

*Creating our Future*  
**North Carolina Cooperative Extension**  
**Community Listening Session**  
**Duplin County Extension Center**  
**November 13, 2013**

In November and December 2013, NC Cooperative Extension held 12 regional listening sessions and meetings with its employees and stakeholder groups, including county governments, commodity groups, community organizations and others. Approximately 130 people attended the Community Listening Session at the Duplin County Extension Center in Kenansville to provide input into the visioning initiative, *Creating our Future*. Dr. Joe Zublena, Associate Dean and Director of NC Cooperative Extension Service, welcomed the participants and shared background information on the changes Cooperative Extension is facing. The goals of the visioning initiative are:

1. Define and focus on our most competitive and needed programs
2. Strengthen our impacts and value to citizens, the counties, & North Carolina
3. Create a financial buffer and gain flexibility to stay aligned to priorities
4. Develop a staffing model that aligns to our new fiscal reality and provides competitive salaries and a better quality of life to our employees

Working in small groups at their tables, participants discussed the questions posed to them and recorded their responses onto paper templates. The instructions provided to the participants and the detailed responses to each question are included in this document.

Participants were encouraged to provide additional input and to continue to monitor the progress of the visioning initiative on the website: [www.ces.ncsu.edu/vision-initiative](http://www.ces.ncsu.edu/vision-initiative)



## THE BIG PICTURE

**What are the important issues in your community that brought you to this conversation today?**

4-H

Livestock and production agriculture

Pesticides

Volunteer master gardeners

Extension and Community Association

Parents as Teachers

Volunteerism

FCS Agent, Wayne County gave mini-talk about collaboration

Master Gardeners

Closing of 4-H Camps

Vacant 4-H Agent positions

Tier 1,2,3 staffing that other sates have used

Youth Livestock

Agents are important

Must have healthy and stable families



## PROGRAMS & ORGANIZATION

**PROGRAMS:** When you think about Extension’s value, where can this organization have the greatest impact in your community and the state? What are the programs/services in your county that Extension must “sow or grow” and tell us why. What are the programs/services in your county that Extension could “prune or plow” and tell us why.

**ORGANIZATION:** Think about how Extension will have to make organizational and staffing changes to thrive in this new reality. (How might it prune back?) Thinking about the best interests of your county/community, how can Extension partner with you in a new and different way to meet your needs? What won’t work as Extension considers new and different ways to partner with your community?

Ideas to Sow & Grow	Ideas that Work
<ul style="list-style-type: none"> <li>- Cross Training of Agents</li> <li>- Collaborative – Agents knowing what each other <i>do</i></li> <li>- Youth Development in 4-H</li> <li>- Cross country – Making more events together by saving money to host same program</li> <li>- Education, education, education</li> <li>Profitable and Sustainable Agriculture</li> <li>- NC is ~ 70 billion dollar industry, food must be increased 100% to feed the world’s population</li> <li>- Eastern NC is HUGE in ag industry, helping farmers be able to provide healthy &amp; safe food source</li> <li>**Youth livestock program – Development of new farms and Ag Professionals</li> </ul>	<ul style="list-style-type: none"> <li>- Area agents work case by case bases</li> <li>- Service Fee               <ul style="list-style-type: none"> <li>- Agriculture</li> <li>- 4-H (Comps, etc.)</li> <li>- Community College (Paid service to help them help us)</li> </ul> </li> <li>- Education via computers (technology)</li> </ul> <p><u>Reasons Why:</u> Education and kids in this generation are more driven by using computers/phones for their references</p>
Ideas to Prune & Plow	Ideas that Don’t Work
<ul style="list-style-type: none"> <li>- Trim Fat – County Specific</li> <li>- Choose programs that are external needs!</li> <li>- Talk and evaluate client <i>wants</i></li> <li>- Master Gardeners needs to operate as designed</li> <li>- volunteering for the community               <ul style="list-style-type: none"> <li>- less consumer hort. agents (education is needed)</li> <li>- self services to help</li> </ul> </li> <li>- FCS Agent → Replaced by Youtube to show/demonstrate how to do things</li> <li>Plow → Pender County has GREAT need to a 4-H agent!!! Parents/Volunteers are wanting more education and resources</li> </ul>	<ul style="list-style-type: none"> <li>- Duplicate programs</li> <li>- Master Gardening in school system</li> <li>- Resources</li> </ul> <p><u>Reasons Why:</u> Kids aren’t doing anything more than what happens in the classroom. For those interested, they seek out 4-H</p>

<p><b>Ideas to Sow &amp; Grow</b></p> <ul style="list-style-type: none"> <li>- Research &amp; development of crops/livestock – providing data</li> <li>- Positive feature of Ext. is unbiased data/test results</li> <li>- Provides classes for recertification of pesticide licenses</li> <li>- Provides classes for waste management certification</li> <li>- 4-H provides leadership for youth in county</li> <li>- Ext. is good resource for information on many different topics</li> <li>- Utilize email to reach public (fast &amp; inexpensive)</li> </ul>	<p><b>Ideas that Work</b></p> <p>Having an advisory board with members who understand the county’s needs and the importance of agriculture in the county</p> <p>Agents need travel funds for meeting—with public—on site visits!</p>
<p><b>Ideas to Prune &amp; Plow</b></p> <ul style="list-style-type: none"> <li>- Look at each county to determine which Extension programs are most utilized in that county/area</li> <li>-Rural area vs. urban area needs are different</li> <li>- Eastern NC is predominantly an agriculture area. Extension should reflect the importance of agriculture in its staffing and programs</li> </ul>	<p><b>Ideas that Don’t Work</b></p> <p>Counties should be analyzed and each county should be staffed based on rural (ag areas).</p> <p>Don’t spread too thin with too many programs</p>

<p><b>Ideas to Sow &amp; Grow</b></p> <ol style="list-style-type: none"> <li>1. Parenting Programs (for all ages and topics)</li> <li>2. Agriculture Programs (farming, safety, pesticides, and recycling)</li> <li>3. Youth programs (school readiness, dropout prevention, drugs prevention)</li> <li>4. Volunteer programs (ECA, 4-H, MG)</li> </ol> <p>Reasons Why:</p> <ol style="list-style-type: none"> <li>1. Parenting programs give families the tools to create better communities</li> <li>2. Most of the support for farmers comes from Extension</li> <li>3. Life lessons are coming from our youth programs</li> <li>4. X number of agents could not serve so many families without volunteers</li> </ol>	<p><b>Ideas that Work</b></p> <ol style="list-style-type: none"> <li>1. Some parenting programs and Energy Conservation can be taught online</li> <li>2. Face to face contact – it is important for the clients that need us the most</li> </ol> <p><u>Reasons why:</u></p> <ol style="list-style-type: none"> <li>1. We can save money on mileage and other expenses</li> <li>2. This is what Extension is about</li> </ol>
<p><b>Ideas to Prune &amp; Plow</b></p> <ol style="list-style-type: none"> <li>1. SHIIP could be managed by Senior Centers</li> <li>2. Child care providers training</li> </ol> <p><u>Reasons Why:</u></p> <ol style="list-style-type: none"> <li>1. This is where seniors get many services</li> <li>2. Smart Start does a very good job with child care providers</li> </ol>	<p><b>Ideas that Don’t Work</b></p> <ol style="list-style-type: none"> <li>1. All the counties cannot have the same system</li> </ol> <p><u>Reasons Why:</u></p> <ol style="list-style-type: none"> <li>1. Because each county has different needs</li> </ol>

<p><b>Ideas to Sow &amp; Grow</b></p> <ul style="list-style-type: none"> <li>- 4-H – building leaders, citizenship, life skills</li> <li>- Traditional agriculture – rebuild connections</li> </ul>	<p><b>Ideas that Work</b></p> <ul style="list-style-type: none"> <li>- Regional concept where appropriate</li> <li>- Program areas and programs based on needs and</li> </ul>
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<p>with farmers</p> <ul style="list-style-type: none"> <li>- Consumer horticulture</li> <li>- Life skills – 4-H, FCS, Sewing, Food Preservation, Food Safety</li> </ul> <p>**Decisions based on county needs</p> <p><u>Reasons Why:</u></p> <ul style="list-style-type: none"> <li>- 4-H offers opportunities not available otherwise</li> <li>- Many farmers no longer depend on Extension – consultants, NCDA &amp; CS</li> <li>- Influx of retirees, urbanization – CES only organization unbiased information</li> <li>- Teach basic skills that aren't offered elsewhere</li> </ul>	<p>supports by county funding partners</p> <ul style="list-style-type: none"> <li>- Emphasize CES as local connection to University</li> </ul> <p><u>Reasons Why:</u></p> <ul style="list-style-type: none"> <li>- Allow specialization targeted skill sets provide capable resource people</li> <li>- Counties are the largest funding partners/support depends on citizens' real needs</li> </ul>
<p><b>Ideas to Prune &amp; Plow</b></p> <ul style="list-style-type: none"> <li>- ECA</li> <li>- Master Gardeners in Non-urban counties</li> <li>- Having subject matter agent in each program area in every county</li> </ul> <p><u>Reasons why:</u></p> <ul style="list-style-type: none"> <li>- largely irrelevant in many counties</li> <li>- low demand for consumer horticulture info in rural areas</li> <li>- some subjects lend themselves to regional efforts – effective &amp; efficient</li> </ul>	<p><b>Ideas that Don't Work</b></p> <ul style="list-style-type: none"> <li>- CES logo is unmarketable. University logos are more recognizable</li> <li>- Presence in every county and every program area – county lines in a modern world have little relevance</li> </ul> <p><u>Reasons why:</u></p> <ul style="list-style-type: none"> <li>- Now need to market to audiences with no history with CES</li> <li>- “complete” traditional program does not meet current needs efficiently</li> </ul>

<p><b>Ideas to Sow &amp; Grow</b></p> <p>Grow = enlist citizens not currently involved in Extension</p> <p>Youth programs (4-H) – small livestock would work in urban setting, rabbits, chickens, honey bees</p> <p>Publish success stories:</p> <ul style="list-style-type: none"> <li>- women's programs – especially senior citizens</li> <li>- ECA – food safety, household safety</li> <li>- Need for FCS agents and specialty programs</li> <li>- Use radio and newspapers to grow:</li> <li>- Horticulture information and training agents – farm crops and gardens, Master Gardener</li> <li>- Partner with libraries over summer and schools year-round for dynamic science programs</li> <li>- call your local library and volunteer</li> </ul> <p>Bonus: Outreach, Farmer Focused, Home Schoolers</p> <p><u>Reasons why:</u></p> <ul style="list-style-type: none"> <li>- children are the future</li> <li>- would nurture children with special needs</li> <li>- one of our largest untapped resources, which are being excluded because of age</li> <li>- info to feed NC in the future</li> </ul>	<p><b>Ideas that Work</b></p> <p>(Reasons why in parentheses)</p> <ol style="list-style-type: none"> <li>1. Saving paper and printing cost (using computer)</li> <li>2. Agents training in use of pesticides (it is mandated)</li> <li>3. Linking multiple trainings (families) on the same day (scheduling time management, saturation of family info!)</li> <li>4. Heritage quilt show quilters guide</li> <li>5. Incorporate community leaders! i.e. advisory board judges at 4-H show (ownership in programs)</li> <li>6. Services for farmers, i.e. agriculture support home, home and family support (it provides a vital need for community)</li> <li>7. Character development to encourage and support healthy lifestyle choices (growing better citizens)</li> <li>8. Encourage use of grants and providing scholarships (fills the gaps and improves youth development)</li> <li>9. Encourage excellence</li> </ol>
<p><b>Ideas to Prune &amp; Plow</b></p>	<p><b>Ideas that Don't Work</b></p>

<p>(Reasons why in parentheses)          - Cut back on paper mail, use electronic formats (can use email and communicate cheaply with social media)          - Update in-house pamphlets on demand, cut the old stuff (need most recent information. Seniors often do not have computers so use updated info by print)</p> <p>Plow = be high profile in community          Plow = involve the parents of 4-Hers in learning and growing—more bang for the buck!          Plow = get County Commissioner involved in programs in addition to their attendance at Farm-City week</p>	<p>(Reasons why in parentheses)          1. Using computers for older citizens (don't have computers)          2. Ignoring the women/wives of farmers who need to know about pesticides as well. Enlist manufacturers in providing women's workshops (can cause health problems also)          3. Not learning from the past—celebrate 100 years!—do not have to spend money to celebrate the past. Be creative and cheap          4. Ignoring local business support (enlist Farm Bureau local banks)</p>
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<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<p>Children – getting them involved by going into schools          - agriculture and horticulture – teach them about how to grow food, about raising farm animals, being responsible          - Education – grants/scholarships for schools-computers... help children capitalize on their interests          4-H working with and teaching ag and horticulture</p> <p><u>Reasons Why:</u>          -Children are our future          - To be responsible          - Education for the future          - Grants – funding that county does not have</p>	<p>(Reasons why in parentheses)          - Use more Elluminate sessions (to save travel dollars)          - Make Instructional Videos on needed topics to share with clients (Time constraints, can reach larger audience)          - Downsizing administrative units (free up dollars for needs)          - Extension working with county (funding salaries, supplies, etc.)</p>

<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
<p>Parenting classes – let social services teach the classes or offer them online</p> <p>BSAC – playground safety could be taught online or at community colleges</p> <p><u>Reasons why:</u>          - funding reduced in county offices          - Responsibilities for their clients – that they require          - Travel costs</p>	<p>Areas agents (too much responsibility)</p>

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<p>1. Strengthen creative financing programs – grant writer?          2. 4-H expansion into schools to attract younger children to Extension programs          3. Expand Master Gardeners to Junior Master Gardener to involve younger individuals</p>	<p>- EDUCATION!          - Use technology to facilitate distribution of research-based programs          - Wise use of resources</p> <p><u>Reasons why:</u></p>

4. Continue growth of Master Gardener program 5. Merge services under one roof	- you cannot perform what you do not know - education lights all the lights!
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
1. Lessen programs/phase out programs not focused on ag/hort/crop sciences 2. Elimination of duplication of services	Duplication of services is not an efficient use of resources  Evaluate costs more closely – do not waste resources

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
- Continue support for Production Agriculture - Expand and enhance leadership program - Collaborate with industry  <u>Reasons why:</u> Ag is the largest industry in state at \$77 billion	- Align agents with revenue production - Individual relationships (agents – farmers) - Special programs (training, chem, GAP, etc.)  <u>Reasons why:</u> - revenue will help you determine relevance
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
- Prune overhead: staff too top heavy! - Look at social programs that serve same function as Health Department and DSS  <u>Reasons why:</u> Web site shows too many people, 93% employees is too high	Spreading agents too thin- sources, counties, agent  <u>Reasons Why:</u> - less effective work

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
(Reasons why in parentheses)  1. Liaison between University Research and practical application in the field (put research where it will do some good) 2. Industry-wide compliance to regulations, ex: GAP program in tobacco, pesticide licenses, etc. (same standards regardless of location or specialty)	(Reasons why in parentheses)  - Local and available expertise that can give in-field advice in a timely manner (livelihood depends on this) - Objective source of material and information without a regulatory enforcement agenda (unbiased information available without a hidden agenda) - Different counties have different needs. A county by county approach is needed to address issues (urban vs. rural counties need different types of Agents)
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
(Reasons why in parentheses)  - Place emphasis on areas with economic impact on community. Examples: row crops, tobacco, livestock, commercial horticulture, etc. (economy growth will benefit entire community) - Shift programs to areas that can handle them better. Example: Master Gardener to community college or nursery association, sharing responsibility (costs a lot of time and effort for small amount of returns)	(Reasons why in parentheses)  - Regional hubs won't work (expertise is needed in a timely and local fashion)

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<p>(Reasons why in parentheses)</p> <p>1. Local income generation:            - nominal fees for services such as farm visits, diagnostic services, etc.            - contract agent specialists to community colleges for paid continuing education instruction            - financial management, marketing, public speaking, horticulture, etc.            (help subsidize/offset budget cuts)</p> <p>2. Effectively &amp; efficiently use technology to create and extend services            - take credit cards online for nominal fee            - webinars, video conferencing, etc.            - apps for client use            (Streamlines processes and saves money for both Extension and clients—travel costs, time management)</p>	<p>- Look at the future of Extension services county by county. I.E.: some counties need more agents/services due to higher ag. population, when compared to others            - Continue to strengthen partnerships with other entities like community colleges, state agencies, commodity groups, associations, etc.            - Regional hubs will work for certain programs, but should not be divided by county, i.e. some programs can be operated solely via internet</p> <p><u>Reasons why:</u>            So services are not being duplicated</p>
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
<p>(Reasons Why in parentheses)</p> <p>1. Agritourism (duplication of services with NCDA &amp; CS)            2. Marketing assistance for goods produced (duplication of services with NCDA &amp; CS)            3. Servsafe program (multiple services already offered by community colleges and private companies)</p>	<p>(Reasons Why in parentheses)</p> <p>- Regional hubs based on counties (should be program-based)            - Cannot isolate Extension from communities (i.e. do not completely cut invaluable community services but scale back and make more efficient            - Not marketing Extension to ag clients and general consumers (to grow, public must continue to know about Extension's presence through good marketing)</p>

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<p>- 4-H should help train young people about ag &amp; food supply            - 4-H message to schools            - Youth need to learn life skills, communication, food prep, growing, canning, etc.            - Prepare children for future            - Raise more food to meet food demands of population            - Increase food production to lower cost of food            - Teach families to raise their own food            - One ag class required for all graduate of land-grant colleges</p>	<p>- Stop hiring consultants            - Cut out duplicate programs – there is a DSS office in every county and no need to compete            - Keep to the land-grant mission            - Trim the fat            - Too much humanities creeping into CACS program</p>
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
<p>- Youth programs connect of agriculture and not other areas like drug prevention, drug abuse            - Programs that overlap or can be offered by other agencies, departments, private industry, internet or online training            - Simple training that is not hands on—could be</p>	<p>- All the cuts to boots on the ground</p>



offered online only—may not work for some audiences	
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<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<ul style="list-style-type: none"> <li>- Family and Consumer Science (FCS)</li> <li>- 4-H</li> <li>- Volunteerism – continue to save money</li> <li>- Parenting prevention Educator</li> <li>- Food Safety</li> </ul> <p><u>Reasons why:</u></p> <ul style="list-style-type: none"> <li>- Communication and leadership – FCS</li> <li>- 4-H Leaders for Tomorrow</li> <li>- More community involvement within families and communities</li> <li>-Drug prevention, teen pregnancy prevention</li> </ul>	<ul style="list-style-type: none"> <li>-Continue Team Leader within FCS</li> <li>- Having agents in county</li> </ul> <p><u>Reasons why:</u></p> <ul style="list-style-type: none"> <li>- Ideas coming from more than one source</li> <li>- Direct resources for volunteers</li> </ul>
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
<p>Supplemental Nutrition Assistance Program</p> <p><u>Reasons why:</u> Duplication</p>	<p>Not having a direct FCS Agent in county</p> <p><u>Reasons why:</u> Limited resources and “lack of communication”</p>

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<ol style="list-style-type: none"> <li>1. Full-time livestock agents for hogs and cows</li> <li>2. Support 4-H</li> <li>3. Support cattle marketing</li> <li>4. Support poultry, swine</li> </ol> <p>Full-time horticulture – blueberries, grapes Full-time row crop – vegetable crops</p> <p><u>Reasons why:</u> Duplin county is #1 in ag. for state. We are also diversified in crops and livestock</p>	
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
<ul style="list-style-type: none"> <li>-Home cooking, sewing, food prep. (family living), child care provider training.</li> <li>-Reduce middle management</li> </ul> <p><u>Reasons why:</u> Can learn from internet, some offered in schools</p>	<p>Sharing agents will not work in Duplin</p> <p><u>Reasons why:</u> Ag. is too extensive, intensive, and diversified</p>

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<p>(Reasons Why in Parentheses)</p> <ol style="list-style-type: none"> <li>1. Production agriculture (Duplin County and all of North Carcling rely on the income. Anywhere you look there's a farm. We rely on it. Eastern NC is the breadbasket. This is why we need ag agents)</li> <li>2. 4-H and Youth Development (With 4-H, you're building the future leaders and citizens of your community. You can build up a community all you want, but if you don't nurture the youth, it</li> </ol>	<ol style="list-style-type: none"> <li>1. Small counties can partner with another small county</li> <li>2. Large counties need full-time Ag and 4-H agents. Example: Duplin and Sampson</li> <li>3. Base the need of agents on the county's needs per size of town, ag., etc. Example: New Hanover</li> </ol>

will all go to waste. The youth drive our community. They are the catalysts. The success of the youth of your community can foretell the future condition of your community. We need responsible and trustworthy youths to one day be our leaders) 3. Home economics	
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
- Forest resources - Wildlife	Cutting agents in large (population) counties will NOT WORK

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
- 4-H - Ag. research and education - Marketing of Extension programs - Local foods - Grant identification/Assistance - Protecting Natural Resources - Educating youth in food production  Reasons why: - we all must eat - ag. is #1 driver in NC	- Volunteer-driven programs supervised by Extension, ex: beekeeping, Master Gardener - Maintain county support and county presence (county won't pay if no one is there)
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
- Duplicated services - EFNEP  Reasons Why: Someone else already does it or is mandated to do it	Paper

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
1. Improve public awareness of EMG program a. expand geographic visibility of EMG b. increase educational opportunities 2. Utilize EMG volunteers' expertise to expand and enhance the horticulture agents' contact with the public	1. Plant clinic (hotline) 2. Fir the staff to needs of area through assessment. Think beyond county boundaries, i.e. group specific needs as it relates to use of the land 3. Expand the geographic area of the administrative director 4. Provide agents with necessary clerical support 5. One on one contact
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
Prune: overlapping programs  Plow: Involve EMGs with other Extension programs such as 4-H	1. Cutting/eliminating agent positions just to save money 2. Keeping non-production personnel

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
*Production Agriculture* - On-farm research - Strong need for field crop experts - 4-H youth livestock - Focus on core agriculture - Strong Master Gardener program	- Make agent funding comparable to industry salaries - Soliciting funds/volunteer hours - Seasoned agents for high priority ag. areas - Agents need appropriate travel money to get info out

<p>- <i>Quality Area</i> agents with adequate funding</p> <p><u>Reasons why:</u></p> <ul style="list-style-type: none"> <li>- #1 industry in the state</li> <li>- Need to focus on core ag.</li> <li>- Everyone has an interest in ag.</li> </ul>	<ul style="list-style-type: none"> <li>- Being on the farm</li> <li>- Put Ag. back in Extension</li> </ul> <p><u>Reasons why:</u></p> <ul style="list-style-type: none"> <li>- Good people</li> <li>- Good results</li> <li>- More respected</li> </ul>
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
<p>Eliminate programs that are duplicated in other parts of government:</p> <ul style="list-style-type: none"> <li>- nutrition</li> <li>- parenting</li> <li>- EFNEP</li> <li>- Judicial advocacy</li> <li>- Disaster preparedness</li> <li>- Trying to be everything to everybody</li> </ul> <p><u>Reasons why:</u></p> <ul style="list-style-type: none"> <li>- Other agencies already cover</li> <li>- We should re-appropriate these funds to quality ag. agents</li> </ul>	<ul style="list-style-type: none"> <li>- Spread too thin</li> <li>- Don't be too politically correct with position descriptions</li> </ul> <p><u>Reasons why:</u></p> <ul style="list-style-type: none"> <li>- Waters down good programs</li> <li>- Detracts from core business of "Agriculture"</li> </ul>

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
	<ul style="list-style-type: none"> <li>- Grow area agent concept</li> <li>- fewer and fewer commercial farmers</li> <li>- commodity dependent and area size, county landmass</li> <li>- Eastern NC may need to stick with more traditional concept for row crops</li> <li>- Regional Hub concept may work</li> <li>- May not need to be in all counties with programs</li> </ul> <p><u>Reasons why:</u></p> <p>Fewer target audiences in many counties</p>
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
<ul style="list-style-type: none"> <li>- Every county can't have an agent for every discipline/crop/livestock</li> <li>- Less middle management/area coordinators, bureaucrats/district directors</li> <li>- Are we involved in some programs that we need to be involved in? Are there duplications? Are some of these done by DSS or other State or county agencies?</li> </ul> <p><u>Reasons why:</u></p> <p>Funds are limited. A small segment of the population pays for everything, esp. in counties—the landowners</p>	<ul style="list-style-type: none"> <li>- We don't think the concept of the state providing 2 agents and the county picking up the rest will work</li> </ul> <p><u>Reasons why:</u></p> <p>Our county is strapped for cash, as are many others</p>

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<ul style="list-style-type: none"> <li>- Support for small-scale producers and beginning farmers</li> <li>- Agriculture education for youth and within</li> </ul>	<ul style="list-style-type: none"> <li>- Having resources and technical expertise available to farmers locally</li> <li>- Allow agents to focus on narrow subject area so</li> </ul>

<p>schools</p> <ul style="list-style-type: none"> <li>- More interagency cooperation between (Forestry, soil &amp; water, Extension) and community colleges</li> <li>- Partnering youth with industry through internships</li> <li>- More web-based content/webinars will capture younger clients</li> </ul> <p>Reasons why: To ensure future food supply</p>	<p>they are able to develop expertise/become experts in a field</p> <ul style="list-style-type: none"> <li>- Fee-based services (one on one services, pest/plant ID)</li> <li>- More volunteer involvement (free services)</li> <li>- More online services</li> <li>- Involving private industry to offset cost/commercial sponsorship</li> </ul>
<p><b>Ideas to Prune &amp; Plow</b></p> <ul style="list-style-type: none"> <li>- Health and family programs that are offered by Health Department</li> <li>- Lawn and landscaping education that could be online only</li> <li>- Soil testing – let NCDA handle all aspects of soil sampling</li> <li>- Programs that may be offered by other agencies or offices in the county</li> </ul> <p>Reasons Why: To cut out redundancies</p>	<p><b>Ideas that Don't Work</b></p> <ul style="list-style-type: none"> <li>- Being a stand-alone, autonomous organization → need greater cooperation in county/state agencies</li> <li>- Cookie cutter approach to county staffing – staff levels of expertise need to reflect demographics and needs of county</li> <li>- Not listening to employee ideas and inputs</li> <li>- Don't compete with services available through private industry</li> <li>- Trying to answer every question that comes into the office or email</li> <li>- Name changes are a waste of time and resources (printed materials, labels, etc.) Focus on what you do—not what you're called</li> </ul>

<p><b>Ideas to Sow &amp; Grow</b></p> <p>(Reasons Why in Parentheses)</p> <ul style="list-style-type: none"> <li>- 4-H (needs to be continued because of its benefits not only to the children, but to the socio-economic benefits in the future)</li> <li>- Production agriculture (drives the economy in most rural counties)</li> <li>- Local foods (locally grown foods not only allow sustainable economic practices but the benefits are “locally felt,” not “locally spent,” and “locally owned”)</li> </ul>	<p><b>Ideas that Work</b></p> <p>(Reasons Why in Parentheses)</p> <ul style="list-style-type: none"> <li>- Qualified subject matter agents based on the commodities/issues of the county (knowing how to answer questions without always having to “find out and get back to you” is important to the client)</li> <li>- Regional/area agents where the need not as great for certain issues/commodities (only having a limited knowledge of the subject but covering multiple subjects doesn't work well because the producers end up knowing more than the agent)</li> <li>- Educational meetings with “Service Component” very, very helpful! (area agents that are qualified—not necessarily degreed—can cover the needs of multiple counties that have a smaller need or are smaller area by having regional meetings)</li> <li>- Evaluating employees &amp; programs (having educational programs are good, but adding the “service component” makes it Excellent!</li> </ul>
<p><b>Ideas to Prune &amp; Plow</b></p> <p>(Reasons Why in Parentheses)</p> <ul style="list-style-type: none"> <li>- Master Gardener, county specific (Master Gardener fits in certain counties but not in more</li> </ul>	<p><b>Ideas that Don't Work</b></p> <p>(Reasons Why in Parentheses)</p> <ul style="list-style-type: none"> <li>- Going tech and staying off the farm (older producers like/need hands on assistance and don't</li> </ul>

commercial ag production counties—benefit to society!)	usually go high tech)
- Community and Parenting Programs (could be combined with other agencies of the local community colleges)	-Evaluating employees and programs (current evaluation technologies don't fit all agents/areas - find a way to evaluate people that may be out of the box but reward agents who get results)

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
Pender County 4-H - mentorship, community service - development of life skills, including public speaking, confidence, relationships with peers, self-discipline, self-respect, responsibility, physical fitness, commitment, family values and communication, character building, leadership development, variety of programs  <u>Reasons why:</u> - developing members of society that can contribute - required community service projects	- Volunteers -Reimbursement of expenses – food, fuel, lodging - Combine programs of similar discipline/interest - Investing in future youth
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
- programs that are not involving or centered on future generations that will further community involvement - programs that are focused on select individuals rather than community at large Example: Master Gardener, cooking skills	- shared county agents - redundant programs

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
(Reasons Why in Parentheses) 1. Return to basics = production agriculture (small farmers must rely on Extension, we don't have funds for consultants and paid positions)  2. Develop qualified personnel (agents are asked to do services that are beyond their specific training)  3. Become more efficient with agents that are available (we have agent qualified in position that strengths are not being used)  4. Regional Extension agents (agents that are specialized and better qualified that have a large district to serve)	(Reasons Why in Parentheses) 1. we agree that regional specialist is probably the future of Extension (cannot continue with specialist positions not being filled)  2. Broaden directors to cover several counties (with improvements in communications, directors would be able to do more)
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
(Reasons Why in Parentheses) 1. Improve communication and prune what is not working (we need more timely information)  2. Extension is not attracting the best and brightest – we are losing them to the private	(Reasons Why in Parentheses) 1. Home demonstration (has served its purpose, but has gotten irrelevant)  2. Trying to do everything (with limited resources we are just trying to do it all and are not doing a

<p>sector (better pay and chance for advancement are available at current status)</p> <p>3. Rethink home extension (is home extension still as relevant and is it time to rethink?)</p> <p>4. Reevaluate staffing (we are asking counties to run more efficient. Has the upper staffing taken the hard cuts also?)</p>	<p>few things well, just trying to do it halfway)</p> <p>3. Leaving specialist positions vacant (you have to have the specialists to help solve the big problems quickly and to develop programs and share their expertise)</p>
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<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<p>Across Disciplines:</p> <ul style="list-style-type: none"> <li>- Invest in client relationships: face to face, delivering unbiased info.</li> <li>- Agriculture production: livestock, field crops, commercial horticulture, consumer horticulture, livestock youth, forestry</li> </ul> <p><u>Reasons why:</u></p> <ul style="list-style-type: none"> <li>- \$77 billion economic impact of ag to county</li> <li>- Economic stimulation through diversification</li> <li>- Future career potential in and ag. and agribusiness—documented</li> <li>- Energy potential feedstocks</li> </ul>	<p>Develop rubric to determine agent needs. Rubric should take into account:</p> <ol style="list-style-type: none"> <li>1. Value of Extension to county government</li> <li>2. County population</li> <li>3. County demographics (age, socio-economic, etc.)</li> <li>4. Economic Drivers (Ag., military, industry, etc.)</li> <li>5. County size (square miles)</li> <li>6. Agricultural statistics (livestock, crops, forestry)</li> </ol> <p>- Determine the area of responsibility based on this and other info and the number of agents needed</p> <p><u>Reasons why:</u> Often county size and county budget allows for cross county agents. Larger counties require more agents to logistically meet county needs in some program areas</p>
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
<p>(Reasons Why in Parentheses)</p> <ul style="list-style-type: none"> <li>- Family and Consumer Science (limited audience reached, duplication of services with DSS and Health Dept., no longer relevant to changing consumer desires and needs)</li> <li>- Afterschool programs (used as a daycare)</li> </ul>	<ul style="list-style-type: none"> <li>- Developing a strategy that looks at all counties equally. A one size fits all mentality no longer works.</li> <li>- Continuing isolation of agents—not allowing them to serve as adjunct faculty at community colleges and private colleges</li> </ul>

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<ul style="list-style-type: none"> <li>- Merging of multi-county resources (\$) and personnel</li> <li>- Effectively utilize the expertise of Human Resources</li> </ul>	<ul style="list-style-type: none"> <li>- Professional development</li> <li>- Research and Technical Education</li> <li>- 4-H</li> </ul>
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
<ul style="list-style-type: none"> <li>- Duplicated programs, ex: 4-H &amp; FFA/Forestry</li> <li>- Each county prune according to local needs and resources</li> <li>- Reduce administration</li> <li>- Fundamentally restructure funding sources</li> </ul>	<ul style="list-style-type: none"> <li>- Master Gardeners – move to community college or community groups</li> <li>- Administration determining county staff structure rather than the community</li> </ul>

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<p>Maybe area specialists, i.e. tobacco, cotton</p>	
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>

<ul style="list-style-type: none"> <li>- Administration: less paperwork for agents, but this wouldn't support all of the administrators</li> <li>- Do away with NCDA agronomist</li> </ul> <p>Reasons Why:</p> <ul style="list-style-type: none"> <li>- Administrators make more money—so more money for agents. Maybe less administrators so agents have less paperwork</li> <li>- Duplication of work—causes county agent friction...this is NCDA through... but send this money to Extension. It costs approximately \$1 million/year for area agronomist</li> </ul>	
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<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<p>Make an effort to keep quality agents vs. warm bodies</p> <p><u>Reasons why:</u></p> <ul style="list-style-type: none"> <li>- organization is only as strong as good agents</li> <li>- competitiveness with private industry</li> </ul>	<p>Specialized agents in multi-county roles where it fits (county financial commitment)</p>
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
<ul style="list-style-type: none"> <li>- Forestry and wildlife because duplication of efforts of other agencies</li> <li>- Different way to provide programs &amp; services to consumer horticulture that isn't at the expense of serving commercial clientele</li> </ul>	<p>Too many areas of responsibilities per employee (being o.k. versus being great)</p>

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<ul style="list-style-type: none"> <li>- emphasis in training and recruiting Master Gardeners</li> <li>- outreach of Plant Clinic to community</li> <li>- coordinating with other divisions in Extension</li> <li>- incorporate with other division utilizing a good evaluation of training and activities</li> <li>- youth development</li> <li>- Master Gardener proactive with school and other youth groups in the community</li> <li>- more training in public speaking programs</li> <li>- more demonstration gardens or areas</li> <li>- agriculture programs are most important</li> </ul> <p><u>Reasons why:</u></p> <ul style="list-style-type: none"> <li>- stronger volunteers and effective programming</li> <li>- these are unique to extension</li> </ul>	<ul style="list-style-type: none"> <li>- Effective education for volunteers will give more productive volunteers</li> <li>- Creating more leaders by education</li> <li>- More engagement with other public programs</li> <li>- Open communication with other community programs</li> <li>- Encourage local use of local produce</li> </ul> <p>Reasons Why: Community would be more advised to our availability and expertise</p>
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
<ul style="list-style-type: none"> <li>- Overabundance of food/nutrition programs</li> <li>- Avoid trend programs and stick to basic programs</li> </ul>	<ul style="list-style-type: none"> <li>- Question multi-county hub</li> <li>- Too many different areas for one agent</li> </ul> <p><u>Reasons why:</u> Losing effectiveness of connecting to people</p>



<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
(Reasons Why in Parentheses) 1. Leadership and Youth Development 4-H (youth are the future) 2. Strengthen diversity across racial, socio-economic populations (can give back to community) 3. Production agriculture, livestock, poultry, grow crops, alternative fuel sources (economic mainstay, feed the world) 4. Strengthen the family unit – food preservation and cooking skills (establish a foundation, life skills survival, CES “only” provider)	(Reasons Why in Parentheses) - Strategically consider Regional Hub with smaller service area, i.e., size of county (provides resources without local agent and reduces cost) - Cross-county programming and cross-train employees (strengthens programs)
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
1. Forestry 2. Childcare provider training 3. Servsafe  <u>Reasons why:</u> Duplication of services	1. Resisting Change 2. Non-integration of Extension programming  <u>Reasons why:</u> EMBRACE because it will happen

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
(Reasons Why in Parentheses) - Ag education for youth and adult - Food safety - Nutrition - Funded specialized youth programs, ex: at-risk youth programs like teen court (no cost to state/county, grant funded, self-sufficient) **develop/secure grant specialist on county level, county government	(Reasons Why in Parentheses) - Processes that collaborate or share resources are more effective. Ex: continue to share funding of positions - Always understand and have constituents that benefit from programs (remain viable) - Narrower focus or combined position to provide more competitive salary, ex: cross-county agent contracted services (keep good employees and competitive salaries)
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
Discontinue or minimize duplication of services that are provided elsewhere, i.e. animal waste management, one on one farm and “social services”  <u>Reasons why:</u> Others available to provide these services	(Reasons Why in Parentheses) - Lack of close ties to local/county government (relationship need/input) - Remaining same/resisting change - Same fit for all counties (too many differences in needs)

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
- Seek and encourage grant funds - Strengthening family relationships: require at least 1 FCS agent per county - Health and Wellness education - Youth Development, Parent/child counseling: require 4-H agent per county - Ag. education - More marketing to educate public about what CES provides	- Have part-time employees - Seek grant funds - Eliminate duplication of services - Assess community needs - Realize we can't be everything to everybody - More partnerships with other agencies  <u>Reasons why:</u> Be more efficient



<u>Reasons why:</u> To produce stable families and responsible, independent, and productive adults	
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
Agents that provide more service and less education  <u>Reasons why:</u> If we provide a service, then the client will never learn for themselves	Overworking staff, underpaid staff  <u>Reasons why:</u> - they will seek other employment - chance of losing dedicated employees



## HEADLINES

We want you to envision a hugely successful partnership between Extension and you and your community. Imagine it is 20 years from now, and someone is writing an article about Extension. What is the headline of that story?

### **Extension Consolidation Hugely Successful**

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1. Extension saved by restructuring of funding
2. Extension saved by elimination of duplicated efforts

Other Comments: NC Cooperative Extension was able to successfully grow and serve a greater need by resolving the conflict of county funding vs. state funding through a collaborative “Board” established 20 years ago—the Board was able to successfully fund regional offices and eliminate staff.

### **Extension Refocus on Agriculture & Research 20 Years Ago Continues to Pay Dividends**

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### **Extension Harvests Strawberries on Moon**

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1. NASA and Cooperative Extension in Eastern NC conduct research
2. Genetically altered horticulture
3. Moon dust modified to sustain life

### **Strong Partnership Between NC Agriculture and Community**

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1. Increase of production on less land
2. Better quality product for consumer in NC

Other Comments: Keep agricultural product the main goal!

## **World Fed**

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1. Through research and education
2. Agriculture practices raise production level to eliminate hunger worldwide
3. Sustainable agriculture target

## **Agricultural Extension Had Major Expansion**

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1. Food production becomes a major requirement for every family due to lack of food supply

## **Extension Helped Save the Family Farm and Put Agriculture Back in Extension Service**

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1. 20 years ago Extension was contacted by landowner about converting farm to a non-traditional crop.
2. They were given species info, crop assistance, and technical advice.
3. Youth were inspired and found successful farm was good for employment

Other Comments: Put agriculture back in Extension to celebrate 100 years.

## **Family Farms Thrive**

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1. Increase of 1000% in previous 20 years
2. Thanks to cooperation with their NC Cooperative Extension, families have “roots.” They have found their divorce rate has fallen drastically and the “happiness” quotient has risen dramatically.

## **NC Extension Service Helps Recovering Countryside After Storms**

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## **NCVMG Serves Needs of All Communities**

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Serve the other underserved populations—homeless, parolees, elderly, poor, to teach self-reliance and

sustainability of the NC ecosystem.

### **Agriculture Extension Celebrates 120 Years**

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1. The Agriculture Extension service celebrated 120 years of service to agriculture and has helped grow North Carolina's agricultural economy to 100 billion dollars.
2. Agriculture Extension graduates youth livestock state team that has won national competition.
3. Extension youth taught life lessons through agriculture program.

Other Comments: Extension needs to continue to promote agents getting masters degrees but in an effort to get buy-in from those pursuing degrees they need to work that program like a Teaching Fellows program—offer the opportunity at no cost but require them to “pay back” with 3 years of service to Extension.

### **Agriculture Main Purpose for Extension**

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1. Agriculture continues to be the main focus of Extension programs.
2. Youth involvement in livestock program develops future leaders.
3. Consumers demand high quality and safe food.

### **Agriculture Extension**

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1. Agriculture Extension at the forefront on push to feed the world with safe and healthy products.

### **Agriculture Still #1 Economic Driver**

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1. Agriculture backbone of North Carolina.
2. Extension provides practical, agronomic solutions to meet farmers' needs.
3. *Agriculture* Extension. We must align ourselves with the #1 industry in NC, and that's *agriculture*.

### **Extension Makes Economic Comeback**

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1. Extension has gone through ups and downs over last 120 years, but it more relevant and stronger than ever.
2. 20 years ago the hard decisions were made to get focused more on agriculture and to become more efficient.

### **Revamped Extension a Great Success**

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1. Waste trimmed from top to bottom.
2. Trained personnel lead the way.
3. The people make the difference.

### **NC Extension Reaches 20 Year Goal with 10,000 Acres Produced in County.**

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Extension personnel help introduce new crops to area and they become profitable to producers and processors.

### **County Extension Improves Lives**

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### **County Extension Aids Farmers in Crop Production**

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1. Extension still relevant in assisting farmers in producing more yield on less acres, profitably.

### **Extension in a New Era**

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### **Agriculture Extension Contributes to Consumers Every Day in the U.S.**

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1. Consumers have the safest, most secure and plentiful food supply in the world.
2. Agriculture Extension is still the greatest liaison between producers and consumers.
3. Agriculture Extension educates an increasingly urban population.

Other Comments: In efforts to secure funding through our legislature ask for volunteers through commodity groups to contact on a face-to-face basis.

### **Extension Helped Save the Family Farm and Put Agriculture Back in Extension**

## Service

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[Headline]

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1. Extension service wins award for service in agriculture service.
2. The Extension service has helped us be the No. 1 county in the country.

## Need Help Solving Problems? Call XXX-XXXX

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1. Extension has been providing solutions for farmers for 120 years.
2. Everyone benefits when farmers benefit from information.

## NC Agriculture Extension Helps Area Farmers Feed the World

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1. More production on fewer acres.
2. Sustainable practices.

## 4-H Still Strong After 20 Years

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## NC Extension Helps Farmers Feed the World

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1. A growing population requires more food from less farmers with less land availability.
2. Extension helps to develop young farmers and make them successful.
3. Extension provides training on new technologies available to make farming more efficient.

## NC Agriculture and Youth Services Hits 120 Years of Community Success

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1. No one is going hungry in the U.S.
2. Farming in Africa is non-extreme

## Youth of Yesterday Received Basics From Extension Programs of Today

1. Extension programs and research finds a way to kill red ants.

### **NC Extension Recruits Farmers At the Library**

1. Extension agents have visited every library in the state on a quarterly basis.
2. Children have fallen in love with farm science because they met an agent on a visit to the library.
3. NC State builds branch college in Johnston County.

Other Comments: Farm City Week is one 7-day period but Farm-Library can be a more frequent partnership.

### **N.C. State University and A&T University Meet the Specialized Agriculture Needs of 100 Counties.**

1. We need specialized people to meet the needs of the specific county. They are having to go other places for services instead of their county Extension Service center.

[Headline]

Hire competent people with specialized skills so people in the county will turn to Extension for resources. We have been written off by many for that reason! Please do not eliminate program areas—wrong tact! We are going to lose county partnerships if we do not fit our programs to the county needs, which are different in every county. Extension staff is asked to work on a variety of issues that county government asks them to and they need to be able to do just that. Offices that continue to disregard this cannot be sustained and will be forced to close. No need for every program area in every county. We must market the connection to NCSU—people do not get that! I am tired of being referred to as “the Extension.”

### **The Biggest Success Story in Sampson County**

1. The obesity rate was reduced
2. Cooperatives nutritional Blast from the Past

### **Extension Left Standing**

1. Commissioners approve budget
2. Agents, program managers, and coordinators receive grants

Other Comments: With the loss of farmers many companies have had to close their doors. However, Extension employees found a way to win grants to assist in keeping themselves and others employed.

[Headline]

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1. Ag-Extension has been successful at staying focused on agriculture and developing youth through 4-H

Other Comments: Stick with the name and let the Health Dept., Social Services, etc. deal with the social programs.

### **NC Extension Service is Valuable Link Between Farmer and Consumer**

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[Headline]

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1. Extension prepares young adults for the future.
2. Extension informs agriculture community of new and improved crop genetics to compete with the world competition.

[Headline]

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Need to remain committed to agriculture because that is what pays the bills in rural Ag counties.

### **Our Children are the Future**

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1. Education
2. Responsibility
3. Safety

### **Growing for the Future**

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1. Be ready for change
2. Be receptive of other ideas



### **Do You Remember Extension 20 Years Ago?**

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1. When tobacco was cropped by hand
2. Before technology replaced agents
3. When people communicated by talking/speaking to others face-to-face

### **Extension Excels**

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1. Providing leadership and guidance for high school juniors and seniors for careers (schools counselors can't assist all students adequately).
2. Teaching

### **83 Year Old County Manager Announces Retirement**

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The Sampson County Manager advised that he went to a listening session in November 2013. Because the Extension service was so effective at retooling, he was inspired to work 20 additional years.

### **Leadership by Leaders**

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1. We must do all we can to keep Extension going.
2. What would the world look like without Extension?

### **Extension Eradicates Obesity and Chronic Disease**

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### **Cooperative Extension Celebrates 120 Years!**

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1. Despite 20 years of budget struggles, Extension continues to distribute valuable research-based programming to area producers and allied agencies.
2. Working on a new technology-rich, lean model, Extension rolls out assistance in a new high-tech manner.
3. Core values of flexibility & support of locally developed priorities, however, are still preserved.

### **Extension Provides Continued Economic Growth for Duplin County**

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1. Improved programming strengthens agricultural base.
2. Higher average of youth attending and completing college and returning to Duplin County.

### **NC Extension is #1 Organization in NC Providing Reliable Education in Agriculture, Youth, and Families**

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1. We are still the “go to” trustworthy organization.
2. Educational opportunities for #1 industry—agriculture.
3. Extension still has the “people touch,” directly working and serving people.

Other Comments: Our organization can’t lose its root values - helping people, supporting agriculture, and being reliable source of information.

### **Extension Agents Help Local Corn Farmers Produce 300 Bushels of Corn Per Acre**

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Using new mapping technology for future and irrigation and reduced nitrogen rates.

### **Extension Agents Help Farmers Meet Food Global Demands One at a Time**

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1. County farmers increase crop yields using NCSU research.
2. Livestock producers double weight gain rates with university information.
3. Youth understand agriculture and support local food efforts.

### **Extension Educating the Farmers to Grow Food and Fiber**

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1. Main goal for agriculture is to grow food.
2. Not so much for beautification

[Headline]

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In next 30 years what will Extension be like? The way things are “going” the young generation will be left

out. It should be mandatory for every child for two years in high school.

[Headline]

Who is our target audience? 2% of population is in agriculture. That leaves 98% of the population open if we only target agriculture. We need FCS and 4-H as well as agriculture. It is a team effort and we should not lose the county connections we have created.

### **Agriculture and Horticulture Business Booms, Grows Younger Generations Through Extension Education**

1. Training and educating youth on agricultural and horticultural occupations (4-H programs, etc.)
2. Continuing to assist farmers and nurserymen with pest problems.
3. Research continues to assist farmers and nurserymen.

### **120 Years Later Cooperative Extension Still Thrives at What Its Creators Envisioned**

1. To educate Rural America on new technology and research through the land-grant university system.
2. To provide unbiased, non-regulatory, research-based information to Rural America.

### **Extension is Still Here and Doing Well**

### **Extension Hires a Parenting Prevention Educator**

1. There are a very limited amount of juveniles.
2. No more juvenile probation officers.
3. No more school resource officers.

[Headline]

1. N.C. Community Services
2. Building the future for tomorrow.

[Headline]

1. Extension has adopted new technique for growing more crops for less expense.
2. Family consumer department has added more family-oriented programs.
3. ECA has its own FCS agent.

### **North Carolina Extension Moving Forward**

1. Agricultural programs continue to produce and supply affordable products.
2. Adults and families are healthier due to leadership and communication.
3. Families are living longer because of the program on healthy living.

### **Former 4-H'er in Electric Program Finds Alternative Energy Source!**

1. "I never would have discovered my passion for electricity without 4-H"
2. 4-H programs educate youth and empower them to chase dreams.
3. In 20 years, I'm pretty sure we will need some alternative energy sources.

Other Comments: Youth live in the future and are the future. They will be the inventors one day. We need to push science and technology and leadership programs.

### **Extension Service is Online Every Day**

Through technology in the home, Extension agents can examine samples of crops and help diagnose diseases, pest, and nutrient needs...

### **Agriculture Income the No. 1 Industry in Duplin County**

1. We no longer need Cooperative Extension Agent. We need Agriculture Extension Agent.
2. Farm sizes have doubled in the last 20 years.
3. Everybody is involved in agriculture if you eat.

## **NC State Thrives in Meeting Land-Grant Mission**

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1. Partnering with counties to promote economic growth and stability.
2. Focus on programs that show positive impact.
3. Meeting needs of people and providing solutions.

Other Comments: 4-H youth examples of the best NC has to offer. Agriculture is still NC's #1 industry. Specialists earn tenure by showing impacts rather than publishing articles only read by other professors.

[Headline]

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1. Innovative University/Flagship of the land-grants model for all land-grants.
2. Proactive cutting-edge research and development.
3. N.C. State breathing new life into our land-grant university. Going forward by sticking to the basics that have proven to produce success.

Other Comments: You better get grounded and refocus on land-grant mission. Let the others handle the humanities and allow NCSU to stand out in front to lead, to help feed and sustain this state and nation!

## **North Carolina Feeds Population of 20 Million.**

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1. North Carolina is being fed wholesome and safe food due to the efforts of NCSU research and Extension.
2. Now called "Meeting the Needs of NC" because of increased soybean yields. The average corn yields 300 bushels and wheat yields 125 bushels.
3. The efforts come from university meeting the need and farmers working together.

## **Extension Continues to Educate the People of N.C.**

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1. NCCE provides the latest technology to farmers through advanced communication.
2. Interactive conference held with all 100 counties from NC State campus to participants in their work environment.

## **Extension Grapples with Future: Expanding Needs, Shrinking Resources**

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While North Carolina's population is growing rapidly, Extension's resources to serve those people are

headed the other way. This is a problem that has been plaguing the program for decades.

### **Nurturing New Life in People, Families and Fields**

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1. Focus on what nurtures
2. What unlocks growth
3. Maintaining fruit quality

[Headline]

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1. Making our community whole by educating and teaching how to be sustainable in all areas of living.
2. Growing better future, citizens by education.

### **Universal Gardening**

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1. Under the leadership of the University of N.C. your horticultural leader supports the home growers in better, more effective gardening, suggesting flora best for your area.

[Headline]

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1. We service the agricultural needs of the community.

### **Ag High Graduates Largest Class in History**

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1. Due to a concentrated effort to involve youth in the aging population of agricultural services, a focused program on agriculture education grew for 20 years.
2. The Ag High Class of 2034 will be involved in crops, livestock, land management, conservation of soil and water, nurserymen, conservation of all our natural resources.

### **Extension is the Educational Leader in the Field of Agriculture**

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1. Extension leads the way in Agriculture and Family Success.
2. Nothing can be said, Extension leadership takes nation to the next level.
3. Extension leads pack in the fight for Agricultural Survival!

### **After Years of Being Involved in 4-H Clubs, John Smith is Appointed Dean of N.C. State**

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1. Promises 4-H programs will continue to grow.
2. Recognizes that the youth coming through our 4-H programs are our future.

### **NC Cooperative Extension Budget Was Voted to Increase 50%**

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1. The community at large has identified that most of our recent leaders in society had been mentored in local 4-H programs, making 4-H an invaluable resource for society.

### **Johnston County Leads in Agriculture**

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1. #1 in safe turkey production.
2. #1 in safe sweet potato production.
3. Ground-breaking use of tobacco in curing cancer.