

## How has your job changed?

At the end of January I sent you a Survey Monkey request about how your job has changed since the reorganization and what you suggest should change to make us more effective. Sixty-nine of you responded and many provided comments to the open ended questions. The results and comments are interesting and I appreciate your input. I will share these with Extension and College leadership. Families and 4H/Youth faculty and staff completed the same survey and we will compare the results to glean common themes and places for improvement.

The summary table is below and the written comments are posted at <http://www.extension.iastate.edu/ag/staff/anrsurveystaffcomments.pdf> if you want to read them. I am sure different people will interpret the numbers and comments in different ways, but I will offer some of my observations.

### How has your job changed since the reorganization?

- You are spending more time on the job than before the reorganization (56% more and 38% same). It is not surprising as you look down the columns as we are doing the same or more of most of the activities on the list.
- You are also doing more phone work, program management and marketing, secretarial work, use of technology for communication and programming and cover a wider geographic area. All of these had at least 45% in the “More” category.
- So what are you doing less of? It depends on the threshold you choose, but there were only two things identified by at least 33% of you that you were doing less of: receiving program requests from counties and work and communicate with county Extension colleagues.

### What should we do less of or more of to be more effective in our new structure?

- Seventy percent thought that the amount of time on the job should stay the same, 10% suggested more time and 18% favored less time on the job.
- Not surprising 67% thought they would be more effective if they did less secretarial work. The other topic you thought we should do less of is small group program requests (43% less).
- Areas where at least 70% thought “More” was needed to improve effectiveness. Use of technology in communication (73%) and programming (75%) and multi county/regional programming (72%).
- At least 60% of you thought we should do “More”: media work, contact with local groups and media, train-the-trainer, working with and training professionals, receiving program requests from partners and work and communication with regional/state colleagues.
- Those that scored at least 50% “More” were: develop educational materials, group education, program marketing, statewide programming, work in virtual offices and work and communicate with county Extension colleagues.

I shouldn't be surprised by these results as it is the typical ISU Extension response. We have done more with less people and we think we should do more of many things in the future. If we had growing resources it may be an option, but given the budget realities, we will need to be selective. What do we give up to do more of things that make us more effective? Do we stay the course with the risk of declining program quality and declining job satisfaction? Do we narrow our focus to fewer topics that we do better? Do we keep the breadth of programs but limit the activities? Do we leverage our partners and build capacity in the private sector? Do we move to more technology, larger meetings and the media to reach clients? There are likely other choices and no single choice will be superior for all programs or clients. So before you say “Yes” to all, think about what will achieve the desired outcomes and public value that serve our clients and stakeholders.

**Summary of ANR Field and Campus Specialists Survey Completed Around February 1, 2011: How has your job changed since the reorganization and how could we be more effective?**

**Field = 55.1%**  
**Campus = 44.9%**

Answer Options	Q1. What do you do less of or more of since our reorganization a year ago?					Q2. What should we do less of or more of to be more effective in our new structure?				
	Percent					Percent				
	Les s	Mor e	Sam e	N A	Count	Les s	Mor e	Sam e	N A	Count
Amount of time on the job	4	56	38	1	68	18	10	70	1	67
Attend industry meetings	23	14	54	9	69	3	43	49	4	67
Attend Extension Council meetings	20	10	29	41	69	22	28	22	27	67
Attend ISU Extension state meetings	23	14	58	4	69	33	13	52	1	67
Attend regional ISUE meetings	29	23	23	25	69	30	21	37	12	67
Contact with local groups & media	14	29	51	6	69	1	66	31	1	67
Develop educational materials	17	29	49	4	69	4	55	39	1	67
Group education	13	26	57	4	69	6	51	43	0	67
Individual education with farmers	28	19	41	12	68	34	24	39	3	67
Individual education with youth	28	3	27	42	67	36	10	27	27	67
Media work	13	38	43	6	69	3	67	28	1	67
Multi county/regional programming	12	36	41	12	69	4	72	22	1	67
Phone usage	7	50	41	1	68	21	28	51	0	67
Program management	3	54	40	3	68	21	21	58	0	67
Program marketing	7	49	35	9	69	10	57	30	3	67
Program requests received from counties	39	17	38	6	69	33	24	39	3	66
Program requests received from partners	14	30	49	6	69	8	60	32	0	65
Secretarial work	7	61	22	10	69	67	6	23	5	66
Send clients to answer lines	6	4	43	47	68	28	28	26	18	65
Small group program requests	20	19	51	10	69	43	25	31	0	67
Statewide programming	13	24	50	13	68	8	57	34	2	65
Train-the-trainer	7	23	49	20	69	7	61	28	3	67
Travel	25	36	38	1	69	38	28	34	0	65
Use of technology for communication	1	67	29	3	69	9	73	18	0	67
Use of technology for programming	3	46	48	3	69	9	75	16	0	67
Wide geographic coverage	4	46	46	3	69	27	30	43	0	67
Work in virtual offices	7	38	26	29	69	15	50	24	11	66
Work & communicate with county Ext. colleagues	37	24	31	9	68	11	53	30	6	66
Work & communicate with regional/state Ext. colleagues	20	29	48	3	69	3	66	31	0	67
Work with and educate professionals	9	33	55	3	69	3	60	37	0	67
Work with volunteers	13	4	43	39	67	15	27	33	24	66

Summarized by Lawrence, 2/19/11