



Minutes of the Board of Directors of the Iowa Extension Council Association

August 30, 2022

The Board of Directors of the Iowa Extension Council Association met via Zoom on August 30, 2022. Board members present include Connie Casson, Kelly Jared, Joy Prothero, Kasey Peters, Gwen Hanson, Bruce Clark, Sara Pinckney, Sara Neuzil, Mollie Scott, Le Ann Lawler, Tom Monroe, Dan Lamgo, Sterling Young, Jamie Thompson, Roberta Hersom, Ryan Freese, Chrissy Westercamp, and Kim Rinker. Also present were Dr. John Lawrence, Andrea Nelson, Cindy Gannon, Jennifer, Vit, and Julie Baumler.

President Connie Casson called the meeting to order. There were no additions to the agenda.

Joy Prothero moved to approve minutes from the June 2 and July 28 board meetings. Tom seconded the motion. The motion carried.

Jamie Thompson gave the treasurer's report. There is a balance of \$46,672.63 in checking. The following bills were presented:

- Whitfield & Eddy, \$1,600
- MailChimp, \$36.38
- Conference Planning & Management, \$180 (for remaining conference balance)

Roberta Hersom moved to pay the bills. Sara Neuzil seconded the motion. The motion carried. Sara Neuzil moved to approve the treasurer's report. Le Ann Lawler seconded the motion. The motion carried.

Julie Baumler reported that all counties have now paid their dues.

An ISU Extension and Outreach update was given by Dr. John Lawrence, Vice President for Extension and Outreach and included the following items:

- The Director of Community & Economic Development hiring process is nearly complete. An offer has been extended.
- Area meetings will be held in the fall for all field staff. Councils are also invited.
- The MOU Review Committee is continuing to meet. All parts of the MOU are being reviewed. There was recently a discussion of programming needs and how those are identified. The Two-Way Scorecard timeframes are being discussed, as well as the purpose of the Two-Way Scorecard and if we're meeting that need. Roles and responsibilities for each of the models (1, 2, and 3) are the next topic of discussion. The length of the next MOU is in discussion. Our current MOU is for 3 years. The goal is still to have the draft ready in the fall and the bulk of the MOUs signed by May.
- The next 2-way scorecard will go out in early October.

Andrea Nelson, Asst. Vice President for County Services, gave a County Services update. The following items were highlighted:

- Managers have been receiving “soft skills” trainings in conjunction with University Human Resources.
- The new county Program of Work process has been piloted in 10 locations and is designed to help engage council program committees in the process of developing an action plan based upon the needs and goals of your community. The process is more streamlined than previous processes. More information will be coming in September.
- There have been a few regional directors who have moved regions. The hiring process is happening now for Regional Directors in region 3, 5, and 10. Board members were asked to help promote the openings to identify good candidates for these positions.
- Black Hawk County has moved to a model 2. Adriane Carlson will be the director for this new region.

IECA Executive Director Jennifer Vit gave her report including the following items:

- Region 19 board member Brent Ness has resigned. She is working with the regional director to identify some potential candidates to fill his term.
- Julie and Jennifer are working to put together a year-end report that will go to all council members via regional directors
- IECA will host a Civil Rights webinar on October 19 with Regenea Hurte. A link and synopsis of the training will be shared with council members next month.
- Jennifer has suggested that regional directors reach out to our IECA board members for assistance with New Council Orientations, where appropriate.
- Jennifer asked for some input from the board on how county staff members can best work with extension councils. She will be presenting on this topic for the upcoming office professionals conference.

In response to Black Hawk County moving to a model 2 staffing pattern and becoming the new Region 28, the board discussed how best to represent Region 10 and 28. Joy moved to combine Regions 10 and 28 for board member representation. Kelly seconded the motion. The motion carried.

The board discussed development of a survey to get feedback from councils on IECA membership benefits. The last survey was in 2016. Connie is working with Jennifer, Julie, and the HR & Member Services committee to develop a survey of membership benefits as well as some open-ended questions that would allow us to gather some additional information that would help with our work. We will ask councils in September and October to work as councils to complete this survey. Connie and Jennifer have recorded a 3-Minute video to introduce the survey. The goal is to send the survey out next week to regional directors. Jennifer and Connie will work on a letter to go to council chairs and will also develop a facilitation guide for regional directors.

The 2023 Legislative Day has been narrowed it down to a couple of key pieces. We are focusing on a breakfast at the Capitol on a Tuesday or Wednesday around 7:30 a.m. The hope is that an earlier schedule will help us better connect with legislators. We will not be working with the 4-H unit on this. Our target will be council members. We will be issuing some individual invitations to council members who live in legislative districts with key leadership. We also talked about having a Zoom to prep our participants. A handout highlighting extension success stories will be provided to legislators. We would also share a link via QR code to the county annual reports.

It was decided that the Extension Council Conference in 2023 will take place on two evenings in February. A quick poll of the group indicated a preference for Tuesdays and Thursdays. There will

be a 2 ½ hour timeframe for the conference each evening with 2 time slots of 4 breakout sessions each. There will also be a networking opportunity. The group discussed ways to encourage council members to log in. Suggestions included an IECA dues discount or a free hour of legal services either as door prizes or as a “carrot” if a certain number of council members register for each session.

Theme ideas we brainstormed and included the following suggestions:

- You Don't Know What You Don't Know
- IDK – the good and the bad (and maybe the ugly??)
- Engagement
- We're back...better than ever

Breakout session topic suggestions were also brainstormed:

- Kay Osvig from Whitfield & Eddy
- Budget topics – Reading the budget, knowing where you're at financially, how the budget works (the tax asking), could also do a level 1 & 2
- Audit review.
- How to complete a successful annual staff evaluation.
- MOU – understanding the changes and how the MOU works
- Regional collaboration – “The Power of the Region” – Boone County
- TimeClock Plus – management of staff time, leave, flex time, etc.
- Personnel policies
- Engagement of council members – Brenda Allen
- Ways 4-H can adapt to new audiences – starting new clubs with non-traditional audiences
- Opportunities to share success stories

Jennifer reminded the group of the upcoming “What Every Council Member Needs to know about 4-H” webinars.

The next meeting will be in person on Nov. 19 from 10 a.m. – 3 p.m. Suggested agenda items follow:

- Survey results
- Conference planning (marketing and outreach)

Tom Monroe moved to adjourn the meeting. Ryan Freese seconded the motion. The motion carried.

Respectfully submitted,

Daniel Lamgo, IECA Secretary