Putting Knowledge to Work

101 County centers incl. Eastern Band of Cherokee

13,000+ Educational programs offered

2.6M Unique website visitors each year

1.5M In-person contacts with North Carolinians

$36M Tax revenue generated

$2.1 BILLION Economic Impact for North Carolina = 27-to-1 ROI

Return on government investments
Morrill Acts of 1862 & 1890

- July 2, 1862 (signed by President Lincoln)

- Congress approved the sale of 30,000 acres of public land per member of Congress ($1.25/acre) to create at least one “land-grant” college in each state

- In North Carolina, this involved Agriculture and Mechanical Arts and NC State University (1887)
Smith-Lever Act of 1914

May 8, 1914

Established a national Cooperative Extension Service to extend outreach programs through land-grant universities to educate rural Americans on advances in agricultural practices and technology.

These advances helped increase American agricultural productivity dramatically throughout the 20th century.

Today, Cooperative Extension continues to serve the educational and developmental needs of communities across the United States by helping citizens keep pace with rapid modern advances in agriculture techniques and technologies.
Smith-Lever History

Authored by Sen. Hoke Smith of Georgia (born in Catawba County, N.C.) and Rep. Asbury Lever of South Carolina, the Smith-Lever Act was the culmination of years of advocacy by farm groups and others who believed that rural Americans needed more opportunities and education in order to sustain a vibrant American economy and democracy.
Land-Grant University Model

- Teaching
- Research
- Extension
How Extension Works

North Carolina’s two land-grant institutions – NC State and N.C. A&T State universities – work with federal, state and local governments to form a strategic partnership called **N.C. Cooperative Extension**.

Each school operates individual Extension units — NC State Extension and Cooperative Extension at N.C. A&T — that offer programming both independently and through their N.C. Cooperative Extension partnership.
A System of Solutions

1. **IDENTIFY ISSUES**
   Extension experts in every county collaborate with campus specialists to confirm local needs.

2. **RESEARCH SOLUTIONS**
   Apply science and technology to better understand and address the issue.

3. **TRANSFER RESULTS**
   Deliver research-based recommendations back to the communities, translating knowledge into practical applications.
University Extension Units

Each school operates individual Extension units — NC State Extension and Cooperative Extension at N.C. A&T — that offer programming both independently (campus initiatives) and as a strategic partnership (county programs) called N.C. Cooperative Extension.
COUNTY-BASED initiatives always represent partnership between NC State, N.C. A&T 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 that are funded, coordinated and developed unilaterally, regardless of how or where the end products are used.

Primarily applies to campus specialists, programs, events, publications, etc.
Progress Through Partnerships

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

> Federal, State and County Funding
> State Match to Federal Capacity Dollars – 1:1
> Strong, Unique Partnership with Counties
Positioning Statement

NC State Extension is the local and statewide outreach provider of North Carolina’s preeminent research enterprise — NC State — delivering research-based agricultural, food and youth programs for all North Carolinians.

Our world-leading faculty and exceptional field faculty — who are at the forefront of innovation and discovery — provide high-tech, high-touch expertise to serve the unique needs of diverse clients.

Our extensive partnerships with agriculture, business, industry, education and government create a unique culture of collaboration that increases productivity and fuels economic development.

Our trusted research-based programs and technical assistance provide solutions and empower

Brand Promise

Creating economic, societal and intellectual prosperity

Brand Drivers

- World-leading faculty and exceptional field faculty at the forefront of innovation and discovery
- Extensive partnerships with agriculture, business, industry, education and government
- Trusted research-based programs and technical assistance
- Leadership in experiential education

Brand Personality

- Innovative
- Intellectual
- Purposeful
- Trusted
- Caring
Building a Stronger Agricultural Future for N.C.

Agriculture and agribusiness – food, fiber and forestry – account for roughly 17 percent, or $91.8 billion, of the state’s GDP.

N.C. has the third most diverse ag economy in the country, with more than 80 commercial crops and a large animal agriculture presence spread over 47,000 farms.

Extension discovers and implements better agricultural products and practices, providing growers with the resources they need to continue producing high-quality, economically-significant crops and livestock.

We also address a growing demand from the public to learn about where their food comes from and how agriculture impacts their lives.
SLIDE TEMPLATES

Following are sample slides that you can customize as needed
Title
Subtitle if Needed

Highlight/intro content about structure, funding, programming, history, impacts, etc.

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Find Extension images at: go.ncsu.edu/NCCEPhotos
Insert Name  |  Insert Email

www.sample.com