

REQUEST FOR BOARD ACTION

**HENDERSONCOUNTY
BOARD OF COMMISSIONERS**

MEETING DATE: April 21, 2021
SUBJECT: N.C. Cooperative Extension Update
PRESENTER: Dr. Terry Kelly, Henderson County Cooperative Extension Director
ATTACHMENTS: Yes
1. PowerPoint Presentation

SUMMARY OF REQUEST:

Dr. Kelly will provide an update to the Board on the work of the Henderson County Cooperative Extension office.

BOARD ACTION REQUESTED:

No action is required. This item is for information only.

SUGGESTED MOTION:

No motion suggested.

Henderson County Cooperative Extension Update to Board of Commissioners



April 21, 2021
William Terry Kelley, Ph.D.
County Extension Director



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Programs Directed or Assisted by HCCE

- Youth Programs – 4-H
- Youth Day Camp
- Local Tailgate Markets
- Community Gardens
- Community Development Groups
- FRESH program at Carl Sandburg Home
- EFNEP at Dana Elementary
- Faithful Families
- Beekeepers Association
- Blue Ridge Apple Growers
- Embryology
- Local Beautification Projects
- Food Safety Training
- Pesticide Training
- Roadside Markets-BRFDMA
- Apple/Vegetable Schools
- Landscaper Trainings
- Master Gardener/Food Volunteer Training
- Bullington Gardens – BOOST, Hort Therapy
- Farm City Day



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Recent Staff Changes

HCCE added three new staff members during 2020.



Keai Tilly – Became our new Administrative Assistant in February. She has proven to be a refreshing addition to our team and has very capably taken over for Ivy.



Annie Higgins – Became the Bullington Gardens Administrative Director in October. She is funded by Bullington, NCSU and Henderson County.



Isaac Wyatt – Became our new County-funded Ag Intern through our program with BRCC in December.



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Recruiting the Best Talent

Plus, We Have Added Three New Staff in 2021.



Hannah Worrell – Transitioned to the role of 4-H Agent January 15. She is taking over the best 4-H program in the West District.



Courtney Clemons – Became our new 4-H Program Assistant on April 1 and replaces Hannah Worrell in that role.



Melena Dillingham – Becomes our new Administrative Support Specialist on May 1.



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Highlights for 2020 and Early 2021

- PPE Distribution to Ag Community and others
 - Over \$80K in PPE Distributed to farmers/farmworkers
- Connecting with local LatinX community
 - Working with True Ridge, Hola, El Centro on programs with nutrition and providing PPE
- Virtual Farm City Day
- Virtual 8th Grade Agricultural Field Day
- Hiring six new staff members
- Nutrition education provided to 350 school children
- Working with local providers to get farmworkers vaccinated
- Staff recognized with 15 state, regional or national awards
- Generated \$285,188 in external funds – grants, gifts, etc.
- 540 licenses & recertifications for Pesticide and Food Safety
- New Farmer's Market Coalition to work with local markets



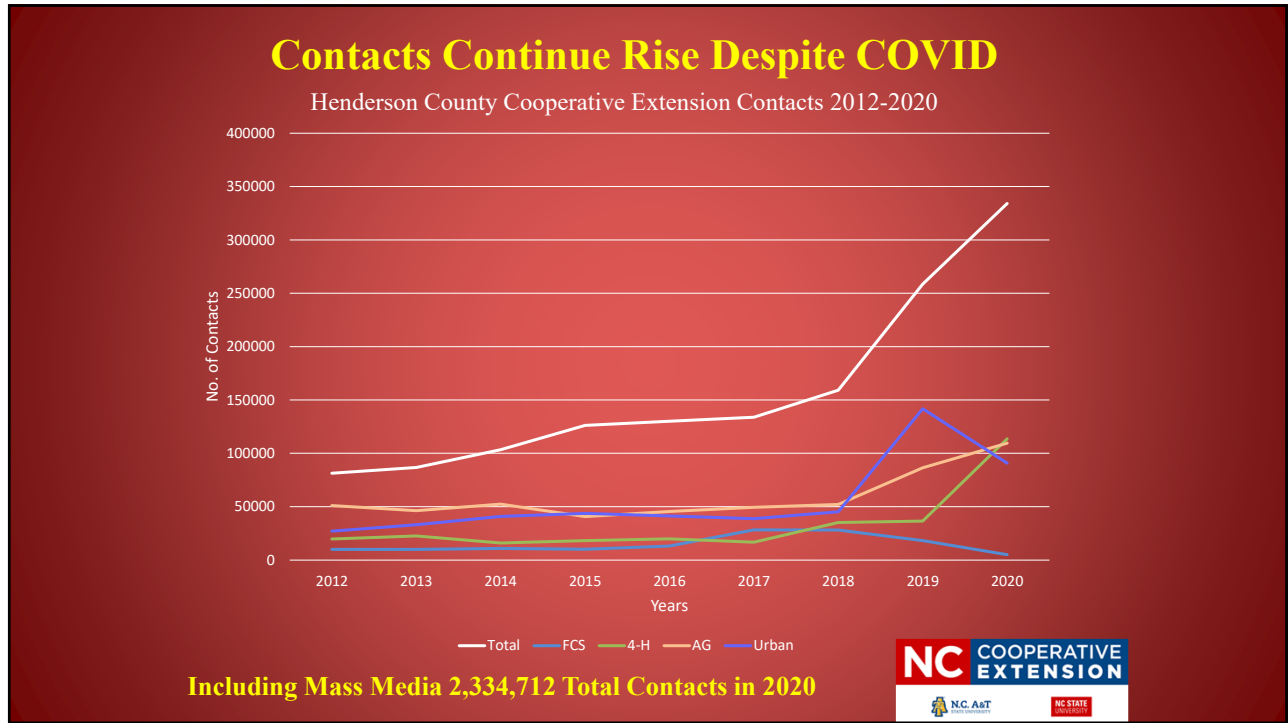
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Our Programs Continued to Grow Through Different Media

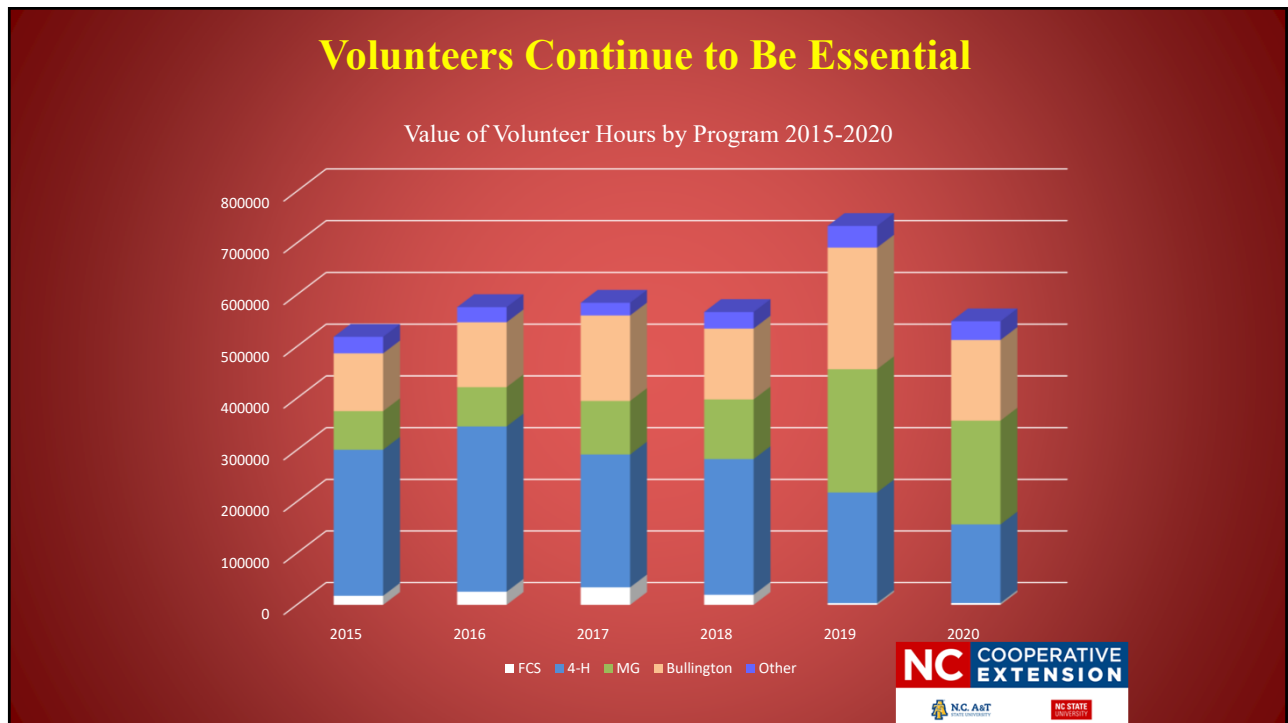
- HCCE held 263 meetings/programs/activities/consultations (down 86%).
- Those had 6,780 participants (down 63%)
- 88 print articles, radio, television shows (up 13%)
- 278 web posts (up 109%)
- Over 68,000 Facebook hits on our main page (up 78%)
- An additional 33,000 on our four other pages
- Over 73,360 web page views (up 249%)



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Adding Value Through Volunteers

Volunteer Hours and Value for 2020

Program	# of volunteer hours	estimated value
Consumer Horticulture	7,902	\$200,947
4-H Youth Development	6,000	\$152,580
Family & Consumer Sciences	138	\$3,509
Bullington Gardens	6,125	\$155,759
Administration & Tree Fruit	1,427	\$36,111
Commercial Vegetables & Small Fruits	0	\$0
Total	21,592	\$549,085

*Value based on Federal Figure of \$25.43/hour.
@Equivalent to ~11 Full-Time employees.

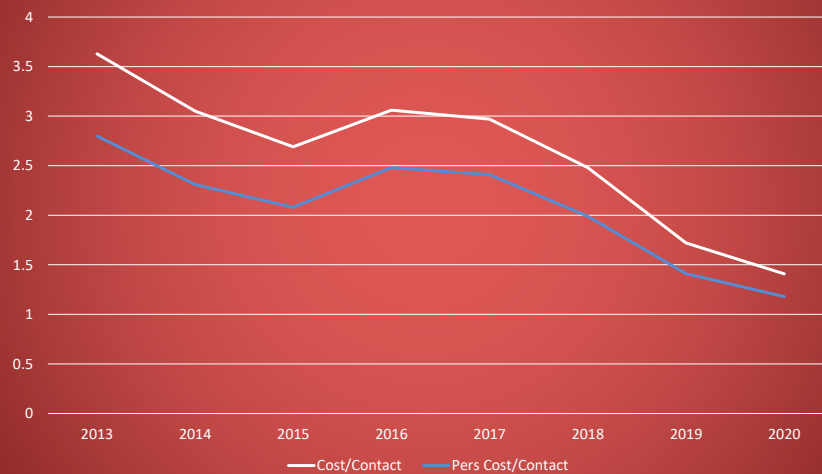


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Cost per Contact Continues to Decline

Does Not Include Mass Media Contacts

Cost Per Contact by Year



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4-H Youth Development Program

- In 2020 Henderson County 4-H had:
 - 7 clubs, 2 of which were in public schools
 - Over 240 total club members
 - Conducted embryology on-line for most second graders after COVID closures.
 - Increased contacts over 2019 due to keeping activities going on-line.



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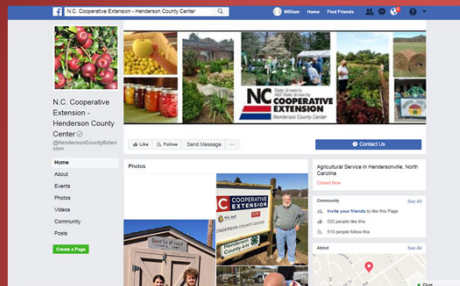
Extension Master Gardener Volunteer Program

- Henderson County had 23 open projects in 2020. This includes:
 - 19 main projects (projects “owned” by EMGV Program, e.g. Bountiful Harvest Community Garden)
 - 9 side projects (projects that EMGV’s assisted with)
- Henderson County’s EMGV program **ranked #1** in the state in volunteer hours with a total of:
 - 115 volunteers
 - 7,902
 - 600 educational hours
 - Ranked 8th in NC in Volunteer Hours/Capita

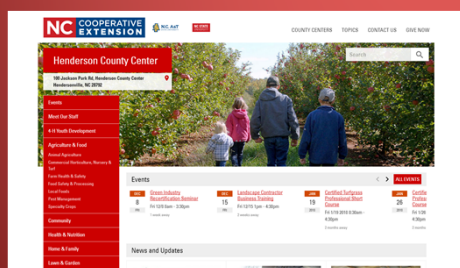


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Social/Mass Media Presence More Important Since COVID-19



We currently have five Facebook pages to keep you informed. Our website traffic basically doubled in 2020.



We have also developed a regular presence in mass media including newspaper, radio and television. In 2020, we had over two million mass media contacts.



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Still Connecting Students to the Farm

- Our Annual School Tour went virtual this year
- Many teachers from the 4 middle schools used it.
- Rugby, Hendersonville, E. Flat Rock and Apple Valley
- The Virtual Tour included videos and interviews
- Exposed to technology & careers related to Agriculture
- Hoping to be back live in 2021
- Reviews have been overwhelmingly positive
- Goal to get all 8th graders involved
- Partial tour funding was included in the county budget
- <https://sites.google.com/ncsu.edu/hendersoncountyyagtour/home>



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New and Upcoming Programs



Steve Pettis has a new radio show on WTZQ on Saturday Mornings at 8am. He will answer all your garden questions. Tune in each week for the latest garden information.



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New and Upcoming Programs



On Saturday May 1 and May 8, HCCE will help to sponsor the first annual Henderson County Garden Tour. Ten nurseries and garden centers from around the county will be highlighted just prior to Mother's Day to supply all your spring garden needs.



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Farm City Day Returns



Farm City Day will return for its 60+ year on Oct 2, 2021. Pending no further setbacks in the COVID restrictions, we plan to have a full-scale Farm City Day with all necessary precautions. Save the date for Henderson County's premier farm event.



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NC COOPERATIVE EXTENSION



Extension is the outreach arm for the land grant universities, delivering science-based information to the public since 1914. We offer programs and services for all people.

henderson.ces.ncsu.edu

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