Upcoming ALMs

Next Meeting

| September 10 | The State of the Campus Environment – supporting and sustaining NC State | Titmus |

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
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

1983 - 1989
Owner/Operator, Pleasant Valley Gardens, Methuen, MA

1989 - 2015
Asst/Assoc Professor, Extension Weed Specialist, NC State, Raleigh

1989 - 2015
Extension Educator, Adjunct Professor, UMass, Amherst, MA

2009 - 2015
Extension Director, Assoc Dean, CALS, NC State, Raleigh

2016 -
President, Massachusetts Farm Bureau Federation

2023 -
Vice Provost, O&E, NC State, Raleigh
Topics

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.

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 5.

1936
For the first time, Extension farm demonstration agents are serving all 100 counties.

1952
Mary Margret Smith becomes the first agent to serve the Qualla Boundary, as Extension formally partners with the Eastern Band of Cherokee Indians.

2019
Extension’s annual economic impact to North Carolina is valued at $2.1 billion.

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.
Land-Grant University Model

- Teaching
- Research
- Extension
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.
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
Our Extension Districts

Extension Districts

NC COOPERATIVE EXTENSION

WEST
Steve Duckett  828.250.4672

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
Our Extension Districts

Extension and Research

Geographic Regions:  Mountains  Piedmont  Sandhills  Coastal Plain  Tidewater
Our Extension Districts

Annual Funding (FY24)

*Grants, contracts, donations, etc.

- FEDERAL: 11.1%
  - $15.2M
- STATE: 36.4%
  - $49.7M
- COUNTY: 31.4%
  - $42.9M
- OTHER: 21.1%
  - $28.8M

*Not including $42.6M in county infrastructure investments

Total: $136.6M
Our Extension Districts

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

Federal
USDA / NIFA
Extension and Program Grants
Smith-Lever Act

State
Land-Grants:
NC State
N.C. A&T

County
Extension Offices
Local Government Volunteers
North Carolina is home to two land-grant universities. Each school operates individual Extension units that deliver programming both independently and in partnership.
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
Currituck County

Lenoir County

Randolph County

Avery County
Millstone 4-H Camp (Richmond)

Rowan County

Chatham County
Outreach and Engagement

PROMOTING | CONNECTING | SUPPORTING
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
Our Extension Districts

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
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 42,000+
Economic Impact N.C. Farms

- 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
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
A Hole-In-One for Pollinators

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

[go.ncsu.edu/LetItBee](go.ncsu.edu/LetItBee)
Cultivating the Next Crop of Ag Pros

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

go.ncsu.edu/Marbles-Extension
Growing Our Capacity

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

N.C. State Beekeepers Association
Faculty Award in Apiculture

**GOAL:** $1M

**Creating a Cornucopia**  |  [go.ncsu.edu/FutureofCorn](http://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

2. Malawi
3. Zambia

N.C. has also partnered with Moldova (Europe) since 1996
Smith’s Nursery Fire (June 2024)
Strategic Plan 2030
2030 Strategic Plan
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
Expand Extension Awareness and Utilization Throughout the State
Growing Awareness, Promoting Impact

$2.1 BILLION
Annual economic impact on North Carolina

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

Homegrown
Experience the food, landscapes, and agriculture of North Carolina

A partnership translating science into solutions that Grow North Carolina

go.ncsu.edu/ExtensionImpacts

Gardening North Carolina in Hard Times & a Natural Disaster

420
680
1,100
185

Extension home economics
Estimated Food Safety Savings

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

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.

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.

WHEN DISASTER STRIKES

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.

Food Safety When the Power Goes Out

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.

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 if you’re ready and what to do next at ncstate.edu/disaster.
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.
Position NC State Extension as a Premier Employer in North Carolina
WE'RE HIRING!

Wherever you want to work, Extension is there.

CAREERS SERVING YOUR COMMUNITY

HAGA DE SERVIR A SU COMUNIDAD SU PROFESIÓN

Desk jobs aren't for everyone...

Heroes need new STATEVEERS

Oportunidades profesionales disponibles en todo el estado.
OUR STRATEGIC PRIORITIES

Enhance the Impact and Benefit of Extension Communications
Extension Target Audiences

- **INTERNAL**: Employees and colleagues statewide
- **PARTNERS**: NIFA, N.C. A&T, County / State gov’ts
- **PUBLIC**: Communities across the state
- **CORE**: Traditional agriculture / industry 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.)

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?
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