

## Putting Knowledge to Work

**101**

County centers incl.  
Eastern Band of  
Cherokee

**13,000+**

Educational programs  
offered

**2.6M**

Unique website  
visitors each year

**1.8M**

In-person contacts  
with North Carolinians

**\$36M**

Tax revenue  
generated

**\$2.1 BILLION**

Economic Impact for North Carolina

**=**

**27-to-1 ROI**

Return on government investments

## Morrill Acts of 1862 & 1890

- > July 2, 1862 (signed by President Lincoln)
- > Congress approved the sale of 30,000 acres of public land per member of Congress (\$1.25/acre) to create at least one “land-grant” college in each state
- > In North Carolina, this involved Agriculture and Mechanical Arts and NC State University (1887)



125 Years of Providing Access  
and Enhancing Opportunities

# Smith-Lever Act of 1914

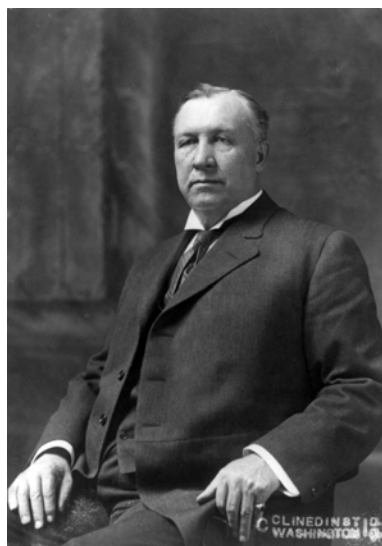
**May 8, 1914**

- > Established a national Cooperative Extension Service to extend outreach programs through land-grant universities to educate rural Americans on advances in agricultural practices and technology.
- > These advances helped increase American agricultural productivity dramatically throughout the 20<sup>th</sup> century.
- > Today, Cooperative Extension continues to serve the educational and developmental needs of communities across the United States by helping citizens keep pace with rapid modern advances in agriculture techniques and technologies.

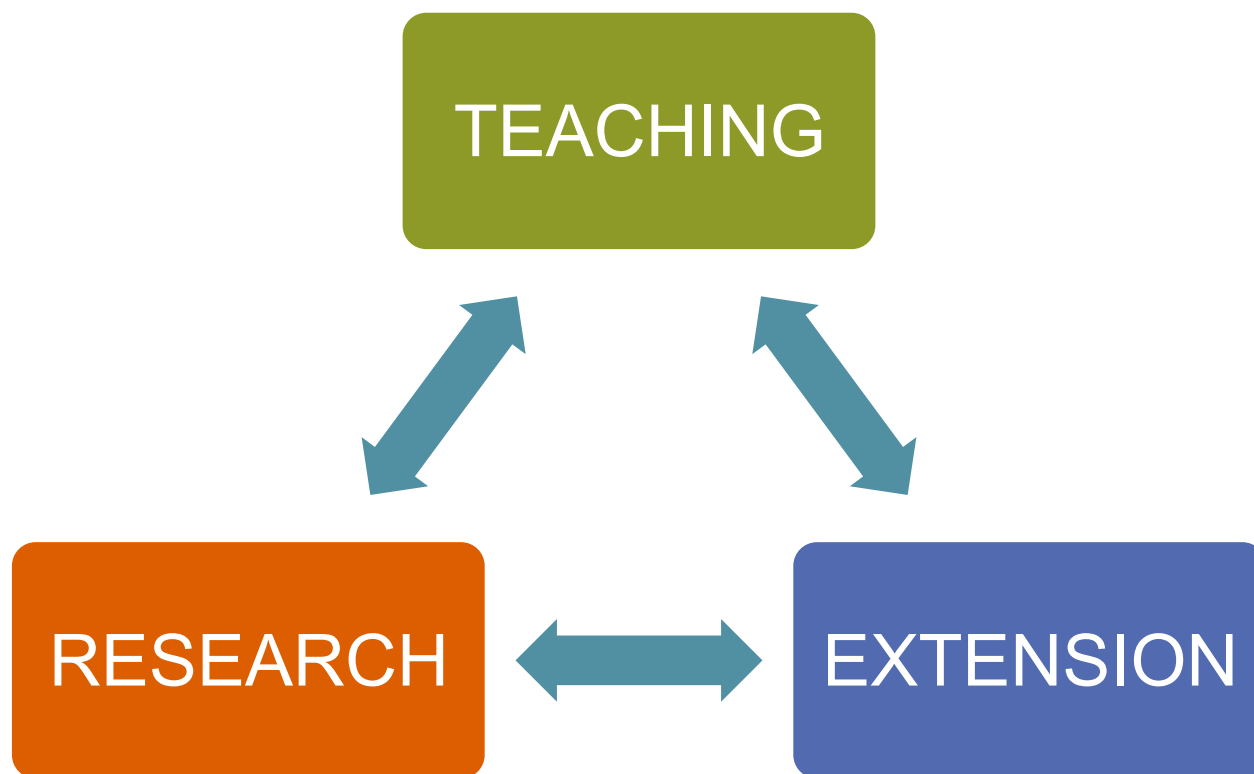


# Smith-Lever History

Authored by Sen. Hoke Smith of Georgia (born in Catawba County, N.C.) and Rep. Asbury Lever of South Carolina, the Smith-Lever Act was the culmination of years of advocacy by farm groups and others who believed that rural Americans needed more opportunities and education in order to sustain a vibrant American economy and democracy.



# Land-Grant University Model



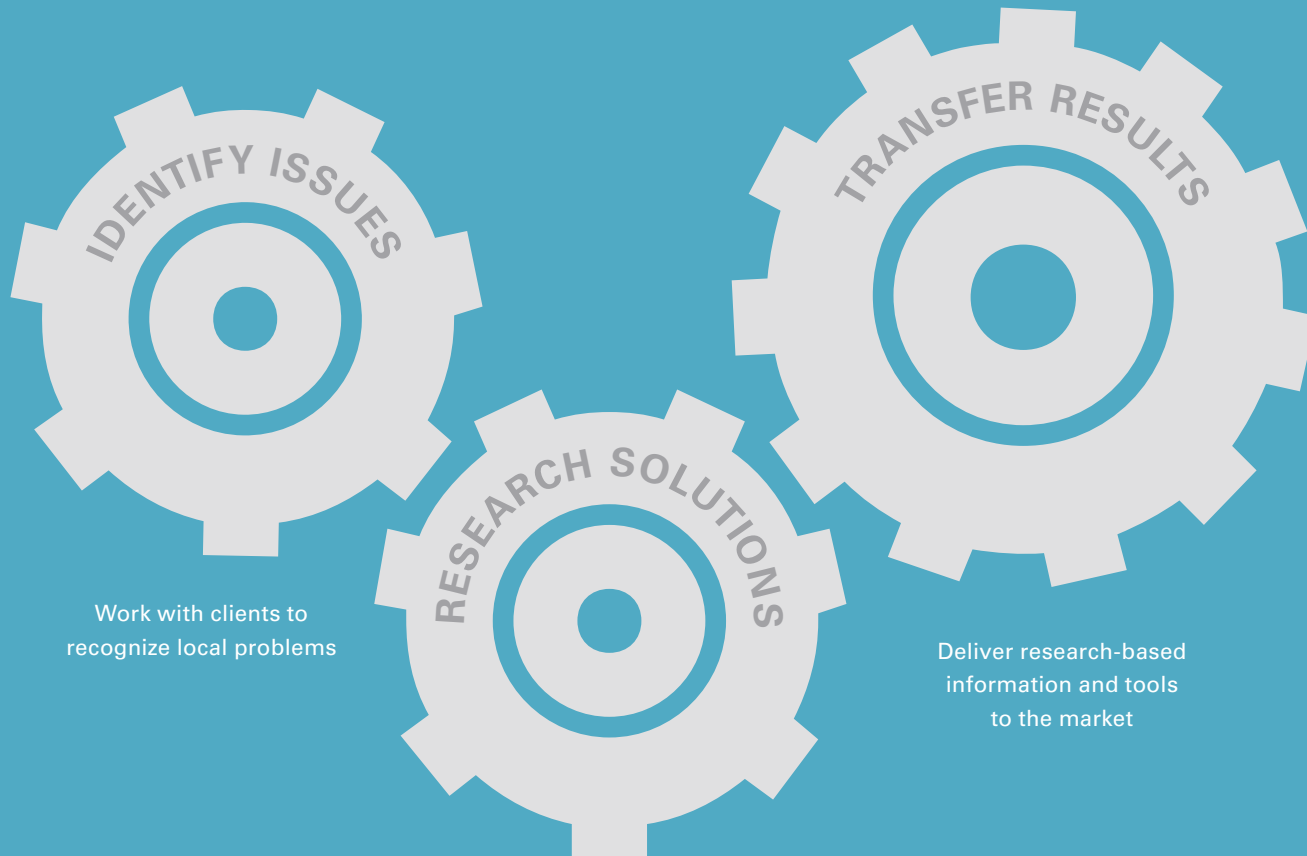
# How Extension Works

North Carolina's two land-grant institutions – NC State and N.C. A&T State universities – work with federal, state and local governments to form a strategic partnership called **N.C. Cooperative Extension**.

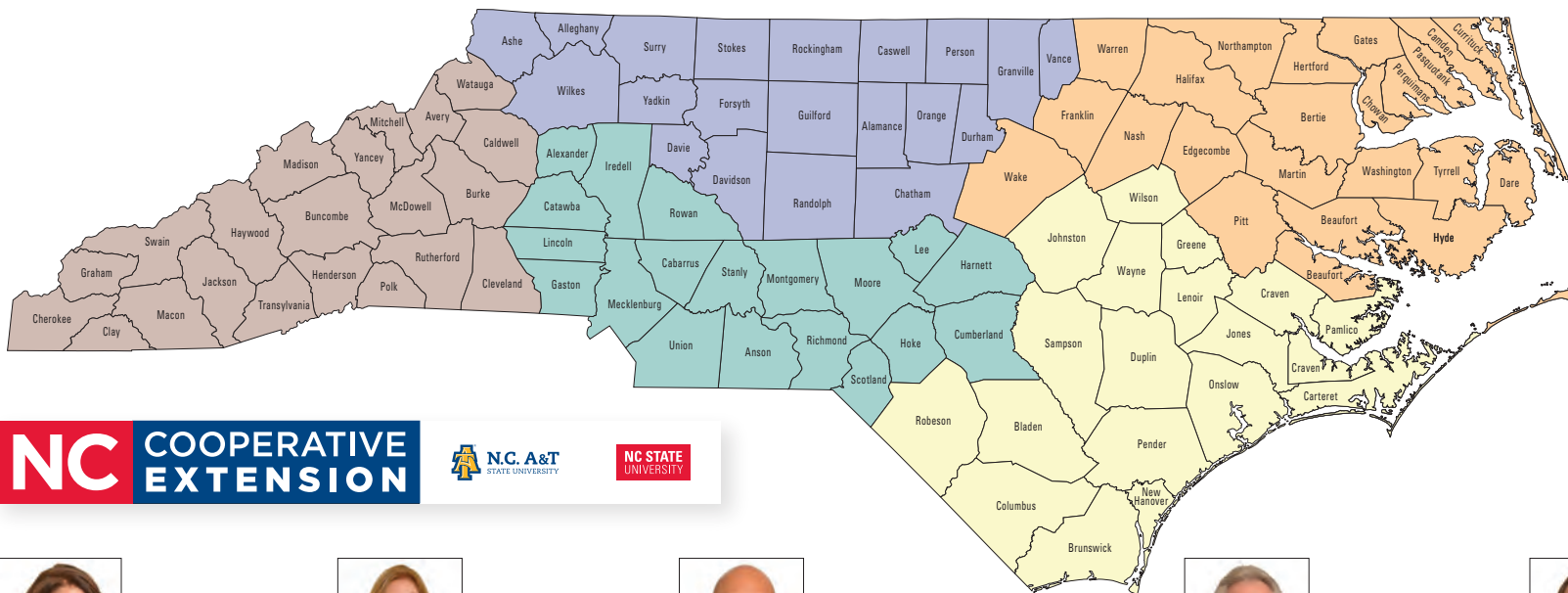
Each school operates individual Extension units — NC State Extension and Cooperative Extension at N.C. A&T — that offer programming both independently and through their N.C. Cooperative Extension partnership.



## A CYCLE OF SOLUTIONS



# Extension Districts Map



**WEST**  
Kelley Hiemstra 828.687.0570



**NORTH CENTRAL**  
Susan Kelly 828-687-0570



**SOUTH CENTRAL**  
Clinton McRae 919.515.8433



**NORTHEAST**  
J. Stephen Greer 919.515.8436



**SOUTHEAST**  
Keith Walters 919.515.8437



# University Extension Units



Each school operates individual Extension units — NC State Extension and Cooperative Extension at N.C. A&T — that offer programming both independently (campus initiatives) and as a strategic partnership (county programs) called **N.C. Cooperative Extension.**



**COUNTY-BASED** initiatives always represent partnership between NC State, N.C. A&T and local governments, along with other programs that are jointly funded, coordinated and developed.

*N.C. Cooperative Extension is the primary identity for all local centers.*



N.C. A&T  
STATE UNIVERSITY

COOPERATIVE  
EXTENSION



**CAMPUS-BASED** initiatives that are funded, coordinated and developed unilaterally, regardless of how or where the end products are used.

*Primarily applies to campus specialists, programs, events, publications, etc.*

# Progress Through Partnerships



- > **Federal, State and County Funding**
- > **State Match to Federal Capacity Dollars – 1:1**
- > **Strong, Unique Partnership with Counties**

## Positioning Statement

NC State Extension is the local and statewide outreach provider of North Carolina's preeminent research enterprise — NC State — delivering research-based agricultural, food and youth programs for all North Carolinians.

**Our world-leading faculty and exceptional field faculty** — who are at the forefront of innovation and discovery — provide high-tech, high-touch expertise to serve the unique needs of diverse clients.

**Our extensive partnerships with agriculture, business, industry, education and government** create a unique culture of collaboration that increases productivity and fuels economic development.

**Our trusted research-based programs and technical assistance** provide solutions and empower

## Brand Promise

Creating economic, societal and intellectual prosperity

## Brand Drivers

- ✦ World-leading faculty and exceptional field faculty at the forefront of innovation and discovery
- ✦ Extensive partnerships with agriculture, business, industry, education and government
- ✦ Trusted research-based programs and technical assistance
- ✦ Leadership in experiential education

## Brand Personality

- ✦ Innovative
- ✦ Intellectual
- ✦ Purposeful
- ✦ Trusted
- ✦ Caring

# Building a Stronger Agricultural Future for N.C.

- > Agriculture and agribusiness – food, fiber and forestry – account for roughly 18 percent, or \$87 billion, of the state's GDP.
- > N.C. has the third most diverse ag economy in the country, with more than 80 commercial crops and a large animal agriculture presence spread over 48,000 farms.
- > Extension discovers and implements better agricultural products and practices, providing growers with the resources they need to continue producing high-quality, economically-significant crops and livestock.
- > We also address a growing demand from the public to learn about where their food comes from and how agriculture impacts their lives.



# SLIDE TEMPLATES

*Following are sample slides that  
you can customize as needed*





# PRESENTATION TITLE

Name

Date

# Title

Subtitle if Needed

Highlight/intro content about structure, funding, programming, history, impacts, etc.

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Find Extension images at:  
[go.ncsu.edu/NCCEPhotos](http://go.ncsu.edu/NCCEPhotos)

# Title

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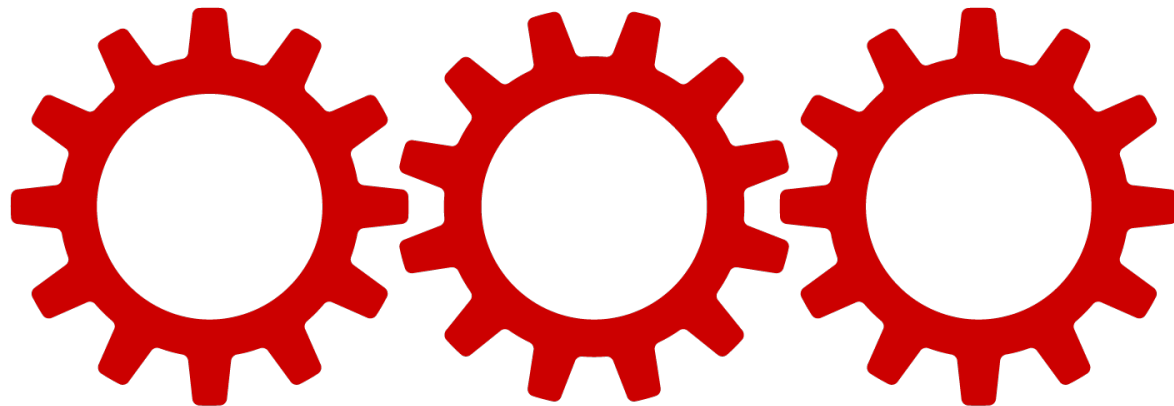
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# Title

## Subtitle if Needed



Find Extension images at:  
[go.ncsu.edu/NCCEPhotos](http://go.ncsu.edu/NCCEPhotos)





Insert Name | Insert Email  
[www.sample.com](http://www.sample.com)

