

State Advisory Council Fall Meeting Minutes 11/7/17

Hilton Garden Inn Outer Banks – Kitty Hawk

Commenced 8:15 am
Joe Ward, Presiding

Thought of the Day – Carole McDanie – “Up”

Introduction of New Members:

Karen Zika, Pat Adams, Bill Kearney, Scott Reese, Carl Bond, Edgar Miller

Treasurer’s Report – Glenn Harris (Attached)

Approved: 1st Suzanne Wodek; 2nd Marvel Welch

SAC/SPC Report – Jane Kulesza (SAC Rpt); Elworth Cheek (SPC Rpt) – Attached

Approval of July Minutes – 1st Pat Adams; 2nd Marvel Welch??

New Business

Joe Ward, Chair brought up topics for conversation:

- Overview of SAC from Committee’s point of view. Several Executive Committee members spoke about their experience serving. This led to a discussion of volunteers beginning to work with NCES Agents within their districts, as well as working with local advisory board members.
- Strategic Vision. Will work on a committee to begin updating the Strategic Plan.
- Joe Zublena Award – Applications were dispersed among the group. Bring more attention for funding opportunities and awareness to counties.
- Better communication for SAC members – discussion about a newsletter. Group decided that the Advisory Council website would be updated (Jeanine & Harriett Edwards) with stories, pictures, upcoming meeting times/locations, etc.

Administration Reports

Dr. Rich Bonanno

- Dr. Rich Bonanno discussed the role of SAC. He mentioned two main areas: First to provide input from the county-based advisory committees; and second, to provide advocacy for Extension to our funders. This advocacy happens at both the State General Assembly and to Congressional offices in DC.
- Marvel Welch inquired about Extension interest in the Indian Farm Bill. Marvel and Dr. Bonanno will meet in January to discuss specifics. In the meantime, Marvel will meet with Chumper Walker, CED at the EBCI to discuss the outcomes of a recent meeting that Chumper attended. They will also discuss opportunities for advocacy, primarily in DC.
- Dr. Bonanno discussed academic programs, the increased difficulty in getting accepted to NC State, especially for rural students, and the list of pathways for access to CALS at State. A handout from the CALS Academic office will be sent under separate cover to explain the many pathways and for SAC members to share with anyone interested, An electronic version is attached. A key component of the new program is the “nominate a student” option on the CALS website: cals.ncsu.edu. The new site allows anyone to offer a written endorsement to a prospective student, which can increase their chances to be accepted to NC State.

Sheri Schwab

- Sheri Schwab – discussed the new process of having counties hold Purchasing Cards (PCards). Extension held a 3-day training session In Raleigh in May to train ALL staff/faculty with changes to University protocol.
- CVENT – new online registration software being used for conferences/meetings
- County Extension Director training across the State
- New State budget allowed for increases in SHRA/EHRA as a 1x raise effective July 1st.
- Would like the District Extension Directors (DEDs) to report updates from County Advisory Council meetings with SAC members during meetings.

Tom Melton

- Introduced the new NC Industrial Hemp Program Manager. Emily comes to NCSU from Washington State where she worked as the Industrial Hemp Pilot Program coordinator. She is considered a national leader in industrial Hemp policy and will work closely with the Industrial Hemp Commission, NCSU and NCDA&CS to implement the industrial Hemp Pilot Research Program in North Carolina. She received her undergraduate degree from the University of Florida and her law degree from the University of Iowa. You can reach Emily at elfebles@ncsu.edu.

Mike Yoder

- EFNEP/SNAP ED: NIFA considering different funding model. The second of two Federal Listening meetings was held the last week of October to gain input from stakeholders. Both programs have been extremely successful for many years. Lorelei Jones has restricted EFNEP to be more efficient and effective.
- The Food Preservation & Preparation Program Team is up and running, and is preparing to conduct a survey of FCS agents to determine needs.
- In October, Dr. James Clark, author of *Clover All Over*, was inducted into the National 4-H Hall of Fame with the 2017 Class, at the National 4-H headquarters in Chevy Chase, MD.
- Farm Credit conducted three Pull for Youth shooting tournaments to raise funds for North Carolina 4-H and FFA. The events, held in Washington, Fuquay Varina and Lenore, NC, raised \$50,000 for each 4-H and FFA.
- Senator Tom MCInnis, Senate Dist25, recently visited with 4-H and FCS agents, as well as CED's, Mitzi Downing and Mike Yoder, to discuss how 4-H/Extension could help address issues of poverty in his district. We had an excellent conversation, during which, the Senator was presented with what Extension is already doing, as well as, some of the issues generated by generational poverty. County Manager, Kevin Patterson, stated that for many in the county, surviving on government benefits and just having a roof over their heads was considered "success."
- We are working with Organizational Design Solutions, to conduct an assessment of the 4-H program. We are hoping that efficiencies and ways to minimize 4-H agent turnover will be identified.

District Updates

Jim Cowden - North Central

- Has been active over the past six months. Many new agents, Administrative professionals and CEDs have or in the process of being hired.
- Cluster meetings where the Advisory Council members from 3-4 counties have been held or scheduled to be held yet this year. Granville, Person and Vance counties are doing an orientation for their Advisory Council members on December 7.
- Staff professional development opportunities were held in most of the counties. Agents and CEDs from six counties have recently started a three-day program planning workshop.
- The Guilford County Extension office conducted their second annual elected officials event in July. This event is conducted during the Junior Dairy show so 4-H members could be involved. Eight urban youth worked for six weeks prior to the show with four heifer calves at the N.C. A&T Farm to show.
- Building projects for new or updated Extension Centers continue in Surry and Randolph counties. Chatham is still working on a livestock arena at their facility. Other counties still discussing facility changes include Davidson and Orange. Durham added a new demonstration kitchen.
- With many new CEDs , we have set up two cohort groups of the new and some seasoned CEDs to conduct on boarding of what all new CEDs need to know.
- Held a great District Extension Conference for all Extension employees. It was held October 23 on the N.C. A&T campus. Theme was Living Our Brand and focused on exemplary customer service.
- New changes and faces in the North Central District.
 - Alamance - FCS agent started November 1
 - Alleghany - Part-time admin retired after 44 years. COSS was hired as new Administrative Assistant
 - Ashe - CED position is open as well as FCS agent. New Administrative Assistant and COSS positions were hired
 - Caswell - New Administrative Assistant being hired
 - Chatham - Interviewing for new CED on Thursday
 - Davie - New Area AG agent field crops and ANR in Yadkin
 - Forsyth - New part-time ANR agent, new CED will begin on December 4
 - Guilford - New EFNEP, interviewing for another EFNEP and AG Agent
 - Orange - New CED on August 1 and 4-H agent on November 1
 - Rockingham - FCS agent resigning end of month
 - Stokes - In process to get a new FCS agent and A&T horticulture agent
 - Vance - New CED on October 1
 - Wilkes - New CED July 1 and searching for horticulture agent
 - Yadkin - Area FCS agent will retire at end of the year

Keith Walters – Southeast (Attached)

Clinton McRae – South Central (Kay Bullard presented on behalf of Clinton)

Since the last SAC meeting, the following activities have occurred in the South Central District.

- The interim CED in Union County held a meeting Sept. 26th reactivate the advisory council. She presented a program on Advocacy Roles of Advisory Councils. Quarterly meetings were scheduled with the next meeting to address plans to set up a rotation schedule and to elect officers.

- Advisory councils in Anson and Iredell Counties were engaged and provided leadership in planning and executing the following:
 - Anson Ag Expo & Fair, Livestock Show, and Family Fall Fest; and
 - Iredell County Report to the People for elected officials and county partners.
- For SAC member Sylvia Churchwell, and Lee county Extension Director, Bill Stone, collaborated to give a presentation on Extension Advisory Councils at the New Professionals Orientation training in September.
- Finally, we are working to secure a new SAC member to replace Amie Baudoin and cover Rowan, Stanley and Montgomery counties.

Enjoy the Journey!

Stephen Greer – Northeast (Attached)

Kelley Hiemstra – West – Did not report out

Committee Reports

Government Relations – Jane Kulesza: Committee members: Marvel Welch, Sandra Tunnell, Deborah Johnson, Joy Boothe, Jane Kulesza

- Involve youth and county officials in Extension events (Youth sell Extension)
- Yancey County held an event with a “World Care” format. This involved a diverse group (economic development officials, youth, ministers, school board members, arts, etc.). The question discussed is “*What is possible in agriculture that wasn’t possible before?*”
- Create one-page or half-page with a photo and brief story, a piece geared to particular legislators (Action Item)
- Invite elected officials to events outside of Capitol
- Back to basics: we need to bolster county councils, a path to government officials at the local level
- Think beyond county council members as a pathway to government officials

County Council Development – Jim Cowden Committee members: Edsel Daniel, Barbara Looney, Marty Smith, Karen Zika, Bill Kearney

- Marty discussed the orientation notebook for county advisory council that was developed, piloted and distributed to county offices
- Edsel suggested we have a liaison from each committee go and visit the other committees to offer input, ask questions, and make suggestions
- Committee minutes are not being shared with other SAC members
- Karen asked where can she can find the resources to use with her county councils. Answer: is it on the Advisory Leadership Council site
- Bill asked if a product has already been created, use some sort of survey to see how it is being used. Send a survey to the CED’s. We need to know how it is being utilized. Success stories should be shared with other councils
- What are the next steps after we get the survey results? Dis the results with the committee via Zoom
- If it is not used, why not?
- Do not talk around county council members, but engage them.

Marketing and Brand Ambassadorship – Suzanne Wodek Committee members: Scott Reese, Carl Bond, Kay Bullard, Edgar Miller, Van Cooke, Carole, McDaniel

- Have a social media presence to tell our stories, share our successes and calendar of events to education the public about what Extension is and does for the citizens of North Carolina.
- Facebook, Instagram and whatever the youth use these days.
- Add a feature to the SAC webpage where members can share ideas and stories. These could encourage members to try other successes in their cluster counties.
- Use You Tube to tell our stories. Feature Stakeholders, 4-H, farmers, county government, Master Gardeners, etc.

Adjourned: 5:00 pm

JEG