit, e.g., Nat. CTr focused on East e.g., flood
- Suggestion to narrow focus to make more feasible
- Challenge of identifying goal verses chasing grant money
- One area of expertise: knowledge transfer
- Building out challenge: FTEs to move this find (we are all too busy already)
  - Executive director
  - Do-er

- Will WWN make decisions or inform decision- makers?
- Not academic papers but inform water users/managers/stakeholders
- WWN is advisory or integrated?
- Degree of engagement between science, decision, and policy
- Currently collaborative or aspirational?
- Regional focus (across states) is important (How regionalize, overcome silos)
- If the focus is water security, it should be on a mission. Decision making for some purpose… [adequate supply?... quality?]
- "Western" Water North, Western regions, basins, State,
- How to nest efforts within basins, regions, states appropriately?
- Purpose of a mission: "Oh, this is what they're about. I want to know more"
- Examples of what is meant by the Mission?
- What is different about this organization?
- Add unique value proposition statement longer more detailed
  - Tribal equity
- How to generalize across the West, where there are differences? -> case studies
- Assessment has a role
- Pre-policy, to post-policy (assessment)
- Decision versus policy is mission? (policy is more restrictive)
- But practices also decisions and important (incentives important)
- Science-based info can be used, so decision okay

Remote Audience Results

Question 1: What are improvements you recommend for the Rules of Operation?
- Connection with National Institutes for Water Resources NIWR
  - base funding through USGS
  - housed in land grant units
  - state specific issues
- UCOWR connection
  - Next year in Fort Collins, could build/expand
  - Mostly land-grant unis - https:/ucowr.org/membership/directory/
  - Involve NIFA program directors associated with water activities
  - Involve NRCS
- WaterSmart innovation conference
  - Every year in Las Vegas

- o Involve Groundwater Management Districts Associations
- o Are there NGOs and Foundations that should be involved
- o Each segment of water (e.g., quality, quantity, environment, agriculture has their own trade/advocacy organization. Irrigation association is an example, Professional faculty organization is too.
- o We still could use some guidance on what specifically will drive the mission statement to completion. Ideas? Funding? Who governs?

Question 2: What are ways to build out the WWN so it meets the needs of everyone working on water security in the West? For example, how do we recruit participation, stimulate partnerships, and secure funding?
- Contact your local NIWR Institute Director.
  - o The NIWR board of Directors would be a good group to interact with directly
- Use NIWR network to connect with state USGS water centers
- Student funding (104b)

Question 3 (revised by this breakout group): How to stimulate engagement, partnership, and funding?
- Highlight some success stories so that others will know how to contribute
- Help to create multi-institutional teams
- Funding for key participants for the 2023 conference
  - o Maybe have multistate committees highlight their work again
- Multistate collaboration
  - o It seems like there's an important role to help with collaboration across states. This could be collaboration in reaching out to Congress/USDA for opportunities and having a joint/unified voice as opposed to individual states). This could also help with adapting structure/funding for multistate projects to have more collaborative work.
    - ▪ This has traditionally been one of the greatest impediments to multistate work

Other?
- WWN Conference?
  - o Conference-load saturated? Other alternatives? Fold into other conferences?
  - o 60 year anniversary joint conference in 2024 - NIWR, American Water Resources Association, UCOWR
  - o Cautioning that existing networks should not be overlooked in creation of a new one – not to say there aren't strengths in a western-focused network

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- For 2023 conference, is a WWN-specific option better than holding it jointly with UCWOR/NIWR?

Notes taken during the discussion in this Session (by Robert Heinse)

Mission Statement:

- What is the power the organization has? Is it decision making or facilitation?
- Sam: Proposal to fund activities will give power. Advancing science-based decision making to make a difference for water in the west. Is grant making part of the mission?
- Suggestion to: Write and implement policy (or pre-policy) as a role of the network.
- Discussion of aspiration vs. feasibility.
- Overcome regional limitations to research and extension; move the network to interstate connections/regional. How can we regionalize the unsiloing.
- Suggestion: explicitly include water security in the mission statement.
- Discussion on West. Is it western region, basin? Nested scales?
- Carlos: what is meant by human and natural systems in this context.
- Back to how is WWN different from other organizations?
- Suggestion to add values to mission. What values/paradigms drive this institution?
- Sam: Distilling information from extension and research that is local but may be addressed better at a much larger –audacious—scale.
- Develop study cases that help inform decision elsewhere.
- Add adaptive to the mission statement.
- Thought: decision making is not the end, but part of a process which includes adaption.
- Suggestion: explicitly state policy making over decision making? How about practices? Practices are outside of policy, but should be included rather than excluded from the mission. Apparent consensus: keep decision making.

Rules of Operation:

- Suggestion: add a flowchart to the rules of operations
- Community connection/ regional initiatives how to include? Advisories? How to involve stakeholders in the network?
- Draw on existing state network with peer systems across the west. State and functional integration.
- It is still unclear who all and how they would be involved.
- How to integrate our mission with the mission statement of participants?

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- Can we define tasks that support the mission? Maintain a priority list of interest groups that may change with time, but give structure to the mission? Is it aspirational enough?
- Breaking down state boundaries by hydrologic boundaries (for purposes of the network).
- Suggestion: define tangible outcomes.

Question 2: What are ways to build out the WWN so it meets the needs of everyone working on water security in the West? For example, how do we recruit participation, stimulate partnerships, and secure funding?
- Who needs to be at the table: NSF grant out of NM (look up)
- Tony W: funding avenues create silos (example: DEQ and state engineer). How to build capacity in state agencies (education)?
- Educate the next generation across states (UG). Train networked students, knowledgeable on interstate and wider-regional issues.
- Make sure that funding (though important) doesn't end up driving the mission.
- Start with pilot projects!
- Alex: important to have a core group that can focus on this without distractions.

Summary:
- In person audience: Should we go with similarities or pick differences that help leverage the power of the network?
- Online audience: Relative role of existing networks (UCOWRD etc.) and what relationships may look like. This organization should be more of a collaborator and cross-state actor (because most of the previous have a state mission). Relationship with and between multistate groups to facilitate TRUE multistate collaboration in research.
- Q&A: Alex M. What exactly is the problem?
- Need for a roadmap. What can the audience contribute appears to be unclear as well as what they will get out of it.

Work Session 3 – Brainstorm of Water Topics for the 2023 Water Congress

WWN-only discussion.

Category 1: Research, Extension, and Education Needs

<u>In-Person Audience</u> (includes audience voting of their priorities)
- Improvement to forecasting water availability → seasonal→short term (11 votes)
- Addressing the educational gaps: are water programs in the western states able to create the next generation of water managers? (10 votes)
- Professional development on how to engage in policy process (9 votes)
- Understand the risk tolerance of changing to drought-tolerant crips (8 votes)
- How to make local case studies as broadly and globally useful as possible (6 votes)
- Workforce development in H_2O professional careers (5 votes)
- Urban→Rural continuum (3 votes)
- More integration of work across R-E-E. Research pushed to future, Ed is current with some future, Extension lags due to time lag from innovations to application. Need to narrow gaps through integration for change. (3 votes)
- Water storage with decreasing snowpack (2 votes)
- Complimentary and competing roles of water consultants, researchers, and extension specialists. (1 vote)
- Virtual water food production – exporting water with food (no votes)
- Are our water students learning? Water education in the West integration (no votes)
- Create a 'good practice' for H_2O (no votes)

<u>Remote Audience</u>
- Salinity management
- Where will irrigation be in 2040
- Intensifying crop production to feed growing world while not exacerbating water problems. Doable but needs tech adoption.
- Note many specific items in other columns are actually REE needs
- Seems like a whole session on extension would be worthwhile
  - Best practices, lessons learned
  - Some innovation is occurring here

Category 2: Water Quantity, Water Quality, and Water Equity

In-Person Audience (includes audience voting of their priorities)
- One Water, match color with use (10 votes)
- Large gap between water quality regulations/policies and application of practices to mitigate. Resulting in never achieving water quality goal. Need to prioritize goals and fund both sides (carrot and stick) for change. (7 votes)
- Water quality and access for tribes with limited running water; increasing contraction from legacy resource extraction. (5 votes)
- Interaction of water quality and water quantity (5 votes)
- Understand trade-offs of quantity and saline composition of agricultural productivity (2 votes)
- Technology on water harvest, convey, and use/reuse. (1 vote)
- Defining Equity and discussing demographic 'grouping.' (1 vote)
- Equity should go first. Quantity and quality are components of equity. (no votes)
- Sources of pollution and BMPs to address those issues, (no votes)

Remote Audience
- Climate vs. socioeconomic drivers / threats / contributions to scarcity
- Balancing rural and urban needs
  - Tongue in cheek -- why do we care about destroying any given user group?
- Regional differences in high quality water availability (focused on household use)
  - See first comment under last column
- Trends and impediments in water market development

Category 3: Spatial Scale: Global, Regional, and Local
- Data assimilation (e.g., Satellite imagery) to address scale issues (11)
- Determine Heterogeneity and unit of analysis for irrigation practices and outcomes (9)
- Water challenges are primarily local but need to be addressed regional, state, global to be resolved. Need better linkage of solutions from local that includes values, culture, to policies at regional state, etc. (9)
- Framework for "Attributes" mapping into sovereignty across spare - time
- Water management decision-making at multiple scales - determining "appropriate" scale (7)

- Consider unique issues of tribal water and how they connect at global, regional scales. (5)
- Work at appropriate HUC… even when crossing government boundaries (1)
- Precise definition of regional (no votes)

Remote Audience
- Interaction of US policy with world
  - Cross-border agreements (US + Mexico, Canada)
- Informing public that geographic scale can be important in local priorities or constraints, e.g., may not adopt a technology because not economic.
- Scale of solutions is discussed in some other columns, but is very important in finding "adoptable" solutions
- Aligning modeling and policy with the appropriate spatial scale of the resource

Category 4: Groundwater, surface water, Coupled

In-Person Audience (includes audience voting of their priorities)
- Incentives to groundwater banking and recharge: who gets the benefits? (11 votes)
- Collaborative – Joint management approaches to groundwater-surface water systems (9 votes)
- How model of uncertainty in the presence of significant hydrologic non-stationarity (9 votes)
- Water supply augmentation Ex. Water treatment and re-use (6 votes)
- Artificial recharge and interaction with water quality for intended uses (6 votes)
- One Water – Research, Ed and Ext of coupled water systems to affect change. Reduce focus on individual components of water cycle – all connected (6 votes)
- Evaluation of groundwater extraction restrictions by locality, land-use, chance of drawdown, abatement, and NFIO (4 votes)
- Groundwater use threshold and recharge (2 votes)

Remote Audience
- Existing tools for joint modeling
- Could be a useful before or after conference training session
  - Before / after training sessions are a great idea
- Discussion of policy innovations used and/or needed for coupled system management

- Clear statements that some systems are coupled to differing degrees and some are not so much coupled.

Category 5: Agricultural, Municipal, Industrial, Ecological use

<u>In-Person Audience</u> (includes audience voting of their priorities)
- How do we attach a value (economic) to different uses? Especially ecological service (16 votes)
- How to work within existing compacts, treaties, decrees to allocate water even when water supply is reduced? (11 votes)
- Measuring valuing externalities across space and sectors (6 votes)
- Improve characterization of ground water withdrawals for different uses. (5 votes)
- Market-based approaches to move water across uses (5 votes)
- Defining beneficial uses across states (Regional perspective) (4 votes)
- Consumptive use estimation (3 votes)
- How well does prior appropriation (include transfers within prior approval) meet equity goals and evolving societal values? (2 votes)
- Conduct Research, Ed and Ext work in water systems that incorporate multiple uses, values, culture to develop solutions. (Any water efficiency work affects other uses, don't focus on one. (2 votes)
- Evaluation of urban versus agricultural risk attitudes on water availability (2 votes)
- Appropriate weighting for different uses (1 vote)
- Cropping Systems - water relations. Water to the crops or crops to water? Mindset change (1 vote)
- Need to be clear in communication between 'divert' and use... especially CU (1 vote)
- Definition of water productivity metrics for different use sectors (not only in economic terms) (1 vote)
- Interests demand from diverse groups, conflict that 0 to 1 or win-win? (no votes)
- Aldo Leopold's statement about scientists versus public for economists specifically (no votes)

<u>Remote Audience</u>
- Balancing water source quality with end user usage. Can lower quality water be transferred to best user
- Municipal water. In my experience, utilities have many data problems. They only measure consumption on a monthly basis usually. They have no way of knowing how much customers are using at any given moment, which customers contribute to peaks, etc. They also have poor data management so that even if you want to find

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out information about their customers, their data is pretty bad, and you can't figure it out.
- Developing tech to see in-home water use.
- Estuarian systems? Water reaching the sea and bays has a use
- Identifying/setting water prices to facilitate conservation but balance equity issues
  - Prices are fine in that they 'regulate' what is 'economical'

Category 6: Data, Understanding, Synthesis, Implementation, Communication

<u>In-Person Audience</u>
- Transforming databases into knowledge bases (13 votes)
- How to communicate risk/uncertainty to stakeholders effectively? (11 votes)
- Modeling and visualizing agricultural land water - use (8 votes)
- How to build trust between scientists and stakeholders. (8 votes)
- Need more emphasis placed on learning from people working the land and using water to inform research education. Vocabulary is different (less technical focus) but they have unique understanding. (Bridge the learning gaps) (6 votes)
- Visualization of data for better understanding and usage (4 votes)
- Ground-truthed accuracy assessment of water use and quality data (4 votes)
- Define best practices/processes for keeping online tools, systems etc., current and relevant (3 votes)
- Respecting tribal data sovereignty in gathering and sharing water access or use. (3 votes)
- Common useful metrics that can be collected and applied broadly (3 votes)
- Common data in architecture to facilitate data sharing (1 vote)
- How to deal with the science - illiterate productively. (no votes)
- Data collectable-> observable-> actionable (no votes)
- Need data/information shared in more comprehensive formats (e.g., lit review of various components) rather than individual websites, papers, etc.) (no votes)

<u>Remote Audience</u>
- Safeguarding data synthesis from misinterpretation
- Science literacy
- Connecting water sources with water users
  - This is useful and likely to improve greatly in next few years
- Real time use data
  - It would be useful to have real time use data across all types of users, e.g., ag, municipal, industrial, etc.

- - - Maybe ways to anonymize data for research use. Cities are obviously reluctant to release household-specific data.
      - Indeed, they are but you can create partnerships in which they share data if the analysis is mutually beneficial.
  - Not sure if this is right for a conference or another WWN activity, but making data available and easy to access/visualize
  - Developing national accounts for water
    - From an economist's perspective - this needs to be approached with caution because the value of water in different locations varies significantly.
    - Also, might be a non-starter since Water Quantity typically seen as States issue under Article 10

Other Topics?:

In-Person Audience
- None

Remote Audience
- Grant writing -- match making for a Sustainable Ag proposal, for example.
- Economist's perspective
  - It would be nice to have the ability to manipulate prices. Working with utilities can be frustrating because they want to incentivize conservation or load shifting (water your lawn at different times of the day) but they are only willing to use non-pecuniary measures to do so.

Work Session 4 – Priority of the Water Topics Brainstormed in Work Session 3

WWN-only discussion.

In-Person Audience
- WWN Congress (How do we make it different and worthwhile?)
- Congress Theme new Organization (e.g., water quality) (Tracks defined by working basins/themes/groups)
- Economics (Incentive surrounding water use change)
- Values
- Communication to stakeholders and establish a loop of flowing information
- Capacity building equals professional and educational development
  - Road map to develop network
  - Perspectives in water
  - Tribes
  - Complex problem - needs integrated approaches including diverse communities
  - Understanding the culture of water
    - One water
    - Color of water
      - Opportunity to expand and share practices
  - Understand where there is flexibility in the system
  - Collaborative management of surface and ground water (across state boundaries)

Remote Audience
- Transferring water between uses
  - This one seems really important going forward. It was also mentioned above. In particular, as droughts become more severe and populations increase, the demand for municipal water will put greater pressure on ag use.
  - Identifying impediments to technology adoption
    - Identifying stakeholder pain points that should be addressed
- Getting ahead of next crisis.
  - When we have to revisit the Drought Contingency Plans, for example, we could have a working group already in place.
- Implications of 'buy and dry' for rural economies
  - Amen
  - Some innovation occurring on Front Range of Colorado
  - Maybe focus on the solutions and success stories
- Current use and potential for wastewater reuse

- use of non-treated water for outdoor household use
- Maybe not as bad as non-treated, but with minimal needed trust
- How we can go from great idea to having "better chances" of getting funding.
- Plan for audience carefully
  - If audience can drive the speed of activity, we need to demonstrate what we can do

---

Notes taken during the discussion in this Session (by Robert Heinse)

One water theme, one system across different uses, conjunctive mgmt…, managing across scales.

- How to bridge that gap for policy decisions.
- Topics around supply augmentation, recharge, water treatment --- mitigate supply shortages
- Discussion around market based approaches for water transfer/banking.
- Risk tolerance for cropping choices.
- Gaps in policy and adoption. Carrot and stick possible?
- How to work within existing rules vs trying to change them.
- Incorporating tribal issues (in the context of shortages).
- Data and models. Transform data to models (better visualization, communication). Better forecasts for water availability to make better choices with non-stationarity, spatial heterogeneity.
- Ground truthing data.
- Education and communication. Building trust, communicate uncertainties, create training opportunities and professional development. Emphasize learning from people on the ground (how to do that better) which includes better integration of extension and education.

Online:
- Allen: Understand the needs for farmers and water users. Making sure that extension meets the need of the audience.
- Travis: Connecting water to water users. Implication of buy and dry (impact on communities).
- Freddie: Show successes and needs in extension.

Open Discussion:
- Climate change is behind most of the topics without explicit mention.
- Ideas focused on collaborating and leveraging.
- Tribal issues are different and can't be solved with the usual approaches.

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Work Session 5 – Review of Day One 'Lessons Learned'
WWN-only discussion.

Notes taken during the discussion (by Kristi Hansen)

Facilitator's Introduction: Yesterday, we discussed:
- What is the WWN?
- What is its mission and purpose?
- What is the role of the WWN *vis-à-vis* other organizations that already exist and work in this space; how does it add value?
- What are key topics of interest?

Summary of lessons learned so far from the participant discussion groups:

Group 1. Jonathan Shuffield, national assn of counties, staff western region. (Also in the group: Derek Godwin, OSU extension, watershed management; Qin from WWN Leadership Team; Jackie Tenetti.)
- Main issue: communication (section 6).
- Need to communicate risks with stakeholders, developing trust with stakeholders (farmer, cabinet secretary, many in between). Communicating risks to stakeholders is particularly important.
- These topics that we discussed yesterday covers everything. Do we need to focus? We don't need to solve every problem; we just need to help decision-makers work through problems. We are all part of a loop for flowing information, knowledge.

Group 2. Steve Buck. (Carlos Ochoa, Robert Heinse, Kristi Hansen)
What is the purpose of WWN?
- Create a network structure of silo'ed states.
- The conference next year could be a CONCRETE way to make that happen.
- Create momentum for the Congress. One thing that popped out: water quality management, at various scales.
- Basin-level science and engagement.
- Other questions/thoughts:
  - How is a WWN different than other groups that are out there, such as AWRA, AGU, UCOWR,
  - How do we distinguish our Congress as something that people want to attend?
  - Should the Congress be organized by basins, cross-cutting themes? OR maybe having basin-specific working groups.
  - How do we build momentum for the conference by having really concrete ways to organize?

Group 3. Hope, USU, water quality extension. (Kirti, Nick Pates, agro-ecologist from Oregon State)

- We had pessimistic and optimistic people. The issues are the same now that they were 30 years ago. What can we do differently now, then we did 30 years ago?
  - How do we meaningfully move the needle on knowledge and behavior?
  - Incentives surrounding water use, using economics as a driver
  - One Water was a big topic yesterday.
  - Values of water: how do people value water?

Group 4. Ginger Paige (Also Sam Fernald, Maureen McCarthy, and ???)
We had different knowledge bases, so we just created our own little water network, to discuss issues that are happening in our own basins/locations.
- Making certain as we expand our network what the benefits are of WWN. Roadmap is important, so that we're not re-inventing the wheel every time we get together.
- We have to make certain that tribes are include, and that they know they are included
- Perspectives on water and water's value very important.
- Color of water is important, as a way to move management forward, "un-silo" water
- Important discussion yesterday: integrated approaches, including diverse communities.
- Rise-to-the-top topics
  - Understand better where there are flexibilities in the system
  - Collaborative management, coupling of gw and sw: it's not just a vertical connection, that we need to be working across state boundaries as well.

Group 5 (Zoom). Allen Berthoud assoc dir with Texas A&M. (Travis, Freddie, Jesse [?])
- Question of the group [?]: What is the general vision, direction that this group is looking to go?
- For the Congress: Developing roadmaps would be useful, organizing this in the form of a logic model, purpose of congress would be to develop a needs assessment, within certain themes [that I'll touch on in a minute]. Researchers, extension professionals, practitioners, and agency personnel.
- This would create a document that could be referenced back to in, for example, grant proposals. And then, these proposals would be an outcomes of the Congress.
- Themes for the Congress
  - Overarching theme: planning for the future
  - Balancing urban/rural needs
  - Ag prodn
  - Municipal water
- Best practices and innovation in extension education

General observations from the audience
Sam Fernald.
- I think we already have a lot of needs assessment work done. We should post this on our website because that work is done.

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- We need to create a matrix that shows diversity of water uses and water users [and I think Sam also said, the agencies and groups already doing work in this space] across the west.

What is the single most important thing you want people "back home" to understand?
- Jackie Tenetti: WWN is a learning community, within extension and across extension. We have heard a lot about silos. WWN can help us teach and learn from each other. How water is perceived by policymakers is different than how water is perceived by researchers. The work that extension does in youth development on water issues is important. In sum: creating a new learning community, focused on water in the west; communicating the challenges and complexity
- Maureen McCarthy: We have heard a lot about challenges and impediments to water management. WWN can be a sharing network where we can:
  - Talk across jurisdictional boundaries.
  - Exchange information/facilitate getting things done on the ground.
- Steve Buck: This is a group that wants to facilitate communication, define what's worth pursuing, rather than responding to grant calls. Planning forward rather than being driven by grant calls. This is how science should be driven.

Work Session 6 – Meeting 2023 Water Congress Expectations
WWN-only discussion.

This session canceled.

Work Session 7 – Pulling it All Together—What Does It Take to Build a *Next Steps* Vision Paper?

WWN-only discussion.

Brainstorm of Potential Outcomes from the Congress ranked by the participants:
1. Product could be: Proceeding? Booklet published by WWN Formal scientific books 9 votes)
2. Papers to support an Audience Proposal (not just paper to publish) (9 votes)
3. Decide on committees and their operation structure (6 votes)
4. Define (well bounded) problem statement that are useful and manageable = attainable proposals (6 votes)
5. Design and Implement (plan) here to use other communication channels (5 votes)
6. Design and implement (plan) incoming communication from stakeholders (4 votes)
7. Report on progress, current status and road map for Western Water (4 votes)
8. Design and implement (plan) WWN communication (1 vote)
9. Assessment of the barriers, why they are there, and what can be done to address the barriers (by category) (no votes)
10. Pre-Congress - get clear on our target audience and invite them (no votes)
11. Pre-Congress decide how decisions will be made for congress outputs (no votes)
12. Pre-Congress prepare proposal for ratifying (not development) at the Congress (no votes)

Post Reno Actions (participants' recommendations)
- Stay connected in WWN email list to do problem solving, do check ins, and next steps equal resource to leadership
- Create a concrete timeline deadlines and accountability
- How to create free time to work on the Congress and other tasks
- Funding source for baseline support of WWN
- Communicate need and request, for continued support and for our participation to our bosses.
- Institutional support for participation in WWN
- Reliable contact point in our WWN community
- Create WWN Website
- Primary current contact lead is Bret Hess
- Leadership Team Next Steps road map

WAAESD Agenda Item 3: Strategic Communications Playbook
Presenter: Leslie Edgar
Action Requested: Approval and assistance

Western Region Strategic Communications: Steering Committee Update and Playbook
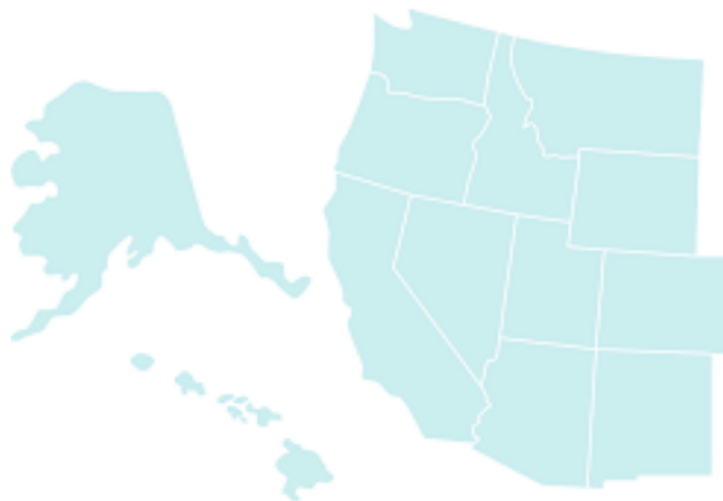
Western Region Strategic Communications: Steering Committee Update and Playbook

Table of Contents

Overview

Members of the Western Association of Agricultural Experiment Station Directors (WAAESD) and Western Extension Directors Association (WEDA) commissioned a Western Region Strategic Communications Steering Committee at their respective meetings in the fall of 2021.

The purpose of the steering committee is to develop a communications strategy for the Western Region Extension and Agricultural Experiment Station Joint Enterprise. The objectives of the effort are to:

- Increase visibility of Research and Extension Impacts.
- Increase awareness of the region's collective research and Extension activities.

- Strengthen partnerships with Western Governors' Association, Council of State Governments-West, and Western Interstate Region -National Association of Counties and other organizations.

The outcome is to develop a communications strategy and supporting tactics and products for use by western land-grant universities in the states, territories, and U.S. protectorates. Audiences for the effort may include, but are not limited to, national organizations such as Extension Committee on Organization and Policy, Experiment Station Committee on Organization and Policy, Association of Public and Land-grant Universities, and National Institute of Food and Agriculture.

Steering committee members:
- Amy Bibbey (CSU AES)
- Bret Hess (WAAESD)
- Doreen Hauser-Lindstrom (WEDA)
- Jennifer Alexander (OSU Extension)
- Jennifer Tippetts (WAAESD)
- LaRachelle Samuel-Smith (NIFA)
- LaJoy Spears (NMSU Extension)
- Leslie Edgar (NMSU AES)
- Peter Barcinas (Guam Extension)
- Pete Pinney (AK Extension)

The steering committee met weekly since January 26, 2022, conducted an initial assessment of existing assets and efforts, and consulted with key collaborators. As a result, the steering committee proposes to move forward with development of a "Playbook," an initial outline of which is presented here for feedback. The steering committee intends to conclude their work by June 30, 2022, concurrent with publishing a working draft Playbook for use by Western Region Directors, communicators, and evaluators. The steering committee proposes the Playbook be regularly reviewed, revised, and adjusted by WAAESD and WEDA or representatives selected by the two associations to support a long-term, strategic, and systemic approach.

Playbook – Draft outline

Strategic Focus
- Position the Western Region Extension and Agricultural Experiment Station Joint Enterprise as a unique, high-value resource that effectively collaborates with local, regional, and national stakeholders.
- Engage key stakeholders through strategic communications to become influential advocates of the joint enterprise.

- Empower institutional evaluators and communicators to act within the framework of this playbook—individually, collaboratively, and in coordination with regional and national networks and partners.

Tactical Recommendations

The objective of the playbook is to offer recommendations on how the region may connect, coordinate, and communicate.

Connection

Create opportunities for communicators and evaluators to interact.

1. Support communicators and evaluators to be active members of ACE or other pertinent professional communities of practice.
2. Encourage communicators and evaluators to join NIFA's Monthly Communications Town Hall Meetings.
3. Provide financial support to encourage engagement among communicators and evaluators.

Coordination

Generate resources for communicators and evaluators to utilize for amplifying messages.

1. Create a resource library of "ready to use" and customizable products.
2. Articulate best practices for how institutional and regional efforts and individuals should connect and align with national efforts.
3. Develop an audience map for the local, regional, and national levels.
4. Form working groups to implement various components of the playbook.
5. Offer hybrid meetings to allow for maximum attendance.

Communication

Communicate how western region institutions and partners deliver advances in critical fields.

1. Develop modules to create awareness and help educate within WAAESD and WEDA and each association's affiliates.
2. Increase communications of impacts and multi-purposing of success stories.
3. Set expectations, accountability, and responsibility for manageable and consistent communications activity.
   a. Produce talking points to support core messaging.
   b. Leverage social media networks.

Appendix A: Western Communicators and Evaluators Resource Survey & Survey Results

1. Which University do you represent?

2. Which unit within your University do you represent?
Experiment Station
Extension
Both

3. Do you have access to a communicator or communications team?
Yes, and communicator/team's primary focus is my unit.
Yes, but at the college (or similar) level (unit is not a singular focus).
Yes, but at the university level (unit is not a primary focus).
No direct access to communicators.

4. How many communicators do you have access to?
0
1
2-5
5-10
More than 10

5. What expertise/services do your communicators provide?
Communications strategy
Executive/leadership communications
External relations (such as legislative or stakeholder relations communications)
Design
Marketing
Media relations
Multimedia (photo, video, audio)
Social media
Web development/design
Web strategy
Writing/editing
Other (please specify)

6. Which of the following are your communicators connected with? (check all that apply)
Association for Communication Excellence (ACE)
National Land Grant Impact Database
APLU Communicators List/monthly toolkit
Unsure
Other (please specify)

7. Do you have access to evaluators?
Yes, at the University level
Yes, at the organizational level (such as an evaluator who serves an entire Extension Service, Agricultural Experiment Station or College).
Yes, for specific programs or projects.
No direct access to evaluators.

8. How many evaluators do you have access to?
0
1
2-5
5-10
More than 10

9. What expertise/services do your evaluators provide?
Evaluation basics training
Needs assessment assistance
Formative program evaluation
Summative program evaluation
Logic modeling
Methodology consults
Instrument design
Instrument validation
Quantitative data analysis
Qualitative data analysis
IRB proposal editing
Impact statement editing
Risk and crisis communication
Other (please specify)

10. Which of the following are your evaluators connected with? (check all that apply)
AEA Extension Education Evaluation Topical Interest Group (EEE TIG)
Association for Communication Excellence (ACE)
Epsilon Sigma Phi (ESP)
Extension Foundation Impact Collaborative
National Extension Technology Community (NETC)
National Association of Extension Program and Staff Development Professionals (NAEPSDP)
National Land Grant Impact Database
Western Regional Evaluators Network (WREN)
APLU Communicators List/monthly toolkit

Q1: Participating Universities

New Mexico State University, University of Wyoming, University of Hawaii, Washington State University, Arizona State University, Utah State University, University of Alaska Fairbanks, University of California, Montana State University, University of Guam, American Samoa Community College, Oregon State University.
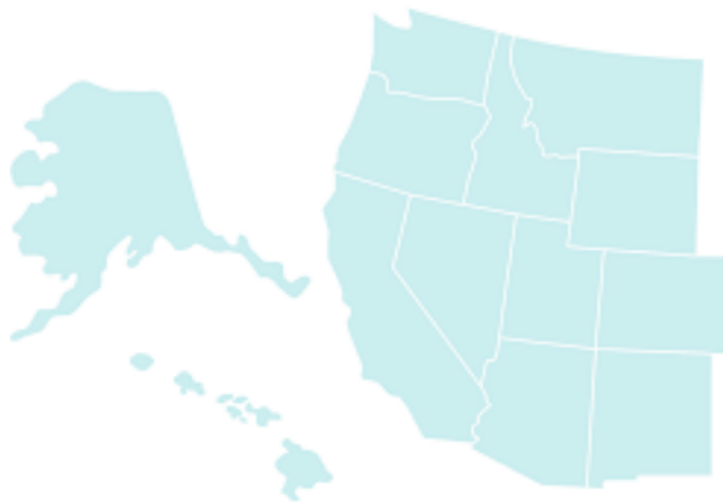
- Some universities completed multiple surveys.

Q2 Which unit within your University do you represent?
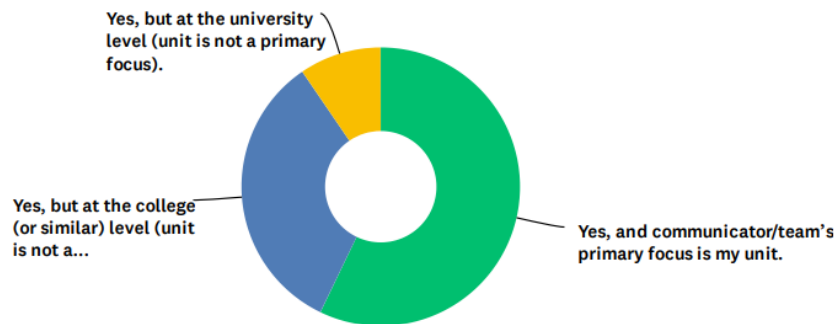
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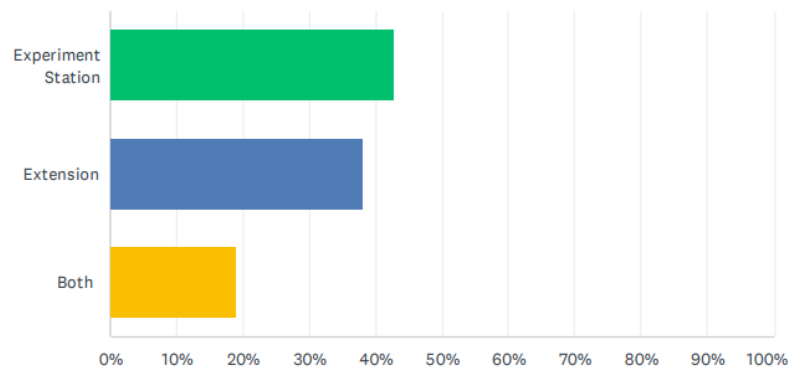
ANSWER CHOICES	RESPONSES	
Experiment Station	42.86%	9
Extension	38.10%	8
Both	19.05%	4
TOTAL		21

Q3 Do you have access to a communicator or communications team?

Answered: 21   Skipped: 0

Yes, but at the university level (unit is not a primary focus).

Yes, but at the college (or similar) level (unit is not a...

Yes, and communicator/team's primary focus is my unit.

ANSWER CHOICES	RESPONSES	
Yes, and communicator/team's primary focus is my unit.	57.14%	12
Yes, but at the college (or similar) level (unit is not a singular focus).	33.33%	7
Yes, but at the university level (unit is not a primary focus).	9.52%	2
No direct access to communicators.	0.00%	0
TOTAL		21

Q4 How many communicators do you have access to?

Answered: 21   Skipped: 0
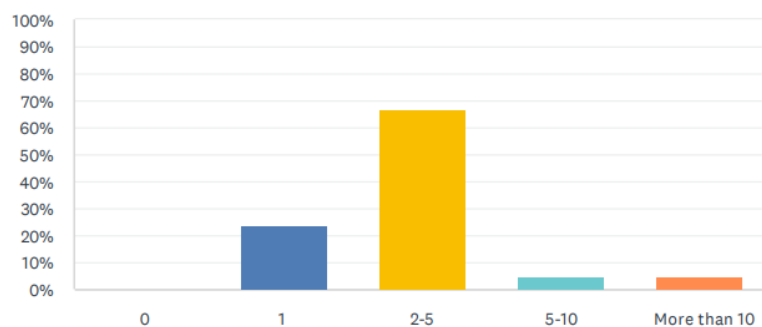
ANSWER CHOICES	RESPONSES	
0	0.00%	0
1	23.81%	5
2-5	66.67%	14
5-10	4.76%	1
More than 10	4.76%	1
TOTAL		21

Q5: What expertise/services do your communicators provide?
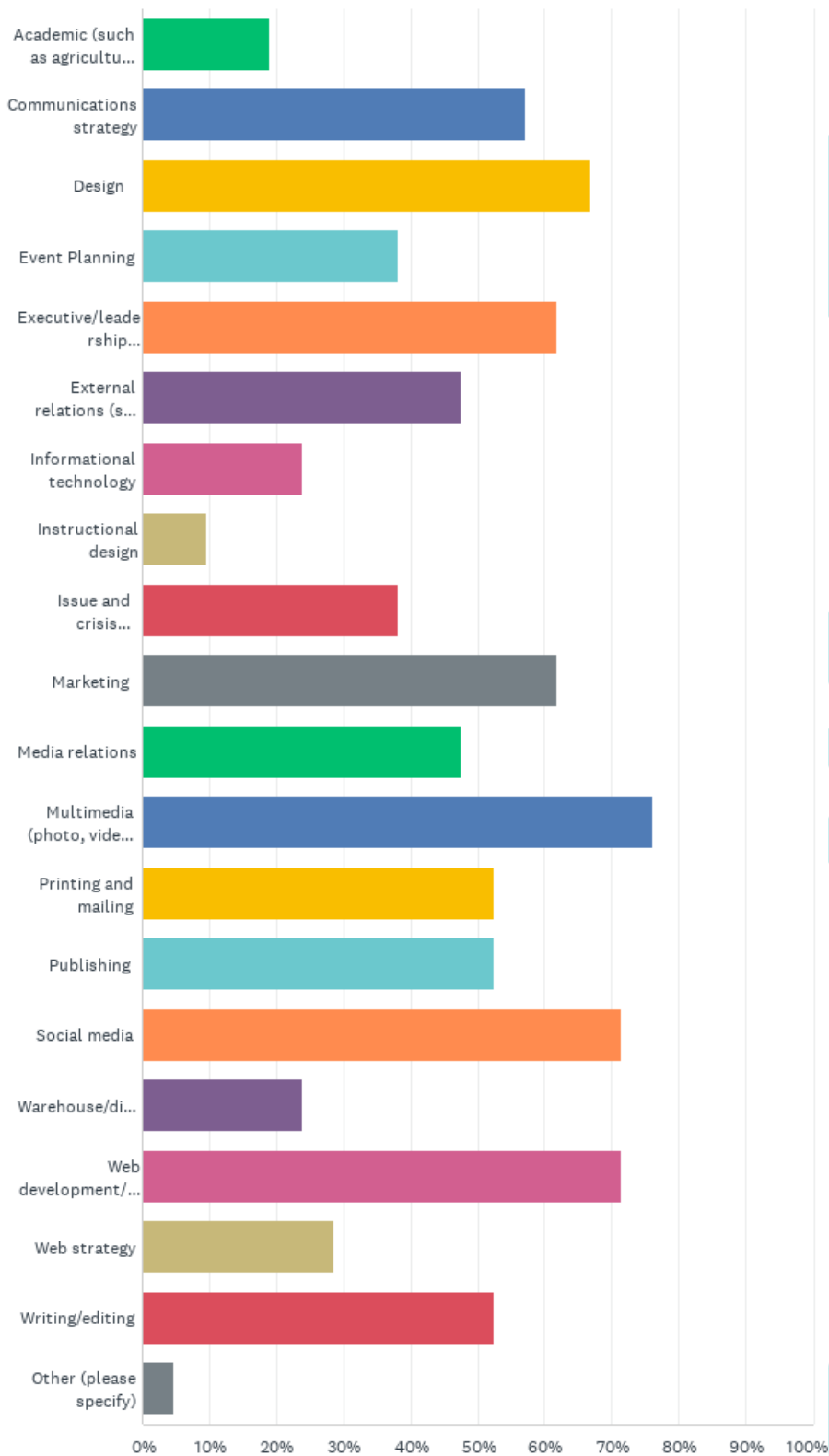
Q5: What expertise/services do your communicators provide?

ANSWER CHOICES	RESPONSES	
Academic (such as agricultural communications degree programs, research faculty)	19.05%	4
Communications strategy	57.14%	12
Design	66.67%	14
Event Planning	38.10%	8
Executive/leadership communications	61.90%	13
External relations (such as legislative or stakeholder relations communications)	47.62%	10
Informational technology	23.81%	5
Instructional design	9.52%	2
Issue and crisis communication	38.10%	8
Marketing	61.90%	13
Media relations	47.62%	10
Multimedia (photo, video, audio)	76.19%	16
Printing and mailing	52.38%	11
Publishing	52.38%	11
Social media	71.43%	15
Warehouse/distribution	23.81%	5
Web development/design	71.43%	15
Web strategy	28.57%	6
Writing/editing	52.38%	11
Other (please specify)	4.76%	1
Total Respondents: 21		

Q6 Which of the following are your communicators connected with? (check all that apply)
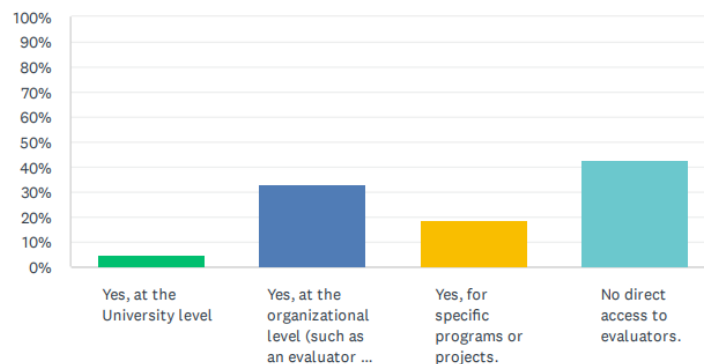
Answered: 20   Skipped: 1
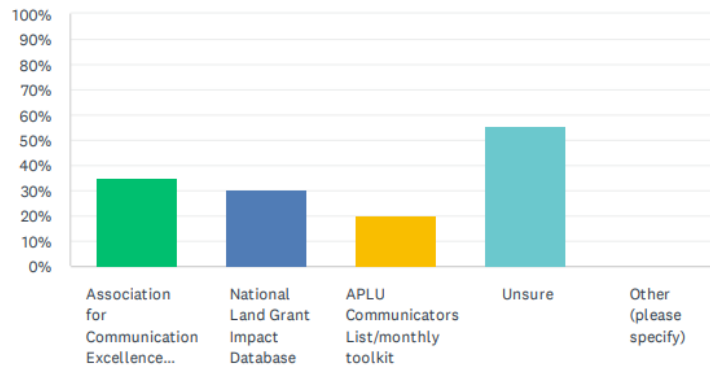
ANSWER CHOICES	RESPONSES	
Association for Communication Excellence (ACE)	35.00%	7
National Land Grant Impact Database	30.00%	6
APLU Communicators List/monthly toolkit	20.00%	4
Unsure	55.00%	11
Other (please specify)	0.00%	0
Total Respondents: 20		

Q7 Do you have access to evaluators?

Answered: 21   Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes, at the University level	4.76%	1
Yes, at the organizational level (such as an evaluator who serves an entire Extension Service, Agricultural Experiment Station or College).	33.33%	7
Yes, for specific programs or projects.	19.05%	4
No direct access to evaluators.	42.86%	9
TOTAL		21

Q8 How many evaluators do you have access to?

Answered: 19   Skipped: 2
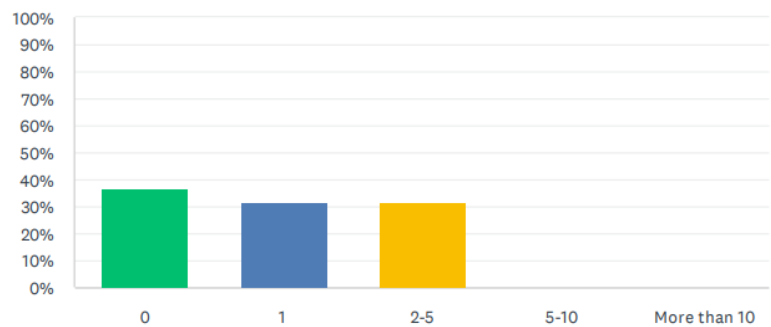
ANSWER CHOICES	RESPONSES	
0	36.84%	7
1	31.58%	6
2-5	31.58%	6
5-10	0.00%	0
More than 10	0.00%	0
TOTAL		19

Q9: What expertise/services do your evaluators provide?
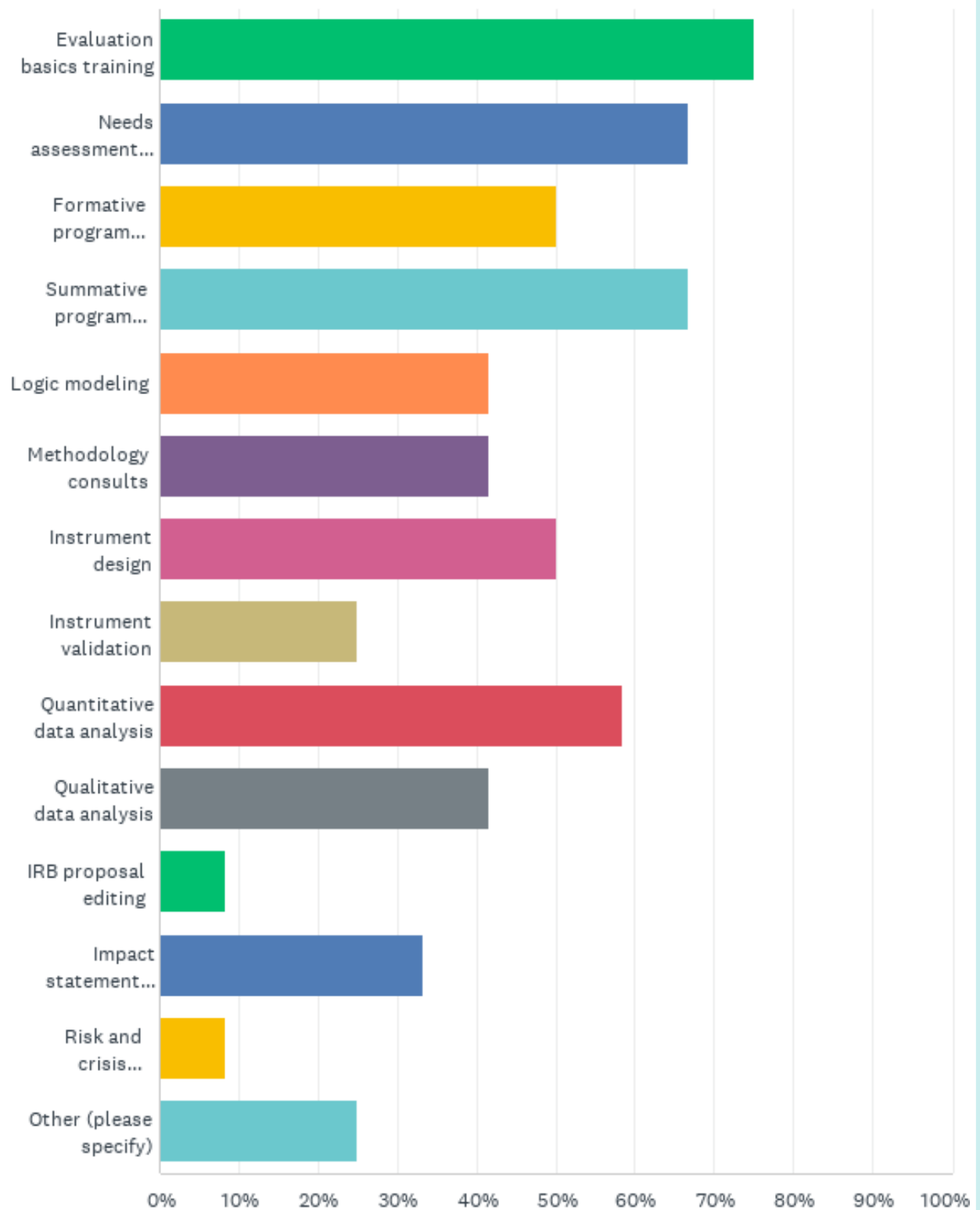
Q9: What expertise/services do your evaluators provide?

ANSWER CHOICES	RESPONSES	
Evaluation basics training	75.00%	9
Needs assessment assistance	66.67%	8
Formative program evaluation	50.00%	6
Summative program evaluation	66.67%	8
Logic modeling	41.67%	5
Methodology consults	41.67%	5
Instrument design	50.00%	6
Instrument validation	25.00%	3
Quantitative data analysis	58.33%	7
Qualitative data analysis	41.67%	5
IRB proposal editing	8.33%	1
Impact statement editing	33.33%	4
Risk and crisis communication	8.33%	1
Other (please specify)	25.00%	3
Total Respondents: 12		
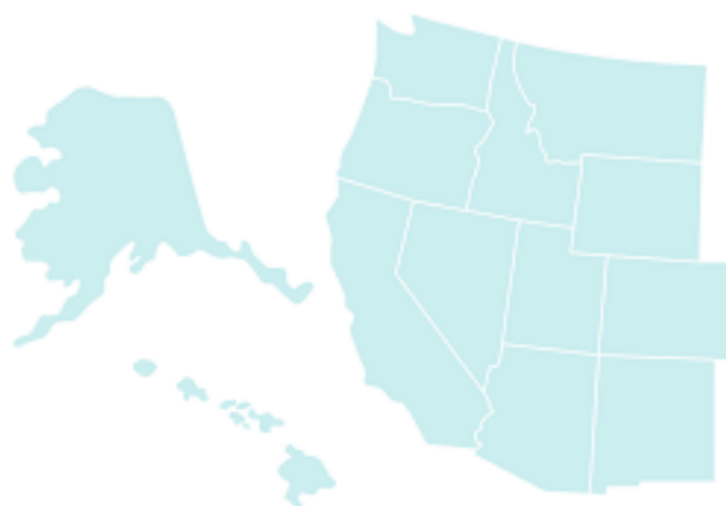
Q10 Which of the following are your evaluators connected with? (check all that apply)

Answered: 15   Skipped: 6
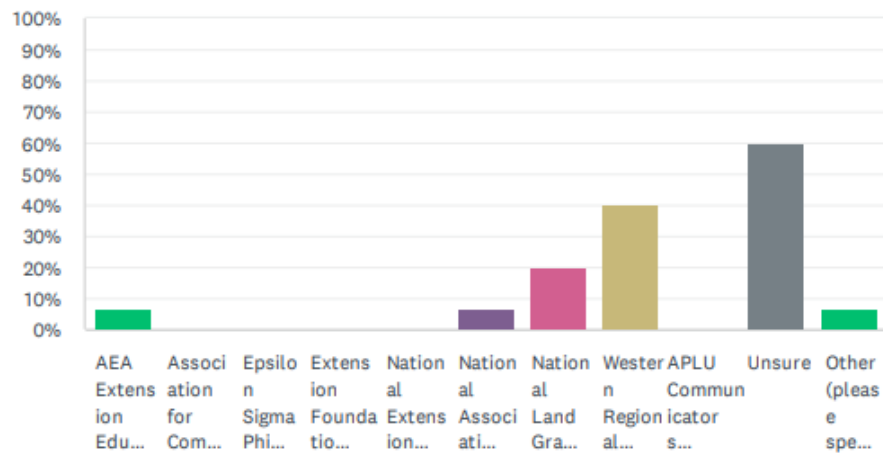
ANSWER CHOICES	RESPONSES	
AEA Extension Education Evaluation Topical Interest Group (EEE TIG)	6.67%	1
Association for Communication Excellence (ACE)	0.00%	0
Epsilon Sigma Phi (ESP)	0.00%	0
Extension Foundation Impact Collaborative	0.00%	0
National Extension Technology Community (NETC)	0.00%	0
National Association of Extension Program and Staff Development Professionals (NAEPSDP)	6.67%	1
National Land Grant Impact Database	20.00%	3
Western Regional Evaluators Network (WREN)	40.00%	6
APLU Communicators List/monthly toolkit	0.00%	0
Unsure	60.00%	9
Other (please specify)	6.67%	1
Total Respondents: 15		

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## Appendix B. National Land Grant Impact Database – Western Region Contributions

National Impacts Entered in the Western Region by State

	2019 Extension	2019 Research		2020 Extension	2020 Research		2021 Extension	2021 Research
Am. S.	0	0	Am. S.	0	0	Am. S.	5	0
AK	0	0	AK	3	0	AK	0	0
CA	24	0	CA	27	0	CA	16	0
CO	1	0	CO	3	0	CO	0	0
ID	5	0	ID	6	0	ID	5	0
NM	5	10	NM	1	21	NM	0	19
OR	8	2	OR	13	1	OR	13	1
UT	1	0	UT	3	0	UT	0	0
WA	0	6	WA	0	7	WA	0	0
WY	0	0	WY	2	0	WY	0	11
	44	18		58	29		39	31
	10.8% of total entries			12.3% of total entries			18.4% of total entries	

Western Land-grant Universities not included above did not submit impacts for inclusion in the national database.

National Impact Entered by Focus Areas

	2019 Extension	2019 Research	2020 Extension	2020 Research	2021 Extension	2021 Research
Agricultural Systems	11	14	17	13	10	15
Energy & Byproducts	0	0	0	0	0	1
Environmental Stewardship	3	1	7	11	2	4
Food Security	5	1	4	2	4	6
Nutrition & Health	14	1	16	2	10	1
Youth, Families & Communities	11	1	13	1	12	4
Null/ Undefined	0	0	1	0	1	0
	44	18	58	29	39	31
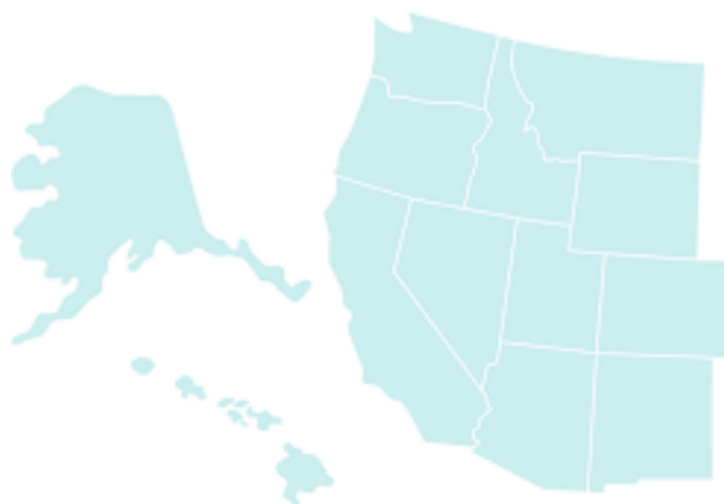
Appendix C. Summary of Existing Assets and Key Collaborator Interviews

Communication and Evaluation Resources

Given the emphasis placed on relying on institutions to engage in national efforts, the steering committee developed a survey to inventory communication and evaluation resources available throughout the western region that may contribute to a regional communications strategy.

See Appendix A for results.

Collaborator Interviews: NIFA Communications

Faith Peppers, NIFA Communications Director
LaRachelle Samuel-Smith, NIFA Internal Communications Manager and Western Region Liaison
Lori Gula, NIFA External Communications Manager

Peppers emphasized the importance of making information readily available for consumption by those who may amplify the land-grant message. Peppers compiles success stories and impact statements from institutions in states on the itinerary for visits by the Secretary of Agriculture and NIFA Director. These stories are then incorporated into remarks the respective dignitaries deliver during their visits. The National Land Grant Impacts Database (NIDB) is one of the first repositories Peppers reviews for information. She also reviews information posted on an institution's website to supplement NIDB content or fill gaps. If those two resources do not contain sufficient information, she and her staff contact the institutional communicator for assistance. Peppers further stressed the importance of having access to evaluators to coordinate with communicators.

Samuel-Smith and Gula reemphasized many of Peppers' points. They also elaborated on responsibilities of NIFA communications staff. NIFA has initiated a program called "Thoughtful Thankful Thursdays." The program is geared towards NIFA staff learning about the important role they play with land-grant partners. Guest speakers from the land-grant university system explain how the work they do is advanced by the communication staff at NIFA. They encouraged participation by institution communicators in NIFA's Monthly Communications Town Hall Meeting. NIFA also offers a monthly social media toolkit.

Collaborator Interview: APLU Communications and Partnerships

Andrea Putman, APLU Assistant Vice President for Communications and Partnerships

Putman reviewed the resources at her disposal and efforts to include communicators throughout the land-grant system. She shared information about the monthly Office of Food, Agriculture & Natural Resources (FANR) Communications toolkit and associated campaigns. Putman also explained efforts to maintain a current list of communicators at land-grant universities. The objective is to rely on institutional communicators to utilize the toolkit (which

includes messaging, editorial calendar suggestions and template social media content) to amplify the APLU messages and campaigns on social media.

Collaborator Interview: ESCOP Grand Challenges
Sara Delheimer, Program Coordinator for the Multistate Research Fund Impacts

Delheimer shared the ESCOP Grand Challenges templates as another example of an effort to utilize a standardized national template that can be customized with local or regional success stories.

Collaborator Interview: Southern Research Communicators Consortium
Frankie Gould, Chair of the Southern Research Communicators Consortium

Frankie shared the strategic roadmap for the Southern Research Communicators Consortium, including showcasing member successes, steps to achieve goals, and challenges.

[View complete presentation](#)

National Land Grant Impacts Database
It was quite evident that the NIDB is a valuable resource for national communications efforts. It is important to note that impact statements available in NIDB have been subjected to peer review, which increases the quality of the information available to users of the database.

In addition to the information gleaned directly from NIDB described by NIFA, the steering committee learned that a small contingent of communicators convenes annually to produce national impact stories in which institutions contributing to NIDB are called out for their important work. The group of communicators produced 61 stories, 27 factsheets, and a video in 2021. Therefore, the steering committee summarized data from NIDB to determine how well institutions within the western region are represented in NIDB. See Appendix B for full results.

Ten of the 17 institutions within the region have published impact statements over the last 3 years. The total number of impact statements published for Extension is greater than the number published by Agricultural Experiment Stations (Research). Overall, the west contributed 10.78%, 12.3%, and 18.4% to the total number of impact statements published in 2019, 2020, and 2021, respectively. Distribution of impact statements across the NIDB predefined focus areas revealed that the western region's greatest number of impacts are in agricultural systems. The results also indicate uneven contribution among impact statements published by the region's Extension and Agricultural Experiment Stations.

Appendix D. Remaining Questions/Pending Discussion

Feedback from Directors

a) Stay broad with tactics at this point so work can be utilized by a broader audience.

b) Institutional reporting systems: who is using what, and how are we using those to support collecting and systemizing? Can we help minimize the duplication of reporting?

c) Directory with current communicators or evaluators. Director's names are easy to find, but a directory of peers would be helpful.

d) Highlight the importance of the close relationship with communications and government relations.

e) Leveraging social media and streamline communications on a regional level.

f) Generate this playbook as a beginning step and then form working groups that could identify what message we want to communicate on behalf of the region and then we could begin to share a unified message.

g) Highlight the importance of reporting in the national impact database. We know there is not consistent reporting. Some institutions report every year, others only report occasionally. The national impact database is becoming more and more of a data mining resource for many national partners, not just NIFA.

h) Currently there is a group of communicators that come together annually to report impact statements on the national level, we hope to duplicate on a regional level.

i) Identify how many colleges have a local or state level database reporting system that in theory reports into the national reporting system.

- Many people noted they use digital measures. Digital measures does not capture the positive impact statements that can be used for general public information.

Feedback from 2022 ACE Conference Attendees

Respondent #1

Resource library/toolkit seems like a good way to share content.

How do the directors engage with these stakeholder groups currently?

Things I can do to continue this:

- Continue to engage in the Townhalls
- Send our products and materials to someone that others could use.

Respondent #2

Connect with other regions at scheduled times.

Loop these efforts into AHS/CARET

Need to closely link the effort with the CARET program and include briefings led by communications.

Never hurts to also inform a regional taxpayer about regional work that align with priorities driving funding.

Do make one of your success measures include appropriations or increased funding.

- You can be successful in your efforts but run up against competing priorities or economic condition that blocks funding.
  - It doesn't mean you were not successful.

Respondent #3

The tactical recommendations of connecting, coordinating, and communicating may need to be translated into a strategic communication plan given that the title of the document is a strategic communication "playbook." This can be done when all of the questions raised have been addressed:

- Agenda
- Leverage resource
- Matrix
- Access
- Communicators/evaluators
- Priority areas
- Best practices
- Partners

I may commit to being part of the drafting of the playbook/strategic communications plan.

Respondent #4

What are the program priorities?
What are the metrics that you have to evaluate success?
Keeping reviewing other websites.
Reach out to Sara Delheimer.

Respondent #5

Join/assist working group
Provide updates to admin
Continue NIFA Townhalls

Respondent #6

Great to hear about financial support but building comms efforts into evaluators/annual reviews and rewards also seems important for incentivizing and sustaining these efforts.
How are tribal colleges and territories- and their specific concerns, needs, etc- included in creation and implementation of the playbook?
Would love to hear feedback from directors and communicators about how MRF Impacts can create materials that function better at state/regional levels.

Respondent #7

What's working already?
Regional Townhalls with the communicators and directors?
What are the success metrics?
What examples exist or who is already doing pieces that are aspirational?

Concept Note
North American Rangelands Feature-Length Documentary
in honor of the
International Year of Rangelands and Pastoralists (IYRP) 2026
May 2022

BACKGROUND: The road towards the declaration of an
International Year of Rangelands and Pastoralists (IYRP) by the
United Nations was a long one. The idea was first discussed at the
International Rangeland (IRC) and Grassland (IGC) Congress held in Hohhot, China in 2008. Facilitated by
the Rangelands Partnership and the Society for Range Management, the creation of an International
Support Group (ISG) in 2015 helped to provide a stronger global focus as well as the integration of social
dimensions. This led to a growing partnership of national, regional, and international organizations.
Numerous events were conducted at international meetings between 2015 and 2021 to solicit support
for an IYRP. In 2018, UN Environment Program published a Gap Analysis of knowledge about rangelands
and pastoralism that helped to further highlight the significant neglect of these issues in both academic
and development circles. Under the leadership of the Government of Mongolia, the proposal for a
designation of an IYRP was officially presented in 2019 to the Food and Agriculture Organization of the
United Nations (FAO). Following key approvals by FAO, the proposal was forwarded to the U.N. General
Assembly where it was approved on 15 March 2022 with the co-sponsorship of 102 countries. In
addition, 300 organizations from around the world have also given concrete support for the effort.

WHY AN IYRP? Rangelands occupy 54% of all land on Earth. Yet, as the global human population
becomes more modernized, people in urban centers are often disconnected from rangelands and their
importance to food security, climate variability, conservation efforts, and ecosystem services. IYRP's
mission is to promote an understanding and appreciation of rangelands around the world, the people
who use them, and the contributions they make to global health. Specifically, an International Year
provides new opportunities to:
- increase awareness of the importance of rangelands and pastoralists as solutions to the
  consequences of climate change
- mobilize people worldwide to address today's most difficult challenges with these new
  understandings (drought, renewable energy, fire control, wildlife conservation etc.)
- boost efforts for creating new knowledge and sharing experiences and practices
- inform decision-making at all levels for enlightened policies to benefit current and future
  generations

THE PROPOSAL: If these ends are to be achieved, the public and policy makers will need to be reached
out to in new ways that go well beyond traditional academic publications. Current preferred modes of
learning tell compelling stories using multi-media formats. The medium of film can reach millions of
people quickly and effectively and can be shown at theaters across the country and on television
(potentially through PBS or even Netflix). At the same time, documentaries can be used as teaching
resources from grade school to higher education. For instance, the following award-winning films were
combined with educational materials to support greater learning opportunities: *The West is Burning*:
https://www.westisburning.org/; *Beyond the Mirage*: https://www.youtube.com/watch?v=qdROtlIdEhA
(Emmy award winning documentary, also on Amazon Prime, about the future of water in the west).
Other documentaries create strong stories told by a sympathetic character such as *The Octopus Teacher*

TARGET AUDIENCE: General public and policy makers but with a focus on high school and college students and teachers and other influencers.

FUNDING REQUIREMENTS: The filming process has four major steps:
(1) pre-production - the director(s) and writer(s) explore the topic and create a compelling narrative that takes on big issues through a story that connects with individuals; gain input from an Advisory Group; determine best approach for gaining the broadest exposure (i.e. PBS, Netflix, other); conduct early shooting and prepare materials/trailer that can be used to raise additional funds for the film. This phase is largely conducted by the director(s) and writer(s). Estimated funding needed - $50k.
(2) production - the director(s), and sound recordist, and other team members rent equipment, spend time in the field, and capture everything needed for the film - this step can be $200 - 800k depending on the length of time, travel, team size, and other variables. At the end, the director(s) will work with an editor and writer(s) to create a rough cut together.
(3) post-production - industry investment may be available for this phase with costs running approximately $250-300k. The director(s) and editor take the cut through several more passes until it is at "picture lock". Companies are then hired for sound design and mixing, musical score, computer graphics, color/conforming and delivery of the final files.
(4) A fourth step for an "impact campaign" will include a budget for a launch event, publicist, bookkeeping, curriculum materials, and a post-production supervisor; approximately $100,000.

FUNDRAISING CAMPAIGN AND GOAL: An optimal level of funding for a feature-length documentary is between $500,000 and $1,000,000. If all 19 Western and Great Plains land-grant universities contributed $20,000, this would be more than enough to begin the project that would result in at least a short video trailer that could be used for further fund-raising, as well as a final script and considerable footage toward the complete film. At the same time, funding from private sources including societies, organizations, companies, and individuals will be pursued, particularly reaching out to those that already expressed support for the IYRP in formal letters of support. All contributors will be listed in the film credits, potentially at the following levels:

- Diamond - $50,000 and above
- Platinum - $25,000 to $49,999
- Gold - $10,000 to $24,999
- Silver - $5,000 to $9,999
- Bronze - $500 to $4,999

While in production, the North America IYRP Support Group, North America IYRP Communications Team, Society for Range Management, and the Rangelands Partnership (with membership from the 19 land-grant universities) will plan and implement a marketing campaign to ensure the film has broad exposure. Members of these organizations will also collaborate to prepare educational and extension materials that will be made available freely through the IYRP website (https://iyrp.info/).

For more information, contact: Bill Payne [wpayne@unr.edu] or Barbara Hutchinson [barbarah@cals.arizona.edu]

WAAESD Spring Business Meeting
March 23, 2022
10:30 AM – 5:00 PM
March 24, 2022
8:00 AM – 12:00 PM
Atlantis Hotel, Reno Nevada

Minutes

Attendance: Scot Hulbert, Chris Pritsos, Gene Kelly, Sreekala Bajwa, Chris Davies, Mark McGuire, Adrian Ares, Leslie Edgar, David Gang, Walter Bowen, Shawn Donkin, Jodie Anderson, Eric Webster, Bret Hess, Jennifer Tippetts (recording secretary).

1. **Welcome** – Chris welcomed members and each member introduced themselves.
   a. **Approval of Meeting Agenda** - Shawn asked for a few minutes for a presentation.
   b. *Sreekala moved to approve the agenda with the amendment; Leslie seconded the motion. Motion approved unanimously.*
2. Shawn Donkin presented on the **Western Regional Aquaculture Center** - There are five regional centers across the US. The five centers receive a total of five million dollars for aquaculture research. These funds are split equally and are administered by each center without overhead or administrative charges. The regional centers recently had a meeting to address what changes could be made. The group determined that an ask should be made for more funding. The regions are being asked to work with their legislators to help support this ask. The BAA traditionally takes the stance that we don't advocate for the smaller lines, they focus on the toplines that represent 70-75% of NIFA's budget. The concern is that the message on the Hill could be confused if the regional centers were added to the mix. However, this could be worth adding to the Farm Bill. Bret recommended BLC could take the concept of increasing authorized funding to CLP.
3. **Regional Agricultural Innovation Hubs Concept -** Sreekala clarified no brick and mortar as part of the request, and there would be a board of directors to see this project through. Ideally a public/private partnership would be created because if you partner with the University, then they own the intellectual property. The current proposal is a pay to play format to sit on the board, providing faculty or industry members. The board would have the first opportunity to buy licensing rights.
   a. Scot recommended if there are several universities involved that they should specifically be ag based.
   b. Shawn noted Agrinovus came along as a connector organization. The concept is that to retain and promote talent in the state. Shawn recommended emulating Agrinovus.
   c. Chris D. asked what the staffing structure would look like? Sreekala shared that the biggest hurdle in Montana alone was that Universities are positioned to take cuts and it would be hard to find staffing.
4. **Approval of 2021 Summer Meeting Minutes -**
   a. Leslie *moved to approve the minutes as presented; Gene seconded the motion. Motion approved with an abstention from Jodie.*

5. **Chair's Interim Actions & Executive Committee Report-** Chris reviewed the interim actions and executive committee report (page 8).
    a. Sreekala noted that the relationship with ARS gets tested when transitions happen with staff. The idea was to express the challenges and then generate a standardized approach that can be followed for the future. The relationships are led by research leaders.
    b. Shawn moved *to approve as a seconded motion; Motion approved unanimously.*
6. **Blue Ribbon Panel Survey-** WAAESD nominated several members to be on the panel. Three members are from the West on a ten-person panel. There is confusion about the exact role of the panel.
    a. The panel was designed to study collaboration and coordination among LGUs and how to work together more effectively. An initial report will be available for review to ensure they have covered all topics. There will be an opportunity to provide feedback at some point. We can choose to respond as a region or organization.
    b. The question from Wendy would like input on is "how do we incentivize collaboration?" Or great examples of good coordination between LGUs. How do we incentivize this work?
    c. Members brainstormed ideas that are currently being done, future ideas and ideas on incentivizing. The ideas will be combined and presented by the Executive Committee in response to the panel's request for input.
7. **Excellence in Leadership Award Nomination-** Each region selects a nomination to be presented at the APLU meeting. The Executive Committee forwarded a motion to select Millan Shipka to receive this award. Chris called for additional nominations or discussion.
    a. *Mark moved to close nominations; Jodie seconded. Motion passed unanimously.*
8. **MRC Update-** The importance of MRC's primary functions was discussed. Each region now plays a more critical role because they make the final decision on which projects are approved as five-year projects. Once the regional ED makes a recommendation at the advice of the MRC then the decision is final. There was a glitch in the system that deleted the Western region's administrative contact, and automatic emails were not sent out. Consequently, MRC did not have an adequate number of peer reviews to evaluate multistate research projects. MRC only acted on the WERA's at their spring meeting. The second portion of the meeting will be in April. Eric Webster has volunteered to fill the upcoming position on MRC.
9. **Crosswalk Request-** The Science and Technology committee has asked all regions to perform a crosswalk of NIFA priorities and ESCOP Grand Challenges with all multi-state projects. We are looking at gaps and opportunities.
10. **Writing Impact Statements Workshop and Multistate Impacts Portion of NRSP1 with Sara Delheimer**

    Delheimer-Impact
    Writing Workshop Ha

    https://www.dropbox.com/scl/fi/717228qreerytedg1ujhj/Delheimer-PPT-WAAESD-Spring-Meeting-2022.pptx?dl=0&rlkey=yh7r63kfauqkp6t5t8d19decl
11. **NRSP1 Proposal-** Bret added to Sara's presentation. NRSP1 is up for renewal and classified as a core proposal.

https://www.dropbox.com/scl/fi/7j2wqsjamqawljzbkdk9b/NRSP1-Renewal-Presentation_20220319.pptx?dl=0&rlkey=nlj1owzp8w1228oy6di7xzfiy

WAAESD was pleased to learn about the decrease in OTT funds requested to start the new 5-year project cycle.

12. **Conversation with ESS/ESCOP Chair-** Chris Pristos presented the following power point presentation and shared a letter he wrote and sent to BAC-BAA.

https://www.dropbox.com/scl/fi/43errvt3r0bl1bdj6u5no/Pritsos-Spring-Meeting-Slides_CP-004.pptx?dl=0&rlkey=l671q3ezgzsgxs3lpipg928qz

📄 **W**
BAC-BAA Letter
20220317.docx

There was a lot of discussion among WAAESD members about the presentation. Members were very appreciative of Chair Pritsos for representing their interests.

13. *John Dryer- ARS* John reviewed the changing leadership in the different states.
https://www.dropbox.com/scl/fi/74kq91vqinpw1e1fa2kpo/Dryer-WAAESD-ARS-Dyer-03.24.22.pptx?dl=0&rlkey=kf8a54aghem0b0mp89kjcx1qh

14. **WAAESD Goals-** Scot reviewed the proposed WAAESD Goals and emphasized Diversity, Equity and Inclusion as it relates to engaging with 1994 and tribal communities.

15. *Jodie questioned how we can help each other as we begin to have high turnover in the Dean position. Is there a way we can help each other to find and hire administrators with experience that also helps diversify the staff? The group discussed the challenge. It starts with the graduate students and trying to keep them. Shawn shared that there are some federal dollars that are available for diversity. The group also discussed having a civil rights review. Adrian also noted the additional challenge of the language barrier.*

16. **Treasurer's Report-** Gene shared that information included in the Treasurer's report was pulled from QuickBooks starting with the reconciled balance at the end of December. The Accounts Receivable Report and Profit and Loss Report through December were also included because these reports will be utilized by the tax accountant when she prepares the 990EZ for the 501(c)4 non-profit.
    a. We ended the calendar year with a healthy net balance of $254,551.68.
    b. The second page of the Treasurer's report shows that all members have paid their assessments. The negative $1,183.88 for Alaska reflects a double payment for their academic programs assessment. A credit will be applied to this year's assessment. Utah and Hawaii show on the AR report because a penny overpayment due to rounding errors on the invoice. Those two lines have been corrected with a journal entry.
    c. The Profit and Loss Statement on pages 4 and 5 categorize income and expenses for the calendar year. Starting on page 4, the Association's total income for the year was $265,041.20, thanks to all assessments being paid, income from the ESS event and the $101,506.17 in carry over of funds that were transferred from CSU.
    d. Moving to total expenses of $102,889.29 on page 5 of the report, the WAAESD non-profit will report a net income of $162,151.91 in 2021.
    e. The reconciled balance through the end of February is $234,945.47, which accounts for expenditures against the checking account's net balance of $254,551.68 at the end of

the year. We project to spend roughly $40,000 through the end of June, which will leave us with a balance of about $194,000 at the end of the fiscal year.

    f. *Motion passed to approve the treasurer report. Passed unanimously*

17. **2023 Proposed Budget.** The FY23 proposed budget is similar to previous years, only simplified for the operational side of WAAESD (or the non-profit arm). We were very close with our projection at this time last year; actual carryover was $1,238 more than projected carryover. Thus, we feel confident in projecting a carryover of $33,307 at the end of FY22. We expect carryover again this year because travel has been limited.

    a. For the proposed budget, refer to the far-right column. The admin line includes Jenn's contract and the fees we pay for UNR to host. The web manager and accountant are based on FY22 payments, whereas the facilitation line is reduced since we anticipate the Western Water Network will not require as much effort as it did to get off the ground.

    b. The list of operating expenses reflects the reality of returning to face-to-face meetings and the need to purchase a computer for WAAESD. Travel is expected to happen again over the course of FY23. In this case, Jenn will need to accompany Bret to record notes for various meetings. The roundtrip for Milan to receive the Excellence in Leadership Award could be pricy.

    c. Overall, the proposed budget of $191,812 is greater than last year reflecting the return to face-to-face meetings and the contract for administrative services. However, we propose to assess members the same amount as last year or $93,445 as highlighted in yellow below the table. Doing so will leave a deficit of $98,367 if we only account for expenses versus income from assessments, but if we subtract the $33,307 expected carryover then the deficit would be $65,060. Recall that we applied last year's carryover to the budget, which allowed us to reduce assessments by 34%.

    d. As reported earlier in the Treasurer's Report, we have a balance of $234,945 in the checking account. We project spending $40,973 to finish the current fiscal year, leaving a projected balance of $193,972 at the end of June. The $60,138 deficit from before can easily be covered by the projected balance, and if all projections are correct, we would end FY23 with a checking account balance of $95,605. We would be sitting on an estimated balance of $6,000 less than what we had when we restructured the organization and created the non-profit arm.

    e. Thanks to Chris Pritsos for asking the question about the projected FY23 balance. It made us double check the numbers, and we located an error in the spreadsheet causing the difference between projected ending balance of $95,605 instead of $133,834 that was in the proposed budget presented last week.

    f. *Motion passed unanimously to approve proposed budget for next year.*

18. **Budget & Legislative Committee-** Shawn Donkin reported that this is an ESCOP committee that works on providing a budget for the federal government. The next chair will be Anton Beckerman from the NE region. There are 11 members and 11 Liaisons. BLC worked hard on the request for the build back better number and request. BLC has been discussing the idea of Moonshot for Agriculture. The NSF's cure for cancer is a great example, and we have been trying to identify that key issue in terms that everyone can understand. Right now, the key idea that society can identify with is carbon neutral agriculture or climate-smart agriculture.

a. Shawn would like a better way to gain input from regional directors and might be sending more emails asking for feedback.

19. **Diversity Catalyst Committee-** The committee meets every month, and anyone is welcome. DCC has posted a call to action to determine what different institutions are doing for DEI. Bret reviewed the challenge areas (page 39). Bret also reviewed the call for nominations of National Experiment Station Section Diversity and Inclusion Award.

    a. Jodie shared that they have an evaluator and civil rights representative. Training was offered that generated awareness. Alaska secured a grant for the experiment station to identify underserved areas. As a land-grant Alaska is struggling with how to write and inclusive land acknowledgement with 232 recognized tribes and multiple cultural groups. Alaska has a faculty training for mentoring first generation students. Jodie also held a virtual conference to support women in ag conference, with over 200 participants for 8 hours on a Saturday. All administration is attending a 6-month DEI training.

    b. Scot shared an example at Washington State where competition was generated among department heads. Scot also noted that diversity statements at the bottom of a job description can be very inspirational.

    c. Eric noted the difficulty of competing with industry because salary, retirement, and additional benefits are so much less at universities. Eric agrees that it is important to work with graduate students.

    d. Shawn shared that they were able to change diversity in about 4-5 years at Purdue, with targeted recruitment and community support. Take a look at Purdue's website for agriculture research and grad research assistance program to view the model that was built.

    e. Mark might nominate the President at Idaho. The President has continued to fight hard for the budget and DEI. Mark noted starting relationship with tribal communities and wondered if the 1890's might be a good starting point to recruit graduate students? Chris Pritsos is already scheduled to attend the 1890s Research Symposium, where there will be an opportunity for recruitment. Chris Davies noted they are trying to generate a relationship with a university with Fort Valley State University to build this relationship.

    f. Jodie inquired about the opportunity of 2+2 programs where they can start at a smaller or local college such as a 1994 and then transfer to a larger campus for the last two years. Could this be a model for all the land-grants and tribal colleges?

    g. The group discussed the opportunity to recruit for a graduate program where they receive a scholarship and once students are on campus further recruitment could happen.

20. **Science and Technology-** Chris discussed the template that could be used to share your institution's story on a local level. The other project that has been a recent focus is the interactive map and the work of updating stations.

    a. ESCOP has also approved a contract with a communications team that will be working on messaging. Even though ARS gets a large portion of money, the LGU's experiment stations conduct 73.4% of all publicly funded research.

21. **National Plant Germplasm-** Scot shared that there are over 600,000 plant species that are maintained. Many of the employees are both University and ARS. The largest station is in

Pullman, WA. COVID only slightly affected the Pullman station. There was significant staff turnover, and there is concern on the training and knowledge transfer with the aging staff.

22. **Communications and Marketing-** Bret shared a message sent by APLU on February 15th. All voting members receive 30 days' notice before ballots were sent out. The regional offices just received clarification and an updated spreadsheet. A follow-up communication will be coming soon.

23. **National Impact Database-** This is what our national partners are using to develop stories. The group reviewed the number of entries in NIDB as of March 8th. In 2021, there were 380 public statements. DCC asked if DEI projects could be tagged. The management committee outlined 3 different areas that should be addressed to improve the database. If CMC is made a standing committee of BAA, then NIDB will become a subcommittee of CMC. One of the solutions to maintain integrity of peer review was to create an editorial board and offer a small monetary incentive for members to sit on the board.

24. **Farm Bill Priorities-** Shawn Donkin shared that the WAAESD Budget and Legislative committee members will meet with Western Governors' Association (WGA) on April 6th. At a local level we work with government relations, at a state level we work with our Senators and Representatives and at a national level we will work with BAC to focus our work into one budgetary ask. However, this would be more focused towards the Western region needs. The group reviewed the summary of ESS recommendations for the 2023 Farm Bill (pages 67-68). Shawn asked the group what key issues we should be focused on in our conversations with WGA.
    a. **General:** Add LGUs as recognized research collaborates where other entities are acknowledged or added in other Titles of the Farm Bill and with pertinent research thrusts.
        i. Experiment stations funded in the HATCH Act.
        ii. The group recognized the branding issue of people recognize Extension but not experiment stations. Gene noted that CSU goes by Ag "Observatory ". To be recognized on a broader level.
        iii. Experiment stations need a more defined identity. The 1862 directors are called experiment station directors and the 1890s directors are called research directors. The Farm Bill needs to be more explicit in defining who is authorized to spend research capacity funds. We have sought council from APLU and realized that the language is not as tight as you would think.
    b. **Infrastructure**: Engage with any opportunity to do singularly or as a partner on new construction and deferred maintenance of agricultural research infrastructure at LGU's and Non-LGU's with agricultural programs.
    c. **Matching**: Specialty Crop Research Initiative (SCRI)- Remove or modify with waiver authority for Secretary. Continue funding at current level. The group would like to have this defined further to be more descriptive of the intent.
    d. **Matching**: Remove or modify the current 100% match requirement with the New Beginning for Tribal Students (NBTS) grant.

25. **Climate Change**- There has been discussion among NIFA and APLU. The BAA is interested in organizing a large climate summit. When Carrie Castille was the NIFA director, she made money available and delivered a charge to establish a Climate Summit. The research ED's have asked to be included to avoid research being washed out. ESCOP will be asking for nominations to serve

on climate summit committee to help provide direction to our representative. Our representative is Gene Kelly. The broad plan is to have a face-to-face meeting, but with several virtual meetings before hand. There is a proposal to host in Kansas City, but there was push back that attendance would be low in Kansas City. An objective is to have separation from APLU and USDA. They would want to give a university the money to facilitate the conference. Gene has sent the concept to CSU for review. The goal is to host the conference this summer. Gene is going to continue to send updates as the meeting progresses. Bret asked members to begin thinking about members in climate science that could be involved.

Interim Actions and Executive Committee Report

1. Compiled, categorized, and submitted comments from WAAESD members regarding the National Academies of Science, Engineering and Medicine's Blue-Ribbon Panel's 17 preliminary observations.

2. Requested a presentation be delivered at WRJSM on progress by the Western Water Network.

3. Endorsed sending the Executive Directors to present the Western Region Strategic Communications Playbook at the Association for Communication Excellence (ACE) Conference.

4. Assisted with development of the business agenda for the 2023 Spring WAAESD Business Meeting.

5. Responded to a request from CSG-West for experts working on water infrastructure issues and how the conflict in Ukraine is affecting the market for small grains.

6. Explored creation of a 501(c)3 arm of WAAESD.

7. Set $100,000 as the annual target for WAAESD to carryover in the checking account.

8. Recognized that WAAESD should employ a staff member to support the office.

9. Elected not to sign on to a letter of support for FY23 ARS funding requested by the Friends of ARS Coalition.

10. Agreed to be the fiscal sponsor for the ESS effort to create a brand and toolkit for education and advocacy.

11. Recommended not to engage in assisting with the conference on the Wildland Urban Interface.

12. Provided recommendations for NIFA's newly established NRS working groups.

13. Approved looking into available options for hosting the 2024 NERAOC meeting in Reno, NV.

2023 WAAESD Candidates and Committee Nominations

WAAESD Chair-elect
Sreekala Bajwa

WAAESD Executive Committee At-Large
Jodie Anderson
Shawn Donkin

Western Region Rural Development Center
Mark McGuire

2023 WAAESD Officers & Regional Committee Appointments

WAAESD Past-Chair
Chris Davies

WAAESD Chair
Scot Hulbert

WAAESD Treasurer
Gene Kelly

WAAESD Secretary
Leslie Edgar

Western Region MRC
David Gang
Walter Bowen
Adrian Ares
Eric Webster

Western Regional Aquaculture Center
Shawn Donkin

Western SARE Advisory Council
Milan Shipka as Director Emeritus

Western IPM Center Advisory Committee
David Gang

Western Region Rural Development Center
Bret Hess
Mark McGuire, if elected

2023 ESCOP Committee Appointments

ESCOP Members
Chris Pritsos, Past-Chair and ECOP Liaison
Chris Davies (senior member, representative on ESCOP Executive Committee)
Mark McGuire (Policy Board of Directors and NRSP-RC Chair)
Scot Hulbert
Sreekala Bajwa, if elected
Bret Hess as ED and Alternate

Chair's Advisory Committee
Chris Pritsos as Past-Chair
Mark McGuire, PBD representative and NRSP-RC Chair
Bret Hess, Executive Vice Chair of STC

Budget & Legislative Committee
Sreekala Bajwa
Shawn Donkin

Science & Technology Committee
Chris Davies
Gene Kelly
Bret Hess as Executive Vice Chair

Diversity Catalyst Committee
Adrian Ares
Jodie Anderson
Bret Hess

NRSP-RC
Mark McGuire, Chair
Bret Hess, Executive Vice Chair

National Plant Germplasm Coordinating Committee
Scot Hulbert

ACOP Liaison
Bret Hess representing ESCOP

Western Association of Agricultural Experiment Sta
Reconciliation Summary
Western Assoc. Agric. Expt. Sta, Period Ending 03/31/2022

	Mar 31, 22	
Beginning Balance		234,945.47
Cleared Transactions		
Checks and Payments - 6 items	-16,394.32	
Deposits and Credits - 2 items	17,972.89	
Total Cleared Transactions	1,578.57	
Cleared Balance		**236,524.04**
Register Balance as of 03/31/2022		236,524.04
Ending Balance		236,524.04

Western Association of Agricultural Experiment Sta
Reconciliation Summary
Western Assoc. Agric. Expt. Sta, Period Ending 04/30/2022

	Apr 30, 22	
Beginning Balance		236,524.04
Cleared Transactions		
Checks and Payments - 9 items	-20,799.13	
Deposits and Credits - 1 item	600.00	
Total Cleared Transactions	-20,199.13	
Cleared Balance		**216,324.91**
Register Balance as of 04/30/2022		216,324.91
Ending Balance		216,324.91

Western Association of Agricultural Experiment Sta
A Ủḿ Balance Sheet and M̃YỦf!YbX̃ Projections

	May 31, 22
Beginning Balance	216,324.91
Cleared Transactions	
Checks and Payments - 14 items	-52,111.75
Total Cleared Transactions	-52,111.75
Cleared Balance	**164,213.16**
Register Balance as of 05/31/2022	164,213.16
Ending Balance	164,213.16

June Income Received - 2 items		39,179.97
June Projected Expenses - 15 items	-24,922.13	
Projected Balance as of 06/30/2022		**178,471.00**

Projected FY22 carryover in March	$33,307
Projected FY22 carryover in June	$17,806
Projected FY23 End Balance in March 2022	$95,605
Projected FY23 End Balance in June 2022	$80,104

	Jun 23, 22
American Samoa	1,200.00
Arizona	6,634.90
Colorado	8,266.57
Guam	4,259.75
Montana	6,303.71
Nevada	4,269.32
New Mexico	5,308.54
Oregon	7,345.81
TOTAL	**43,588.60**

WAAESD Agenda Item 13: Administrative Management Specialist
Presenter: Chris Pritsos
Action Requested: Membership approval

POSITION DESCRIPTION

General: This 100% remote full-time benefited position will require the incumbent to work independently to provide organizational management services to the Western Directors Association (WDA). Coordination with the Executive Director will be necessary for successful execution of duties on behalf of WDA.

Events Coordination and Management (35%): As the sole person responsible for execution of events, the incumbent shall work independently to perform duties on behalf of WDA. Specific duties will include identifying potential sites for events, making associated arrangements to host events, including but not limited to, pre-event site visits, negotiating contracts in the best interests of WDA, planning menus, event logistics, event announcements, setting event registration fees, managing event registrations and special accommodations, preparing and distributing event agendas and program schedules, identifying appropriate gifts for attendees and guest speakers, providing assistance throughout various events, and assisting with post-event follow-up activities.

Communications (30%): Responsibilities are to work independently to develop content and support marketing and promotion of WDA and the Experiment Station Section-Experiment Station Committee on Policy (ESCOP) through a variety of media. Duties will include frequent review and updates to the WDA and ESCOP websites, distribution of content through social media, as well as creation of products for regular communications, i.e., surveys, presentations, newsletters, factsheets, and infographics for member and stakeholder outreach. There will be occasions with relatively short timelines to generate products, depending on the sensitivity of the topic. In such case, close coordination with the Executive Director may be necessary.

Recording Secretary (20%): According to the association's bylaws, "the Recording Secretary shall assist the Secretary and the Executive Director in the keeping of the official records of the WDA including Minutes of meetings." Duties include attending meetings, recording minutes for WDA and relevant ESCOP activities and events, and keeping official records without supervision. Examples of records and notes of WDA meetings, include but are not limited to meetings held by the Western Association of Agricultural Experiment Station Directors (WAAESD) Executive Committee, WAAESD, Western Academic Programs Section, Western Administrative Officers, ESCOP committees assigned to the Executive Director (ESCOP Science & Technology Committee), as well as the National Research Support Program-Review Committee (NRSP-RC) and ESCOP Chair's meetings and activities when the Western Region is responsible for NRSP-RC and providing support to the ESCOP Chair. Meeting notes are expected to be produced within five business days after the meeting is adjourned unless other arrangements have been agreed upon in writing (email is an acceptable for of written communication).

Bookkeeping (10%): The main responsibilities are recording, storing, retrieving, keeping, and analyzing the financial records of WDA via QuickBooks or other financials recordkeeping systems without supervision. Duties include monitoring accounts payable and receivable, performing monthly reconciliations against the WDA checking account, providing monthly financial reports, and preparing Treasurer reports and financial documents for internal audits and the WDA accountant contracted to submitted WDA's tax forms to the IRS.

Other Duties as Assigned (5%): Unique opportunities may arise that require being tasked to complete assignments that are not described previously. Responsibilities and duties will be commensurate with each assignment.

QUALIFICATIONS

Education/Experience: A bachelor's degree in business management or communications, or a related field, plus one to three years of related work experience is required.

Relevant Experience: Technical or professional experience with events planning, association management, and organizational communications is desirable. Basic knowledge in Graphic Design programs to produce media files, experience publishing material on professional media outlets and social media platforms, and experience utilizing surveying and polling tools for both virtual and live audiences is preferred.

Preferred Qualifications: Masters or post-graduate degree in agricultural sciences, business management, business administration, communications, or related field, plus one to three years of related work experience.

Language: Ability to speak, read, write, and interpret English is required. Ability to compose effective, professional communications and other written materials is essential.

Computer Skills: Intermediate to advanced skill level in QuickBooks, Canva, Survey Monkey, Adobe Acrobat, Microsoft Office Suite, including Word, PowerPoint, Excel, and Outlook, as well as experience with digital communication platforms, such as Zoom and MS Teams is required.

WORK ENIVORNMENT, LOCATION AND TRAVEL EXPECTATIONS

The employee is expected to provide most services on a remote basis; however, the preferred base location of the contractor is within the Western Region represented by members of the WAAESD. The employee must be able to establish an appropriate working environment, including having reliable internet access with bandwidth capabilities to upload and download for real-time, interactive video conferencing and a dedicated workspace free from distractions which would otherwise interfere with the employee's ability to display professionalism. The employee will furnish their own office and possess equipment and software necessary to complete duties and assignments, such as a laptop, additional screens, keyboard, mouse, cell phone, additional mobile devices, and any other items necessary for the employee to complete the services successfully.

Travel will be required to fulfill the duties of the position. Given the regional and national scope of work, the employee must be able to travel by airplane. The employee must also possess a valid driver's license, be able to rent motor vehicles, and expect to travel by vehicle as needed to attend business functions in person.

PHYSICAL AND MENTAL DEMANDS

The physical and mental requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The employee must have the ability to appropriately handle stress and interact with others. The employee must possess the strength, dexterity, and coordination to use a computer keyboard and video display terminal for prolonged periods. The employee must be able to bend, stoop, sit, and stand for long periods of time; handle files, office supplies and single pieces of paper; occasionally lift files, stacks of paper, office equipment, small/medium-sized boxes, and other materials. The employee must be able to reach, bend, squat, and stoop to access items above and below desk level, plus load in and out of vehicles; manual dexterity and cognitive ability to operate a personal computer, as well as office equipment, and to communicate effectively via video, telephone, and email. The employee must be able to safely lift items, materials, supplies, equipment of up to 25 pounds, with or without the assistance of a hand truck or cart. There may be occasions that require climbing stairs or walking on uneven ground while carrying materials, supplies, equipment, or other items.

In compliance with applicable disability laws, reasonable accommodations may be provided for qualified individuals with a disability who require and request such accommodations. Incumbents and individuals are encouraged to discuss potential accommodations with WAAESD.

SAVE THE DATE

SEPTEMBER 25-28, 2022

NEED AND NERA ARE PLEASED TO HOST
THE JOINT ESS/CES-NEDA MEETING

THE MARRIOTT BALTIMORE WATERFRONT IN BALTIMORE, MARYLAND

071

DRAFT FOR WAAESD

Proposed Changes to the NIFA Financial Reporting Requirements

We acknowledge and support NIFA's need to be able collect and report to Congress actual expenses, including by expense categories such as wages, supplies, equipment, travel, etc. We want to help them achieve this goal.

The University of California (UC) financial systems capture these expense category details and they can be reported by UC Fund. Each UC Fund represents a federal "program" such as smith lever, hatch, hatch/multistate, animal health, etc.

Our concerns stem from the additional layers of detail NIFA is requesting. Some concerns are shared between Extension and Hatch and some are different as outlined below.

Extension Reporting Concerns:

Biggest concern is that they are expanding the auditing to include all programmatic activity by critical issue.

Currently the only auditable part of the report is the AREERA which is reported on XXXXX for Smith Lever Integrated, Multi-State, both by planned program. The programmatic outcomes of the AREERA were reporting in a separate report with the detail. The last two years there has been no reporting requirement by planned program.

Now they are wanting all Smith Lever funds reporting by critical issue which is a new requirement.

Hatch Reporting Concerns:

The current AD-419 annual financial report submitted in REEport is a non-auditable financial report. NIFA appears to be changing their expectation to make this report auditable. This would be in addition to the existing SF-425, which is the official auditable report already provided to NIFA.

The annual financial report has been intentionally non-auditable because it includes non-NIFA fund sources such as federal funds from other sponsors (DoD, NSF, NIH, HHS, NASA, USAID, etc.) and non-federal funds including, but not limited to, state appropriations, self-generated funds, industry grants and agreements.

NIFA is also asking for expenses to be reported by critical issue. UC's financial systems do not have mechanisms to capture expense by critical issue. We have heard other institutions have this same limitation. In order to respond to the current AD-419 report filed in REEport, UC has separate processes by which expense totals are extracted from the financial system and then associated with specific hatch projects, each of which is assigned a critical issue.

Shared Concerns:

The screen shots NIFA has shown us, which have not been sent to us yet, have been changing and we aren't sure whether or not NIFA is consulting broadly about the feasibility of or administrative burden that would be involved in providing the responses.

For example, the most recent version of the report we were shown included a separate expense category for retirement contributions. Since UC has a federally negotiated composite benefit rate, our financial system does not track retirement contributions separately. In order to comply with NIFA's 5% retirement contribution cap for capacity funds, our locations have to manually calculate the costs above the cap and move them off on a periodic basis.

Another concern is that NIFA is asking us to include expenses from all fund sources in this auditable report. Many of these expenses are already subject to audits by the source agency and should not, in our opinion, be included in the scope of an audit conducted by NIFA.

NIFA appears to be asking for the report to include expenses from non-NIFA sources that some UC locations have not included in the past.

A different screen shot shown to us at the most recent meeting included the institution's total award amount. We are not sure how the inclusion of this award amount will work when they are asking for a separate report per project.

We also expressed concern that there didn't appear to be any upload capability like there is in REEport. The NIFA representatives seemed unaware of REEport's functionality and were surprised to hear that we upload the information for all our station's projects at once. UC Davis alone has ~ 500 formula and non-formula projects. Reporting for each separately through manual entry would be administratively burdensome.

The largest concern from a big picture perspective is that NIFA's expectations continue to shift towards treating capacity funds like sponsored grants.

				Federal Fiscal Year						
NRSP	Title	Project Period	Midterm	2021	2022	2023	2024	2025	2026	2027
1	Multistate Research Information Management and Impact Communications Program	10-01/2017 to 09/30/22	2020/ 2025	$ 237,131	$ 243,697	$ 226,400	$ 231,821	$ 237,417	$ 243,170	$ 249,083
					Renewal			Mid Term		Renewal
3	The National Atmospheric Deposition Program (NADP)	10/1/2019 to 09/30/24	2022	$ 50,000	$ 50,000	$ 50,000	$ 50,000			
						Mid Term		Renewal		
4	Facilitating Registration of Pest Management Technology for Specialty Crops and Speciality Uses	10/01/2020 to 09/30/2025	2023	$ 481,182	$ 481,182	$ 481,182	$ 481,182	$ 481,182		
							Mid Term		Renewal	
8	National Animal Genome Research Program	10/1/2018 to 9/30/2023	2021	$ 500,000	$ 500,000	$ 500,000				
					Mid Term		Renewal			
9	National Animal Nutrition Program	10/01/2020 to 09/30/2025	2023	$ 199,000	$ 199,000	$ 219,000	$ 249,000	$ 199,000		
							Mid Term		Renewal	
10	Database Resources for Crop Genomics, Genetics and Breeding Research	10/01/2019 to 09/30/2024	2022	$ 465,906	$ 510,302	$ 489,353	$ 502,088			
						Mid Term		Terminate		
11	Building Collaborative Research Networks to Advance the Science of Soil Fertility: Fertilizer Recommendation Support Tool (FRST)"	10/01/2023 submission date 01/15/2023								
				$ 1,933,219	$ 1,984,181	$ 1,965,935	$ 1,514,091	$ 917,599	$ 243,170	$ 249,083