

Creating our Future
**North Carolina Cooperative Extension
State Advisory Council Listening Session**
La Quinta Inn, Boone
November 20, 2013

A listening session was also held with the State Advisory Council during their Fall 2013 meeting. Approximately 25 advisers participated 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



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
Agriculture Education Consumer Financial Education : Challenging Economic environment and lack of fiscal / budget life skills. Nutrition/Health collaboration with similar Counties and Organizations. Greater local resources development. Investment in technology and apps for the general public	Making resource materials available to participants: People like receiving handouts. News stories and other recognition for Program participants: Recognition promotes interest. Promoting and emphasizing nutrition and health through demonstrations on strengthening the dollar.
Ideas to Prune & Plow	Ideas that Don’t Work
Cut: Childcare provider training. Don’t cut: Health education; Money impact. Agriculture Education; Non-negotiable.	Lack of participation. Misunderstood agendas.

Ideas to Sow & Grow	Ideas that Work
Supporting profitable Agriculture: No one else is doing this we are the experts. Building youth and community leadership: Youth must be prepared to lead, Nobody does it better. Grant writing to create buffer. Relationships with County Governments: ECA/Creative leadership Partnership.	4-H Afterschool: Provide resource for working parents. Sharing specialized Agents: Fiscal conservation. Training the Trainer. Partnerships with government and other agencies/Organizations: Funding.

Ideas to Prune & Plow	Ideas that Don't Work
<p>Equipping families for healthy living: Health Dept. does this. One on One assistance for home gardeners: Online info save paper and manpower. CED's over multiple Counties: If CED is in charge of 2 Counties, this would lower by 50 jobs across the State. These jobs could be filled by hands on 4-H and Agriculture.</p>	

Ideas to Sow & Grow	Ideas that Work
<p>Outreach: Multi-cultural urban Deliver service, create solutions. Agricultural marketing: Local promotion catalyst. Partnerships/ Sponsorships: Health and nutrition. Wellness. Extension in schools. Technical Assistance: New / existing ventures. New funding streams. Advocacy.</p>	<p>Extension Staff: Redirection of resources, efficiency and relevance. Resource for resources, technical assistance. Web presence. 4-H and youth services. "Train the Trainer" model: Developing/ leveraging Community resources. Educated /Supportive Legislators.</p>

Ideas to Prune & Plow	Ideas that Don't Work
<p>Consolidate effort: Multi funded sources, programming, concerns For efficiency. County Cooperation: Consistent program evaluation. Attendance. Evaluate ROI.</p>	<p>Programs with no participants. Lobbying for Education funds.</p>

Ideas to Sow & Grow	Ideas that Work
<p>Youth and multi-generational interaction: Need to invest in future by learning from our past. Healthy local foods: We are the main ones doing local foods. Support profitable agriculture: Important to NC economy and local economy. Focus on each Counties assets for entrepreneurial opportunities: Grow sustainable local economy.</p>	<p>Volunteers/Partnerships: This expands resources buy in – ambassadors. Social media/Communication: It's FREE.</p>

Ideas to Prune & Plow	Ideas that Don't Work
<p>Is forestry better addressed through NC Forestry Service? Are we overlapping with Soil and Water Conservation? It appears there may be overlap areas to partner better.</p>	<p>Duplicating services/ Competing for same market within County. Overlapping with "Commercial" services. Not communicating.</p>

<p>Look at Rural vs. Urban need for programs: Need for a particular program may be needed more in a rural area vs. urban area. Look at how Specialist cover certain areas: May need to shift areas to cover broader geographic area, Utilize technology.</p>	
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Ideas to Sow & Grow	Ideas that Work
<p>Expand fisheries/aquaculture: Shell fish development in coastal communities (soft shell crab, oysters) Partner with public education(STEM): Pooling with resources, enhancing exposure /capabilities. Grow traditional field crop programs: Expertise needed for growth and maintenance of quality products. Partner with industry to find uses for Agriculture by-products(poultry/pig); better regulation through Cooperation: Environmental necessity.</p>	<p>Shared positions: Provides specialized services in a larger area. Generalization vs. specialization?</p>
Ideas to Prune & Plow	Ideas that Don't Work
<p>Each County must examine the needs of the Community, (demographics are changing); include County Managers in decision making: Instead of top down, think bottom up for decision making.</p>	<p>Education does not need to be profitable immediately. Consider social good.(or down the road)</p>

Ideas to Sow & Grow	Ideas that Work
<p>Supporting profitable Agriculture: Fundamental building block of Extension, builds economy locally and Statewide. 4-H partnering with FFA, schools, boys and girls clubs: Share resources.</p>	<p>Partnering 4-H with FFA etc.: Impacts more lives combined resources.</p>
Ideas to Prune & Plow	Ideas that Don't Work
<p><u>PRUNE</u> FCS: Avoid duplication.</p>	<p>Duplication.</p>

Ideas to Sow & Grow	Ideas that Work
<p>Agriculture: Production, marketing, sustainable, innovative, training/expertise. Agriculture is #1 industry required certification. Youth Development: Leadership/ career development, livestock shows, citizenship, These are our future leaders and citizens. Nutrition and Health Education:</p>	<p>Individual County needs: Diversity between Counties. Online delivery: Cost effective, fast delivery. Staffing based on needs: Programs. Foster partnerships: Cost savings. Utilize community assets.</p>

Consumer Education/lifestyle For health and economics. Extension self-promotion: Marketing.	Explore grants: MONEY.
Ideas to Prune & Plow	Ideas that Don't Work
Overlapping services: Evaluate services and eliminate overlap. Staffing: Base on County needs.	Relying on grants: Annual funding. Treating all Counties the same: Specialized needs.

Ideas to Sow & Grow	Ideas that Work
Local food initiative: Mega trends Population increase Feed self and others Sustainability Local entrepreneurship: Successful in providing grants. Knowledge to become independent business owners. Move back local depend less on big box stores ex: McDowell chasse. Youth Development: Keep youth busy and out of trouble. More likely to go on to College and succeed. Excellent way to explore career. Teach service and volunteerism. Life skills. Responsible decisions. Look at collaboration with other Agencies: Find different avenues to meet issues of younger families: Healthy cooking. Class at Farmers Market.	Part time Specialist and retirees: Use skills of retirees. Idea of Paralegal, nurse practitioners. Regionally shared personnel. Horn of plenty. Train more volunteer leaders: The volunteers already have a network in place to train on the County, District, State and Regional level; other organizations in CES do not.
Ideas to Prune & Plow	Ideas that Don't Work
Look at collaboration with other Agencies and Stronger linkage with Research station: More effective and more efficient. ECA: Need stronger issues related to younger population. Study population and issues needed. Many programs are not needed in all Counties: All Counties do not need a poultry Agent. (expert model)	Removing any 4-H presence in any County: Need 4-H in all 100 Counties. Consolidate or redirect ECA and FCS: The services are so much alike.