

Colleton County Extension Advisory Council  
Minutes, March 20, 2007

The Colleton County Extension Advisory Council met on Tuesday, March 20, 2007 at 6:00 p.m. Lead agent Marilyn Peters presided.

The following Council members and Extension staff were present: Cecil Campbell, Lori Campbell, Mary Corbett, Nina Crosby, Annie Fillion, Lynette Fryar, Latosia Gibson, Linda Godwin, Jean Harrigal, Ray Jacobs, Shawn Jadrnicek, Sheila Keaise, Venus Manigo, Alta Mae Marvin, Marilyn Peters, Marion Rizer, Randy Ulmer, Karey Waldrop, and Esther Womble.

The following Council members and Extension staff were unable to attend due to previous commitments or illness: Marion Barnes. Timmy Benton, Kenny Blakeney, Beverly Calloway, Bob Franklin, Beverly Haynes, Donna Laird, Theola Pitts, Stacey Price, Harold Rhodes, Jr., Evon Robinson, James Sease, David Smalls, William Stanley, Heather Stoner, Charlie Sweat, Phillip Taylor, and Gloristine Williams.

The meeting was opened with a welcome and a moment of silence in memory of retired County Extension Director Ryan White before participants served themselves at the buffet line.

Over dinner, Council members introduced themselves. The Extension staff then gave a PowerPoint presentation which included:

- The Mission & Goals of Cooperative Extension
- The Purpose and Functions of the County Advisory Council
- Program Highlights & Job Responsibilities of Extension Staff
- The Availability and Reach of the Home & Garden Information Center
- Advisory Council Committees & their Respective Purposes

Council members were presented with a folder of information on Clemson Extension, which included: the meeting agenda, contact information for Extension staff, handouts of the PowerPoint presentation, the purpose, goals and action items for the three committees, a sheet of the Extension staff's business cards for personal reference or to share, and the brochure "Clemson Public Service—Helping the People of South Carolina." As a thank you for their commitment and involvement, each Council member was given an herb plant and the HGIC fact sheet on "Growing Herbs."

Following the presentation, breakout sessions of the three committees were held, facilitated by Extension staff. The committees were asked to brainstorm goals and strategies and to recruit co-chairmen or chairmen/vice chairmen. The full council then reconvened to report their decisions and suggestions.

### **Research & Program Development Committee**

Committee members are: Lori Campbell, Karey Waldrop, Ray Jacobs, Randy Ulmer, Phillip Taylor, Gloristine Williams, Beverly Calloway, Latosia Gibson, Shawn Jadrnicek, Marion Barnes and Bob Franklin. Ray Jacobs and Lori Campbell agreed to serve as chairman and vice-chairperson, respectively.

Community needs and strategies for program development were identified for the five goal areas as follows:

1. **Food Safety & Nutrition**—place continued emphasis on educational programs for both consumers and professionals and increased emphasis on promotion through the use of the media; develop a mailing list from calls and contacts.
2. **Economics & Community Development**—continue to emphasize workforce development, exposing participants to increase career options and implementing intern/shadowing programs.
3. **Environmental Conservation**—develop programming to address county appearance/beautification (utilizing Master Gardeners and other volunteers); develop programming for the community (including school children).
4. **Youth Development**—continue programming with added emphasis on career development.
5. **Agriculture Productivity & Profitability**—increase programming on wetland management through field demonstrations and field trips; continue emphasis on programming regarding row crops and Asian Soybeans (rust issues); develop programming (including presentations and media efforts) on the spread/control of foreign disease in animals. **Horticulture**—address plant problem issues and hold clinics; display Home & Garden Information Center materials at local businesses.

### **Legislative Advocacy**

Committee members are Marion Rizer, Nina Crosby, Billy Stanley, Timmy Benton, Kenny Blakeney, Alta Mae Marvin and Lynette Fryar. Nina Crosby and Cecil Campbell agreed to serve as co-chairmen.

Suggestions for communicating Extension budget needs and program impact include:

1. Identify 5-10 clients who use Extension services and ask them to speak personally to members of the legislative delegation.
2. Maintain a list of advocates and keep them informed regarding programming and impacts.
3. Attend (Council members and other Extension clientele) the local meetings of the legislative delegation.
4. Nurture personal relationships with legislative delegation and other stakeholders.
5. Invite elected officials to programs; ask them to participate by giving awards, welcomes, etc.
6. Organize local fundraising efforts, obtain non-profit status, and establish an Advisory Council Account.
7. Place increased emphasis on marketing efforts that will reach stakeholders as well as the general public (such as billboards).

### **Marketing & Public Relations**

Committee members are Mary Corbett, Esther Womble, Annie Filion, Jean Harrigal, Linda Godwin, Shiela Keaise, James Sease, Harold Rhodes, Jr., Heather Stoner and Marilyn Peters. Mary Corbett, Jean Harrigal and Esther Womble agreed to serve as co-chairmen.

Suggestions for communicating the importance and availability of Extension programs and services include:

1. Continued emphasis on radio shows, meeting announcements and public service announcements.
2. Approach newspapers (again) regarding a regular Extension column.
3. Approach newspapers regarding a regular Extension calendar or section of community calendar.
4. Develop a 1-page newsletter to be distributed via email, mailing list and in public places.
5. Develop inserts (of Extension calendar or specific programs) to be distributed in utility bills.
6. Establish partnerships with faith-based organizations to distribute calendar, newsletter, and programming announcements and materials.
7. Develop email distribution lists.
8. Place increased emphasis on contacts with schools and their organizations, including PTOs.

Following comments by committees, Council members were thanked for their attendance, their input, and their commitment to helping Clemson Extension improve the quality of life for the residents of Colleton County.

In a discussion regarding the next meeting of the Colleton County Extension Advisory Council (to be in August or September), a preferred meeting day and time of Thursday at 6 p.m. was suggested. It was noted, however, that in those months the Farmers Market will be open on Thursday evenings, so an alternate day (Monday, possibly?) will be considered. Notification of the next meeting will be sent to members at least six weeks in advance, and again two weeks in advance.

The meeting adjourned at 7:40 p.m.