

SEAC Project: Advocacy Committee

From Ed Pappas, Chairman SEAC

Below are some thoughts on advocating Extension at the County level:

- Provide periodic status report on Extension operations and impacts to the District legislative delegation during their regularly scheduled meetings. New members of the legislative delegation find great value in learning about local Extension activities.
- Seek County grants and/or direct funding support for Extension projects related to farming, youth services, environmental programs, beautification initiatives
- As a non-profit, seek grant funding from area foundations and United Way
- Participate in adult education programs, seminars and area events
- Engage County Extension Advisory Council (CEAC) members in promotions and in seeking sponsorships, grants and direct funding
- Advocate to Clemson alumni in the local area. Multiple Clemson alumni organizations exist throughout South Carolina
- Seek services in kind to support local Extension operations and programs i.e. office space, volunteer support, booths at open markets, media links with key area partner organizations, banking services provide by sponsoring area partners

The next step is to release recommendations to all SEAC members and their county CEAC organizations. A county by county examination of the opportunities discussed should be conducted e.g. opportunities prioritized and assigned actionable with a time line for implementation. Recommend that CES lead agents within the region oversee any county initiatives.

Recommended priorities at the county level might be to (1) build on opportunities currently or previously evaluated within the County, (2) assign CEAC members to each initiative (3) develop an action plan and time line for completion.

For now, only one county in each region should be targeted and tracked as a “pilot opportunity” from which other counties might later build on their success. The county selected should be that with the best opportunity for near term success.