

# Extension by the Numbers

**101**

County centers incl.  
Eastern Band of  
Cherokee

**967**

Total  
employees

**13,000+**

Educational programs  
offered

**2.6M**

Unique website  
visitors each year

**1.8M**

In-person contacts  
with North Carolinians

**\$33M**

Tax revenue  
generated

**\$2.1 BILLION**

Economic impact on North Carolina

=

**27-to-1 ROI**

Return on government investments

# Our Extension Impact

NC State Extension improves the lives, communities and economies of all North Carolinians through research-based programs and partnerships focused on agriculture, food and nutrition, and 4-H youth development.



**\$2.1B impact**

Annual economic impact on North Carolina.



In 2018, we connected with

**1.8M**

people via 13,000+ programs.



**27-to-1 ROI**

Extension generates a 27-to-1 return on government investments.



**967 professionals**  
**101 local centers**

County centers are staffed by 599 NC State employees, while another 368 faculty and staff work on campus at least part to full-time with Extension.

**[go.ncsu.edu/ExtensionImpacts](https://go.ncsu.edu/ExtensionImpacts)**

# 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.



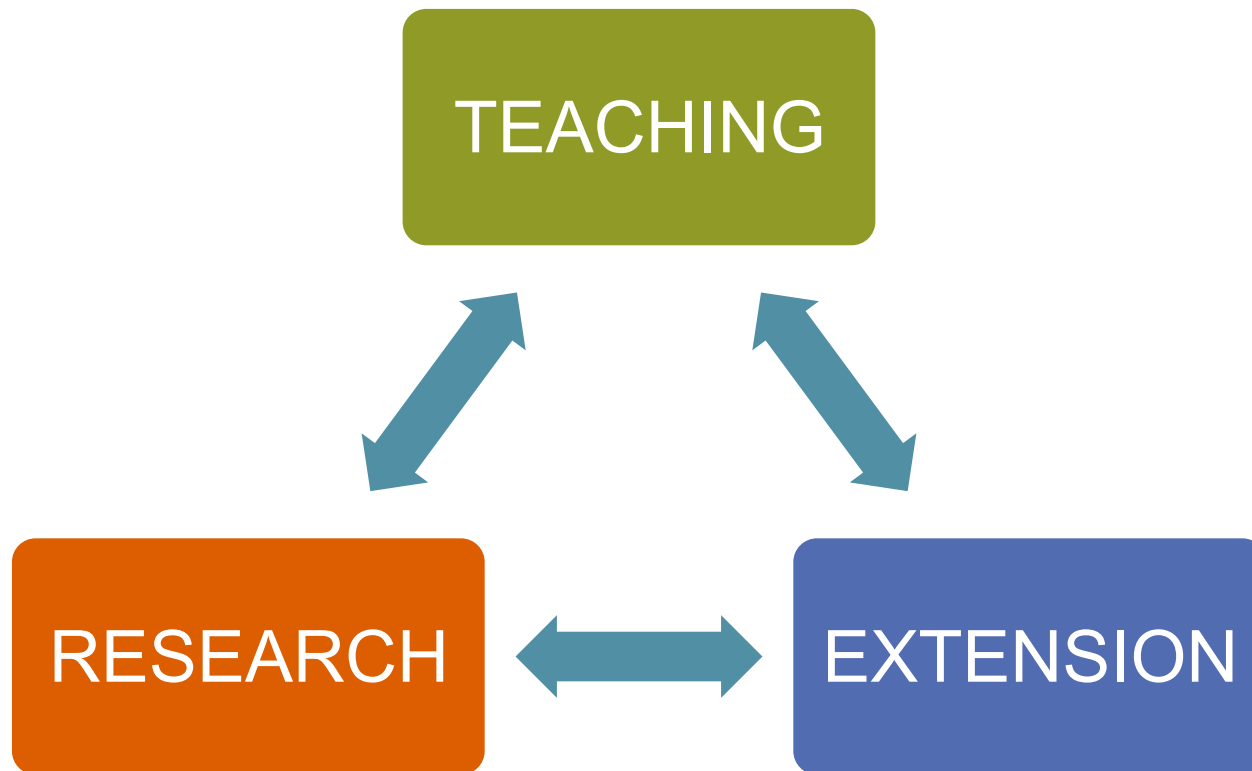


# Smith-Lever History

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.



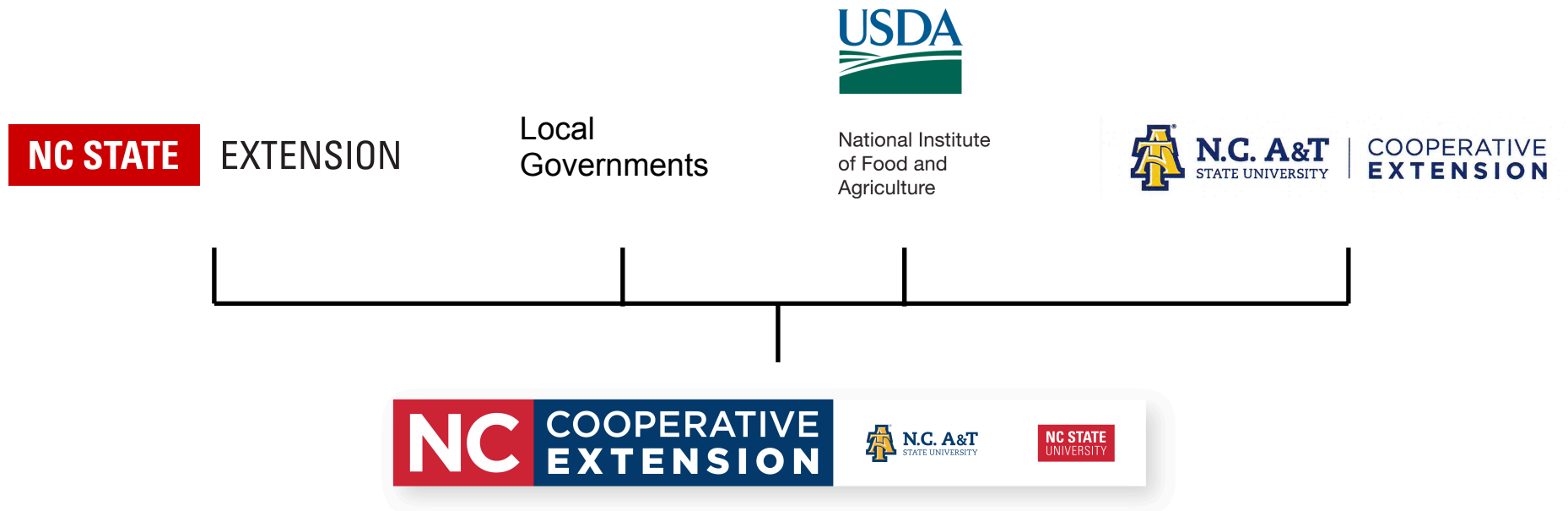
# Land-Grant University Model



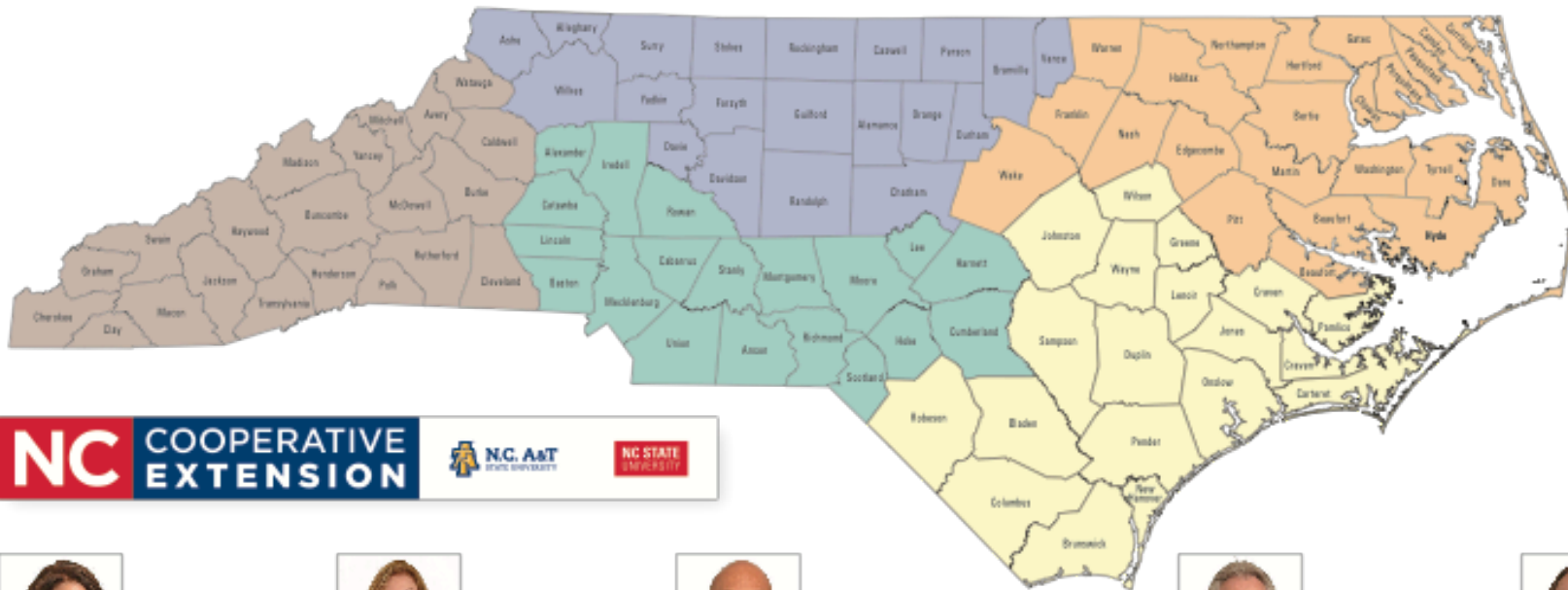
# How Extension Works

North Carolina is home to two land-grant institutions: NC State University and N.C. A&T State University. The universities work alongside 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.



# Extension Districts Map



**WEST**  
Kelley Hiemstra 828.687.0570



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



**SOUTH CENTRAL**  
Clinton McRae 919.515.8433

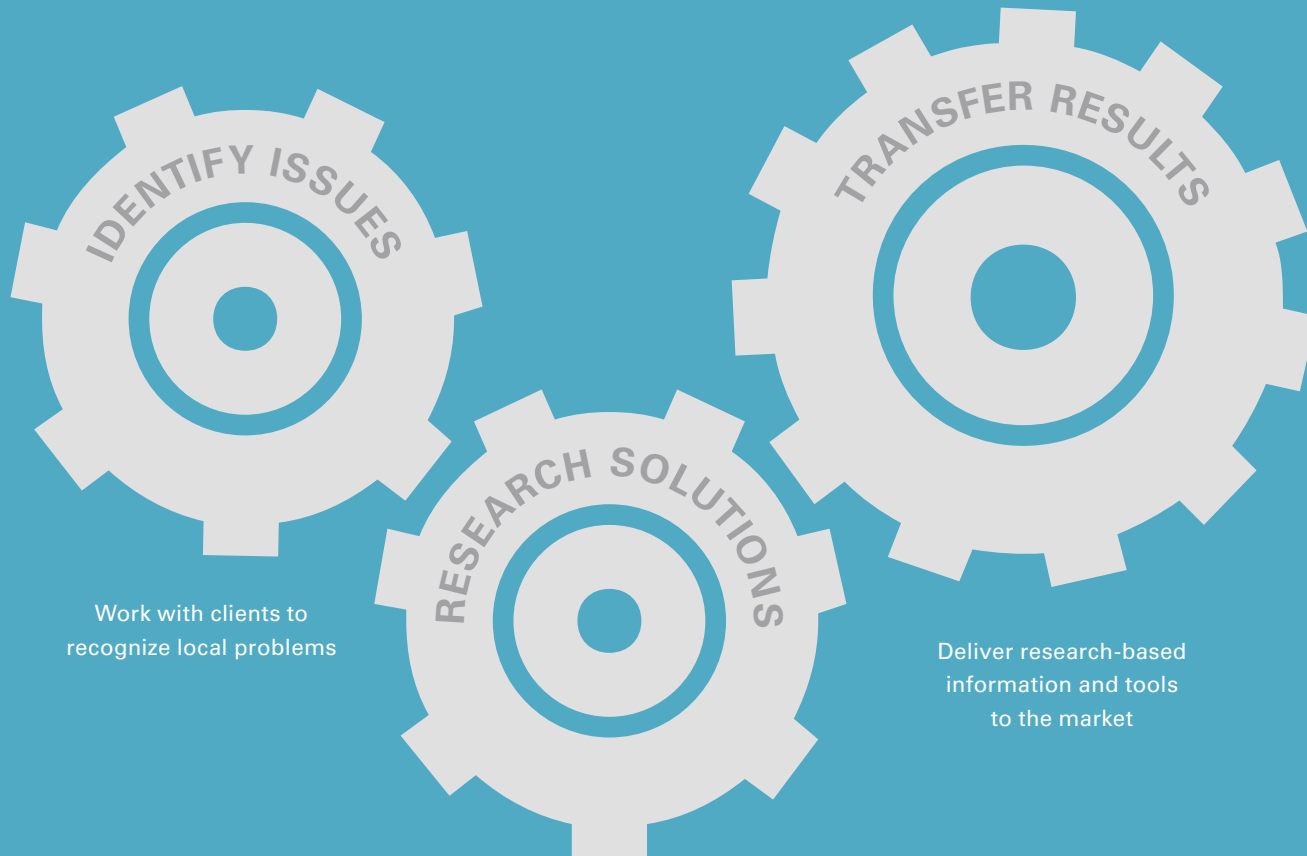


**NORTHEAST**  
J. Stephen Greer 919.515.8436



**SOUTHEAST**  
Keith Walters 919.515.8437

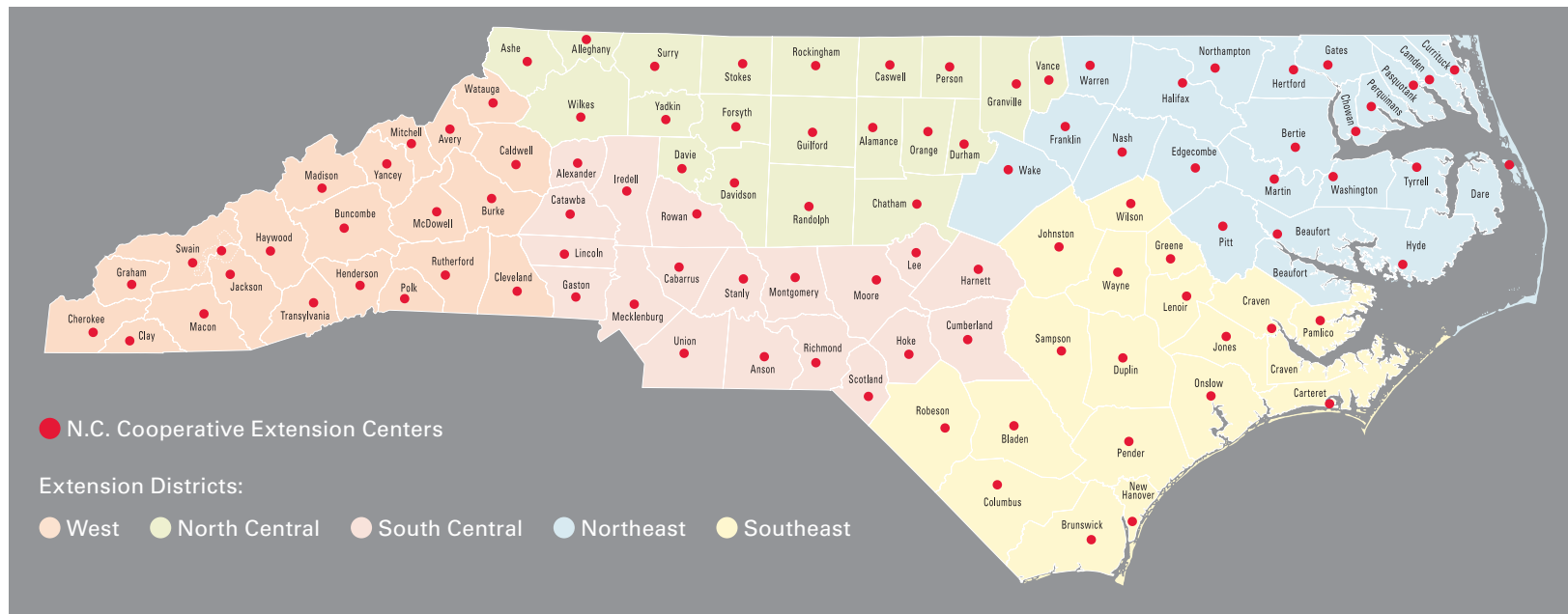
## A CYCLE OF SOLUTIONS



# Putting Knowledge to Work Across N.C.

## 101 Local Centers, 967 Subject-Matter Experts

Extension offers local services in every county plus the Eastern Band of Cherokee.



We connect with  
**1.8 Million**  
people via 13,000+ programs



**\$2.1 Billion**  
Annual impact on North Carolina

# University Extension Units

**NC STATE**

EXTENSION



**N.C. A&T**  
STATE UNIVERSITY

COOPERATIVE  
**EXTENSION**

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.*

**NC STATE**

**EXTENSION**



**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.*



# What We Do

NC State Extension serves as a bridge to our state's preeminent research university, delivering lifelong skills and learning directly into the hands of North Carolinians. We grow North Carolina through programs and partnerships focused on:

## Agriculture



Connect growers with research-based information and technology that help keep North Carolina's \$87 billion agriculture industry growing and sustainable

## Food & Nutrition



Help people make healthier decisions and live better lives through programs ranging from local foods and home gardening to food safety and food preservation

## Youth Development



Extension's 4-H program is the largest youth development organization in North Carolina, helping grow over 225,000 youth each year into the leaders of tomorrow.

**[extension.ncsu.edu](https://extension.ncsu.edu)**

# 27-1 ROI

We deliver a 27-to-1  
return on government  
investments in  
Extension



## Agriculture

NC State Extension connects farmers, agribusinesses and communities with vital research-based information and technology. Research at NC State targets society's grand challenges. Extension delivers that research directly into the hands of North Carolinians, helping them to translate knowledge into everyday solutions.



## Food and Nutrition

Extension offers a wealth of educational programs that address public health issues, improve economic well-being, and help people make healthier, better-informed decisions. Programs range from local foods and food safety to food preservation, gardening and environmental efforts, among scores of others.



## 4-H Youth Development

4-H is the largest youth development organization in North Carolina. Hundreds of thousands of young people learn the skills to succeed through 4-H educational programs and camps. NC State Extension and the Cooperative Extension Program at N.C. A&T State University conduct 4-H programs where young people learn by doing.



# Progress Through Partnerships



- > **Federal, State, County Funding**
- > **State Match to Federal Capacity Dollars – 1:1**
- > **Unique Partnership with Counties**
  - Sharing salaries, office space, etc. for mutual benefit of serving citizens
  - We desire and expect locally-identified needs to be the priority in the areas to which the universities can uniquely bring their expertise
  - Demonstration, early adopters, adopters, etc.
  - Strong advisory network: program, county, state

## 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 clients to make better-informed decisions.

## 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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Subtitle if Needed

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

# Title

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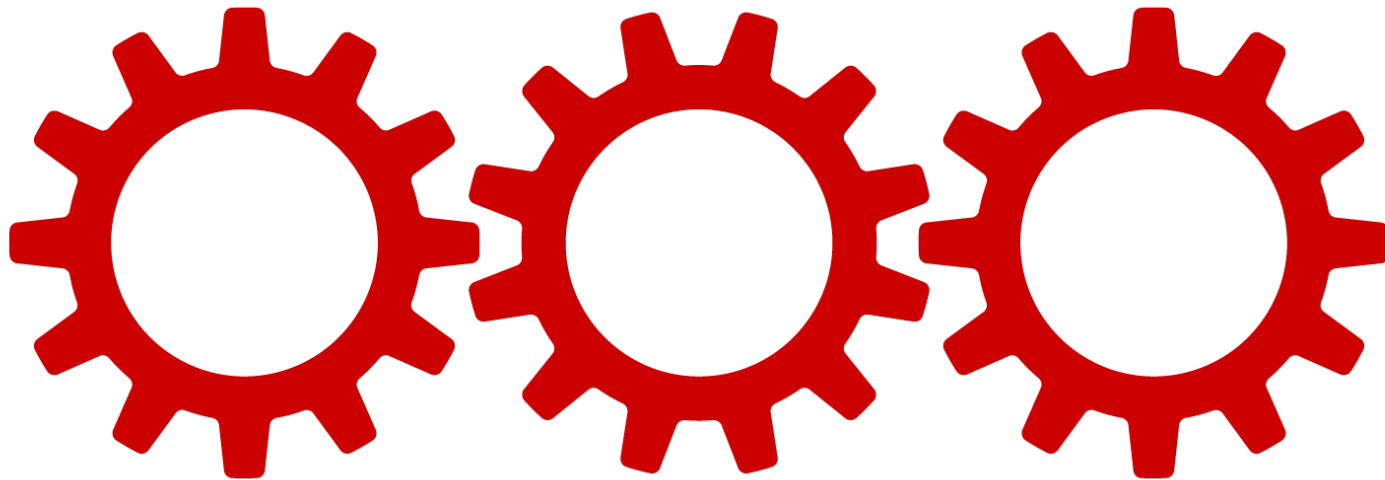
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# Title

## Subtitle if Needed

# Select Your Image

An architectural rendering of a modern, multi-story building with a prominent glass facade and orange brick accents. The building features a large, multi-level glass entrance and a series of balconies with glass railings. The surrounding area includes a paved plaza with people walking, a landscaped green area with trees and shrubs, and a parking lot with a few cars. The sky is blue with scattered white clouds.



# QUESTIONS?

Insert Name | Insert Email

