

Forum Name	Suggestion	Description	Votes	Supporters
How to secure reliable funding?				
2013 AC Listening Session - Q1	how can we better secure our own funding to ensure our financial future.	The idea is to duplicate Texas Agri-Life Extension funding model to allow us t	34	25
2013 AC Listening Session - Q1	What do we need to do to meet the budget?		1	1
2013 AC Listening Session - Q1	How do we retain county financial support as we loose state funding matches.		7	6
2013 AC Listening Session - Q1	Does NCCES Mission/ progams agree with the priorities of our funding partners and sponsors, legislat		3	2
2013 AC Listening Session - Q1	Who are our key customers that will support and sustain the organization in the future?		4	3
2013 AC Listening Session - Q1	How can we continue to expect counties to fund additional positions without a state cost share?		4	2
2013 AC Listening Session - Q1	How can we maximize our county partnerships both financially and programmatically to help us retain p		1	1
2013 AC Listening Session - Q1	What is the actual deficit we are facing currently and how is extension going to move forward with less i		4	2
2013 AC Listening Session - Q1	What past plan of actions have been implemented to cover the \$20 Million cut we have had in 13 years		1	1
2013 AC Listening Session - Q1	How can we get Extension administration to allow hiring of agents with total county dollars before the c		2	2
2013 AC Listening Session - Q1	How can we leverage our supporter into creating an adequate funding environment?	Our advocates are always willing and able to present our value and needs to	2	1
2013 AC Listening Session - Q1	Can we change the funding structure at the General Assembly to ensure the finances are distributed to	Need our own lobbyist seperate from the university	4	4
2013 AC Listening Session - Q1	How do we obtain more county funding without losing our connection with the university?		1	1
2013 AC Listening Session - Q1	If the burden of financing extension shifts more to the counties, at what point does the MOU become in	If we are looking to our counties to help shoulder even more of the financial t	4	4
2013 AC Listening Session - Q1	The reason endowments were started is to keep programs in our our counties, why not look at this opti		1	1
2013 AC Listening Session - Q1	What is the public willing to pay for, what are they not willing to pay for	Do we have programs that are not (or less) relevant.	1	1
2013 AC Listening Session - Q1	How do we go about securing permanent funding within the government budget as essential need.	Depending on the farm bill we are either well funded or much below funding l	3	3
How to continue to meet county/community needs?				
2013 AC Listening Session - Q1	Ext. is only as strong as their county partners...		2	1
2013 AC Listening Session - Q1	How to sustain rural communities and their ag/ natural resources through education, leadership and en		10	6
2013 AC Listening Session - Q1	Can we stay true to serving the needs of small farms via relevant and direct education and relationship	Cooperative Extension is unique in that we answer the needs of farmers in a	12	10
2013 AC Listening Session - Q1	Who are our main audiences? What are their needs and assets?		1	1
2013 AC Listening Session - Q1	Should there be more of a focus county needs versus the district and state overall needs?		17	10
2013 AC Listening Session - Q1	How can we meet the needs of the clients with limited funds and lost positions?		5	5
2013 AC Listening Session - Q1	Flexibility to respond to the emerging issues of the community such as current Affordable Care Act	To respond would enable Extension employees to provide educational traini	1	1
2013 AC Listening Session - Q1	How can we retain partnerships with counties and move in a direction to secure stronger local partners		1	1
2013 AC Listening Session - Q1	How do we maintain close local ties with the community?		2	2
2013 AC Listening Session - Q1	There seems to be a disconnect between county and departmental planning and they need to be integr		1	1
2013 AC Listening Session - Q1	What are the specific needs within our counties that we can provide leadership in addressing?		1	1
2013 AC Listening Session - Q1	What are our communities educational needs?	What are our communities educational needs?	1	1
2013 AC Listening Session - Q1	How can we maintain the same client relationships with less staff and more area?		5	5
2013 AC Listening Session - Q1	How can we keep the people we serve our priorities--making sure we talk about people, families, etc.	this is important to connecting with "the public" - personalization, what's in it l	1	1
2013 AC Listening Session - Q1	Once all the decisions are made how will the needs of all counties be met?		1	1
2013 AC Listening Session - Q1	How will we take into account the differing county needs and expectations?		1	1
2013 AC Listening Session - Q1	How do we effectively serve our clientele with limited resources?		1	1
2013 AC Listening Session - Q1	Who consumer is and what their needs are		1	1
2013 AC Listening Session - Q1	How can we better utilize integrated programming to meet client needs?	Working together across program areas amplifies our efforts.	1	1
2013 AC Listening Session - Q1	How do we keep a strong local program presence tied to an engaged specialist support system?		1	1
2013 AC Listening Session - Q1	How the lost of positions is going to be managed considering the needs of clientele AND that some cou		1	1
2013 AC Listening Session - Q1	How can we meet the many needs of our audiences with fewer resources?		1	1
2013 AC Listening Session - Q1	How can we provide quality services without quality resources and how do we engage those people in i		1	1
2013 AC Listening Session - Q1	Are we addressing the current context of the need, our current stakeholders, and how demographics ar	We have been considered as Ag mostly--is that still relevant? NC is changin	3	2
2013 AC Listening Session - Q1	What do North Carolinians need most? What are they not getting elsewhere?		2	2
How to remain relevant in changing landscape?				
2013 AC Listening Session - Q1	How do we maintain local relevance in an online world?	With an increased amount of information available online from all sorts of so	13	10
2013 AC Listening Session - Q1	How can we best serve youth and families as they face contemporary issues?		11	5
2013 AC Listening Session - Q1	How do our stakeholders view us as Extension are we a value to them?		1	1

2013 AC Listening Session - Q1	What is our mission: what makes us currently relevant?		4	2
2013 AC Listening Session - Q1	What have you done for me lately?	We need to be relevant, we need to be trusted, we need to be known.	1	1
2013 AC Listening Session - Q1	How do we know that we will be relevant to tomorrow's society?	With a changing world,, climate, and economy, how do remain relevant to the	1	1
2013 AC Listening Session - Q1	How do we serve as 'connectors' across our communities (partnership builders) as well as educators in		2	2
2013 AC Listening Session - Q1	How do we adapt to future communication technologies and remain relevant?	Do we need to become 'entertainers' in order to reach our future audiences?	2	2
2013 AC Listening Session - Q1	How do we become "proactive" to what is happening rather than "reactive"?		1	1
2013 AC Listening Session - Q1	How do we stay relevant and visible and maintain county partnerships with reduced staff?		3	3
2013 AC Listening Session - Q1	How do we prioritize efforts to continue to stand out in an online world while addressing lost positions &		5	3
2013 AC Listening Session - Q1	Is Extension maintaining a status quo or are we becoming relevant to today's global society?		1	1
2013 AC Listening Session - Q1	How can we keep up our expertise to match the increasing specificity, complexity, and cutting-edge qu		1	1

How to recruit and retain, and organize effective, essential staff?

2013 AC Listening Session - Q1	Do we have quality County Extension Directors leading our county staff?	Focus in developing quality County Extension Directors leading our county s	17	14
2013 AC Listening Session - Q1	What level of expertise and focus is needed by individual agents in order to be of value to citizens		5	6
2013 AC Listening Session - Q1	Is middle management necessary?	DED's, RD's, etc.	9	6
2013 AC Listening Session - Q1	Multi-County positions		1	1
2013 AC Listening Session - Q1	What size of staff statewide will our current budget afford?	What size of staff statewide will our current budget afford?	3	3
2013 AC Listening Session - Q1	How do we afford to pay people enough to insure quality work?		4	3
2013 AC Listening Session - Q1	do we have the resources to highly train extension agents		2	2
2013 AC Listening Session - Q1	How can we streamline our administrative structures to best support county staff and programs?	Are there better models that can meet administrative needs?	3	2
2013 AC Listening Session - Q1	How can we make it easier for county staff to access expertise?	This includes accessing specialists from CALS and other departments.	1	1
2013 AC Listening Session - Q1	How do we scale down the program to match the scaled down staff & resources	Who will make the decisions on what to cut and how to restructure	4	4
2013 AC Listening Session - Q1	What are the specialists doing? It seems like county agents have much more responsibility and yet get		9	9
2013 AC Listening Session - Q1	Staffing considerations for urban and rural counties - what are the differences and similarities?	Traditional programming vs. creative programming	2	2
2013 AC Listening Session - Q1	How to effectively staff and program at the county level under the future budget limitations?	finding the balance between county funded positions and priorities and state	4	4
2013 AC Listening Session - Q1	What efforts are going to be made to retain quality young agents instead of extension being used as a r		29	16
2013 AC Listening Session - Q1	How do we choose which areas to focus on from the top down (specialists, directors, agents)?		1	1
2013 AC Listening Session - Q1	With fewer people with higher salaries...How do we scale down the ongoing Extension Programs and s	When do we say no? Who do we say no to? Is that a local determination or v	8	7
2013 AC Listening Session - Q1	non supportive support staff	the way we work in the office has changed. Do we need COSS who want to	1	1
2013 AC Listening Session - Q1	How to retain agents-reduce turnover rate?	Training is an investment in employees, however with demanding work sche	2	2
2013 AC Listening Session - Q1	Are there redundancies in upper and middle management that have little to no connection to the end us	Should we be doing cost/benefit ratios of positions within NCCE and give rar	5	3
2013 AC Listening Session - Q1	Will field faculty become specialized?	ie. one or two major topics instead of full program area.	1	1
2013 AC Listening Session - Q1	Is the lock-in provision still beneficial to NCCE employees or does it penalize them?		1	1
2013 AC Listening Session - Q1	How do we recruit and maintain quality agents to increase the overall quality of the organization?		3	1
2013 AC Listening Session - Q1	How can we get rid of personnel who are incapable of performing their job. Obviously ERS reporting is		8	6
2013 AC Listening Session - Q1	What type of staffing training is needed to maintain relevent content knowledge as well as appropriate e		1	1
2013 AC Listening Session - Q1	how to effectively recruit and retain specialists to lead and train agents.	getting the university and departments to see the value of extension speciali	1	1
2013 AC Listening Session - Q1	What states have successful staffing paterns that my benefit us?		2	2
2013 AC Listening Session - Q1	How do we train future agents to meet the multiple demands in programming areas?	Agents must be knowledgeable in multiple programming areas... how do we	1	1
2013 AC Listening Session - Q1	Do we need the mass numbers of agriculture staff when farmers rely on business and industry professi		1	1

What should relationship with universities look like?

2013 AC Listening Session - Q1	Should county operational budgets be at the mercy of the University?		2	2
2013 AC Listening Session - Q1	What programs are NCSU and A&T willing to support with funding and research?	How many positions can Extension fund in the counties given 50/50 partners	3	3
2013 AC Listening Session - Q1	Where does A&T fit in this revisioning process?	reflecting the need for the process to reflect diverse voices and diversity of p	1	1
2013 AC Listening Session - Q1	Will the two land grant universities become unified?		6	5
2013 AC Listening Session - Q1	How can we better facilitate meaningful dialogue between campus and county-based faculty?	Need stronger communication channels, build collective understanding of re	5	5
2013 AC Listening Session - Q1	Who is the university serving?	It seems to us that the university is out sourcing us...the specialists are traini	5	4
2013 AC Listening Session - Q1	How can specialists have teaching appointments and still be fully engaged with county needs and issu		3	3

How to prioritize programs?

2013 AC Listening Session - Q1	What are our major priorities and what are not?		2	2
2013 AC Listening Session - Q1	What are the program priorities?		1	1
2013 AC Listening Session - Q1	prioritizing program areas - don't be everything to everybody		3	3
2013 AC Listening Session - Q1	Are we willing to "sunset" the "sacred cows"?		1	1
2013 AC Listening Session - Q1	What can we do better than anyone else in our community?	We should limit our time to the things that we can more impact than any other	11	9
2013 AC Listening Session - Q1	How can we create a staffing model that still allows us to serve our clients adequately and does not w	How can we create a staffing model that still allows us to serve our clients ad	14	10
2013 AC Listening Session - Q1	Determine which programs we are best at that have the most impact, and which programs and people	Eliminate duplicated programs conducted by other organizations.	7	6
2013 AC Listening Session - Q1	What programs do we want to offer, or discontinue?	What are our strengths, what can we hang our hat on?	3	3
2013 AC Listening Session - Q1	How can the priorities of Extension be fairly determined?		2	2
2013 AC Listening Session - Q1	When do we say no? How do we narrow down our clientele base to best address the mission of Extens		2	1
2013 AC Listening Session - Q1	What programs are making an impact and are they cost effective?		2	2
2013 AC Listening Session - Q1	how do you get buy-in from county stakeholders to create a new focus and let go of old functions/servic	How do you get but-in from county stakeholders to create a new focus and le	2	2
2013 AC Listening Session - Q1	Should we base programing impacts on reports and numbers or actual value to customers?	Are we sure employees are reporting actual numbers???	3	3
2013 AC Listening Session - Q1	Is each program area (FCS, 4-H, and Ag) equally important?		2	2
2013 AC Listening Session - Q1	What are the target areas (program or audience priorities) valued by citizens (and should this be open-	This is a generic, organizing question before we ask more specific questions	3	3
2013 AC Listening Session - Q1	What are the strengths we can build on?		1	1
2013 AC Listening Session - Q1	How will Extension's main priorities be supported in the future without overwhelming field staff?		2	2
2013 AC Listening Session - Q1	How can we focus NC Cooperative Extension program areas and still maintain county support?	Counties provide 50% of the organizational funding and it is a growth area fo	3	1
2013 AC Listening Session - Q1	Ask what programs are the most beneficial for us to continue in the future		1	1
2013 AC Listening Session - Q1	how do we not duplicate programs that the health department, community colleges, etc. are already do	we are giving away programs. Not doing programming unique to us.	2	2
2013 AC Listening Session - Q1	At what point do we say to counties and clients "we can't do that program or don't have staff do it."	If we don't have expertise in a program area we can't keep piece emailing pr	1	1
2013 AC Listening Session - Q1	What are our Stellar programs that we offer that set us apart?		2	2
2013 AC Listening Session - Q1	Can we establish 1 or 2 signature programs in each specialty area (4-H, CRD, Ag, NR, FCS) that unive		1	1
2013 AC Listening Session - Q1	Cooperative Extension uniquely positioned to deliver the program	Production agriculture (support and education) - CE has the research base	1	1

How to raise visibility of NCCE and demonstrate value of its work?

2013 AC Listening Session - Q1	How can we be recognized as the "go to" source of information to the public? How do we allow the pub		8	6
2013 AC Listening Session - Q1	How do we market Extension to make it a household name?		2	2
2013 AC Listening Session - Q1	Marketing that will develop high quality pieces to provide continuity throughout programs across the sta		6	5
2013 AC Listening Session - Q1	Can we position ourselves as THE organization that creates economic opportunity through sustainable	A growing population in NC requires support for entrepreneurship, agriculture	3	3
2013 AC Listening Session - Q1	How do we show demonstrate impacts to our stakeholders?		1	1
2013 AC Listening Session - Q1	Is Extension branding itself in a way to remain relevant and competitive enough to attract quality individ		7	7
2013 AC Listening Session - Q1	We need a coordinated marketing program like any private company does to drive business. If we are	real marketing through tv ads, etc.make ourselves more in demand. We hav	6	5
2013 AC Listening Session - Q1	How do get to the table and become valued as critical voices in our community's decision making?		2	1
2013 AC Listening Session - Q1	How do we raise awareness about our programming and roles at the county and state levels?	While we currently collect outcome and impact data, how can we make these	7	7
2013 AC Listening Session - Q1	Are we all "chanting the same message" about Extension?		1	1
2013 AC Listening Session - Q1	how do we plan, market and manage our programs competitively with for-profit companies?		3	3
2013 AC Listening Session - Q1	What areas are we making an economic impact in to the citizens of North Carolina?		2	1
2013 AC Listening Session - Q1	How do we increase our visibility and recognition across state?		2	2
2013 AC Listening Session - Q1	How can we change and still be the strongest, most viable CES organization in the nation?		3	3
2013 AC Listening Session - Q1	What is the possibility of finding a nationally recognized, non-political, spokes person to market Extensi		2	2
2013 AC Listening Session - Q1	how do we compete with other organizations with similar programs sometime s using our info		2	2
2013 AC Listening Session - Q1	How do we share outcomes through multiple marketing methods.		1	1
2013 AC Listening Session - Q1	How do we define who we are (as an organization) and streamline our focus to make targeted social, e		4	4

How best to organize staff and programs geographically?

2013 AC Listening Session - Q1	If regional positions are the answer how will those positions be decided and how will the agents be assi		4	4
2013 AC Listening Session - Q1	How big is the "re-structuring" going to be? Is it going to be more focused towards the county level pos		7	6
2013 AC Listening Session - Q1	Can we maintain an extension office in every county?		2	2

2013 AC Listening Session - Q1	Are Counties willing to partner to fund cross County or Regional positions?		4	4
2013 AC Listening Session - Q1	What are the relevant needs of each county and can they be addressed on a regional basis?		1	1
2013 AC Listening Session - Q1	if we move to cross county or regional agents, are we able to continue to get county support from clie		3	3
2013 AC Listening Session - Q1	Should we consider agents covering multiple program areas within the same county?		1	1
2013 AC Listening Session - Q1	what to do about the fact that not all agents are able to deliver quality programs to multiple counties in p		1	1
2013 AC Listening Session - Q1	How can we move from a geographic based system to a performance based/deliverable based program		1	1
2013 AC Listening Session - Q1	How can counties be involved in grouping agents into effective teams across county lines?	There are county groupings that work naturally but have been divided in redi	3	3
2013 AC Listening Session - Q1	Can we create an Extension model that extends past county lines that combines agent expertise while		1	1
2013 AC Listening Session - Q1	Can we keep a consistent, physical presence in every county?		4	3
2013 AC Listening Session - Q1	Can we create an Extension model that extends past county lines that combines agent expertise while		1	1

Big Questions of Mission, Objectives, Clients, and Vision for Future

2013 AC Listening Session - Q1	Is extension truly still a grassroots organization?		3	3
2013 AC Listening Session - Q1	What do we need to look like in 20 years; what will our structure be; what is our true value, ROI, things		7	4
2013 AC Listening Session - Q1	Are we staying true to the mission of our organization?		1	1
2013 AC Listening Session - Q1	What is the focus of our organization?	With so many so responsibilities and areas, how do we identify the core com	4	4
2013 AC Listening Session - Q1	Where do we see Cooperative Extension in the next 10 to 15 years?		2	2
2013 AC Listening Session - Q1	Are we going to redefine programs to align with our current mission, or are we going to redefine our mis		3	3
2013 AC Listening Session - Q1	Where is our clientele?	Is the clientele face to face, are they online, how do they want to receive pro	1	1
2013 AC Listening Session - Q1	Who is our true target audience?	Should we focus more on the small farmers, the limited-resource youth, and	2	2
2013 AC Listening Session - Q1	What is our main focus as an organization?	How do we align the available resources in order to meet client needs?	4	4
2013 AC Listening Session - Q1	How do we prioritize online clientele?		1	1

Miscellaneous

2013 AC Listening Session - Q1	What weight does our voice really give to the listening sessions? How are we going to choose the mos	Is it relevance to Extension or based on community needs?	1	1
2013 AC Listening Session - Q1	Please emphasize that the term "listening session" means that we (the visioning team & administration,	I heard in a discussion that the people in the room were hear to listen to Dr. 2	1	1
2013 AC Listening Session - Q1	Where is North Carolina headed in regards to camps?		1	1
2013 AC Listening Session - Q1	How can we maintain a strong, viable volunteer base in the new reality?		4	3
2013 AC Listening Session - Q1	How do we improve internal communications,?		1	1
2013 AC Listening Session - Q1	How do we assess how impactful we are?	what metrics should we use. This would be used to prioritize what we do.	1	1
2013 AC Listening Session - Q1	Staffing, finances, accountability, county needs & marketing. Admin. constancy with implementation.		1	1
2013 AC Listening Session - Q1	How to shed time-sucking activities to impact clients so that we are truly valued and recognized.	Local Foods, obesity, land preservation, nutrition and resilient youth: these ai	5	3
2013 AC Listening Session - Q1	Will NCCE support partnerships with agencies or organizations (FoodCorps, etc.) that compliment our i		1	1
2013 AC Listening Session - Q1	What is our unique area of subject expertise - AGRICULTURE. Should this be a part of our name?	Use Ag Ext in marketing and name	5	5
2013 AC Listening Session - Q1	Integrative Programs	With all the responsibilities we have it is hard to focus on one area in order to	1	1
2013 AC Listening Session - Q1	We know the L4 has looked at best practice models across the US from an administration to administra	have we had conversations - agent to agent, director to director - to see if the	3	3
2013 AC Listening Session - Q1	How do you put a price tag on environmental benefits or benefits to individuals.		1	1
2013 AC Listening Session - Q1	If we are looking to restructure we need to look at our counterparts	Where does NCDA fit in this restructure.....are they going to now offer their p	1	1
2013 AC Listening Session - Q1	How can we fix the animosity between agents in different program areas - Ag/4-H/FCS?	Just check some of the comments on some of the answers throughout userv	1	1