

EXTENSION

2009

Helping Iowans Through Tough Times

IOWA STATE UNIVERSITY
University Extension

Healthy People. Healthy Environments. Healthy Economies.

MESSAGE FROM THE VICE PRESIDENT



An uncertain economy combined with multimillion-dollar state budget cuts prompted Iowa State University Extension to change the way we do business. In the months since we announced our restructuring plan, a question that has come up several times is, “If the economy recovered tomorrow, would we go back to the way things were?” The answer is, unequivocally, no. The financial crisis and budget cuts merely accelerated the changes that ISU Extension needed to make, unlocking us from the past and allowing us to move freely toward a future of ideas and information for innovation.

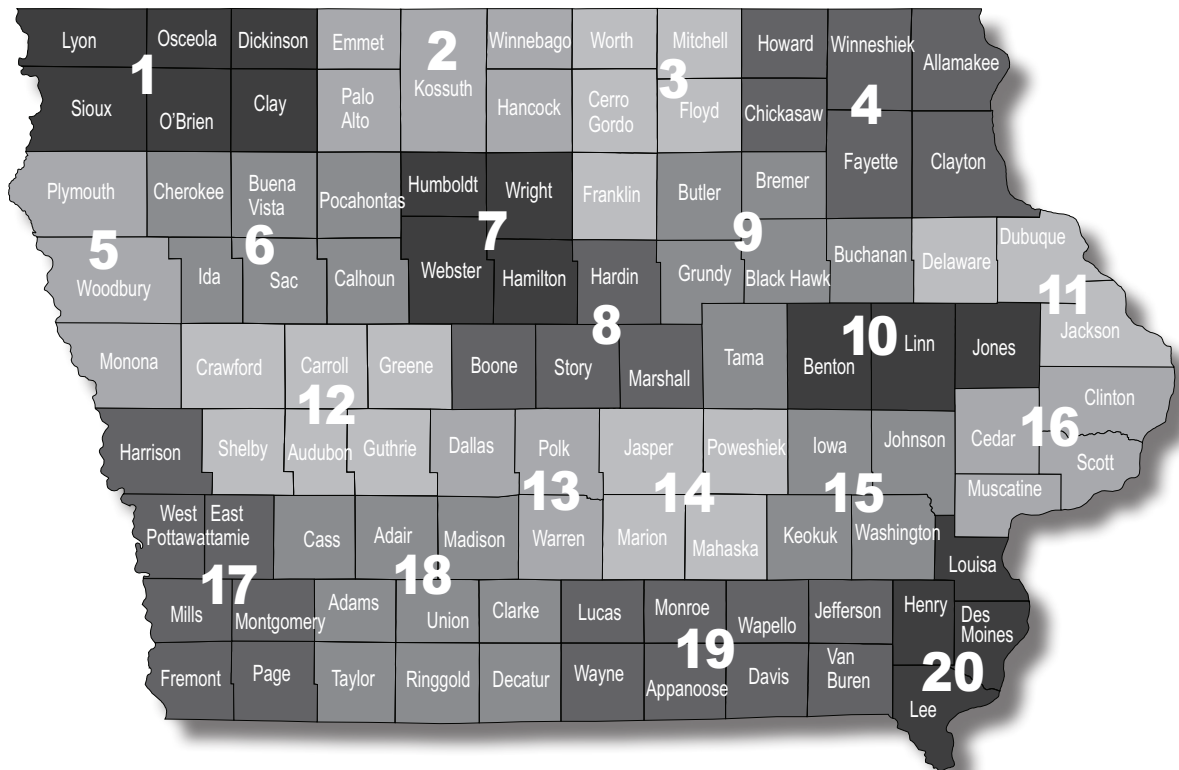
Although Iowa families, farmers, businesses, and communities are concerned about the economy, they want to do more than “get by” during these continuing tough times. Their entrepreneurial spirit is very much alive. That is why ISU Extension will persist in serving Iowans with ISU research expertise and programs to support their aspirations for healthy people, healthy environments, and healthy economies throughout the state. Call it ISU Extension’s version of an economic stimulus package. More than ever, we are committed to providing high quality, research-based learning opportunities to improve quality of life in Iowa.

JACK M. PAYNE

Vice President, ISU Extension and Outreach

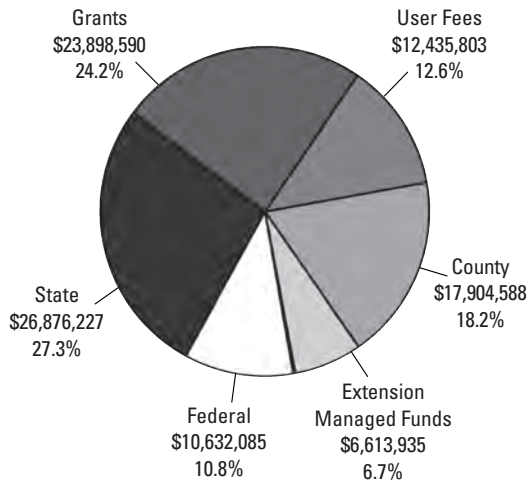
ISU Extension Restructuring

- Consolidates field administration into 20 regions
- Reduces administrative costs
- Increases local control of county funds for ISU Extension services
- Encourages investment in educational programs for business and industry, community and economic development, 4-H, agriculture and natural resources, families, and continuing education and professional development
- Improves ISU Extension's ability to address complex issues important to Iowans

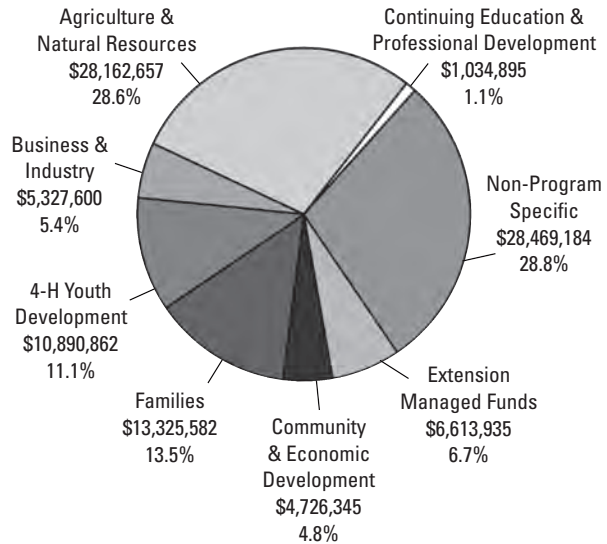


Financial Report

FY09 Funding Sources*

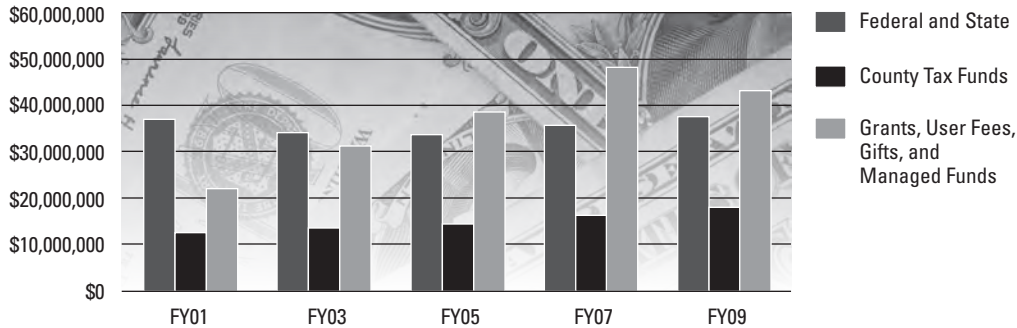


FY09 Expenditures by Program Area



* Gifts/earnings account for 0.2% of ISU Extension's funding sources.

ISU Extension Expenditure History





Bottom Line

- Some 1,168,988 clients had contact with ISU Extension programs.
- Enrollment in noncredit educational programming totaled 492,350.
- More than 17,000 volunteers worked with ISU Extension programs.

HEALTHY

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PEOPLE

“Having good health is very different from only being not sick.”

— SENECA THE YOUNGER
Roman philosopher

OVERVIEW

Healthy people care about their own physical and mental wellbeing, but also are committed to their community's growth and development. ISU Extension builds leadership, communication, and citizenship skills in youth; helps families develop skills to reduce their children's risk of substance abuse; and educates child care providers to improve the quality of child care, allowing parents to be more productive in the workplace.

HEALTHY

Environ
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ENVIRONMENTS

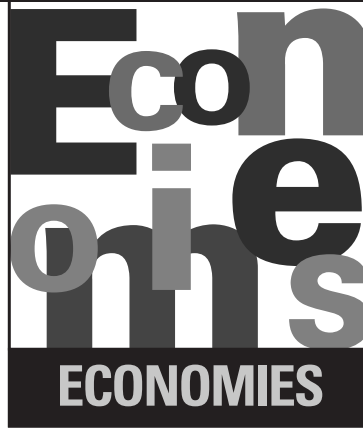
OVERVIEW

Healthy environments must be safe and sustainable and enhance the value of Iowa's abundant agricultural assets. In addition, healthy environments must provide recreational opportunities and protect the state's natural resources. ISU Extension demonstrates how conservation farming practices improve water and soil quality, provides crop production information to corn and soybean growers and their advisers, and offers environmental education to the next generation of Iowans.

HEALTHY

“The nation behaves well if it treats its natural resources as assets which it must turn over to the next generation increased, and not impaired, in value.”

— THEODORE ROOSEVELT
U.S. President



“Take calculated risks. That is quite different from being rash.”

— GEORGE S. PATTON
American general

OVERVIEW

Healthy economies support growth and improve quality of life. Healthy economies also encourage business development, create jobs, and expand entrepreneurial activity. ISU Extension educates Iowans about poverty and builds their leadership skills so they can take action against economic decline. Extension also helps Iowa companies develop management strategies to improve their bottom line and helps immigrants become integrated into their new communities.



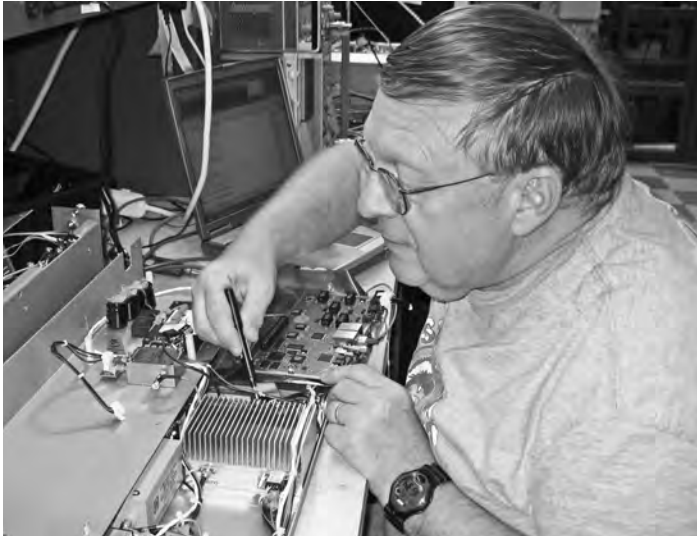
Business & Industry

ISU Extension enhances the performance of Iowa business and industry through research, education, and technical assistance.

During FY 2009

- Businesses from 96 Iowa counties received assistance on projects or attended educational workshops from ISU Extension's Center for Industrial Research and Service (CIRAS) staff or partners.
- 775 companies reported \$58 million in new investments, \$24 million in cost savings, and \$184 million in sales gained or retained.
- Company executives stated that 3,079 jobs were added or retained as a result of the research, technical assistance, or education they received from CIRAS and its partners.
- In addition to direct assistance to companies, CIRAS staff also provided educational information to more than 10,000 individuals.

Cumulatively, over the past four fiscal years, CIRAS and its partners have reported impact from companies totaling more than \$753 million: \$270 million in new investments, \$52 million in cost savings, and \$431 million in sales gained or retained. Company executives report 7,919 jobs added or retained as a result of the research, technical assistance, or education they received.



HEALTHY Economies

Softronic Ltd. is charted toward expansive growth after working with ISU Extension's Center for Industrial Research and Service (CIRAS) to achieve ISO certification.

International Organization for Standardization (ISO) applies uniform procedures and quality measures. ISO-certified companies often have a leg up over their competitors in proving they can do quality work. Some months after CIRAS helped the Marion-based contract-engineering firm become certified, Softronic received an order from Iowa defense contractor Rockwell Collins to produce 250 radios destined for airport control towers throughout the world. Eventually Softronic may produce roughly 10,000 radios, making the entire Rockwell deal worth about \$200 million.

"CIRAS took the time to understand our company and how ISO would work for us," said Tony Nurre, Softronic director of operations. "Just as we customize radios for our customers, CIRAS helped us customize ISO 9001."

BUSINESS & INDUSTRY OUTCOMES



HEALTHY Economies

Wayne Morgan, founder of Mid-Iowa Satellite, needed a plan to sustain his satellite TV business so he called on CIRAS.

CIRAS assists companies that wish to sell products and services to government agencies through the Procurement Technical Assistance Program (PTAP), a national program administered through the Department of Defense. CIRAS steered Morgan to the Iowa Department of Corrections, which was looking for a contractor able to install digital satellite systems at several of its facilities. CIRAS helped Morgan sift through the requirements for selling to the state; then Morgan pitched his service to state prison officials. He won a contract and received installation fees totaling more than \$13,000 plus monthly service charges.

“It’s to every business’ benefit to use the services of CIRAS. They have experience working with hundreds of companies over the past decade,” Morgan said.

BUSINESS & INDUSTRY OUTCOMES



HEALTHY Economies

CIRAS and the College of Engineering are working with stakeholders in wind energy to better define Iowa State's role in this rapidly evolving energy sector.

They're considering everything from wind turbine systems, to manufacturing and deployment, and infrastructure and delivery—all areas with developing or active research projects at Iowa State. CIRAS links ongoing research at ISU with the needs of manufacturers in the wind industry in Iowa and has worked with nine of these companies over the past two years.



Community & Economic Development

ISU Extension helps organizations and local governments make Iowa communities better places to live and work, with programs and services in community leadership, management, and policy and design.

During FY 2009

- Through the Community Vitality Center (CVC), ISU Extension collaborates with the Iowa Council of Foundations, the Iowa Department of Economic Development, and the Iowa Nonprofit Resource Center in organizing philanthropy education and training. These activities leveraged \$10 million in donations and endowments and provided distributions of \$11 million in state revenues to 3,000 local agencies and nonprofits serving countywide needs.
- Nearly 2,000 precinct election officials in 97 counties were certified, improving their ability to carry out elections that are fully compliant with Iowa and federal law. More than 95 percent of participants rated the program as very good or excellent and more than 97 percent said they would recommend the training to others.
- Through the Rural Development Resource Center, ISU Extension provided business development assistance to 247 clients, facilitated business loans totaling \$471,682, and assisted with two small business start-ups, two expansions, and 17.5 job opportunities.
- An ISU Extension online seminar helped Iowans in flood-damaged communities sort through issues of rebuilding vs. relocating.



HEALTHY Economies

ISU Extension helps new lowans become integrated into their new communities.

- Extension helps Latino entrepreneurs who are starting new or expanding existing businesses understand their clientele, identify business locations, and set up business and marketing plans.
- Through *Éxito en el Norte* (Success in the North), a partnership with Experience Education Inc. and the Southwest Iowa Latino Resource Center, ISU Extension educates Latino immigrants about family finances, housing, health care access, education, employment, taxes, transportation, public assistance, the legal system, and immigration law.
- In a collaboration with Marshalltown Community College (MCC) and Prairie Rivers Resource Conservation and Development, ISU Extension is working with Marshalltown-area Latinos interested in farming. They take coursework and gain hands-on experience in food production. That experience leads to practical knowledge and skills in local food systems, environmental stewardship, and business planning.



4-H Youth Development

ISU Extension helps kids and teens develop communication skills, give back to their communities, and learn to be leaders for Iowa's future.

During FY 2009

- One in five Iowa school-age youth participated in 4-H Youth Development programs. Some 109,562 youth were involved in 4-H clubs, special interest groups, school enrichment, and other 4-H programs.
- 10,582 volunteers contributed their time, energy, and expertise to help youth strengthen life skills through 4-H learning experiences.
- The Iowa 4-H Foundation and its partners provided \$109,798 in scholarships to 122 4-H'ers.
- 859 high school youth attended the 2009 State 4-H Youth Conference at Iowa State University where they participated in educational and workforce development seminars and community service projects.
- 7,097 volunteers were trained in positive youth development principles and practices and youth leadership.
- Iowa 4-H clubs leveraged \$13,000 into more than \$142,000 in community improvement projects via Iowa Promise Youth and Pioneer Community Improvement grants.
- 4-H volunteers and/or ISU Extension personnel managed 412 4-H afterschool programs.

4-H YOUTH DEVELOPMENT OUTCOMES



HEALTHY People

New research shows that Iowa youth credit their 4-H club experiences with making them better leaders, communicators, and citizens.

Some 508 randomly selected 4-H club members compared their skills and practices after participating in 4-H with their skills and practices before participating in 4-H. Their “after” scores were higher than their “before” scores, and the differences were statistically significant for every leadership, communication, and citizenship indicator.

“4-H is all about life skills. Everything that you learn is applicable,” said 4-H alum Karen Naig, including “learning when to step up and take that leadership role in a group.” Southwest Iowa 4-H Council member Donovan Richardson added, “It’s really about helping ... giving back your time, talent, and treasure to your community and all over the state.”

4-H YOUTH DEVELOPMENT OUTCOMES



HEALTHY Environments

Iowa 4-H'ers become mini-experts, discovering and sharing Antarctica's Climate Secrets.

Through hands-on activities, 10- to 15-year-olds learn and then teach others about the multinational, National Science Foundation-funded Antarctic Drilling Program (ANDRILL). Extension specialists help them to investigate Antarctica's role in global environmental change over the past 65 million years and to better understand what may happen to the frozen continent because of global changes. The youth build models, watch video podcasts, and work with photographs and maps. As they learn how researchers look to the past to predict the future, youth have fun and get excited about science. Overall, Iowa youth have enrolled in 14,500 4-H science, engineering, and technology projects during the past year.

4-H YOUTH DEVELOPMENT OUTCOMES



HEALTHY People

Volunteering with 4-H has a positive influence on adults, whether they're leading 4-H clubs, helping youth with 4-H projects, or sharing their expertise as mentors.

Iowa 4-H Youth Development programs are delivered primarily through caring adults, and these volunteers make a positive difference in the lives of Iowa's young people. However, the adults also gain from the experience. Iowa 4-H volunteers were surveyed as part of a larger study of 4-H volunteers in Midwestern states. Volunteers reported that through volunteering with 4-H, they had improved their organizational and management skills, their ability to speak in public, and their ability to lead and teach others. Volunteers range in age from 19 to 62 and older. Seventy-nine percent volunteer 10 to 12 months per year. Overall, time spent volunteering varies from one to 26 or more hours per week.



Agriculture & Natural Resources

ISU Extension provides unbiased, research-based information and education to agricultural professionals to grow the economic base of Iowa agriculture.

During FY 2009

- 156,861 Iowans participated in Extension's noncredit workshops, conferences, field meetings, and home study programs to increase their understanding and skills related to agricultural enterprise management, natural resource protection, and economic development.
- 146,120 Iowans called Extension to Agriculture and Natural Resources hotlines or received individual consultations.
- Extension trained 24,685 commercial and private pesticide applicators and 3,611 manure applicators. These educational programs enable participants to become eligible for certification.
- 5,000 attorneys, certified public accountants, tax preparers, agricultural producers, and policy makers participated in educational programs offered through the Center for Agricultural Law and Taxation.
- 2,560 landlords and tenants participated in farmland leasing meetings to better understand their options and make informed decisions.



HEALTHY Environments

The Iowa Learning Farm (ILF) shows how conservation farming practices improve water and soil quality.

Thousands of people have seen the ILF rainfall simulator, which demonstrates the effects of rainfall on different soil conservation scenarios. Cooperators across Iowa conduct field demonstrations on conservation practices including reduced tillage, fertilizer application rates, and cover crops. They are leaders in their communities and among their peers, are good conservationists, and are passionate about soil and water quality issues. ILF team members work with them, studying the agronomics, economics, and sociological aspects of these sites. Extension's ILF partners include the Iowa Department of Agriculture and Land Stewardship, Iowa Department of Natural Resources, Natural Resources Conservation Service, Conservation Districts of Iowa, Iowa Farm Bureau, and the Leopold Center for Sustainable Agriculture.



HEALTHY Environments

Integrated Crop Management (ICM) News makes reliable crop production information timely and accessible.

The newsletter is distributed electronically to 2,739 subscribers—an increase of 43 percent over the previous year. Articles contain science-based crop production information intended to increase productivity and global competitiveness of Iowa corn and soybean growers and their advisers, while also conserving the environment. Articles are generated by ISU Extension research; grower and field agronomists' questions and concerns based on findings in local fields; and by weather, disease, and pest occurrences in and near Iowa. Ninety-six percent of respondents to a subscriber survey indicated they had more confidence in making decisions related to the topics covered. In addition, 89 percent had modified their farming practices or recommended changes to their clients.



HEALTHY Environments

The new Farm Energy Conservation and Efficiency educational initiative will increase farmers' awareness of opportunities to use energy resources more efficiently.

Through the initiative, ISU Extension is creating educational materials targeted to livestock and crop producers. The materials will build awareness about all aspects of energy use on the farm and will boost farmers' "energy literacy." The goal is to help Iowa's agricultural producers make better decisions about managing energy inputs in the farm business and make choices that are sustainable long-term and good for their farm's bottom line. ISU Extension received a grant from the Iowa Energy Center to carry out the initiative. Partners include Iowa Farm Bureau Federation, Central Iowa Power Cooperative (CIPCO), the Iowa Association of Electric Cooperatives, Consumers Energy, Alliant Energy, MidAmerican Energy, Office of Energy Independence, and USDA.



Families

ISU Extension reaches out to families across the lifespan, providing research-based information and education to help families make decisions that improve and transform their lives.

During FY 2009

- 190,779 Iowans participated in Extension to Families noncredit workshops, conferences, meetings, and home study programs.
- 327,150 Iowans received targeted newsletters, called hotlines, or received individual consultations on family life, nutrition and health, resource management, and other family matters.
- Nearly 76,000 Iowans participated in nutrition education workshops. In a sample survey, 85 percent reported improving their diet; 48 percent increased their minutes of physical activity.
- 9,690 Iowans participated in ISU Extension financial management programs. In a sample survey 64 percent reported reducing debt; 81 percent reported increasing their contributions to an employer-based retirement plan.
- 7,900 Iowa high school students enrolled in the High School Financial Planning Program, building skills they'll use now as students and later as workers. ISU Extension offers the program with the Iowa Credit Union League and the National Endowment for Financial Education.
- Extension-trained volunteers completed free tax returns for 1,224 low-income filers at Volunteer Income Tax Assistance (VITA) sites in rural Iowa. The effort returned \$602,924 in Earned Income Tax Credits to bolster family incomes and local economies.

FAMILIES OUTCOMES



HEALTHY Economies

Through the Horizons program, 409 Iowans from 36 small rural communities are leading local actions to reduce poverty and reverse economic decline.

Directing Horizons in Iowa is one way ISU Extension educates local citizens about poverty and strengthens their leadership skills so they can identify community issues and put their ideas to work. Elma, Keosauqua, and Waukon taught ISU Extension financial classes as part of their poverty reduction plan. Nearly a fourth of the Horizons communities plan to provide adult skill building opportunities including money management, English as a second language, or computer training. Many are establishing food banks, supplying meals for senior citizens, or providing weekend food packs for school children. Mentoring programs, additional child care options, and support for local business development have come from Horizons community action plans.

FAMILIES OUTCOMES



HEALTHY People

In Fort Dodge, an average of 60 families per year graduate from the Strengthening Families Program for Parents and Youth 10-14 (SFP 10-14), reducing their children's risk of substance abuse.

Fort Dodge is one of ISU Extension's PROSPER communities (PROmoting School-community-university Partnerships to Enhance Resilience). Over the past seven years PROSPER and the SFP 10-14 program have helped Fort Dodge youth increase their decision-making and social skills, and improve their interaction with their parents.

Liddy Hora, PROSPER team coalition leader in Fort Dodge, explains the project's success: "If I could tell you that you could do something in seven weeks that would guarantee that your child would be in a group that had less problems in school, had better communication, had fewer issues with peer pressure, and was less likely to use alcohol and drugs, wouldn't you sign up?"

FAMILIES OUTCOMES



HEALTHY People

Extension helps child care providers improve the quality of care children receive.

ISU Extension's New Staff Orientation gives new child care center and preschool staff a complete educational orientation program that can be initiated immediately, on site, and with director supervision and input. About 50 percent of all Iowa child care centers are implementing the program, and in the past year ISU Extension provided 16,240 hours of training for more than 1,000 new early childhood staff. Child care providers have estimated annual receipts totaling more than \$402.5 million and are a vital part of Iowa's economy. Working parents are more productive when their children receive quality care. In addition, children who receive quality care are ready to learn, leading to a strong, future generation of Iowa workers.



Continuing Education & Professional Development

ISU Extension Continuing Education and Professional Development (CEPD) provides high-quality continuing education and lifelong learning opportunities for professional development, personal enrichment, career transitions, and academic growth.

During FY 2009

- CEPD organized 220 educational conferences, workshops, seminars, and online courses. Topics covered included business, engineering, agriculture, communications, families, science and technology, management, marketing, law, and education.
- 15,997 individuals participated in these educational events.
- 2,120 Continuing Education Units (CEU) and Professional Development Hours (PDH) were awarded.
- 1,201 CEU and PDH certificates were presented.



HEALTHY Environments

The 2009 Bioeconomy e-Conference investigates solutions for sustainability.

Iowa State and 11 other Midwest universities hosted a virtual conference in December 2009 to examine ways agriculture could clean the planet. Growing the Bioeconomy: Solutions for Sustainability was the seventh bioeconomy conference Iowa State has hosted, but the first to feature multi-state cooperation. Participants explored a systems perspective on biorenewables, examined the potential role of biochar (charcoal created by the chemical decomposition of biomass) as an agent for carbon sequestration, and discussed the connection between land stewardship and biofuels agriculture. Through such efforts ISU Extension has gone from creating awareness in Iowa to generating Midwest enthusiasm for the possibilities of biobased industry and business.



International Programs

ISU Extension engages in international development to build leadership capacity in ISU Extension personnel, to provide educational opportunities and improve quality of life around the world, and to strengthen Iowa's role in a global society.

INTERNATIONAL PROGRAMS OUTCOMES



HEALTHY People

Extension's partnerships with China improve teachers' skills.

China's Lanzhou Jiaotong University sent 13 university teachers to Iowa State for four weeks of intensive training in English teaching, listening, reading, speaking, and writing methodologies in summer 2009. In addition, six teachers from Lianyungang Teachers College came to Iowa State to learn about encouraging classroom interaction, especially in large classes, and to explore computer assisted language learning. The teachers also observed American classrooms and were exposed to various tools and strategies for teaching technology.

INTERNATIONAL PROGRAMS OUTCOMES



HEALTHY Environments

The Benue State Swine Production Improvement Project in Nigeria rests on a partnership between ISU Extension and the Benue State Government.

The goals of the project are to help small family farms increase productivity in crops and swine, to rebuild the swine industry of Benue State, and to help develop a sustainable system by using existing infrastructure and private enterprise.



HEALTHY Economies

ISU Extension is helping to establish the Center for Agricultural Development (CAD) near the village of Njombe in Tanzania.

Extension is developing a business plan for the CAD and working with Sokoine University of Agriculture faculty and staff as they select a board of directors and plan staffing, curriculum, and demonstration plots for early 2010. Extension also recommended that the CAD encourage the formation of youth groups similar to 4-H. These groups would emphasize small livestock projects and horticultural and cereal crop demonstration plots and might serve to transfer knowledge to the youths' families.

IOWA ASSOCIATION OF

COUNTY EXTENSION COUNCILS (IACEC)

The Iowa Association of County Extension Councils serves as a vehicle for networking among county extension councils of Iowa, Iowa State University, and government leaders to promote and strengthen all local and statewide Extension programs.

Rick Rosburg, president, Emmet County

Terry Maloy, president-elect, Monroe County

Caroll Schreiber, secretary, Allamakee County

Kathy Ebert, treasurer, Washington County

Diann Anderson, Page County

Scott Bahr, Hardin County

Ron Fransen, Van Buren County

Dawn Marnin, Cass County

Gary Nelson, Webster County

Juli Nelson, Crawford County

Gayle Olson, Hamilton County

Sybil Soukup, Cerro Gordo County

John Thorpe, Ringgold County

Dave Turner, Fayette County

Thomas Ullrich, Woodbury County

CITIZENS ADVISORY COUNCIL (CAC)

The first Citizens Advisory Council (CAC) was appointed in 1944 for “the purpose of bringing to the Cooperative Extension Service Administration counsel, advice, and reflection on Extension programs.” Since that time, despite changes in size, make up, function, and purpose, each CAC has continued to be a key and consistent link between Extension Administration and the citizens of Iowa. Administration values CAC members’ perspectives and perceptions of ISU Extension.

Marco Adasme, Muscatine County

Jose Amaya, Polk County

Linda Applegate, Polk County

Dean Benschoter, Kossuth County

Loretta Berkland, Osceola County

Eldean Borg, Linn County

Ali Bowling, Davis County

Sandy Boyd, Johnson County

Claudette Carter-Thomas, Dubuque County

Bill Clark, Dallas County

Rand Fisher, Polk County

Blanca Gomez-Wittmer, Henry County

Ann Hamilton, Lucas County

Terri Henkels, Polk County

Sarah Huddleston, Buena Vista County

Steven Jacobs, Cass County

Carrie Keppy, Scott County

Jan Knock, Union County

Deb Krull, Cerro Gordo County

John McGrath, Iowa County

Tom Morain, Decatur County

Robert Mulqueen, Polk County

Mark Reisinger, Polk County

Ray Richardson, Black Hawk County

Carlos Rios, Polk County

Deb Ryun, Lucas County

Sterling Schnepf, O’Brien County

Mallory Smith, Louisa County

Gary Smith, Mills County

David Suarez Moreno, Henry County

Paul Tabor, Jackson County

Hovey Tinsman III, Scott County

Al Tubbs, Clinton County

Brian Waldstein, Buena Vista County

Mary Weaver, Greene County

LaMetta Wynn, Clinton County

John Ziegenbusch, Story County

ISU EXTENSION **GOTO** DIRECTORY

www.extension.iastate.edu
(515) 294-4576
extensiononline@iastate.edu

Other Resources

Center for Industrial Research & Service (CIRAS):
(515) 294-3420; ciras.info@iastate.edu

Continuing Education & Professional Development:
(800) 262-0015; eddieloo@iastate.edu

Families Answer Line: (800) 262-3804; answer@iastate.edu

Iowa Concern: (800) 447-1985

Iowa Healthy Families: (800) 369-2229

Teen Line: (800) 443-8336

Telecommunications Device for Deaf Persons (TDD)
for the above four numbers: (800) 735-2942

Farm On: (877) BFC-1999

Horticulture Hotline: (515) 294-3108; hortline@iastate.edu

PORKLine: (800) 808-7675; ipic@iastate.edu

. . . and justice for all

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Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Jack M. Payne, director, Cooperative Extension Service, Iowa State University of Science and Technology, Ames, Iowa.

EDC 401 December 2009

