



PLUG IN

EXTENSION COUNCIL CONFERENCE

FEBRUARY 2, 2023
7:00 – 9:30 P.M.

FEBRUARY 7, 2023
6:30 – 9:30 P.M.



Focus on Committees: Program Committee

Janet Smith

Regional Director 27

Des Moines, Henry, Lee, Louisa

How often does your program committee meet? (Poll)

- We have not met this year
- Once
- 2-3
- 3 or more times



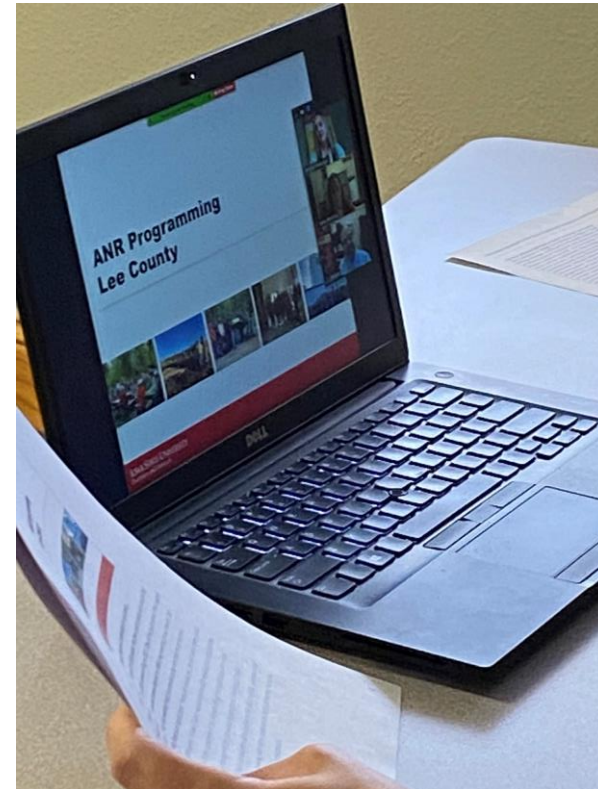
What is the most important council role with programming? (POLL)

- Identifying needs
- Assuring access to all residents
- Allocating financial resources
- Promoting
- Setting priorities
- Making program recommendations
- Evaluating results
- Connecting with partners

Together is better!

Go fast go alone, go far go together

- Councils
- Volunteers
- County Staff
- Program Units
- Program Specialists
- Community Partners
- Regional Director



Why is council involvement crucial?

- Connecting staff, programs with community/stakeholders
- Identify Issues/Needs
- Set priorities
- Advance and promote
- Relationship building
- =RELEVANT



Program planning resources

- Program Planning Template
- [Program Catalog](https://www.extension.iastate.edu/programcatalog/)
<https://www.extension.iastate.edu/programcatalog/>
- Marketing Program Template
- Program Budget Worksheet

Program Planning Template

[Insert Name] County Extension Educational Program of Work
Twelve Month Period: [Insert Month/Year to Month/Year]

1	Identified Needs Include supporting research (surveys, needs assessments, focus groups, etc.)
	Goal(s)/Objective(s)
2	Identified Needs Include supporting research (surveys, needs assessments, focus groups, etc.)
	Goal(s)/Objective(s)
3	Identified Needs Include supporting research (surveys, needs assessments, focus groups, etc.)
	Goal(s)/Objective(s)

List all planned educational programs included in this program of work packet (see action plan pages).

List the people consulted with and/or are responsible for carrying out the program of work.

Signed: _____ Date: _____
 County Extension Council Program Committee Chair

Date approved by council: [Insert Month, Date, Year]

Action plan reported, Qualtrics [Central Reporting of County Program of Work](#), (check when completed).

Document file location:
 S: Drive or CyBox. Include in extension council minutes.
 Send copy to all staff participating in this program and the regional director.

C.S. County Extension Educational Program of Work 10-5-2022

1 Identified Need/Goal	Action Plan <i>Copy and paste this template for each planned educational program listed on page 1.</i>
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Educational Program
 Type title of program and program summary statement found on the [Program Catalog](https://www.extension.iastate.edu/programcatalog/), (<https://www.extension.iastate.edu/programcatalog/>)

List Lead Person(s) Name and County Role.
 List who is leading, coordinating and facilitating.

Program Area(s). Check all that apply. ANR HS CED 4-H Youth Development

Has your county offered this program before? Yes No

Type of Collaboration County Multi-County Regional Statewide

Sources of Funding. Check all that apply.
 Non-fee (tax) User Fee Program Funds Grant Contract
 Estimated Budget Attached (optional)

Anticipated Program Delivery Dates:

Number of times delivered in twelve months:

Location (community, city, town, etc.):

Outputs
 Intended Audience listed on the [Program Catalog](#):
 Anticipated Number of Participants. Minimum: Maximum:
 Specific strategies for reaching underserved audiences:
 Anticipated considerations for diversity, equity and inclusion:

Outcomes
 What will people learn and do differently after participating in this program(s)?
 Use measurable, anticipated outcomes as listed in the [Program Catalog](#).

Evaluation
 Will participants complete an evaluation? What evaluation form is being used?

C.S. County Extension Educational Program of Work 10-5-2022

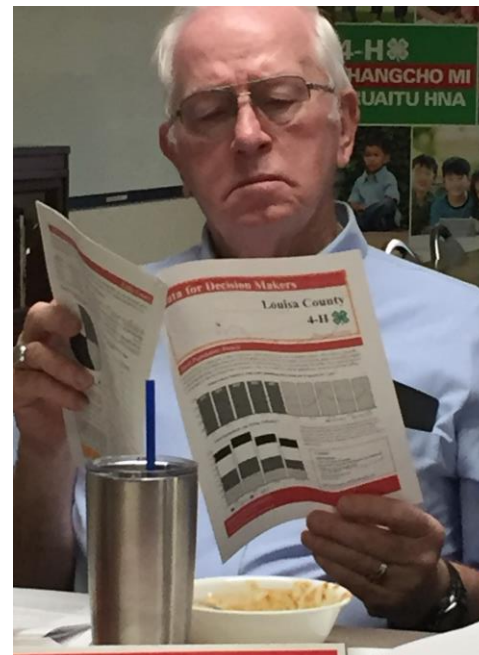
Identify Needs

- Listen, Learn, Scan data sources regarding the needs of people in your county.



Existing Data

- Iowa Data
- MyData
- Iowa Youth Survey
- Kids Count
- ISU Indicators Portal
- Iowa Ag Statistics
- Feeding America
- County Public Health Plan
- Early Childhood Plan
- School data-Ia. Dept of Ed.
- Local sources, chamber, county conservation, supervisors
- ISU Extension needs assessment survey-COMING SOON!



What are needs in your county?

- Protecting water quality
- Safe food handling practices to prevent food borne illness
- Helping rural communities build leadership
- Increasing farm profitability
- Increasing access to health affordable food
- Building strong healthy families and youth
- Increasing quality childcare

What are some methods to gather perspective of all?

- Community forums
- Focus Group Interviews
- Key informant interviews
- Surveys
- Media Scan
- Advisory, adhoc committees
- Other ideas?

How have you contributed to programming?

- Volunteer
- Allocate/find resources
- Partners
- Attend
- Promote
- Host



Council/Committee Discussion #1:

Perspectives

- What are some strengths of the county?
- What are some challenges in the county?
- What do you see as the most pressing issues in the county?
- What resources does the county possess for addressing?
- How can Extension help address the issue through educational programming?

Council Committee Discussion #2:

Community Needs Assessment

- How has the community changed in the past year or two?
- Which community needs relate most to Extension's mission and program areas?

Council/Committee Discussion #3:

Program Review and Planning

- Which Extension programs relate most to current community needs? (Catalog)
- How can Extension programs be improved or restructured to better meet community needs?

Council/Committee Discussion #4:

Program Promotion

- Which stakeholders and policy makers need to know more about Extension's programs and efforts?
- How can we better advertise and promote Extension programs?

Council Committee Discussion #5: *Recognition*

- Which programs, staff members, and volunteers deserve extra recognition for accomplishments
- How can we better recognize and support these individuals and programs in our local county?



Council Committee Discussion #6:

Evaluation

- Did the program serve the people the most, the most or did it serve the most people?
- Did the program serve the greatest need or the greatest number of people?
- What was the lifelong change or greatest impact the program had on participants?
- Did the dollars spent produce a long-term benefit? Socially, Environmentally, Economically
- Who in the community is not being reached?
What audiences need our assistance

Remember....

- Councils have the responsibility to approve a county extension education program of work
- Educational programming is the product of ISU Extension and Outreach
- Program of work gives direction to staff