

# State Extension Advisory Council Meeting Proceedings and Results

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July 26-27, 2005  
Clemson, S.C.

## Attendees:

Member					
Chief Carolyn Bolton	X	Peter Griffin	X	James V. Sease	
Deborah Brantley-White		Dr. Robert Johnson	X	Lefogran Sherman, Sr.	X
Charles Ray Brown		Tom Kemp		Virginia Newton Smith	X
Francis (Frank) Brown	X	Luis Machicao	X	Jannie Snow	
Patricia (Pat) Burnett	X	Eather Mae Manuel		John D. Steedly	X
Susan Compton Curry	X	Jack Marchette	X	Jennifer Taylor	X
Vandell Davis	X	Gerald Milford	X	Mayor Pro-tem T. B. Thomas, Jr.	
Shannon Dobson		George Moore, Jr.		State Senator Danny Verdin	X
Dr. Richard Fery		R. D. Morrison	X	Wilma Weeks	X
M. D. Floyd		Theodor Nesmith		Gene Widener	
Molly Bethea Floyd		Edward (Ed) J. Pappas		Reg Williams	X
Sharon Furr	X	Eddie Plowden		Robert J. Zuercher	
Steve Gamble	X	Don Rickenbaker	X		
Ed Garrison	X	Marion Rizer			

## Ex-Officio Members Attending

Fran Wolak, Jesse Eargle, George Askew, Susan Barefoot, Bob Spalding, Carroll Culbertson, Gerry Dukes, Mac Horton, Steve Meadows, John Kelly, Kellye Rembert, Terry Sudduth, Stephanie Felks

## **Agenda Item/Discussion Point**

### Action Item(s)

Dr. Fran Wolak, Chief Operating Officer-Clemson Cooperative Extension Service opened the meeting with a welcome from Clemson University and South Carolina State University.

### **Introductions – Fran Wolak, Stephanie Felks**

State Extension Advisory Council members were introduced and asked to make brief comments. Ex-Officio members were introduced and an explanation of their service to the Council followed.

### **Lunch – Dr. John Kelly**

During lunch Dr. John Kelly, Clemson University Vice President for Public Service and Agriculture (PSA) presented a discussion on “Clemson Public Service – Yesterday, Today, and Tomorrow.”

### **Approval of Minutes:**

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## Discussion Items

### **Report from Re-Organization Study Committee – Jesse Eargle**

Jesse Eargle lead a discussion on the reorganization of the State Extension Advisory Council. A study was made of 19 Land Grant University Advisory Systems. The study committee (Fran Wolak, Jesse Eargle, James Walker, Lefogran Sherman, James Sease, Jack Marchette) made recommendations to various groups of Extension stakeholders and a set of guidelines were developed to present to the State Extension Advisory Council.

### **Action Item**

Jesse Eargle made a motion that Jack Marchette be elected as Chairman of the State Extension Advisory Council for 2006. Motion was passed.

### **Review of Proposed Guidelines – Jack Marchette**

Jack Marchette presented the proposed guidelines, council member job description, nominating process and a nomination form. Discussion followed.

### **Action Item**

A motion was made and passed to approve and accept the guidelines and other materials as presented.

### **Extension History – Fran Wolak**

Fran Wolak lead a discussion on the history of Extension, 1890 Extension, and the MOU between Clemson University Extension and 1890 Extension at South Carolina State University.

### **Organizational Structure – Fran Wolak, Stephanie Felks**

The Clemson University PSA/Extension organizational structure, goals, and priorities were explained by Fran Wolak. The 1890 Extension organizational structure, goals, and priorities were explained by Stephanie Felks.

### **Charge to Committees – Jack Marchette**

Jack Marchette lead a discussion on the committee structure of the council. The council will have three committees: Research and Program Development, Marketing and Public Relations, and Advocacy. Each committee was charged to elect a chairman and vice-chairman, develop goals, and to report back to the full council. Committee meetings to be held on the morning of September 27.

## Committee Reports

### **(A) Research and Program Development**

Steve Gamble elected Chairman  
R. D. Morrison elected Vice Chairman/Recorder

### Discussion Items – Steve Gamble/R. D. Morrison

1. 4-H/Youth Development
  - Align 4-H programs so that they will meet standards
  - Partner with other groups to market 4-H
  - Native American teens need to be targeted
2. Conservation
  - Investigate water quality problems
  - Provide management techniques for waste management
  - Partner with DHEC and USDA/NRCS
3. Technology
  - Use specialty agents to cover multiple counties
  - Use web-based info for classes of specialty subjects
  - Use of DVD's for specialty subjects (ex. Master Gardener)

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4. Communications
  - Agents/Staff to utilize all channels of communications to answer problems and requests for information
5. Partnerships
  - Enhance the partnership with USDA/NRCS
  - Youth partnerships with DSS and State Department of Education
  - Livestock partnerships with various commodity groups
  - Bioterrorism partnerships with SLED, Homeland Security, and commodity groups

### **(B) Marketing and Public Relations**

Sharon Furr elected Chairman

J. D. Steedly elected Vice-Chairman/Recorder

#### Discussion Items – Sharon Furr/J. D. Steedly

1. Review of current situation
  - Lack of dialogue between the local and state council
  - Lack of information on current funding opportunities
  - Lack of various programs in some counties (ex. No 4-H)
  - Decreased staffing on state and county level
  - Learning curve for Lead Agents in their responsibilities
2. Action Items
  - Update phone directory on internet to identify Lead Agent
  - Strengthen communication between Clemson and 1890
  - Target communications to school personnel
  - Use local “box retailers” as a means to market Extension
  - Initiate the County Extension Advisory Council reorganization. Jesse Eargle/Extension Regional Directors to coordinate
  - Produce a power point presentation to summarize the five PSA goal areas. Use to educate and market PSA and Extension
  - Need to update/rebrand Extension
3. Committee Assignments
  - Action Item One – Jennifer Taylor/Lefrgran Sherman
    - Develop and strengthen bilateral information flow between the County Extension Advisory Council and the State Extension Advisory Council.
  - Action Item Two – Luis Machicao/Vandell Davis
    - Help plan and develop a systematic public relations effort for Cooperative Extension that will have a substantial, positive impact on Extension’s image and visibility to all stakeholders and clientele.
  - Action Item Three – J. D. Steedly/Pat Burnett
    - Develop materials to help elected officials understand the land-grant mission and the mission of Cooperative Extension.
  - Action Item Four – Reg Williams/Dr. Robert Johnson
    - Study and review the Extension Marketing Manual, recommend additions, deletions, and/or updates as appropriate.

### **(C) Legislative Advocacy**

Ed Garrison Elected Chairman

Don Rickenbaker elected Vice-Chairman/Recorder

#### Discussion Items – Ed Garrison/Don Rickenbaker

1. Review of current situation
  - Have a legislative advocacy program in place
  - PSA has utilized “white papers” to share information with advocates and stakeholders
  - A system is in place for continuous info/communications
  - Too much focus on the old/traditional program, not on how do we enhance quality of life

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2. Items for review
  - Change the urban public perception of PSA/Extension
  - Public image/User friendly
  - How does Extension relate to the individual
  - Marketing to the future, not just for today
  - City/County matching funds for positions
  - Focus groups to identify needs and census of community
3. Action Items/Recommendations
  - Continue to refine current legislative advocacy program
  - Increase interface with city/county governments relative to funding for positions/programs
  - Create/strengthen focus groups to identify needs
  - Study the rebranding of Extension
  - Establish a Community Support Program (CSP) to strengthen communities
  - Create initiatives for the Hispanic community
  - Legislative receptions in late fall, legislative breakfast in spring
  - Quality advocacy newsletter/magazine
  - PSA in President's newsletter
  - Create a PSA/Extension powerpoint marketing piece

#### **Election of Council Vice-Chairman – Jack Marchette**

Jack Marchette called for State Extension Advisory Council Vice Chairman nominations. Mrs. Sharon Furr was nominated and duly elected as the council vice-chair.

#### **January meeting of the Council – Jack Marchette**

The January meeting of the State Extension Advisory Council will be held in mid-January. Jesse Eargle will work with the council leadership to determine dates and location. Details as confirmed will be communicated to each member.

There being no further business, the meeting was adjourned.

Respectfully submitted,

Jesse C. Eargle,  
Executive Director State Extension Advisory Council