

# ISU Extension and Outreach Talking Points

When you have the opportunity to meet with stakeholders, legislators, a civic group, a board of directors, or members of a partnering organization:

1. **Select a few of these talking points** and adapt them to fit the needs of your audience.
2. **Add your supporting examples** to show the public value of local efforts: How do ALL Iowans and communities benefit from the work we do, even if they do not directly take part in our programs? Share how we are innovating, collaborating, and/or making a difference for a strong Iowa. (See [“How to Talk about Innovation in ISU Extension and Outreach.”](#))
3. **Close with a call to action:** How can your audience engage with ISU Extension and Outreach? What would you like them to do?

## How We Serve Iowans

- ISU Extension and Outreach engages all Iowans in research, education, and extension experiences to address current and emerging real-life challenges. That's our mission.
- We partner with Iowans and harness the resources of our university for families and youth, communities, and farms and businesses to thrive.
- We provide educational programs that are relevant, needs driven, and have the potential to make a difference to Iowans.
- We innovate and collaborate for a strong Iowa.

## Our 99-County Campus

- ISU Extension and Outreach provides access to Iowa State University research, educational, and technological resources. Our educational programs cover the entire lifespan, from our youngest to oldest Iowans.
- Our 900 faculty and staff are located on campus and throughout the state. We are embedded throughout the university with faculty, researchers, and partners in all colleges.
- We serve as a 99-county campus, meeting the needs of Iowans through a community-based network of 100 county offices. (Pottawattamie has two.)
- Our 900 elected county extension council members work with decision makers, build relationships, and help select extension educational opportunities to address local issues.
- You also can access our information and resources through our website, virtual and in-person programs and events, our Extension Store, and statewide hotlines.

## Our Program Areas

- Farmers, policymakers, regulators, agribusiness professionals, and others participate in **Agriculture and Natural Resources** learning opportunities. They gain research-based education to inform their decisions so they can produce healthy food, protect natural resources, and grow the economic base of Iowa agriculture.
- Our **Human Sciences** programs empower Iowans to live their best lives every day. We help Iowans build strong relationships, families, and communities with education related to family, food, and finance, and focused on well-being.

- **Community and Economic Development** specialists provide skills training for community leaders, local government officials, organizations, business owners, and entrepreneurs. We provide research-based information and resources to sustain communities into the future.
- **4-H Youth Development** engages Iowa youth in educational experiences on the Iowa State campus and in their counties. We help them build STEM, communication, leadership, and other skills. They will be ready to pursue higher education and careers and become Iowa's next generation of leaders.

## How We Are Funded

- ISU Extension and Outreach is funded through an innovative three-way partnership at the federal, state, and county levels. Federal funds come from the USDA National Institute of Food and Agriculture and are appropriated annually by Congress. State funds are granted by the Iowa Legislature. County funds are generated through property taxes levied by County Agricultural Extension Districts.
- Additional revenue is generated from receipts for programs, contracts, grants, donations, and other sources.

## Our History

- In 1862, President Abraham Lincoln signed the Morrill Act, establishing the land-grant university system. The purpose was to provide practical education for the people. That is the land-grant mission, and Iowa State University is Iowa's land-grant university.
- ISU Extension and Outreach is based in innovation and collaboration. Extension work in Iowa began in 1903, when a group of Sioux County farmers cooperated with Iowa State University to improve seed corn. Together they established the "extension idea," taking the land-grant university from the campus out to the people.
- By 1912 counties were beginning to organize for extension work, and Iowa's land-grant university was extending far beyond the campus borders and throughout the state.
- **Today ISU Extension and Outreach \_\_\_\_ (Name) \_\_\_\_ County continues to engage \_\_\_\_ (Name) \_\_\_\_ County people in research, education, and extension experiences.**
- *Share some ways that your county delivers programming and connects with the community. Share how you are innovating, collaborating, and/or making a difference in your county.*

## Call to Action

- ISU Extension and Outreach takes the university's education and research to Iowans, into the communities where they live and work. That is the land-grant mission.
- We engage Iowans in solving today's problems and preparing for a thriving future.
- Engage with us as a learner, partner, volunteer, or advocate.
- Together we can *(innovate/collaborate/make a difference)* for a strong Iowa.
- **Add your specific call to action.**

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