

Creating our Future
North Carolina Cooperative Extension
Community Listening Session
Vernon G. James Research and Extension Center,
Plymouth
December 11, 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 148 people attended the Community Listening Session at the Vernon G. James Research and Extension Center in Plymouth 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



THE BIG PICTURE

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

- When I was growing up I learned to ask the 4-H Agent for anything I needed to know. I was in Pitt County the other day and saw what looked to be a different kind of lespedeza. I went to the county office and the agent helped me know what it was.
- I am speaking up for the youth. They are not here at the table.
- I have learned that Extension is a tremendous resource for everyone in the community. I learned how to can and preserve food from Extension. Who will teach young mothers how to do this if Extension is not here to do that? I am concerned about young 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
Strong focus on research and resources in Agriculture, especially dominant ag areas, Eastern NC Regionalize administration positions. Let Counties decide need of Agents.	Emails, blogs and updates pertinent information. Field days, test plots.
Ideas to Prune & Plow	Ideas that Don’t Work
Competition with private industry. Relying only on County meetings for information distribution. County Extension Director in every County.	Adding more and more responsibility on only one person. One size does not fit all. Example: black lands. Cannot perform.

Ideas to Sow & Grow	Ideas that Work
Marketing Volunteers- 4-H and FCS Agriculture: Field days and demonstrations, north east expo very popular and practical application, Black lands tour. Apps Agent training: Support to specialist to train others, turnover among Agents, losing expertise. 4-H Youth: Leadership, training and preparing for future leaders. Family and Consumer Science:	Hands on is an important way to learn and teach. Multi County Director: Only responsible for paperwork. Regional specialist Technology: Blogs, portal needs to be user friendly. Field Days Cross County Events and Regional activities.

Families are important.	
Ideas to Prune & Plow	Ideas that Don't Work
Time: reports and paperwork, too much, Staff has no time to be with clients and Citizens to actually do jobs. This takes up valuable time when it could be better spent in the field. Management: Top heavy, need to make sure there are staff implemented programs.	County Director in every County. Stifling innovation: Management needs to let field staff respond to citizen's needs. Portal: Old School, need to be able to get NC Extension resources to pop up in search engines. 4-H Agent assigned to more than one County.

Ideas to Sow & Grow	Ideas that Work
Strengthen Youth Programs in rural areas. Limited options and proven positive results. Promote Agriculture research and sustainability, Unbiased solutions. Accountability with programs, Everyone else does.	4-H clubs/ Camps: Has biggest and best impact on youths. Matching Agriculture Agents with proper areas, some areas require more agriculture Agents than others. SHIIP programing: this works well in certain Counties. Extension education: (Continued education) programs: Farmers need to have continued education to keep certifications on pesticides and other certification requirements.
Ideas to Prune & Plow	Ideas that Don't Work
Employee essential talent, reduce overhead. Marketing and publication reduce outdated methods.	Agents over worked and stretched too thin, not enough Agents.

Ideas to Sow & Grow	Ideas that Work
4-H: Unique opportunities, vital to youth. Production Agriculture Agriculture \$75million industry in Perq. Co. FCS: Senior programs, retirement planning Perq. Co. one of the largest median ages in the State. Market Extension better Statewide.	County based programs, needs are different in each County. County Director (one per County), Provides Leadership. Involve Advisory Councils, This provides input.
Ideas to Prune & Plow	Ideas that Don't Work
Local foods. Daycare child development training, gear towards Smart Start (Daycare recertification)	Current finance priority not working needs to be higher. One person covering too many areas (subject matter and location) Overloaded and stretched too thin. We are not grooming or providing incentive for young agents to stay in Extension, Private industry pays better. Cutting travel, be able to provide face to face travel.

Ideas to Sow & Grow	Ideas that Work
Continue to fund:	Even if you cannot offer an Agent in every

<p>Farm Agents They are critical to boosting and feeding our economic engine of Agriculture which is key to our economy and Farm Agents are key to success.</p> <p>4-H Agents Key to our future as they offer leadership, training and recreation in areas where other options don't exist.</p>	<p>area/County then offer technicians/program assistants, A Director can offer more services with that support.</p> <p>Provide Area Specialized Agents, to address specific crops over a region/Multi-County area. Give those working in the field the technical resources they need to be more efficient, more bang for the buck.</p> <p>Legislative tours/Lobbying.</p>
Ideas to Prune & Plow	Ideas that Don't Work
<p>Look at what's right for individual Counties, on a case by case basis. In areas where Ag is key- Keep Ag Agents.</p> <p>In Counties where services aren't utilized, reorganize and prioritize.</p> <p>Evolve Family and Consumer Sciences: Some of the priorities of FCS are not the priorities of modern families, Cooking and canning is not necessity anymore.</p>	<p>Extension falling under the Public Education budget line rather than the Agriculture budget, this is more closely related.</p> <p>Some Counties need their own Agents; One agent for multiple Counties will just not work in some areas where Agricultural is critical to economies.</p> <p>Current Salary schedules: Reduce our pool of talented employees.</p>

Ideas to Sow & Grow	Ideas that Work
<p>Experience vs. Education for advancement: Advancement based on past performance.</p> <p>Environmental Education: Protect the resources.</p> <p>Leadership opportunities for youth: County by County needs: Each County should decide what their needs are.</p> <p>Revamp the reporting system: CED's as leaders of Offices, should compile individual agent reports and serve as direct liaisons to the community allowing agents to be in field more.</p>	<p>Community partnerships: Agencies, partner with unlikely organizations like The Sherriff's Department.</p> <p>Area agents with appropriate geographic area.(square miles)</p>
Ideas to Prune & Plow	Ideas that Don't Work
<p>Community Resource Development: CRD Needs being met by other Agencies.</p> <p>Educational requirements for CED positions: Experience over education when hiring.</p> <p>Quantity vs. Quality of Specialist in Raleigh: Too many specialists in certain program areas not meeting the needs of Agents.</p> <p>Current RES system: ERS needs to be more users friendly for both employees and accessible to our clients.</p>	<p>Area positions that encompass too large of a geographic area.</p> <p>Duplicating services with other agencies. Spreading staff so thin, they become ineffective.</p> <p>Extension trying to be everything to everyone. Extension should decide what they can be good at and be the best at it, and let the rest go.</p>

Ideas to Sow & Grow	Ideas that Work
<p>Strengthen family relations through research based information, families as a whole are in crisis situation.</p> <p>Extension programs lay the foundation for strong finances, health, safety, and child development.</p> <p>Build family unit from farm to table.</p> <p>Have a program similar to EFNEP's program to</p>	<p>Multi- County CED's without subject matter- only have admin duties.</p> <p>Specialist providing research based information to County Agents.</p> <p>Have Admin secretaries research Grant opportunities and maintain social media venues.</p> <p>Multi County Agents if appropriate based on</p>

use paraprofessionals to provide one on one and small groups on housing, financial resource management and other resource management.	County dynamics. If Agent positions are not being filled, use a paraprofessional model. Multi County CED's cross County Agents more par professionally.
Ideas to Prune & Plow	Ideas that Don't Work
All Counties are different with different needs; do on an individual County basis. Combat internet and general misinformation. The need for research based factual information is needed more today than ever.	Agents being spread too thin, Agents become ineffective. Multi Co. Agents have too much territory to cover.

Ideas to Sow & Grow	Ideas that Work
Empowering young mothers. Educating youth about Extension: We need to break away from "The Best kept secret" Male parenting skills(\$ management, job skills) Integrated Pest management in home landscapes. Home skills/train youth thru computer technology. Home food production(on individual basis) Budget management(Home) Extension work should not be dependent on economy; it should thrive during hard times. Avoiding non- research based info sources.	Multi- County, Crop- Specific Agents More School programming. Raise Volunteer responsibility. Area Agent/CED people must be well trained.
Ideas to Prune & Plow	Ideas that Don't Work
Non-essential volunteer work and focus, it is in line with Extension goals and objectives.	Delay in hiring: Especially in rural areas where well qualified people need to be encouraged. Positions not being filled: When employees covering for multiple vacancies leave, positions collapse.

Ideas to Sow & Grow	Ideas that Work
4-H : Job skill development, educational programs- Robotics Hands on educational programs. Children are our future. FCS 4-H: Cooking Camps, cooking skills, financial management. Family and Consumer Sciences Nutrition Addressing Obesity. Agriculture: Community Garden Partnership with FFA Livestock show and Sale using volunteers.	Diversify the Staff. Regional Agents with specialized topic area. Identifying your population and taking programs to the people. Have specialist to back up the Agents.
Ideas to Prune & Plow	Ideas that Don't Work

<p>Programs that just don't work. Putting programs where they belong. Not duplicating services.</p>	<p>One Director for two Counties. Don't increase the amount of travel time.</p>
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Ideas to Sow & Grow	Ideas that Work
<p>Research based: Master Gardener volunteer programs Consumer horticulture: Vegetable garden Flower garden and landscape. Educate consumers for sustainability and to improve property values. Family Education: Food and nutrition Health and wellness Parent education Budget Build strong families and communities. 4-H Youth Leadership development Career direction and Life skills Builds strong families. Agriculture: Meet need of future population for food and fiber. Local foods: Community Garden Everyone needs to eat. Boosts economy buying local. Strong, sustainable Agriculture system.</p>	<p>Good training programs for Volunteers: Master gardener 4-H ECA Good volunteers strengthen all Extension programs. Specialty concentrations: FCS Foods and Nutrition Financial Management Agriculture Field Crops Livestock CED: Multi-County Administration is similar in most Counties.</p>
Ideas to Prune & Plow	Ideas that Don't Work
<p>Prune: Youth livestock show and sale, too much adult involvement. Youth need to be the most important aspect in livestock. Stay away from duplicate programs maybe youth at risk. Based on your local environmental scan, plow those not needed for your County.</p>	<p>4-H Agent may not work as Multi-County because many 4-H programs are competitive. Multi- County FCS Agents or Ag Agents the problem is the home County may not be greatly served. Trying to program in areas that there is another Agency with that responsibility such as Forest Service or Wildlife Agency.</p>

Ideas to Sow & Grow	Ideas that Work
<p>Marketing: More ways Evaluating program effectiveness. Research in all Areas. Develop curriculum Access to programs for kids economically deprived. Local food and basic home and family programs. More opportunities for funding: Grants Foundation Youth leadership programs.</p>	<p>One Agent supervising. Program Assistancess in each County: Contract workers County funded Agriculture: Dissemination of Agriculture research. 4-H leadership program. FCS Able to find a niche- Medicare Collaboration with other County departments. Specializing for each County. Online resources for kids to complete projects online.</p>

	Technology to disseminate information to clientele
Ideas to Prune & Plow	Ideas that Don't Work
Administration: Cutting the Top and not the Roots If we lose the roots the tree will die. Reorganization: Cutting or restructuring District Directors. Specialists work more with Agents. ECA: Just Extension volunteer, No State level support. 4-H fluff: Programs that can be done locally can be cut at State level.	Agents that try to do everything: Spread too thin. Cannot be all things to all people. Current relationship with Agents and specialist. Too many overnight weekend (State) trips. Completion with other Agencies. Giving away curriculum. Including Counties that do not have working livestock farms in a livestock completion does not work.

Ideas to Sow & Grow	Ideas that Work
Continue On Farm Testing: Unbiased tests results. Crop trouble shooting by local Agriculture Agents: Benefits crop production and management 4-H programming: Keep youth individual and informed concerning Agricultural. Pesticide Training. Local crop production meetings.	Cross County CED's Local Agriculture Agents Multi- County meetings
Ideas to Prune & Plow	Ideas that Don't Work
Reduce Administrative at local level.	

Ideas to Sow & Grow	Ideas that Work
More regionalize specialist per crop Eliminate tenure ship 1 Specialist with 10 Assistants The specialist needs to filter research data and bring it to 10 assistants for maybe 15-20 Counties based on size, crops etc.	Unbiased research.
Ideas to Prune & Plow	Ideas that Don't Work
Prune the Apple Tree from the top down. Bring Grant management in Raleigh up to date.	One Specialist per crop for the entire State. Eliminate tenured positions that are not productive.

Ideas to Sow & Grow	Ideas that Work
Master Gardeners Urban horticulture Education (youth) Unbiased research based information. Youth/ 4-H Emphasizing educational opportunities for youth. Raising awareness in youth re: Environment Marketing push Local foods: FCS Family focus	Area specialist Agents work IF that idea works for the Counties involved; would not work for most Coastal Counties that lack traditional agriculture. Being geographically challenged. Focusing on the community needs vs State/Nationwide needs. Grass roots local efforts should be honed and honored; County needs should come first. Agents in each County: Do current needs assessments in each County before making any decisions on staffing pattern.

Eating healthier avoiding processed foods. Salt water fish farming: sow it (coastal communities without traditional farming) k-12 education: after school (out of school) hours : S.T.E.M.	
Ideas to Prune & Plow	Ideas that Don't Work
County based needs dictate: Needs per County are derived for the Geographic location& the community needs. Examples may vary by County, what is good for Camden may not matter in Hyde.	Expecting the same or better with a reduction in work force (less workers does not equate to larger yield) Overloading staff creates unproductive staff.

Ideas to Sow & Grow	Ideas that Work
Field crop specialist: If we can't grow it, you can't sell it. Unbiased research: Companies promote their products. 4-H: Growing future supporters. Match Agents with Count needs: Agriculture Counties need Agriculture Agents. Agents working together: Agents sharing expertise across County lines.	County 4-H Programs designed at County level Regional CED's and specialists Commodity support
Ideas to Prune & Plow	Ideas that Don't Work
Match Agents with County needs: Urban Counties have different needs than rural Counties. Duplication of Services: (Extension, DSS, School Systems) Communication between Agencies.	Regional 4-H One program does not fit all.

Ideas to Sow & Grow	Ideas that Work
Agriculture and specialized Agents: Serving multiple Counties or more concentrated in areas. Keep up with technology food demand, crop efficiency. 4-H Youth Development: Educating the next generation. Life skills and Leadership (priority) CES PR Communication/ marketing specialist to tell story.	Create a new CES model: Save money Using an effective business model: Efficiency Change organizational structure: Create more working teams on specific projects. Less vertical hierarchy to more horizontal. Embrace regionalism more empower County Agents with focused tasks: Regionalism gives rural Counties a Voice. Save money with more virtual meetings. Forward thinking, food demand and Bio-tech.
Ideas to Prune & Plow	Ideas that Don't Work
Family and Consumer Sciences Overlapping services with other organizations. Focus on current family needs: Need to have a concise strong program.	Old outdated CES model: Cost too much. Spreading Agents too thin.

Ideas to Sow & Grow	Ideas that Work
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Need strong Agriculture program: Fewer farmers feed Country. Educate the youth in Agriculture so we will have farmers in the future. Can get help for any questions.	Unbiased source of information. Need diverse staff. CED with Agent responsibility. Vernon James Center (Black lands Field Day) N.E. Expo.
Ideas to Prune & Plow	Ideas that Don't Work
Go back to Land Grant mission: Educate farmers	Loss of home/work balance Administration not taking same cuts as County Staff Multi County Agents (Agriculture) in large farming Counties. Good young Agents taken by Industry. Over worked staff with missing Agents,

Ideas to Sow & Grow	Ideas that Work
Unbiased, research- based information directly to users. Maintain “boots on the ground” i.e. field agents Agriculture production and sustainability.	Have a Regional Administrator (CED) with no program responsibilities. Maintain Agriculture Agents in all Agricultural predominant Counties.
Ideas to Prune & Plow	Ideas that Don't Work
Prune administration, stats and paperwork- This does NOT help the clients. Prune outsourcing. Stop trying to be “all things to all people”, focus (grow) on our foundational strong holds.	Pay is not competitive-Agent turnover is rampant: Cannot support our families on low salary. Can't build programs or maintain relationships with regular turnover and vacant periods; this is how we lose clients and support! Listening Sessions: IF you don't LISTEN.

Ideas to Sow & Grow	Ideas that Work
Youth Development and Opportunities Healthy eating/ cooking for communities, children /families. Soil Conservation and preservation, yield. Leadership training of youth for future leaders. Summer Camps/youth activities. Parenting and Employment skills. Annual livestock, Chicken and Rabbit show. Work within school environment/ coordinate activities. Marketing.	Look into consolidation of County Directors in regions. Utilize/convert secretarial positions to regional. Implement automated answering service. Improve marketing/advertisement.
Ideas to Prune & Plow	Ideas that Don't Work
Re-evaluate use of programs : Health insurance programs.	Health Care: Related programs. Website/Social Media Networking: Should be more users friendly, lively.

Ideas to Sow & Grow	Ideas that Work
Advertising: Get on TV and radio more, maybe a weekly spot and newspaper. 4-H and Youth programs: Take to radio, social media= very important. Agriculture Program:	If CED positions go to dual County assignments these individuals would need to only have administrative responsibilities and no concentration areas. More meetings based in Counties using technology to collaborate versus having meetings. Individuals

<p>Very important resource- economically. Need local experts to consult. Need youth development in all Counties. Generate data to support the value of programming. Need strong advocates in the community for those programs. Since NCCES is under Education, try to offer more school based programs that assist with. Per capita we spend less on food and it's due to agriculture education. CES personnel need training in marketing uniform/ consistent message.</p>	<p>could get the same information while being in their home County. Being able to use technology for payments. For example paying online for 4-H camp, 4-H County day camps and other services. To pursue nontraditional funding sources for agents without hesitancy. Increase pay for agents, more resources. Agents leave extension because they can make more money in private sector. Career advancements for young. Consolidate Extension Trainings. Extension can outsource from resources they have.</p>
Ideas to Prune & Plow	Ideas that Don't Work
<p>Secretary position needs to transition from traditional roles to a more marketing/technologically based role.</p>	<p>If positions go to dual County responsibilities you run the risk of having one County over the other prosper or suffer depending upon where the Agent lives. Depending upon what County you are in, based on economic standings technological advances may not be possible.</p>

Ideas to Sow & Grow	Ideas that Work
<p>4-H Agriculture continuing classes, winter meetings. Livestock programs, more programs in school. More advertisement to community. Need agents in each County. More programs to teach people to grow/cook food.</p>	<p>Regions and Agents combining/working together without overworking Agents. Training youth in production Agriculture and hard work. Emphasis on hard ethic to youth.</p>
Ideas to Prune & Plow	Ideas that Don't Work
<p>Less time spent defending positions. Less help with finding people handouts. Less help in other Countries, more help local.</p>	<p>Bosses with no experience at lower level. Unnecessary EPA and Gov't regulations Corporate row crop farming. Cutting necessary Agents. (Crop Counties need a Crop Agent, etc.)</p>

Ideas to Sow & Grow	Ideas that Work
<p>4-H Provide quality programs for youth in rural Counties where there is very little else offered. Agriculture Extension Agent Received unbiased and educated opinion on certain agriculture topic. Agriculture research Agriculture is #1 in North Carolina. Research helps farmers stay on cutting edge production. Don't be afraid to change, be adaptive. Regional Specialist Fee for Specialist Have more qualified Specialist who is paid competitively.</p>	<p>FAQ call center for simple questions, make sure able to talk to person if need be. Local Agriculture Report Smart phone app local twitter. Use technology to disseminate information. Locally led programs with local resources. Agents by County need.</p>

Ideas to Prune & Plow	Ideas that Don't Work
Reevaluate FCS program and see where it is duplicated by other Agencies.	Unapproachable office staff. State wide rules and regulations. All programs will not work everywhere.

Ideas to Sow & Grow	Ideas that Work
Teaching best practices for Agriculture sustainability. 4-H teaches leadership skills.(local level clubs) Food and Nutrition education via hands on demonstrations, food preparation for healthy living.	Contract employees/Agents Part time, no benefits providing unbiased research based information. Have to be face to face Documentation, reporting CED responsibility.
Ideas to Prune & Plow	Ideas that Don't Work
Local foods local foods work in more urban areas: it is not for every County. Locally determine where SHIPP, SNAPED, more In my basket or Serve Safe are not duplicated in the same County. We are not responsible for the NC Public Schools success or failure!	Large regional Agents do not work, Need to know the name and faces of the people. Too many District and State required programs in 4-H Magic is local. Travel expenses/program expenses of State Conference limit participation. We have land owners with space for gardens, no need for Community gardens.

Ideas to Sow & Grow	Ideas that Work
Aquaculture Economic sustainability Agriculture Current and future food needs. 4-H Programs Rural youth development. SHIP of elderly Assist with information for elderly.	Continue CED in each County Regional Specialist More unbiased research Research accessibility.
Ideas to Prune & Plow	Ideas that Don't Work
Eliminate some of social programs Duplication of services.	Not enough Agriculture Agents in North East. No strategy for staffing in each County. Not offering salary at local level of private industry. Losing Agriculture Agents to private industry. No user fees.

Ideas to Sow & Grow	Ideas that Work
Production of Agriculture: Economic enhancement Food increasing population North eastern region Ag is most impacted industry: Primary industry in State. 4-H Programs: Must have youth development. Consumer awareness of Agriculture: Wellbeing of individual's health. Local and targeted crop production practices: Unbiased review of new technology production	Regional specialist: Crops production Agriculture Best utilization of resources and money. Enhanced technology utilizing information for crop production: Better serve multiple Counties, faster turnaround of information.

information.	
Ideas to Prune & Plow	Ideas that Don't Work
Overlapping of resources between educational institutions: Eliminate duplication of services.	Less administrative direction/County Directors in each County: More money for specialized Agents. Agriculture Agents covering multiple Counties: Large areas of Agriculture and cannot make contact with farmers, better use of time.



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?

Youngest man to become President gives Thanks to Cooperative Extension Service

1. CES makes youth strong leaders.

NCCES continues to grow the future

1. 4-H Programs continue to develop future Ag leaders of tomorrow through positive hands on learning opportunities for NC Youth.
2. As the 3rd most diversified State in agriculture, agents continue to serve farmers locally and regionally.
3. The NCCES budget continues to improve through the new business model developed in 2014.

Cooperative Extension saves the day.

1. Xyz Community residents once again own their own homes as a result of Extension education.
2. After home economics lost in storm- Education on construction, plumbing, and refurbishing furniture.

NC Cooperative Extension still saving families

1. Extension program educating individuals and families on ways to increase financial resources reduce obesity and save lives.
2. Programs in Agriculture, family and Consumer Sciences and 4-H help families' plant plan,

prepare and eat healthier meals of reasonable rates.

NCCES becomes model State for United States.

1. NC CES leads the way.
2. Financial literacy, nutrition and health excel under NC Extension’s program.
3. NC is the top Agricultural State in the Country.

Extension leads the way

1. Obesity is no longer an issue, FCS has educated the world.

Family crisis averted by FCS Agent.

1. Lives lost in NC due to child or elder abuse are no longer even thought of.
2. Financial responsibility has resulted in zero credit abuse.

Extension Endowment now surpasses \$60 million

1. Started with the campaign for the Counties 20 years ago, the endowment rapidly rose with large donations from agribusiness and small donations of “butter and egg money” like that which began the Jane S McKimmon Center. The endowment interest now insures enough Agents and Supportive staff will always exist in North Carolina.

Extension still Invaluable

1. Extension help in farmers feed the masses.
2. Teaching youth to be leaders.
3. Families thrive.

NC State, A&T State Outreach maintains small, aging, powerful presence.

1. 20 years ago, rash of retirements, positions filled with young specialist.
2. Adapted to governmental funding cuts by supporting technology with fewer employees

NC Cooperative Extension still won’t be outsourced or out done.

1. Major source of research and information for its citizens.
2. Provided well prepared students to colleges that continue to give back.
3. Is still the backbone to Agriculture and Nutrition.

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1. That Extension staff is diversified in their makeup.____
 2. That the staff implements programs to those ethnic groups that is a minority in our State.
 3. I.E. Take the servers programs to the migrant’s camps.
 4. That a foundation is designed to accept financial gifts or an endowment fund is optional.

Obesity is minimal

1. Better nutrition has taken place in the last 20 years and people are now healthier.
2. Agriculture has been able to feed more people and is more efficient.
3. Mother earth is in a better space now.

North East NC ranked #1 area in the State to live.

1. School systems top in the State.
2. Jobs plentiful and citizens prepared with local ongoing job skill offered by NCCES.
3. Childhood obesity almost unheard of in this area, nutritional and physical activity communitywide efforts spear headed by FCS regional tran.
4. Agriculture top employers in area.

NC Extension wins a United Nations innovation award.

1. NC 4-H alumnus develops a cure for cancer.
2. NC Extensions website becomes the gold standard for education.
3. NC Extension research specialists develop specialty crops that grow in all 100 Counties and are able to feed NC Citizens.

NC Cooperative Extension meeting future needs

1. North East NC agriculture has strongest sustainable systems among the Mid-Atlantic States.
2. NC 4-H Youth leadership programs proud icing strong leaders Nationwide.
3. US Secretary of Agriculture
4. Northeast NC residents are among the healthiest in the County.

Northeast North Carolina tripled crop and food production

1. Families educated in health and nutrition

2. Finances are balanced through education
3. Agriculture production increases without endangering water and wildlife.

NE NC County Extension programs set the pace.

1. Consumer horticulture is well and thriving
2. Agriculture programs supply an excess of local grown foods.
3. Leadership programs strive in 4-H and family resources and finances.

North Carolinians become self sufficient

1. Food is provided for entire population
2. People have knowledge to be self-sufficient.
3. Landscape is magnificent due to Master Gardeners volunteers influence throughout their communities.

Healthy Families

1. Families have learned how to feed their families on a small plot of land.
2. Cooperative Extension Staff teach families to be self-reliant to growing their own food and preparing nutritionally sound meals for the healthiest families in this decade.
3. Extension trained volunteers teach families in their community how to reduce reuse, recycle to conserve our environment as they live off the land as conscientious stewards.

North Carolina Extension is #1 in all 50 States.

Eastern NC farming paradise

1. Farmers and NCCES partnership creates great environment to continue to be world class production area.
2. Vernon James Center provides numerous education opportunities to farmers, youth and home makers.

North Carolina farmers come to the rescue by feeding a hungry Country

1. Lack of Extension information in other States, results in massive crop failures.
2. Hungry people rioting in major cities.
3. North Carolina farmers produce record yield thanks to their strong extension program, enough to feed a hungry Country.

North Carolina Extension celebrates 120th Anniversary

1. Extension drops internet education and turns to face to face interaction.

4-H er's hold a "No- Tech" Event

1. Kids talk to each other and write letters.
2. Conversation is the highlight

NC 4-Her finds cure for Cancer

1. Tied directly to 4-H STEM programs olivered to local children, as mandated by Department of Education, a cure for cancer has been discovered as a result of his education and research performed by the youth.

North Carolina Cooperative Extension streamlined now most successful Educational Organization in the Country.

The Past is Our New Future

1. More and more families are growing the majority of the food they consume; the family table is once again popular.
2. Scholastic scores soar as Americas youth are reintroduced to the values of 4-H and find satisfaction in "doing the right thing".
3. Medical costs have plummeted since people in our community are exercising more to grow healthy foods and eating less and less chemicals.

NC Extension provides food for all North Carolina

Cooperative Extension is even better for the 2nd 100 years

1. Great advances made in areas of food research
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1. Remaining State Agent retires
2. The State continues to struggle to make budget short falls
3. World population reached 8.5 billion.

There back: Extension comes back from budget cuts better than ever

1. Hiring more Agents
2. Disseminating new research
3. No longer the best kept secret

Youth Entrepreneur credits 4-H with success

1. Entrepreneur gained leadership and business skills by having a voice in local decisions as a child
2. He/she plans to fund part of 4-H program locally called Local economy flourishes because of involvement in NC Cooperative Extension.
3. Entrepreneur volunteers to teach leadership skills by sponsoring vocational programs for today's youth.

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1. With a smaller staff Extension still reaches the needs of County people.

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1. NCCES restricting to meet future needs, finding new sources of revenue to meet needs, exploring the idea of discontinuing tenure.

NC Extension move to total electronic media, cause of demise- lack of personal interactions linked to downfall

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1. Extension created jobs with the work force education from the Campuses.
 2. Extending prosperity across North Carolina

Extension's strategic planning: key to NC's economic recovery

1. New staffing model and expanded resources allow Extension to provide large impacts.
2. New funding resources all extension to be effective

Everyone has plenty of affordable food.

1. Food production has outpaced population growth
2. Nutrition leads to healthy population
3. Health care costs plummet

Other Comments:

Until we know where we are how can we know where we are going?

Figure out the bottom line and work with it. If no one knows where we stand –financially, staff #'s etc., we cannot move on.

I have heard major conflicting numbers in the past week; you can't get anything meaningful from this without giving us the bottom line.

Learn to conserve money... We teach it so you need to use it, Everyone is important and every job is important but at the same time find something we are good at and keep it,

Quit outsourcing to other Agencies and Companies and quit trying to be everything to everyone and being repetitive. Be good at something and let everyone really know where they stand.

Extension- The People's Organization

1. Emphasizes local needs
2. Has Agents to meet those needs
3. Diverse Organization depending on location

North Carolina Citizens Thrive because NC Cooperative Extension Strides

1. More people are hungry due to continued budget cuts that ended unbiased research for more productivity.
2. Finally rid of nonproductive personnel.

**In order to SURVIVE
NC Cooperative Extension Service response to budget cuts.**

1. Reorganized structure of staff to consolidate positions.

2. Reinstated farmer and citizen boards to give real time input to Director.
3. Eliminated tenure positions to encourage the Extension Staff to perform at their best for the job they have.

NC Extension Program top in the U.S.

1. We have the potential- focus on specialty well trained people in each region instead of every County.
2. Using private contractors to serve citizens we could start right away in a small way.

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1. Price of good food declines for 4th year in a row.
 2. Children eat food good for them.
 3. Three good meals daily is a rising trend.

-
1. High School students market budget management program to other State High Schools.
 2. Housing project residents recognized for best organic produce at The State fair.

-
1. Rediscovered and revisited Home Extension by group of homeless vagabonds.
 2. Organic home raised and consumed food by young educators.
 3. Young male homemakers take over the leadership of family.

Food at 60% level of demand

1. Extension falling behind after 20 years of struggling to get ahead.
2. Tenured research position is making North Carolina less efficient.

-
1. Regionalize specialist- use modern technology to leverage effectiveness
 2. Fewer positions, but higher quality personnel.
 3. Tenured positions must be eliminated.

Other Comments:

Pruning the Apple tree must start at the top. With 90 vacancies at the County level, how many do you have at the regional or State level?

CO-OP makes the difference

1. Healthy sustainable crops reach record yields due to Extension research and implementation gross costs level.
2. Obesity rate falling to Extension education program.
3. 4-H programs must meet technology guidelines

Looking back at Agriculture Extensions role in changing it

1. Research and Agents educate and promote ideas that have made farming more profitable and sustainable.

Former 4-H'er US President

1. Leadership skills led HER to the White House
2. Citizenship skills learned in her local 4-H Club motivated her career path.

Extension Service stronger than ever

1. Extension agents are nationally recognized for their expertise.
2. NC serves as a model for effective programing in agronomy, family and consumer sciences.
3. Agronomy information from extension specialist in crops and soil is sought State and Worldwide to improve crop production using sustainable soil management practices.

Record yields in Eastern NC

1. First 500 bushels per acre

New technology discovered by 4-H Youth

1. 1st solar powered remote controlled harvester to complete harvest season successfully.

-
1. Students fly to class to learn how to operate 4 pieces of equipment at once.
 2. Tech fees \$2,500.00 an acre

-
1. Eastern NC research makes national impact on agriculture production practices
 2. Infield robots I.D. disease in crops.

NC Cooperative Extension top in U.S.

1. Local support has brought NC Extension to the fore front.

After 130 years, Still going strong

1. How? Lifelong focus and expertise in specific areas that have always been and always will be important to our local economies.
2. Not fazed by short-lived trends.
3. This has created a strong, trusted brand that people continue to turn to.

Lean mean information machine

1. Extension has trimmed down Administration!!!!Increased research to deal with modern concerns with Agriculture and nutrition and increased Agent presence in the Counties to spread the information.

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1. Average farm size drops to 300 acres
 2. Global commodity market shifts upward as yields follow behind.

-
1. The world has 8 billion people- why have we let our food supply lag way behind the demand for food?

Famine in North Carolina

1. 2014, NC Cooperative Extension outsourced Agents- eliminated 360 positions, 2024 Internet crashed! All agricultural information lost! 2033 NC scrambles to get agriculture Agents, Field service reps etc. to teach farmers how to plant row crops, milk cows feed pigs and pluck chickens.

Extension Agents teach people how to feed themselves

1. Agent in every County teach youth in schools how to be able to feed their families without handouts, and teach communities how to trade or ca/store their products to feed themselves and how to live within their means.

Extension teaches residents subsistence farming

1. Due to population growth and high demand food is in short supply
2. Extension teaches residents to raise own vegetables at home

America's population growing too fast for farmers to feed.

1. Not enough Extension programs conducting research to grow yields.
2. Communities learn how to grow their own food.
3. HSUS, EPA regulations and PETA ruined production Agriculture.

300 people fed by one farmer

1. Phytophthora

Extension is the source of our World Leaders

1. Youth who participate in 4-H Programs teach the leadership skills needed to bring world peace and end world hunger; North Carolina Extension leads the way.

Cooperative Extension is continuing to prepare youth for the future.

1. 4-H program is the world's largest youth organization, it provides opportunities to youth that they may not otherwise be introduced to, and has made me who I am today.

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1. Peanuts back to the top
 2. Tobacco that does not hurt you
 3. Corn and wheat hit top yields

Extension still relevant after 120 years

1. Extension works with Ag community to keep them viable on the farm, with 4-H to help develop youth and also Family and Consumer Science to teach about healthy eating habits.

NC Cooperative Extension expands world wide

1. Agriculture best practices are now used in foreign countries
2. Promote healthy eating/living in your community
3. Record amount of youth have been a part of 4-H program, which has developed many community leaders.

North Carolina break yield barriers with 350 bushels of corn and 150 bushels of soybean

1. Exports increase due to increase production
2. New varieties and variety testing by NC Coop helped choose best varieties for our State.

Fewer farmers feed ever growing population

1. Technology helps farmers produce more feed on fewer acres
2. Population has learned to accept and appreciate science based genetic engineering that makes plants more productive
3. Our Land Grant Universities continue to lead the charge in feeding the world

NC farmers have gone digital and are using the internet for all of their Extension Services

1. iPhone to take pictures and identify weeds
2. Downloading variety tests and yield data
3. Email crop specialist @NCSU to answer questions

Food is in short supply

1. NC farmers in the top 10 most productive in the Country
2. State Agriculture program major reason for farmers success

NCSU and Cooperative Extension reorganization leads to NC Agriculture to the top

1. NC farmers lead nation in the highest per capita income level resulting in lowest unemployment in NC and Southeast.
2. North Carolina Capital relocated to Edenton

New & Innovative ideas for Agriculture Extension

1. Enhanced electronic technology for farm production the next 50 years

North Carolina helps feed the world

1. We help by our diverse Agriculture industry in being able to raise food for livestock and to produce the meat and fixens for a well balance diet

Cooperative Extension leads NC into the future

1. 4-H programs help steer states youth in the right direction
2. State ranks #1 in Agriculture due to increased research
3. Hyde County drones lead State into modern agriculture

NC Agriculture Feeding the World

1. Through research and education NC Farmers are leading the way in feeding the growing world population
2. NC Extension has made many ongoing research projects that are helping boost yields
3. Booming ports export to the world

NC Cooperative Extension #1 in Community service

1. Extension brings out the best in our Youth through 4-H clubs, educates our farmers so that they are now producing 5 times as much corn, soybeans and cotton with less expense.
2. FCS program is assisting our citizens with nutrition and health issues.

Extension is leading the way

1. At leading edge in education and research
2. Provides valuable information on a local level to all 100 Counties.

Former NC 4-H'er wins Presidential Election

-
1. Leadership gained through 4-H” built me”
 2. Cooperative Extension taught me everything I know
 3. 4-H Citizenship projects spawned my interest in politics

Extension molds society by educating America

1. Up to date research technology
2. Easy access to education daily life

ECA website finally fixed

1. Obesity falls as food becomes scarce.

-
1. SC moves to NC
 2. Food production falling behind
 3. Health care funding is bankrupt

Extension is still empowering people and providing solutions for the citizens of NC

1. Families are impacted positively in their Counties by what NCCE has to offer in each County, money has been saved by Senior citizens through programing, youth who have been in 4-H have shown a higher rate of becoming productive citizens who come back and help their County.
2. The education provided NCCE valuable to all citizens in changing live to be more productive.