



Healthy people, environments, and economies start with Extension. Read about some of the ways ISU Extension meets local needs, improves quality of life, and helps make Iowa a better place to live. *You'll be amazed at what we do.*

2010 Stakeholder Report



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COUNTY EXTENSION COUNCIL

Every Iowa county has an elected Extension Council that guides local educational programming by partnering with staff. From needs assessment through program implementation and evaluation of outcomes, the council represents the issues and people of the county.

KEY ISSUES:

We identified these priorities for current and future programming in this region . . .

- Nutrition and health — obesity, making healthy choices
- Youth development — science and technology, mentoring, leadership, communication, citizenship
- Families — resource management, finances, counseling, housing
- Agriculture — finances, marketing, integrated pest management
- Economic development — nonprofit management, assistance to business and industry



HEALTHY PEOPLE

Region 15 youth are developing the 21st-century skills necessary to be stronger contributors as citizens, employees, and decision makers through 4-H on Wheels and summer day camps. The programs incorporate 4-H curriculum and provide constructive learning opportunities to more than 750 youth in kindergarten through fifth grades. The program serves as an introduction to 4-H for many area youth and increases their interest in science and related careers. Region 15 youth also are making healthier food choices, becoming more aware of nutritional value and trying foods they haven't eaten before through **BASICS/PICK A BETTER SNACK™**. The program has a nine-year history in Johnson County and recently launched in the region's other counties. ISU Extension educators visit kindergarten through sixth grade classrooms, share a nutrition and health lesson, literacy activity and tasting each week. Johnston County alone served more than 2,700 youth in 123 classrooms in 2009. This program helps communities by reducing the incidence of chronic diseases and decreasing healthcare costs.

HEALTHY ECONOMIES

The Nonprofit Management Academy returned last year, featuring a series of 10 day-long courses designed to build the skills of those who work for or volunteer with nonprofit organizations. Courses covered topics such as volunteer management, social media, fundraising, crisis management, human resources, and grant writing. More than



...and justice for all
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HEALTHY ECONOMIES (CONT.)

140 agencies/organizations and 600 individuals have benefited from the academy. Attendees have been able to provide improved services, acquire additional resources, and build their organization's volunteer base. Similarly, ISU Extension reached out to prospective and current small-business owners through an in-depth workshop designed to provide guidance, resources, and information. Attendees learned how to identify business potential and express that in a business plan. Four sessions covered the basics of business planning and included time for one-on-one mentoring. Participants that completed business plans were successful in obtaining more than \$2,000 in grant funding as part of the program.

HEALTHY ENVIRONMENT

The Master Conservationist program has trained more than 140 volunteers in geology, wildlife management, prairie establishment, invasive species, water quality, and woodland management. They have contributed 4,200 hours of service; a \$53,000 value. Master Conservationists support local conservation boards, sustainable practices and area initiatives. Local Master Gardeners provide for city and community betterment projects, sponsor college scholarships, and serve on community boards. This consumer horticulture program annually trains 15 to 20 members on entomology, soils, landscape management and plants, integrated pest management, vegetable and fruit production, and pathology. Two hundred program members volunteer more than 5,000 hours annually, an estimated \$65,000 value. Community Supported Agriculture plots and local foods have long been supported in the region and only continue to increase in popularity. Partnerships with the Department of Natural Resources, Alliant Energy, MidAmerican Energy and local conservation boards allowed area residents to participate in Operation ReLeaf and Plant Some Shade residential tree programs. ISU Extension secured more than \$30,000 in grant funding to support the projects.

FUTURE PLANS

Extension councils and staff are focused on strategies to provide innovative programming. The past year has seen growth in summer youth programs, the development of youth science and technology opportunities, and in-school nutrition education. Traditional agriculture programming continues to support area producers and agribusinesses through pesticide and manure applicator certification, integrated pest management instruction, agriculture marketing workshops, and Annie's Project. Local communities flourish as the result of participation in the Horizons Community Leadership Program to Reduce Poverty, and offerings to support nonprofit management education and training. In the future, Region 15 will be working to develop partnerships and sponsorships to grow our programming base, leverage existing resources, and focus on client needs that are reflective of the current economy.