

*Creating our Future*  
**North Carolina Cooperative Extension**  
**Community Listening Session**  
**East Carolina Agriculture & Education Center,**  
**Rocky Mount**  
**December 5, 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 East Carolina Agriculture & Education Center in Rocky Mount 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 Volunteer Leader with 24 years experience is concerned about the future of 4-H.
- Want to see parenting, cooking classes continued
- Extension is only place one can get parenting, budgeting and nutrition help all at one place.
- Agricultural assistance is crucial to my success as farmer. I want to make sure it continues.
- My county staff is phenomenal, and I love them all.



## 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
<p>More webinars and technology on the local levels. Market more online resources including webinar. Build email data base for communication program related, ongoing communication. Overhaul marketing for targeted areas. Collaboration with Community Colleges, promote leadership.</p>	<p>Better to share Agents than eliminate them focus program. Youth development programs bring positive outcome. Community outreach and collaborating with other agencies, Effective commercials after hours. Effective communication and delivery (technology). Livestock show and sale, Impact (food and fiber) economic development cost, feed- collaboration.</p>
Ideas to Prune & Plow	Ideas that Don't Work
<p>Mandated classes could be shared with another agency. (parenting) Repackage Cooperative Extension programs to be relevant. ( master gardening to include young adults and are able to meet evenings) ECA</p>	<p>Merging 4-H and FFA is NOT a good idea, two different programs. Part time agents, Challenge program areas. Snail mail &amp; postage Cost of stamps- better use of technology. Challenge to share agents with larger Counties. More paperwork.</p>

Ideas to Sow & Grow	Ideas that Work
<p>More on farm demo’s to show ideas &amp; info on what works best. Increase partnership as a whole with local community and business interest. Facilitate economic development manufacturing, agricultural and business. Youth programs.</p>	<p>Continue to utilize resources from State Universities and NCA&amp;T to bring research based info to the Counties. Easy access to personnel of Extension Agency. Share more info with County partners to help them make a more informed decision. Advisory and leadership.</p>

<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
<p>Become Indispensable: Food, nutrition, general health of the population, soil, and water quality is all indispensable. Share this idea.</p>	

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<p>Serious focus on youth in every County. To help develop talents character traits, skills, knowledge about living in general. Establish a group for young adults between the ages of 18-45, developing their career and family's needs for budgeting skills to grow their foods and to preserve or can to live within their budget. EFNEP: Expand, food and nutrient education program, This is the only program through Extension that provides services to the poor, elderly who are in need of this service. PLEASE CONTINUE PROGRAM.</p>	<p>Edgecombe County doesn't have a professional trained Family and Consumer Science Extension Agent, Because of the budget cuts. What would work is a minimum of 1 professionally trained FCSA per County in the State of NC. 2 would be the BEST model. We could do a much better job educating the public in various Counties. 4-H youth programs should interact very closely with our public school system, We are working with the same youth.</p>

<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
<p>Some Agents spend too much planning time on the Martin Luther King Day; They don't have to take the lead in this event because it will carry out by other people in the community. It is ok but should not be your soul purpose.</p>	<p>An Extension Agent working in 2 or more Counties does not work, They are not very effective. They spend more time traveling and sitting in office. They are not teaching nor are they reaching or serving the public.</p>

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<p>Agriculture development/ productions marketing, its number 1 in NC development. Outreach to new audience. (newer farmers) So our communities will know who we are and what we provide. Increase budget/focus for family management skills, families have cuts just like us, We need to support them. More contemporary 4-H program, it brings in more diverse youth. Education for community development. Leadership development for adults. Partner more with agencies both local &amp; State for Agricultural, youth development&amp; community development. 10% local foods</p>	<p>County Partnership, with University. Master gardener program, proven effective. Local Agents, Not multi County, more focused program. Local farmers market, economic development locally. Multi County educational events. Grant resources for entorpernurs, Agi, small business. Continue adult leadership programming. Webinars. Technology training for staff, Agi and community.</p>

<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
<p>Waste management plans, Pesticide education/certification, Food &amp; Nutrition, Home horticulture/handing over to Master gardeners. The programs are now done by other agencies in our County.</p>	<p>Regional Office and Agents. Limited travel funds. Limited training on technology for Agents and community, More focused programs and limits programming reach.</p>

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>

<p>Community partnership: Involvement/supplement program delivery. Media exposure: Promotion /Public education. Production Agricultural: Increase production, safety of farm industry. 4-H: Education and partnership. Community College, Grade School, and FFA: Educate young people. Political awareness: Promote the awareness. Focus available resources on field.</p>	<p>Direct contact with Agents. Focus available resources where needed, Ag Agents in Ag areas. Expand avenues of communications, web based, email, and social media. Rely on partnership for programs delivery. ( bee keepers, master gardeners)</p>
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
Small business entrepreneur programs.	Spreading resources thin. Blanket programs

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<p>Educate municipalities on proper tree pruning and landscaping: Avoid replacing trees by keeping them pruned and healthy. Jr. master gardener program: Improve health issues. Youth community service and citizenship programs to instill pride in their community: Develops young citizens to understand and care about our future. Nutrition, marketing of Agricultural commodities training: Improved health and profitability of farmers.</p>	<p>Master gardener program 4-H program: citizenship and leadership Family budgeting. Proven/traditional Agricultural programs: new crops, horticultural and livestock.</p>
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
<p>Marriage counseling. No more employee cuts. Prune the tree from the top. \$\$\$\$ If you prune from the top, you can fund (or keep) additional programs/ employees.</p>	<p>Leaving vacancies unoccupied and open: Resources are not available. Social Service work: trying to be everything to everyone. CED has to fill Agents responsibilities. Programs designed at University and forced on County agents without local input and or needs assessment for it: Over burdens Agents.</p>

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<p>County tax dedicated to County services. Exposing life skills (parenting, finance, etc.) to high schools: Less strains on the system on the system. It is easy to teach students/children then it is to teach adults. Teach them how to handle money, money, health and parenting. Identify alternative sources. (Other than State and Local): Grants, community and groups. 4-H: Helps students learn public speaking, exposure to outside their world and self-esteem. Gardening: Many community members are becoming more interest: Extension helps them know how to do it right and maybe even what is getting their crop before the consumer</p>	<p>Well planned regional system of delivery: Keeps access available. Research based info: User friendly for consumers proven good, valid. Use of volunteers.</p>

can.(bugs)	
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
Partner with agencies teaching providing similar services.(Health dept. teaching, parenting) These are cost effective and able to refer to alternative provider.	Assuming County Gov't can fill voids \$\$\$ of State cuts \$\$\$. Giving away valuable services without charging minimal fees.

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
Livestock: Mentor programs for kids to get into certain fields. Agricultural, enterpuership. Small farm help. Parenting: For our young mothers especially. Nutrition: especially in low wealth communities like our own. Grow: 4-H: Public speaking, community involvement, youth activities, gaining an appreciation for their home Counties & projects. Agricultural: Resources for farmers. Helping connect them to local/regional markets. Horticulture. Forestry.	Dedicated, well recruited employees: More energy towards this to ensure efficacy. Opportunities to become a subject matter expert in your area. Collaborations with other agencies and organizations. Communicating and coordinating so no duplicating programs/efforts. More resources in low wealth areas of the State.

<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
Nutrition & Parenting Family /Consumer Science Most likely these pieces will be covered by other nonprofits and Agencies in the County.	Multiple Counties for one Agent: Not enough time to focus on our County. Overloading agents with too many programs and responsibilities. Traveling Agents that sporadically come into our community to do programs.

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
Extension is our go to for problem solving. Less information from other resources. Research based information. Youth development in Agricultural information responsibilities. Less people in Agricultural. People need to be informed about Agricultural. Need nutrition education for everyone. Need to promote Agricultural relations. <ul style="list-style-type: none"> <li>• Program by County Needs.</li> </ul>	Sharing resources such as personal ideas. Support local government. Training on subject matter and programs.(individual) Local specific programs. Tech knowledge of subject matter Agents.

<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
Program by County needs. Combine County with limited need with other Counties, i.e. not every County may need a dairy Agent. Only programs that Extension are positioned to deliver. Regions and State are different, Change in Agricultural productions.	Stretch Agents too thin. Agents who do not have subject matter expertise.

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<p>Bee keeping: More inspectors are needed, to educate the consumers about the importance of the honey bee and how it affects the eco system.</p> <p>4-H Programs: It teaches life skills to kids that can't be taught in schools.</p> <p>Nutrition Education: Provides hands on activates and programs. Helps with obesity issues and overall health within the communities, Assists with mental and physical health of individuals.</p> <p>Agriculture/Horticulture: Extension is available to everyone within the community (all ages) Assist farmers with the latest technology and education for farmers within the generation gap.</p>	<p>4-H: provides youth enrichment programs.</p> <p>Marketing (networking) Provides information with other Counties for sharing.</p> <p>Agents willing to come on site: Provides hands on knowledge and information.</p> <p>Webinars/Conference calls: Convenient and less costly.</p> <p>NAP Program for farmers: Loss of production.(beneficial to the farmer)</p>
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
<p>Extension is necessary!</p> <p>Cross train employees for multiple tasks.</p> <p>Too many CED's Combine districts with one Director.</p>	<p>The Agents are only aware of their division, but should have some basic knowledge of other divisions or at least who to refer them to.</p> <p>Too many trainings/meetings.</p>

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<p>Control Info Gateway: So mandated agencies don't have programs, which put Extension out.</p> <p>Market ourselves better, support our volunteers. (ECA, etc.): These people are our advocates and tell our story in order to get support financially.</p> <p>Parenting programs: Financial management(life skills program for adults and youth)</p> <p>Unbiased research based Agricultural information: Internet has all types of info; people need to have access to this info that is accurate to sell a product.</p> <p>County specific needs.</p>	<p>County Offices in every County and Advisory.</p> <p>County specific needs determine staff needed.</p> <p>Training for Agents and Volunteers: So they are experts in program area.</p> <p>Support staff, Agents ratio that matches in County office: Evenly distributed work load.</p>
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
<p>Outsourcing our expertise: This can put Extension "out of business."</p> <p>CPR: Duplicated services.</p> <p>Childcare provider training: Duplicated services.</p> <p>Consultation Services County specific needs: Duplicated services.</p>	<p>Lack of program focus per Agent.</p> <p>Multi- County Agents covering several program areas.</p> <p>Not properly utilizing volunteers.</p> <p>Top down mandated programs.</p> <p>Having same expectations for each County/Agent: Different needs and opportunities in each County.</p>

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<p>Keep updating list of livestock producers for potential buyers.</p> <p>More parenting/child development classes.</p> <p>More "on-site" farm support by CES Agents.</p> <p>Keep 4-H active and strong in County by keeping 1 4-H Agents per County. WE DO NOT WANT TO SHARE!</p>	<p>4-H</p> <p>Digital communication(newsletters, email, websites, social media)</p>
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>

	Short staff / Sharing staff between Counties. Overpriced events and /or functions.
--	---

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
More support of emerging Agricultural. Educate consumer about Agricultural. Grow 4-H will educate the growth for consumers. Focus FCS programs to develop healthy families/well-adjusted partnerships with civic organizations.	Agents willing to cross County lines in their expertise. Volunteer recruitment and leadership development. Engaging retirees to volunteer. Looking at future needs of community/families and making sure that resources are used to develop people that will give back to community. Extension as catalyst for bringing research into Community for growth. Get back to Extension original mission statement.
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
Examine overlap in service.	Preventing children from participation in programs in a joining County. Sharing Agents position with different Counties is not working. Open positions is not working.

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
Production Agricultural: State dependence on Agricultural \$. Livestock Production: Unbiased research. Poultry and swine diseases. Consumer Horticultural: New insect and disease threats to native and nursery plants. New crops and production methods, Ex: Sage, nursery and landscape plants released through NCSU. Recertification credits and training classes: Pesticide, Irrigation, Animal waste, Landscape contractor. Community Gardening: Interest in Urban food production.	County partnership: Increased County funding when justified, Specific County identified needs. Partnerships with grower groups and industry that Extension provides resources to. Also private sector, (They would invest in Extension due to the value provided by Extension info and training...\$\$\$) Extensions resources are valuable to increasing production and income and quality of life.
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
Prune: Serve Safe: Can be done by sharing staff with several Counties. Providing soil testing: Services for NCDA and CS, Extension office serves as the NCDA and CS office in most Counties as agents have to answer many questions daily about their services. They should be more active in the Counties or provide resources to the Extension offices to help with our increased work load due to new sample payment and submission process. Use some of the funds to help provide Extension office with equipment or hire more staff to help get samples and reports submitted.	Everything cannot be done online: Needs hands on, experiential learning. Consolidating Offices across the board: Has to be based on County or area needs. Disconnect between new Extension specialist and Agents: Key link to transferring information to these who need it. University research taking priority over getting all that info quickly to level County level. Extension responsibilities should be a major part of tenure process for specialists with Extension responsibilities.



<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
Partners to help fund programs where Gov't cuts: Do better advertising of services and meeting. Master gardener program: To teach gardening. Marketing campaign.	
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
Adjust ratio employees to number of youth. Family consumer services.	Regional Hubs: Loose County support loses client/community support. Cookie cutter Counties: Every County is different some Counties may need livestock agent and some may not.

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
EFNEP: These programs increasing quality of life to help future productive involve citizens. Youth programs: "Life skills" STEM: Implement curriculums that target life skills and social skills that has been left out and the mainstreamer education standards. Agriculture: Providing hands on expertise to Augment STEM.	Partnership: Schools, Community, Volunteers. Leadership: Adult, Youth, Public speaking. Citizenship: Civic education, Youth engagement. 4-H: Camps. Prepares future citizens. Provide opportunities that they may otherwise get to experience. Bridges generation gap.
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
Entrepreneurs: Could be duplicated with Community College.	Marketing: To younger generations, need to use more social media to reach this new age generation. Improve and Increase, Use Webinars knowledge of them, Cost friendly. 4-H: In schools, It's not happening and it needs to be done better. Not as big as it used to be.

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
Reach out to more people: More diverse. Educate people about Agriculture. Train workers for Agriculture: Equipment operations.	Regional, small group meeting in townships. Keep help local.
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
Consolidation of duties where possible.	Spreading help too thin. Standardizing all Counties.

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
Youth horticulture: Inspire youth to look into agriculture as careers. Need more local farmers supplying food to the communities. 4-H: Livestock, judging, etc. Public speaking. Educate nontraditional ways of growing	Easier ways for to access high tunnels. 4-H educates youth and has a 100% graduation rate. Beef Tour: NCSU, Across NC that allows youth to see different ideas, farming, livestock.

<p>Agriculture. (Organic) Need to add more horticulture /Agriculture programs into schools. Education, Program has such an awesome influence on our youth. Need more livestock Agents in Counties that have a large livestock program.</p>	<p>Local Farmers Market.</p>
<p><b>Ideas to Prune &amp; Plow</b></p>	<p><b>Ideas that Don't Work</b></p>
<p>Prune: Counties that don't need multiple secretaries, Agents move those positions to the surrounding Counties that need these positions. There are Counties that are stretched thin while at a next door County has multiple positions that are not needed in that area.</p>	<p>Sharing livestock Agents between 2 Counties that have large programs/livestock. Over regulating. Too many Chiefs, Not enough Indians. We do not need 3 secretaries in 1 County and the next County over has none! Too many students are not able to get into Ag/CALS at NCSU that truly have the passion to be in the industry, due to the cuts, Cut in other areas so that education is not harmed.</p>

<p><b>Ideas to Sow &amp; Grow</b></p>	<p><b>Ideas that Work</b></p>
<p>Promote volunteers in programs like 4-H. Partnerships with community organizations: Churches, Chamber of Commerce, Community Clubs. Technology: webinars, Access to technology. Marketing : Programs that Cooperative Extension Offers.</p>	<p>Partnering with other organizations. Local Government awareness and support. Technology: Websites, technical information through websites and email.</p>
<p><b>Ideas to Prune &amp; Plow</b></p>	<p><b>Ideas that Don't Work</b></p>
<p>Sharing Agents: Row crop/Livestock.</p>	<p>Current ways of communication, promotion of services, meeting, programs. Operation of local farmers markets by Cooperative Extension Agents. Sharing Agents: Livestock and Row crops.</p>

<p><b>Ideas to Sow &amp; Grow</b></p>	<p><b>Ideas that Work</b></p>
<p>Invest in programs for products and service that provide an economic and social return to the community that pays. For it: Continue productivity in crops in agriculture through technical resources and research. Convey info by improving our means of communication. Include this concept for forestry, livestock, and landscape industry. Economic return to make it practical and possible to continue.</p>	<p>More: Webinars: better publicity. Technology for agents, Laptops saves critical time, avoid losses. Area meetings to share ideas and problem resolution. Where resources are low or does not provide periodic access via technology or circuit rider concept. Who pays? Are Districts composed of similar Counties by need and products? If Centennial Campus is so good for technology, Why not Agriculture? Support small business startup.</p>
<p><b>Ideas to Prune &amp; Plow</b></p>	<p><b>Ideas that Don't Work</b></p>
<p>Programs that don't provide economic return.</p>	<p>More paperwork. Are social programs best handled by Extension? Less communication.</p>

	More restrictive laws. Less Agent support. Don't make it so hard to get things done!!
--	---

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
Cattleman's Assoc. Bee Keepers Agriculture Production: knowledge and trainings Paperwork Updates licenses (ex pesticide) Health updates 4-H Youth Development Self-esteem builder Public speaking. 100% graduation rate! Organic: Small Business Owner Continue educating public on Agriculture. Helping producers find a market.	Agriculture Center: In one Complete facility. Adequate parking House extension Meeting facility/Training Soil/Water FSA NRCS Outdoor Space: Demonstrations, & Functions 4-H livestock show & sale Farmers market
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
No duplicate programs (Health Dept., etc.) (Social Services, Churches.) Home small consumer Horticultural issues Leave it to large/med production. What is it going to add to community?	Serving only 2 or 3 participants in a single program.

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
Agriculture personnel and support: Increasing technical challenges. Additional Horticulture Agents Row Crops Livestock/Poultry: Need more available agents on the farm. More partnership/meeting of 4-H and FFA programs, Use the power of both programs to increase opportunities, Education benefits, Leadership training.	Farm to City Agriculture awareness for kids. 4-H Career smarts Financial classes Rural communities have fewer activities for children of all ages. Career smarts prepare kids for the work force, leadership development. Move certain programs to faith based groups.
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
Some of the Social programs: Anger management. Should Extension be providing this?	Losing focus on true purpose of Cooperative Ext. Once the new purpose is defined don't abandon that focus. Lack of competitive pay, loses talent.

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
Increase use of and promotion of technology: Production of Agriculture Consumer education Education of general public regarding Agricultural and issues affecting agriculture. Enhance 4-H programs to encourage more participation. i.e.: camps for youth. Create opportunities to expose young people to Agriculture jobs.	Increasing use of technology to improve education And get message to public. Exposing kids in school to more programs: FFA 4-H Focus on Metro areas. Promotion of "Got to be NC" Areas of specialization to cross train.

We must educate public to maintain political clout to insure Agriculture is able to exist and grow.	
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
Consolidation of resources with areas of expertise serving regions, rather than Counties.	Too many Chiefs, Not enough Indians.
<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<p>Agricultural research: Local and Regional applied locally. Most trust worthy form of information. 4-H: Programming toward young people. Needs exposor. Cont. Horticultural research and education for: Homeowner Commercial M gardener vol. Organic sustainable Great need for this education. Family &amp; Parenting, Nutrition &amp; Care: More education</p>	<p>Resource Management: Utilize Volunteers to assist in certain generalize subject matter, i.e. soil sampling. Increase exposor to client preferred ways to receive info: Hotlines, newsletters, texting, video, email, computer, virtual training. i.e. pest alerts, current issues. Hands on and interactive Agents/Client one on one.</p>
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
All Counties want access to an Agent, (specific subject matter) even if shared with other Counties rather than no presence at all. Still the need to have access to local expert one on one.	Duplication of services from multiple agencies creates competition for the same resources.



## 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- Growing crops and minds for a strong future.**

---

### **Cooperative Extension still helping people.**

---

1. Local experts in Agriculture in all 100 Counties.
2. Still bringing education and new technologies to the local community.
3. Integral part in Agriculture transitions for the last 20 years.

### **Extends from the past and reaches into the future.**

---

1. Agriculture of the past.
2. Agriculture of Technology.
3. Agriculture of the future.

### **Extension Still going strong, Back to the future.**

---

1. Extension in partnership with Hertford County Schools presents the first electric farm equipment hybrid tractor.

### **Extension Agriculture programs going gang busters.**

---

1. With the help of Extension Nash County have 500 Honey bee and pollination producers.
2. 4-H livestock show and sale sets all time record in participants and funds raised.

**Franklin County has a New Agriculture Building.**

---

1. Monsanto picks up 25% of funding extension Agents.
2. Extension Agent finds a market for pigweed.

**NC Cooperative Extension continues to empower people and provide solutions.**

---

1. Sowing and growing people.
2. Opportunities are endless with Extension.
3. Educating for yesterday, today and tomorrow.

**Educating people about Agriculture.**

---

**Agriculture the Number 1 Industry in North Carolina.**

---

**Agriculture in NC thrives with help from #1 Extension**

---

- 
1. Being result oriented help reset goals and objectives to enable Extension help citizens be successful.

**The World depends on America for Food!**

---

1. New products and Technology lead the way.
2. Extension Agents in high demand worldwide.
3. Former 4-H'er sworn in as President.

**Economy greatly improved.**

---

1. New crops are creating historic profits for agricultural business.
2. Improved communication from research in what is marketable generates amazing returns.

## **New Agricultural Industry**

---

## **Cooperative Extension as Valued Today as it was in 2013.**

---

## **County Agents remain an Influential part of Cooperative Extension.**

---

1. Do not throw the baby out with the bath water, keep Agents working.
2. Production crops still high quality, Agricultural still #1 in NC economy.

## **Extension approves: 4-H Curriculum in every School.**

---

1. Middle schools across the State.
2. Life skills taught to every child.
3. Community thriving as a result.

## **Extension improves lives!**

---

1. Extension partners with County schools, economic development and citizens to change lives of students and our/their future.
2. 4-H in every school.
3. Through efficient and cost saving use of technology via webinars, podcasts and face time.
4. Students become effective, successful and happy civic minded citizens.

## **School advancement- Through Extension**

---

1. Local schools are now partnering with local Extension Offices!
2. Children are learning necessary Life Skills.
3. Childhood obesity reduced due to Extensions “EFNEP” program.

## **Youth make High marks on Local and State level!**

---

1. Every State Commissioners Staff has youth leader involvement.
2. All schools in the State have implemented 4-H Youth Development among their school curriculums.
3. City Government creates Youth Council position with City Council members.

### **Extension: Better than Ever**

---

1. Extension Master Gardner volunteers are 1 million strong!
2. Because of Extension Vegetable production is #1 in U.S.
3. Because of Extension Children are no longer Obese!

### **Plants still grow! Extension Services and volunteers still needed!**

---

1. Children continuing Grandparents footsteps in gardening.
2. More green space NEEDED due to enormous eating of fruits and vegetables.

### **Extension Service covers everything local.**

---

1. Extension diversifies and covers all areas of health, food production and education.

### **Extension Agents beam across the State.**

---

1. Extension Agents are trialing new molecular technology developed at NC State to be beamed into Counties, like Captain Kirk from Star Trek. To solve grower issues and provide hands on education and demonstrations the way they started 120 years ago.

### **Goal Accomplished**

---

1. After years of research and planning NC Extension Service has achieved their goals.

### **Extension Today and Meeting their Counties needs**

---

1. Research has been increased.
2. Our resources have increased production.
3. More people have stepped up to volunteer.

### **Cooperative Extension Excels**

---

1. Website voted best place to find functional and practical information.
2. Extension offers the best one on one service.
3. Best way to find researched base information.



### **Cooperative Extensions across the State see record participation growth.**

---

1. State and County Governments streamlined many processes to see the program blossom and rebound after 20 years of cuts and frustration.
2. Local residents say they never knew the many services provided by Cooperative Extension and how they now benefit from them.

### **North Carolina Cooperative Extension Service improves the lives of Citizens.**

---

1. Healthy eating and physical activity have reduced medical financial bills.
2. Organic farms have increased 75%.
3. Agriculture continues to prosper in the Northern States.

### **NCCE goes back to its Roots in Rural Counties.**

---

1. NCCE focuses on agriculture and 4-H, returning to its founding goals.
2. Kids learn preservation techniques, public speaking and develop interest in farming.
3. Livestock and area farmers receive technical assistance and help accessing markets.

### **North Carolina Cooperative Extension Excels in services**

---

1. 4-H excels in numbers of attendance in 4-H Programs, camps and Clubs.
2. Every area and resource needed by Cooperative Extension is being met.

### **Extension impacts Lives**

---

1. Food system is safe because of Extension education programs.
2. Families are healthy
3. Youth grow into contributing members of society through Extension programs

### **After 120 years, The Extension Service is still providing needed help and support**

---

1. Despite constant change the Service is still providing up to minute information.

### **NC Cooperative Extension hires new Agents**

---

1. Pitt County hires 2 Family and Consumer Agents and Crop Agents
2. The people are benefited from these hiring
3. Call 252-112-4121 for Help with your needs.

- 
1. Even with all the cut backs NC Extension has still found a way to get information to the people.

### **Extension’s work still profitable 120 years and growing**

---

1. Helping farmers learn and improve their practices.
2. Growing kids in Agriculture through 4-H
3. Community as a whole better because of Extension

### **Extension has impacted the World!**

---

1. Youth are turning to 4-H rather than gangs! (4-H is family)
2. Everyone is doing their part to help the ecosystem. (Agriculture, Horticulture, Service learning projects)
3. Service to all mankind is happening through Extension programs

### **Extension Agency capturing the needs of our Community**

---

1. Cooperative Extension has reached the mark in the food system. Agents are teaching farmers and citizens on agriculture and how to incorporate the latest technology in effectively growing food.
2. Cooperative Extension has partnered with agencies on the above project.
3. They have over 100 volunteers

### **Extension making a difference after 20 years**

---

1. With our children and communities
2. New ways of growing food
3. Helping families with learning how to save money by growing their own food and rebuilding our communities.

### **Co-Operative Extension Envisions Success**

---

1. Embraced the technological era through computer communication within surrounding Counties.
2. Competent Agents provide much needed services for the community.
3. Honey manufactured by local bee keepers is number 1 in State.

### **Extension continues to stay the course.**

---

1. The extension for generations has provided services to our local community
2. Working hand in hand with our local and State and National government to provide hands on and educational opportunities for all ages and abilities.

### **Extension back to its Roots and upping food production.**

---

1. Now doing a complete job.

### **Extension Service celebrates 120 years**

---

1. Funding dilemma from 20 years prior solved 2 decades of experience show new model works.
2. Golden Leaf dollars have up held program over past 20 years to supplement cuts of earlier years.
3. Regional transition to serve delivery seen as key to CES's survival over past 20 years.

### **Extra! Extra! Extension Research!**

---

1. Extension has help inform community members about new and improved technology.
2. 4-H has helped to improve the life of Youth and now those Youth are improving the community.
3. Extension has bonded with high schools to build and improve life and career skills taught.

### **Bed Bugs Eradicated!**

---

1. Discovery by County Extension team proven effective.
2. Family and Consumer Sciences Agent & Horticultural Agent work together in pest elimination trials.
3. Millions of dollars saved, residents able to remain in homes due to lack of pestilence.

### **Cooperative Extension 120 and counting**

---

### **Extension considering change**

---

1. Extension is 120 years old this year and just as they have done for the last 60 years, they are looking to make some changes to continue to be relevant in today's highly competitive market.

### **Global Agriculture Extension Web Conference**

---

1. Best programs: North Carolina, China, Iraq

### **North Carolina Cooperative Extension receives Award**

---

1. Outstanding

### **Extension is finally the back bone of Innovation**

---

### **NCSU prides itself on Extension**

---

### **Extension stronger than ever! After 120 years still going strong.**

---

1. Thanks to Extensions impact NC communities are living healthier and leading better quality of life. Family and Consumer Sciences, 4-H and Agriculture continue to be successful in impacting the lives of our Citizens.

### **We Survived!**

---

1. Made sustainable changes to system.
2. We decided that what we did today might not be what we did yesterday.

### **Improved Cooperative Extension**

---

1. One Agent per County
2. Cheaper events
3. Keeping up with modern society

### **Improved Extensions**

---

1. More Extension Agents for the Counties
2. Educational classes (Parenting, nutrition, livestock& leadership) now proved!
3. More onsite farm visits

### **Extension Sustains**

---

1. Renewed focus on sustainable agriculture
2. Local food systems are renewed
3. Women rule the world! And feed it too!!

### **NC rises to the top of Nation**

---

1. NCCES investments in people, families and agriculture, resulting in a boom in emerging agriculture products. Making families stronger economic and social units.

### **Agriculture is booming**

---

1. There are more interest and understanding in Agriculture
2. We can now feed and grow our own people
3. Feed market is more affordable to feed livestock and human consumption

### **Extension successful by refocusing efforts on Agriculture**

---

1. The responsibility of 1% of the population to feed the other 99% should warrant 99% of Extensions resources. Everyone benefits by improving agriculture.
2. Programs that benefit individuals only can be serviced through other programs (Community College)

### **Extension is #1 in Community Education**

---

### **With Cooperative Extension, NC farmers feed the Country**

---

1. Through research and education, extension has equipped NC farmers to produce more than ever before.

### **Extension Explosion!**

---

1. Cooperative Extension explodes with new technology.
2. 4-H youth are sharing their projects worldwide.

### **Food production new #1 desired Profession**

---

1. Schools to have done better job of educating students to the importance of food for good health.
2. The government farmer is now the demand business opportunity.

- 
1. NC Extension Service has young people involved in their Communities
  2. Halifax County 4-H receives grant money from several Companies
  3. Halifax County 4-H has heavy growth in clubs

### **Cooperative Extension continues to provide services for local producers**

---

1. Crop management along with livestock grading and marketing.

### **Agriculture , not just Farmers it's Extension**

---

### **Agriculture Today**

---

1. Amazing news: Agriculture is live and producing the food you consume safely plus nutritionally
2. Go to web link [www.](http://www.) And check us out.

### **Agricultural interest grows!**

---

1. Agricultural business employ largest segment of society and continues to feed the world.

### **People organized Politically**

---

1. To advocate for evidence based information
2. To advocate for good Government services.
3. To study and assign value to “extensionalities”

### **Blue Mold destroys NC Tobacco Crops**

---

1. Due to cutting back on extension workers in Virginia, Blue mold expanded and migrated south,

destroying the NC Tobacco Crop. It will cost billions of dollars of fumigation to restore the money making crop! Thousands will lose their jobs!

**Franklin leads the Pack**

---

1. Franklin Leading the Pack in healthy vibrant communities, in choice locations for business and industry. Cooperative Extension continues to serve the Communities in Franklin County in new and innovative ways.

**Due to Budget cuts, Cooperative Extension faces after 120 years of existence.**

---

**NC Cooperative Extension celebrates 120 years!**

---

1. Agriculture remains as top economic driver in State.

**UNC Covets NCSU Extension Presence**

---

**Farmers= Family= Community  
 And North Carolina is right in the middle of it!**

---

**North Carolina is saving the World from hunger**

---

1. Efforts from NC farmers have been excelled by Cooperative Extension Service.

**Extension calls it Quits.**

---

1. Tired of budget cuts and ungrateful public

**Extension must be downsize**

---

1. Get back to basics
2. Don't plant more acres than you can manage

## **NC Extension Service excels at Education of all NC Citizens for 120 years**

---

1. Ag extension brings University Research to growers
2. New technology improves lives of Suburban groups.
3. Farmer markets are now in every County

## **NC Agriculture has made Significant changes with Sustainable Practices**

---

1. No till practices, cover crops, organic
2. Lowering chemical use
3. Combining or eliminating positions regarding finance, family caregivers and nutrition

## **Extension viable because it is still utilizing its grassroots**

---

## **North Carolina Cooperative Extension strengthens families**

---

1. Organic farming
2. Home gardening
3. Animal care