

MEANINGFUL CONNECTIONS

EXTENSION COUNCIL CONFERENCE

GATEWAY HOTEL & CONFERENCE CENTER | AMES

March 5, 2022

Getting the Word Out!

Sharing our story

Introduction

Julie Hlas



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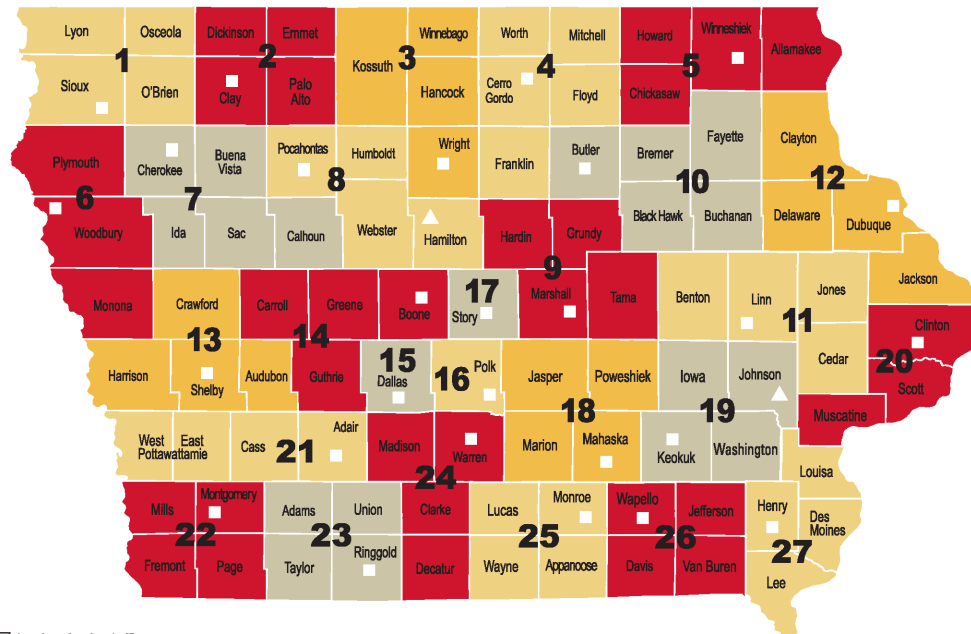


LINK to video: <https://youtu.be/JryNcG3TloI>



99 County Campus

- 1,200 faculty and staff
- 900 elected officials
- 100 county offices
- Hotlines

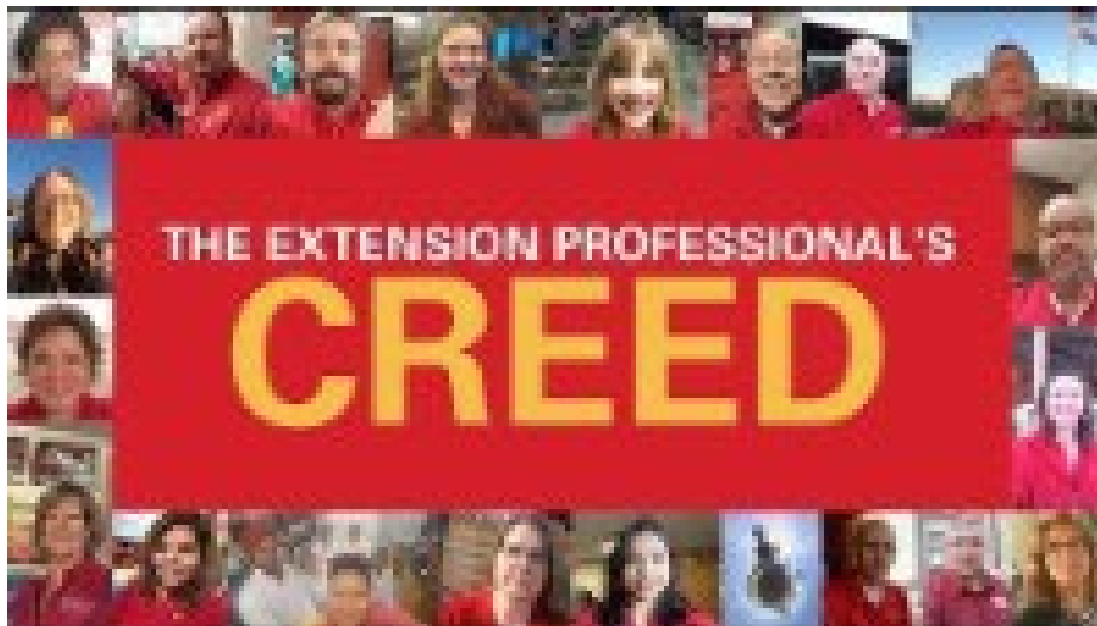


About ISU Extension and Outreach

- **VISION** [ISU Extension and Outreach](#) will advance land-grant values by engaging all Iowans in solving today's problems and preparing for a thriving future.
- **MISSION** ISU Extension and Outreach builds a strong Iowa by engaging all Iowans in research, education, and extension experiences to address current and emerging real-life challenges.
- **CORE VALUES** [The Extension Professional's Creed](#) embodies ISU Extension and Outreach's core values for building a strong Iowa in partnership with all Iowans.

Extension Creed

YouTube, <https://www.youtube.com/watch?v=CcPknFz9obc&t=1s>



Our Annual Report

Quick Facts



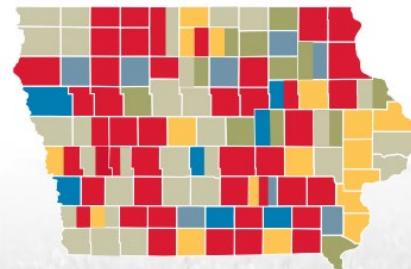
Iowa State University Extension and Outreach provides research-based education and engages Iowans in solving today's problems and preparing for a thriving future.



INITIATIVES FOR IOWANS

As the pandemic and other challenges continued in 2021, ISU Extension and Outreach focused additional effort and resources to help Iowans and their communities move forward in every county.

- 44 counties are focusing on **reviving the Iowa economy**, including the farm economy. As a result, small businesses, entrepreneurs, agribusinesses, and farmers are connecting with education and resources so they can remain financially solvent, find alternate markets, and increase their profitability.
- 7 counties are supporting Iowans in **improving financial security**. Individuals and families are learning how to prioritize bills, protect credit, and manage debt.
- 12 counties are engaging Iowans in **improving food supply, safety, and access**. These efforts address local needs including nutrition education, donation gardens, farmers markets, and food system coalitions.
- 17 counties are **expanding educational opportunities for youth** with programs that spark youth interest, support academics, and promote youth resiliency.
- 8 counties are supporting efforts for **increasing access to quality child care** by networking with community partners and connecting providers with education.
- 30 counties are engaging Iowans in **addressing mental health** and providing access to research-based training and education on mental health literacy and suicide prevention.



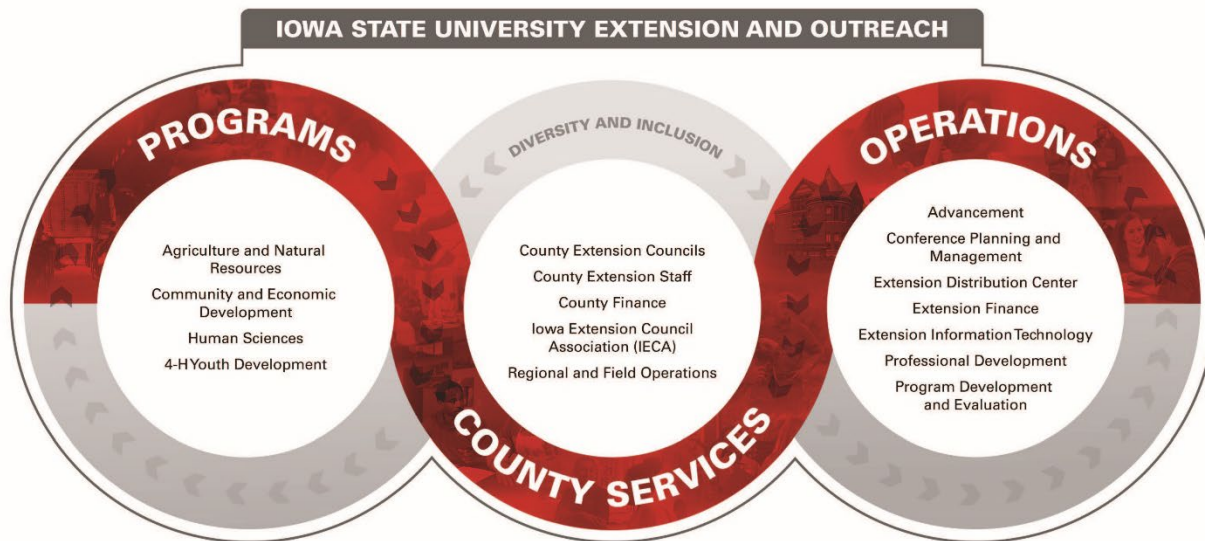
These county-level efforts¹ created or strengthened over 200 partnerships and coalitions and reached 30,499 Iowans.

¹As reported by counties in December 2021. Counties may have reported on more than one initiative.

The Big Picture



Collaboration Organizational Chart



Four Program Areas



Agriculture and Natural Resources

Improving water quality, producing crops and livestock sustainably, and strengthening rural economies.



Community & Economic Development

Bringing local people together to make their communities better places to live and work.



Human Sciences

Helping Iowans build strong, resilient families, and communities with education related to family, food, finance, and well-being.

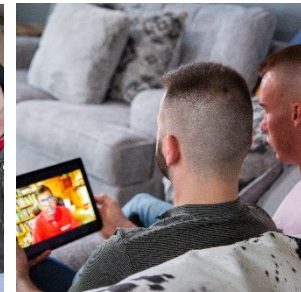


4-H Youth Development

Preparing young people for college and careers, and to contribute to society.

Other Resources

- [Annual Report \(Quick Facts\)](#)
- [Stakeholder Report](#)
- Talk to your extension staff
- [On MyExtension](#) (staff only)
 - This PowerPoint!
 - Talking Points
- [Extension Engagement Essentials](#)
Professional Development



Light Bulb Moments

- What things stood out to you?
- What is a little-known fact in your county that could be better shared in the public?

It's everybody's job.

This institution is an equal opportunity provider. For the full non-discrimination statement or accommodation inquiries, go to www.extension.iastate.edu/diversity/ext.

Thanks for all you do!

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