



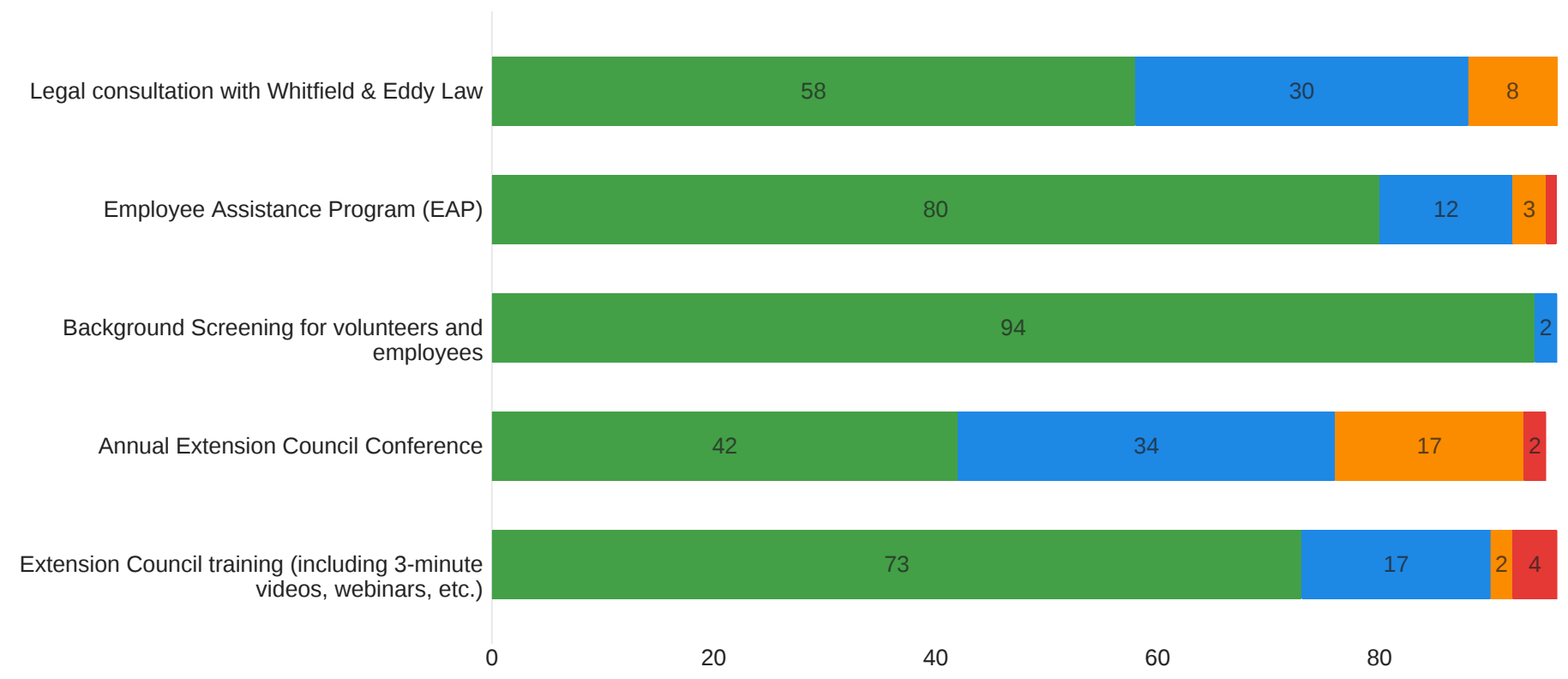
IECA Membership Benefits Questionnaire Results

November, 2022

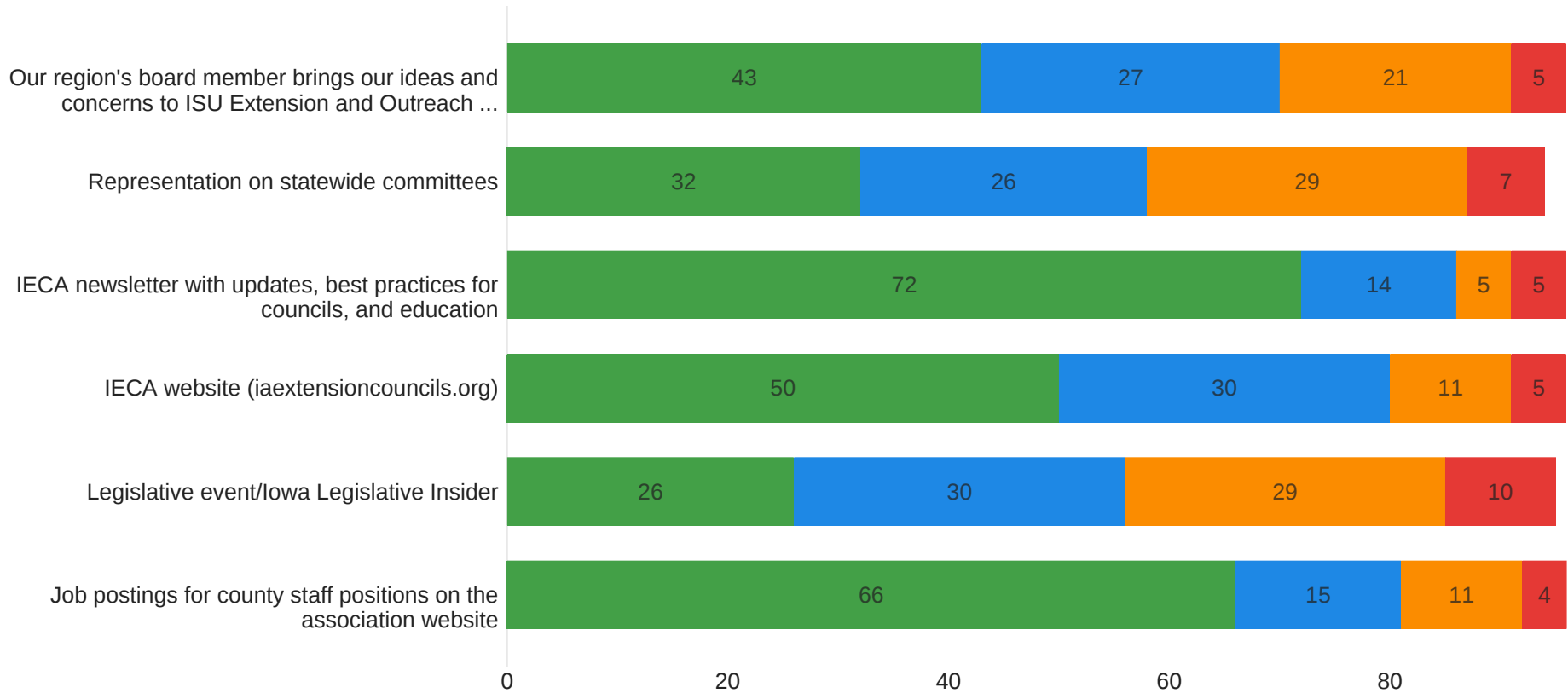
Q1. The current benefits offered to members by IECA are listed below. For each benefit, select the response that best characterizes your council's usage of that benefit.

96 Responses

- Our council uses this benefit.
- Our council may use this benefit within the next year.
- Our council would not use, but other councils may find value.
- This benefit is not valuable to councils.



- Our council uses this benefit. ● Our council may use this benefit within the next year.
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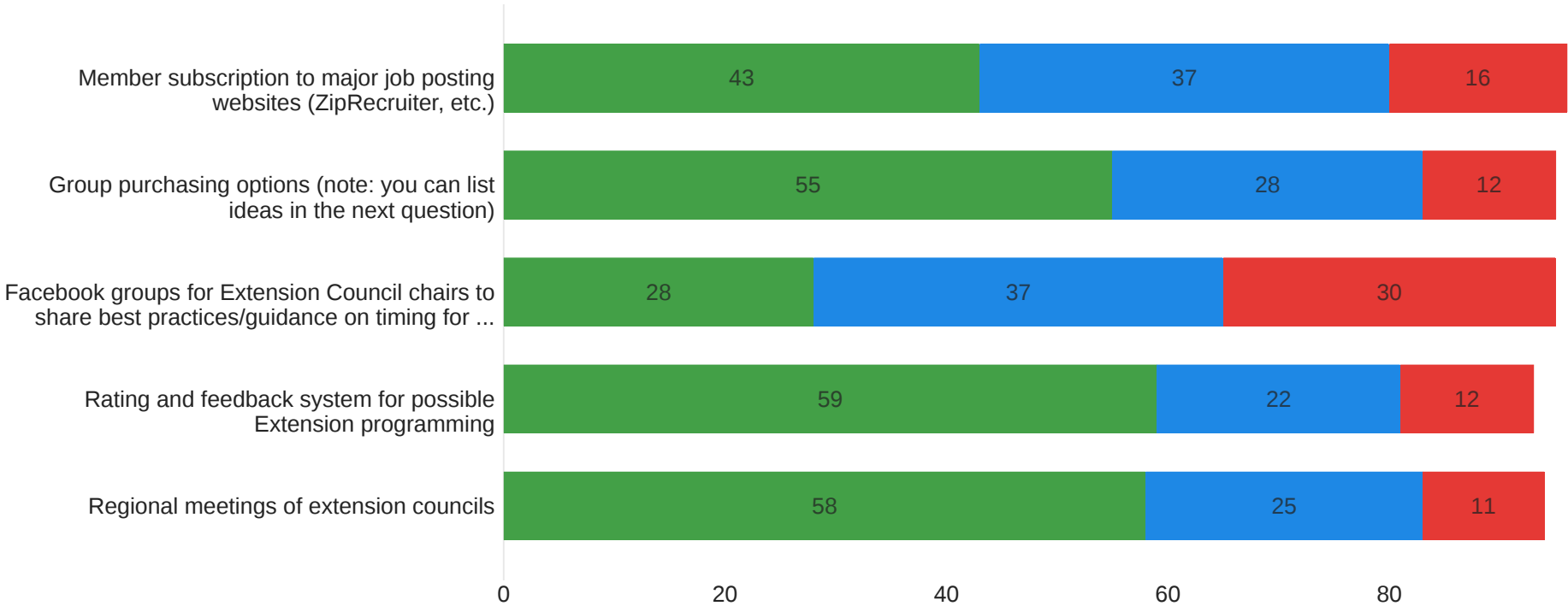
96 Responses

Field	Our council uses this benefit.	Our council may use this benefit within the next year.	Our council would not use, but other councils may find value.	This benefit is not valuable to councils.	Total
Legal consultation with Whitfield & Eddy Law	60.42% 58	31.25% 30	8.33% 8	0.00% 0	96
Employee Assistance Program (EAP)	83.33% 80	12.50% 12	3.13% 3	1.04% 1	96
Background Screening for volunteers and employees	97.92% 94	2.08% 2	0.00% 0	0.00% 0	96
Annual Extension Council Conference	44.21% 42	35.79% 34	17.89% 17	2.11% 2	95
Extension Council training (including 3-minute videos, webinars, new council training, materials on the IECA website, etc.)	76.04% 73	17.71% 17	2.08% 2	4.17% 4	96
Our region's board member brings our ideas and concerns to ISU Extension and Outreach administration.	44.79% 43	28.13% 27	21.88% 21	5.21% 5	96
Representation on statewide committees	34.04% 32	27.66% 26	30.85% 29	7.45% 7	94
IECA newsletter with updates, best practices for councils, and education	75.00% 72	14.58% 14	5.21% 5	5.21% 5	96
IECA website (iaextensioncouncils.org)	52.08% 50	31.25% 30	11.46% 11	5.21% 5	96
Legislative event/Iowa Legislative Insider	27.37% 26	31.58% 30	30.53% 29	10.53% 10	95
Job postings for county staff positions on the association website	68.75% 66	15.63% 15	11.46% 11	4.17% 4	96

Q2. Please review the list of potential benefits IECA could offer to its members. Check the closest appropriate box, thinking how your council could use this potential benefit.

96 Responses

- My council would use this benefit within the next year.
- My council would not use, but other councils may find value.
- This benefit is not valuable to councils.



Field	96 Responses							
	My council would use this benefit within the next year.		My council would not use, but other councils may find value.		This benefit is not valuable to councils.		Total	
Member subscription to major job posting websites (ZipRecruiter, etc.)	44.79%	43	38.54%	37	16.67%	16	96	
Group purchasing options (note: you can list ideas in the next question)	57.89%	55	29.47%	28	12.63%	12	95	
Facebook groups for Extension Council chairs to share best practices/guidance on timing for Extension business	29.47%	28	38.95%	37	31.58%	30	95	
Rating and feedback system for possible Extension programming	63.44%	59	23.66%	22	12.90%	12	93	
Regional meetings of extension councils	61.70%	58	26.60%	25	11.70%	11	94	

Q3. What group purchasing options might your council be interested in exploring to save money and more easily source supplies?

Office Supplies (38)

- Group buying through Quill, Staples, Office Depot, etc. for discount savings

Office Equipment (24)

- Office equipment (general) - 8
- Copier leasing/contracts – 9
- Phone system – 5
- printers - 2
- Cell phones
- computers & technology
- Electronics

Program Supplies (19)

- bulk program supplies (youth camps, STEM, Clover Kids materials) - 12
- Kits for programs for a specific program - 4
- curriculum
- field trips and career exploration trips
- 4-H recruitment materials

Employee Benefits (17)

- health insurance discounts – 7
- Insurance (general) - 3
- life insurance - 3
- disability – 2
- [Adventure2](#) wellbeing program

Technology (14)

- technology equipment and products - 7
- Subscriptions for county apps for phones (*Grandstand Apps is one that is used*). - 2
- Mi-Fi/Hot Spots – 3
- software licenses - 2
- internet pricing

Marketing (13)

- Signage – 3
- Various media advertising – 3
- Marketing materials – 3
- Apparel
- Merch (lower cost than Extension Store)

County Fair Supplies (10)

- Awards, ribbons, and trophies for county fair - 4
- Fair entry program - 2
- Food stand food and supplies - 2
- Retinal imagers
- County fair theme package to display items for decoration or events

Annual Subscriptions (7)

- Constant Contact - 2
- Survey Monkey
- Newsletter apps (Mail Chimp)
- Canva
- Zoom
- 4-H Online

Office Furniture (6)

Other ideas

- Access to State buying
- Outside of ISU purchasing
- Credit Card system
- Printing
- Property Insurance
- Interpretation services support
- Bulk postal rates
- Want option, not requirement

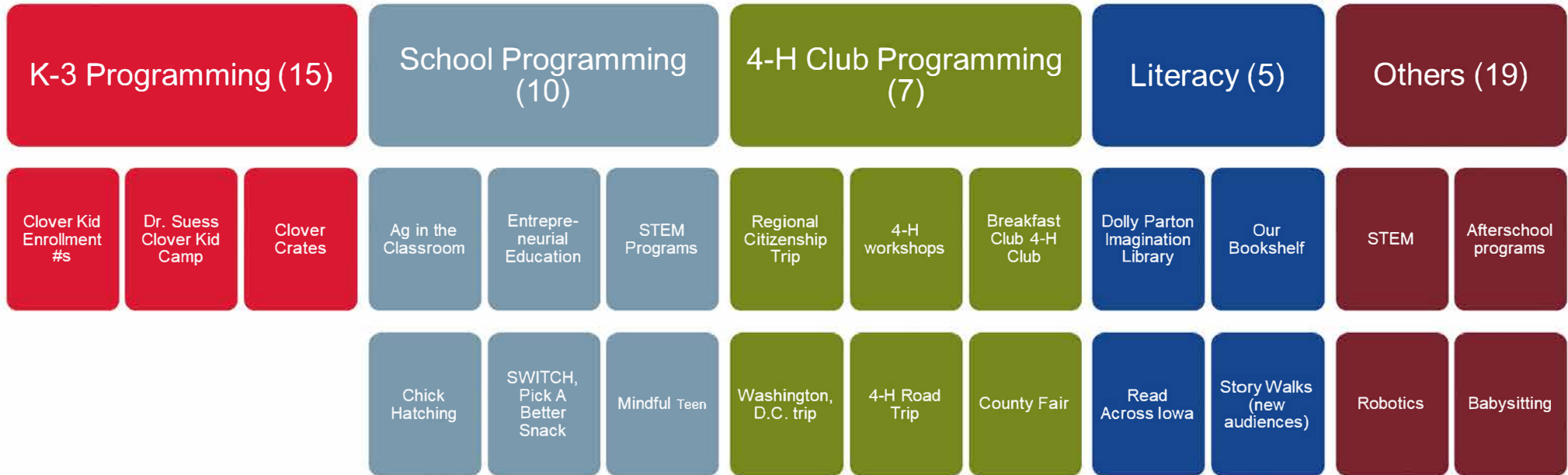
Q4. What additional ideas do you have for membership benefits that would be helpful to your county extension council?

<p>Employee Benefits (15)</p> <ul style="list-style-type: none"> Affordable Insurance (health, dental, eye, life, disability) - 8 Student loan forgiveness, matching HSA – health spending/cafeteria, dependent care IRA Wellness programs Discounts for staff prof. dev. Expand EAP to volunteers & council members 	<p>Legal Counsel (10)</p> <ul style="list-style-type: none"> Increase in legal time available for council consultation - 3 stack-able use of the hours for legal services Council would like to bank legal hours if they are not used during a year. Legal webinars 	<p>Council Training (11)</p> <ul style="list-style-type: none"> Council orientation– 2 Council officer training Continued short trainings to be shown during meetings Mini regional council meetings around the state Additional training options* 	<p>Communication (9)</p> <ul style="list-style-type: none"> Online chat for feedback Regional IECA Board member visits Regional council meetings to share ideas, training, etc. Listserv for council member roles Intra-network/ Sharepoint for councils Seat at the table with VP of Extension is valuable, council voice 	<p>Human Resources (5)</p> <ul style="list-style-type: none"> Centralized recruiting and HR with turnover of staff HR consultation services Help with staff recruitment – CyHire? Career Fairs on behalf of County Services? Drug screening policy Navigating remote work policies
<p>Extension Apparel for Councils (5)</p>	<p>Programming (3)</p> <ul style="list-style-type: none"> A list of programs that work in different communities. We want to see background on programs we might consider offering. Ideas for sharing programs 	<p>Fair (2)</p> <ul style="list-style-type: none"> Discounted state fair tickets or volunteer opportunities Fair Buttons....or other perks to the county or incentives 	<p>Office Space (2)</p> <ul style="list-style-type: none"> Financial guidance for Counties to evaluate whether they are in a position to Build/Buy or just rent. The ins and outs of establishing a Capital Campaign to raise building funds 	<p>Other ideas</p> <ul style="list-style-type: none"> Standard audit rate for counties Marketing and promo materials Legislative

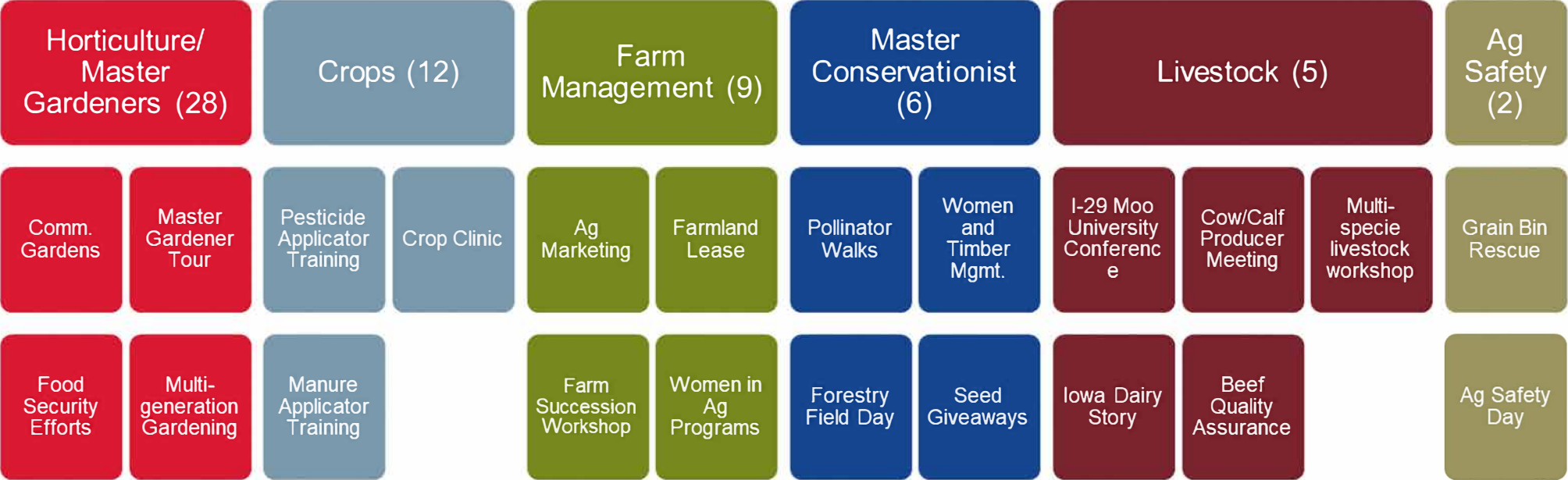
* Training Topics: best practices in HR, employee confidentiality, effective performance appraisal/measuring employee performance, marketing best practices/training/ navigation, Council Member Code of Conduct Training, financial training, Parliamentary Procedure video

Q5. Please share one or two of your county extension program's most significant impacts of the past year.

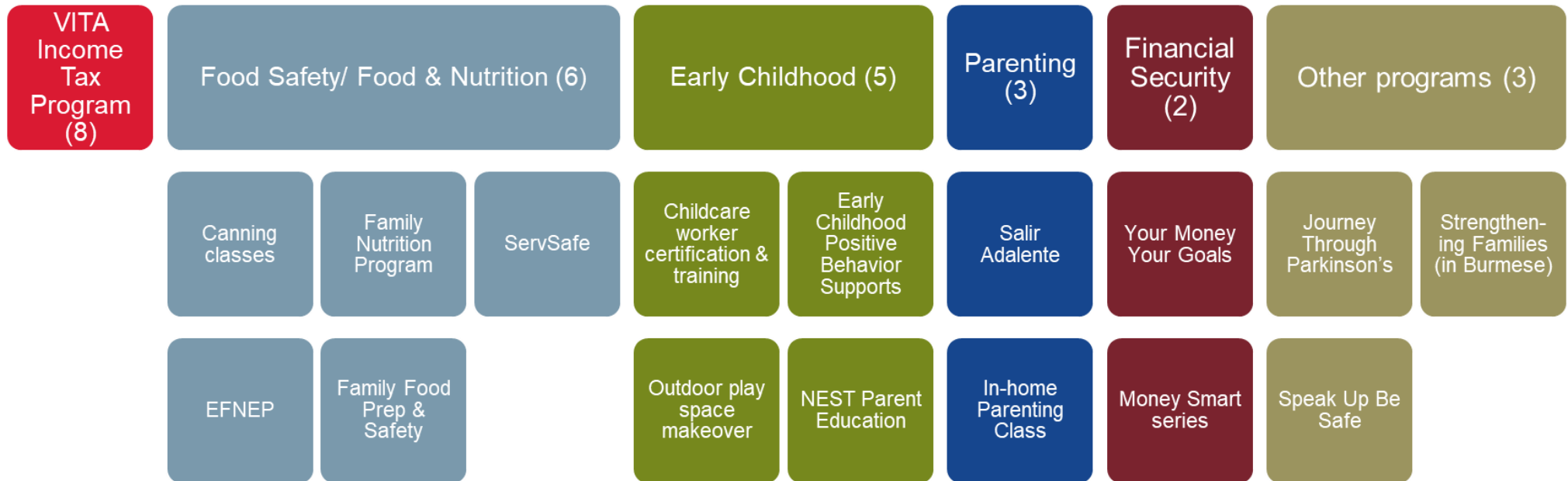
4-H Youth Development (94)



Ag & Natural Resources (64)



Human Sciences (27)



Operations (13)

Partnerships (13)

Staffing (7)

New Office Space (3)

Answering Service

Fair Board

Schools/ Youth Organizations

Food Pantries

Counties in Regional Horticulture Partnership

Hiring new staff

Staff retention

Rising Stars Interns

Being fully staffed

Community & Economic Dev. (12)

Leading Communities (3)
Customer Service Program (2)
Rural Housing Readiness Assessment (2)
Iowa Retail Initiative partnership

Community Visioning
QuickBooks training
Grant Writing 101

Mental Health (7)

QPR
Community-wide mental health conversation

QPR with PPAT
Farm and Ranch Wellness Grant

Covid Recovery (3)

Revitalize programming post-Covid

Covid Recovery – CED Programs

Volunteer Develop. (3)

Extension Week care packages for volunteers
New volunteers

RSVP Program

Others

Extension Week Grab and Go Breakfast
Family Fall Festival

Flood Recovery work
All programming is booming!

Q6. What are the greatest challenges facing your council?

Staffing (47)

- Recruitment and Retention (35)
- Funding of staff positions (5)
- HR with staff expectations.
- Staff communication.
- Onboarding county staff
- Quality field specialists & timely responses and support
- Use of the REED in positive manner

Council Engagement (27)

- Participation (10)
 - Meeting quorum
 - Participation in council
 - Council retention
- Time commitment/ too busy (10)
- Inadequate onboarding for council members

Council Recruitment (22)

- Diversity on council
- Term length too long
- Keeping entire county represented

Programming (22)

- 4-H (13)
 - 4-H enrollment down
 - Market share and audience balance
 - Campus-developed programs vs. meeting needs of county youth
 - Developing pipeline from 4-H projects to trades
- Program identification (5)
- Program participation (2)
- Current, relevant delivery of program
- Implementing, measuring and reporting program impact

Budget/Finances (20)

- Budget limitations (10)
 - Funding that keeps up with current costs
 - Limitations on the tax levy to meet the needs in the community
- Funds to attract and retain quality staff (3)
- Meeting increased needs for programs/services while being fiscally responsible

Clientele/Audiences (16)

- Recruitment and Retention (8)
 - Identifying new audiences
 - Meeting min. # requirements for programs
- Reaching diverse audiences
- Reach people where they want to be reached
- Community growth
- Declining population

Marketing (9)

- Awareness of Extension programming and impacts
- Community Engagement

Volunteers (10)

- Recruitment and development
- Volunteer mgmt.
- Volunteer engagement

Partnerships (8)

- Building relationships with Fair Board
- Community partnerships
- Regional sharing and partnerships, knowing expertise of counties

Other

- Facilities (7)
 - Building maintenance & repair
 - Purchase of property
 - Location of office
- Needs assessment (3)
- Organizational concerns (3)
 - Red tape
 - Small, low resource counties feel like they are not considered
 - SW Iowa seems isolated from rest of state in all things

Q7. What is your motivation for serving as an Extension Council member?

<p>Community Service (81)</p> <ul style="list-style-type: none"> • Giving back (24) <ul style="list-style-type: none"> •To the community (11) •To 4-H (5) • Strengthen/improve community (21) <ul style="list-style-type: none"> •To Extension and Outreach (4) • Serve the community (16) • Involvement in community (12) • Civic duty (4) • Help others/make an impact (5) 	<p>Support a Specific Program (56)</p> <ul style="list-style-type: none"> • 4-H Youth Development (45) • Ag & Natural Resources (10) • Community & Economic Development (1) 	<p>Programs (generally) (21)</p> <ul style="list-style-type: none"> • Share programs to improve life of others • Expand program offerings • Identify educational and program needs for community 	<p>Appreciation of Extension and Outreach mission (20)</p> <ul style="list-style-type: none"> • Believe in the programs and Extension mission • Extend the mission of our Land Grant university to local residents • Our outreach is to connect the programming with the people who need it and our service to our citizens improves our communities 	<p>Extension and Outreach Staff (10)</p> <ul style="list-style-type: none"> • Good relationship with staff • Field specialists provide valuable knowledge • Recruiting the right staff to our county • Working with employees and seeing their programming come to fruition
<p>Promotion Extension and Outreach (10)</p> <ul style="list-style-type: none"> • Educating the public on what the council and extension does • Encourage program participation for all ages • Advertise more resources besides 4-H 	<p>Carrying on Tradition (9)</p> <ul style="list-style-type: none"> • Of Extension • Of 4-H • Of family involvement with Extension and 4-H 	<p>Personal Learning (9)</p> <ul style="list-style-type: none"> • Learn more about extension and how the system works • Learn about ISU Extension and Outreach resources • Like being on the cutting edge with trainings, etc. • Life-long learners 	<p>Association with a Quality Organization (9)</p> <ul style="list-style-type: none"> • Being part of a successful program • Positive image of Extension • History of participating in a program and then running for council • The programs are valued. 	<p>Fiscal Oversight (8)</p> <ul style="list-style-type: none"> • Able to oversee taxpayers' money • Ensuring taxpayers get what they have paid for in programming from our office • Represent taxpayers
<p>Diversity, Equity and Inclusion (6)</p> <ul style="list-style-type: none"> • Accessibility for all (digital) • Leverage network to strengthen equity in our community • Working with diverse perspectives to improve livelihood of county 	<p>Community Collaboration (6)</p> <ul style="list-style-type: none"> • Help rural and urban communities understand each other better • Build community collaborations 	<p>Sense of Belonging (6)</p> <ul style="list-style-type: none"> • Fellowship based on interest in improving our communities • Great council members to work with 	<p>Personal Networking (6)</p> <ul style="list-style-type: none"> • Networking with other councils, counties, individuals • Networking with local ag professionals and resources 	<p>Other</p> <ul style="list-style-type: none"> • Know what's going on (7) • Personal enjoyment (6) • Share talents, ideas (4) • Improve Extension and Outreach in the County (3) • Support education (3)

Q8. What is your favorite part about being an Extension Council member?

<p>Camaraderie within the council (38)</p> <ul style="list-style-type: none"> • Building relationships (24) • Working together toward common goals (7) • Working with others with similar values/interests (7) • Working with others from different parts of the county (6) 	<p>4-H Youth Development (27)</p> <ul style="list-style-type: none"> • Making a difference for youth (13) • Ensuring a quality 4-H Youth Development program (10) • Working with youth (4) 	<p>Being Informed (23)</p> <ul style="list-style-type: none"> • About Extension and Outreach programming, resources, events (15) • About the community (7) 	<p>Making an Impact on Others (24)</p> <ul style="list-style-type: none"> • Empowering others to make positive changes in their community • Knowing what we do makes a difference • Seeing staff make an impact 	<p>Sense of Accomplishment (18)</p> <ul style="list-style-type: none"> • Working for common good • Seeing long-term plans come to fruition • Seeing program successes and expansion • Being part of something bigger
<p>Extension and Outreach Staff (18)</p> <ul style="list-style-type: none"> • Working with great staff (11) • Supporting needs of staff (2) • Seeing growth in staff 	<p>Specific activities/events/tasks (13)</p> <ul style="list-style-type: none"> • County Fair (7) • Appointing nominating committee • Regional meetings • Christmas party • Helping with events, talking with public (CyDay Friday, etc.) • Committees they work on 	<p>Networking/ Collaboration (13)</p> <ul style="list-style-type: none"> • Networking with new people throughout the county, region, state • Networking within the community • Creating bonds with organizations to get things done in our county 	<p>Programs (generally) (9)</p> <ul style="list-style-type: none"> • Helping expand programs • Choosing new programs • Learning about Extension programs, opportunities • Seeing families come together at events, programs • Watching a program from development to impact 	<p>Service to the Community (7)</p> <ul style="list-style-type: none"> • Being able to serve our community and being proactive to benefit people who live here • Can serve, but it is not a huge commitment
<p>Respect for Opinions, Skills (7)</p> <ul style="list-style-type: none"> • Safe place for differing perspectives (non-partisan) • All bring different backgrounds, but similar goals for community • Range of skills to serve county 	<p>Personal Development (6)</p> <ul style="list-style-type: none"> • Constantly learning • Developing civic leadership skills • Provides access to new areas I wouldn't otherwise have • Growth from understanding different perspectives 	<p>Fiscal Responsibilities (5)</p> <ul style="list-style-type: none"> • Making improvement and progress to county financial status • Steward of public resources to make an impact 	<p>Sharing Extension and Outreach Message (6)</p> <ul style="list-style-type: none"> • Share passion for Extension with the public • Share with farmers that there are unbiased sources of information 	<p>Other</p> <ul style="list-style-type: none"> • Involvement in community (5) • Serve diverse populations (3) • Ag programs (2) • When council meetings go well (2)

Q9. What other feedback do you have for the Iowa Extension Council Association?

Appreciation for IECA, Jennifer Vit (15)

Communications (12)

- Regular email updates are valuable
- Timely and clear communication is important
- Keep communications short and sweet
- Overwhelmed with communications from Jennifer, Andrea, and John
- Want to hear from region's IECA board member
- Use a variety of platforms (beyond Facebook) for connecting council members

County Needs (7)

- Counties know what the needs are for the county, let them make more decisions.
- Don't forget the small counties; work to understand the unique needs of each counties; we're not all in the same situation.
- Lower Fees!!!!
- Our neediest audiences can't afford fee programs
- Stronger support for the counties in meeting where they are at
- There is not one size that fits all within the counties - no cookie cutter mentality
- Remember to balance the wants of the citizens and the University's wants.

Survey (6)

- This has been helpful for us!
- Good idea to do survey to find out what councils can use, thanks for being proactive
- How will this info be used?
- shorter survey
- Survey is too long

Programming (5)

- Recruiting people to attend programs and events at the county level is a challenge.
- Time and distance commitments for programming need to be considered
- We were pleased with the SWITCH program and the connection it has made with county schools.
- In awe over the vastness of program offerings--almost overwhelming opportunities to bring education to our county
- Remain supportive at the grassroots level to help educate youth and active farmers and homeowners

Council Member Needs (4)

- Council members are busy
- Keep in mind even though we are elected officials, we are still volunteers.
- keep things simple, look for ways to streamline information and processes, too much documentation to check and double check staff, state auditor guidance has made processes long and too technical
- Making us do too much stuff so it's nice having good leaders to help out.

Council Training (4)

- Consider regional council meeting rather than Ames.
- Have the IECA conference face to face every other year
- Keep the 3 min. videos coming., longer ones are hard to stay engaged with

Council Meetings (2)

- Council meetings need to be more efficient, and less frequent if able
- The group does a good job listening to each other. Their goal is to get things done.

Council Makeup (2)

- Look at number of council members.
- Look at term limits

Other

- Seeing long-term strategy play out over the course of a council term has been cool to watch.
- It is nice to see the improvement between Iowa State and individual extension councils
- Quality over quantity.
- People don't know what we are about and offerings we have to offer the community

Q9. Please select your region from the dropdown menu below. (optional)

