

## **Minutes and Follow-up Actions - April 14th Non-Government/Other Workgroup of the National Stakeholder Team**

**Attendees: Scott Jackson, Bob Magee, Phil Mulder, Carol Somody, Renee Woody**

### **1. Follow-up calls, PSEP-IMI fund-raising (volunteers/key messages)**

Thus far, we have 3 volunteers for the 27 follow-up calls. If you are allowed by your organization to participate in fund-raising, and can make the calls IN APRIL, please let me know and I will assign you some names. Please make sure you review the February fundraising letter and the donor commitment form before making follow-up calls. Phil noted that someone from ESA staff might be able to assist; Carol will also ask Lee Van Wychen (WSSA staff). In May, Phase 3 PSEP-IMI fund-raising (the final phase) will occur, beyond the 36 Phase 1 and 2 companies.

### **2. Discussions with national associations to facilitate stakeholder involvement as Goal 1 states establish their state stakeholder teams**

On April 7, all Goal 1 and potential Goal 1 states (total of 24) received a "Who to Contact" list for different needs. Team will be critical in assisting Goal 1 States – one important requirement is the formation of a state stakeholder team. Renee suggested consistency, so an email will be drafted and reviewed by this workgroup before sending it to 16 national associations (including ESA and WSSA) on the team (excluding AAPSE, AAPCO, and ASPCRO, all already engaged at the national and state level). The email will request assistance and/or advice on how best to proceed in engaging state or regional equivalents of these national associations, so that they understand PSEP, history/success of the Team and PSEP-IMI, Goal 1 purpose and minimum requirements, and importance of the state stakeholder teams. It will also indicate that we will follow-up in 30 days if there is no response.

### **3. One-pager on PSEP Mission/Goals/Target Audiences/Important Topics and Messages – to help advance information that is consistent among PSEPs, Team members, Goal 1 states, etc.**

Why is a one-pager on these topics needed? One challenge is that 25% of states have less than a half-time equivalent committed for PSEP (including core staff assistance). Another challenge is that some PSEP roles have been inherited by individuals with no time for PSE, and some have other primary interests. There is also a trend toward soft-money, non-tenure track PSEP positions. There is value to PSEPs and the rest of the Team to project a consistent message on these points, as state stakeholder teams are formed.

Phil Mulder offered to draft the one-pager, using Phil Nixon's paper as a starting point. (Addendum: no paper was written by Phil Nixon; other resources will be used.)

### **4. Continued assistance to Federal Workgroup concerning National IPM Dialogue (workplan/priorities)**

It has been suggested by David Epstein (chair of the Federal IPM Coordinating Committee) that we form one or two small team(s) to participate in national/state/IPM Center dialogues – this could be different people for national versus IPM Center discussions, for example. We are looking for suggestions - a couple of national industry associations (in addition to AAPCO, AAPSE, AAPCO, and Extension), a PSEP or other university rep from each region, and ESA and WSSA. PSEPs Wayne Buhler (SE) and Ronda Hirnyck (NW) have committed. Phil Mulder indicated that he can represent ESA. Carol Somody will ask Lee Van Wychen if he can represent WSSA. Phil also suggested Jackie Lee (OK State University PSEP) or Charles Allen (TX A&M University IPM Coordinator and Asst. Dept. Head) to represent SW. Carol will invite two association reps from the team. Suggestions about possible PSEP/university reps to represent the NE and MW would be welcome.