

John's Comments

Greetings from 132 Curtiss Hall. Spring is in the air. Sunny and 60. Students in shorts and tee-shirts playing Frisbee. A few motorcycles in the parking lot (mine is still under the cover in the garage). Birds singing in the morning. My daughter is on the rowing team at "the other university" and they practiced on the Iowa River this week. It's just weird. We still have several weeks before spring officially arrives, but this will be a winter to remember just like 2009-10 when it snowed relentlessly.

If you haven't done so, I encourage you to check out the ISUEO annual report. It reflects the three attributes that sets us apart from other organizations: anticipating issues, acting in catalytic ways and staying for the long haul. Thanks to Joel for helping tell our ANR story of building relationships with farmers over the long haul to improve technology adoption, soil conservation and profitable production. Also, the report from the Advance 2011 Leadership Summit is out and the Administration's response to the report will be out soon. It will identify our plan for addressing the priorities from the Summit.

ANR and CALS are working on the annual report for USDA. I want to thank you for turning in your contact information and success stories. As importantly, I want to thank you for a great 2011. They are truly impressive numbers.

ANR Extension and Outreach Outputs, 2011

- 2,350 meetings with nearly 154,000 contacts
- 37,000 online webinar and workshop participants
- 400,000 factsheets distributed directly and through partners
- 1,350 media contacts
- 250 popular press articles
- 40 websites with 2.9 million unique visitors
- 490 newsletters to 53,700 subscribers
- 7,844 face to face contacts and 47,948 phone or email contacts

These numbers do not include Horticulture that handles hundreds of phone calls on the Hortline and in the neighborhood of 100,000 volunteer hours a year. Nor is Value Added Ag that maintains the AgMRC website that has hundreds of thousands of users annually. These output numbers also do not reflect the outcomes and impacts that come with more formal evaluation and are included in success stories and USDA Plan of Work report. They are our measure of success. They are what resulted from the meetings, newsletters websites, etc.

I shared these numbers and a few outcomes with the Dean's Advisory Council yesterday. One of the commodity organization execs pointed out that I was too modest and he quoted me statistics about the thousands of Iowa producers that had been certified by ISUEO train-

the-trainer programs. I thanked him for that information, because those numbers weren't reported to me and thus I couldn't share them with anyone else. So, please keep the success stories, annual reports and numbers coming in.

ANR Update

Announcements:

- ANR Spring Professional Development is scheduled from noon on March 21 to noon on March 23. Thursday, the 22nd will be for all ANR staff. Wednesday will be for discipline teams to meet. Friday will be for cross-cutting issues. Yes, Friday applies to you.

ANR at Noon:

- Feb 3 – Pesticide Applicator Training (PAT) – What, Why, Who, and overall value – Kristine Schaefer.
- Previous ANR at Noon presentations are archived and available at: <http://www.extension.iastate.edu/ag/staff/anratnoon.html>

Staff update:

- 1) Northwest Iowa Dairy Specialist: Interviews scheduled in early February.
- 2) Southwest Iowa Beef position closes February 11. Please recruit aggressively.
- 3) Northeast Iowa Ag Engineer closes February 16. Please recruit aggressively.

Extension Admin Update

- There will be a national search for the Associate Vice President of Extension and Outreach announced in the coming weeks. Please be thinking of outstanding candidates that you would like to see apply.
- I always like to hear about your programs and activities and I can use the information for weekly updates for Cathann. Keep those great stories coming in.

Stay in touch
John