

2009-2013 ISU Extension Plan of Work

ANR Extension Women in Ag Committee

Statement of Issues:

The ANR Extension Women in Ag Committee focuses specifically on the needs of females in involved in Iowa agriculture, including both production agriculture and the women professionals who serve them. The Committee is charged with:

- Identifying specific issues of concern to women in production agriculture
- Addressing concerns specific to females in professional agriculture roles.
- Expanding networks and partnership with other agencies in agriculture.
- Increasing communication within Extension on program efforts for women in agriculture.
- Educating extension staff on teaching techniques or communication styles specific to women involved in agriculture in their programming efforts.

Performance Goals:

- Female farm partners will increase their understanding of the financial, economic and legal aspects of their businesses and improve their ability to function as owners or full partners in managing the farm.
- Female farm partners will increase their understanding of controlling risk on their crop and livestock operations.
- Women in agriculture will develop networks and strengthen relationships with their peers in production agriculture.
- Extension staff will increase their understanding of learning styles of women versus men.
- ANR Extension Women in Ag Committee will serve as a support for women professionals involved in Iowa agriculture.

Objectives

1. Annie's Project will empower farm women to be better owners or business partners through networks and by managing and organizing critical information.
2. Women attending estate planning programs will effectively increase communication with those directly affected by succession issues regarding their farming operation.
3. Female farmers and farm partners participating in management programs will increase their knowledge in financial, human resource, production, legal or marketing risk management.

4. Female participants in value-added programs will explore or implement alternative or value-added enterprises.
5. All Extension Staff will increase programming efforts directed to women involved in agriculture.
6. ISUE Women will increase their networking and relationship-building with females in professional agricultural positions.
7. Women farm partners will increase their ability to understand and access federal and state farm agency programs.
8. Increase marketing of current Extension programs to women in agriculture.

Outputs (Activities, contacts, products):

1. Annie's Project will be held in six locations in Iowa with 100 participants on an annual basis.
2. 5 conferences for women in agriculture will be held covering topics such as estate planning, risk management, record keeping, value added, farm agency programs and personal development
3. 2 networking groups for women in professional agriculture positions will be initiated to determine interest in/needs for learning opportunities for personal or professional growth.
4. Dairy Women Peer Group in NW Iowa will be continued as a learning community that offers networking and educational discussions on topics of agriculture and management.
5. Increase awareness and promotion of women's programs for ISUE staff and partners through publication of a catalog of programs and marketing.
6. One or two training sessions for ISUE staff will be held on adult and female learning styles.

Outcome Indicators

1. 35% of female farmers and farm partners who attend Annie's Project will increase their knowledge of financial, human resource, production, legal, and marketing risk management as measured by the pre and post evaluations used in Annie's Project.
2. 30% of female farmers and farm partners who attend estate planning sessions will begin or increase communication among their family about and succession plans.
3. 35% of female farmers and farm partners who attend risk mgmt program will increase their knowledge of financial, human resource, production, legal or marketing risk management.

4. 30% of female farmers and farm partners who attend value-added programs will a) explore, or b) implement alternative or value-added enterprises regarding risk management.
5. 20% of extension staff will increase programming efforts directed to women involved in agriculture.
6. 20 women in professional agricultural positions who attend an ISUE workshop for women will identify increased networking contacts as a result of participating .
7. 20% of women who attend sessions on state and federal farm agency programs will increase their ability to understand and access agency programs.
8. 30% of women in production agriculture who attend a peer group will report an increase in sense of support, self-esteem, self-confidence, and knowledge competency about agriculture or ag management.

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