

State Extension Advisory Council Meeting Proceedings and Results

Page 1 of 7

August 23-24, 2006
Moncks Corner, SC

Attendees:

Member					
Pastor William Borum	X	Peter Griffin	X	James V. Sease	
Deborah Brantley-White	X	Kevin Gadsden	X	Lefogran Sherman, Sr.	X
Charles Ray Brown		Tom Kemp	X	Virginia Newton Smith	X
Francis (Frank) Brown	X	Luis Machicao		Roosevelt Henegan	X
Patricia (Pat) Burnett		Betty Bosier	X	John D. Steedly	X
Susan Compton Curry	X	Jack Marchette	X	Jennifer Taylor	
Vandell Davis	X	Gerald Milford		Mayor Pro-tem T. B. Thomas, Jr.	
Shannon Dobson		George Moore, Jr.		State Senator Danny Verdin	X
Dr. Richard Fery	X	R. D. Morrison	X	Wilma Weeks	X
M. D. Floyd		Theodor Nesmith	X	Paul Crandall	X
Alan Lattanzi	X	Edward (Ed) J. Pappas	X	Reg Williams	X
Sharon Furr	X	Eddie Plowden		Robert J. Zuercher	
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, John Kelly, Kellye Rembert, Terry Sudduth, Stephanie Felks, Louis Whiteside, Curtis Hill, Darryl Johnson, Edoe Agbodjan, Demier Richardson, Mary J. Ward, Cornelius Hamilton, Mac Horton, Debbie Dalhouse, Neil Ogg, Jim Rushing

Agenda Item/Discussion Point

Action Item(s)

Chairman Jack Marchette opened the meeting with a welcome to Council Members and guests. He commented on the excellent attendance of Council members and thanked them for their committment.

Introductions – Jack Marchette

State Extension Advisory Council members were asked to introduce themselves and make brief comments on their involvement with Clemson Extension. Ex-Officio members and guests were also asked to introduce themselves.

Approval of Minutes:

State Extension Advisory Council Meeting Proceedings and Results

Page 2 of 7

Discussion Items

PSA/Extension Program Alignment – Fran Wolak

A key element of the PSA 5-year plan is the concept of program alignment. Program alignment refers to the development of teams focused upon educational and research topics in each of the PSA emphasis areas. Alignment will ensure that PSA faculty, agents, and program assistants are functioning members of teams which are setting the research and extension agenda for PSA.

To help foster alignment and better focus our resources agents, faculty, and program assistants will be part of program teams. The seven teams and program leaders are:

1. 4-H and Youth Development, Ms. Kellye Rembert
2. Food Safety and Nutrition, Dr. Kathryn Cason
3. Economic and Community Development, Dr. Mac Horton
4. Forestry and Natural Resources, Dr. George Askew
5. Agronomic Crops, Dr. Bruce Pinkerton
6. Livestock and Forages, Dr. Steve Meadows
7. Horticulture, Dr. Desmond Layne

Participation within the seven initiative areas will be reflected in the employees FAS or EPMS. An agent will receive direct written EPMS input from both field operations and the initiative program leader. In a similar fashion, faculty will receive FAS input from their Department Chair and the initiative program leadership.

At the county level a three-person team consisting of the COO, Associate Dean for Field Operations, and Assistant Dean for Field Operations will assume statewide management and oversight of county operations. Lead Agents will assume an expanded role including budgets and supervision of local operations. The Regional Director position will no longer exist.

Terry Sudduth has assumed the duties of Interim Assistant Director for Field Operations. A national search for an Associate Director of Field Operations will be initiated. Kelly Rembert has been named Interim State Leader for 4-H on a full-time basis.

1890 Extension Program Update – Lewis Whiteside

LUNCH

Clemson PSA Marketing – Debbie Dalhouse

Websites:

- Web marketing services team on board 8/25/06
- Video interviews in development www.clemson.edu/videoprod/psaweb/
- University-wide content management system selected
- Redesign work begins this fall
- Initial roll-out planned for Jan. 2007

Media Relations (7/1/05-6/30/06)

- 1,400 newspaper clips
- 300+ news releases

Television

- *Expeditions with Patrick McMillan* – 7:30 p.m. Sundays on ETV

State Extension Advisory Council Meeting

Proceedings and Results

Page 3 of 7

Awards

- **Council for the Advancement and Support of Education (2/06)**
Award of Merit for *Clemson Impacts*
- **Association for Communication Excellence (6/06)**
Gold Award for newspaper writing – Tom Lollis
Bronze Award for *Your Day* interviews – Peter Kent
Bronze Award for *Clemson Impacts*

Clemson 4-H Update – Kellye Rembert

4-H is a community of young people across America who are learning leadership, citizenship and life skills.

SC 4-H 2006-2007 Emphasis Areas

- Healthy Lifestyles
 - New Curriculum & Events
- Communications
 - New Curriculum & Events
- Natural Resources
 - Shooting Sports
 - Forestry
- New 4-H Agents and Positions
 - Anderson, Jessica Davis (12/31/05)
 - Greenville, Liz Smitherman (2/24/06)
 - Edgefield, Stephen Pohlman (8/11/06) – Title III
 - Laurens, Kathryn Berry (8/06)
 - Cherokee – search in process
 - Clarendon – in process
 - Abbeville – in process
 - Lancaster – in process
 - Jasper – in process
 - Horry – in process
 - Orangeburg – (4-H/Environmental) – in process
 - McCormick – in process
 - Pickens – in process
 - Barnwell – in discussion

1890 4-H Update – Stephanie Felks

SC State University's 1890 Extension 4-H and Youth Development program is one of the many youth organizations that works towards the goal of "meeting the needs of, and engaging, young people in positive youth development experiences."

The program encourages youth and family participation in educational programming and activities to improve their quality of life.

Objectives:

- Increase participation of youth
 - Provide leadership opportunities on state and national levels
 - Diversify delivery modes of programming (i.e. after school, school based programs, clubs, camps)
 - Develop cutting edge programs in the mission areas of Healthy Lifestyles, Citizenship, and Science, Engineering & Technology
- Recruit, train and retain quality staff and volunteers
- Create and strengthen community partnerships at appropriate levels
 - Faith-based and community organizations
 - Youth Serving Organizations (i.e. YMCAs, Boys & Girls Clubs, and School Referral Service)
 - Housing Authorities

State Extension Advisory Council Meeting Proceedings and Results

Page 4 of 7

- Foster mutually beneficial relationships with partners
 - 1862s
 - 1994s
 - Hispanic Serving Institutions
 - USDA/CSREES
 - National 4-H Council

The division of 4-H and Youth Development has four focus areas:

- Financial Planning
- School Enrichment
- Leadership
- Technology

The 4-H and Youth Development educational programs are offered to all youth, grades K-12, on an age-appropriate basis.

The Cooperative Extension Youth Leadership Development Program strives to help youth gain knowledge in the following areas:

- Local Government
- Effective Communication Skills
- Leadership Skills
- Decision Making and Goal Setting

The High School Financial Planning Program was developed to alert, inform, and educate high school students in Financial Planning.

The purpose of the program is threefold:

- To teach students the financial planning process.
- To give students the opportunity to apply the process through exercises provided in the units of the program.
- To encourage students to immediately take control of their finances.

The program can be integrated effectively in a variety of classes such as Personal Finance, Social Studies, Math, Business, Family and Consumer Sciences, and Vocational Education.

Committee Work

Chairman Jack Marchette charged each SEAC committee to work and bring recommendations back to the full council. The three SEAC committees meet for the rest of the day and will make reports to the full council.

Wednesday Evening Social/Dinner

Remarks – Dr. John Kelly

Dr. Kelly announced that Clemson University has reached its highest position to date in the U.S. News and World Report college ranking and is now a top 30 public institution. For 2007, Clemson ranks 30th among the nations 162 public doctoral-granting universities, a move up from 34th last year. The latest report shows improvement in key educational areas, such as class size, quality of students and graduation rate.

State Budget Campaign Thank You – Dr. Neil Ogg/Lewis Whiteside

Neil Ogg and Lewis Whiteside made brief remarks thanking the SEAC members for their help in a successful state budget funding campaign. Also, State Senators Danny Verdin and Larry Grooms were recognized for their support of the Extension program in South Carolina.

Green Power – J. D. Steedly

J. D. Steedly, SEAC member and employee of Santee Cooper presented a presentation on Santee Cooper's effort in their Green Power Program.

State Extension Advisory Council Meeting Proceedings and Results

Page 5 of 7

Committee Reports (Thursday 8/24/06)

Marketing and Public Relations – Sharon Furr

Discussion Items/Action Items

1. Review of County Extension Advisory Council Minutes
 - a. Each member shared the activities of their local councils.
 - b. Ed Pappas shared information on the Clemson Extension Service Advisory Council of the Low Country website. It was recommended that this model could be used by other County Extension Advisory Councils.
 - c. 1890 Extension reported that their local advisory councils were in the process of re-organization.
2. Marketing/Public Relations
 - a. Debbie Dalhouse gave a report on PSA marketing efforts. High quality educational DVDs will be produced and made available for clientele. Also, a PSA Marketing DVD is being developed and should be available in several weeks. The Clemson University website is being updated and scheduled to be completed by early 2007.
3. Action Items
 - a. Recommended a uniform template for reporting County Extension Advisory Council minutes. Minutes to be posted on the SEAC website.
 - b. Continue to produce educational DVDs and market their availability.
 - c. Complete the PSA Marketing DVD and make it available for County Extension Advisory Councils.
 - d. Explore opportunities to promote Extension through alumni groups and Clemson students.
 - e. Work with the Legislative Advocacy committee to standardize materials to promote PSA/Extension to local and state elected officials.

Legislative Advocacy – Ed Garrison

Discussion Items/Action Items

1. Discussion Items
 - a. Review of opportunities to share Extension with media outlets and local contacts
 - b. Discussed use of alumni from Clemson and South Carolina State and the use of students from both Universities in marketing/advocacy efforts
 - c. Implementation of a Legislative “Thank You”
 - d. Advocacy program for 1890 Extension
2. Action Items
 - a. Continue to develop a team approach to share Extension’s impact with elected officials, media outlets, etc. Utilize impact statements, success stories, human interest stories, etc.
 - b. Find opportunities to utilize alumni and students from both Universities to serve as advocates for Extension.
 - c. Create an advocacy program for 1890 Extension.
 - d. Plan and host a legislative “Thank You”.
 - e. Thank elected officials for their support by way of face to face visits, use of DVDs, e-mails, phone calls, etc.
 - f. Work toward a joint partnership with Clemson Extension and 1890 Extension for a joint rally.

Research and Program Development – Steve Gamble

Discussion Items/Action Items

1. Discussion Items
 - a. The 4-H program needs to continue to work with the State Dept. of Education relative to mandated standards and requirements and how 4-H can help address these issues.
 - b. Need additional 4-H Volunteer Leaders to assist teachers with in-school 4-H programs.
 - c. Discussed a 4-H internship program to help promote agriculture and the land-grant system.
 - d. Discussed the perception that seems to originate in schools that our food is unsafe to eat due to herbicides and vaccines.
 - e. Continued discussion that Extension serve it’s clientele in a positive and professional manner.
 - f. Communications via all forms needs to be expanded and improved.
 - g. Discussed the Clemson website update. Would like to review and provide feedback to Debbie Dalhouse.

State Extension Advisory Council Meeting Proceedings and Results

Page 6 of 7

- h. Discussed rural development, community development and computer technology issues and how Extension can address these issues. May look at forming sub-committees to establish priorities in program areas.
 - i. Continued discussion on conservation issues such as precision ag, water quality, etc.
2. Action Items.
- a. Recommended that a 4-H internship program working with agri-business be developed to help market and promote production agriculture.
 - b. 4-H needs to partner with additional business/industry sources to improve and expand the 1890 computer technology summer program for youth.
 - c. Suggests that 4-H partner with Farm Bureau to expand the “Ag in the Classroom” program.
 - d. Recommends looking at 4-H scholarships to help promote careers in agriculture.
 - e. Suggests that during the website update program area/program issue chat rooms be developed for rapid transfer of information.
 - f. Recommends that Extension support the “State on Your Plate” and South Carolina branding programs.
 - g. Recommends educational programming to address precision agriculture, water quality and alternative fuels.
 - h. Recommends that sub-committees of the Research & Program Development Committee be formed to address specific program issues.

SEAC Website – Bob Spalding

Bob Spalding lead a discussion on the SEAC website. All information has been updated relative to South Carolina State University 1890 Extension. A decision was made to move member information (addresses, phone numbers, etc.) to the numbers only links.

Action Item Scorecard – Fran Wolak/Stephanie Felks

Fran Wolak and Stephanie Felks made comments on the SEAC Action Item Scorecard (located in the August SEAC manual).

Council Update – Jesse Eargle

SEAC Membership Update

Term Expirations (12/31/06)

Upstate

Gerald Millford – will serve an additional 3 year term
Shannon Dodson – will serve an additional 3 year term

Midlands

Reg Williams – will serve an additional 3 year term
Nominations open for 1 new 3 year term

Savannah Valley

Marion Rizer – will serve an additional 3 year term
Ed Pappas – will serve an additional 3 year term

PeeDee

Frank Brown – will serve an additional 3 year term
Nominations open for 1 new 3 year term

Edisto Research & Education Center

Nominations open for 1 new 3 year term

At Large

Nominations open for 1 new 3 year term

State Extension Advisory Council Meeting Proceedings and Results

Page 7 of 7

Inactive Members

Upstate

Bill Heard – replaced inactive member (start in January)

Midlands

Alan Lattanzi – replaced inactive member

Savannah Valley

Recommendations to replace inactive member

PeeDee

Payton Parsons – replaced inactive member (start in January)

At Large

Recommendations to replace inactive member

Officer Nomination Committee

Lee Sherman commented that the Officer Nominating Committee, appointed by Chairman Jack Marchette had met and would like to officer the following as SEAC officers for 2007: J. D. Steeley – Chairman, and Steve Gamble – Vice-Chairman. After discussion and the vote the slate of officers was elected as nominated.

SEAC Member Recognition

Chairman Jack Marchette presented an engraved paperweight to Lee Sherman and Vandell Davis and thanked them for their service to the SEAC.

Dr. Fran Wolak presented a framed plaque to Jack Marchette and thanked him for his service as SEAC Chairman.

Closing Comments – Jack Marchette

Chairman Marchette thanked everyone for their service and their support of him as Chairman. He encouraged everyone to continue to be aggressive in their service to Extension.

After a wonderful fried chicken lunch, the meeting was adjourned.

Respectfully submitted,

Jesse C. Eargle,
Executive Director State Extension Advisory Council