

State Extension Advisory Council Meeting Proceedings and Results

Page 1 of 7

January 23-24, 2007
Columbia, SC

Attendees:

Member					
Pastor William Borum		Peter Griffin	X	James V. Sease	
Deborah Brantley-White	X	Kevin Gadsden		Payton Parsons	
Bill Heard	X	Tom Kemp	X	Virginia Newton Smith	
Francis (Frank) Brown	X	Luis Machicao		Dyan Cohen	X
Val Hutchinson	X	Betty Bosier	X	John D. Steedly	X
Susan Compton Curry	X	Jack Marchette	X	Jennifer Taylor	X
Doug Reeves		Gerald Milford		Roosevelt Henegan	
Shannon Dobson	X	George Tupper	X	State Senator Danny Verdin	
Dr. Richard Fery	X	R. D. Morrison	X	Wilma Weeks	X
David Coleman	X	Theodor Nesmith	X	Paul Crandall	X
Alan Lattanzi	X	Edward (Ed) J. Pappas	X	Reg Williams	
Sharon Furr		Jeff Connell	X	Kathy Williams	
Steve Gamble	X	Don Rickenbaker	X		
Ed Garrison	X	Marion Rizer	X		

Ex-Officio Members/Guests Attending

Fran Wolak, Jesse Eargle, Bob Spalding, Carroll Culbertson, Gerry Dukes, Steve Meadows, Kellye Rembert, Terry Sudduth, Stephanie Felks, Louis Whiteside, Curtis Hill, Darryl Johnson, Edoe Agbodjan, Demier Richardson, Mary J. Ward, Cornelius Hamilton, Mac Horton, Keith Barber, Karen Hall, Susan Barefoot, George Askew, Alfred Corbitt, Brian O'Rourke, Laura Young

Agenda Item/Discussion Point

Tuesday, January 23, 2007

Action Item(s)

Chairman J. D. Steedly opened the meeting with a welcome to Council Members and guests. He thanked Council members for their attendance and commitment.

Introductions – J.D. Steedly

New Council members were introduced and recognized. Ex-Officio members and guests introduced themselves and made brief comment on their involvement with the Extension system.

Welcome to Sandhill Research & Education Center – Dr. Mac Horton

Dr. Mac Horton, Sandhill REC Director, welcomed the Council and made brief comments on the history of Sandhill REC and the Lakehouse.

Chairman's Opening Comments – J.D. Steedly

Chairman J.D. Steedly opened the meeting with comments on the success of the Council re-organizational process. He stated that continued success will involve: increased communications, better use of new technology, resource development as an investment in the Extension system and engagement of informed ideas. He challenged all Council members to work for the success of the Council and the Extension system.

State Extension Advisory Council Meeting Proceedings and Results

Approval of Minutes:

Discussion Items

Clemson Extension Update – Fran Wolak

Fran Wolak, Chief Operating Officer for Clemson University Extension, thanked Council members for their hard work in assisting with fund development from local and state sources. These funds have allowed Extension to fill vacant positions and create new jobs within Extensions. He shared the following county position update with Council members.

County Positions Update (12/22/06)

County	Position
Charleston	Natural Resources
Horry	Natural Resources
Charleston	Urban Horticulture
Greenville	Urban Horticulture
Richland	Urban Horticulture
Abbeville	4-H
Aiken	Agriculture
Barnwell	4-H
Barnwell	CD
Cherokee	4-H
Chester	ANR
Clarendon	4-H
Georgetown	Food Safety
Greenville	Natural Resources
Greenville	Food Safety
Greenwood	Area Livestock
Horry	4-H
Horry	CD
Jasper	4-H
Kershaw	Ag/State 4-H Equine
York/Chester/Lancaster	CD
Lancaster	4-H
Laurens	4-H
McCormick	Natural Resources
McCormick	4-H
Newberry	State Dairy Management
Orangeburg	4-H
Spartanburg	ANR

1890 Extension Program Update – Lewis Whiteside

1890 Extension personnel provided programs and activities to over 12,000 residents in the State of South Carolina. A Community Education Department was created. Community classes were offered in the areas of computer introduction, home buying, Spanish and keyboarding. Two brochures were developed and disseminated outlining the various courses across the state.

The mobile technology unit toured several counties throughout the state of South Carolina. The mobile unit was equipped with Omni directional Antenna, which provides internet access to facilities within a 75 to 100 yard radius. There were fourteen ongoing research projects during the report timeframe.

Services to over 80 homeowners were provided through Community Development Cooperation.

State Extension Advisory Council Meeting

Proceedings and Results

Page 3 of 7

LUNCH

Clemson University Alumni Collaborations – Brian O’Rourke

Brian O’Rourke, Clemson University Director of Development and Alumni Affairs, led a discussion on how the Clemson University Alumni Association and the SEAC can work together to support Clemson University and the State Extension system. The Clemson Univ. Alumni Assoc. is studying relevant programming that will be centered around reputation, resources, and relationships. Clemson Alumni/SEAC collaborations can be a big part of the relevant Alumni programming process. Ideas included the following:

1. More input to the Clemson Univ. Alumni National Council from the PSA Alumni Council Representative.
2. Collaborations between local Clemson Clubs and local County Extension Advisory Councils
3. A renewed working relationship and effective communications between representatives of the Clemson Univ. Alumni Assoc., Clemson Extension and the SEAC. (Information about Clemson Alumni Assoc. clubs, societies, councils can be found at the following web address:

www.alumni.clemson.edu/clubs/index.htm.

Clemson University Student Collaborations – Laura Young

Laura Young, President of the Clemson University Student Alumni Association (SAA), led a discussion on the purpose of the SAA and how the SAA and the SEAC can work together. The purpose of the SAA is ‘To develop a means of interaction among students, alumni, faculty, and the community; to gain an understanding and appreciation of alumni activities and programs, and convey this to the rest of the student body; establish, maintain, and promote the traditions of Clemson University; to serve as a public relations vehicle for Clemson University and the Clemson Alumni Association; establish our identity as a viable organization through special events, community service projects, and social activities; and create an atmosphere in which lasting friendships may be developed.’ She stated that students need more exposure to the Extension system, what is its purpose, what it does to help the citizens of South Carolina. Ideas for SEAC/Student Collaborations include:

1. Personal relationships with SEAC members and students in local communities.
 2. Programs hosted by the local Extension office and the County Extension Advisory Council inviting prospective/accepted Clemson students to the office to learn about State Extension activities
 3. Involving the local Extension office in student capstone projects and creative inquiry/internships.
- (Information about the Clemson Univ. Student Alumni Assoc. can be found at the following web address:

www.alumni.clemson.edu/SAA/about.htm.

SCSU Alumni Collaborations – Demier Richardson

Strategy for improving our Alumni Collaborations. We are currently in the process of hiring a Public Relations person for 1890 Research and Extension. The Public Relations Office will be the vehicle used to assist in this endeavor. The Public Relations Office will:

- Revive our newsletter the “Perspectives”.
- Develop relationship with our Alumni relations and pre-alumni council. The Newsletter will be mailed to Alumni Chapters and Friends.

1890 Extension Staff members attended the National Alumni Convention. 1890 took this opportunity to showcase the mobile technology unit and other programs to alumni.

Alumni chapter Recruitment Fair was held in Conway and Charleston. This was another opportunity to highlight 1890 programs through a display and literature.

SCSU Student Collaborations – Alfred Corbitt

The Department of Family and Consumer Sciences has an exciting and innovative internship program for students pursuing degrees in a variety of different areas. Internships are unpaid positions and participants are responsible for arranging their own transportation. Internship students have to complete 100 hours. Interns are chosen each spring, summer, and fall to participate in our 1890 Extension program. The instructor would conduct at least two on-site visits while the students are completing their experience which will be scheduled.

AMERICORPS Vista Summer Associate service is a short term service opportunity. It is not employment. Students receive a small subsistence allowance. Students cannot attend classes (full or part-time enrollment). The term of service is 9 weeks (66 days) and requires a full time commitment of 35-40 hours per week (minimum). Summer 2006, 1890 Extension Program obtained one Summer Associate through the Department of Service Learning at South Carolina State University.

State Extension Advisory Council Meeting Proceedings and Results

Page 4 of 7

Scholarship/Fund Development Opportunities – Keith Barber

Keith Barber, PSA Development Officer, presented information on how the SEAC can assist in Fund Development to support the State Extension activities. There are four (4) major areas of support and assistance:

1. Identification
2. Cultivation
3. Solicitation
4. Stewardship

Identification, cultivation and stewardship being the most important for the SEAC. PSA development will be most involved with solicitation. He also explained ways in which to make gifts to Extension:

1. Cash – easiest, most popular
2. Securities – especially appreciated stocks
3. Real estate – capital gains
4. Insurance – inexpensive
5. Endowments – minimums per Clemson University Foundation
6. Live income gifts – trusts, annuities, bequests, estates, etc.
7. Employer matches

The PSA Development Office will be glad to assist the SEAC in any Fund Development activities. Contact Keith Barber at kbarber@clemson.edu

SEAC Action Item Scorecard – Fran Wolak/Stephanie Felks

The Action Item Scorecard was reviewed. Stephanie Felks updated the Council on several Action Items relative to 1890 Extension.

- Marketing and Legislative – Understudy – Create an Advocacy program for 1890 Extension. The 1890 Extension Office continues to study this recommendation.
- Research and Program Development – In-Progress – 4-H needs to partner with additional Business/Industry sources to improve and expand the 1890 Computer Technology Summer program for youth. Currently, 1890 Extension continues to review the finding and results from last summer program.

Committee Work – J.D. Steedly

Each committee was charged to work and bring back reports and recommendations to the full council. Committees were also asked to elect the Chairman and Vice-Chairman for the coming year. The three SEAC Committees meet for the rest of the day and will make reports to the full Council.

Tuesday Evening Social/Dinner

Committee Reports (Wednesday, January 24, 2007)

Legislative Advocacy – Ed Garrison

Ed Garrison was re-elected as Chairman and Don Rickenbaker was re-elected as Vice-Chairman.

Discussion Items/Action Items

1. Discussion Items
 - a. Rebranding of Extension. Refine what Extension is to be in the future.
 - b. Extend the Extension Network to other similar type organizations and groups.
 - c. Ongoing educational programming and marketing through the local media.
 - d. Utilizing local resources as partners to make educational programming stronger.
 - e. Identify top priorities as Extension's focused issues.
 - f. Become better advocates through Advocacy Technique Training.
 - g. Updated/efficient ways of delivering programs.
 - h. Know how to communicate with our target market.
2. Action Items
 - a. Rebrand/redeliver of Extension for the future
 - b. Establish and conduct Advocacy training
 - c. Initiate communications and relationships with student groups
 - d. Create student advocacy through programs such as student Capstone projects, creative inquiry, and internships

State Extension Advisory Council Meeting

Proceedings and Results

Page 5 of 7

- e. Continue to utilize on-going relationships and create new relationships with all media sources

Research and Program Development – R.D. Morrison

1. The committee elected R.D. Morrison as committee chair and Dyan Cohen as vice chair/recorder.
2. The meeting was led by R.D. Morrison
3. A recommendation was made that the SEAC support/sponsor a scholarship. This would be a partnership between PSA and the Extension. It was stated that this could be a means of educating the local people on what Extension can do, both at SCSA and Clemson. Also discussed was raising money to replace funds cut at the state government level.
4. Internships and mentoring through Extension was discussed:
 - It was recommended that the extension offices and research centers be encouraged to identify and create internships and communicate this to the appropriate are of the university.
 - A recommendation was made that the Extension work with the university to encourage one or two months on a farm for students in agriculture related fields who have not been on a farm. There are enough farms to sponsor them, it was stated.
 - A recommendation was made that the SCSU program highlighted earlier today – in which students must spend 100 hours and get college credit for serving the community by working at Extension – be implemented by Clemson Extension service in cooperation with the university.
 - It was stated that some might choose to work as 4-H agents or for Clemson Extension as a result of an internship experience.
 - It was sated that there is a need for a more narrow focus in some elements of the agricultural curriculum; that agricultural education is more general and not as specialized as it once was, and that it is difficult to find people with technical experience. There is a shortage of mentors, it was stated.
 - To improve the education of students in agricultural related fields, these students need more hands-on experience. Extension service can give complete overview of what is needed in everyday operation of a farm.
5. Implement “Tech Bridge” at 4-H. It was recommended that 4-H replicate SCSU’s a successful program “Tech Bridge”, especially in communities that don’t have much farming. It was stated that the 4-H kids need something timely and meaningful to do. In “Tech Bridge”, participants’ skills (math, reading, keyboarding, internet) are developed by the project of building a computer – everyday for six weeks.
6. A recommendation was made that PSA develop a strategy to educate students, alumni, and people in the county on what Extension does.
7. It was stated when you search “gardening” on the internet, Clemson does not come up.
8. It was stated that PSA affects the life of all in South Carolina, especially through the livestock/poultry health programs, which inspects carcasses. Another important area is diagnosing poultry diseases. The Youth Learning Institute could pay for itself quickly in a county if it keeps one youth from incarceration, it was stated.
9. It was suggested that we identify row crops or other ag areas to perform research on, such as soybeans, wheat, etc. that would be adapted to this area. Alternative fuels was also mentioned.
10. It was stated that organic products may be an increasing niche market. Perhaps Extension could play a role in certifying organic growers.
11. The question was posed: Roadside markets, what kind of role should Extension take in that industry? It was suggested that a major role Extension could play is in assisting producers in marketing their product, e.g., helping a blueberry grower sell his product in a timely manner.

Marketing and Public Relations – Paul Crandall

Discussion Items:

1. Election of new Chair: Paul Crandall and Vice-Chair/Recorder – Jennifer Taylor.
2. Review of 8/24/06 Marketing and Public Relations Committee minutes.
3. Review of SEAC Committee Action Item Score Card: 3 completed items; 2 items in progress.
4. Not all County Advisory Council minutes are appearing on the web site.
5. Partnering with local alumni groups would be beneficial. Clemson contact is Randy Boatwright and contact for 1890 is Ms. Demier Richardson. 1890’s approach is the establishment of Pre-Alumni groups to plant the seed of Alumnus and then upon graduation students take an oath to join. CU on the other hand establishes Alumni status after one semester at CU.
6. Potential marketing opportunity for National 4-H recognition.

State Extension Advisory Council Meeting Proceedings and Results

Page 6 of 7

7. Lead Agents currently market in the area of their expertise. Need resources to meet our goal to improve the lives of those in our state. Educational opportunities to help people make the right decision for themselves and their families. Further discussion of Conservation Trust and other educational opportunities.
8. Untapped resources and spirit of service – 4-H members, Presidential Tray winners, 4-H at CU.
9. Power Point marketing piece on web for use by anyone. Inclusion of website addresses.

Action Items:

1. It has been communicated to Lead Agents that local Advisory Council meeting minutes should be submitted to Bob Spalding for inclusion on the web site. Additional communication is needed to reinforce procedure. (Template for minutes will follow in April).
2. Each County Advisory Council should identify and attend functions of 1890/Clemson Clubs/IPTAY/ etc. to explore opportunities for sharing ideas and resources among the Council and area clubs.
3. Recommend that Clemson Extension explore additional opportunities to collaborate with University Faculty to identify Senior projects that increase awareness of Clemson Extension.
4. Re-emphasize National 4-H day in South Carolina by means of signed Proclamation and supporting activities.
5. Committee seeks supporting marketing tools (brochures, etc.) to describe various opportunities for supporting the Clemson Foundation.
6. Develop supply of promotional type items that can be checked out for various County events – banners, table cloths, etc.
7. Recommend that SEAC promote within the Council, \$500 scholarship for State 4-H.
8. Inclusion of website addresses in Meeting Minutes and information generated as a result of January 23-24, 2007 SEAC meeting.

BREAK

Extension State Budget Requests – Jesse Eargle, Carroll Culbertson, Lewis Whiteside

1890 Extension State Budget Request

Total Funds Awarded to 1890 Research and Extension 2006-2007

- | | |
|-------------------------------|----------------|
| • Federal Appropriations | \$3,098,818.00 |
| Match Mandated 2002 Farm Bill | |
| • PSA | 2,879,778.00 |
| • Total External Grants | 3,072,543.00 |
| • Requested Amount | 600,000.00 |
| • Match Requirements | 396,992.00 |

Clemson Extension State Budget Request

Recurring Investments:

- | | |
|--|----------------|
| 1. Agriculture and Forestry | \$2,500,000.00 |
| Critical Staffing needs to maintain and grow agriculture, support rural economies, protect animal and human health, and develop new technologies to convert agriculture and forestry byproducts into usable energy and value-added products. | |
| 2. Biotechnology Research Initiative | 600,000.00 |
| Biotechnology faculty positions to grow the life sciences industry and build South Carolina's knowledge-based economy. | |
| 3. Genetics and Human Nutrition Research | 600,000.00 |
| Genetics research positions to develop the science of nutrigenomics and to improve the health of South Carolina's citizens. | |
| 4. Total Recurring | \$3,700,000.00 |

Non-recurring Investments:

- | | |
|---|-----------------|
| 1. Farm Animal Research Center | \$16,000,000.00 |
| Upgrade and centralize farm animal facilities to support research, extension and education programs and to meet all accreditation standards. | |
| 2. Bioprocessing Facility | 32,000,000.00 |
| Develop a pilot-scale bioprocessing facility to support the effort to recruit biotechnology industries and build the state's knowledge-based economy. | |

State Extension Advisory Council Meeting Proceedings and Results

Page 7 of 7

3.	Turfgrass Research and Extension Center Construct a Research and Extension Center to coordinate research, extension and regulatory activities related to the turfgrass and golf industries.	5,000,000.00
4.	Edisto Research and Education Center Complete infrastructure for research, extension and education programs in production agriculture, particularly row crops, vegetables, melons and beef cattle.	1,000,000.00
5.	Biosafety Level III Laboratory Enhance veterinary diagnostic laboratory facilities to meet new federal regulations to test animal, meat and poultry specimens for disease identification.	5,000,000.00
6.	Total Non-recurring	\$59,000,000.00
Council Update – Jesse Eargle		
<ul style="list-style-type: none">• SEAC members were asked to review their contact information and make any corrections as necessary.• Due to his wife’s illness, Gerald Milford has resigned from the Council.• Council members will be asked to call their Legislators to support Extension Budget Request as needed.• Next meeting tentatively scheduled for the 3rd or 4th week in August at SCSU in Orangeburg, S.C.		
Closing Comments – J.D. Steedly		
Chairman J.D. Steedly thanked everyone for their service and support. He encouraged everyone to continue to be aggressive in their service to Extension.		

Respectfully submitted,

Jesse C. Eargle,
Executive Director State Extension Advisory Council