

EMMETSBURG

SIoux CITY

GREENFIELD

NASHUA

MONTICELLO

OSKALOOSA

EXTENSION COUNCIL CONFERENCE 2024

ON THE ROAD

CONNECTING TO YOUR COMMUNITIES

Iowa ←
Extension Council
→ Association

Ground Rules

Focus on opportunities, not barriers.

Be willing to step outside your comfort zone – stretch yourselves.

Think individually - about how YOU can make an impact.

At each step of the evening, think about how you can share what you learned with your council and regional/county director.



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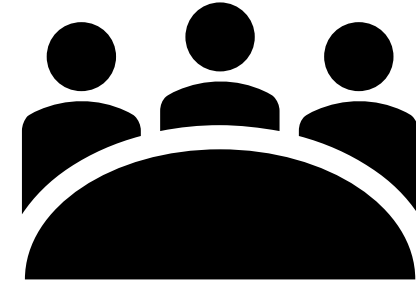


Setting the Stage



Agenda

- Public Trust Comes from Public Value
- Initiating Partnerships in Your Community
- Partnership Agreements
- How to Talk about ISU Extension and Outreach
- Extension and Outreach Strategic Vision and Direction
- Q&A with Vice President Jason Henderson
- *Adjourn 8:30pm*



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Public Trust comes from Public Value



Public Value

The value of a program to those who do not **directly** benefit from that program.





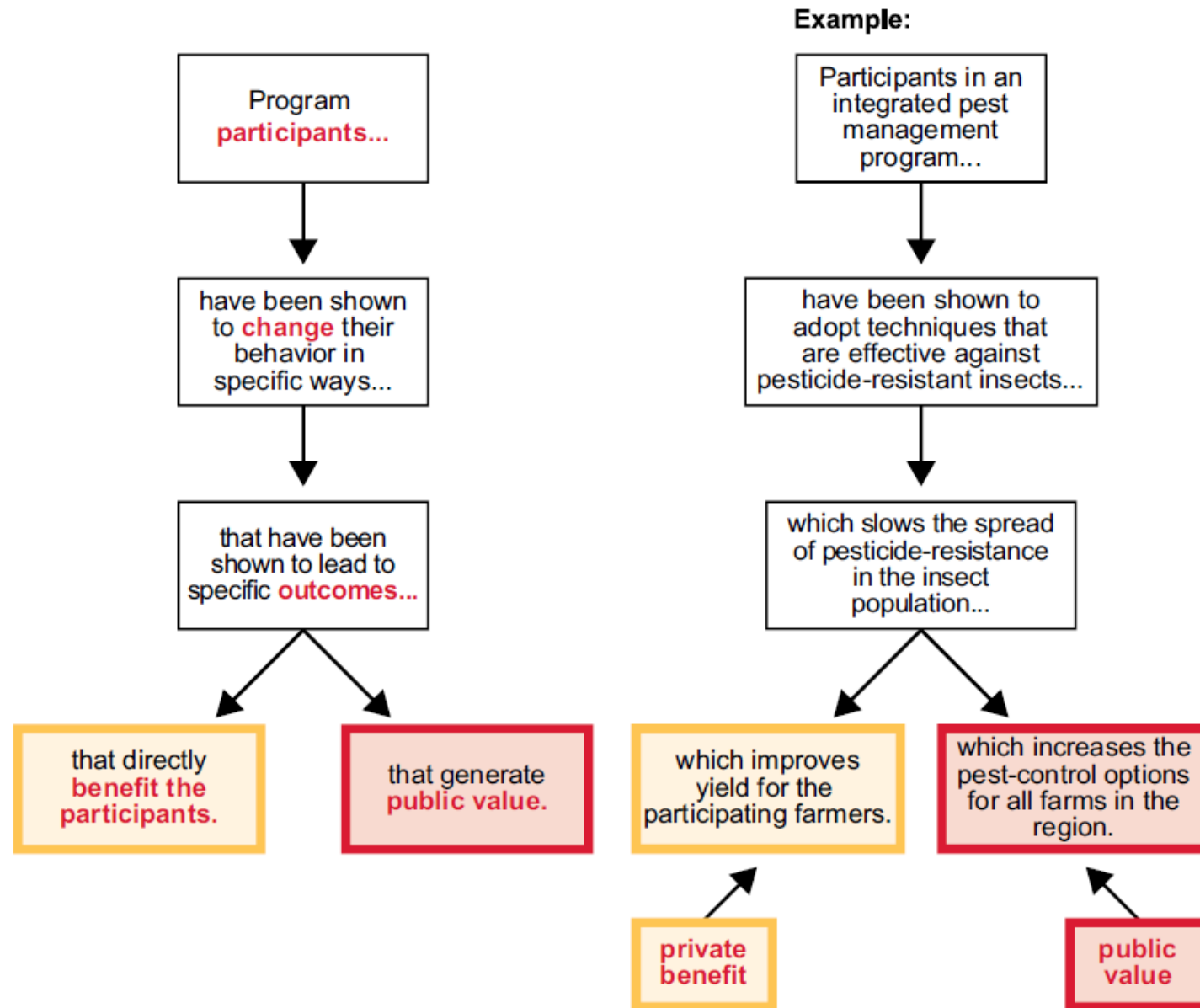
Creating Public Value Criteria

- Does it narrow an **information gap**?
- Does it address a crucial concern about **fairness**?
- Does one person's participation **benefit** people who do not participate?
- Does one person's participation **reduce** costs for others?
- Does the program **improve upon the market outcome**?

Tell the Public



Activity



Communicating Public Value

How do you share the public value of your county's Extension programs?



Plan Your Accountability

In the next month, I will share the public value of _____
(program)

with _____.
(stakeholder name)

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Initiating Partnerships in Your Community



Activity



Plan Your Accountability

In the next month, I will connect _____ with an
(insert a potential partner from chart above)
Extension staff member to explore a potential partnership.

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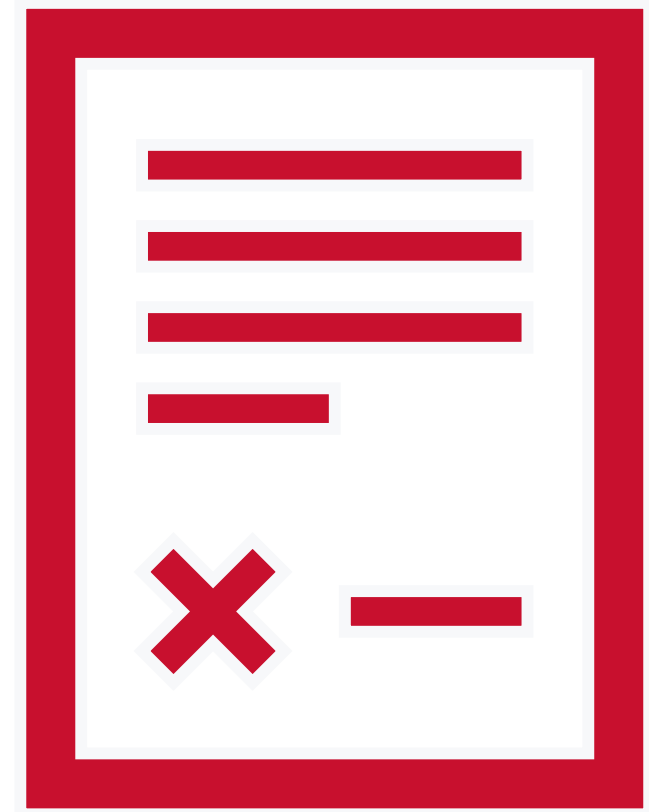


Partnership Agreements



Partnership Agreements

- Definition
- Why we collect partnership numbers
- When a formal agreement is needed
- Civil Rights reporting



Who Wants to Know?



Councils



Vice President



Iowa State
University



USDA NIFA

In 2023, counties reported **4,442** partnerships!

What Makes a Partner?

An entity that **shares** leadership, decision-making, responsibilities, and/or resources to accomplish delivering an Extension program.

- There is regular **communication** between the partners
- **Clearly defined expectations** and **deliverables** of each partner
- The sharing of financial resources may or may not be present in the partnership.

When is a Formal Agreement Needed?

- To clearly define expectations and responsibilities
- Manage/share risk
- Exchange of funds

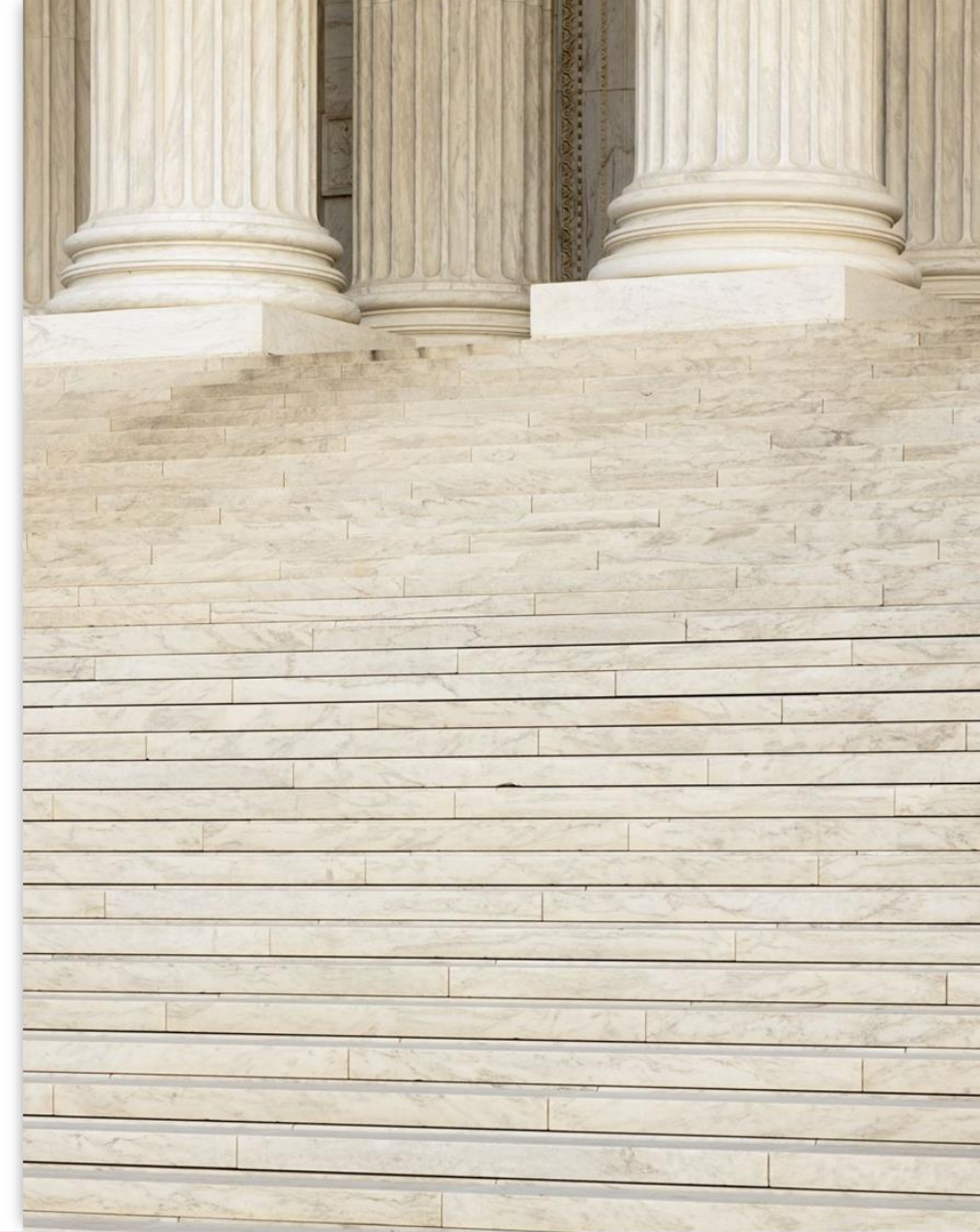
Examples:

- Fair Partnership Agreement
- Agreements for short-term programs
- Long-term, on-going partnerships to deliver program(s)
- Multi-county shared positions



Civil Rights Compliance

In compliance with the **Civil Rights Act of 1964** and subsequent rules and regulations, Iowa State University Extension and Outreach must have written evidence that it does not conduct programs for, nor cooperate in conducting programs with, any public or private agency, organization, or group that discriminates on the basis of **race, color, or national origin** in its membership requirements.



Civil Rights Compliance

Iowa State University Extension and Outreach must also have evidence that it does not conduct programs for, nor cooperate in conducting programs with, any public or private agency, organization, or group that discriminates on the basis of **physical or mental disability** in compliance with **Section 504 of the 1973 Rehabilitation Act**.



Civil Rights Compliance

It is inconsistent with **Title IX of the 1972 Education Amendments** for Iowa State University Extension and Outreach to provide significant assistance to any public or private agency, organization, or group that discriminates in its membership requirements or in any services offered on the basis of **sex**.



Assurance of Non-Discrimination

- Collected annually from partners, including 4-H Clubs
- Signed by representative or leader
- Stored in county's Civil Rights file drawer

Assurance of Nondiscrimination

Civil Rights Act of 1964 and subsequent rules and regulations, and Outreach must have written evidence that it does not conduct or cooperate in conducting programs with, any public or private agency, or group that discriminates on the basis of race, color, or national origin in its membership requirements, or in any services offered.

Extension and Outreach must also have evidence that it does not discriminate or cooperate in conducting programs with, any public or private agency, or group that discriminates on the basis of physical or mental handicap, or in any services offered, with Section 504 of the 1973 Rehabilitation Act.

Extension and Outreach must also have evidence that it does not discriminate or cooperate in conducting programs with, any public or private agency, or group that discriminates in its membership requirements or in any services offered, with Title IX of the 1972 Education Amendments for Iowa State University Extension and Outreach to provide significant assistance to any public or private agency, or group that discriminates in its membership requirements or in any services offered, on the basis of sex.

In completing this requirement, please read, sign, and return the statement of assurance that does not allow membership or participation of both males and females, and sign the statement without that provision.

Iowa State University Extension and Outreach, Montgomery County has a policy of non-discrimination in its membership or in any services offered on the basis of race, color, national origin, handicap, or sex.

Signature _____

Position _____

Date _____

Equal opportunity provider.
For more information on the non-discrimination statement or accommodation inquiries, go to iastate.edu/diversity/.

IOWA STATE UNIVERSITY

Iowa 4-H Annual Compliance Report

The Iowa 4-H Youth Development Program is available to all children and youth, grades K-12, regardless of age, disability, ethnicity, gender identity, genetic information, marital status, national origin, pregnancy, race, color, religion, sex, sexual orientation, socioeconomic status, or status as a U.S. veteran, or other protected classes. (Not all prohibited bases apply to all programs.) Iowa 4-H Youth Development requires an annual record that all 4-H clubs/learning communities comply with this requirement.

Iowa 4-H Youth Development, as a unit of Iowa State University Extension and Outreach, and a program of the United States Department of Agriculture, must comply with all Federal and State Civil Rights laws.

Please complete this form and return it to your county Extension office.

This is to certify that the _____
4-H club/unit name _____

_____ does not discriminate in its membership or in any services offered because of disability, ethnicity, gender identity, genetic information, marital status, national origin, pregnancy, race, color, religion, sex, sexual orientation, socioeconomic status, or status as a U.S. veteran, or other protected classes. (Not all prohibited bases apply to all programs.)

How do you recruit members for your 4-H club/unit (please check all that apply)?

| | |
|--|---|
| <input type="checkbox"/> personal invitations | <input type="checkbox"/> inquiries from prospective members |
| <input type="checkbox"/> mailed invitations | <input type="checkbox"/> school visitations |
| <input type="checkbox"/> mass media-newspaper, radio, TV | <input type="checkbox"/> posters and displays |
| <input type="checkbox"/> referrals from Extension office | <input type="checkbox"/> social media: _____ |

As the 4-H Club/Unit Leader, I will share with the club's members that our club is open to all youth.

Signature of 4-H Club/Unit Leader _____ Signature of 4-H Club/Unit Leader (optional) _____

Date _____ Date _____

IOWA STATE UNIVERSITY
Extension and Outreach

Iowa State University Extension and Outreach does not discriminate on the basis of age, disability, ethnicity, gender identity, genetic information, marital status, national origin, pregnancy, race, color, religion, sex, sexual orientation, socioeconomic status, or status as a U.S. veteran, or other protected classes. (Not all prohibited bases apply to all programs.) Inquiries regarding non-discrimination policies may be directed to the Diversity Advisor, 2150 Beardshear Hall, 515 Morrill Road, Ames, Iowa 50011, 515-294-1482, csd@iastate.edu. All other inquiries may be directed to 800-262-3804.

Iowa 4-H Youth Development Annual Compliance Report 4HP 0003 December 2018

Examples of Agreements

www.extension.iastate.edu/countyservices/partnership-agreements

- Fair Partnership Agreement
- Agreements for short-term programs
- Long-term, on-going partnerships to deliver programs
- Multi-county shared positions



Examples of Agreements



Agreement for Collaboration

Short-Term 4-H Programs

The purpose of this agreement is to clearly identify the roles and responsibilities of each party as they relate to research-based Positive Youth Development 4-H Experience collaboratively. This agreement also facilitates the information needed for program enrollment and evaluation.

| | | |
|--------------------------|---|----------------------|
| Iowa 4-H State Office | County Extension County Extension Office | Partner Organization |
| State 4-H Representative | County 4-H Representative | Partner Contact |
| Youth Specialist Phone | County Extension Phone | Partner Phone |
| Youth Specialist Email | County Extension Email | Partner Email |
| Youth Specialist Address | County Extension Address | Partner Address |

| Item | Compliance Component | Responsible Party (choose) |
|---|--|----------------------------|
| Program Liability & Risk Management | Manages program liability and risk management including collection of emergency contact information, and maintenance of appropriate insurance. Responsible for screening of volunteers and staff. | Iowa 4-H |
| Fiscal Management | Manages funds raised and spent in furtherance of the program. Ensures compliance with applicable financial policies and guidelines. | |
| Event or Program Management | Plans, recruits, registers, markets and delivers the program. Ensures that budgets and plan are in compliance with risk and financial management standards, implements shared marketing with all partners, collects all information necessary for risk management and evaluation, and maintains program and classroom management guidelines to ensure a safe, inclusive, and positive environment for youth development programming to take place. | |
| Alignment with Positive Youth Development | Ensures that programming is experiential in nature and has opportunities for youth leadership, individual and group goal setting, and opportunities to reflect and share what was learned. Ensures that programs are carried out in a partnership between youth and adults, and that programs are in alignment | |

MEMORANDUM OF AGREEMENT

Between the
Sample County Agricultural Extension District
 and
Sample2 County Agricultural Extension District
Sample3 County Agricultural Extension District
Sample4 County Agricultural Extension District
 for a
Regional Marketing & Communications Coordinator

THIS AGREEMENT is entered into by and between the Sample County Agricultural Extension District, hereinafter referred to as **Sample CAED**, and the County Agriculture Extension Districts of Sample2, Sample3 and Sample4 Counties, hereinafter referred to as **Sample2 CAED**, **Sample3 CAED** and **Sample4 CAED**, and collectively called **Cooperating CAED** when referring to all Districts.

RECITALS

WHEREAS **Sample CAED** and the **Cooperating CAED** operate in partnership with Iowa State University Extension and Outreach (ISUEO) and the Cooperative Extension Service of the United States Department of Agriculture to carry out the cooperative extension mission in Iowa;

WHEREAS **Sample CAED**, **Sample2 CAED**, **Sample3 CAED**, and **Sample4 CAED** jointly share the desire to support delivery of extension educational programs in their respective counties in central Iowa;

TERMS

NOW, THEREFORE, the following sections are mutually agreed between the cooperating parties.

Section I. Purpose and Objectives

Sample CAED and **Cooperating CAED** will work together to support the development and delivery of quality extension educational programs to meet priority needs. To this end, **Sample CAED** and **Cooperating CAED** desire to obtain additional marketing support by funding a Regional Marketing and Communications Coordinator. This position will be an employee of **Sample CAED** and will work under the supervision of the Sample County Director with support of the Regional Extension Education Director and the Advancement Specialist serving Region XX. The position description is attached to and made a part of this Agreement in Exhibit A.

Partnership Agreement

Between

_____ **County Fair Board**
 and
 _____ **County Agricultural Extension District**
 _____ **School District(s)**

Now, on this ____ day of _____, 20__ this Partnership Agreement (hereafter "AGREEMENT") is entered into between _____ County Fair Board (hereafter "FAIR BOARD"), _____ County Agricultural Extension District (hereafter

"COUNCIL"), _____ School District (hereafter _____ the purpose of coordinating the relationship, events, activities and _____ es, including the presentation of the _____ County Fair

and Overarching rules.

the Board of Directors of the corporate organization that has the responsibility under Iowa Code, Section 174.3, to manage county fair _____ ty fairgrounds.

SION COUNCIL, referred to as simply EXTENSION, is the elected _____ up the County Agricultural Extension District and has the authority _____ under Iowa Code, Section 176A.8 to prepare for the educational _____ on work in agriculture, human sciences, community development and _____ cooperation with ISU EXTENSION and OUTREACH.

and OUTREACH, part of Iowa State University, has the authority and _____ r Iowa Code, 266.4 and 266.5, to organize and conduct agricultural _____ s extension work, including 4-H Club youth development activities, _____ law, 7 U.S.C. 3410349, 18 U.S.C 707 and 7CFR Part 8, has the _____ manage the events and activities involving 4-H Clubs and the use of the _____ oblem.

ociation is comprised of nearly 15,000 members enrolled in over 235 _____ e Iowa FFA Association is supported, in part, by the Iowa FFA _____ Iowa Department of Education. The Carl D. Perkins Act of 2006, is _____ that the Iowa Department of Education uses to assist FFA. The

Plan Your Accountability

I will check with my regional director/county director to determine if we need a partnership agreement for the following partnership:

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Talking About ISU Extension and Outreach in Your Community



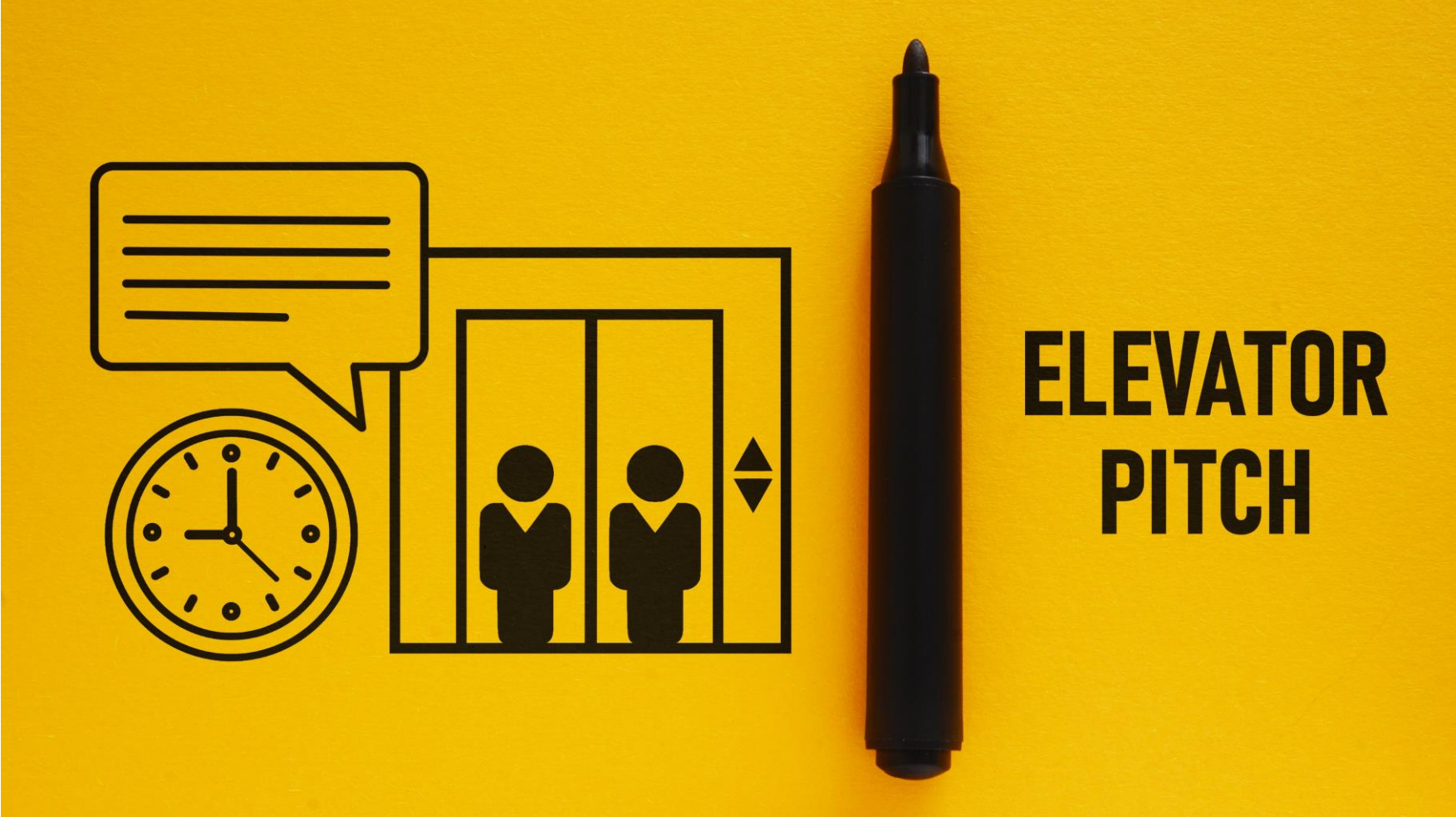


Elevator Speech

- Be succinct
- Tailor it to your role
- Stay close to the Extension brand
- Don't overwhelm
- Call to action



Activity



Plan Your Accountability

I will try out my elevator speech the next time I'm talking with _____
(person)

at _____.
(location/setting/situation)

Extension's Strategic Vision and Direction

Jason Henderson

Vice President for Extension and Outreach

How we got here

- ✓ Hellos and Handshakes (Spring 2023)
- ✓ Strategic Planning Committee (July –Dec 2023)
- ✓ Area Meetings (Fall 2023)
- ✓ Local Discussions (January – present)
- ✓ Extension Annual Conference (March 2024)

We are NOT changing
Structured for Success

Strategic Vision and Direction

| | |
|-------------------------------------|--|
| Purpose | “ Catalyst for growth and change for Iowa and the world” |
| Areas of Focus | Three broad areas for impact in Iowa and the world |
| Catalyst funds | R & D investments for refreshed & new programs |
| Priority Program Initiatives | Working across Extension, the university and communities to address emerging issues |
| Commitments | Internal shifts and changes needed to be successful |

Internal Commitments

1. **Focus on impacts** that make a difference in the lives of Iowans & the world.
2. **Embrace the land-grant mission** of engagement, discovery and learning.
3. Take an **interdisciplinary and systems approach** to addressing complex issues facing Iowa and the world.
4. Invest in **people and partnerships**.
5. **Diversify sources of funding** in alignment with our purpose.

Extension 2024 Annual Conference Work Sessions

| # of Tables | Commitments |
|-------------|---|
| 3 | 1. Focus on impacts that make a difference in the lives of lowans & the world. |
| 12 | 2. Embrace the land-grant mission of engagement, discovery and learning. |
| 3 | 3. Take an interdisciplinary and systems approach to addressing complex issues. |
| 46 | 4. Invest in people and partnerships. |
| 1 | 5. Diversify sources of funding in alignment with our purpose. |

Invest in People and Partnerships

4.1 Healthy Work Environments

4.2 Support Staff Growth and Opportunities

Extension's Shared Leadership

Common Theme: Reduce Turnover

*How can we, Extension's leaders,
work together to support
our staff and reduce turnover?*

4. Invest in people and partnerships

Tables 1-2

Strategy 1: We will **foster a healthy work environment** that supports employees to live balanced work lives.

Tables 3-4

Strategy 2: We will **support staff growth and provide opportunities** for skill enhancement, career advancement and personal development.

1. Current Reality

SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats

2. Success Indicators

3-5 years from now, how we will know we have been successful?

Write SMART goals

- **Strategic**
- **Measurable**
- **Ambitious**
- **Realistic**
- **Time-bound**

3. First Year Accomplishments

What specific actions would move the needle in year 1?

What would councils need to achieve in the next 12 months?

- Write SMART goals

- **Strategic**
- **Measurable**
- **Ambitious**
- **Realistic**
- **Time-bound**

Next Steps for Councils

- Identify priorities and key actions

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Questions and Answers with Vice President Henderson



Save the Date!

Friday, September 13

Get a behind-the-scenes look at Extension and Outreach at Iowa State

EXTENSION COUNCIL DAY ON CAMPUS



IOWA STATE
UNIVERSITY
Extension and Outreach

Iowa ←
Extension Council
→ Association

Iowa ←
Extension Council
→ Association

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Iowa
← Extension Council
→ Association

Wrap Up

Iowa
← Extension Council
→ Association

Wrap Up

- One thing you learned from someone else
- One thing you can do to enhance the reach of ISU Extension and Outreach in your county
- One word about the information and tools you've been given this evening

