

SEAC Meeting -- SC State University

September 20, 2017

Programmatic Committee Notes

With guidance from Dr. Tom Dobbins, the committee identified three areas of focus:

- 1) Future programs
- 2) How to improve programs
- 3) Program evaluation

FUTURE PROGRAMS

- Needs assessment
- Established programs
- Localized by counties
- Encourage, promote, and facilitate joint programs between Clemson Extension and SC State Extension
- Encourage, promote, and facilitate communication between Clemson Extension and SC State Extension
- Advisory groups by program area at county level
 - o Information should feed up
- Monitor searches on Clemson Extension and SC State Extension websites to determine topics of interest by the general public
- Research tool to determine statewide needs
- Dead dogs vs. cash cows vs. stars
- What are trends in counties? For example:
 - o Food preservation
 - o Growing vegetables
 - o Community gardens
 - o Backyard poultry

PROGRAM IMPROVEMENT

- Vary time of day (lunch vs. evening) and day of the week (weekday vs. weekend)
- Consider repeating programs, especially successful programs
- Record workshops and post them on Clemson Extension and SC State Extension websites AND YouTube
- Consider expanding use of social media, for example:
 - o Twitter conferences
 - o Facebook live
 - o Hashtag messages
- Cross promote and advertise programs on Clemson Extension and SC State Extension websites
- ADA accommodations for both face to face programs and online videos, for example
 - o Sign language
- Advertising
 - o Monitor web searches on Clemson Extension and SC State Extension websites and send advertisement or information about Extension services

PROGRAM EVALUATION

- What is the status of the program evaluation form (copy attached) developed by the Programmatic Committee?
- Guidance from Dr. Dobbins and Dr. Callahan about members of the Programmatic Committee conducting independent external reviews of programs, i.e.
 - o Committee members would physically attend at least one program during the year, complete the attached evaluation form, and submit the evaluation form to the Extension Service Evaluation Specialist
 - Is this something Dr. Dobbins and Dr. Callahan would support?
 - If so, would Extension Agents be notified of the review?
 - If so, how would Extension Agents conducting the workshops be notified?
 - If an external review is going to be conducted, is the proposed evaluation form acceptable for the external review or should the members of the Programmatic Committee use the evaluation form that will be used internally?
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- Any evaluation should measure outcomes and compare cost vs. benefit to determine what impact the program had

Additional Comments by Dr. Walker Miller (Dr. Miller was not able to attend the meeting.)

Thank you for sharing the minutes with me. Good job and it looks like a good frame work to structure committees around to develop future recommendations for the Experiment Station and Public Service programs. I apologize for the lateness of my reply. Farming has been hectic and prevented a prompt response.

My whole reason for Joining The SEAC Team is that I am strongly concerned about the direction of Clemson's Experiment Station and Extension Programs. I believe they are stuck in a paradigm.

Clemson/SC State Research and Extension are bottom up programs 'BUT' the "bottom" may not know/understand threats to current and future production. There needs to be some sort of top down information exchange/extension so the "bottom" could know the options to encourage to address the threats.

To enhance the marketability of SC commodities and crops we need to add value that the public perceives as important. Recent surveys have documented broad concern for human impact on/for the earths ability to support future generations of humans. Agriculture's secret is how much the current agriculture paradigm is contributing to global warming ... and how agriculture could reverse the global warming in as little as a few decades if we would just do it!

Our agricultural programs should be reviewed as to whether they are "extensive" in nature, for example, consuming natural resources such as our states soil and water resources or "intensive." Intensive advancements would/could include increasing cation and anion exchange capacity and improving water holding capacity of our soils. Another intensive advancement would/could be to change our cultural systems so that plant roots could access the entire soil profile through perennialization of our commodity crops and genetic changes in root structure.

I would be happy to help address these issues through the structure that was proposed.

Walker Miller

Summary of Advocacy Committee to SEAC
September 20, 2017
SC State University

1. Top 3 issues facing Extension : This continues to be in the area of communication!
The AC feels that while a great deal of improvement has taken place there is still a need for more communication in all directions-both internal and external. Kudos to Alma for much of the internal improvement ! Beth's Newsletter is very effective.
2. Relating to Resources from Extension: The Impact magazine is excellent as is the regular updates received on agent training. More Program newsletters would be very helpful to keep us in the loop. We appreciate and have taken advantage of the advance notices of agent training. Please continue those notices, including the new agent and county coordinator training.
3. Creative Methods of connecting program users with Extension resources:
 - a. Make certain that the RIGHT people-county councils, legislators, public clientele, receive information in a timely fashion.
 - b. Talk to legislators throughout the year.
 - c. Make certain that CU Governmental Affairs know results of your conversations with your legislators!
4. Always be careful and cautious to avoid mission drift-ie. Getting away from primary direction!
5. Stay involved with CU at the State House!
6. Be ever mindful of Extension Branding!

Strategic Partnership Planning & Development Meeting Minutes, 20 September 2017– Jason Eargle

The Strategic Partnership Planning and Development team discussed some potential strategic relationships we would like Clemson University and South Carolina State University to develop. We will use the following steps to move forward:

- Regular conference calls to enhance interaction, engagement and productivity
- Improved outreach, interaction and coordination between Clemson and SC State as SC State continues to reinvigorate their 1890 Extension program

We discussed the following roles/organizations for potential strategic partnerships with SC Cooperative Extension/SEAC:

- Curriculum Specialist
 - Works in conjunction with South Carolina Department of Education and 4-H to develop curriculum for credit with the South Carolina School system
 - Assists with development of educational programming in South Carolina's schools
 - Alignment of educational programming with Cooperative Extension mission
 - SC Superintendent of Education Spearman can possibly help identify
- Agri-Tourism/Restaurant Industry initiatives
 - Can lead to more interest in young farmer programs
 - Possibly another source of revenue for new farmers and traditional South Carolina farms
- Water Rights
 - Continues to be a major issue going forward in South Carolina and The United States
 - Candidate: Al Stokes (Manager-Waddell Mariculture Center)
 - Advises on issues related to water rights and the culture/production of aquatic species
 - <http://www.dnr.sc.gov/marine/mrri/waddell/>

Other items we discussed:

- We recommend Clemson rename the Clemson RECs (Research and Education Centers) to Clemson RECs (Research and Extension Centers) for better brand identity with Clemson Extension outreach
- Need for greater interaction between Cooperative Extension and local municipalities
 - City Councils
 - County Councils
- Continue efforts to involve SC Department of Education (Superintendent Spearman or representative) in SEAC
- Protocol: Communicate and coordinate engagement of potential strategic partners with SEAC Executive Director.