

BRAND PLATFORM

Positioning Statement

NC State Extension is the local and statewide outreach provider of North Carolina's preeminent research enterprise — NC State — delivering research-based agricultural, food and youth programs for all North Carolinians.

Our world-leading faculty and exceptional field faculty — who are at the forefront of innovation and discovery — provide high-tech, high-touch expertise to serve the unique needs of diverse clients.

Our extensive partnerships with agriculture, business, industry, education and government create a unique culture of collaboration that increases productivity and fuels economic development.

Our trusted research-based programs and technical assistance provide solutions and empower clients to make better-informed decisions.

Our leadership in experiential education equips clients to effectively transfer knowledge and skills into practical application.

Brand Promise

Our faculty, staff, partners and volunteers create economic, societal and intellectual prosperity.

Brand Drivers

- ✦ World-leading faculty and exceptional field faculty at the forefront of innovation and discovery
- ✦ Extensive partnerships with agriculture, business, industry, education and government
- ✦ Trusted research-based programs and technical assistance
- ✦ Leadership in experiential education

Brand Personality

- ✦ Innovative
- ✦ Intellectual
- ✦ Purposeful
- ✦ Trusted
- ✦ Caring