

19 November, 2003

Minutes

North Central Regional Association Meeting
116th National Association of State Universities and Land Grant Colleges Annual Meeting
New Orleans Marriott Hotel

Attending: Kirby Barrick (Chair) University of Illinois
Paul Vaughn, University of Missouri
Robert Arthur, Southern Illinois State University, Carbondale
Larry Erpelding, Kansas State University
Eric Hoiberg, Iowa State University
Steven Waller, University of Nebraska
Dale Whittaker, Purdue University
L. H. Newcomb, The Ohio State University
Jim Venette, North Dakota State University
Jeffrey Gilmore (FAEIS)
Ian Maw, Director Academic Programs, Agriculture and Natural Resources NASULGC
Tim Mack (FAEIS)

Chairman Barrick called the meeting to order at 3:30 p.m. 16 November, 2003 in the Studio 1 room of the New Orleans Marriott Hotel.

Chairman Barrick proposed an agenda of four items:

1. Elections
2. NC Teaching Workshop
3. Issues for the Mini-Land-Grant meeting to be held in July in Chicago
4. Discussion on the impact of meeting number limitations on the teaching symposium.
5. Added (at the suggestion of Ian Maw) was a call for a resolution to incorporate elements of Academic Programs into the "FY 2005 Areas of Emphasis for CSREES" letter from BAC of the BAA to the BRT (Blue Ribbon Team = advocacy group). Agreed to by consensus.

Minutes of the summer meeting were circulated and approved as presented.

Jim Venette was nominated for chair of NCRA for 2003-2004, and the committee cast a unanimous ballot.

Dale Whitaker and Steve Waller were nominated for Secretary for 2003-2004. Steve Waller was elected by majority ballot.

The North Central Teaching Workshop is scheduled for 23-25 May 2004 at U. Wisconsin, Madison. Members are encouraged to bring Assistant Deans and others who work with administrative teams to this session. APS will discuss changes in the meeting number and schedule, but the change will not affect this workshop. Proposed is a regional workshop in alternate years, and a national workshop or perhaps summer meeting in the intervening years.

The proposal for alternate years was supported by consensus, but concerns about faculty participation, timing to allow the greatest number of people to participate, conflicts with teaching and professional meetings, the rotational sequence, continuity, and long-term commitment were articulated. The idea of having member institutions present workshops as pairs or teams received some support.

Jeff and Tim were present to discuss the FAEIS reporting system, and asked for inputs on problems. No operational problems were noted, and L. H. Newcomb complemented FAEIS personnel on their responsiveness. Jeff provided copies of CDs with hundreds of graphics, and offered to provide more following our e-mail requests.

Chairman Barrick noted the Mini-Land-Grant meeting will be held on Monday, July 10, 2004 in Chicago. NCRA will request 3+ hours for a summer meeting. Chairman-elect Venette will be on the planning committee. The value of the Joint COPS meeting and the Mini-Land-Grant meeting was discussed. The sense of the group was that the meetings are valuable if the content is substantive and participation is needed. Chairman Barrick noted that the Champaign-Urbana meeting had sustained participation mainly by CARAT people. There was considerable discussion and general agreement that the "Joint" meetings were not integrated—rather they have been simultaneous; and Paul Vaughn suggested opportunities for true joint meetings could be the subject of future sessions. Following a question on the location of the Mini-Land-Grant meeting in Chicago, there was discussion on opportunities that could be better if APS met downtown and perhaps visit local students. The issues of price and transportation continue. Discussion alluded to the NCRA intent to meet with CARAT representatives regularly, and to an apparent disconnect with CARAT in some states.

It was noted that the Multi-State-Cooperation meeting was held at the Chicago Airport Sheraton. There was discussion about cooperative activities resulting from the multistate projects, and Paul Vaughn noted that money will be available through multi-state programming.

The Michigan Case regarding equal opportunity was discussed relative to academic programs. Apparently scholarships and other funding mechanisms are the primary concern among NCRA members, and certain restrictive clauses will no longer be allowed. The ramifications are just unfolding, and members were urged to monitor web sites for current status.

Position changes were announced. Bob Arthur passed a description for Dean, College of Agricultural Sciences, SIU Carbondale with an amended (earlier) date for application receipt. University of Illinois will be looking for two department heads.

Kirby Barrick was thanked for his outstanding service and exemplary involvement as NCRA chair for 2002-2003.

Being there was no other business, Chairman Barrick declared the meeting adjourned at 4:35 p.m.

Respectfully submitted,
Jim Venette
Secretary 2002-2003

Proposed revisions to FY2005 Areas of Emphasis for CSREES

1. Healthy Society: Combating obesity and promoting nutritional literacy.

Since 1980, obesity rates in the U.S. have more than doubled among adults and tripled among adolescents. Costs attributed to obesity were estimated at more than \$117 billion in 2000. NASULGC and related institutions, particularly those serving disproportionately affected minorities, are leading the fights against obesity and its consequences. But they need more resources to ~~keep up~~ **overtake** this growing national healthcare challenge. With pioneering education **approaches**, and with intervention programs such as the Expanded Food Nutrition Education Program (EFNEP) which focuses on people with limited budgets, NASULGC schools have the infrastructure and proven know-how to promote wider knowledge and changed behavior for nutritionally sound diets. Member schools are engaged in ground-breaking research examining the social and genetic factors that drive obesity and discovering innovations that introduce newer, more nutritional, and **more attractive** alternatives to popular foods. **Outcomes are integrated into revised curricula so that an up-to-date workforce can capably promote quality food delivery systems.** The federal government's support of programs like these can help improve the quality of life for millions of Americans and stem the dramatic growth of healthcare costs.

2. Natural Resources Security: Protecting Natural resources from natural or introduced threats.

Agro-security has always been a priority for the nation's agricultural research, extension, and education community, but in the wake of the September 11, 2001 tragedies, that mission has taken on greater urgency. The costs of prevention are relatively small compared with the economic and human devastation that could result from a successful attack on our agricultural production, distribution, or trade systems. The impacts of introduced threats to agro-security, become increasingly apparent through recent experiences with animal (mad cow, E. coli) and crop (Karnal bunt) diseases, and environmental insults. U.S. military and intelligence forces have uncovered plans by terrorist groups to intentionally introduce powerful toxic agents into croplands, livestock feedlots, poultry houses, and major food processing and distribution centers. NASULGC and related institutions play a critical role in efforts to prevent the entry of a pathogen or pest into a susceptible population of plants or animals; and, when prevention fails, in rapid and accurate assessment and in immediate implementation of appropriate interventions that prevent or mitigate the spread of the threat. **These "new world" realities must be integrated across curricula so that our "society-ready" graduates can capably lead economic, cultural, social, communication, and basic service providers and minimize the panic and devastation that are the ultimate goals of the terrorists.**

3. Environmental Stewardship: Enhancing environmental stewardship through agricultural technologies and innovative approaches.

The sustained viability of American agriculture and the communities that depend on it are closely linked to the well-being of the environment and natural resources. NASULGC and related institutions provide **a capable, trained workforce**; critical research, and extension programs that **together** produce cutting-edge environmental stewardship innovations in areas such as farm and soil management, forestry, wildlife and fisheries management, waste management, water and air quality, biodiversity, impacts of land-use development on natural resources, and marine and atmospheric sciences. Additional USDA formula funding provides enhanced stability to encourage and continue ongoing long-term ventures, and competitive research grants allow CSREES to discover and rapidly expand innovations and technologies. Improved technologies provide needed tools for forest and rangeland ecosystem management, initiatives to raise profitability and reduce adverse impacts from farming, forestry and ranching, and efforts to protect water and air from contamination.

4. Product-based Agriculture: Helping American agriculture expand its product-based system.

The global food and fiber market has changed dramatically in recent years, economically favoring ready-to-consume (or nearly ready) food and specialized fiber-based products. Indeed, food processing is the nation's leading manufacturing industry. NASULGC and related institutions are at the center of the development of new food products that will help make the U.S. more competitive around the world, and **they** can solve difficult challenges in many areas including health, basic science, energy and the environment. ***These institutions are already revising curricula so that greater numbers of trained works can capably support advances in innovative food, feed, fuel, and fiber systems.*** The Extension System is poised to work with producers, providers, and consumers as the agricultural economy shifts, as well as with landowners to ensure a sound resource base for agriculture. As research grapples with new challenges in marketing, supply networks, and new product development, the Extension System network will provide the essential education that will promote economic viability across the spectrum of this evolving new economy.