Greetings in this New Year,

We hope you all enjoyed the holidays with friends, family, and great food! As January begins to unfold, we can slowly feel the longer days. This is the time farmers eagerly study their seed catalogues in anticipation of planting and nurturing another year’s crop. Likewise, 2014 is ECAN members’ opportunity to initiate conversations with our legislators in anticipation of meeting our 2015 OSU Statewide legislature goals.

We have a new ECAN member from Umatilla County who recently joined us. Please welcome Thomas Demainew.

At Kah-Nee-Ta, ECAN members collectively created a 2015 OSU Statewide campaign game plan to 1) participate in developing the 2015 OSU Statewide legislation, 2) articulate our regional ECAN Public Value stories, 3) “cross-market” those stories between our region’s legislators and 4) plan a year’s worth of meet and greet moments with our legislators. In this Winter ECAN News, we provide once again many of the excellent advocacy tools shared at our Fall meeting including:

- Scott’s OSU Extension Biennial Budget Process Message
- OSU Statewide Update from Jock Mills
- OSU Public Value Messages
- From the Ground Up – A message from Dana Martin, Extension RAs Government Relations

According to our ECAN timeline, ECAN members and RAs will meet in the upcoming months to craft their region’s Public Value message. These messages are valuable in many different venues – town meetings, extension events, one-on-one meetings, op-eds, and others. We have provided a Public Value Message template to make it easy to write a compelling message.

Dana, Jock and Scott are spearheading an opportunity for us to connect with your legislators during the 2014 Special Session. **SAVE the DATE for OSU Statewide Day at the Capitol** is on **February 10th**. Stay tune for more details.

Our legislators are always eager to hear from us, especially between legislative sessions. Make their day by expressing your appreciation for their service and giving them the many reasons to support OSU Statewides. Our repeated message will become their public message by this time next year.

Onward to 2014 ……………

**Suzanne Briggs, OSU ECAN Co-Chair**

**Carolyn Oakley, OSU ECAN Co-Chair**
From Scott Reed’s Desk

**OSU Extension Biennial Budget Process – ECAN Member’s Input Welcome**

While each biennium seems to be unique, preparation for the next full legislative session in January, 2015 has several new twists. The companion *flow chart* illustrates some of the steps in how we will engage the process of appropriations for 2015-17. Please note that while the Legislature will also convene a short, 1-month long session in February 2014, our current state budget is known through June 30, 2015. Thus, we are beginning now to work with administrative processes at the university and Governor’s office to be represented in the Governor’s proposed budget normally issued in December ahead of the full session. This makes the period between now and December 2014 very important.

The top of the flow chart describes several of the many sources of input that are synthesized into what I label “investment concepts”. These concepts are based upon identified public issues and educational needs that are consistent with Extension’s mission.

Once developed, the concepts are screened for how they contribute to institutional priorities. Within the university, such ideas will be evaluated by our five-year strategic plan, relationship to the other two Statewide Public Services, and by the OSU Board of Trustees. After such initial review, concepts may be revised if desired for reconsideration or simply dropped from our work—but to the extent others believe they have merit, the flow chart indicates a possibility of “outside” advocacy.

For concepts that received high priority for funding, we normally expect to develop what have in the past been known as Policy Option Packages that are considered by the Department of Administrative Services and Governor’s office for placement in the proposed state budget released in December.

The next (and final) step towards a final 2015-17 biennial budget is the State Legislature, including committee hearings, testimony by university officials, and creation of the overall budget by the Joint Ways and Means Committee. All of this usually wraps up close the expiration date of our current budget in June, 2015.

Whew! As you can see, there are many steps and opportunities for citizens and ECAN members to become involved. Your perspectives and positive support will be critical as we travel this important path, and we will keep you informed along the way.
Forecast for February Short Session.

Under Oregon’s relatively new process for annual sessions, the Legislative Assembly will convene on Monday, February 3rd and adjourn the first week in March. During even numbered years, the legislature operates under extremely short deadlines. By February 13 – nine working days after the legislature convenes – Committees must complete their work on bills that were introduced in that chamber. Eight working days later, bills must be approved by the chamber of origin and out of the committees in the other chamber. While Committee chairs will have some time to sort through bills prior to the start of the February session, the process essentially allows no time for members to work out complications or details.

We do not foresee significant legislative issues for the OSU Statewide Public Service Programs – the Extension Service, Agricultural Experiment Station and Forest Research Laboratory. However, we have designated Monday, February 10 as OSU Statewides Day at the Capitol.

Legislators will be considering a number of other issues of statewide importance, including possible budget rebalancing and capital financing for a number of large projects, including the Columbia River Crossing. If you have questions about the legislative session, please do not hesitate to contact me directly: jock.mills@oregonstate.edu

Changes in University Governance

With the passage of SB 270 last session OSU is making the transition to governance by a new Board of Trustees appointed by the Governor. (For information: http://oregonstate.edu/leadership/trustees.) In accordance SB 270, OSU will submit a budget proposal for the 2015-17 biennium to the Higher Education Coordinating Commission (HECC) for consideration. (For information about the HECC: http://www.oregon.gov/Gov/Pages/oeib/OregonEducationInvestmentBoard.aspx#Higher_Education_Coordinating_Commission)

We anticipate OSU’s budget proposal will include specific recommendations for the OSU Statewides. Ultimately the HECC will review the OSU budget along with those from the six other four-year public universities and Oregon’s 17 community colleges. This budget will go to the Oregon Education Investment Board (OEIB) which in turn will provide the Governor with a consolidated budget recommendation for the entire budget continuum from pre-kindergarten through post graduate and work readiness. We anticipate that budget will include recommendations for the OSU Statewides. The Governor will release his budget for the 2015-17 biennium in December 2014. The current revenue forecast for Oregon anticipates that general fund revenues for the 2015-17 biennium will increase by approximately 10% over the forecast for the current biennium. The Governor’s recommended budget for next biennium will be based on a November 2014 forecast.
OSU Extension Public Value Messages
Bruce Weber and Beth Emshoff shared their latest findings from Towards One Oregon. In a recent survey conducted by Bruce and other extension colleagues, extension leaders identified three broad program topics that were top priorities. (OR Survey Map)

- Local economic development with a focus upon the closely inter-related issues of small business assistance, community business expansion and retention and workforce development.
- Public health/community health with an emphasis on healthcare in remote rural areas
- Food Security both at the individual and community level.

Public health and food security are symptoms of poverty which is increasing in both Oregon’s rural and urban communities alike. (OR County Income Poverty Chart)

Our legislators share many of these concerns as well. Extension programs across the state are working with community partners to address these topics and we each can site several significant success stories. Check out “OSU Bridges to Prosperity” stories as a start. (http://extension.oregonstate.edu/bridges/)

ECAN members with their RAs and County Leaders can develop several short, compelling stories depending on the interest of their legislators. At our Fall meeting Peg Herring, OSU Extension Communications introduced the concept of creating Public Value messages. (access Public Value Template on ECAN website). The last statement is your elevator speech which can follow this suggested format:

When you support (OSU Statewide or specific Extension program), participants will (what change will happen) which leads to (what is the outcome) which will benefit other communities by (state Public Value).

Take on the challenge with your fellow ECAN members to create a Public Value message and then post it on the ECAN list serv. Together we can learn more about each other’s regions and “cross-market” Extension to all Oregon legislators.

From the Ground Up – Dana Martin, RA’s Government Relations Committee

OSU Extension Priority Issues
During the October 2013 ECAN meeting, we identified priority issues in our regions that we believed to be important and should be addressed by OSU Extension faculty and programs. County Faculty members were asked to take this exercise to their advisory committees, staff meetings and other events to gain more feedback and a broader perspective of staffing needs in local communities.

As a result of these efforts and information, the Extension Program Council (Regional Administrators & Program Leaders) took action to identify key Extension positions needed to better serve our communities. This information is now included in a plan to be considered in the OSU Statewides funding request for the next biennium.
It’s important for you to know that your input and efforts at the grassroots level are recognized and appreciated. You are definitely contributing to the future of Extension. Thank you for participating and being involved in this movement!

OSU Statewides Day at the Capitol – February 10, 2014
OSU Statewides Day at the Capitol is developing into quite an event and we hope you can join us. The purpose for this effort is to both thank legislators for their efforts during the 2013 legislative session, to create equitable treatment for the OSU Statewides, and to pave the road ahead to the 2015-17 biennium. We will have displays in the Galleria including samples of OSU food (cheese, barley crackers, and raspberry soda). In addition, OSU Government Relations will schedule times for ECAN members to meet with their legislators. More information will be posted on the ECAN list serv.

ECAN Communication Links – Stay in Touch!
- ECAN List Serve - ext-advis-brd@lists.oregonstate.edu
- ECAN Website - http://extension.oregonstate.edu/get-involved/ecan
- OSU “Bridges” Extension Stories - http://extension.oregonstate.edu/bridges/

ECAN Advocacy Timeline
- January – March 2014 – Regional ECAN meetings to develop Public Value Message
- February 10, 2014 – OSU Statewides at the Capitol, Salem
- April 2014 – Develop 2015 ECAN Campaign (ECAN Telecom Meeting)
- June 2014 – Final ECAN Letter of Support for OSU Statewides
- August – October 2014 – Create ECAN events to meet with current and potential new legislators
- November 2014 – State and Federal Elections
- December 2014 – Governor’s Budget Released
- March 2015 – House Ways and Means Budget Finalized
- April 2015 – ECAN Day at the Capitol
- June 2015 – Celebrate! OSU Statewide Passes with Full Funding!

ECAN Members join President Ray for November Beaver football game:
Craig Pope, Patrick Proden, Carolyn Oakley,
President Ray, Suzanne Briggs, Scott Reed