



Extension Fundamentals NC State University

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NC State University
A&T State University
**COOPERATIVE
EXTENSION**

Empowering People • Providing Solutions

Overview

- History of where we started
- Organizational structure
- Issues
- Moving forward



North Carolina Cooperative Extension

Is an educational partnership helping people put research-based knowledge to work for economic prosperity, environmental stewardship, and an improved quality of life



Morrill Acts of 1862 & 1890

- July 2, 1862 (vetoed by Buchanan in 1859, signed by Lincoln)
- Congress agreed to the sale of 30,000 acres of public land per member of Congress
- \$1.25/acre
- For purposes of creating at least one college
- Agriculture and Mechanical Arts
- NC State University 1887



**125 Years of Providing Access
and Enhancing Opportunities**



Smith-Lever Act of 1914

- May 8, 1914
- The Smith-Lever Act established a national Cooperative Extension Service that extended outreach programs through land-grant universities to educate rural Americans about advances in agricultural practices and technology. These advances helped increase American agricultural productivity dramatically throughout the 20th century.
- Today, cooperative extension continues to serve the educational and developmental needs of communities across the United States by supporting clubs, classes, and events that help citizens keep pace with the rapid modern advances in agriculture techniques and technologies.



Smith-Lever History

- Authored by Senator Hoke Smith of Georgia (born in Catawba County NC) and Representative Asbury Lever of South Carolina, the Smith-Lever Act was the culmination of years of advocacy by farm groups and others who believed that rural Americans needed more opportunities and education in order to sustain a vibrant American economy and democracy.



4-H

- Began as early as 1902 or before
- came from the desire to make public school education more connected to rural life
- 4-H was founded with the purpose of instructing rural youth in improved farming and farm-homemaking practices.
- researchers at experiment stations of the [land-grant universities](#) and USDA saw that adults in the farming community did not readily accept new agricultural discoveries, but educators found that youth would experiment with these new ideas and then share their experiences and successes with the adults. So rural youth programs became a way to introduce new [agriculture technology](#) to the adults.



Some Extension History

- In the early 1900's 40+% of the US population still lived on farms
- Subsistence farming to production agriculture
- As people left the farms, they still needed to eat
- 4-H/Corn/Tomato clubs
- Victory Gardens, energy issues, parenting classes as more women entered the workplace and Home Economics was taught less in schools, integrated pest management, STEM education, niche farming, local foods, Farm Schools for new farmers, EFNEP/SNAP/WIC, food safety, biotechnology, etc.



Extension in the Land Grant

- Teaching (undergraduate & graduate)
- Research
- Extension (lifelong education)
- Three leg stool model?
- Extension continuum
 - Problems
 - Research/Communication
 - Solutions (Research-based)



Cooperative

- Federal, state, county \$ plus foundation, donation, other
- the unique nature of our partnership with counties
 - sharing salaries, office space, etc, for our MUTUAL benefit of serving citizens
- "serve 2-3 masters?"
 - but we desire and expect locally-identified needs in the areas to which we can uniquely bring our expertise to be the priority
 - that is why there is an emphasis on the County Plan of Work that is aligned locally.



Funding

- Smith-Lever \$10.7 million
 - NC \$36.7 million
 - Counties \$26.3 million
 - Other \$33.6 million (grants, contracts, donations)
 - TOTAL \$107.3 million
-
- Return on investment to NC economy is \$182 million



Partnership with A&T

- Valued relationship between NC State and NCA&T
- 1860 and 1890 institutions in North Carolina are partners in a much more meaningful and substantial way than one would or will see in other states.
- That this is a key, fundamental and important way we do our work in NC. We share the county offices (not done in other states); we have shared our State plan of work (not done until recently in other states)
- We hold our conference together, orientation together, we share reporting systems; we host events jointly.
- In most other states, the 1890 does not have agents in the field at all.
- We are separate institutions but our goal is to be connected at the county level so that we can educate our customers in a seamless way



**NORTH CAROLINA AGRICULTURAL
AND TECHNICAL STATE UNIVERSITY**

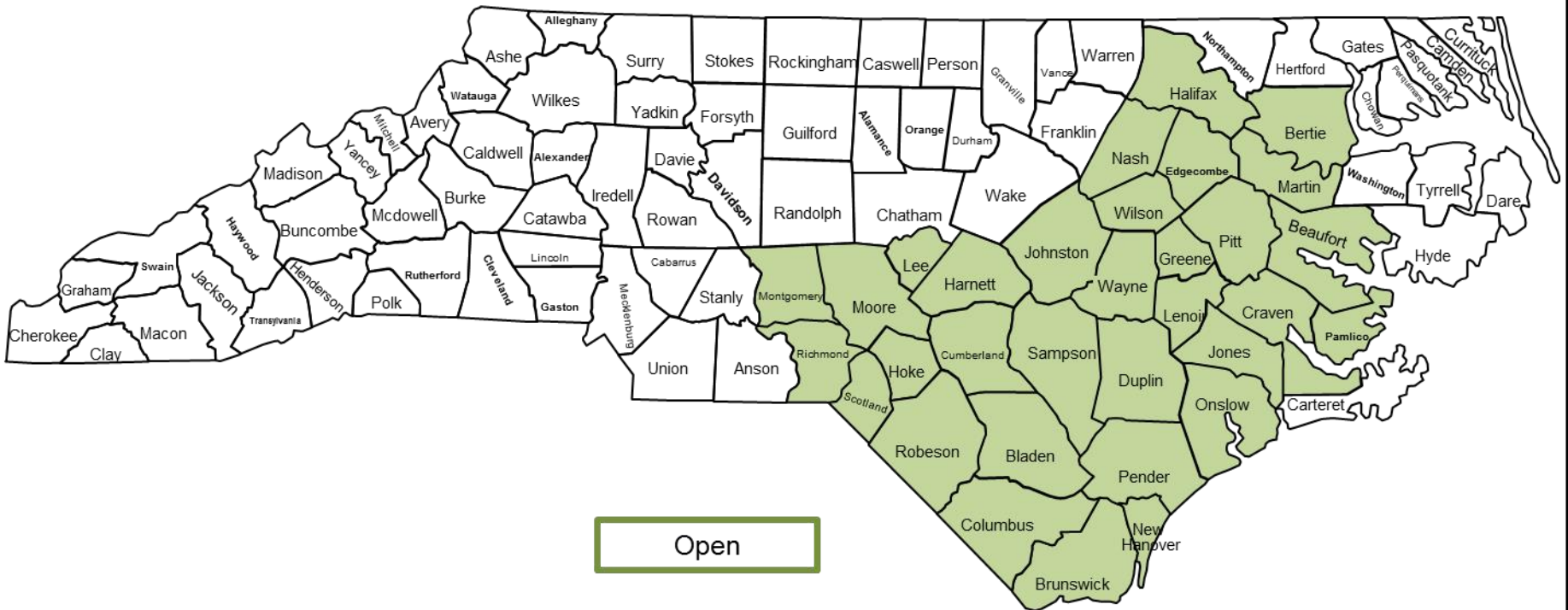


How we educate

- Agents
 - Single or multiple counties
- Specialists
 - On campus or at outlying stations
- Area Specialized Agents
 - Work large areas
 - Respond to needs of agents and growers



Area Specialized Agent Forestry

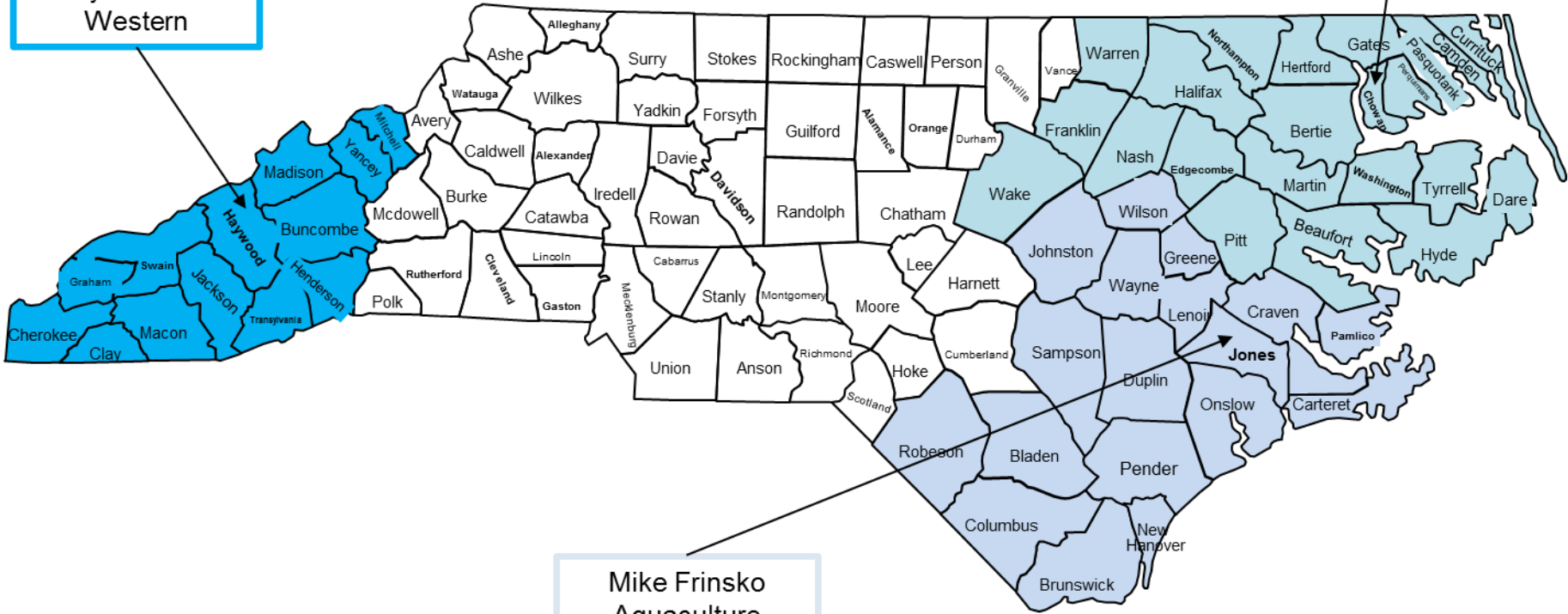


Area Specialized Agent Aquaculture

Skip Thompson
Aquaculture
Haywood Co.
Western

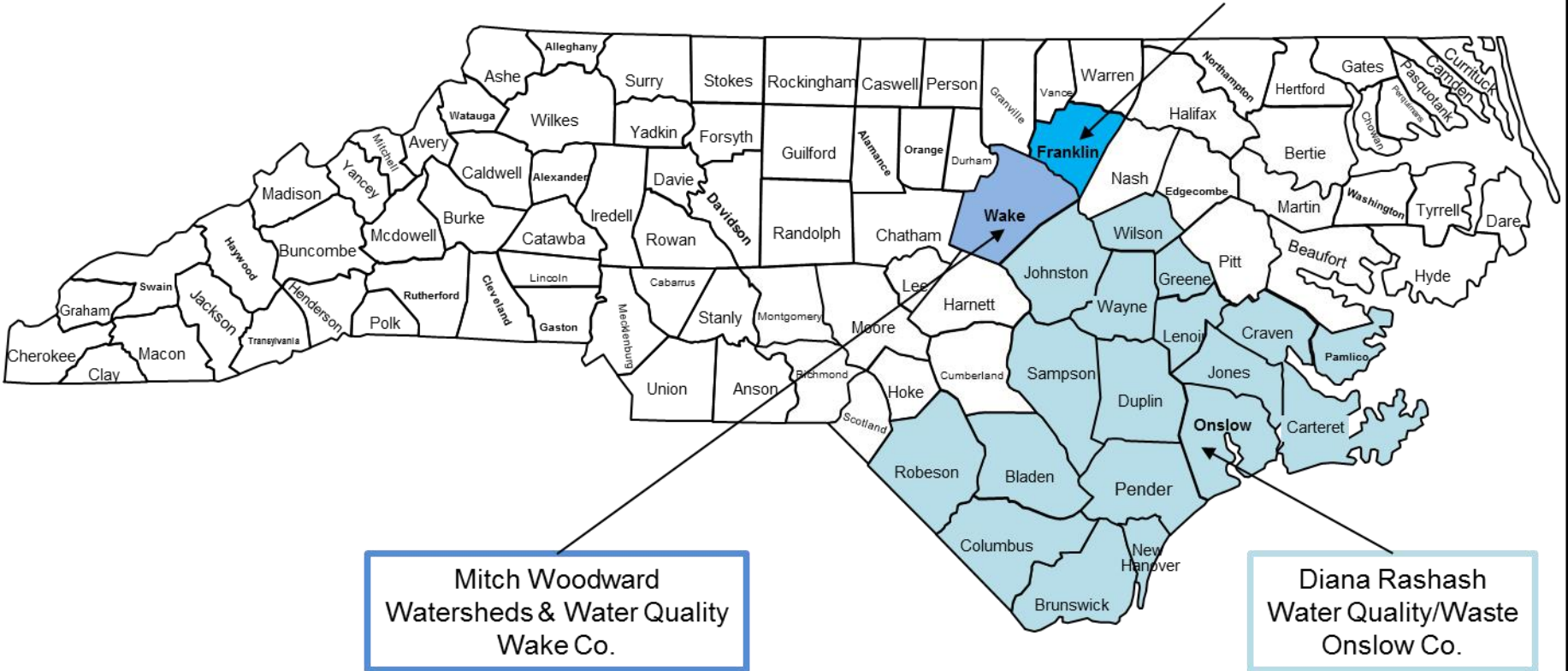
Steve Gabel
Aquaculture
Chowan Co.
North East

Mike Frinsko
Aquaculture
Jones Co.
South East



Area Specialized Agent Water/Environment

Bill Lord
Water Resources
Franklin Co.

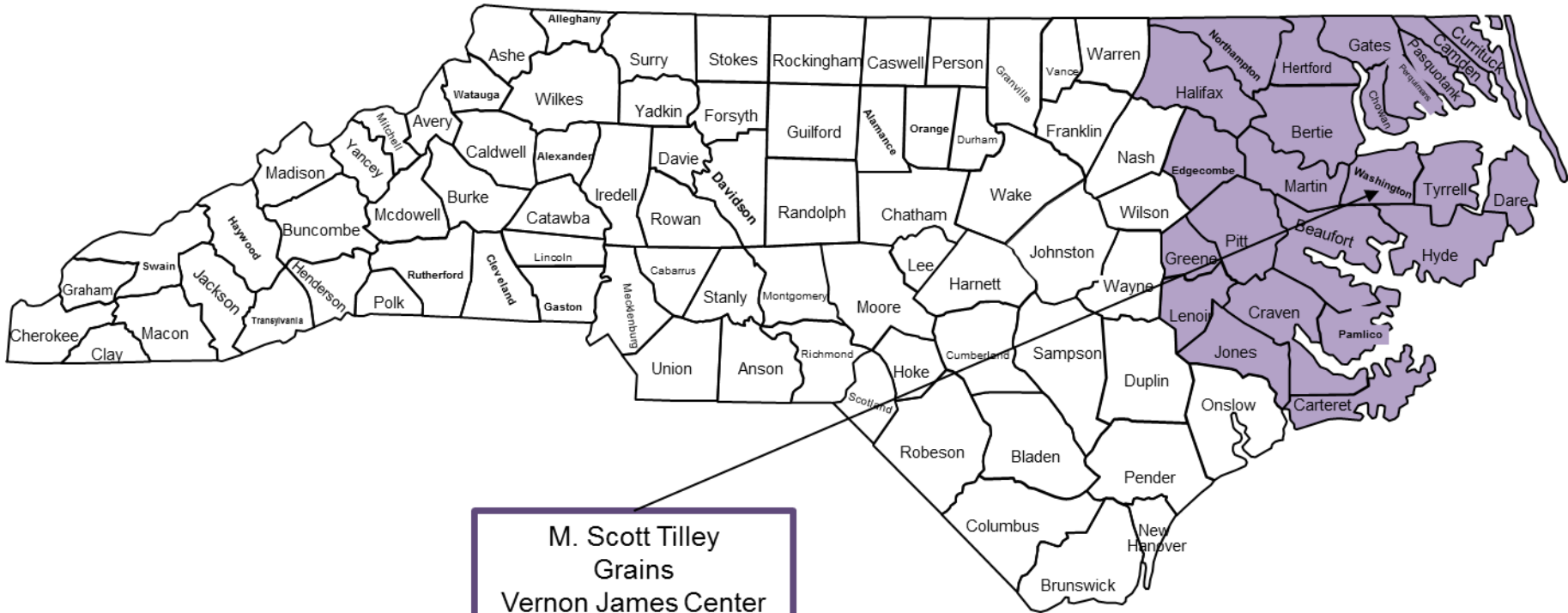


Mitch Woodward
Watersheds & Water Quality
Wake Co.

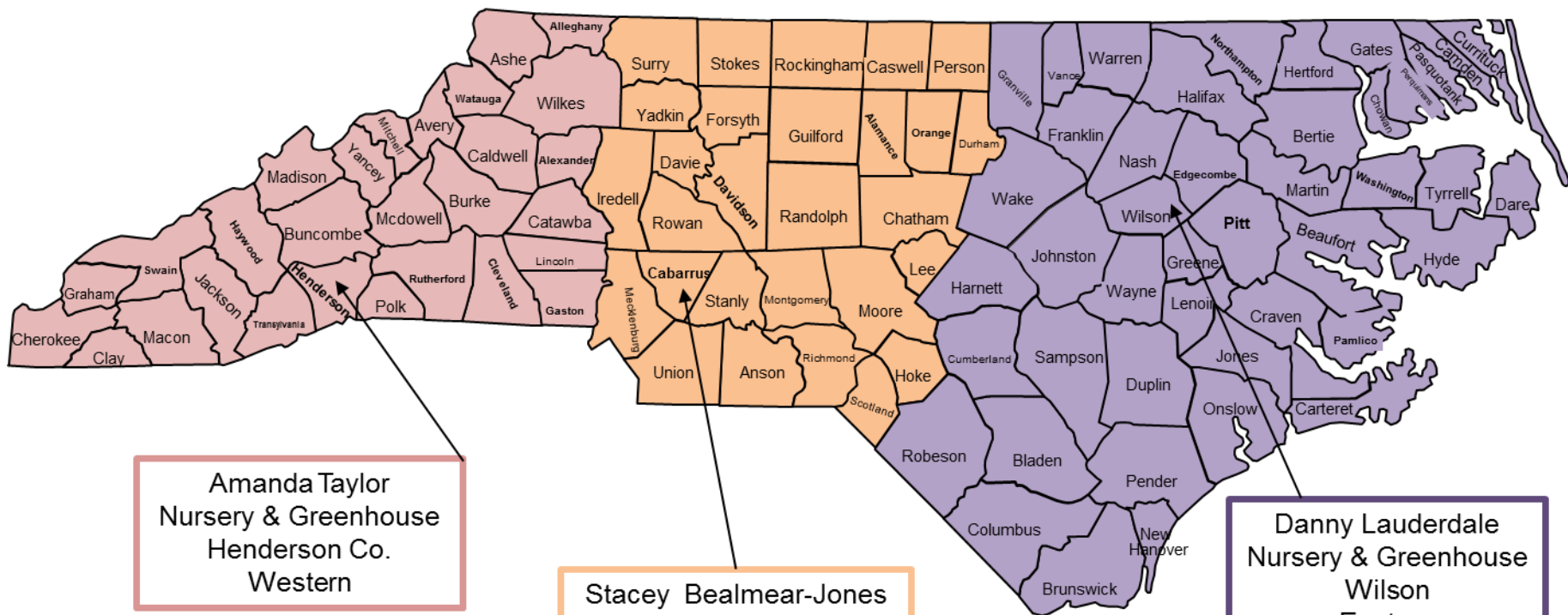
Diana Rashash
Water Quality/Waste
Onslow Co.



Area Specialized Agent Grains

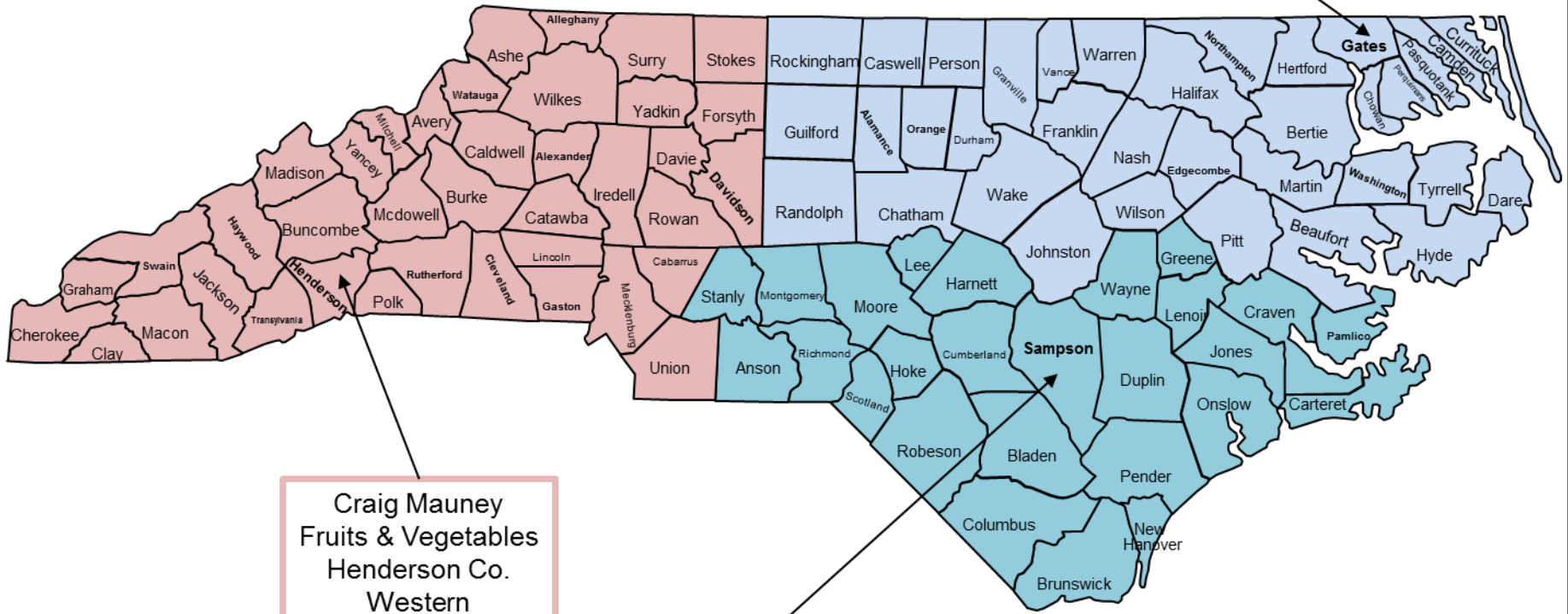


Area Specialized Area Agent Nursery & Greenhouse



Area Specialized Agent Fruit & Vegetables

Erin Eure
Fruits & Vegetables
Gates Co.
Northeast

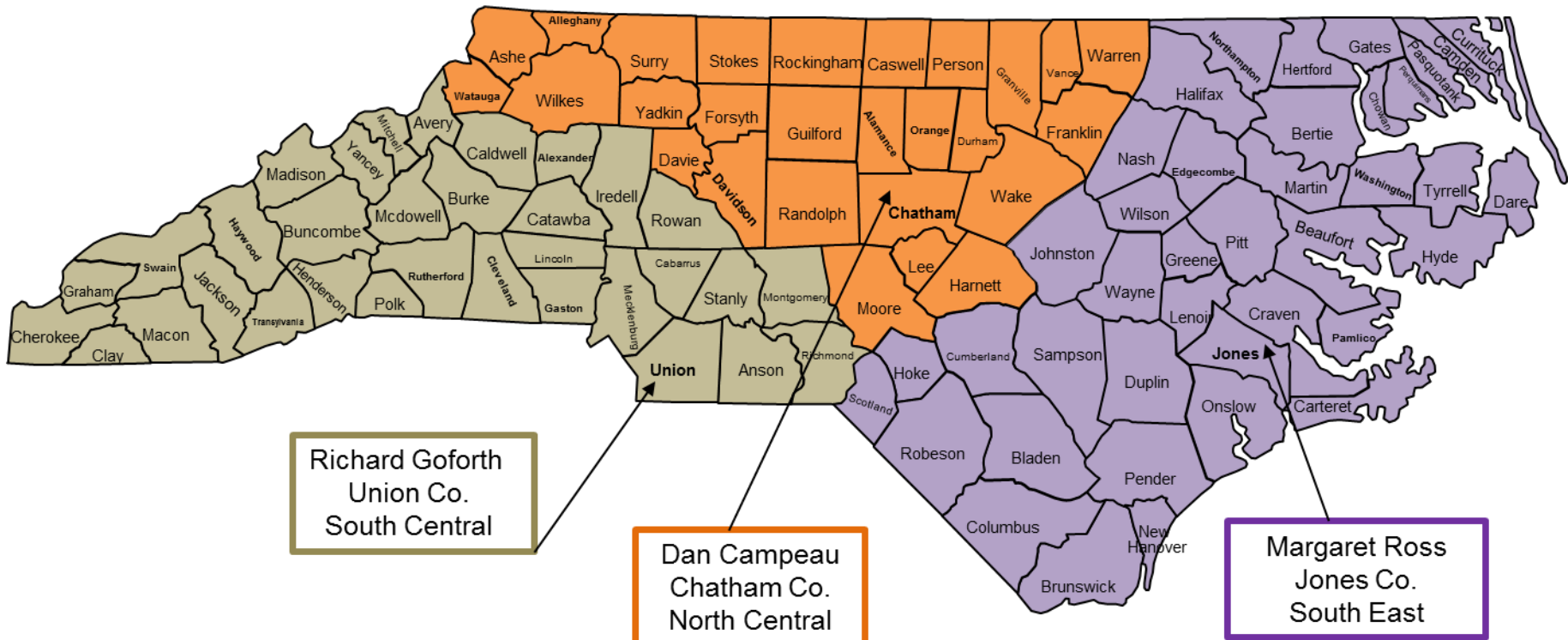


Craig Mauney
Fruits & Vegetables
Henderson Co.
Western

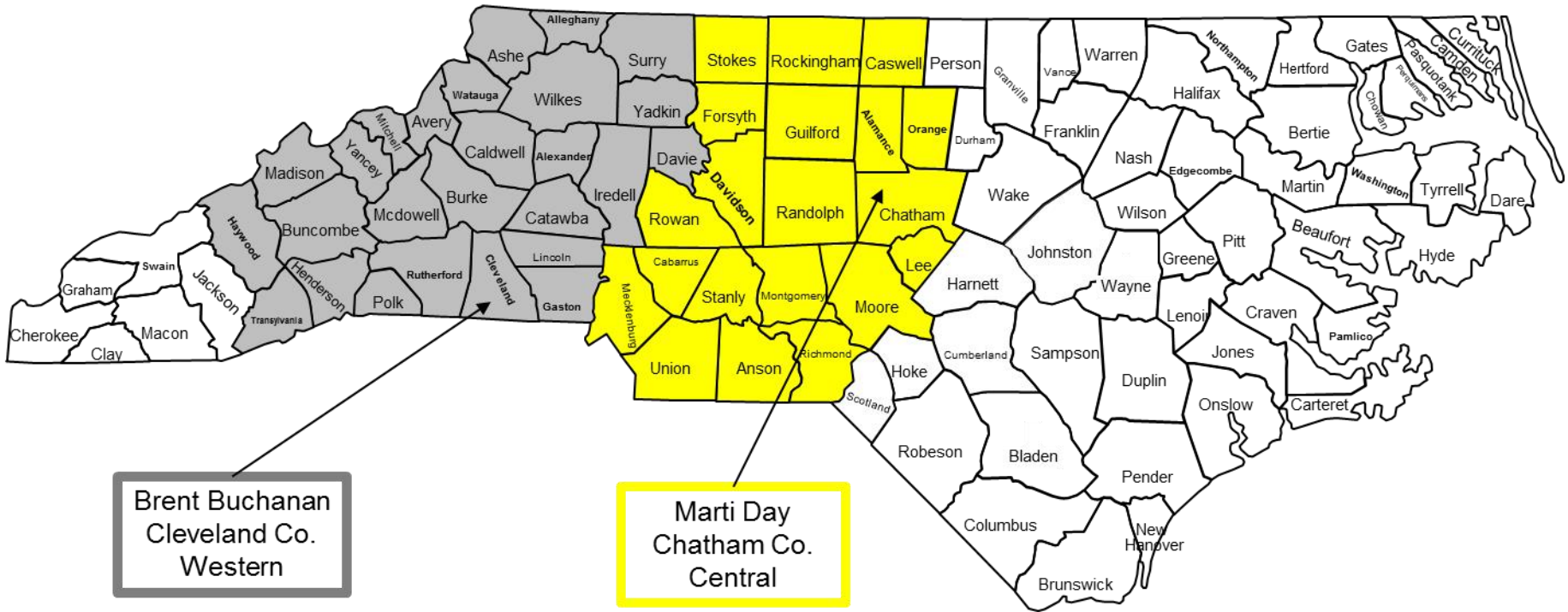
Allan Thornton
Fruits & Vegetables
Sampson Co.
Eastern



Area Specialized Agent Poultry



Area Specialized Agent Dairy



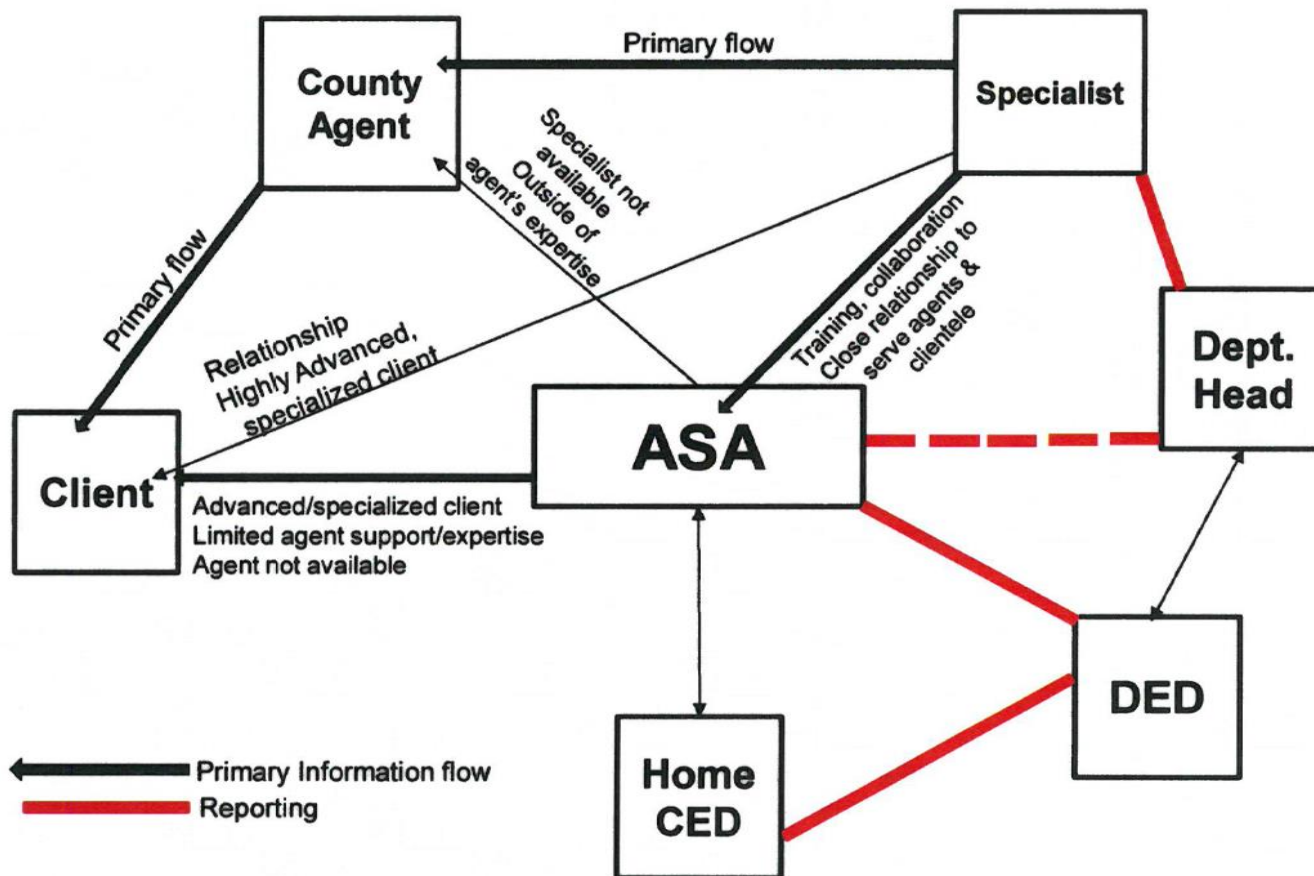
Food Safety ASA's

- Related to the Food Quality Protection Act
 - 2 Produce Rule
 - 1 Preventative Control Processed Food
 - 1 Preventative Control Animal Feed

- 3 Consumer Food Safety



Generalized ASA Information Flow & Reporting



Issues

- Adequate funding at all levels to maintain excellence
- % salary vs % operational
- Working across county lines
- Improving customer service
- Expertise to the customer is the key



More Issues

- Family & Consumer Science future
- Community Resource Development future
- Urban? What is our role
- Branding
 - NC State, NC A&T, Counties, USDA
- FLSA and Overtime (\$23,600 to \$47,476 approx.)
 - Teaching exemption for Agents?
- Teachers Salaries
 - \$50K base...need about \$3 million to fix this.
- Travel Issues



Moving Forward

- Publications...”on demand”
- Online training
- Virtual meetings
- Mentoring
- Career ladder for agents
- Agent teaching opportunities
- Specialist engagement and reward



What we do

Improving the lives of citizens through the practical application of education and knowledge taught in a hands-on, experiential way that actually transfers research-based knowledge and learning.

