



**NC STATE**

THINK AND DO  
THE EXTRAORDINARY

# Administrative Leadership Meeting

Randy Woodson

Chancellor

Tuesday, July 9, 2024

# Upcoming ALMs

## Next Meeting

September 10	The State of the Campus Environment – supporting and sustaining NC State	Titmus
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## 2024-25 Meeting Dates

- November 12, 2024
- January 14, 2025
- March 4, 2025
- May 13, 2025



## Bezos Center for Sustainable Protein

- Funding from the Bezos Earth Fund
- \$30 million over five years
- Biomanufacturing hub for sustainable dietary proteins



## Faculty Success

- Faculty Fulbright Scholars
- Oliver Max Gardner Award

NC STATE

EXTENSION

# Extension Is Everywhere

Extending University Knowledge,  
Enriching Stakeholders' Lives



July 9, 2024



# Rich Bonanno

Director, NC State Extension  
Associate Dean, CALS  
Vice Provost, Outreach & Engagement

Asst/Assoc Professor,  
Extension Weed Specialist  
**NC State, Raleigh**

1983 - 1989

Extension Educator,  
Adjunct Professor  
**UMass, Amherst, MA**

1989 - 2015

1989 - 2015

Extension Director,  
Assoc Dean, CALS  
**NC State, Raleigh**

2009 - 2015

2016 -

Owner/Operator,  
**Pleasant Valley Gardens,  
Methuen, MA**

President, **Massachusetts  
Farm Bureau Federation**

Vice Provost, O&E  
**NC State, Raleigh**

2023 -



# Topics

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**I. How Extension Works**

**II. Power of Partnerships**

**III. Creating Impacts**

**IV. Outreach & Engagement**

**V. Strategic Plan 2030**

**VI. Q&A**



# How Extension Works



**1862**

Abraham Lincoln signs the Morrill Act, allocating funds from the sale of public lands to establish "land-grant" colleges for teaching agriculture and mechanical arts in every state.



**1889**

The North Carolina College of Agriculture and Mechanic Arts, now NC State University, opens its doors as the state's land-grant institution.



**2022**

NC State is selected as the forever home for the presidential-pardoned National Thanksgiving Turkeys, Chocolate and Chip, for the first time. Extension specialists oversee their care at the university's turkey education unit.



**2019**



Extension's annual economic impact to North Carolina is valued at \$2.1 billion.

**1993**

NC State launches the first university Extension website in the nation. Today, more than 11 million people visit our sites each year.



**1960s**

Extension's 4-H program expands to include urban youth for the first time, reflecting both the state's declining rural population and Extension's expanding focus beyond the farm.



**1952**

Mary Margret Smith becomes the first agent to serve the Qualla Boundary, as Extension formally partners with the Eastern Band of Cherokee Indians.

**1936**

For the first time, Extension farm demonstration agents are serving all 100 counties.



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EXTENSION**

**1907**



James A. Butler is hired as the state's first county agent, serving in Iredell. He hosts North Carolina's first farm demonstration two days later.

**1911**

Home demonstration agents start the first Girls' Canning Clubs, which expand and evolve into today's Family and Consumer Sciences programs.



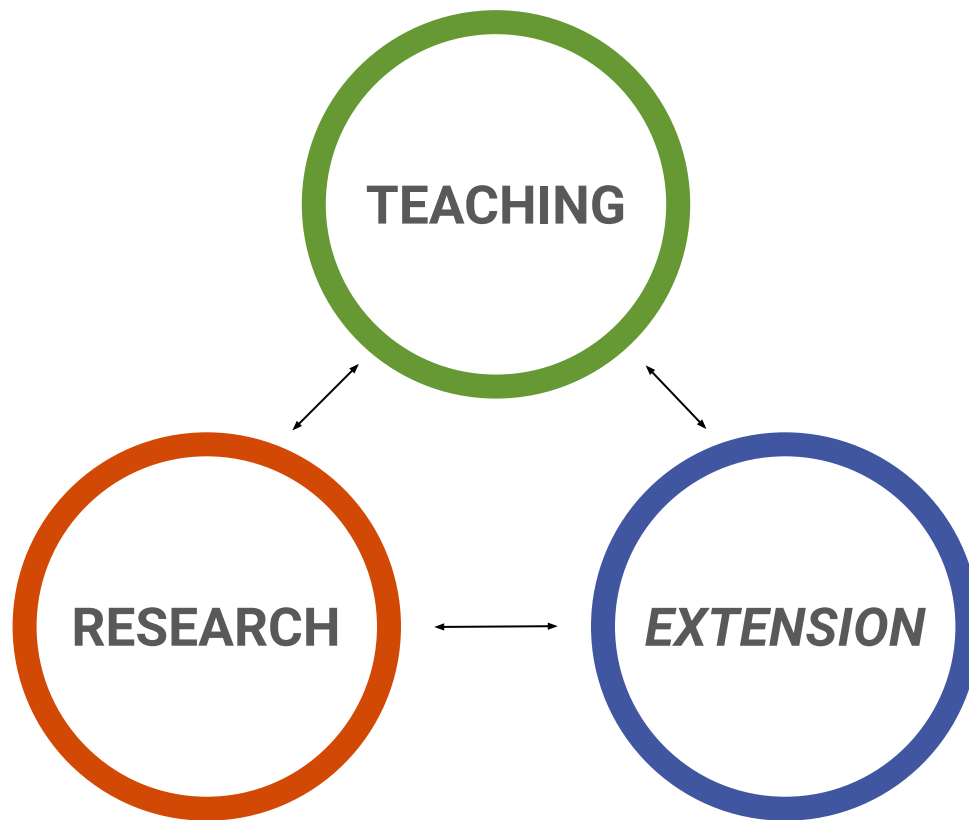
**1914**

The Smith-Lever Act formally establishes a national Cooperative Extension System associated with each land-grant institution. Extension in North Carolina – first known as the N.C. Agricultural Extension Service – is born on May 8.





# Land-Grant University Model





## **MISSION**

We extend research-based knowledge to all North Carolinians, transforming science into everyday solutions that improve lives and grow our state.

## **VISION**

We are the trusted, go-to resource for connecting research and education to the communities, economies and families of our state, creating prosperity for all North Carolinians.

NC State Extension is housed in the College of Agriculture and Life Sciences at NC State, and also includes faculty and staff from the College of Natural Resources, College of Design and College of Veterinary Medicine.

A woman with long brown hair, wearing a black t-shirt and a black apron, is smiling and looking to her right. The background is a kitchen with stainless steel cabinets. The text 'WE ARE... NC STATE EXTENSION' is overlaid on the image in white text on red rectangular backgrounds.

**WE**

**ARE...**

**NC STATE**

**EXTENSION**



## Core Program Areas



### Agriculture

Extension keeps North Carolina's \$100+ billion agriculture industry growing and sustainable by connecting growers with research-based information and technology.



### Food and Nutrition

Extension helps people make healthier decisions, reduce their risk of chronic disease and live better lives. Through a range of FCS efforts, our experts promote a lifetime of good health.



### Youth Development

Extension's 4-H program is the largest youth development organization in North Carolina. Through clubs and campus, 4-H equips hundreds of thousands of youth with life skills for success.



# Evolving and Expanding

Extension was created over 100 years ago to help bring agricultural research to farmers and rural areas. We continue to evolve and innovate to meet the needs of the diverse audiences we serve statewide.



**Lawns + Gardens**



**Disaster Planning  
+ Response**



**Environmental +  
Natural Resources**



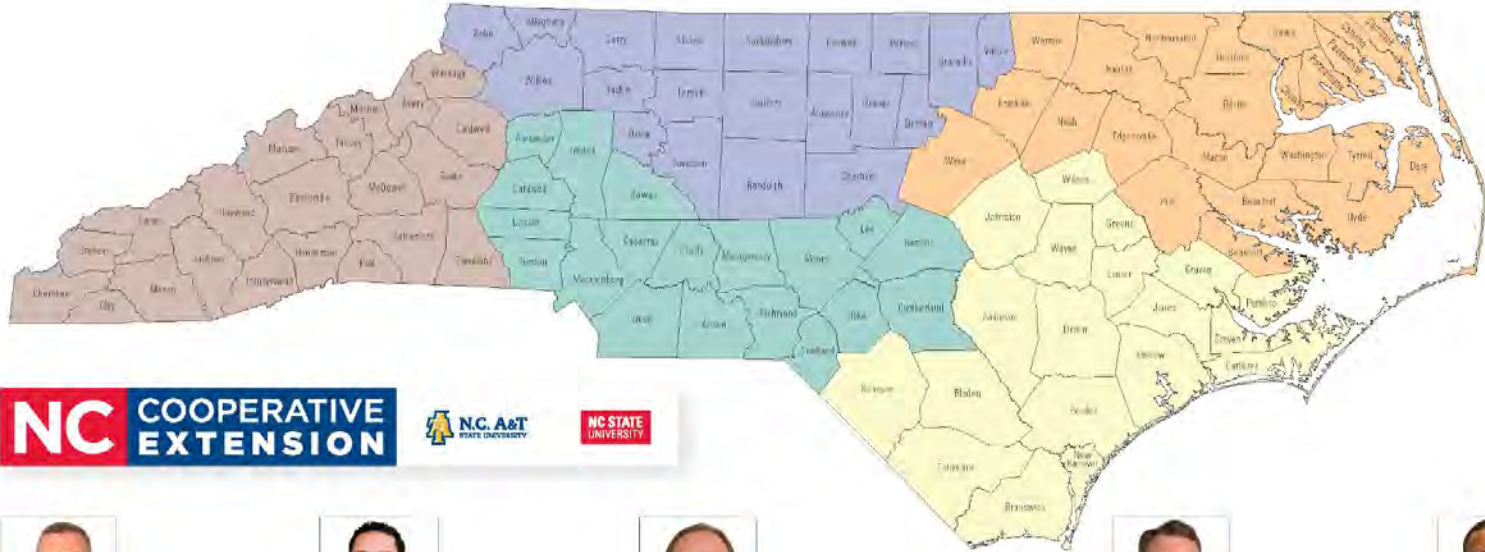
**Homes +  
Families**



**Community +  
Rural Development**



# Extension Districts



**WEST**  
Steve Duckett 828.250.4872



**NORTH CENTRAL**  
Tyrone Fisher 919.961.0996



**SOUTH CENTRAL**  
Keith Walters 919.515.8437



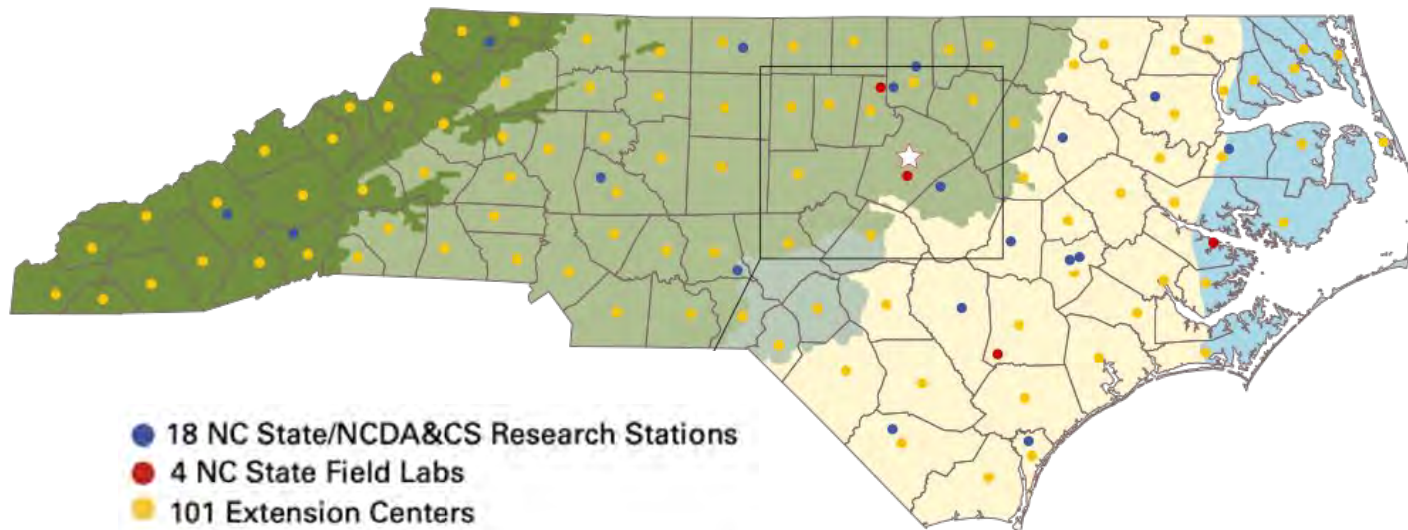
**NORTHEAST**  
Art Bradley, Jr. 919.515.8436



**SOUTHEAST**  
Dalton Dockery 910.234.2960



# Extension and Research



Geographic Regions: ■ Mountains ■ Piedmont ■ Sandhills ■ Coastal Plain ■ Tidewater



RESEARCH

+



EXTENSION

=



IMPACT





# Annual Funding (FY24)

**\*OTHER**

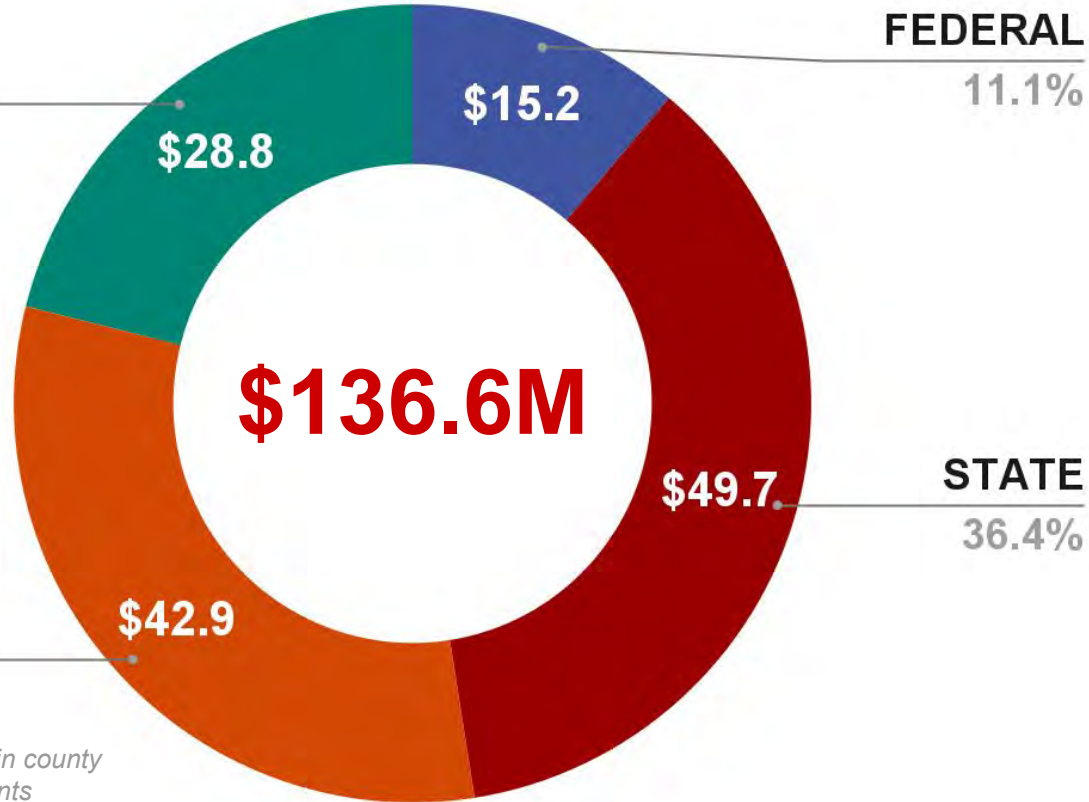
21.1%

*\*Grants, contracts,  
donations, etc.*

**\*COUNTY**

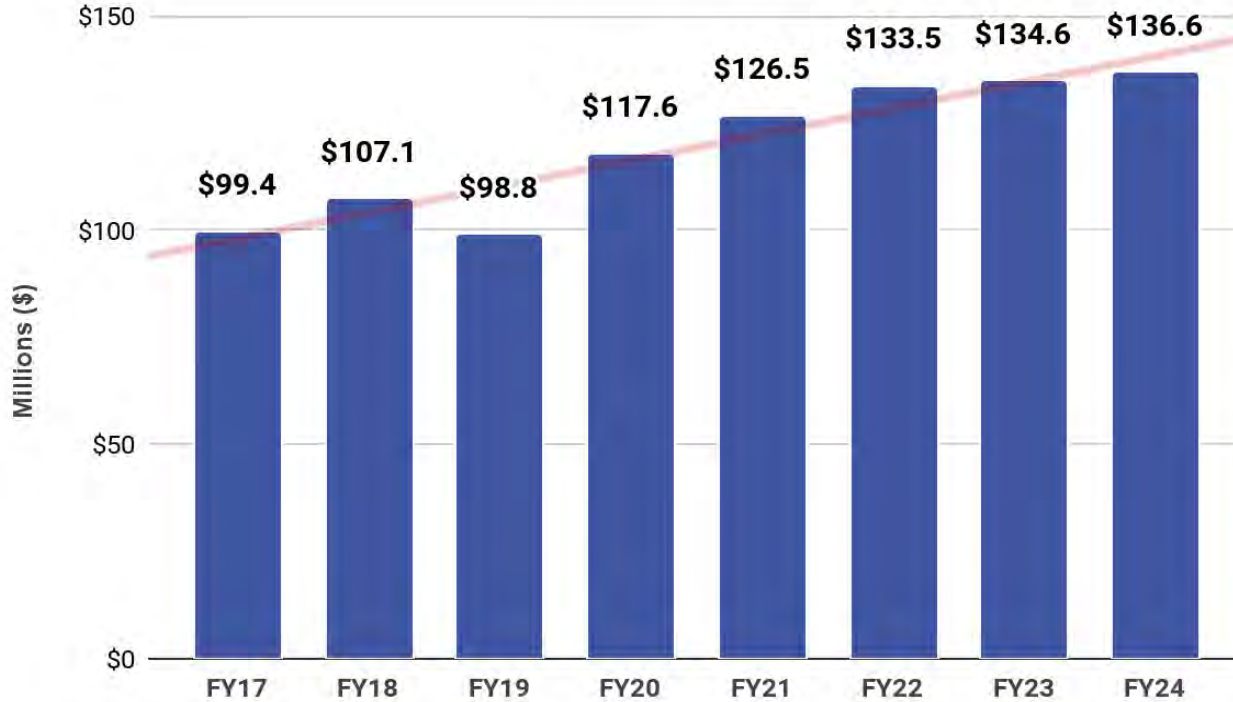
31.4%

*\*Not including \$42.6M in county  
infrastructure investments*

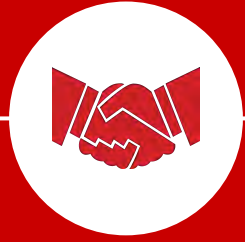




# Extension Annual Funding (FY2017-24)



**37%**  
Growth in  
annual funding



# Power of Partnerships



## A Culture of Collaboration



- Federal, State, County Funding
- State Match to Federal Capacity Dollars – 1:1
- Unique Partnership with Counties



## Land-Grant Universities

**North Carolina is home to two land-grant universities.**

Each school operates individual Extension units that deliver programming *both independently and in partnership.*

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EXTENSION



**N.C. A&T**  
STATE UNIVERSITY

COOPERATIVE  
EXTENSION



# Land-Grant Universities



## County-Based Initiatives

Always represent partnership between schools and local governments, along with other programs that are **jointly funded, coordinated and developed**.

- N.C. Cooperative Extension is the primary identity for all local centers.

## Campus-Based Initiatives

Initiatives that are **funded, coordinated and developed unilaterally**, regardless of how or where end products are used.

- Primarily applies to campus specialists, programs, events, publications, etc.



## Investing In the Future

**\$42.6M**

County partner investments  
in new / updated Extension  
centers in FY2024

**20+**

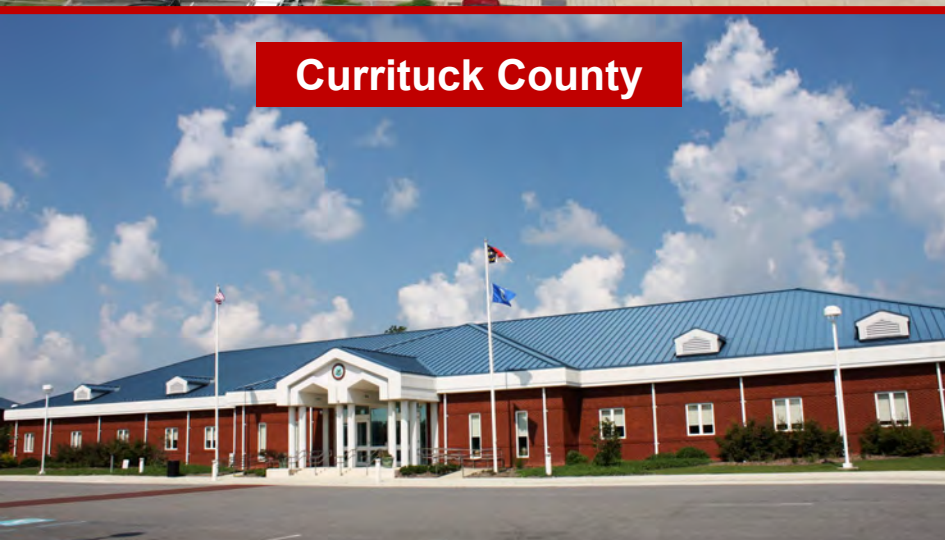
Counties with new /  
upgraded Extension  
facilities in FY2024



**Lenoir County**



**Randolph County**



**Currituck County**



**Avery County**





**Orange County**



**Hoke County**





**Millstone 4-H Camp (Richmond)**



**Rowan County**



**Chatham County**



## Union County





# Outreach and Engagement

PROMOTING | CONNECTING | SUPPORTING



## Community-Engaged Scholarship

- **Community-engaged scholarship** involves faculty in a **reciprocal partnership** with the community
- Primary goal is to create a **mutually beneficial exchange of knowledge and resources**
- **Engagement Operations Council (EOC)** brings together top thinkers from each college + key units, centers and institutes





# Societal Impacts of Research Task Force

- NSF evaluates grants on “Broader Impacts” in addition to scientific merit (agencies increasingly require societal impacts)
- Sample outcomes include:
  - Increased public literacy and engagement with science and technology
  - Improved well-being of individuals in society
  - Development of a diverse, globally competitive STEM workforce
  - Increased partnerships between academia, industry and others



# Engagement and Extension Reappointment, Promotion and Tenure Task Force

- “Extension and Engagement with Constituencies outside the University” is one of the six realms of faculty responsibility
- Develop pathways and guidelines for Departmental Voting Faculty, Department Heads and Deans to create an environment where E&E can flourish and faculty are rewarded in the RPT process



# Carnegie Community Engagement Re-Classification

- Elective classification administered by American Council on Education
- R1 and R2 “universal” designations are used by states for appropriations, funders, etc.
- Recognizes institutions that demonstrate commitment and excellence in community engagement
  - 368 currently classified institutions
- Requires a large body of evidence of meaningful and sustained institutional investments that are deep, pervasive and integrated





# Innovation and Economic Prosperity (IEP) Designation

- Association of Public and Land-grant Universities (APLU)
- Five-year extension for designation
- Recognizes institutional commitment to regional economic development
- Defines us as a leader, partner and public servant with the goal of increasing prosperity in North Carolina



## 2024 Connecting in North Carolina Tour: Piedmont

Annual bus tour for new faculty and staff introduces them to industry, education, extension and non-profit partners.

- Union & Guilford Extension Centers
- The Polymers Center
- Gaston College Textile Technology Center
- Sandhills Community College
- Plants for Human Health Institute
- N.C. Food Innovation Lab
- Pinehurst Course #10



## NC State Resources + Support for Engaged Scholarship

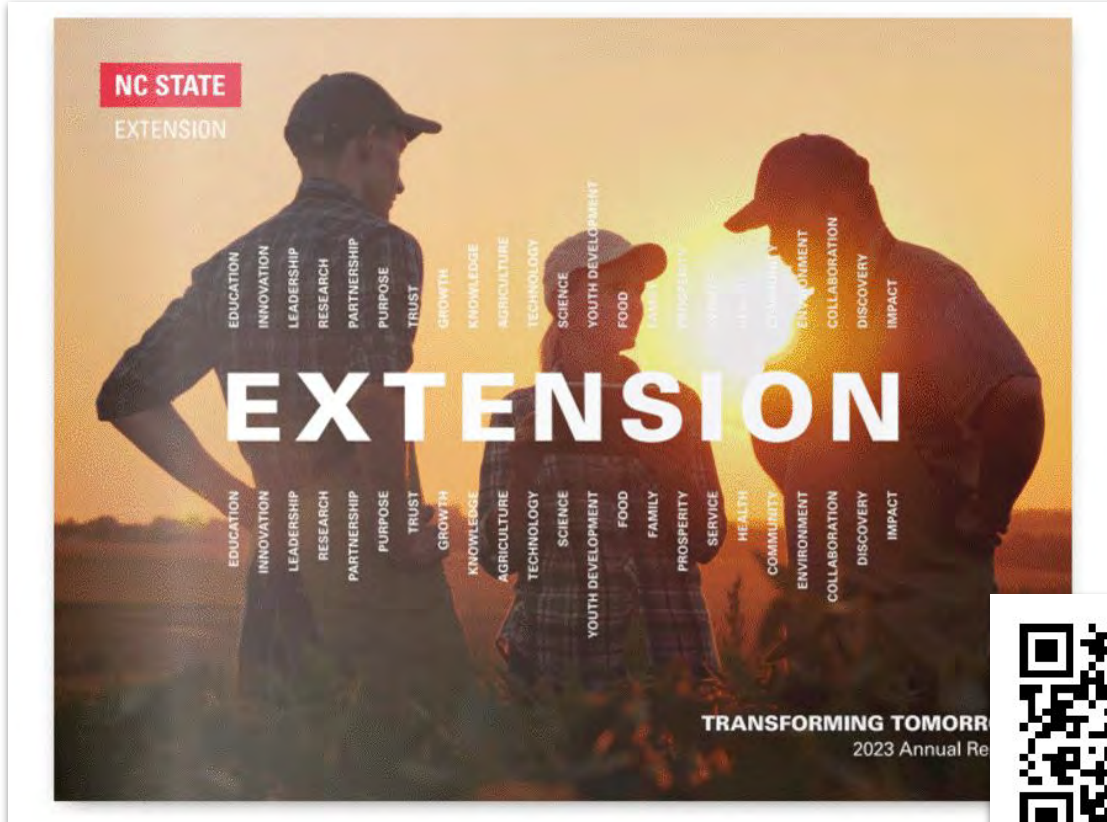
- Outstanding Extension and Engagement Awards
- Opal Mann Green Engagement and Scholarship Award
- Academy of Outstanding Faculty in Engagement and Extension (AOFEE)
- Incentive Grants
- Travel Grants



# Extension Impacts



# Extension Annual Report 2023-24





# Growing a Stronger Agricultural Future for N.C.

- Agriculture – food, fiber and forestry – account for ~16% of the state’s GDP and workforce

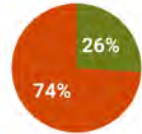
**\$111.1B**

**Economic Impact**

**42,000+**

**N.C. Farms**

**Crops**  
**Animals**



- Extension innovates and implements better agricultural products and practices, providing growers with resources they need to grow and thrive
- We address growing public demand to know where their food comes from / how ag impacts their lives



Extension agents and specialists collaborate to ensure timely, impactful research outcomes.

# Growing a Stronger Agricultural Future for N.C.

## N.C. Plant Sciences Initiative – Extension Agent Network

- Rotating group of 12 Extension agents who help ensure that research benefits N.C. producers statewide
- Outlet for N.C. PSI research innovations that aim to increase crop yields, create new varieties and extend growing seasons

[go.ncsu.edu/ExtensionAgentNetwork](https://go.ncsu.edu/ExtensionAgentNetwork)



## A Hole-In-One for Pollinators



[go.ncsu.edu/LetItBee](https://go.ncsu.edu/LetItBee)

Danesha Seth Carley, Extension sustainable landscapes expert, is working with Pinehurst Resort, host of the U.S. Open Championships

- **2014:** ID'd dozens of native plants to renovate No. 2 course
- **2024:** Introducing healthy bee and pollinator population on the course





## Cultivating the Next Crop of Ag Pros



[go.ncsu.edu/Marbles-Extension](http://go.ncsu.edu/Marbles-Extension)

- Partnership with Marbles and N.C. Soybean Producers
- Increase public's understanding of agriculture, their food supply and our role
- Early workforce development





## Growing Our Capacity



### **Bee the Solution** | [go.ncsu.edu/BeetheSolution](https://go.ncsu.edu/BeetheSolution)

N.C. State Beekeepers Association  
Faculty Award in Apiculture

**GOAL: \$1M**



### **Creating a Cornucopia** | [go.ncsu.edu/FutureofCorn](https://go.ncsu.edu/FutureofCorn)

Dr. Ronnie Heiniger Distinguished Chair  
in Corn Extension Agronomy

**GOAL: \$5M**



## Growing the Leaders of Tomorrow

### 4-H'ers are...



**4X**

more likely to  
give back to  
their community



**2X**

more likely to  
make healthier  
choices



**2X**

more likely to  
participate in  
STEM activities

**188K+**

Total annual 4-H participants

**137K+**

Students in school  
enrichment programs



# National Guard State Partnership Program



- Partnering with state / federal entities and foreign gov'ts to expand our impacts to millions more in Africa
- Develop Extension system in these countries + open doors for new and ongoing research
  - Extension specialists (Brandenburg, Jordan, Yencho) working in SE Africa for ~20 years
- Official signing in Raleigh on July 25

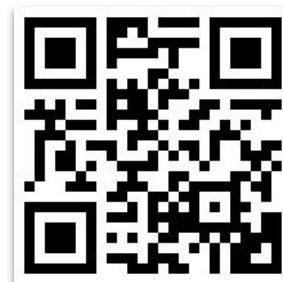
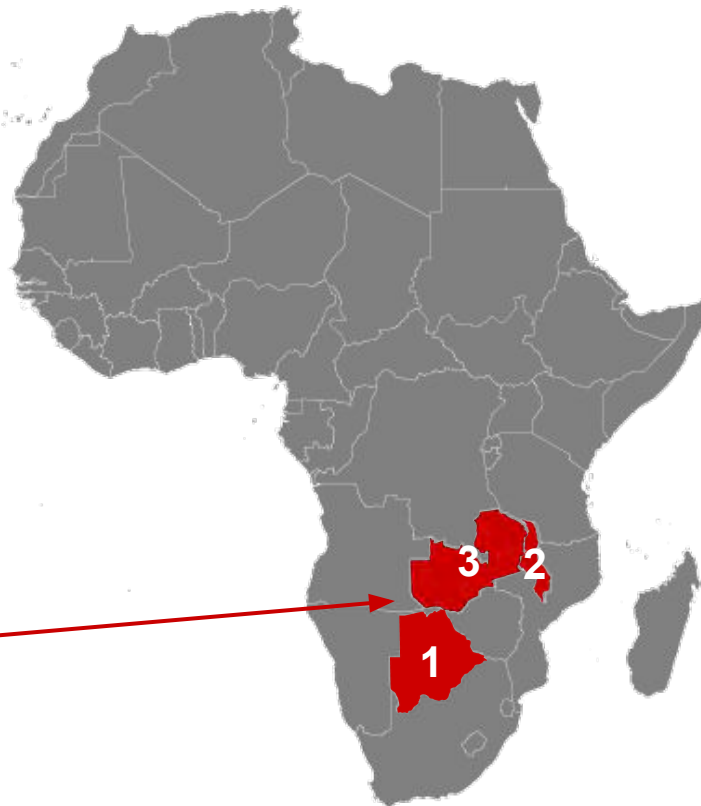
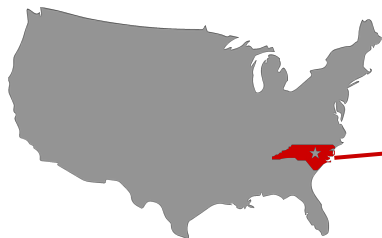


# National Guard State Partnership Program



1. Botswana (2008)
2. Malawi
3. Zambia

*N.C. has also partnered with Moldova (Europe) since 1996*





## Smith's Nursery Fire (June 2024)





# Strategic Plan 2030

NC STATE

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2030 Strategic Plan



More Strategic  
Plan Details





# EXTENSION 2030

→ OUR STRATEGIC PRIORITIES



Expand Extension Awareness and Utilization Throughout the State



Provide High-Caliber, Impactful Programming That Meets the Needs of Local Communities



Position NC State Extension as a Premier Employer in North Carolina



Enhance the Impact and Benefit of Extension Communications



→ OUR STRATEGIC PRIORITIES



Expand Extension Awareness and Utilization  
Throughout the State



# Growing Awareness, Promoting Impact



NC COOPERATIVE EXTENSION  
Solutions  
in all 100 counties  
for local challenges.



## 27-1 ROI

We deliver a 27-1 economic return on our government funding each year.

NC STATE EXTENSION



NC COOPERATIVE EXTENSION NC A&T NC STATE

# \$2.1 BILLION

Annual economic impact on North Carolina

[go.ncsu.edu/ExtensionImpacts](http://go.ncsu.edu/ExtensionImpacts)

A partnership translating science into solutions that Grow North Carolina



Homegrown  
NC STATE EXTENSION

Experience the food, landscapes and agriculture of North Carolina.

NC STATE EXTENSION

Annual report 2020

Serving North Carolinians in Their Time of Need

Keeping Food Doing the Most Good

Extension Food Safety Scientists Elevate Expertise to New Level

NC COOPERATIVE EXTENSION  
2020 REPORT  
Nash County Center

How Extension Supports Nash County

DID YOU KNOW?

There are 100 FARMERS with 120,473 acres of cropland production generating over \$100 million in annual revenue.

What is Cooperative Extension?

Generated Revenue

-\$130,384	Increased federal aid
\$9,535	Increased state aid
\$21,226	Increased local aid
\$6,470	Increased volunteer support

Volunteers Strengthen Extension

680

333,040

1,130

103

-185



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# Homegrown

Introduces Extension to new audiences in the state's urban / suburban areas, helping ensure our long-term relevance and success.

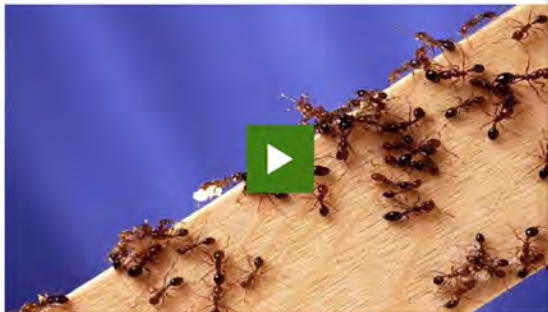
[go.ncsu.edu/Homegrown](https://go.ncsu.edu/Homegrown)



## Engagement Data (CY2023)

- > **600K+** video impressions
- > **117K** video views
- > **3.4K** hrs (total watch time)

## Controlling Fire Ants in Your Yard



As red imported fire ants continue to spread across North Carolina and the country, you may be a bit more leery about new ant mounds in your yard. We've all had that moment when we find little six-legged scavengers and wonder if the dreaded fire ant has set up shop.

But how do you spot a fire ant infestation? What do fire ants look like? And most importantly, how can you get rid of them? Homegrown shares tips and tools to help keep your yard fire ant-free in our latest segment featuring NC State Extension pest management specialist, [Mike Waldvogel](#).

**Fire ant mounds are usually a distinct dome-shape, with no opening at the center, and always out in the open.**

Bug Shot

## Promoting a Honey Bee Haven in North Carolina

A world without bees? THAT would sting.

June 18, 2024 | [Justin Moore](#) | 4-min. read



HONEY BEES ARE ONE OF THE MOST BELOVED – AND IMPORTANT – INSECTS IN THE ANIMAL kingdom. Instantly recognizable by their fuzzy black and yellow-striped abdomens, honey bees are prized the world over for their pollinating prowess.

**Honey bees are responsible for pollinating 80% of all flowering plants.**

In fact, more than [a third of the world's food supply](#) relies on honey bees for pollination. That includes over 100 fruits, vegetables and nuts, the cornerstones of a healthy everyday diet for humans and animals alike.

[+](#) What is pollination?

In North Carolina, there are abundant resources to help hives thrive – the honey bee is our state insect after all. North Carolina is home to both a nationally renowned [apiculture program](#) at NC State University led by Extension specialist [David Tarr](#), and a buzzing [state](#)

## Food Safety When the Power Goes Out



North Carolinians are no strangers to severe storms and the occasional power outage. Whether it's hurricanes and tropical storms near the coast, or snow, ice and other weather events throughout the state, you should be ready if the lights go out.

### WHEN DISASTER STRIKES



### We'll Help You Prepare

Stock up on helpful tips and tools on issues from managing a flooded home to food safety and emotional distress at Extension's N.C. Disaster Information Center so your family stays ahead of the storm.

[Learn more](#) →

Ben Chapman, NC State Extension food safety specialist, shares tips to help your family prepare for power outages by safely preserving and preparing common household food items when the power goes out. You can discover



→ OUR STRATEGIC PRIORITIES



Provide High-Caliber, Impactful Programming  
That Meets the Needs of Local Communities



# Adaptive, Responsive, Innovative

- The way the world interacts has changed post-pandemic – and Extension is adapting
  - Virtual Events (Field Days, 4-H Camps, Training)
  - Digital Experiences / Literacy
  - Tech-Driven Solutions
- Emerging tech like AI tools will play a key role in our efforts to connect with North Carolinians
- We continue to inform, innovate and implement precision ag solutions that foster future-ready farms





## Meeting People Where They Are

Extension's vast programs and partnerships revolve around a common concept:  
**connecting communities.**

Rural and urban, in-person and online,  
high-tech and high-touch.

**Extension will always meet people where they are.**







→ OUR STRATEGIC PRIORITIES



Position NC State Extension as a Premier Employer in North Carolina

**WE'RE  
HIRING!**

*Desk jobs aren't  
for everyone...*



Careers in  
Every County

**NC STATE** EXTENSION

**NC STATE**  
EXTENSION

**CAREERS  
SERVING  
YOUR  
COMMUNITY**

Heroes need  
**STATEV**

Wherever you  
want to work,  
Extension  
is there.



**NC STATE**  
EXTENSION

**HAGA DE SERVIR A  
SU COMUNIDAD SU  
PROFESIÓN**

...e cambian la vida  
en todo el estado.



**NC STATE**  
EXTENSION



**DESARROLLE SU  
CARRERA,  
E IMPULSE EL  
FUTURO**



Oportunidades  
profesionales disponibles  
en todo el estado.

**NC STATE** EXTENSION



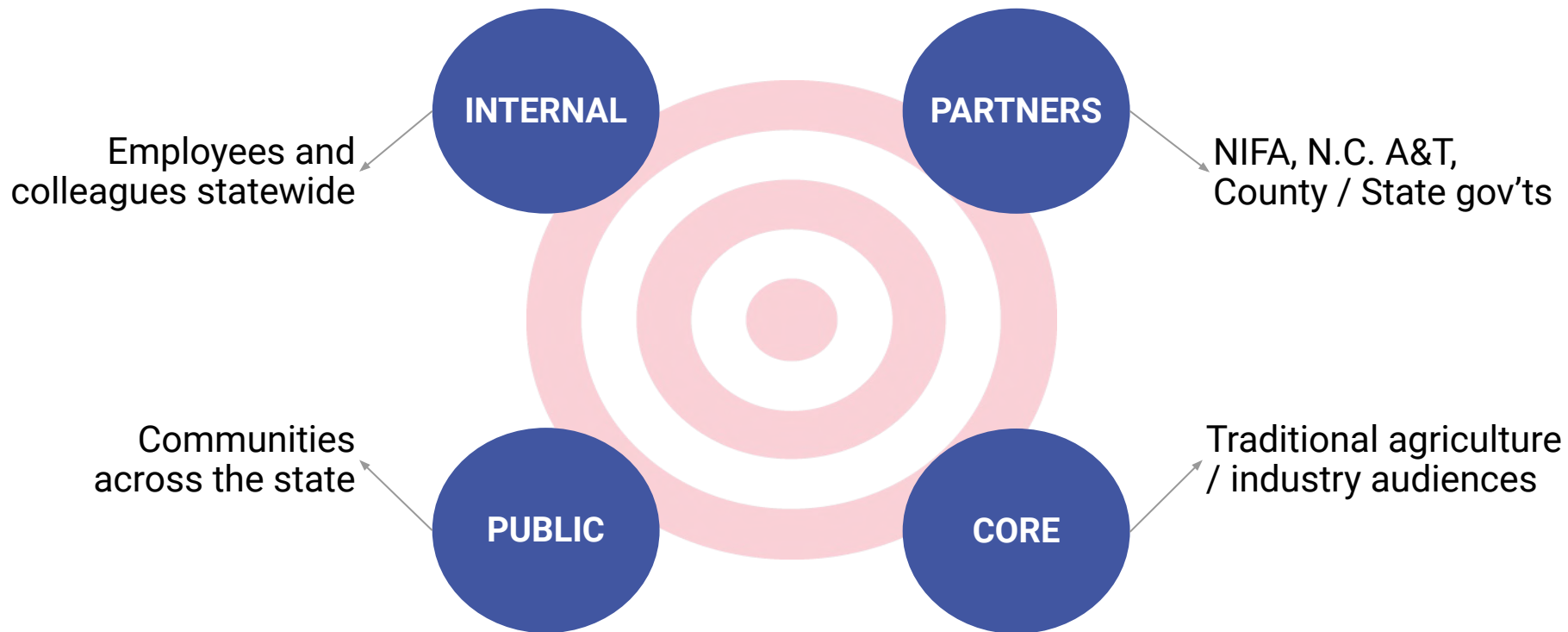
→ OUR STRATEGIC PRIORITIES



Enhance the Impact and Benefit of  
Extension Communications



# Extension Target Audiences





## Extension Web System Highlights

- **200+ Total Sites**  
(1 interconnected system)
- **101 County Sites**  
(incl. EBCI)
- **100+ Topical Sites**  
(i.e. IPM, Corn, 4-H, etc.)



**11.5M**

Total Visitors

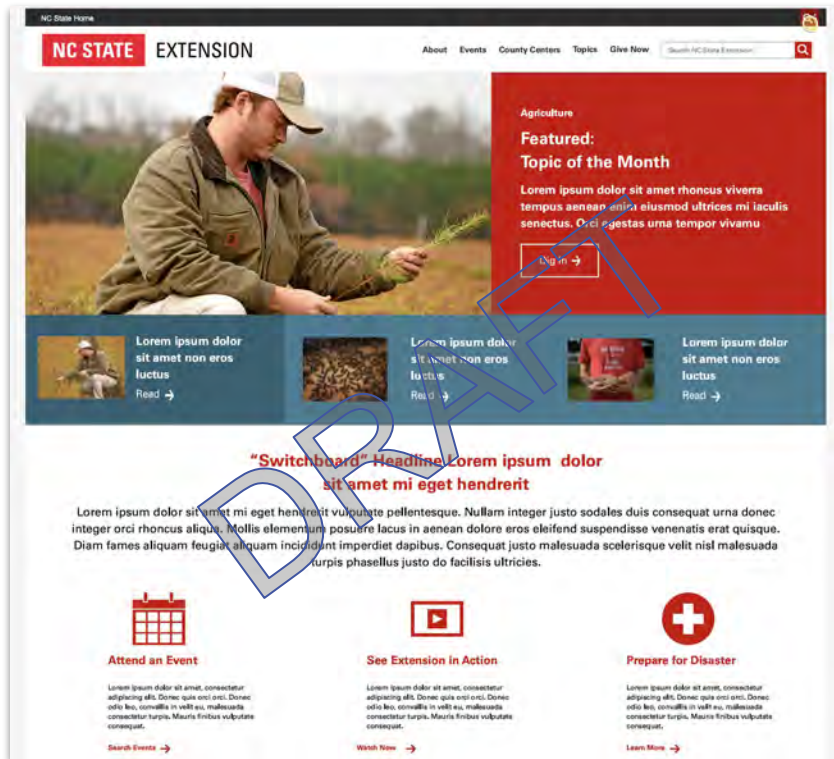
**34.3M**

Total Pageviews

*CY2023 data is underreported due to mid-year change in analytics platforms*



# Revamping Web System



- In 1993, we launched the **first Extension website** in the nation
- Now **>11.5 million** people visit our sites each year
- In 2025, we'll launch a fully redesigned Extension web system with **200+ sites** to more effectively inform and **engage our stakeholders**



# Talking Turkey, Nationwide



# Questions?

Rich Bonanno | [abonann@ncsu.edu](mailto:abonann@ncsu.edu)



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