

Putting Knowledge to Work

101

County centers incl.
Eastern Band of
Cherokee

13,000+

Educational programs
offered

2.6M

Unique website
visitors each year

1.5M

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 20th 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.

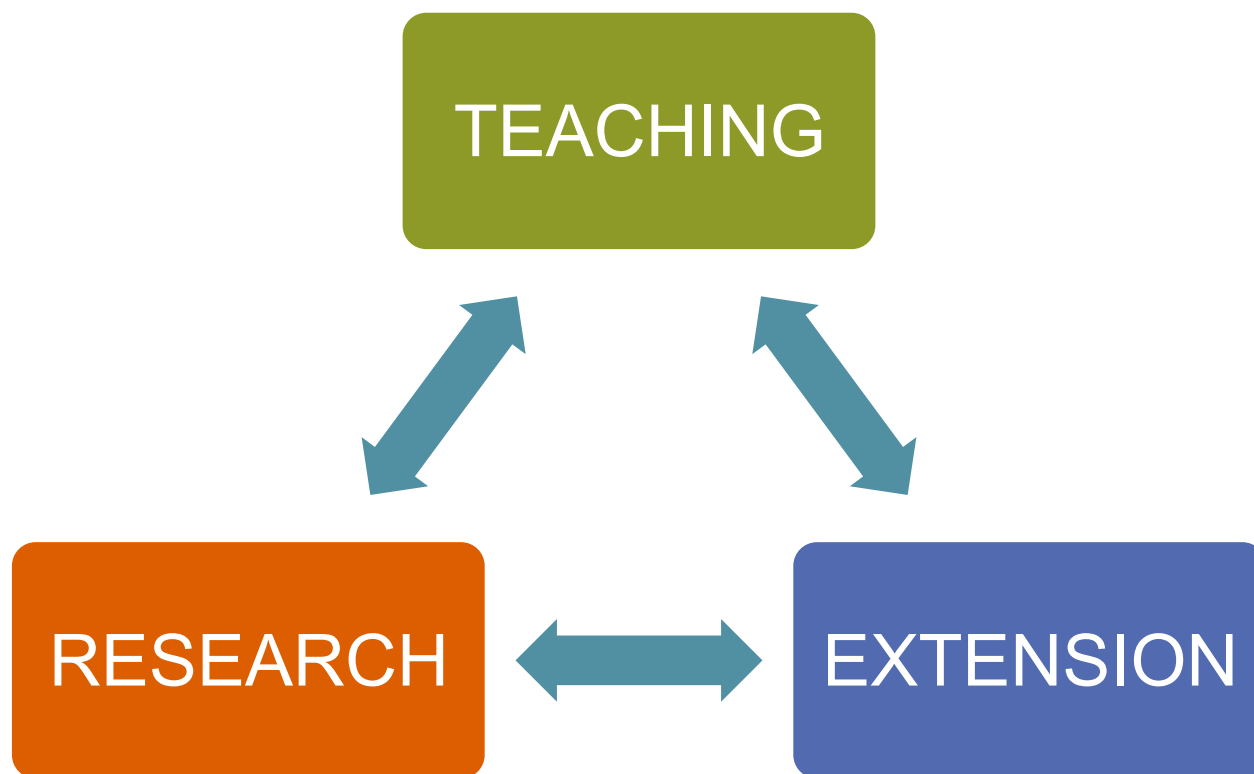


Smith-Lever History

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 System of Solutions

1 IDENTIFY ISSUES
Extension experts in every county collaborate with campus specialists to confirm local needs

2 RESEARCH SOLUTIONS
Apply science and technology to better understand and address the issue

3 TRANSFER RESULTS
Deliver research-based recommendations back to the communities, translating knowledge into practical applications



Extension Districts Map



WEST
Kelley Hiemstra 828.687.0570



NORTH CENTRAL
Susan Kelly 828-687-0570



SOUTH CENTRAL
Clinton McRae 919.515.8433



NORTHEAST
Art Bradley, Jr. 252.641.7815



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 17 percent, or \$91.8 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 47,000 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

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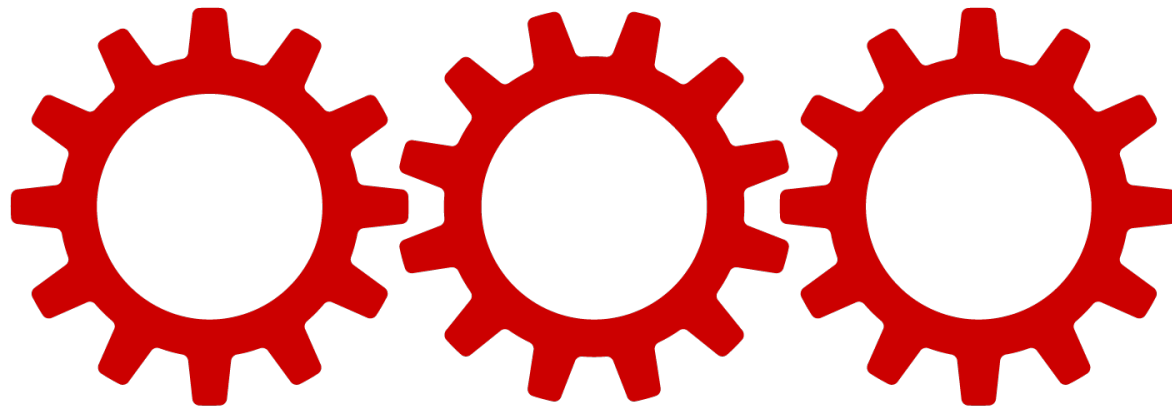
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Title

Subtitle if Needed



Find Extension images at:
go.ncsu.edu/NCCEPhotos



Insert Name | Insert Email
www.sample.com

