

Lee County Plan of Work

January 15, 2004 - Updated April 15, 2004

I. Executive Summary

Lee County, located in the geographic center of the state, was formed in 1907 from parts of Moore and Chatham Counties as the 98th North Carolina county and was named after General Robert E. Lee. Lee County is small in area, only 164,700 acres. A population of 49,810 people was reported in 2002. Sanford is the county seat. Other towns include Jonesboro, Broadway and Lemon Springs. Per capita income in 2001 was \$26,680. Lee County grew 18.5 percent from 1990-2000 and is projected to grow 14 percent from 2020-2030. Based on the 2000 census Lee County's ethnicity of population includes 70% Caucasian, 20.5% African-American, 7.3% Hispanic, 0.7% Asian and 1.5% other. Our age breakdown is 26% - ages 0-17, 61% - ages 18-64 and 13% - ages 65 plus.

While Lee County does not have interstate access, it does have excellent highway access with U.S. Highways 1, 15, 501 and 421 along with N.C. Highways 42, 78 and 87. Together these allow for easy access to the county and provide connections to markets and Interstates nearby.

Sanford-Lee County Regional Airport, located just off of U.S. Highway 1 in northeastern Lee County, is designated as a reliever airport for Raleigh-Durham International. Rail service is available in most industrial areas throughout the County from CSX, Norfolk Southern and an Atlantic and Western short line. The county has no passenger rail service and no access to the planned regional rail service linking Durham, Raleigh, Cary and the Research Triangle Park.

A diverse mixture of industrial manufacturing, retail sales, agriculture, and agribusiness result in a strong and stable economy. Major industries include cosmetics, pharmaceuticals, automotive components, furniture manufacturing, food processing, brick manufacturing, textiles, recycling industries, and electronic components manufacturing. Over 40% of our county work force is employed in the manufacturing sector, 24% in the service industry, 15% in retail and wholesale trade, and 12% in government. The agriculture sector employees 1%. With a work force of over 26,000 our unemployment rate as of December 2003 was 7%.

Farm Income Estimates for 2002 totaled \$34.8 million. Poultry is the major income producer with a gross annual income of \$8.2 million, followed by tobacco at \$5.7 million. Forestry ranks third with \$4 million. Nursery and greenhouse crops at \$3.9 million, vegetable and berries at \$1.2 million, and livestock, at \$1.6 million add to the diversity of agricultural production.

We have one high school that serves over 4,000 students of which 150-200 dropout each year and 400-500 graduate. In addition we have 2 middle schools, 7 elementary schools, 2 Christian schools (k-12), 1 charter school, 3 schools meeting the needs of special populations, 159 home schools and 83 child care facilities. Central Carolina Community College is located in Lee County and has campuses in Chatham and Harnett Counties. Associate degree programs, continuing education classes and non-credited adult education courses provide residents with life long educational opportunities. 46% of county residents have a college education or better. 54% have a high school education or less.

Environmental Scan:

Agents began our Environmental Scan by distributing a written survey in February of 2003 at commodity and volunteer group meetings. During June and July we interviewed by telephone callers seeking information. The secretaries interviewed walk-in clientele. We also surveyed the Board of Education and local civic groups. Advisory members were asked to share the survey with individuals they interacted with. In July we posted to our web site an online survey. Notice to complete the survey

was sent to email aliases maintained by the Agents. Over 270 responses were received. As a result of the environmental scan our Advisory Council identified and prioritized the following issues facing the county:

1. Concern for the future of agriculture
2. Urbanization and the loss of farmland (Development)
3. Addressing issues related to population growth
4. Building stronger family relationships
5. Developing local markets for locally grown produce
6. Finding profitable alternatives to tobacco
7. More activities for youth
8. Budgeting and debt management

Using resources from NCSU and our county advisory system, programs will be designed to address these issues.

II. Focus Areas and Objectives

Developing Responsible Youth

4-H and Youth Development

Agent: Bill Stone

Y-3 Youth involved in short-term educational programs will show increased life skill knowledge and subject matter skill. Ex.: Summer fun, Babysitting Classes, and Presentations.

Y-10 School based youth educators and administrators will be actively engaged in the design, delivery and and revisions of programs, which enrich school based curriculum. Ex.: Embryology.

Y-11 Provide youth experiential educational opportunities in cooperative, nurturing environments which stimulate the development of life skills, while focusing on the mental, physical, and social growth of the individual. Ex.: Community Clubs.

Y-12 Youth/adult volunteerism will strengthen a community's capacity for positive youth development. Ex.: Volunteer Leaders, Service Projects, Youth County Council.

Enhancing Agriculture, Forest and Food Systems

Conserving and Improving the Environment and Natural Resources

Agriculture – Crops

Agent: Don Nicholson

A4. Field crop growers will implement recommended and potential production practices and systems, investigate innovative agricultural opportunities, develop business and human resource plans, and explore marketing options to ensure continued farm productivity and profits and quality of life.

A10. Wildlife and Fisheries Management: participants will improve management of wildlife and fisheries resources.

E2. Field crop producers will adopt and promote economically and environmentally-sound practices to manage water, soil, nutrients and pesticides for the purpose of enhancing environmental quality.

E8. Commercial pesticide applicators, public operators, consultants, dealers and private pesticide applicators will be certified and trained in pesticide BMP to protect worker health, crop safety, beneficial insect populations and other environmental protection issues.

Agriculture – Horticulture

Agent: Sarah Ivy

A15: Through the consumer horticulture program, consumers will increase their knowledge and adopt practices concerning proper plant selection, cultural practices, and pest management strategies that maximize plant performance while minimizing inputs, and protect environmental resources.

C4: Paid staff and volunteers working in partnership will design and manage volunteer systems where manager volunteers involve other volunteers to help accomplish mutual goals. (Master Gardener, other Master Volunteer Programs)

A5: Commercial horticulture growers will implement recommended and potential production practices and systems, investigate innovative agricultural opportunities, develop business and human resource plans, and explore marketing options to ensure continued farm productivity and profits and quality of life.

A9: Forestry Conservation, Management and Marketing: Program participants will improve the economic and environmental sustainability of North Carolina's forest resources.

Agriculture – Livestock

Agents: Tyrone Fisher and Dan Campeau

A1. Animal, poultry and aquaculture producers including limited resource audiences will implement practices or enterprises that will achieve individual and family goals related to profitability and quality of life.

A2. North Carolina citizens (farm and non-farm) will respond to issues of mutual concern that relate to production agriculture, including human nutrition, nuisance identification, food quality assurance, quality of life, economic impacts, the appropriate treatment of farm animals, and environmental stewardship.

A3. Youth involved in animal projects will improve personal development and learn leadership and life skills related to animal husbandry including: record keeping, finances, producing high quality animal products, sportsmanship, and appropriate treatment of animals.

E1. Livestock, poultry, and fish producers will adopt and promote economically and environmentally sound practices to manage water and waste materials for the purpose of improving air and water quality protection.

Strengthening and Sustaining Families

Family and Consumer Sciences

Agent: Susan C. Condlin

F1. Building Healthy Families - North Carolinians, including limited resource individuals and families, will improve the quality of their lives through eating healthy, being active, handling food safely, managing resources for food security, and practicing healthy promoting behaviors.

(Food and Nutrition)

F3. Fostering Resiliency for Families in Transition - North Carolinians, including those with limited resources, will develop skills and strategies to manage effectively their personal finances through expected and unexpected economic change and life events.

(Financial Resource Management)

F4. Developing Leadership and Community Capacity - Individuals and groups will develop leadership skills and take action to maximize development and use of community resources leading to improve quality of life for all families.

(Volunteer Leaders: ECA, Advisory Committees, Community Groups and Individuals)

F5. Promoting Safe and Healthy Environments ---- North Carolinians, including those with limited resources, will improve the safety and health of their working and living environments.

(ServSafe)

III. Other Programs

Lee County Fair: The staff of Cooperative Extension in Lee County gives leadership to various family and agriculture oriented events conducted at the Lee County Fair. Along with the Fair sponsor, Sanford Lions Club, Cooperative Extension identifies community members to serve on the Fair Advisory Committee. The purpose of this committee is to actively participate in planning and evaluating events at the fair and to provide feedback during the evaluation meeting. Feedback is used to improve the quality of our Fair. Extension takes the lead on updating the fair catalog, securing judges for the agricultural exhibit hall, conducting the truck and tractor driving contest, the livestock show, the youth broiler competition, the youth steer auction, the diaper derby, two 4-H horse demonstrations, 4-H dog show the goodness grows exhibit, recruiting and organizing the educational exhibits, including the Master Gardener demonstration garden and exhibit.

Farm City Week: Partnering with the Sanford Kiwanis Club, Cooperative Extension gives leadership to forming the Farm city Advisory committee and implementing activities designed to bring urban and rural residents together for a better understanding of their dependency on each other. Activities include: 4-H cotton picking contest, 4-H Art and Photo contest, plow day, student ag day, farm city banquet and the farm city ladies luncheon.

Management of the McSwain Extension Education and Agriculture Center: Built as “one stop for services” for our rural residents, the McSwain Center houses Farm Service Agency, Rural Development, Lee County Soil and Water Conservation, Natural Resources Conservation Services and North Carolina Cooperative Extension. As a county department, Cooperative Extension oversees the upkeep, maintenance and operation of the building. Damage and needed maintenance is forward to public works. Rentals and bookings of events in the Farm Bureau Auditorium is also the responsibility of Cooperative Extension. Staff also responds to breach of security when the security system is activated.

Membership with Community Boards and Organizations: In order to promote visibility of Extension and to personally contribute to the quality of life in our county, Agents have taken an active part in the community by joining community organizations or by serving on boards. Currently Agents are involved with Sanford Chamber of Commerce, Habitat for Humanity Board of Directors, Lee County Partnership for Children Board of Directors, United Way of Lee County, Network on Aging, Lemon Springs Ruritans, County of Lee Employee Wellness Committee, and the Healthy Lifestyle Committee.

IV. Relationship to County Government Objectives

Currently the County of Lee does not have a strategic plan.

North Carolina Cooperative Extension in Lee County values the partnership established with the County of Lee. The County Extension Director is viewed as a County Department Head and attends Department Head meetings when called by the County Manager. The County Extension Directors meets quarterly, one on one, with the County Manager and at other times as needed. The Manager and his Administrative Assistant are informed when the County Extension Director will be out of the county for any length of time.

The County of Lee funds Cooperative Extension's operating budget in the amount of roughly \$150,000. In 2000 the county completed the building of the McSwain Extension Education and Agriculture Center on land deeded by a local philanthropist to the College of Agriculture and Life Sciences Foundation at NCSU. The Foundation has a "rental agreement" with the County of Lee for 99 years, with a renewal option for another 99 years. Funding for the McSwain facility, in the amount of \$1.7 million, came from the County of Lee's capital improvement funds. An additional \$300,000 was raised by private donations to expand and pay off the Lee County Farm Bureau Auditorium which is part of the McSwain Extension Center.

County administrative offices are available to assist Cooperative Extension in fulfilling their role as a county department. The Human Resource director works closely with Extension when hiring part-time, county funded personnel. County Public Works staff perform daily maintenance and see to the over all upkeep of the building. The Administrative Assistant works closely with the finance office to assure bills and purchase orders are completed in a timely manner. The County Attorney is on call when a legal issue arises and advice is needed. County Agents are approved to drive county vehicles when a need arises to transport program participants. The Information Systems Department provides Cooperative Extension with technology and telecommunication services.

A yearly presentation, related to Extension activities, is made to the Board of County Commissioners during one of their public meetings. A "Report To The People" is presented yearly to the County Commissioners and the County Manager. The majority of the Commissioners attend along with the County Manager, County Attorney and Administrative Assistant. County officials are invited to volunteer, youth and educational programs offered by Cooperative Extension. In addition, the Commissioner and the County Manager are on our mailing list and receive timely information regarding Extension activities

Emergency Planning Committee: The County Extension Director serves on the local Emergency Management committee. In the case of a disaster, the CED will report to the command base at City Hall. Responsibilities include having direct links to Agricultural agents to handle issues facing the agricultural community and being prepared to handle food safety issues. Our Livestock Agent currently chairs the County Animal Response Team (CART). With his leadership the team is in the final stages of developing their plan and will be submitting it for approval in early 2004. Following approval, table top and mock disasters will be instituted under the Livestock Agent's leadership.

In times of emergency, Cooperative Extension volunteers to assist the County of Lee. The Lee County Farm Bureau Auditorium at the McSwain Extension Education Center recently housed two units of the Department of Social Services. These forty workers were displaced due to a fire and needed office space until renovations could be made to their workspace. County workers resided with us for 6 months. In addition to this, our facility has been used for public hearings, commissioner retreats, county employee appreciation events and departmental meetings.

V. Diversity

North Carolina Cooperative Extension in Lee County is committed to embracing the value of diversity and the elimination of discrimination on the basis of race, nationality, socio-economic status, religious belief, ethnicity, family and marital status, gender, age, sexual orientation, or disability. We acknowledge the positive impact related to these differences on our educational programs and outreach. Diversity, reflected in the core differences of all human beings, must be valued among employees, clientele, and educational partners.

Cooperative Extension in Lee County will address diversity issues by:

- Providing, encouraging, and supporting opportunities which result in a total commitment to diversity.
- Promoting diverse partnerships with individuals, groups, and organizations,
- Reviewing, implementing, and maintaining policies and procedures incorporating Extension's commitment to diversity.
- Building an employee and volunteer population that reflects the diversity of the county.
- Supporting diversity at all levels of the organization.
- Utilizing existing University resources which allow staff to gain experiences related to diversity.

In addition:

- Efforts will continue to be made to reach all demographics of the county population.
- Through the use of United Way funds, 4-H will continue to provide financial support to youth to help offset program costs for all youth.
- Each organization supported by Extension personnel and partnering with Extension will have on file a yearly Affirmative Action letter stating they will not discriminate against individuals interested in participating in their organization.
- Agents will continue to collaborate with community organizations in order to reach non-traditional groups and underprivileged youth.
- Discrimination statement will appear on all newsletter and flyers used to promote educational programs and events.
- All programs and events are open to the public and publicized as so.
- Programs and events will be held during days and times that will attract minority and under served audiences.
- All reasonable efforts will be made to assure members serving on Advisory committees reflect the makeup of the community.
- Based on the needs assessment and input from Advisory members, specific programs will be designed to meet the needs of under served audiences.

VI. Primary Delivery and Evaluation System

Delivery Methods: Extension agents are professional adult and youth educators. Agents utilize a variety of teaching and information delivery methods to inform and educate their targeted audiences.

- Mass media: 1 monthly television program on Channel 46
2 weekly news columns for the Sanford Herald
radio
newsletters
- Meetings and presentations to commodity and civic groups
- Trained volunteers and Advisory leaders will deliver timely information and programs
- On-farm demonstrations and test
- Workshops and demonstration
- Hands on activities
- Field trips and tours
- Timely updates to web site
- Letters and emails addressing hot topics
- Distribution of Extension publications
- Educational Fairs and Exhibits
- Video Library
- Telephone
- Office Walk-ins
- One-On-One contacts in the community

Webpage: NC Cooperative Extension in Lee County has a wealth of knowledge and resources posted to our web site at www.ces.ncsu.edu/lee. Our web site, developed by agents and secretarial staff, connects county residents to a variety of Extension educational information and upcoming events. Designed as a gateway for Cooperative Extension in Lee County, the site is a promotional tool providing links to Extension resources and publications as well as links to state and federal government sites. Our web site contains information and links for the following areas: Agriculture and Forestry; Home Horticulture; Family and Consumer Education and 4-H Youth Development. Posted to our web site are weekly articles written for The Sanford Herald including Extension News and The Garden Guide. Also located on our web site is our Educational Video Library. Videos are available for check-out on a three day loan. Within our website is a calendar of Cooperative Extension – Lee County Center upcoming events taking place for a two month period.

Evaluation Methods: To ensure programs have the desired impact, Extension programs are evaluated and modified continually. Agents use a variety of methods to determine the effectiveness of their program.

- Pre and Post evaluations of knowledge gained as a result of participating in an Extension Program
- Feed back from advisory committee members, volunteer, leaders, youth and program participants
- Surveys of program stakeholders and participants
- Economic impact of programming efforts
- Follow up with clients
- Observation of changes made as a result of Extension’s program delivery

VII. Advisory Leadership System Membership

Advisory Council:

Jane Barringer	Scott Carpenter	Sylvia Churchwell	Alan Cox
David Dycus	Charlene Gaster	Dan Gordon	Phil Griffin
Nancy Gust*	Bill Lewis	Anne McKoy	Steve McNeill
Margaret Murchison	Julia Nunnery	Bill Parrish	Jimmy Parrish
Jimmy Randolph	Gabriel Soltren	Jim Stevens	Bud Taylor
Tim Thomas	Ralph Upton*		

* Co-Chairs

Consumer Horticulture*:

Brooks Gage	Stephanie Williams	Phil Griffin	Helen Hincks
Liz Kelly			

*committee is currently being formed

Commercial Horticulture*:

Gary Thomas	Steve McNeill	John Gross	Rosemary McLeod
David Watson	Phil Platter	Darrell Sapp	Wayne Broome

*committee is currently being formed

Master Gardeners:

Gail Griffin	Paul Connolly	Avron Upchurch	Peggy Jackson
Jackie Kane	Karolyn Stokley		

Forestry Landowners:

Jane Barringer	Dan Burton	Jim Foster	Betty Lawrence
Lewis Lawrence	Mark Luellen	Bud Taylor	

Animal Science:

John Byrd	Alan Cox	Dan Gordon	Darryl Harrington
Anita Harris	Robert Helms	Sam McArthur	David Thomas
Ronnie Turner	Gerald Dean Yow	Tom Zone	Ruehl Dabolt
Rosemary McLeod	Emily Sue Farmer		

Row Crop Agriculture:

Clyde Patterson	Ernest Dalrymple	David Dycus	Mike Gaster
John Gross	Duane Jackson	Gary Thomas	Tim Thomas
Wayne Watson	Charles McLeod	Tammi Thomas	

Farmers Market:

Trip Chandler	Jim Letendre	Bill Minard	Phil Platter
Bill Parrish	Amy Sugg	Cindy Teel	Jamie Teel
Steve Thomas	Peggy Thomas		

Agriculture Fair:

Jane Barringer	Nancy Berliner	Ethan Bowman	John Byrd
Laura Cashion	Bruce Caskie	John Cole	Alan Cox
Wayne Foushee	Joshua Godfrey	Brian Gordon	Dan Gordon
Mary Griffin	Sloan Griffin	Afton Harrington	Seith Holt
Tommy Mann Jr	Rex McArthur	Nicole McCauley	Wendell McGee
Jay Moore	Peggy Nelson	Ed Paschal	Bill Shubert
Patrick Smith	Roger Smith	Karolyn Stokley	David Thomas
Ronnie Turner	Sherry Williams		

Farm City:

Tommy Brooks	Dan Cape	Sylvia Churchwell	Joyce Frye
Carol Cox	Buck Cox	Tommy Dalrymple	Mollie Dowdy
Mary Lee Dutton	David Dycus	Jim Foster	Charlene Gaster
Gail Griffin	Gilbert Matthews	Charles McLeod	Cynthia Peterson

Glenn Poole Donna Covington	Karolyn Stokley	Wayne Watson	Wayne Yarborough
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Ladies Luncheon:

Carol Cox	Ida Jean Douglas	Genease Fields	Charlene Gaster
Lou Roberts	Carolyn Willett-Cox	Lynda Bowers	Ann Clarke
Mary Lee Dutton	Martha Ragan	Vivan Taylor	Sue Upton

Family and Consumer Sciences Program Committee*:

Karla P. Hancock	Donna Brown	Theodora Brown	Pat Reynolds
Jeff Gaster	Emily Smith	Jackie McMillian	Joyce Wagner

*committee is currently being formed

Out For Lunch:

Diana Blue	Tony Bradley	Louise Bruckner	Gaye Freeman
Joyce Brooks	Donese Pulley	Ethel Wallace	

Food Safety:

Darrell Cassidy	TC Carter	David Chang	Elizabeth Cruz
Jeff Hartman	Crystal Hodges	Bill Norris	Julia Nunnery
Faye Schultz	Joyce Wagner	Jeanne West	

Extension and Community Association:

Sylvia Churchwell	Brenda Willett	Jayne Tyner	Wilma Winstead
Lois Burns	Dot Gladden	Wanda Branch	Terri Sharpe
Mary Ann Eskridge	Rita Craven	Ann Clarke	Debbie Abbott
Nadine Overby	Carol Cox	Carolyn Willett-Cox	

4-H and Youth Development Program Committee:

Melinda Bowman	Sarah Craig	Sarah Dunn	Jennifer Habeeb
Bo Hedrick	Peggy Mann	Traci McIver	Carolyn Spivey

4-H County Council:

Clarke Mann	Melinda Bowman	Lyman Woolens	Ginnie Woolens
Adam Lineberry	Hannah Dallas	Laura Cashion	Brittany Nave

4-H Volunteers Leaders:

Reba Bowman	Cynthia Cashion	Sarah Dunn	Mary Griffin
Peggy Mann	Mandy Moss	Cynthia Peterson	Terri Sharpe
Denise Godley			

VIII. Lee County Staff Membership

<i>Staff Member</i>	<i>E-mail Address</i>	<i>Phone</i>	<i>Area of Responsibility</i>
Susan C. Condlin County Director	susan_condlin@ncsu.edu	919-775-5624	Administration, Family and Consumer Sciences, ECA Liaison

<i>Staff Member</i>	<i>E-mail Address</i>	<i>Phone</i>	<i>Area of Responsibility</i>
Bill Stone Assistant Extension Agent, 4-H and Youth Development	bill_stone@ncsu.edu	919-775-5624	4-H and Youth Development
Donald Nicholson Assistant Extension Agent, Crops	don_nicholson@ncsu.edu	919-775-5624	Field Crop Production, Pond Management and Pesticide Coordinator
Tyrone Fisher Assistant Area Specialized Agent, Livestock	tyrone_fisher@ncsu.edu	919-775-5624	Livestock
Sarah Ivy Assistant Extension Agent, Horticulture	sarah_ivy@ncsu.edu	919-775-5624	Commercial and Home Horticulture, Forestry and MGV
Dan Campeau Area Specialized Agent, Poultry	dan_campeau@ncsu.edu	919-775-5624	Poultry
Carol Nicely Family Nutrition Program Assistant, OFL - Adult.	carole_nicely@ncsu.edu	919-775-5624	OFL
Esther Edwards Family Nutrition Program Assistant, OFL - Preschool	esther_edwards@ncsu.edu	919-775-5624	OFL Preschool
Rhonda Gaster Administrative Secretary	rhonda_gaster@ncsu.edu	919-775-5624	Administration, Secretary for Horticulture, Livestock and Agriculture
Kay Morton Secretary II	kay_morton@ncsu.edu	919-775-5624	Secretary for FCS and 4-H

IX. Contact Information

North Carolina Cooperative Extension
Lee County Center
2420 Tramway Road
Sanford NC 27330
State Courier#14-42-10
Phone:919.775.5624
Fax: 919.775.1302

Web address: <http://www.ces.ncsu.edu/lee/>

Directions to the Ernest and Ruby McSwain Extension and Education Center

From Raleigh

Travel south on US 1 to Sanford. Turn left onto Hwy. 78 (Tramway Road) at the stoplight in Tramway. There will be a Hardees on your left. The Ernest and Ruby McSwain Extension Education and Agriculture Center is located 1.25 miles on the left. Drive time from Raleigh is approximately 45 to 50 minutes

From Fayetteville:

Travel north on Hwy. 87 to Sanford. Turn left onto Hwy. 78 (Main Street then becomes Tramway Road). The Ernest and Ruby McSwain Extension Education and Agriculture Center is located approximately 3 miles on the right. *Drive time from Fayetteville is approximately 45 to 50 minutes.*

From Greensboro:

Travel US 421 South to Sanford. Take the US Hwy 1 South exit. Follow US Hwy. 1 South to Tramway. Turn left onto Hwy. 78 (Tramway Road) at the stoplight in Tramway. There will be a Hardees on your left. The Ernest and Ruby McSwain Extension Education and Agriculture Center is located 1.25 miles on the left. *Drive time from Greensboro is approximately 90 minutes.*