



**CORNERSTONE**  
GOVERNMENT AFFAIRS

**Advocacy and the Northeast:  
How do we help ourselves?**

**Vernie Hubert, Senior Consultant**

**June 13, 2017**



**Before you can help yourself...**

**You must know the situation**



# Farm Bill

- Hearing underway
  - PBD Chair Jay Akridge testified at House Ag in March
  - More Ag research hearings coming up
- “On-Time”
- Tension already brewing (ie Dairy vs. Cotton)



# Budget and Appropriations

- FY 2018 Appropriations process has begun  
– subcommittees are writing bills
- APLU PRIORITY: Increase NIFA by \$200 million in APLU's six priority lines
- President's FY 2018 Budget Request was a doozy - ~22% cut to USDA ; ~8% cut to NIFA



**How do we help ourselves?**

**ACTION ACTION ACTION  
ACTION ACTION ACTION**



# Advocacy

- Stay engaged with your congressional delegation YEAR ROUND
- Advocacy  $\neq$  one meeting per year
- Advocacy =
  - Being a resource without being a bug
  - Meetings back at home in the district/state
  - Tours of facilities in the district/state
  - Attend/Sponsor fundraisers



# Strong Stalks

- Provide a **PERSONALIZED** and **RELEVANT** message to Congress
- Identify individuals (CARET) that are stakeholders of the institution and have adequate relationships with decision makers



# Mobilization

- When you see a Call to Action from Cornerstone/BAC/CLP – ANSWER THE CALL
- Follow up and follow through





# One Voice

- Ag research community consistently shoots each other and ourselves in the foot
- The NIH model is classic, but need to make it work for agriculture



# Main Takeaways

- **ACTION**
  - Year-round advocacy
  - Strong Stalks
  - Mobilization
- **ONE VOICE**
- **Consistency and Relevancy**



# We've made it easy...

- Additional detailed information in the Best Practice Guides ([land-grant.org](https://land-grant.org))

# JUST DO IT!



# Keep in mind

- All contacts should be consistent with your institutions' policy for congressional advocacy
- The advocacy system that YOU created and participate in only works if  
**YOU PARTICIPATE**





**CORNERSTONE**  
GOVERNMENT AFFAIRS

# **Advocacy and the Northeast: How do we help ourselves?**

**Vernie Hubert, Senior Consultant**

**June 13, 2017**

