

**State Extension Advancement Council Spring Meeting**  
**March 28 – 29, 2019**  
**Baruch Institute of Coastal Ecology and Forest Science, Georgetown, SC**

**Member Attendees:** Kermia Adams, Mack Beaty, John Broadway, Jesse Cannon, Jason Eargle, Les Echols, Dr. Craig Harris, Nicole Brevard-Hines, Henry Houser, Lawrence Hughes, Randy James, Thomas (Tripp) Kemp, Johnnie Luehrs, Roberta N. McKee, Darryl Milligan, Sr., Aline Newton, Polly Powell, Stephen P. Slice, Cathy Smith, Thompson Smith, J.D. Steedly

**Staff Attendees:** Dr. Katherine Coleman, David DeWitt, Dr. Thomas Dobbins, Dr. Gerry Dukes, Mr. Delbert Foster, Deborah Hardison, Alma Harris, Boyd Owens, Renee Watson, Michael L. Wright

**Guest Attendees:** Dr. Skip Van Bloem, Judith Hughes, Blake Lanford, Derrick Phinney, Rosalet Rickenbacker, Linda Thompson, Dawn White

## **Agenda**

### **8:00am: Welcome/Invocation/Breakfast**

State Extension Advancement Council Chair Jesse Cannon – Welcomed members and guests to 2019 SEAC Spring Meeting.

Special welcome to new members: Kermia Adams, Robert Chatman, Craig Harris, Larry Harris, Nicole Brevard-Hines, Henry Houser, Darryl Milligan, Sr., Damarys Nunez, J.D. Steedly, Les Echols

### **8:15am: Clemson Extension Director's Update – Dr. Thomas R. Dobbins**

Jesse introduced Dr. Tom Dobbins.

Dr. Dobbins thanked Alma, Jesse, Renee, Gerry and Cathy for arranging the meeting and thanked the members of SEAC for their support. Dr. Dobbins also thanked Tripp Kemp and First Citizens Bank for being a sponsor. Dr. Dobbins stated people listen to Advancement Council and Council is doing a great job. We are now working with best legislative group ever with Michael Wright and Kathy Coleman.

The way to change things is through educational programs. Derrick Phinney is doing a great job as program team leader and has Forestry and Natural Resources and Water and just hired 5 new rural Water Resource agents. Dr. Cal Sawyer has been appointed to Western Water Capacity Use Board which is working with SCDHEC to help design regulations coming down. School gardening program is statewide with partners Boeing, College of Charleston and MUSC which is now in 155 schools and growing under direction of Amy Dabbs. Rural Health Program is very important which uses EFNEP and other programs to help understand nutrition. Land Grant Press is peer reviewed publications in a digital repository is up and going and should be complete in 6 months' time and I'm excited to see the progress. Coming Together for Racial Understanding in our community is a very powerful program with Della Baker Sprowl and others leading the program. 4-H programs are growing by leaps and bounds with 44 agents in state. The 4-H Pinckney Leadership Program is the only program Mrs. Pinckney will only allow Senator Pinckney's name to be used in association with. Rushawnda Olden has been hired as director and is moving that program forward.

Moving forward, we now have the finest REC directors we have ever had, and who understand Extension and fight for Extension. Extension needs to prepare for recession that is coming by using 75/25 model-75% salary/25% operating. Currently in legislation, there is talk of a 2.5-3.0% pay raise but with no increase in budget and a 3.0% pay raise it would cost Extension \$510,000. Clemson Cooperative Extension Service is in great shape and in great shape working with SC State, better than we have been in many years. We have people working together and we need to keep it going. REC Centers are supporting Extension in public and in private meetings. Our marriage with CAFLS is going well and Dr. Keith Belli is doing an outstanding job. As we move forward in Cooperative Extension Service, we will need help of SEAC. I think SEAC is hitting on all four cylinders, but we must get county groups engaged. The power of Extension is the local connections. It matters what the county advisory group says. *\*I want to charge you with getting help from county advisory groups.* Alma is working tirelessly with county advisory groups and doing a great job. Dr. Dobbins concluded by thanking everyone for their support.

### **8:45am: Legislative Update – Dr. Katherine Coleman and Michael Wright**

Dr. Coleman discussed the legislative budget priorities that were set this past fall. She thanked SEAC for what you do as an advocacy arm and support. Dr. Coleman introduced Michael Wright. Michael has done a great job keeping up with agricultural legislation and the day to day at Statehouse. We did well on budget in House. Senate meets next week.

Dr. Coleman gave credit to Dr. Tom Dobbins for his vision and accountability to General Assembly. She announced Dr. Dobbins has been named Associate Dean of Outreach and Engagement.

Dr. Coleman turned the program over to Michael for his presentation. Michael expressed that he was honored to represent Clemson Extension and SC State with their government affairs. The presentation included “2019 PSA State Budget Update” as well as watching the progress of other legislation.

Dr. Coleman stated higher education has been underfunded. There has been an increase in funding in House and support in Senate. Two years ago, Clemson Extension stepped up with resources, conducting education and research programs related to the Hemp program because of Dr. Dobbins’ vision. Clemson has 15 of 20 permits and SC State has three. With David Dewitt as Hemp Extension Specialist, along with Justin Ballew, hemp will be growing at several research stations. Hemp program is tied to Farm Bill. Dr. Dobbins commented David was doing a great job with Hemp program and deserves a lot of credit.

*\*Dr. Dobbins gave a homework assignment for SEAC members: Contact subcommittee members or send messages to legislators. Michael Wright has the contact information. Express to legislators how important Extension is and say, “thank you”. Send an email or handwritten note. Clemson Day at Statehouse will be in February in 2020.*

*Question: What percentage increase are we asking for in operating money overall? Dr. Coleman indicated our total state general fund for PSA is around \$40 million - asking for a little less than 10% on recurring side.*

*Question: From the macro point of view, how would you assess the culture and relationship between the governor’s office and legislative branch? Seems to be a whole different level of listening to each other. Dr. Coleman stated she thinks the conversations are better between bodies.*

*Question: What is the time line on federal disaster relief? Michael Wright indicated in 2015 relief came with state funds and was quicker than community block grants. On federal level, that has been seen on other disasters in the country, there are programs in place in other states which are a little quicker to get to farmers, quicker than a block grant, but is not sure how it will work out in the end.*

#### **9:15am: SC State Extension Director’s Update – Mr. Delbert Foster**

Mr. Foster thanked SEAC for their participation and support. There is no way we could do what we have done in legislature and community without you. SC State budget receives \$4 million from state. When I walked into a legislative meeting, Kathy was there supporting us and now Michael Wright is there. Mr. Foster asked Alma to get committee member contact information to each of you. Mr. Foster began his presentation with SC State Extension program highlights: Educational Magic Shows held in Felton Laboratory School in February; Annual Brothers’ Keepers Leadership Summit held in February with approximately 1400 male students attending; Read Across America – Dr. Seuss’ “Cat in the Hat”, approximately 500 elementary students attended from Orangeburg and Calhoun County; National program activities include CARET/AHS meeting, EFNEP National Conference in Washington DC, Southern Region Mini Land Grant Conference and attended ARD Research Symposium in Jacksonville, Florida; facilities update; benefits of new 2018 Farm Bureau for 1890 University; research updates; requesting 30 new agents; fiscal updates.

Mr. Foster introduced Boyd Owens. Mr. Owens gave an update on collaborative efforts with Clemson Extension; Coming Together for Racial Understanding-we developed a team on how to “dialogue” across state on race-discussing a topic where everyone has a better understanding once they leave. First training held in Washington DC with Mr. Owens, Dr. Baker and Dr. Northcutt to become trainers-held first training for extension staff end of January; Mr. Owens wrote grant for National Trainer \$5000 and was awarded grant to have a national trainer come to train committee and will also host community dialogue and future community development activities on this topic; received 4-H partnership grant for 4-H camps with 50 students attending from SC State for this year and covers next year as well; held 4-H partnership trainings and one team meeting together and will do a Joint Nutrition Education camp this summer; jointly hosting 2020 CARET on Clemson University campus in June; CU and SC State have been successful in getting a CYFAR grant (Children, Youth, and Families at Risk Program) which is a five year grant for \$1.3 million. More information will be available on this in near future.

#### **10:00am: Baruch Institute Overview – Dr. Skip Van Bloem**

In November 1968, Baruch Foundation signed first official memorandum being named Forest and Marine Sciences now named Baruch Institute of Coastal Ecology and Forest Science. Dr. Van Bloem gave a presentation on research overview and highlights: has a total of 16,000 acres but work done all across the low country; Carbon & Forest Microecology; Forest Atmosphere Interaction; Forested Wetlands; Institute has longest running studies in the US; Forest Modeling and Data Visualization; Carbon and Water Quality; Impacts of Sea Level Rise; Saltwater Intrusion; Ecosystem Services; Wildlife; Ecological Engineering; student training; facilities; staff and future growth.

### **10:30am: District Director's Update (Coastal) – Mr. Blake Lanford**

Mr. Lanford's Coastal District includes following counties: Horry, Georgetown, Clarendon, Williamsburg, Berkeley, Dorchester, and Charleston. Mr. Lanford cited a 23.5% growth rate in Coastal District in ten years exceeding other parts of the state-serving area with 30 staff members, and adding a new horticulture agent in Charleston. He proceeded with introductions of his staff in Coastal District. Mr. Lanford reiterated Dr. Dobbins' emphasis on importance of the need to reach a net with extension at a local level. For about a year, District Directors have discussed why hasn't this been done and how do we do it better in future. Mr. Lanford implemented a series of needs assessment exercises to be used across the state to collect input data on what is important, what we need to focus on allowing us to get consistent input on a regular basis with our local advisory councils. Mr. Lanford reviewed handouts: example of a report of Tri-County Advisory Council, Needs Assessment Model, and Needs Assessment Schedule. Had the idea to implement a consistent cycle needs assessment process that will come out in our 2020-2025 Strategic Plan. Will work with other districts to train them to use needs assessment model which will then be adopted by every county across state to refocus or redirect programs where needed.

### **11:00am: Natural Resources Program Team Update – Mr. Derrick Phinney**

Mr. Phinney gave an overview of the Natural Resources Team consisting of two tiers-Forestry and Wildlife, Water Resources. In Forestry and Wildlife, last year we secured funding for two additional specialists. The target audience is forestry landowners and wildlife managers and users. There are 28 counties with active Forestry Landowners Associations in SC. Team offered 52 programs with 175,000 acres of timberland represented at these programs. Youth educator on the team offers a forestry clinic once a year attended by 20-30 kids. After the clinic, a team is pulled together to work one weekend every month in order to go to the national event in West Virginia which we have been going to for the last 6 years. Mr. Phinney reviewed workshops, topics, and highlighted programs: Timber tax workshops; Pond Management; Bobwhite Quail; Nuisance Wildlife; Master Wildlifers; Woodland Series offered throughout the state; Woodland Stewards; Pure Feed Series; and Growing our Forests. Mr. Phinney reviewed current and future program delivery methods, stating we cannot get away from one on one method versus podcast or webinars.

Mr. Phinney reviewed Water Team coverage of state. There are openings for five agricultural Water Resource agents which will complement existing Water Resource agents. Two positions have been filled and will begin a new search to fill last three positions. He reviewed events, diverse target audiences and explained MS4s. Where are we going with Water Resources program?-five new water resource agents and four faculty level research new hires. Strategic Plan drives programming. Upcoming plans and program topics include moving Carolina Clear urban model to a rural model, hybrid interaction, compliance-based training, SC DHEC Board approved Western Capacity Use Area designation in seven counties, dam safety short courses, and other areas of focus.

### **11:30am: Land Grant Press (LGP) – Ms. Dawn White**

Ms. White presented information on a new project to develop a repository of peer reviewed information for stakeholders and others following the model of Home and Garden Information Center (HGIC) website. Ms. White highlighted current needs, objectives, partnerships, branding for LGP, publication types, peer review process, recommend 2-3 external double-blind reviewers, information to be archived, annual review and re-evaluation every five years, and discussed the marketing plan. Website will be [lgpress.clemson.edu](http://lgpress.clemson.edu). Soft launch will be next month, will be working with Program Team Leaders and Millie Davenport, Director of HGIC, and will be developing an app as well.

### **12:30pm: Team Meetings**

Jesse called meeting back to order and made some announcements.

Fall meeting will be sometime in the first two weeks of November hosted by SC State University. Mr. Foster is working to finalize that date.

Jesse reviewed *New Charge for Each Member given by Dr. Dobbins: Reconnect at county level at grass roots*

Jesse reviewed charge for each committee and dismissed members to their respective teams.

- 1) What opportunities do you see for Extension moving forward with respect to advocacy/partnership/programs?
- 2) What obstacles need to be addressed to achieve them and how?
- 3) How can you help advocate for Extension as an individual and as a SEAC subcommittee?
- 4) Develop a measurable action item for your subcommittee and for each individual that we can follow up on at our next meeting.

## **1:30pm: Team Reports**

### **Advocacy - Cathy Smith, Acting Chair**

- 1) Opportunities – We feel that the suggestions from the Advocacy Committee for the previous meeting are also appropriate on the local level.
  - a. Continue to cultivate relationships, especially on the State level, with legislators
  - b. Make Clemson Day at the State House a priority and commit to attend; invite legislators to attend the evening reception
  - c. Communicate more than once a year with legislators
  - d. Develop relationships with Chambers of Commerce
- 2) Obstacles –
  - a. Communicating with legislators may be uncomfortable on a personal level
  - b. Make a commitment to have a relationship with legislators in good times as well as bad. What's good for Agribusiness is good for the citizens of South Carolina.
  - c. There is a lack of understanding with how the legislative process works. More training is needed to understand the legislative process and the role of legislators and their committee assignments
  - d. There is the constant challenge with communication chatter
  - e. Be empathetic to the Clemson and SC State brands; understand what the audience/group to which we're speaking wants, as well as what we, as advocates, want.
- 3) Advocate and
- 4) Action Items –
  - a. Extension provides advocates with prepared handouts (i.e. rack card, as an example) for sharing with legislators what Extension has done for the State and individual counties
  - b. Advocates write thank-you notes and other types of acknowledgements to legislators
  - c. Advocates send Clemson's and SC State's "Report to the People" to legislators
  - d. Advocates should be available to Extension agents to help them out as needed. This should be done through County Coordinators.

### **Programmatic – Stephen Slice, Committee Chair**

- 1) Opportunities –
  - a. Adopt Needs Assessment Model by every district and integrate process statewide and in sync
  - b. Identify and use census to develop programs
  - c. Programs seem to be funded with soft money
- 2) Obstacles –
  - a. Which counties do SEAC members represent/make it clear which counties you should be involved in
  - b. Communication/Budget and time
- 3) Advocate –
  - a. Support county advisory councils
- 4) Measurable action –
  - a. Name coordinator-make sure all counties are in sync
  - b. Recruit more members so all counties are represented
  - c. Assess your priorities and get more funding

### **Strategic Partnership – Dr. Gerry Dukes, Acting Chair**

- 1) Opportunities –
  - a. How do we continue to strengthen our programs so as to remain strong in each county and on the state level should we have an economic downturn that would impact our budget
  - b. Identify and shape programming needs for the next emerging initiative or public issue
  - c. Use local advisory councils to see what is important
  - d. Involve professionals from government and industry on local and state advisory committees
  - e. Implement the survey in every county
- 2) Obstacles –
  - a. Establish methodology for counties to invite SEAC members to local meetings and have reports from county advisory committees compiled for SEAC meetings
- 3) Advocate -
  - a. To be made aware of the state Extension budget ask so as to be able to talk to local legislators when possible
- 4) Measurable action –
  - a. Survey current members on areas they represent and then fill in gaps

**2:15pm: Adjourn**

Jesse thanked the council members for their efforts and support.  
Meeting adjourned.

Respectfully submitted:

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***Quote by Lawrence Hughes***, “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 it 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.”