Greetings to all! THANKS for the opportunity to share some remarks about CARET. Just in case some of you in attendance do not know what CARET is – it is the “Council for Agriculture Research, Extension, and Teaching, a national voluntary citizens’ organization whose grassroots membership supports the integrated land-grant university mission of research, extension, and teaching and is comprised of agricultural producers, commodity leaders, agribusiness leaders, state and local officials, homemakers, consumers, and members of agricultural advisory boards from each state and territory. CARET was created in 1982 by the NASULGC ‘(now APLU)’ Board of Agriculture ‘(now Assembly)’ for the purpose of working to enhance national support for and understanding of the land-grant institution system’s food and agricultural research, extension, and teaching programs in order to achieve a better standard of living for all people”.

CARET delegates are appointed by AHS members/Deans of Agriculture of our land-grant institutions, and (as stated in the CARET Delegate job description) “are expected to interact with members of Congress and others with whom they are familiar on a frequent basis throughout the calendar year (including the annual Joint CARET/AHS Meeting in Washington, DC) to provide a knowledgeable, credible endorsement for the annual APLU Board on Agriculture Assembly budget recommendations and legislative proposals (e.g. farm bill) affecting the agricultural research, extension, and teaching programs of the land-grant university system.”

CARET has a Strategic Plan, current version adopted on March 4, 2008, and is seeking assistance from the AHS family in implementing the provisions of the plan. A key provision in the plan is to promote and enhance the communication between CARET delegates and AHS members, but by know means negatively impacting individual institutions. Some discussions have occurred over the last three months or so about this provision during regional CARET and other meetings, the intent being to provide answers to the following questions:

1. What does AHS expect from CARET?
2. What does CARET expect from AHS?
3. What can and should CARET be?
4. How do we achieve what CARET can and should be from where we are now?
The outcomes from the meetings/discussions are being collected and will be an agenda topic for discussion and appropriate action during the next CARET Executive Committee Meeting, which is scheduled to be held in Washington, DC, November 12-13, 2009.

To end my prepared remarks, the 1994s are encouraged to appoint a CARET Delegate. The cost for this person to participate in CARET meetings and other appropriate activities will be covered by CARET/APLU. For information about CARET, attached is a copy of (a) the CARET Delegate job description and (b) the current CARET Strategic Plan. Again THANKS, and if appropriate at this time, I will attempt to answer questions if there are any.

Attachments
CARET DELEGATE 
JOB DESCRIPTION

The typical profile of a CARET delegate would be a person that is:

- an end user of the land-grant university’s food and agricultural research, extension, and/or teaching programs
- politically knowledgeable and has close ties or has the capacity to develop close ties to one or more members of Congress
- intensely interested in many areas of public policy (particularly agriculture in its fullest sense)
- prone to want to make a difference on those issues of interest to the agricultural research, extension, and teaching components of the land-grant university system
- willing to work in a collaborative environment
- knowledgeable about the land-grant university system
- able to make the time commitment to serve as a CARET delegate in order to participate in CARET activities (nationally and regionally) and functions at their appointing institution.

CARET delegates are expected to interact with members of Congress and others with whom they are familiar on a frequent basis throughout the calendar year (including the annual Joint CARET/AHS Meeting in Washington, DC) to provide a knowledgeable, credible endorsement for the annual A·P·L·U Board on Agriculture Assembly budget recommendations and legislative proposals (e.g. farm bill) affecting the agricultural research, extension, and teaching programs of the land-grant university system.

CARET delegates also are expected to have and maintain a strong working relationship with the Administrative Head(s) of Agriculture of their appointing institution.

A voluntary organization of citizens cooperating with the Board on Agriculture Assembly of the Association of Public and Land-grant Universities
CARET Strategic Plan
Adopted March 4, 2008

An integrated advocacy approach to increase support for the land-grant system, its national priorities, and to secure necessary funding for research, extension and teaching.

1. Develop, train and support the CARET general membership.
   A. Develop a well-defined advocacy plan for the general membership.
   B. Provide a support structure, including leadership development, training, and advocacy tools to support and sustain effective advocacy efforts.
   C. Establish performance standards and a means to measure and evaluate performance.
   D. Propose supporting recommendations to the BAA Policy Board of Directors. **

   Suggestions to accomplish:
   ➤ Schedule joint training with CARET, BAA/PBD, BAC, AHS and Cornerstone to increase understanding of the advocacy system and the politics on “the hill”.
   ➤ Increase interaction with Administrative heads.
   ➤ Provide training on budget process and “main” request. Develop a unified message.
   ➤ Consider a Leadership Institute, specialized training as a part of existing meeting agendas.
   ➤ Create a CARET member mentoring program — state-to-state, a 2-year understudy program.
   ➤ Refine new CARET delegate orientation training, with more opportunities to learn national issues, become acquainted with regional issues, gain exposure to grassroots issues, and more interaction with administrative heads.
   ➤ Build cohesive CARET networks. Conduct regional meetings that bring 2 or more regions together (for instance, Northeast and mid-West).

2. Develop, train and support a targeted advocacy team, including tools to monitor and evaluate success.
   E. Develop a nimble, high impact, relevant, responsive and flexible targeted advocacy plan and team.
   F. Provide a support structure, including leadership development and training for rapid implementation.
   G. Establish performance standards and a means to measure and evaluate performance.
   H. Propose supporting recommendations to the BAA Policy Board of Directors. **
3. Establish appropriate partnerships to enhance and strengthen advocacy efforts.
   I. Coordinate and integrate advocacy and education efforts with ESCOP, ECOP, ACOP, etc.
   J. Develop strategic partnerships with groups that are sympathetic to the land grant mission (Farm Bureau, NACo, commodity groups, etc.)
   K. Develop working advocacy relationship with land-grant "government relations" staff.

**RECOMMENDATIONS to be considered that will support CARET, its mission, and strategic plan:**

➢ Recommend to the BAA Policy Board of Directors that it clarify CARET’s purpose, role, and relationships with the BAA, PBD, BAC, Farm Bill Committee, Cornerstone, and AHS.

➢ Recommend to the BAA Policy Board of Directors that it articulate a unified message, clarify national priorities, and request support by all segments of the land grant family.

➢ Resolve the issue of advocating for system-wide needs vs. earmarks. Consider formula funding system for operational control?

➢ Recommend to the BAA Policy Board of Directors ways that the Administrative Heads can more effectively utilize and support their CARET delegates.

➢ Recommend to the BAA Policy Board of Directors a set of "selection criteria" to be used by Administrative Heads, when appointing CARET delegates. Consider political connections, ability to articulate the message, commitment, and reliability. Consider ways to bring in younger people.

➢ Recommend to the BAA Policy Board of Directors and to AHS clearly defined CARET expectations and a “job description” for CARET delegates and liaison positions, along with a tool to evaluate and measure effective performance.
Recommend to the BAA Policy Board of Directors that every state and territory have a CARET representative.

Recommend to the BAA Policy Board of Directors that states with larger populations have more CARET delegates. Suggestion: Establish two levels of CARET delegates: a) at-large (2 per state), and b) designated legislative districts selected by Cornerstone (total of 10 from states)

OTHER SUGGESTIONS:

- Recommend to the AHS and Academic Programs to develop a "feeder system" by encouraging and assisting graduates to secure legislative assignments.

- Recommend to JCEP, CARET liaisons, and Extension Directors the need to build awareness, understanding, and support of the Land Grant System at the local level.

ONGOING IMPROVEMENTS/SUGGESTIONS:

- Explore and implement "best practices".
- Continue to add "advocacy tips" to the CARET Handbook.
- Develop a reporting form, listing efforts/accomplishments that can be shared with Administrative Heads.
- Raise awareness about information provided on websites (NASULGC, AHS, Cornerstone, etc.).
- Initiate a CARET newsletter or a periodic letter from the Chairman.
- Increase communication with Cornerstone on bill status, failures and opportunities.