

# 2014 Jackson County Program Impact Report

## I. Executive Summary

The Jackson County Cooperative Extension identified seven (7) major program areas to work in during 2014: Natural Resources Conservation and Environmental Sustainability, Healthy Eating, Physical Activity and Chronic Disease Risk Reduction, Profitable and Sustainable Agriculture Systems, Urban and Consumer Agriculture, Safety and Security of our Food and Farm Systems, Leadership Development and Community Development. Educational programs in these state objectives led to significant impacts for the citizens of Jackson County during 2014.

The Centennial Celebration was a major effort in 2014, which gave the Jackson and Swain Extension Centers an opportunity to market our programs and celebrate our last 100 years. We developed a museum setting in each center with old historical pictures and at the event we had demonstrations, food and literature to share with the public.

In 2014 The Jackson County Extension Advisory Council meet twice (2) with a regular attendance averaging 8 members. These meetings occurred in April and November 2014. These meetings provided an excellent time to allow the Jackson Extension staff to share with the community leaders our extension work within the county for the past six months and what lies ahead for the next 6 months in regards to programming. Staff listened to feedback from the leaders of how else Jackson Extension can help further with educational programming and technical assistance. The council members really liked the work that the Jackson Extension center is doing. They stated that we are meeting the demands of the public in regards even with the staff shortage, however asked, "when do we sleep?"

### *AGRICULTURE and HORTICULTURE:*

Agriculture and Horticulture Extension Agent Christy Bredenkamp did an outstanding job in 2014 providing 42 excellent educational programs, while also providing technical assistance in the areas of profitable and sustainable agriculture systems; local food systems; safety and security of our food and farm systems and urban and consumer agriculture. Her programs in these areas impacted 2,338 individuals directly by increasing their working knowledge of best agricultural and horticulture production practices to increase net farm incomes and help build the local food systems for Jackson County, along with good horticulture practices. The numbers included 1,059 for profitable and sustainable agriculture systems; 145 for local food systems; 153 for safety and security of food and farm systems; and 981 for urban and consumer agriculture. Her programs ranged from Master Gardener (MG), Christmas Trees, edible plants, canes, pesticide certifications, tax law updates for farmer's markets, ginseng, organic production and many other subjects related to agriculture and horticulture. CED Robert Hawk provided 8 livestock educational programs for cattle herd and health management through the Jackson, Macon and Swain (JMS) Cattlemen's Association, which he served

as the Chair of the Education Committee in 2014. Christy acquired \$250 to host the Fall NC Christmas Tree Association Growers Meeting in September. Christy had 25 MGs donate 786 hours for 1,191 clients valued at \$17,402.

#### ***COMMUNITY DEVELOPMENT:***

In the area of Community Development 256 community leaders gained assistance from the Jackson Extension Center, which was included work through extension programs; extension clubs; working committees and technical assistance. In October 2014 the Balsam, Caney Fork and Pumpkintown Community Development Clubs (CDCs) participated in the Annual Jackson DCD Awards program. A total of \$1,850 Award Monies were granted to these 3 CDCs to help with their programming needs. The Smoky Mountain Agriculture Development Station (SMADS-old Drexel plant) Steering Committee held 2 Community/Public Outreach meetings in March and April of 2014 and the information gathered at these was utilized to develop the SMADS Master Plan in the Fall from the Altamont Engineering, Inc. CED Robert J. Hawk provided much leadership with the SMADS initiative and helped facilitate the outreach meetings with the help of CED Doug Clement.

#### ***NATURAL RESOURCES and CONSERVATION:***

Natural Resources Conservation and Environmental Sustainability programs through the Jackson Extension impacted 721 residents, which was primarily through educational programming during the Annual Soil and Water Conservation (SWCD) Conservation Field Days (April 2014), Leopold Education Program Training (12- August 2014) and the Beaver Management Assistance program (6 annually- BMAP), along with technical assistance on ponds, wildlife nuisance questions and nature based school programs. These two programs taught youth and teachers about conservation stewardship and how to appreciate and enjoy their natural environment. Provided 12 educational programs in this area of natural resource conservation. \$350 was awarded from Jackson Paper Manufacturing to purchase tree seedlings for the SWCD Conservation Field Days.

#### ***4-H YOUTH DEVELOPMENT:***

4-H Agent Heather Gordon provided many diverse programs (119) under the "Leadership" philosophy of building youth to become effective citizens of the community for the future. Her programs directly provided leadership to 1,524 youth in Jackson County in 2014. The 4-H program in 2014 included cloverbuds; nature club; heritage programs (JAM); community service; crafts; public speaking; leadership; foods and culinary and other live skills. In 2014, Heather Gordon secured several purposeful and significant grants for her programs and they were \$8,000 from the NC Arts Council Traditional Arts; \$1,200 from the Jackson County Arts Council for the Jackson County Junior Appalachian Musicians (JAM) program JAM, which is an after-school program that provides young people instruction and performance opportunities in Mountain Heritage Music on traditional Appalachian instruments. Heather acquired another \$9,952 grant through the Cherokee Preservation Foundation Grant was awarded for the Jackson

County Youth Leadership Council. Grants totaled \$9,200 for her JAM and \$9,952 for the Youth Leadership Council. Heather had 268 volunteers donate 487 hours for 455 clients valued at \$10,782.

### ***FAMILY and CONSUMER SCIENCE:***

Family and Consumer Science (FCS) Agent Sherrie Peeler has worked with 356 individuals on nutrition (112), family financial (3) and volunteer readiness/ECA (241) since May 2014. Sherrie has held 59 programs ranging from cooking, sewing, ECA Clubs, Food Safety, nutrition, family financial management and volunteer readiness. 5 ECA Volunteers have donated 31 hours for a total value of \$686.

### ***EFNEP:***

A 4-H Expanded Food and Nutrition Education Program (EFNEP) Coordinator Catherine Smith resigned in September 2014, which was an NC A & T State University position. The outcome was that 335 youth and their families became educated about eating smart and moving more. This program was in both Jackson and Swain counties and has successfully worked with the Jackson Parks and Recreation Department and the Jackson County school system (3rd and 4th grade). From December to September 2014, Catherine had a great impact these youth on the latest nutrition education. Catherine offered excellent programs with enthusiasm and creative teaching techniques.

### ***OVERALL SUMMARY:***

Jackson County Cooperative Extension made 42,863 total educational contacts in 2014, which included 5,074 face-to-face contacts and 37,789 non-face-to-face contacts. 183 extension educational programs came from the Jackson Extension Staff in 2014. Mass Media (newspaper; radio and social media) is a large part of the Jackson Extension educational process, in which ninety - seven (97) newspaper articles had a circulation of 1,271,350; sixty - five (65) radio programs reached 1,171,000 people; thirteen (13) county website articles were written with over 22,000 website hits in 2014. Jackson Extension Center received \$19,752 in grants, gifts and donations to help the citizens of Jackson County with educational programs to enhance their lives greatly.

Volunteer activity in 2014 included 313 volunteers with 1,309 volunteer hours benefiting 1,757 individuals totally a dollar value of \$28,981. MGs helped out greatly covering the office when staff had to be out for extended periods.

The Jackson County Extension held two all day Staff Retreats for 2014. The first was a "Team Building" exercise in May on a low ropes course at Moonshadow in Cherokee, NC. This retreat also allowed the staff to develop a strategic plan for the Centennial Celebrations in both Jackson and Swain counties for September and October, in which a couple of hundred people attended. The other retreat was a Christmas Party on December 1st to Black Mountain for fellowship, fun and food.

## I. Number of Contacts Made by Extension

Type of Contact	Number
Face-to-face*	5,195
Non face-to-face**	84,863
Total by Extension staff in 2014	90,058

\* Face-to-face contacts include contacts that Extension personnel make directly with individuals through one-on-one visits, meetings, and other activities where staff members work directly with individuals.

\*\* Non face-to-face contacts include contacts that Extension personnel make indirectly with individuals by telephone, email, newsletters, news articles, radio, television, and other means.

## II. Designated Grants Received by Extension

Type of Grant	Amount
Contracts/Grants	\$19,152.00
Gifts/Donations	\$600.00
United Way/Foundations	\$0.00
User Fees	\$0.00
<b>Total</b>	<b>\$19,752.00</b>

## III. Volunteer Involvement in Extension Programs

	Number of Volunteers*	Number of Volunteer Hours	Known client contacts by volunteers	Dollar Value at \$22.14
<b>4-H:</b>	268	487	455	\$ 10,782.00
<b>Advisory Leadership System:</b>	15	5	100	\$ 111.00
<b>Extension Community Association:</b>	5	31	11	\$ 686.00
<b>Extension Master Gardener:</b>	25	786	1,191	\$ 17,402.00
<b>Other:</b>	0	0	0	\$ 0.00
<b>Total:</b>	313	1309	1757	\$ 28,981.00

\* The number of volunteers reflects the overall number of volunteers for multiple events.