




NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY

THE COOPERATIVE EXTENSION
PROGRAM

MEMORANDUM

TO: North Carolina Cooperative Extension Faculty and Staff

FROM: Dr. M. Ray McKinnie 
Administrator and Associate Dean

Dr. Jon F. Ort 
Assistant Vice Chancellor, Associate Dean and Director

DATE: July 6, 2005

SUBJECT: Marketing Cooperative Extension

On June 24, 2005, Carolina Public Relations (CPR) presented to 75 of your peers their recommendations for marketing Cooperative Extension.

Extension Administration has been involved with evaluating the feasibility of those recommendations and has engaged Carolina PR in further dialogue relative to our marketing message. We have asked them to continue to pull together a marketing focus and message to reflect an integrated system with a "One Mind-One Extension" approach under girded by the thought that the sum total of the organization is greater than its parts.

Meanwhile, actions teams have been charged with the Change Management aspect of this effort and will make specific recommendations in the areas of planning, program, people, public image and performance measurement. Their work will focus on the identified niche issues, which can be addressed in a holistic manner.

We encourage each of you to visit the Marketing and Change Management website, <http://intra.ces.ncsu.edu/marketing/> for updates on the progress of the action teams. Thank you for continued support of this effort as we move Cooperative Extension forward.