

**State Extension Advancement Council Fall Meeting
November 19, 2019**

Camp Harry E. Daniels Conference Center, Ellore SC

Member Attendees: Tripp Kemp, Polly Powell, Aline Newton, Jesse Cannon, Johnnie Luehrs, J.D. Steedly, Henry Houser, Roberta McKee, Kermia Adams, Nicole Brevard-Hines, Thompson Smith, Darryl Milligan, Stephen Slice, Jimmy Sanders, Cathy Smith, Ashley Burns, Martin Driggers, Jason Eargle

Staff Attendees: Boyd Owens, Delbert Foster, David DeWitt, Alma Harris, Renee Watson, Kathy Coleman, Michael Wright, Tom Dobbins, Brian Callahan. Steve Cole, Louis Whitesides, Gerry Dukes

Guests in Attendance: Pam Ardern, Rushawnda Olden, Chris Mathis, Edoe Agbodjan, Tokmeco James, Mark Small, Blake Lanford, Michelle Parisi, Travis Johnson, Sharon Wade-Byrd, Demier Richardson-Sanders

Agenda

8:30 AM Invocation/Breakfast/Welcome, Mr. Jesse Cannon, Chairman -SEAC

Jesse welcomed all in attendance and thanked everyone for support of council. He also thanked SCSU for hosting the fall meeting. Jesse reviewed main points from the 2019 Spring SEAC meeting-local county involvement, desire for better understanding of budget process starting earlier, desire for local funding with feedback to Extension so that people can gain better tools to receive local funding. Jesse announced a slight change to agenda-first Dr. Dobbins will give Clemson Extension update followed by Dr. Whitesides and Mr. Foster to give SCSU update.

9:00 AM Clemson Extension Update – Dr. Tom Dobbins, Clemson Cooperative Extension Director

Dr. Dobbins indicated a lot of success with state legislators on addressing strategic issues; we need to focus on true meaning of Cooperative Extension which is local, state, and federal government as we move forward; some issues we are working on at Clemson has been water; water is an education problem with issues not being understood on either side-Extension plays a vital role in educating; working now with SCSU, plan to work even closer with New and Emerging Farmer Programs where we can grow; Niche farming is here to stay and we have to take advantage of that; we need to work closer with 4-H Programs across State; Rural Health Program is a game changer-working to make communities better and help farmers and the whole family; Food and Nutrition is a big area and nutrition is related to health; Extension is a powerful word across college campuses today so be careful on how the word Extension is used; Cooperative Extension model is for education, to deliver unbiased research based information; Experiential Learning is a new word in education, even though it has been around for over 100 years, is a way to help people get hands on learning; what SEAC can help us with the most is being engaged in local communities and county councils; Dr. Dobbins personally thanked SEAC members for all they have done.

9:15 AM Clemson Extension Field Ops Update – Dr. Brian Callahan, Associate Director Clemson Cooperative Extension

Dr. Callahan indicated we have had a good past year. Since January 2019, hired 28 new agents, nine administrative assistants with five new agent hires pending; not all were new state funded positions, some due to grants and attrition; have added four area water resource agents across the state, only Pee Dee area left to fill; we are in second year of new employee Onboarding training which went from a one week training to every other month being required to attend each session in order to graduate and receive certificate and will then be eligible for a promotion. Karissa Ulmer leads the program but is a team effort; Karissa and Deon Legette are formalizing a mentoring plan; Cherokee County has moved to a new facility and possibly Berkeley County will be moving to a new facility as well

9:15 AM SCSU Facilities Update – Mr. Delbert Foster, Associate Administrator of 1890

Mr. Foster thanked SEAC for their support and participation; the Harry E. Daniels Conference Center is one of the facilities you helped build with all federal funding, no state funds, all paid for; the architect is Michael Allen from Conway SC, a 1999 graduate of Clemson University.

9:15 AM Dr. Louis Whitesides, Executive Director 1890

Dr. Whitesides welcomed the group (presentation attached); acknowledged the passing of Betty Buff, a true champion of SCSU and Clemson Extension; Dr. Whitesides started as Executive Director August 1, 2019; basic vision areas include: to deliver superior innovative programming, push for excellent facilities, expanding research capacity with upcoming announcement in next year, stronger sense of teamwork among staff, opportunity to develop careers, build a reputation with local, state and national levels to stand alone; working on this facility plus two more currently; visit by Sec. of Agriculture in Oct.; thru the Farm Bill \$500,000 awarded in scholarships for students majoring in Ag and getting students into jobs; relocating Pee Dee regional office to Florence and Santee Wateree regional office to Sumter; announced seven new employees and three graduate students on board; 15 new agent positions scheduled and plan to add 40 new employees in the next year and three

new regional directors; budget requests 1.55M in recurring and 15 positions for expanding in two areas: Sustainable Ag and Natural Resource development area and Family, Nutrition and Health area; want to help ID disease in plants and advise farmers with lab on campus to ID aflatoxins; requesting 10 positions from federal level, not state funded; adding six 4-H & Youth Development and Education, Innovation and support positions; Dr. Whitesides asked SEAC to advocate for our budget requests for SCSU; advocate for local budget support from counties starting with larger counties; back on social media, new website and newsletter distribution again.

9:30 AM Legislative Process – Mr. Michael Wright, Clemson University Office of Governmental Affairs

10:00 AM Legislative Update – Dr. Kathy Coleman, Director Sandhill Research & ED

Michael stated he looks forward to continuing to work with SCSU; Priorities were printed out in packets; 2019 ended up \$1M recurring for statewide Clemson Extension programs, Extension was top priority last year and again this year; requested \$2M toward programs, received \$1M and will see again in 2020; \$250K critical agriculture and natural resources research for technicians; \$750K recurring for LPH and regulatory programs; \$2M for Water Research facility in Pendleton-requested \$7M, received \$5M and will see again in 2020; HEMP legislation needs to be in line with USDA with licensing; Michael reviewed 2020 Budget list printed in packet; entire General Assembly up for election in 2020; now is a good time to pick up the phone to make calls; House has pass budget by 3/30; filing date 3/1-3/30; will have a surplus again this year, 1.8B new funding available (\$815M is recurring, \$1B one time funds); Dr. Coleman commented for the budget overall K-12 takes up 1/3 budget, higher education doesn't take up as much now; the seven areas of the budget are K-12, higher ed, health and social services, judicial, law enforcement, natural resources and economic development, transportation and legislative offices with the smallest percentage of the budget being natural resources and economic development going toward state agencies like SC State, Clemson, Forestry Dept., Dept of Ag. and Dept. of Commerce; Dr. Coleman continued in 2008 Clemson PSA was getting \$52M from State and in fall of 2008-09 State took away half of that. In 2010 we had \$26-28M. We are back to \$46M but we are still 70-80 FTE positions short of where we were which is why we continue to ask. Michael commented higher education has not gotten back to level it was while other areas have gotten back to pre-recession levels.

Michael continued to discuss the budget process; meetings with Governor's office starts before the session is even over working toward your next year thru the summer; meeting with Governor in October or November; Governor releases his executive budget sometime early Jan.; mid-January sub-committee hearings in the House; mid-February have full budget deliberations in the House; watch out for Beth Bell's advocacy email updates, if you are not receiving those we can add you to the list; mid-February Finance will start their subcommittee hearings; then full Ways and Means budget hearings then have subcommittee hearings on the Senate side; early April is full Senate budget hearings; Conference committees meet late April and now session ends in May not June so we will have final budget in mid to late May; visit Government Affairs websites for PSA priorities in detail; Michael reviewed the 2020 handout.

Dr. Kathy Coleman announced the Strategic Plan 2025 has just been completed. Blake Lanford and Cory Tanner and others had a big part in the 2015-2020 Plan which was revised and updated. Dr. Matt Burns and Dr. Coleman are Co-Chairs, other members are Millie Davenport, George Dickert, Dr. Susan Guynn, Dr. Nathan Smith, Dr. Ron Thomas, Bill Keels, Michael McManus, Amber Starnes, Cory and Blake. The document will be on website soon.

10:30 AM Clemson Extension Program Team Leader Updates:

Dr. Michelle Parisi, Director of Health and Nutrition Extension Programs

Dr. Parisi presented Rural Health and Nutrition Program overview of the program (presentation attached).

Dr. Pamela Arden, Director of 4-H Youth and Development

Rushawnda Olden, Director of SC 4-H Pinckney Leadership Program

Dr. Ashley Burns, Assistant Director of 4-H Youth and Development

Dr. Arden, along with Ms. Olden and Dr. Burns, presented the 4-H Program update (presentation attached).

11:30 AM SC State and Clemson Joint Program

Dr. Mark Small, Chair and Professor, Director of INFL, Clemson University

Mr. Boyd Owens, SC State 1890 Extension Program Anderson Cluster

Dr. Small and Boyd Owens presented overview and update on joint project funded by USDA thru NIFA. Funded thru Children Youth and Family at Risk often referred to as CYFAR Program; started in 1990's as an alternative or complement to other 4-H and youth development and community programs being fund by NIFA at the time to target at vulnerable populations; CYFAR initiated programming for four groups: young children, school age children, teens, parents and families; unique aspect of the CYFAR project is that it creates a premium for partnership between 1860 and land grant universities; annual program funded

at \$20M; last year \$2M was available to land grant universities and can apply for funding with requirements; currently working in three counties: Greenville, Jasper and Allendale

Mr. Owens, SCSU Extension Upstate Region Manager for Greenville, Spartanburg, Pickens, Anderson Counties; two CYFAR project sites are in Anderson County at Honea Path Middle School and Quest Leadership Academy with Upstate Circle of Friends; working with school age youth teaching about STEM using hands on experiments; 30 lessons with hands on activities; five lessons that will call for a speaker to come; also doing tours locally at technology sites to bring youth from low income neighborhoods; only 2% of minority students are going into STEM field so tours will help with that; currently one site up and running in Greenville, the next site will be starting in Dec. at Belton Honea Path Middle School; evaluations are starting at each site; we call the project CYFAR STEM in SC; first year was planning and now in our 2nd year with first year of implementation of a five year project; no data to report at this point; plan to have 50 students at each site

12:30 PM Team Meetings

Jessie called the meeting to order. Jesse announced council members rotating off: John Broadway, Randy James, Walker Miller, Mac Horton, Lovetta Williams, Molly Spearman, Aline Newton, Polly Powell, Jimmy Sanders. Committees are to decide new Chair and Vice Chair. Before breaking off into team meetings, Jesse reviewed charge to members given in email in three areas: *Programmatic, Advocacy, Strategic Partnership*

1:30 PM Team Reports

Advocacy: Kermia Adams presented team findings: strengthen at local level; priority to attend local advisory council meetings
New Chair: Kermia Adams; Vice Chair: Cathy Smith

Programmatic: Stephen Slice presented team findings: Barriers to fundraising-what is in it for me question, benefits/costs, ongoing vs one-time fund, matching funds, communication-being on same page, sustainability, competition, logistics/methodology, lack of available money, organizational creditability, lack of innovations
Ways to obtain funds-municipal funding, partner with business or industry, partner with non-profit organizations, resources not necessarily funding salaries, in-kind trade How to obtain funds-common goal, find advocate/champion like Betty Buff, develop relationships, finding industry donors, more emphasis by development office, apply for grants
Will decide on Chair and Vice Chair at next meeting

Strategic Partnership: Jason Eargle presented team findings: Barrier: raising more locally, recruit members to SEAC from industry leaders to provide resources to programs, local advisory council-not so “against the grain”, more data like Jesse’s email, smaller county-community-industry support Partnership: collaboration of two agencies, put together grant or proposal for funding in sessions outside of SEAC meeting Individual: get message out/keep at it, school systems, communities and Extension work together
No change in Chair or Vice Chair

Charge for all council members from Jesse: Biggest task is to go home and be an advocate in your own community. You need to work with your local agents and they need to tell you what they think they need then work with county advisory council...take some of the ideas you have heard today to help you. Your homework: continue to engage at local level and look for creative ways to drive partnerships and funding models.

Tentative date will be announced in next two months for spring meeting to be held in Clemson.

2:15 PM Meeting Adjourned

Quote by Lawrence Hughes, SEAC: “Advocacy and advocating is really first and foremost, as an advocate, understanding what the needs and wants are of the person or parties to whom you are speaking. It is not just pushing a point of view but is understanding it in the context of how that position you are advocating meets the needs and wants of those you are trying to persuade.”