

## Topic: Cooperative Extension's Role in resilience in the community

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### Participants

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### Main Points:

- How to ensure community finds Extension a vital service provider
- What does i do? Agriculture, Health, Gardening, 4H, Forestry, farm worker health
- Does Extension need a PR shift or a shift in services?
- Community not aware of their vital work because it is behind the scenes: farming support....but ALSO serves general community – how to emphasize this aspect? Gardening, health, etc<...?
- Watauga is a progressive office compared to nationwide
- Barriers to communication

### Action Steps:

- Communicate: Science base, farming support, natural resources, home health & food  
interrelated
- University “engagement” center -->synergy, also a small step to integrate Boone/ASU vs. rural communities to lessen tensions
- Combine news and events (online or combined newsletter)
- Extension can be the “Ray’s Weather” of local agriculture -!!
- Agriculture Calendar or blog:
  - wataugaces.blogspot.com..... change to easier virtual domain?

How can concerned citizens support the Extension?

- Community Supported Agriculture (CSA)
- Master gardener program – keep them tapped in?
- Make Extension a publicly (all public) recognized Agriculture clearing house
  - Publication
  - Website

Putting it all together

print and web