

## **Advocacy Team Minutes – May 10, 2018**

### **These are the Advocacy Team remarks from the Challenge Area:**

#### 1. County Coordinators:

- Include SEAC members in the local advisory boards (ex: ex-officio member)
- Provide a copy to SEAC of the local advisory board meeting report that is submitted to the District Director
- Provide a copy to SEAC of the minutes of advisory board meetings

#### 2. SEAC should have reports from Program Team Leaders

3. When determining membership on a local advisory board, consideration should be given as to the nominee's willingness to advocate for Extension; i.e. call to action phone calls, personal relationship with a legislator, etc.

4. District/area meeting, at least once a year, to bring in a advisory board members from different counties under the supervision of a County Coordinator. It could be for the purpose of a training session, having a speaker, etc.

5. When creating the quarterly Extension newsletter, include a question at the end pertaining to updated or relevant information that needs a response . This could give insight to better serve the agents' needs.

Cathy

### **Strategic Partnership Planning & Development Meeting Minutes, 10 May 2018– Jason Eargle**

Attendees: Dr. Geri Dukes, Jason Eargle, Mayor Darnell Byrd McPherson, Tripp Kemp & Raleigh Ward

The Strategic Partnership Planning and Development team spent most of the meeting discussing strategic partnering tips and some recommendations for Clemson University, South Carolina State University and SEAC to pursue.

#### Tips:

- Structured/Strategic approach – attend meetings for county advisory committee and develop the relationship further. Don't be afraid to pick up the phone
- Encourage other people in your network to develop the relationship as well
- Attend affiliated organizations' events and meetings to close the network loop
- Make sure counties within the district are communicating effectively. Be the glue
- Feed SEAC info down to counties and feed county info back up to SEAC

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

- Member of the Media strategic partner
  - Helps with outreach
- Literacy Council strategic partner
  - Helps at the local level
- 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
- Water Rights strategic partner
  - 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 recommendations:

- Websites for Clemson Extension and SC State 1890 Extension should be linked to local businesses for more exposure and cross-pollination of outreach
- 4-H needs more exposure. In-depth feature article in Clemson and SC media can kick off
- Need for greater interaction between Cooperative Extension and local municipalities
  - City Councils
  - County Councils
- Business after hours could provide more networking opportunities for the Cooperative Extension mission. Use local purveyors. Rotate attendance among local county agents
- 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.

Submitted by: Jason Eargle

**State Extension Advancement Council Program Committee Report - May 10, 2018**

The challenge or assignment was to collaborate together and brainstorm as many ideas as possible. No idea was to be considered as bad! We were not worry about critiquing, evaluating or organizing. Just to get the ideas on the table. Our issue was 'How can State Extension Advancement Council support county Extension Advisory councils in each Extension District?

Although critiques or problems were pointed out during the course of brainstorming, these were ignored as rules and policies are just that and they could be changed if benefits exceed risks.

The meeting was attended by Betty Baird, Susan Guynn, Boyd Owens, Jason Rodgers, Jimmy Sanders, Ashley Burns, Randy James, Breck Carmichael, Ray Boland, Polly B Powell, Norma Samuel, Walker Miller and Alma Harris

1. Teaching advisory councils about how county government departments and councils operate.
2. County Advisory Council Members (CACM), there need to be needed...then the council member knows what his/her contribution is expected.
3. CACM should be prompted to be prepared to identify needs.
4. Line up specialist visits to discuss historical issues
5. Each program area should have subcommittees that meet outside of regular CACM meetings
6. The challenge is to have CACM's be really functional
7. Get everybody to really know everybody
8. Require subcommittees to meet at least once, suggested twice a year
9. SEAC members to go to actual CACM meeting.
10. Use social media to promote discussion of issues.
11. Invite district directors to participate in the meetings
12. Require agents to send out emails ahead of subcommittee and/or full CACM meetings For CACM members to connect with their expertise.
13. Training for CACM members on how to work with public communication media... develop marketing programs for programs.
14. Invite/use faith-based organizations to be represented and involved in program development and promotion.
15. Encourage volunteerism
16. Teach what is ADA compliant to members and how to meet requirements.
17. Training session for CACM members on how to reach that are not current users of extension services...therefore identify stakeholders
18. Update county websites at least weekly
19. Develop issue-based newsletters and send out newsletter emails.

20 Train SEAC members on What training program agents receive

21. Send text to stake holders when action is needed

22. Call when action is needed

23. Solicit and have a vetting procedure for volunteer communication specialist and promote those that successes fully past vetting procedure

24. Hold annual stakeholder events

25. Seek CACM's employer support

Respectfully submitted Walker Miller, scribe