

To: N.C. Cooperative Extension Employees  
Date: June 17, 2015  
Subject: NCCES Strategic Vision & Organizational Updates Summary

Dear Extension colleagues,

We have continued making exciting progress in the implementation of our strategic plan and vision, as demonstrated in some recent updates and initiatives with employees. To help streamline our employee communications process and provide a more convenient means to access updates from administration, we've created a new "Extension Administration Updates" page:

[www.ces.ncsu.edu/about/extension-administration-updates-2015](http://www.ces.ncsu.edu/about/extension-administration-updates-2015)

Additionally, please find below a summary of several recent announcements and updates. Extension administration contact information is available on the [Strategic Plan & Vision site here](#), don't hesitate to reach out with questions.

### **New Staffing Option for FCS Agents**

The N.C. Cooperative Extension Service strategic plan initially ascribed having the Family and Consumer Sciences (FCS) agents shared across two counties. With this model, we encouraged natural partnerships to identify themselves and let the county partners select with whom they wanted to be in partnership for this area.

After many months of allowing the implementation to find its natural resolution, and after numerous requests originating from counties themselves, we are opening up a new alternative for individual counties for the FCS agent staffing model. Specifically, we are open to individual counties requesting a single-county FCS agent, still focused on the food and nutrition program areas.

We still endorse and approve the 2-county FCS agent staffing model, this is simply a second option being made available. This option is available immediately.

[Learn More](#)

### **Rebranding for the Future**

N.C. A&T and NC State universities have both undertaken university-wide strategic planning initiatives in the past year, which will impact how we collectively market the N.C. Cooperative Extension partnership. NC State recently launched a brand refresh that involves transitioning NCCES to a university sub-brand. N.C. A&T's Cooperative Extension Program will be incorporated into the strategic communications phase of N.C. A&T's branding campaign.

Refreshing the Extension brand - both individually and as a partnership - involves more than logos and taglines. The result will be a new communications platform, and guidelines to help everyone support it, which will better reflect our universities, increase public awareness and visibility, and position Extension for long-term success.

NCCES is creating a rebranding site at this time to share timely updates and resources regarding this ongoing initiative. Details will be provided around the beginning of the new fiscal year (July 1, 2015). The collective rebrand launch is tentatively scheduled for launch in late 2015.

[Learn More](#)

## State Extension Conference Dates Set

We are pleased to announce that we will have State Extension Conference in 2015. More details will be available over the summer, but please hold these dates.

**When:** December 7-9, 2015

**Where:** North Raleigh Hilton, Raleigh N.C.

**Who:** Extension EPA professionals, faculty/specialists, program leaders and administration from both N.C. A&T State University and NC State University

[Learn More](#)

## Area Specialized Agent (ASA) Postings Under Way

The first Area Specialized Agent (ASA) position under the NCCES strategic plan is now posted and ready to receive applicants. The search for the Poultry ASA position serving the Eastern portion of the state is under way.

Strengthening the campus-county relationship is a prominent component of our new plan and vision. As such, the job description for each ASA was developed by representatives of both the academic department and county operations, and the search committees for all ASA positions will consist of members from both the academic department and county operations.

Additional ASA positions will be posted this month, including Dairy; Grain Crops; Forestry; Horticulture - Commercial Greenhouse and Nursery; and Horticulture - Fruits and Vegetables. We encourage you to apply and/or share the information.

[Learn More](#)

## Digital Signage for County Centers

We are taking another step toward a high-tech, high-touch presence in most of our off-campus Extension centers this summer. County Operations has one-time equipment funds to purchase digital signs for those offices whose networks are managed by Extension Information Technology (EIT). The systems will deliver statewide, branded marketing messages along with relevant local content that pulls directly from county websites and the NCCES web system.

Offices not on an EIT network will receive alternative signage/banners later this year, at no cost to you, as part of the rebranding efforts. The funds, which can't be used for expenses like employee salaries, will be forfeited if not used by the end of this fiscal year (June 30), so we're seizing this opportunity to bolster communications and branding at the local level - a key strategic plan goal - and help enhance your operations.

[Learn More](#)

All the best,



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<http://www.ces.ncsu.edu/vision-initiative/strategic-plan>