

# State Extension Advisory Council Meeting Proceedings and Results

August 21-22, 2007  
South Carolina State University, Orangeburg, S.C.

**Attendees:**

Member					
Pastor William Borum	√	Steve Gamble	√	Don Rickenbaker	√
Betty Bosier	√	Ed Garrison	√	Marion Rizer	√
Francis (Frank) Brown	√	Roosevelt Henegan	√	John D. Steedly	√
Dyan Cohen	√	Tom Kemp	√	Virginia Newton Smith	√
David Coleman	√	Alan Lattanzi	√	George Tupper	√
Susan Compton Curry	√	R.D. Morrison	√	State Senator Danny Verdin	√
Dr. Richard Fery	√	Theodor Nesmith	√	Wilma Weeks	√
Kevin Gadsden	√	Edward (Ed) J. Pappas	√	Kathy Williams	√

**Ex-Officio Members/Guests Attending**

John Kelly, Fran Wolak, Jesse Eargle, Carroll Culbertson, Steve Meadows, Kellye Rembert, Terry Sudduth, Mac Horton, Susan Barefoot, George Askew, Jim Rushing, Jay Chapin, Daniel Bozard, Stephanie Felks, Louis Whiteside, Leola Adams, Delbert Foster, Edoe Agbodjan, Monica Fields, Darryl Johnson, Demier Richardson, Mary Ward, Bob Guinn, Alma Harris, Debbie Dalhouse, Neil Ogg, Elizabeth Mosely

**Agenda Item/Discussion Point**

Tuesday, August 21, 2007

**Action Item(s)**

**Welcome/Introductions – J.D. Steedly**

Chairman J.D. Steedly opened the meeting with a welcome to Council members and guests. He thanked Council members for their attendance and commitment. Council members, ex-officio members and guests were introduced.

**Welcome to South Carolina State University – Lewis Whiteside**

Lewis Whiteside, Senior Extension Director – Adult Leadership and Community Education – 1890 Extension, welcomed the Council to South Carolina State University (SCSU) and made brief comments on the history of SCSU/1890 Extension.

**Chairman’s Opening Comments – J.D. Steedly**

Chairman J.D. Steedly opened the meeting with comments on the continued success of the Council. He mentioned that he had been involved in the search process for the Associate Director – Extension Field Operations position. He led our overview of the meeting agenda and thanked SCSU for hosting the meeting.

Approval of Minutes:

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## Discussion Items

### **Clemson field Operations Remarks – Fran Wolak**

Fran Wolak, Chief Operating Officer for Clemson Extension led comments on the success our advocacy efforts regarding local and state funding. He noted them during the last 3 years Clemson's PSA recurring operating budget had increased by \$11.7 million dollars. Also, local cost-share funding allowed for 29 new Extension positions. He thanked the Council for their hard work in assisting with resource development.

### **1890 Extension Remarks – Stephanie Felks**

Stephanie Felks, Senior Extension Director – 4-H and Youth Development – 1890 Extension led comments on the 1890 Extension Program clusters in South Carolina. Areas of service and educational programming was highlighted

## **LUNCH**

### **1890 Extension – Detailed Overview – Lewis Whiteside**

Lewis Whiteside led a detail discussion on 1890 Extension. An 1890 Extension informational booklet was reviewed. (Each member of Council, those present and those unable to attend have been provided a copy of the 1890 Extension booklet.)

### **Report on the Public Issues Leadership Development Conference**

Susan Curry and Wilma Weeks, Council representatives to the conference led a report on their activities in Washington, D.C.

### **“Connectivity: Community to the Capitol”**

Sponsored by: Joint Council of Extension Professionals

Clemson University – CES Attendees: Chief Operating Officer Dr. Fran Wolak, Agents: Darren Atkins, Barbara Brown, Brian Callahan, Sue Hovey; SEAC members: Susan Curry & Wilma Weeks

MONDAY, APRIL 23 –

Opening Session – importance of communication in extension

Professional Assoc. Meetings & Luncheons

Administrator/Volunteer Sessions on building social capital in government relations & addressing workforce issues in extension

Afternoon Sessions on involving extension councils in advocacy, the land grant message to the hill & farm bill reauthorization

TUESDAY, APRIL 24 –

Public Issues

Breakfast on a variety of topics including International extension, Alternative energy, Family, youth & wellness, Competitive grants, Water

Concurrent sessions: Excellence in extension, Federal budget process, Drinking water well inspection, Volunteers (CARET), Involvement in disasters, Alternative energy, Marketing Strategy, Working with local elected officials and congressional staff, eXtension.

\*Visiting Capital Hill\* - Congressman Bob Inglis, Congressman J. Gresham Barret, Congressman Joe Wilson, Congressman James Clyburn, Congressman Henry E. Brown, Jr. Congressman John M. Spratt, Jr., Senator Jim De Mint, Senator Lindsey Graham

Issues Discusses: 4-H Youth Operation Military Kids, Serv Safe, Grassfed beef initiative, Title III Funding, Shared Success Stories from 7 Program Teams

### **Successful Local Extension Advisory Councils**

Bob Guinn, Lead Agent from Beaufort County and Alma Harris, Lead Agent from Darlington County lead a discussion on their respective local advisory councils.

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## **Bob Guinn – Beaufort County**

These are some key ideas that I think have made our advisory board successful.

- Recruit advisory board members from successful extension programs.
- Build into the extension programs opportunities for participants to be engaged with the extension office.
- Retirees want to be engaged, offer them an opportunity.
- Many times the benefit that comes from the advisory board is unplanned and unexpected – go with the flow.
- A member of the advisory board is not a member forever. Plan for succession and turnover.
- Feed them and they will come.
- Work diligently on developing a personal and friendly relationship with your advisory board members.

## **Alma Harris – Darlington County**

Consider your current advisors, mentors and close colleagues – After several conversations with them, they will begin to feel that they have a stake in your initiative. Ask them to be a part of your local committee.

With the support of this core of advisors, reach out to people that you know, or simply know of. – Approach them with the ideal that you are not just asking for help, but seeking to give them a voice in Extension programs that will also support their efforts and interests.

Include Advisory Board in the planning of your project. – You are more likely to encourage participations when you ask what others think needs to be done, rather just list all the wonderful things that you have planned.

Look for diversity – Your group should not only have racial and ethnic diversity, but a diversity of perspectives to encourage rich discussion when you bring them together.

Use your advisory group or committee's members to provide credibility with potential donors and partners. – Make a list of your members and write one or two sentences about who they are and what they do or will contribute to your project. Include this list in any information that you provide to potential donors and partners.

Have regular, but not too frequent, purposeful meetings. – Provide an informative introduction of each member. This not only gives each other background information and ideas for how they might work together, but also provides committee members with an opportunity to network.

Be sure to highlight successes and emerging priorities. – Let committee members ask questions, provide critiques and offer suggestions.

Use focused questions when querying your advisory group. Ask what is needed to reach their goals and how the Extension service can help to provide that.

## **SEAC Scorecard Report – Fran Wolak/Stephanie Felks**

The Action Item Scorecard was reviewed. Each council member present and those unable to attend have been provided a copy of the Action Item Scorecard.

## **Committee Work**

The three SEAC committees met for the rest of the afternoon and will report to the full council on Wednesday.

## **Tour of South Carolina State University Campus**

Demier Richardson, Senior Extension Director – Community Development – 1890 Extension led a bus tour of the SCSU Campus.

## **Tuesday Evening Meal**

SCSU Walnut Room

## **Tuesday Evening Social**

Holiday Inn Express Hotel

## **Agenda Items/Discussion Point (Wednesday, August 22, 2007)**

## **Breakfast**

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1890 Extension Center

## **Committee Reports**

### **Research and Program Development – R.D. Morrison**

#### **Discussion Items/Action Items**

1. Discussion Items
  - a. The International Certified Crop Advisor (CCA) Program  
The ICCA Program is the largest agriculturally oriented certification program in North America. Clemson University can use the ICCA Program as an assessment of its agronomy program. The ICCA Program and certification can benefit students by providing an opportunity for a recognized proficiency level.
  - b. New Extension Ag Specialists/Agents.  
Search committees for new hires should recruit credible applicants who have technical knowledge, communication skills and respected in their respective fields.
  - c. Promoting the Agricultural Industry as a career.  
Need to implement a program to grow our own future agriculture students. There is a shortage of qualified agriculture graduates. Extension can play a role – create awareness and positive perception about agriculture as a career.
  - d. Alternative Fuels.  
What is Clemson doing relative to alternative fuels? Are we looking beyond corn/ethanol? In the south cellulosic/ethanol will be the way to compete in the alternative fuel market. Not an easy technology.
  - e. Bio-security Danger  
There is a potential bio-security danger when various companies/agencies use the right-of-way access on private property. Can Clemson Extension help educate right-of-way users of potential bio-security problems?
  - f. Water Supply  
Our water supply is a high issue, a public policy issue. Need to be aware of potential problems, how we will address each situation.
  - g. South Carolina 4-H did not send anyone to the National Poultry BBQ contest in Louisville, KY.
  - h. S.C. Farmer's Markets.  
Local farmers markets need a unified infrastructure and guidelines. How can Clemson Extension help with coordination of local farmers' markets?
2. Action Items
  - a. PSA/Extension to promote the ICCA Program.  
A key Extension person should be utilized to promote this program to agricultural department leadership, students, and Extension employees.
  - b. When searching for new agricultural specialists/Extension agents target specific individuals you want to employ.  
Find individuals with the technical skills and communication skills and recruit them. Look for individuals that can cover multiple counties.
  - c. Study how Clemson/SCSU can implement a program to promote the agricultural industry as a career.  
Work with school guidance counselors to create awareness and positive perception of careers in agriculture. Help to promote careers in agriculture at career fairs, through 4-H, etc.
  - d. Clemson Extension to educate agents, companies, agencies, etc. on the risks of bio-security issues and Clemson Extension to offer management tools to reduce bio-security risks
  - e. South Carolina 4-H to have representatives at the National 4-H Poultry BBQ competition on an annual basis.
  - f. Through its County Extension Program, PSA to establish a central coordinating component for the development and administration of Farmers Markets in South Carolina

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### **Marketing and Public Relations – J.D. Steedly**

#### **Discussion Items/Action Items**

1. Discussion Items
  - a. Reviewed minutes from previous meeting and action items on the current score card.
  - b. Committee found scorecard results to be useful tools in discussing marketing ideas.
2. Action Items
  - a. Recommends adding links to impact statements/success stories from Clemson and 1890 Extension on the SEAC website.
  - b. Recommended that additional marketing for Extension be directed through the SEAC. A marketing budget and purchase of marketing items is needed to adequately accomplish the marketing of Extension.
  - c. Schedule a committee conference call on November 19<sup>th</sup> to determine specific marketing items. Purchase and have available at January SEAC meeting.

### **Legislative Advocacy – Ed Garrison**

1. Discussion Items
  - a. Discussion ensued on the rebranding and delivery of extension and particular, 4-H There were three key points 1) potential use of retired skilled person who offer time and useful knowledge – resources, 2) the need for and success of leadership skills taught by participation in 4-H (which are lacking from other social sources – military service, large families), 3) the need for traditional Ag 4H. It was generally acknowledged that most of the CES programs inherently carry responsibility i.e., something will die if it is not cultivated, fed, or watered – let alone loved, nurtured, educated, mentored, (head, heart, hands, health)
  - b. May see state drop in budget in future. Partner with likeminded-rebranded issue-strategies for rebranding are in Scorecard are at Top-20 level may be more successful at the grassroots/stakeholder level where input should be solicited to get more buy in. Do we have all the things that define as Top-20? Top-20 criteria was explained and PSA’s biomass and biotech research funding was described as using SC products for energy. A link to the President’s Report Card will show PSA’s input as we set the standard for providing public service and increase Clemson’s national reputation – as well as the other goals visible at this website <http://www.clemson.edu/president/reportcard.pdf>
  - c. Sustainability Institute a possible “tipping point” or “big idea”. Greening, water, energy, timber as conversation fuel source, other energy sources, H2, Biomass, and sustainable energy to promote extension, take 4-H leadership from community, (Leadership Orangeburg to Leadership SC – tie these together) extend these to life skills – social skills to help students succeed in life.
  - d. Water next critical issue. Jocassee lowest level, Congaree low, etc. Water issues are ever present in the General Assembly, e.g., service water withdrawal. The General Assembly now has reporting process not withdrawal. The General Assembly is trying to protect SC from GA and NC (Attorney General Office looking for help from General Assembly). General Assembly wants to ID water needs. Move to needs assessment. Ag needs to be prepared. Strom Thurmond Institute says there will be 1.3 mil more people before 2030.
  - e. Current annexation policies of SC are less than desirable (too loose). Ag lands also are diminishing. Note: The General Assembly is asked to relax annexation policies – under the reasoning that municipalities cannot stretch out to build their borders.

### **Break**

### **Marketing Update – Debbie Dalhouse/Elizabeth Mosely**

Debbie Dalhouse, PSA Marketing/Public Relations Director lead a presentation on the update of the Clemson University PSA website.

Elizabeth Moseley, 1890 Extension Director of Communications, introduced herself and commented on her position. She will be working to update the 1890 Extension website.

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## **Election of SEAC Officers for 2008 – Kevin Gadsden**

The SEAC Officer Nominating Committee chaired by Kevin Gadsden offered the following as a slate of SEAC officers for 2008: J.D. Steedly – Chairman, and Steve Gamble – Vice-Chairman. After asking for nominations from the floor a motion was made and passed to accept the nominated slate as proposed.

## **SEAC 4-H Scholarship – Carroll Culbertson**

Carroll Culbertson led a discussion on the recommendation of the Marketing/Public Relations and Research/Program Development committees that the SEAC sponsor an annual \$500 at the 4-H State Congress. A motion to read: “That the SEAC sponsor an annual \$500 4-H scholarship to be awarded at the annual 4-H State Congress. Any funds collected each year over the \$500 will be deposited into a SEAC Scholarship Endowment to provide funds for a student to attend Clemson University or South Carolina State University in an Extension related curriculum” was made and passed.

A committee of Carroll Culbertson, Kellye Rembert and Stephanie Felks are to meet and work on logistics/protocol for the Endowment and present a report at the January meeting.

## **Council Updates – Jesse Eargle**

- SEAC members were asked to review their contact information and make any corrections as necessary.
- Beginning in October nominations for new SEAC members will be accepted. Open slots are as follows: Upstate (2), Midlands (1), Pee Dee (1), At Large (3) and 1890 (3). Please send in nomination forms to Jesse Eargle no later than October 31<sup>st</sup>.
- Next meeting tentatively scheduled for the third or fourth week in January.

## **Closing Comments – J.D. Steedly**

Chairman J.D. Steedly thanked everyone for their service and support. He extended a special thank you to 1890 Extension for hosting the meeting. He encouraged everyone to continue to be aggressive in their service to Extension.

Respectively Submitted,

Jesse C. Eargle, Executive Director  
State Extension Advisory Council