



USDA-CSREES 2007 National Water Quality Conference

[Creating Revenue-Generating Water Quality Programs: The Good, Bad and Ugly](#)

Extension professionals are increasingly called upon to generate alternative funding streams to implement new, or sustain existing programs. Such revenue can provide improved spending flexibility related to salaries, equipment, travel or other special case costs. Nevertheless there are negative connotations that exist throughout the Extension community when the suggestion of conducting programs which support themselves is raised. Three (3) water quality programs have been created through the Clemson University Cooperative Extension Service that are completely self-sustaining. The first program, called Carolina Clear, targets the general public and addresses issues related to educating individuals about polluted runoff and ways they can minimize harmful impacts. The second and third programs offer state certification for erosion prevention and sediment control inspecting and stormwater plan review. This paper will discuss the administrative challenges, logistical hurdles, and cooperative rewards of conducting such programs on a statewide basis.

Author: Calvin B. Sawyer

University Affiliation: Clemson University

Co-Author(s): Daniel Hitchcock and John C. Hayes