

MARKETING AND COMMUNICATIONS NEWS

**Extension In Your Neighborhood**

Southeast	South Central	Northeast	North Central	West
Counties: 19	Counties: 19	Counties: 22	Counties: 22	Counties: 22
Households: 371,962	Households: 598,305	Households: 393,302	Households: 486,937	Households: 232,282
Food Insecurity Rate: 2020 Proposed: 19.9%	Food Insecurity Rate: 2020 Proposed: 16.9%	Food Insecurity Rate: 2020 Proposed: 12.7%	Food Insecurity Rate: 2020 Proposed: 17.4%	Food Insecurity Rate: 2020 Proposed: 17.9%
Farms: 2,687	Farms: 6,900	Farms: 5,430	Farms: 14,643	Farms: 8,788
*Extension Employees: 147	*Extension Employees: 100	*Extension Employees: 124	*Extension Employees: 129	*Extension Employees: 113
*Extension Programs: 4,800	*Extension Programs: 6,664	*Extension Programs: 4,322	*Extension Programs: 3,117	*Extension Programs: 1,823

*\*Not independently verified by county government*

**HomeTown Hero | Michelle Estala**  
 If you were to identify an individual who goes of herself for the good of others, you would find Michelle Estala. An Extension FCS agent in Wayne County, "Michelle is a selfless individual that has the passion and vision to overcome adversity and achieve success at the highest level," according to Kevin Johnson, director of Extension's Wayne County Center. That determination was on full display in 2020, as Michelle quickly transitioned to virtual platforms to curb the impact of COVID-19, partnering with colleagues to produce high-quality, high-impact programs that have reached new audiences. Michelle is a vital resource, delivering educational resources to thousands of local citizens - particularly minority populations and at-risk communities - on eating mindfully and maintaining a healthy lifestyle. "Michelle is a true gem and the epitome of an excellent adult educator," added Kevin.

**HomeTown Hero | Zach Troutman**  
 Among the many changes brought about by the pandemic, 2020 saw a surge in interest in home cooking. But with delivery services at an all-time low, Zach Troutman, Extension FCS agent in Lincoln County, was doing with a will order. Often collaborating with colleagues local, enhancing their local efforts, Zach delivered virtual demonstration-style cookbooks that have been recognized throughout the state. The systems covered a broad range of topics, from cooking with herbs and using pressure cookers to food safety and the food instead of waste diet. Despite the challenges of online delivery, Zach facilitated active discussions of recipes, cooking techniques and nutrition, with many participants noting significant changes to their eating and lifestyle habits during a time when personal health was a top priority.

**HomeTown Hero | Ginger Cunningham**  
 COVID closed Extension's Chatham County Center for much of 2020, but that didn't stop Ginger Cunningham, county Extension director, and her team from embracing the true meaning of community service. With the odds stacked against her, Ginger prioritized the needs and well-being of staff, engaging her team in regular remote check-ins and family meetings. By fostering a family environment, Ginger helped the team maneuver myriad challenges, from navigating the office closure and a crippling cyber attack to managing remote work, personal health concerns and family obligations - all while continuously caring for the community. "I'm so proud of our team and the extraordinary work we've done keeping the university to people in new and meaningful ways," Ginger said.

**HomeTown Hero | Charlie Godfrey**  
 Extension 4-H Youth Development Agent Charlie Godfrey saved 2020 knowing that he would have to be flexible and creative to continue meeting the diverse needs of Cleveland County youth and families. By transitioning all 4-H activities online, Charlie expanded his audience and kept youth, parents, volunteers and community partners engaged. Preparing for the need for hands-on educational activities at home, he distributed vegetable seeds and gardening instructions to 1,900 students through the school system's home lunch distribution program. He also strengthened collaborations with local organizations and county government, while equipping teachers with 4-H resources, leading an online community forum on social equity and staffing the county's COVID-19 hotline to include vaccination appointments.

View the 2020-21 NC State Extension Annual Report | Interactive Edition



New Success Story + Local Impact Handout Templates

As local budget reviews and planning discussions ramp up, we're providing a new set of pandemic success story handouts and local impact 1-pagers.

These customizable resources feature key COVID-19 efforts and updated impact data to help you convey Extension's value. Localize and promote the materials through your websites, social channels and newsletters; share with county commissioners or granting agencies; present at budget meetings; add links in your email signature; or use them in whatever way is most helpful.

Success Story Handouts | Local Impact 1-Pagers



Annual Report, New Impact Resources Available

Find the latest annual report for NC State Extension, along with new impact handouts, resources and data that will help you promote your programs and tout our

efforts across the state.

[Visit Extension Stats + Strengths »](#)



## **We *Still* Grow North Carolina | Pandemic Response Stories**

While the pandemic has presented extraordinary challenges, Extension never stopped delivering on our promise. Our experts are connecting with North Carolinians in new and innovative ways, transporting Extension into homes, businesses and communities.

[Discover Our Impact Stories »](#)

**Extension Marketing and Communications** offers a variety of resources to help you connect with your audiences and demonstrate impact. Find these and other tools in a new "Impacts" section of our brand site below.

[Visit the Extension Brand Site »](#)



## Serving North Carolinians in Their Time of Need

Keeping farmworkers safe. Supporting overwhelmed parents and teachers. Fighting food insecurity in underserved populations. Helping restaurants reopen and operate safely.

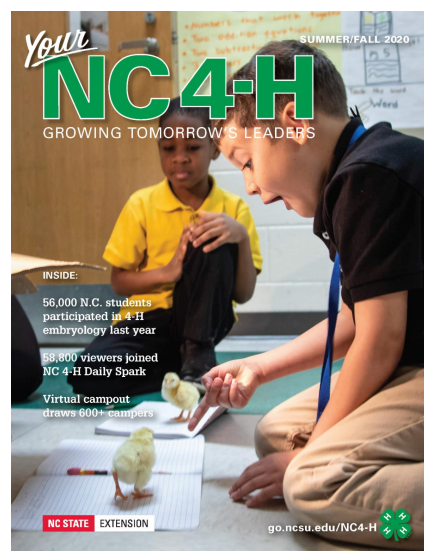
When COVID-19 hit, Extension was there for our North Carolina neighbors. Rural and urban, small and large, high-tech and high-touch – we meet people where they are.

Watch and share our [COVID-19 pandemic response video](#).

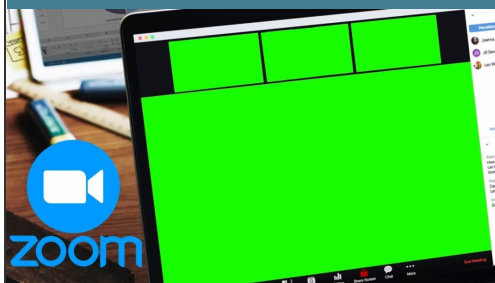
## North Carolina 4-H Impacts Magazine

This pandemic has challenged youth and adults to find new ways to learn, play and live. Each community has been affected differently during this time, and 4-H agents, volunteers and youth have stepped up and used their talents and resources to help others.

[Read the latest report »](#)



## Cool Tech Tool | Virtual Background Resources




You're now able to create your own virtual backgrounds for web conferencing tools like Zoom with a new [NC State Virtual Background Generator](#). You also can download ready-to-go [Extension Virtual Background Graphics](#).

Find more Zoom tools and resources on the [Extension Brand Site »](#)

## Bolster Local Donations During Day of Giving

It's that time again! Extension will again play a vital role in the **NC State Day of Giving** on **March 24, 2021**.

 **NC STATE**  
**DAY OF GIVING**  
**03.24.21**

Extension local centers have the opportunity to put the NC State brand to work for your own Day of Giving fundraising efforts. The goal is to generate donations from all 101 centers, with all money raised going back to your local programs and activities.

Watch **Dr. Bonanno's video** for more details, and find additional tools and guidance at **Extension Day of Giving Toolkit**

VISIT THE BRAND SITE  
**[go.ncsu.edu/ExtensionBrand](http://go.ncsu.edu/ExtensionBrand)**

We regularly add new and updated materials to the brand site, check back often and [let us know](#) if you have ideas or needs for other resources.

*[Marketing and Communications Newsletter Archive >>](#)*



NC State University and N.C. A&T State University work in tandem, along with federal, state and local governments, to form a strategic partnership called N.C. Cooperative Extension.

NC State University provides equal opportunity and affirmative action efforts, and prohibits discrimination and harassment based upon a person's age, color, disability, family and marital status, gender identity, national origin, political beliefs, race, religion, sex (including pregnancy), sexual orientation and veteran status.

[NC State University Equal Opportunity, Non-Discrimination and Affirmative Action Policy](#)

