

Extension by the Numbers

101

County centers incl.
Eastern Band of
Cherokee

1,058

Total
employees

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 on North Carolina

=

27-to-1 ROI

Return on government investments

Our Extension Impact

NC State Extension extends research-based knowledge to all North Carolinians, helping them transform science into everyday solutions that improve their lives and grow our state.



\$2.1B impact

Annual economic impact on North Carolina.



In 2019, we connected with

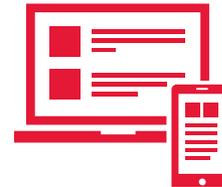
1.5M

people via 13,000+ programs.



27-to-1 ROI

Extension generates a 27-to-1 return on government investments.



2.6M

Unique visitors to Extension site

8.1M

Total pageviews



1,058 Professionals

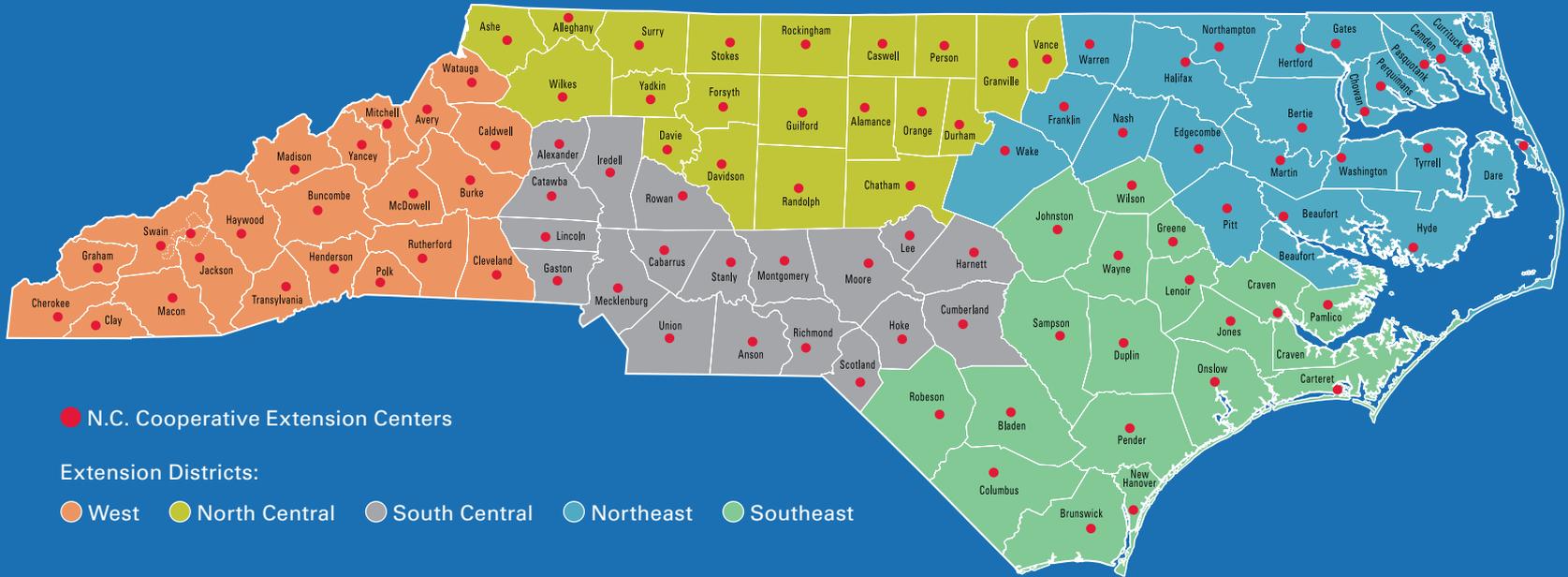
101 Local Centers

go.ncsu.edu/ExtensionImpacts

Extension is Everywhere for North Carolina

101 Local Centers, 1,058 Professionals

NC State Extension supports locally-focused services in every North Carolina county and the Eastern Band of Cherokee. County centers house 619 NC State professionals, while another 439 faculty and staff on NC State's campus work with Extension in some capacity.



In 2019, we connected with
1,544,159M
 people face-to-face via
 13,000+ programs*

*Directly engaged in the learning process individually or as part of a group.



\$2.1B

Extension's annual economic impact on North Carolina[^]

[^]TEconomy Partners, LLC, independent analysis of economic impact, including N.C. Cooperative Extension partnership, in 2018.



2.6M

Unique visitors to Extension sites

8.1M

Total pageviews



**27-1
ROI**

Economic return on government investments in Extension

Slides 1-3 are very similar, as we wanted to provide options...

You can use any of them, or customize with local data using the templates beginning at Slide 20.

OUR MISSION

NC State Extension extends research-based knowledge to all North Carolinians, helping them transform science into everyday solutions that improve their lives and grow our state.

OUR VISION

We are the model of excellence in non-formal, research-based education that advances agriculture, the environment, human health and well-being, youth and communities, while creating prosperity for all North Carolinians.

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

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



125 Years of Providing Access
and Enhancing Opportunities

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.

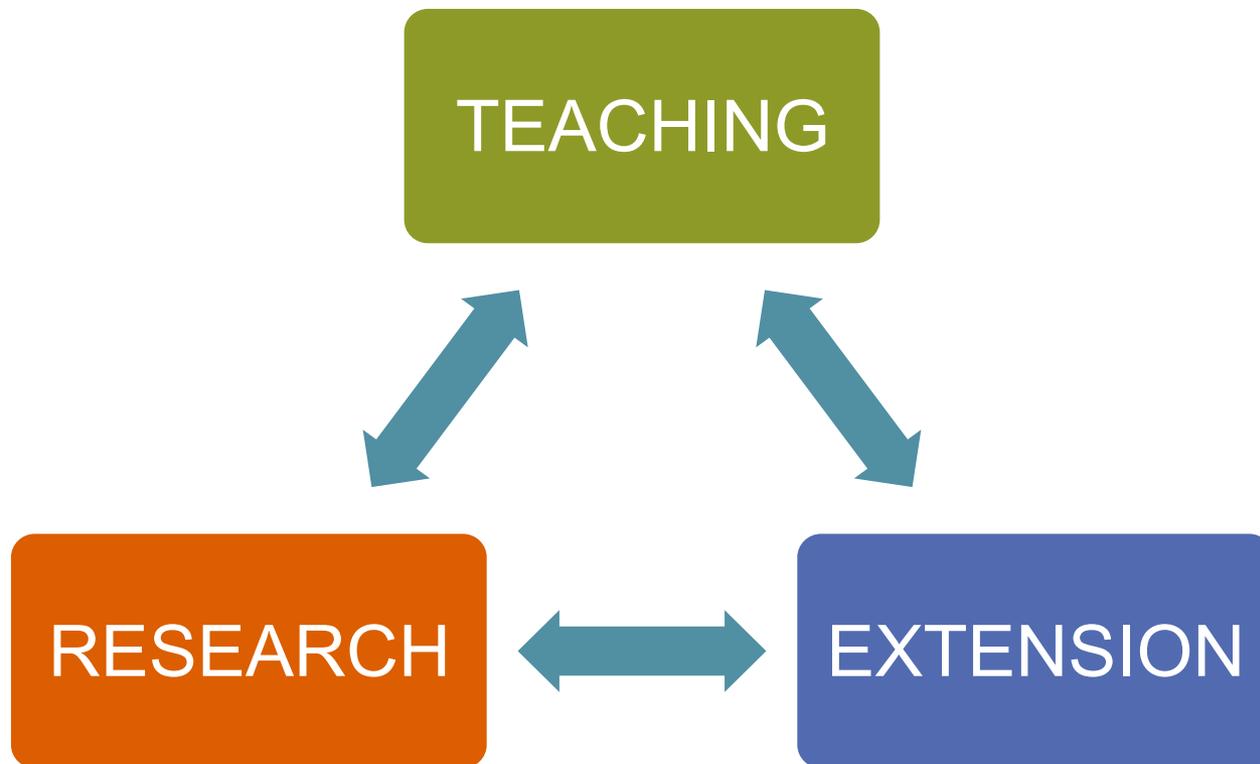


Smith-Lever History

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



Progress Through Partnerships



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

How Extension Works

North Carolina is home to two land-grant institutions: NC State University and N.C. A&T State University. The universities work alongside 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



Extension Districts Map



WEST
Kelley Hiemstra 828.687.0570



NORTH CENTRAL
Susan Kelly 828-687-0570



SOUTH CENTRAL
Clinton McRae 919.515.8433



NORTHEAST
Art Bradley, Jr. 252.641.7815



SOUTHEAST
Keith Walters 919.515.8437

University Extension Units

The logo for NC State, featuring the words "NC STATE" in white, bold, sans-serif font inside a red rectangular box.

EXTENSION



N.C. A&T
STATE UNIVERSITY

COOPERATIVE
EXTENSION

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.

What We Do

NC State Extension serves as a bridge to our state's preeminent research university, delivering lifelong skills and learning directly into the hands of North Carolinians. We grow North Carolina through programs and partnerships focused on:

Agriculture



Connect growers with research-based information and technology that help keep North Carolina's \$87 billion agriculture industry growing and sustainable

Food & Nutrition



Help people make healthier decisions and live better lives through programs ranging from local foods and home gardening to food safety and food preservation

Youth Development



Extension's 4-H program is the largest youth development organization in North Carolina, helping grow over 260,000 youth each year into the leaders of tomorrow.

27-1 ROI

We deliver a 27-to-1 return on government investments in Extension



Agriculture

NC State Extension connects farmers, agribusinesses and communities with vital research-based information and technology. Research at NC State targets society's grand challenges. Extension delivers that research directly into the hands of North Carolinians, helping them to translate knowledge into everyday solutions.

Food and Nutrition

Extension offers a wealth of educational programs that address public health issues, improve economic well-being, and help people make healthier, better-informed decisions. Programs range from local foods and food safety to food preservation, gardening and environmental efforts, among scores of others.



4-H Youth Development

4-H is the largest youth development organization in North Carolina. Hundreds of thousands of young people learn the skills to succeed through 4-H educational programs and camps. NC State Extension and the Cooperative Extension Program at N.C. A&T State University conduct 4-H programs where young people learn by doing.



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 clients to make better-informed decisions.

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%, 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*



PRESENTATION TITLE

Name

Date

Title

Subtitle if Needed

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

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Title

Subtitle if Needed

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Find Extension images at:
go.ncsu.edu/NCCEPhotos

Title

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Header

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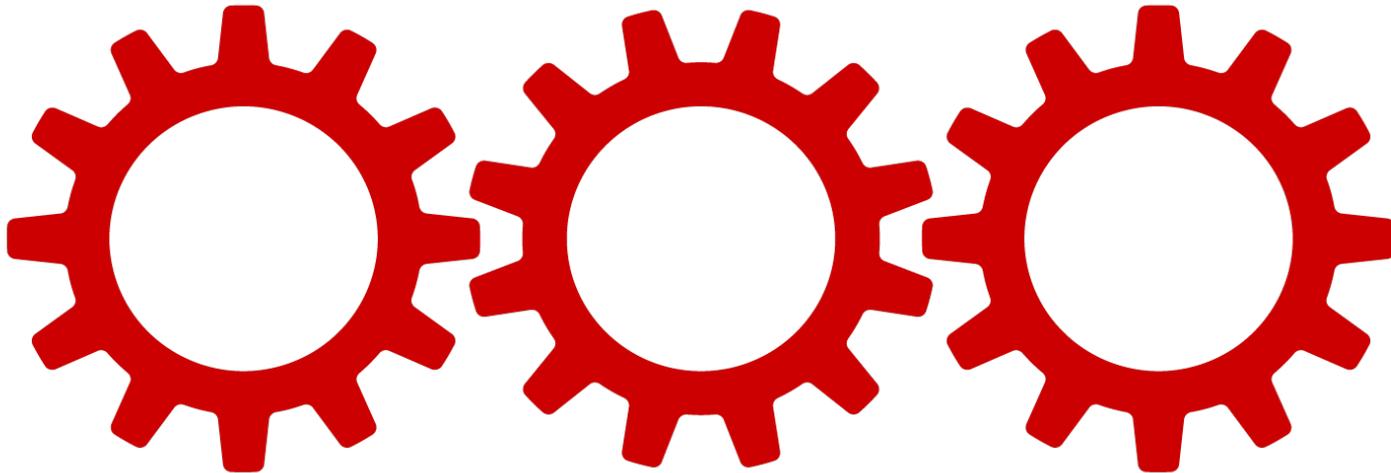
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Subtitle if Needed

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Title

Subtitle if Needed

Select Your Image



QUESTIONS?

Insert Name | Insert Email

