

NCAC 24 – Annual Meeting
January 5-6, 2017
Kellogg Conference Center and Hotel
Campus of Michigan State University

Attendees

Mark Balschweid, Chair – University of Nebraska
Michael Newman, Vice-Chair – Mississippi State University
Rob Terry, Past Chair – Oklahoma State University
Karen Plaut, Liaison from ESCOP – Purdue University
Edwin Lewis, Liaison from NIFA – NIFA USDA
Steve Brown, Liaison from USDE/FFA – US Department of Education
Harry Boone – West Virginia University
Kris Boone – Kansas State University
Scott Burris – Texas Tech University
Tracy Dougher – Montana State University
Trey Easterly – New Mexico State University
Kellie Enns – Colorado State University
John Ewing – Pennsylvania State University
Becki Lawver – Utah State University
Brian Myers – University of Florida
Matt Raven – Michigan State University
Mike Retallick – Iowa State University
Tracy Rutherford – Texas A&M University
Jon Simonsen – University of Missouri
Allen Talbert – Purdue University
Bobby Torres – University of Arizona
George Wardlow – University of Arkansas

Joined via telephone:

Rick Rudd – Virginia Tech

Joined January 5 only:

Jeff Jacobsen – Executive Director: North Central Association of Experiment Station Directors

Greetings

- Ron Hendrick, Dean of the College of Agriculture and Natural Resources, Michigan State University
- Doug Buhler, Director of AgBio Research, Michigan State University
- Questions for these administrators:
 - Opportunities as it relates to research?
 - Not just education but how do we interact with research in other areas?
 - Examples are community sustainability, etc.
 - Funding sources?
 - ES and Ext are separately funded.

Do the ag education (or other behavioral) folks participate in the experiment station?

- Yes, and it is getting better. They have a philosophy professor whose scholarship is in team-building who helps them work with each other. This is particularly important for gnarly problems such as microbial resistance and climate change.

Pleased to see communications included, because the message sometimes gets lost.

Old Business

- A. Minutes from the Previous Meetings were approved. (Motion by Bobby Torres, second by Rob Terry)
- B. Comments from Experiment Station Administrators Liaison, Karen Plaut
 - Making a lot of progress; getting to a place where efforts are coming to fruition. It has been good to see us responding to NIFA requests, developing white papers, and engaging in conversations about social sciences and how it fits in with a national agriculture agenda.
 - More appreciation from experiment station directors regarding the research and possible research from our disciplines.
 - Much more appreciation from NIFA and USDA in general.
 - Great to have Edwin Lewis from NIFA attending.
 - Stay the course and continue your efforts. The time is now for STEM, Communications, and other efforts represented by our group.
- C. Balschweid Introduced NIFA-USDA Liaison Edwin Lewis to the group
 - Will listen and take ideas and suggestions back to NIFA
 - Mentioned that Dr. Sonny Ramaswamy was appointed to a term, and he will have the option of staying past the transition to the end of his term.
- D. Balschweid – Review of Tasks from Last Year
 1. Review RFAs from NIFA (Terry, Torres, Ball)
 - Submitted in December to Sonny Ramaswamy of NIFA
 2. Review past five years of funded projects of NIFA (not yet completed).
 3. Develop a white paper (Boone, Myers, Rudd, Balschweid, Plaut).
 - Done during a meeting in Indianapolis in August.
 - Shared with the group for discussion later on the agenda.
 4. Create a document for proposal development capacity from faculty in our programs (not yet completed).
 5. Develop a grant proposal for possible submission either through Higher Education and Educational Literacy

- Orlando meeting led to development of a proposal to create a national center for agricultural education research (Balschweid, Newman, Osborne, Raven, Torres, Wardlow)
- Reviewed during NCAC24 meeting at AAAE in Kansas City in May 2016
- Used as impetus for the white paper development group that met in Indianapolis
- Might submit as a CAP for funding through NIFA after some review. Might make a recommendation through APLU and Board on Ag Assembly (with Cornerstone) for future funding in this area.
- This is a very involved process. We have to have support from APLU, BAA, NIFA, Congress, others
- There is a process of socializing people who influence and make decisions to the idea
- The document focused on what we can do, but **we MUST focus more on how what we do can help the system.** Everyone represented on BAA has to have buy in as to how the proposal can benefit them before it can reach the top of their priority list.
- George Wardlow described our knowledge of the process of getting this done through the Board on Agricultural Assembly:
- Summary: Whether it is a proposal for a center, the white paper, whatever, the question is **how we might increase the impact of agricultural education research. The socialization mentioned earlier needs to happen locally, regionally, nationally. It is up to this group to decide what is the best catalyst to accomplish the NCAC24 vision and mission. Refinement is necessary for the process(es) we are undertaking.**

New Business

E. General Discussion

- Industry sources are also interested in becoming partners.
- There is a concern that we are included as practitioners rather than researchers when others think of including us.
- The impetus should be more than just a better way to facilitate research across regions/universities. The system of AES working groups should be an important part of this, as they really get our disciplines in front of the ES directors and system. (Boone)
- Balschweid: Does our name suitably identify who we are and what we do (globally)? Original question came from NCAC overall director.
- Do we need to show that we have some skin in the game in order to show how serious we are about this?

- There is also a concern that we don't currently have a mechanism for including entities without experiment stations.
- Wardlow: Maybe we should try to reiterate what it is we want to accomplish with our research.
- Balschweid: What plates do we keep spinning? Which ones do we let fall? What new plates do we need to add? The context is broad and varied.

F. Kris Boone's Notes on the Whiteboard

1. What do we want to achieve? (must remember that our committee was created to further research and administration of research)
 - a. Enhance ag ed
 - b. Advancing human capital
2. Who are we?
 - a. Activities: research, teaching, extension, international, outreach, service
 - b. Disciplines: teacher ed, extension ed, leadership, communications
3. Inclusivity
 - a. Umbrellas?
 - b. Mostly internal rhetoric
4. Fears?
 - a. Loss of discipline identify
 - b. Relevance
5. What do our external stakeholders need from us?
6. Who are we? What is our role?
7. Actions
 - a. Review NIMSS
 - i. Some fund
 - ii. w/other projects
 - b. Articulate role in larger dialogue
 - i. Documents
 - ii. Frame in national conversation
 - c. NCAC
 - i. Common dialogue
 - ii. Build onboarding for department heads/mentoring

Comment: Others are not trained in this discipline. They might be able to accomplish something, but would be much more efficient if we were involved.

G. Feedback from the group:

- Lawyer – We seem to have a lot of ideas that others then take and run with. Sometimes more publicly and maybe better.
- Simonsen – Educational this morning. We don't have all the answers, but are at least asking good questions.

- Enns – What value am I providing my institution? How does what I do locally help fit in with what we are talking about nationally?
- Dougher – How do we expand and how do we get other ag folks to call on us?
- Easterly – We have to be ready to respond when we get that phone call. Example, NSF call about education.
- Ewing – Discussion mirrors what is happening within the department at PSU.
- Raven – Certainly cements the role into which he has evolved as an agricultural educator. He has moved to interdisciplinary, but wishes to be more transdisciplinary, which indicates more of an external focus rather than an internal focus. It provides a broader perspective. One area which cannot be forgotten is the environmental aspect. Food systems thinking is the wave of the future. Their new hires created a firestorm among stakeholders.
- Plautt – Every discipline faces the same issue. Stakeholders have a lot of access to decision makers, so we have to be strong.
- Raven – STEM without context doesn't provide sustainable answers.
- Talbert – Applaud the group. The focus has become much clearer over the years. Broad vision has been very refreshing. This group has the job of getting all of us out of our local weeds and retaining focus on the multi-state, national effort.
- Lewis – Helping him understand the language that should be in the RFAs from NIFA.
- Lewis – PDSTEP is an area where we should be involved.

H. Next Steps

1. Socialize people regarding the white paper.
2. How do we get the white paper out there?
3. A word about ag education research that might fit in others' work.
4. The regional system of working groups (southern ag ed; western ag comm; north central issues management):
 - a. Articles
 - b. Extension pubs
 - c. Curriculum
 - d.

I. Ways to develop capital:

1. Developing committees to identify multi-state and other projects (NCDCs)
2. Prof capabilities matrix
3. Structure (center concept was an example)
4. Getting our interests recognized in NIFA RFPs.
5. Piece on how to socialize others to our role.

J. The following images represent a summary of discussions:

Broad: Advancing Human Capital in Ag

Specific: Enhance research (cooperative + collaborative)
in aged

- Actions:
1. Insure "aged" is in Federal RFAs
 2. Create & distribute
 - a. Professional capabilities matrix/template
 - b. 1-page summaries of key capabilities
 3. Continue to refine mechanisms to provide support for collaborative research
 - a. current regional projects
 - b. AgComm work group
 - c. "Center" proposal
 - d.
 4. Establish Reg/Nat Research Committees
NDCs
 - a. _____
 - b. _____
 - c. _____
 - d. _____

- create "socialization" plan
 - talking points
 - web site → "our story"
 - Finalize white paper and/or create new one(s)?
 - agree on "key messages"
 - Concept papers/sub-groups
-

Need a key Google search term

- something logical
- needs key cross-ref terms
 - "human capital in ag"
 - "Ag Comm research"
 - "education in"
 - "

- K. Rick Rudd (via phone):
1. Benchmarking
 2. Academic Analytics – some schools are using it, but it doesn't capture a lot of what we do right now. A national effort would be helpful in getting our data included.
 3. Can we be proactive in establishing metrics that we would like to be included.
- L. Jeff Jacobson, Exec. Director, NC Assoc. of Exp. Station Directors – Discussion about how other administrative committees
- 5 regions across U.S.: NE, NC, W, S, 1890 is its own region.
 - Extension has a similar system, but doesn't have coordinating committees.
 - Interface with NIFA and other Washington, DC entities.
 - Best Practices for an NCAC:
 - No limitation on region, non-land grant, non-university
 - NCAC24 is probably most diverse in representing U.S. widely
 - Many multi-state projects have websites. Exchange of data, writing proposals.
 - NCRA typically doesn't host multi-state websites. It does host 2 currently. Chris Hamilton might be able to help, but would need to be 5ish months from now before available to help. She is based out of Wisconsin.
 - Several multi-state committees have registration fees, a conference/activity account at an institution. Used to fund collaborative activities. Doesn't know of any AC committees that do this.
 - NCACs are used extensively (Southern region does also). NC has 140 different multi-state projects, for example.
 - NCACs interface with NIFA rep.
 - NCACs talk about what's going on in the discipline. Best practices. Any collaborations across state lines. Go to Washington, DC in a rotation. Tour facilities that are appropriate to our discipline.
 - Name change:
 - Can the name be more dynamic?
 - Can the name be better representative?
 - Minimum is one face-to-face meeting per year. Conference calls and other types of meetings are encouraged throughout the year.
- M. Steve Brown, US Department of Education, Ag Ed Program Specialist
- Beginning to look at mission, vision, etc. for future. Current is based on Reinventing AgEd 2020.
 - 3 Component Model: Inquiry-based Learning, Youth Leadership Development, Experiential/Work based Learning. Context is School Based Agricultural Education.
 - Perkins IV Reauthorization is still on the table. Probably House version will be one to go to committee.
 - Continued emphasis on Programs of Study and Frameworks. Emphasis on entry/exit points.
 - CTSOs are integral.
 - Workforce Innovation and Opportunity Act (WIOA)

- Blending of funding
- Emphasis on equity/inclusion, employability/career skills, STEM education, career guidance.
- High school population is trending down. Population ethnic diversity will increase.
- USDE National Initiatives and Activities <http://cte.ed.gov>
- National FFA CEO, Mark Poeschl
- Next Board meeting will look at some interesting issues.
- Relationship with USDE, they are questioning the two positions and requirement for 4 staff members to be on National FFA Board of Directors. USDE says (new legal council) current ethics laws say way current representatives are selected makes them quasi-employees of USDE.
- Title is Education Coordination Specialist – not AgEd Specialist.

Friday, January 6

N. Report of Reviews of RFAs by Rob Terry, Bobby Torres, etc.

- Edwin: In order to get faculty involved on review panels, we should email names to the National Program Leader (faculty could self-nominate as well). NIFA regs require use of some new people with each panel.
- Wardlow: Possible Topics for NCDCs
 - Kellie Enns – We could use the AAAE SIGs as part of the process
 - Need: acculturation or socialization
- What do we name the group? What do we call the research topics we encourage? How do people find us?

O. White Paper

- Kris Boone described the process and rationale for the development of the white paper on Increasing (Advancing?) Human and Institutional Capital in Food and Agriculture
- We need to pick out a couple of things we want the profession to think about. Getting the profession to understand the culture of research as a multi-state, trans-discipline effort to solve wicked problems with social systems.

P. Action Teams

1. Myers (lead) and K. Boone – **Establish process for creating a NCDC** within the AES System. Must articulate to faculty why multi-state projects are important and why they should be a part of NCDCs/NCR/NCER.
2. Retallick (lead), Burris, Ewing – **Create a professional research capabilities matrix/template.** Research methods and areas. Balschweid and Wardlow will send the group what they already have. Charged to report back at May 2017 meeting.

This group will develop one paragraph(s) that can lead to one-pager modeled after Entomology and MSU AgBio At a Glance.

3. **Website for “our” story (NCAC24).** Newman will be liaison for the group to gather information. Pause on this until creation of the 1-page research capabilities fact sheets. Chris Hamilton in Jeff Jacobsen’s office is the contact for this.
4. Rudd (lead), Enns, Dougher, Rutherford, Wardlow and Simonsen – **Compile information regarding National Benchmarks for programs/units.**
5. Wardlow - **Name for describing common research endeavors.** Not change the names of departments or NCAC24.
6. Boone (lead) and Burris - **Edit/refine white paper.** Send edits/suggestions to Chris. Matt Raven suggested maybe another white paper on improving teaching within Colleges of Agriculture. We aim to enhance human capital..... We do the scholarship of engagement.
7. Terry (lead) and Torres – **Review sample of last 3-5 years of awarded projects.** Given latitude to scale as necessary and not do if not scaleable.
8. Entire group – NCAC24 is a “think tank” to help move the profession forward. Group needs to reside in “grey area” that included both conceptual and detail views.

Edwin Lewis (NIFA) comments/observations:

- Can be a resource for any of the groups completing their tasks.
- Heads up on ELI – look for January-March announcements.
- Asked for help on language that educational research can be under AFRI, WAMS, SPECA.
- On CR through April, but proceeding as needed.
- elewis@nifa.usda.gov 202-690-4565

Mark Balschweid – AAAE Update

- Embassy Suites – San Luis Obispo
- Monday, May 15 – NCAC 24 meeting 8:00 a.m. to 12:00 p.m.
- Tuesday, Tours and Barrick Seminar in the evening
- Wednesday – Friday – Research and Association Meeting
- Next Meeting: January 3-5, 2018, Tucson, AZ (tentative)

Mike Retallick – Report from Social Sciences Subcommittee to ESCOP

AAAE: Ed Osborne has been overseeing a strategic planning effort for AAAE.

Boone, Kris: Ag Comm has been doing some strategic planning as well. They have been using a consultant. Will meet again in Mobile, AL prior to SAAS.