

NC STATE

EXTENSION

December 18, 2017

DIRECTOR UPDATE VIDEO November/December 2017



DIRECTOR UPDATE VIDEO | November/December 2017

We hope you'll take a moment to watch the latest update from NC State Extension director, Dr. Rich Bonanno. Topics from this edition include:

- Extension Customer Experience Platform webpage launching soon
- N.C. ACES Professional Development Training on Feb. 2, 2018 (video marketing)
- Take time to complete the end-of-year employee impact reports
- Thank you for a wonderful 2017 - now remember to enjoy the holiday season!

View more director update videos >>>

'TIS THE SEASON!



Extension colleagues and friends,

It's hard to believe 2017 is already coming to a close. I've been back home at NC State as Extension director for nearly two years now, and I'm immensely proud of what we've accomplished together in this relatively short time.

I've truly enjoyed the opportunity to travel the state, getting to know many of you better and experience firsthand the impacts you make in your communities throughout the year, and I plan to continue being hands-on and engaging directly as much as I can going forward.

As we prepare to wrap up 2017, I'm encouraged by our progress on key efforts like the rebranding of Extension - use of our [new brand site](#) is helping to solidify a strong, consistent identity for Extension statewide; working with our partners to introduce a critical [industrial hemp program](#) for the first time in North Carolina; and launching the [Customer Experience Platform](#) during the Extension district conferences, which we will continue to prioritize and implement in 2018.

We will publish our next revamped annual report early next year with detailed data and stories, but I don't need the final figures to recognize the amazing impacts that all of you make on a daily basis across the state.

Looking ahead to 2018, we are working diligently to establish strategic organizational objectives that will guide our collective efforts, provide a framework for better targeted communications, and help our programs and centers align with one another and our overall mission.

Among the key initiatives on the horizon, we plan to launch a new web series called "Homegrown," which will reconnect North Carolinians with the foods, landscapes and agriculture of their state, while serving as a premier platform for building awareness of our services and value. We look forward to sharing more details, including how you can collaborate and benefit early in the new year.

Our team will continue with needs assessments across the organization, which will help us identify opportunities to align resources, provide more support for your efforts, and position our people for long-term success. We strive to engage all North Carolinians in Extension experiences to address current and emerging real-life challenges, and our core values and people generate solutions that make us successful.

Given the opportunities and challenges that await, I couldn't ask for a more dedicated, passionate group of people to work with. Thank you for helping make Extension and our university among the very best in the country.

I hope each of you will take advantage of the holidays to rest, recharge and reflect among family and loved ones on the value you bring to your communities and the state. We are honored to be a lifelong partner for all North Carolinians, and I look forward to continuing to work with everyone for a strong North Carolina in 2018 and beyond.

On behalf of myself and Extension leadership at NC State, we wish you a safe and happy holiday season!

~ Rich



A. Richard Bonanno
Director, NC State Extension
abonann@ncsu.edu

Contact: 919.515.2813
extension.ncsu.edu



NC State Extension, Campus Box 7602, Raleigh, NC 27695-7602

SafeUnsubscribe™ {recipient's email}

[Forward this email](#) | [Update Profile](#) | [About our service provider](#)

Sent by abonann@ncsu.edu in collaboration with



Try it free today