



We're looking forward to seeing everyone on our Zoom teleconference tomorrow morning.

The other tidbit to share: this newsletter in our 100th NERA News. On reaching the century mark, we hope that this strategy for sharing information has reduced email pushes from us to you. According to our past analysis, we've kept over 500+ emails from clogging your in-box. In a time when we're all searching for good news, that's a keeper!

"The good thing about science is that it's true whether or not you believe in it."
— Neil deGrasse Tyson during an interview with Stephen Colbert, March 10, 2014, [The Colbert Report, Neil DeGrasse Tyson, Part 2](#).

Action items:

- Mark Rieger, chair of the Communications and Marketing Committee sent the following note to ESCOP chair, Moses Kairo seeking input on the draft of the Strategic Communications Roadmap Outline. Check out the roadmap; this will be discussed briefly tomorrow at the NERA business meeting and during the ESS business meeting on October 1.

Yesterday, Doug Steele, released a draft of Strategic Communication Roadmap in his APLU newsletter. As chair of the Communications and Marketing Committee, I'm following up on the release to share context with you and to seek your assistance.

The Roadmap is a product of Forbes/Tate Partners, a consulting firm hired to help us develop a "plan for a plan" to more effectually communicate and market the Land-grant system. The primary objective of the implementation of the Roadmap is to assist the BAA to successfully secure additional federal resources to support our critical research, Extension and education efforts.

Sharing the draft was a means to socialize the Roadmap and provide ESCOP with an opportunity to review and comment on the "plan for a plan." You are welcome to circulate this email to your membership. Comments can be sent to me (please cc Rick Rhodes, rcr3@uri.edu) and Forbes/Tate (FT-BAA@forbes-tate.com). Importantly, further development of the Roadmap is based on an iterative and inclusive process; don't hesitate to contact us if you have something to share.

In the upcoming weeks, members of the CMC's executive committee will be visiting with the AHS, CES and ESS. Our goal is to have a final draft of the Roadmap to present to the BAA on November 12. That's when we'll seek the final comments and consider how best to implement a communications and marketing plan that's guided by this strategic roadmap.

- We'll be holding the NERA fall business meeting tomorrow on September 22 from 8:30 – 10:30 AM

EDT. To connect, use NERA's Zoom link: <https://zoom.us/j/5717743008>. The [agenda](#) of the meeting is posted on the NERA website. (This precedes the ESS Fall meeting slated for September 28 – October 1 from 6:00 – 8:00 PM EDT.)

- [Seeking information](#): several directors are asking for your input. Here's what I'm looking for. First, do you have a strategic plan for research and if so, would you please share with me? Second, what are the salary ranges for your post docs? Do you support fringe benefits for your post docs? Who pays for the fringe benefits (the grant or the institution?) I look forward to receiving your input.
- We are again seeking pictures of NERA institutions for the NERA website. Please forward those to [David](#).

Reminders/Updates:

- [Registration](#), at no cost, is required to join the Annual ESS/ARD Meeting which will be held virtually, September 28 - October 1, 2020 in 2-hour slots in the evening (6-8 PM EDT). The [agenda](#) for the meeting is posted on the ESCOP website.
- As you have seen, the NIFA representative has been updated on all of our multistate projects. Interestingly, each project was assigned two representatives. NIFA has shared that the representatives are "primary" and "secondary". Further, NIFA sought to align the representatives along disciplinary expertise. We'd suggest that the AA contact both representatives as a means of touching base and opening lines of communication.
- Last time: The National Research Support Project Review Committee (NRSP RC, an ESCOP committee) has recommended the questions that follow as the ballot to be considered by the Experiment Station Section at end of September. (A link to the ballot will be forwarded to each station, one vote per station.) You remember that NRSPs are supported by off-the top, MRF funding. We'll also discuss this at our NERA meeting on September 22.
 - Which station do you represent? (Survey logic settings will only allow a station to be selected once.)
 - Do you accept or reject the updated NRSP Guidelines as distributed? (Version [posted here](#), dated as 8/24/2020.)
 - Do you accept or reject the NRSP Review Committee recommendation to: Support the NRSP4 renewal request as written at the proposed funding level of \$481,182 per year for FFY2021 through FFY2025, while also including in the proposal a clear distinction of NRSP4 from IR-4 and a collaborative discussion for a future model to transition off NRSP funds, with progress on this effort to be reported back to the NRSP-RC no later than midterm review time.
 - Do you accept or reject the NRSP Review Committee recommendation to: Reject NRSP6's renewal proposal as submitted. This will result in one additional and final year of funding at \$135,000.
 - Do you accept or reject the NRSP Review Committee recommendation to: Support the renewal request of NRSP9 as written at the proposed funding level (\$199,000 for FFYs 2021, 2022, and 2025; \$219,000 for FFY2023, and \$249,000 for FFY2024) with the request to start a collaborative discussion for a future model that transitions off of NRSP funds, with progress to be reported back to the NRSP-RC no later than midterm review time. NRSP9 must also submit a more complete and comprehensive impact analysis than the previous version by midterm review time.

Informational items:

- Purdue and Oklahoma State are hosting a webinar that might interest you. The topic is State Broadband Policies: What Impacts Rural Availability? The webinar is scheduled for Thursday, October 1, 2020 at 1:00 PM (ET) and is based on a [study](#) done by the webinar presenters: Brain Whitacre and Roberto Gallardo. Here's the Zoom webinar [link](#).

- Virginia Tech is hosting a virtual workshop on October 6-7, 2020 on Securing Agriculture, Food, and its Economy (SAFE) with Cyberbiosecurity. Agenda details and a registration link can be found [here](#).
- The Pennsylvania State University seeks an experienced, forward-looking professional to provide strategic leadership for policy, program, administrative, and external relations as the [Associate Dean](#) for Research and Graduate Education for the College of Agricultural Sciences.



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