

Iowa Extension Council Association Action Plan 2022-2025

THE QUESTION

Imagine we have fully engaged County Extension Councils, what should IECA do by 2025 to enhance this engagement?

GOAL

IECA has a broad set of benefits that are well-used by counties to improve services to their constituents.

GOAL

More council member involvement in IECA to improve county council effectiveness

GOAL

Improve effectiveness of local councils

OUTCOME

Increase participation at IECA events

OUTCOME

Increase awareness and use of IECA benefits

OUTCOME

Increase member benefits offerings

OUTCOME

Increase role clarity in county council membership

OUTCOME

Increase networking opportunities between counties

OUTCOME

Increase usage of online resources

STRATEGIES TO ACHIEVE OUTCOMES

Extension Council Conference

- ✓ More time to network
- ✓ Visual cues to spark connection
- Virtual hybrid options
- Incentives: benefits vs door prizes

Legislative Day

- ✓ Ensure all IECA board members have a clear vision and details about legislative day
- ✓ More emails to council members
- ✓ Develop talking points for board members to share

Board Members Connecting with Council Members

- Talking points for board members to use when meetings with councils—focused topics

Awareness/Usage of Benefits

- ✓ 3-Minute video: Discussion of Benefits
- Share success stories/promos with highlights of how our benefits help serve the needs of councils
- Promote IECA staff

Identify New Benefits of Membership

- Needs assessment to identify council needs
- Ask council members directly about their needs and solicit success stories of benefit usage

Networking for Councils

- Regional meetings
- Suggested agendas for regional meetings developed

Improve Council Role Clarity

- ✓ 3-minute video on importance of the nominating committee
- 3-minute video on council member role
- Provide links to resources

Enhance Online Resources for Council Members

- Include links to website on all online resources
- Partner with regional directors to train councils on resources available on the IECA website