



# Handouts and Notes

March 25, Greenfield  
April 2, Nashua

March 26, Oskaloosa  
April 10, Emmetsburg

April 1, Monticello  
April 11, Sioux City

*Thanks for joining us tonight. We're glad you're here! We are on the road connecting to your communities. This mini-conference is an opportunity for you to develop tools for your proverbial "toolbox" ...tools that will shape ideas, initiate momentum, and maybe even create a bit of new enthusiasm to make a difference on your council and in your county. Reach out at any time if you have questions or ideas. Have a great night.*

~ Jennifer Vit, Executive Director of the Iowa Extension Council Association

**After the conference, I'll follow up on these items:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**I'll share these items with my council:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



## Public Trust comes from Public Value

Julie Baumler, Iowa Extension Council Association Program Assistant  
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### Public Value

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

### Public Value Approach

- Identify and secure support for activities with strong public value.
- Open the discussion about how to fund activities that do not have strong public value.
- Provide some insight to the task of prioritizing extension's work.

### Creating Public Value: Criteria

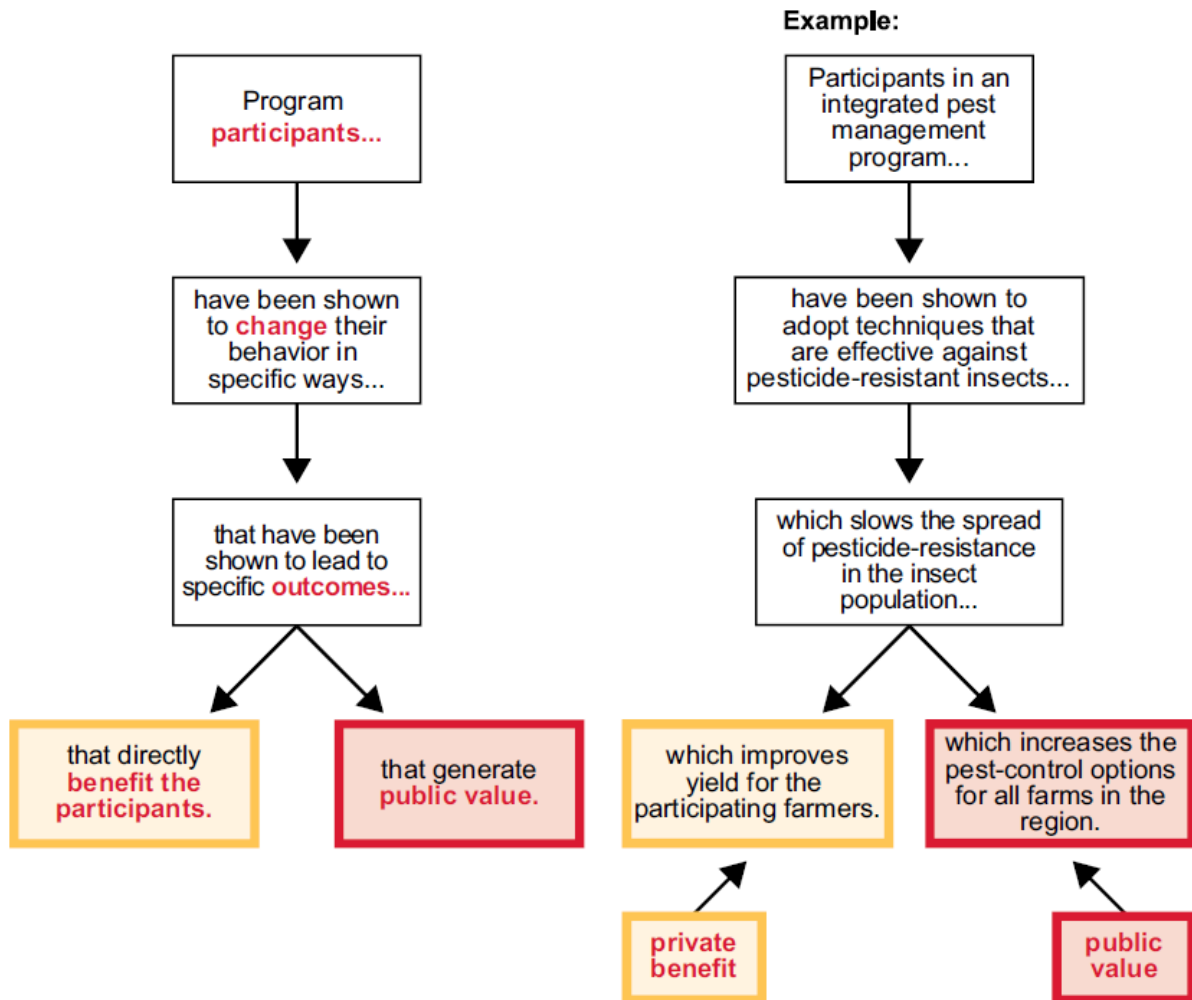
When an extension program satisfies the criteria for public sector action, it can create public value. How does an extension program create public value?

- 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**?

### Notes:

## Demonstrating Public Value

To demonstrate our programs' public value, we need to identify the changes participants make, the **outcomes** that result from those changes, and the **public value** that arises from those outcomes. The diagram below illustrates the essence of the public value message: **If people participate in our program, the community will reap benefits.**



Source: Building Extension's Public Value Advancement Learning Module Workbook

## Creating a Public Value Message

When you support \_\_\_\_\_ program,

participants will \_\_\_\_\_,

**(Changes)**

which leads to \_\_\_\_\_,

**(Outcomes)**

which will benefit other community members by

\_\_\_\_\_.

**(Public Value)**

### Plan your accountability:

In the next month, I will share the public value of \_\_\_\_\_  
*(program)*

with \_\_\_\_\_.  
*(stakeholder name)*

For more information or a full presentation about Public Value, contact your Extension Advancement Specialist.



## Initiating Partnerships in Your Community

Notes:



## Capitalize On Your Partnerships

This worksheet will help you think through your connections in your community and how you can support the ISU Extension and Outreach mission. Council members play an important role helping connect ISU

Extension and Outreach programs with audiences who need it and also with resources that can help extend our reach in communities.

What **community organizations, clubs, or groups** are you involved with? (civic organizations, church, local boards/commissions/councils, etc.)

Organization/club/group	How do our missions/goals overlap?	How can I connect Extension staff?

What other **educational organizations** are in your community? (colleges, community colleges, adult education programs, schools and daycares, etc.)

Educational organizations	How do our missions/goals overlap?	How can I connect Extension staff?

What **business connections** do you have? (those you do business with and/or work for)

Business connections	How do our missions/goals overlap?	How can I connect Extension staff?

**Who** do you know with skills that could be applicable to ISU Extension and Outreach work? (my neighbor Joe Smith is the county naturalist)

Individual	Relevant skill	How can I connect Extension staff?

**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.





## Partnership Agreements

**Andrea Welchans, Assistant Vice President for County Services**  
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### Notes:

### Plan your accountability:

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



# How to Talk about ISU Extension and Outreach in Your Community

Jennifer Vit, Iowa Extension Council Association Executive Director  
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## Elevator Speech

- Be succinct.
- Tailor it to your role.
- Stay close to the Extension brand.
- Don't overwhelm.
- Include a call to action.

## Notes:

### Plan your accountability:

I will try out my elevator speech the next time I'm talking with \_\_\_\_\_  
*(person)*  
at \_\_\_\_\_.  
*(location/setting/situation)*

## ELEVATOR SPEECH OUTLINE

Take a few minutes to write some notes about an impact that you would like to tell people about. This could be something you have participated in, presented, or know is happening. This worksheet will help you think through the main points and provide an outline for your elevator speech. An alternative would be to outline what extension is and how extension programs build a strong Iowa.

1. What impact are you most proud of in your county?
2. What was the identified need the program/resource addressed?
3. How do you know it was successful (measurement, anecdotal evidence)?
4. What are the key points that make this exciting or of interest?
5. How can the person I'm talking with get involved?
6. *Alternative:* What is extension and what are the priorities in my county?



## ISU Extension and Outreach Strategic Vision and Direction: Improving Staff Retention and Skills

Dr. Jason Henderson, Vice President for Extension and Outreach  
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Notes:





## 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:**

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# ADVANCEMENT 1-HOUR TRAINING MODULES

*Have your staff contact their advancement specialist to book trainings! Available all year round.*

## *Public Value Training*

In Cooperative Extension, we can readily provide evidence of our programs' private value to program participants – participation evaluations, testimonials by people who have had a positive experience with our programs, and evidence that people are willing to pay for the programs – but we also create public value when our programs benefit others in the community.

While direct beneficiaries of extension programs have always been a source of crucial political support for extension, demonstrating our public value can be the key to shoring up support from the rest of the population. Fiscal pressures on state and county governments make the need to demonstrate our public value increasingly urgent. More than that, by understanding and substantiating the public benefits our programs provide, we can be confident that extension, as a publicly funded organization, is doing what it is truly meant to do.

Staff complete a workbook helping them understand and formulate public value statements in their work.

## *Building Partnerships Training*

Why do we form partnerships? Because there is added value in working with other organizations. As extension professionals, we already possess conviction in the work we do. Sometimes all we need is courage to go out and make the ask of our potential partners.

Partnerships are a collaborative relationship between entities to work toward shared objectives through a mutually agreed division of labor and/or resources.

The benefits of effective partnerships do not appear overnight. Establishing effective and inclusive partnerships takes time, the right framework from the start, and mutual review on an ongoing basis.

Staff will learn the definition of partnerships and why they are important to our work with ISU Extension and Outreach. They'll learn the ingredients and structure of a successful partnership. Staff will engage in an exercise called "Time, Treasure, or Talent", which helps them craft what they need from potential partners. Then, they will practice the "ASK" by learning how to approach a potential partner through exploring and defining the mutual benefits of a partnership.

## *Storytelling Training*

According to [Harvard Business Publishing Corporate Learning](#), telling stories is one of the most powerful means that leaders have to influence, teach, and inspire. Storytelling is effective for learning because it connects people. Storytelling links people and ideas. Stories convey the culture, history, and values that unite people.

In ISU Extension and Outreach, a story is a simple way to explain and share our impact. A good story is concise and engaging with a clear message. A good story provides an opportunity to make a personal connection and build a relationship.

You may need to assess your audience. Do you have time to tell a full story, or do you need to share your elevator speech? A shorter and a longer version are both needed at different times and with different people.

Staff will understand the importance of storytelling as an extension professional and know what elements go into an effective story. They will know how to tailor information to a target audience. Staff will create a 1-to-2-minute story using the Story Map and use feedback and online tools to evaluate their stories.



# SAVE THE DATE

Friday, September 13, 2024

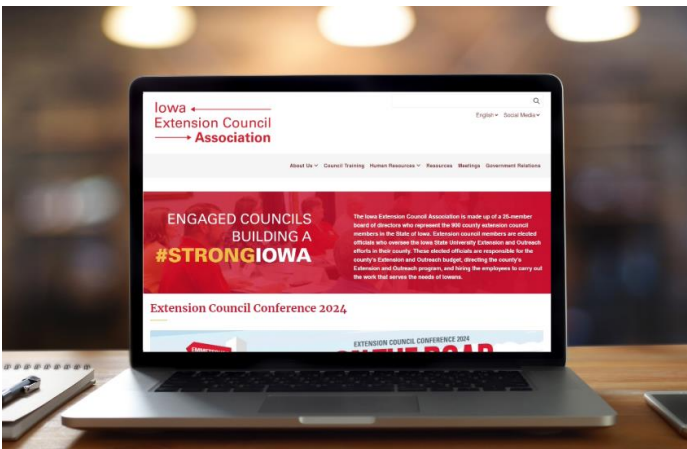
Get a behind-the-scenes look at Extension and Outreach at Iowa State!

Meet the people who conduct the research and develop the ISU Extension and Outreach programs offered in your county. Participate in tours highlighting innovation and exploration in Agriculture and Natural Resources, Human Sciences, 4-H Youth Development, and Community and Economic Development. Connect with other council members. **More details and registration information coming soon!**



<https://www.iaextensioncouncils.org/extension-council-day-campus>

## Explore the IECA Website Today



The IECA website is your go-to platform for information about your role as an extension council member. Here are just a few things you'll find there:

- Council Training**
- Legal Services**
- Council Resources**
- Government Relations Resources**

Use the universal password for password-protected pages: **CountyExtensionCouncil**.



To visit the IECA website, go to [www.iaextensioncouncils.org](http://www.iaextensioncouncils.org).