

**it starts with**  
**EXTENSION**

**EXTENSION PROGRAMS BENEFIT ALL IOWANS**

**IOWA STATE UNIVERSITY**  
University Extension

**Healthy People. Environments. Economies.**

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# it starts with each of us

Each of us — one way or another — is invested in ISU Extension. Because of that investment, Extension connects Iowa with its land-grant university. We continue to put Iowa State resources to work, solving the issues facing Iowans today. Extension's ability to take the university to people throughout our state is as vital as ever to Iowa's progress.



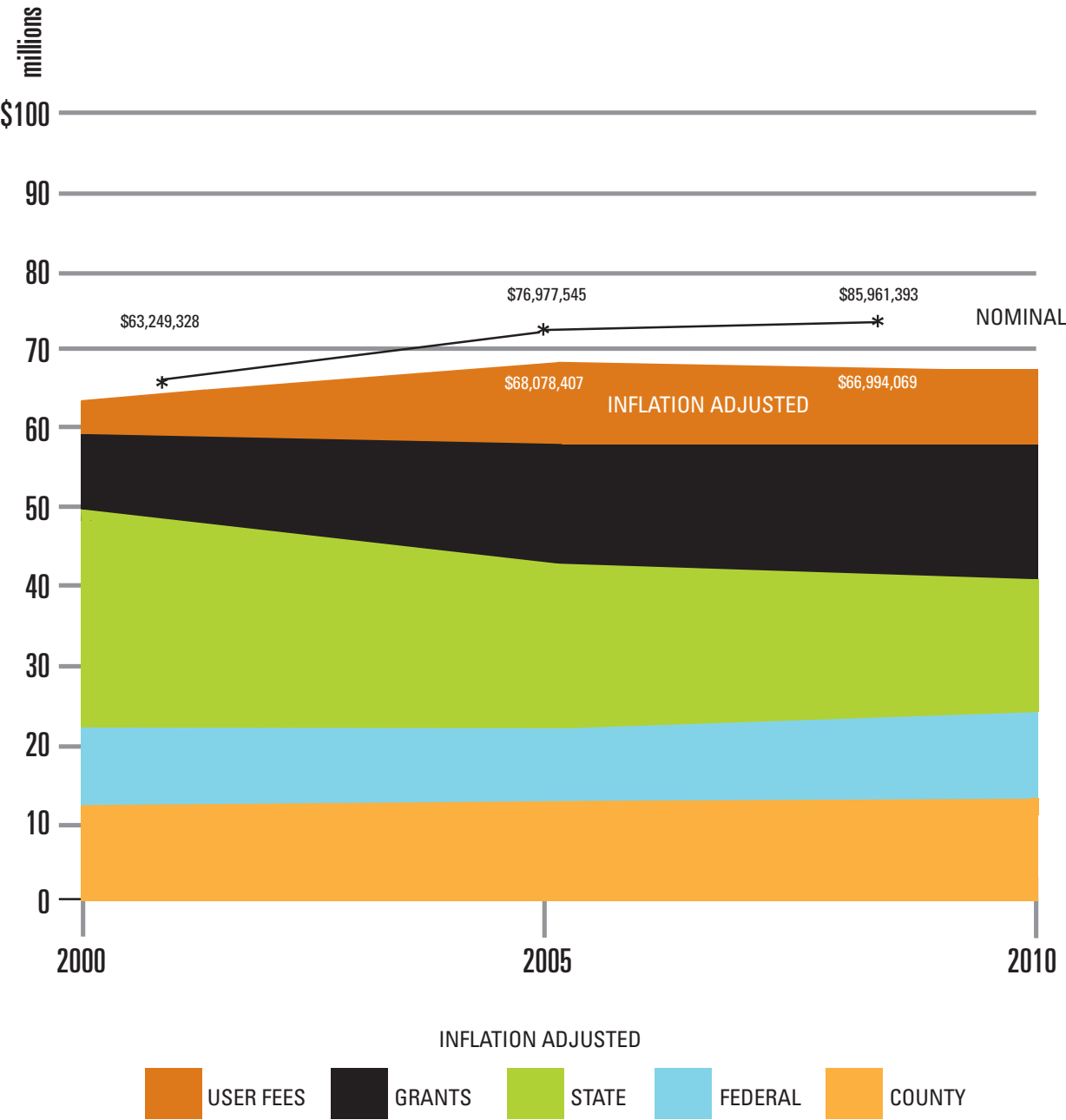
GERALD A. MILLER  
Interim Director - Iowa State University Extension

The economic downturn hit Iowa State University Extension hard in 2009. Facing a 10.7 percent cut in our state appropriations — some \$4.15 million — we responded by restructuring our organization, streamlining our field administration, and balancing population and available county tax funds in each ISU Extension region. We reduced staff numbers on campus and across the state and positioned ISU Extension as a leaner, yet fiscally stable organization.

Despite today's uncertain economic conditions, we are investing in Iowa's future. We are developing and delivering timely and relevant research-based programs that help Iowans meet their ever-changing needs. We remain dedicated to serving all of Iowa's communities — whether defined by issues, ideas, or geography. This report includes examples of our high quality educational programs that promote healthy people, support healthy environments, and advance healthy economies.

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ANNUAL OPERATING FUNDS (in nominal and inflation adjusted dollars)



NOTES: FY2000 is base year for inflation adjustments based on CPI. Does not include Extension Managed or ISU Foundation funds.

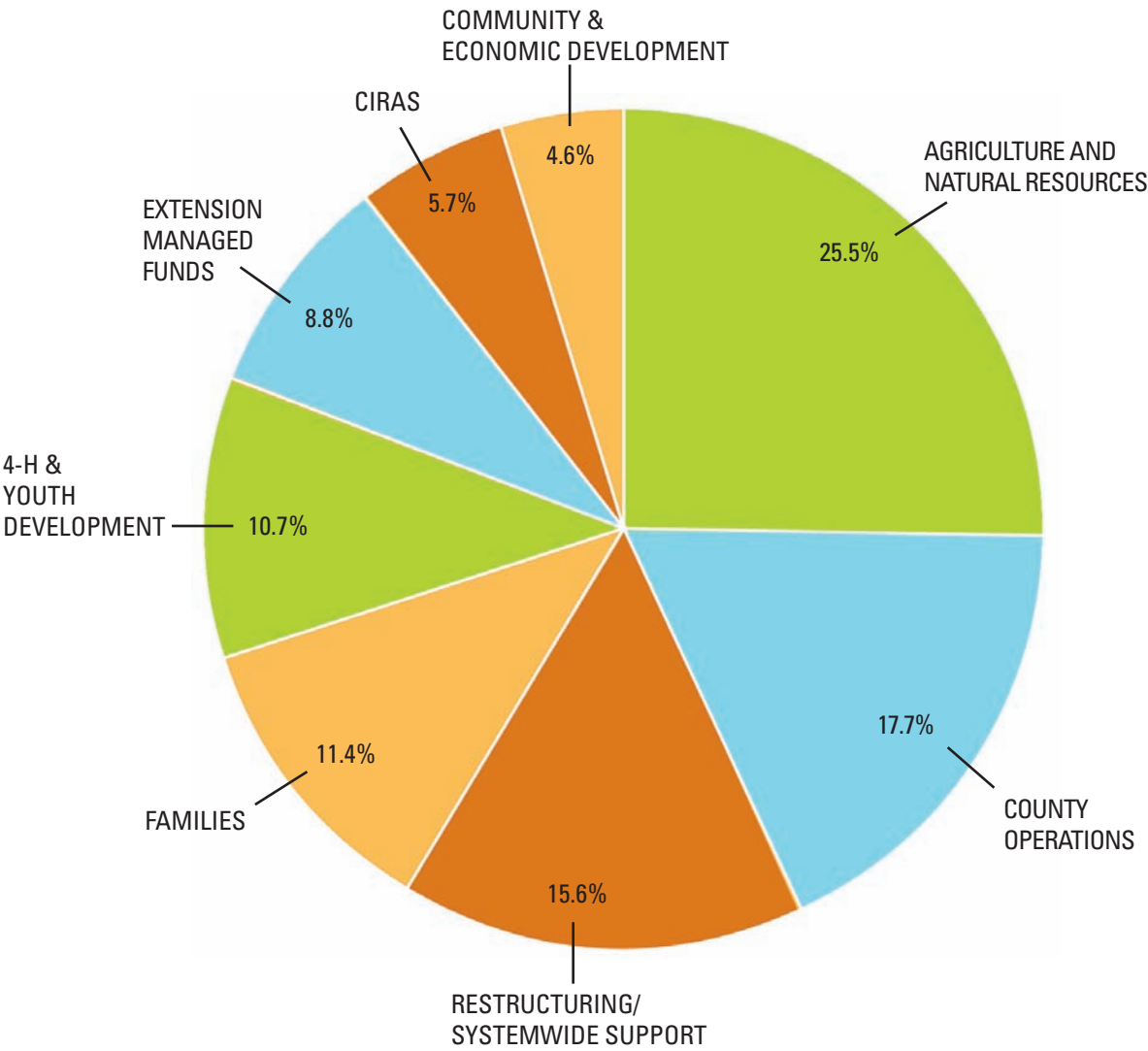
ANNUAL OPERATING FUNDS\* (in nominal dollars)

	2000	2005	2010
FEDERAL	\$9,923,622	\$10,345,027	\$13,812,974**
STATE	\$27,245,867	\$23,279,817	\$21,720,773
COUNTY	\$12,114,806	\$14,343,087	\$16,679,380
GRANTS	\$9,670,935	\$17,302,973	\$22,160,189
USER FEES	\$4,294,098	\$11,706,641	\$11,588,077
TOTAL	\$63,249,328	\$76,977,545	\$85,961,393

\*Does not include Extension managed or ISU Foundation funds

\*\*Includes one-time federal stimulus funds of \$4.2 million

FY10 EXPENDITURES BY PROGRAM AREA





# it starts with healthy people

Healthy people care about their own physical and mental wellbeing, but also are committed to their community's growth and development. With help from ISU Extension, communities and school districts are developing their capacity to support military children and families. Neighborhoods are creating safe learning environments for youth. Families are making better nutritional choices, and early childhood professionals are providing higher quality childcare.



**Childcare providers** trust ISU Extension for education about high quality early childhood practices. Extension provides a four-part series of classes throughout the state using the nationally recognized and evidence-based Environment Rating Scales (ERS). In the past year, 310 early childhood teachers and childcare center directors completed the workshop series because they wanted to increase the quality of their programs. As a result, last year 16,000 children from more than 9,000 Iowa families benefited from much safer childcare and more engaging learning environments.

Following the training, participants reported significant gains in understanding the differences in poor, adequate, and high quality childcare. They also better understood how to use the ERS to complete a self-assessment, prioritize needed changes, and create a workable program improvement plan. In a follow-up survey, more than 95 percent of the respondents reported making significant program improvements. Participation in ISU Extension education also helps early childhood professionals achieve higher scores in the Iowa Quality Rating System (QRS), which is highly valued by parents seeking quality childcare.

**Iowa's military kids** are better able to handle deployment of their loved ones, thanks to Operation: Military Kids (OMK). Extension leads this partnership in Iowa, providing training and creating awareness about the issues facing these children and teens. The partnership also helps build community-based support networks and provides educational, recreational, and social activities for the youth. That support is essential because Iowa military families are geographically dispersed. Iowa has 10,655 children with a parent or stepparent in the military. Many more children are affected by the deployment of their siblings, grandparents, aunts, uncles, or other caring adults in their lives.

Through OMK, military kids also are developing their communication skills so they can help each other as well as educate the public about the issues they face. Thomas said, "You get to work with other people that know what you're going through." Mikayla added, "It's really cool ... other people can learn about how our lives are." Iowa soldiers can focus on their mission more effectively when they know that their children are safe and supported in their schools and communities.

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**The Midtown Family Community Center** provides a safe, fun learning environment for youth and their families in Midtown, one of Sioux City's most diverse neighborhoods. Sioux City, the Jones Street Neighborhood Coalition, and ISU Extension support the center in partnership. Extension's Woodbury County 4-H program manages and staffs the center that reaches more than 200 youth per year through an extended afterschool program for minority youth and a summer day camp for youth from the entire community. The youth are learning about themselves and developing pride in their neighborhood through their activism in community service projects. The center also offers school district-sponsored credit recovery classes during the summer to help youth return to school in the fall. These educational and leadership opportunities for youth encourage them to stay in school, get an education, and lift themselves out of poverty. Also, their parents can participate in the workforce, knowing their children are safe.

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**Extension nutrition education programs** improve health behaviors in low-income families. The Expanded Food and Nutrition Education Program (EFNEP) and the Family Nutrition Program (FNP) reached 2,144 low-income families with young children, including 119 pregnant teens. Seventy-two percent of these families had incomes below 100 percent of the Federal Poverty Income Guidelines. Twenty-four percent of the families reported Hispanic ethnicity and another 19 percent represented other minorities. Participants who completed the eight-lesson program increased their daily consumption of fruits and vegetables by an average of 1.1 cups and their consumption of milk and milk products by 0.8 cups. Ninety-eight percent indicated their food intake was nearer the recommended amount for their age, sex, and level of physical activity. In addition, 15,605 low-income youth were reached with nutrition education through school enrichment, after school, and summer day-camp programs.

One participant described the changes she'd made: "I learned to shop within a budget, read the nutrition labels, and pick the healthiest food to prepare my meals. Now we eat more healthy foods and we no longer drink as much pop. We go on daily walks to get our exercise. We no longer struggle with having enough food for the whole month."

## In FY10...

More than **16,700** volunteers worked with ISU Extension programs.

**226,828** individuals called ISU Extension hotlines, received newsletters, or had individual consultations related to family matters or agriculture and natural resource issues.

**One in five** Iowa school-age youth participated in 4-H Youth Development programs.

**107,106** youth were involved in 4-H clubs, special interest groups, school enrichment, and other 4-H programs.

**271,061** Iowans participated in ISU Extension noncredit workshops, conferences, meetings, and home study programs to increase their understanding and skills related to agricultural enterprise management, natural resource protection, economic development, and family issues.

Nearly **300** municipal employees participated in the Iowa Municipal Professionals Institute and Academy and earned educational credit toward certification by the International Institute of Municipal Clerks or the Iowa Certification of Professionals Program.

**\$9.06** is saved by reducing substance abuse for every dollar spent on ISU Extension's Strengthening Families Program for Parents and Youth 10-14.

**1,282** families and **13,179** youth have been served by PROSPER (Promoting School-community-university Partnerships to Enhance Resilience) since its inception in 2002. PROSPER is a prevention model, implementing evidence-based programs that reduce youth problem behaviors, enhance parenting, and strengthen families. Since the project began, PROSPER teams in seven communities have generated more than \$500,000 in resources to support the community-based program. Currently each community averages about \$25,000 in revenue annually.

During the 2010 Iowa State Fair, **6,283** 4-H'ers showcased how 4-H helps them become competent, confident, connected, contributing, caring, citizens with character.

More than **943,000** clients had contact with ISU Extension programs.



# it starts with healthy environments

Healthy environments provide recreational opportunities, protect the state's natural resources, and enhance the value of Iowa's abundant agricultural assets. That's why ISU Extension helps communities promote sustainable living and energy efficiency and use planning to address growth, transportation, and related issues. Extension also provides education about the science of composting and encourages the development of markets for "green" products.



**Extension and Fairfield** are promoting sustainable living and energy efficiency in southeast Iowa. Scott Timm, an ISU Extension community and economic development specialist, also serves as Fairfield's sustainability coordinator. His job involves encouraging and facilitating community sustainability programs initiated by businesses, industry, and other organizations in Fairfield and throughout 23 southeast Iowa counties. The position is funded primarily by Fairfield's Iowa Power Fund Grant from the Iowa Office of Energy Independence. Additional support comes from private contributions, the City of Fairfield, and ISU Extension.

From backyard conservation workshops to promoting sustainability at community events, the partnership is helping move Fairfield's "Go Green" strategic plan from concept to reality. The city's goals include creating and maintaining a sustainability culture; creating jobs, wealth, and opportunities for investment with sustainable development; and achieving sustainable community design, public policy, and infrastructure.

"It's a broad plan with lofty goals, but people are excited about rolling up their sleeves and getting to work," Timm said.

**Partnering Landscape and Community Enhancement (PLaCE)** is a catalyst for community improvement. In 2004, the city of Le Claire was accepted into the PLaCE program offered through ISU Extension and the ISU College of Design's Institute for Design Research and Outreach (IDRO). The community was paired with Iowa State community planning students who developed a comprehensive plan to address growth, transportation, the river and recreation, downtown revitalization, and tourism. Six years later, the city has completed phase one of a multimillion-dollar streetscape enhancement.

Phase one of the plan encompasses a seven-block area along U.S. Highway 67, which runs parallel to the Mississippi River. The levee was developed first. Then, based on the Iowa State student plan, the city redesigned the streetscape. To date, the city has invested nearly \$5 million in the project. According to Rick Reed, a member of the economic development board for the Le Claire Chamber of Commerce, PLaCE has been a catalyst for positive development in the community. The second phase of the plan is currently on hold because of the economy, but eventually will continue the streetscaping completed in phase one.

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**The Midwest Composting School** trains participants in the science of composting. ISU Extension collaborates with extension services from other Midwestern states in this annual effort to train composting operations on best management practices. Participants include engineers, consultants, farmers, agribusiness professionals, commercial composters, and regulators. Participants attend a combination of in-class and field activities, working in teams to learn how to use problem-solving tools they can apply in their daily operations.

Composting is a biological process that depends on the physical and chemical properties of the materials being composted, as well as the management strategies and technology that are used. In 2009, all participants rated the school as good or excellent, and agreed that field exercises helped them better understand the topics. In addition, 99 percent of the participants found the education useful for their composting operations.

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Extension efforts are helping advance the **BioPreferred program** and biobased products. BioPreferred is a federal program that requires all federal agencies to give preference to biobased products if they are reasonably available, reasonably priced, and meet performance standards. In 2010, ISU Extension and the U.S. Department of Agriculture (USDA) facilitated three public meetings with industry stakeholders to talk about the program. More than 400 participants from industry, academia, and government organizations discussed relevant issues such as giving preference to biobased intermediate materials and feedstocks, complex assembly products containing biobased components, and the role of environmental analysis in the BioPreferred program.

Because of ISU Extension efforts, 23,000 branded, biobased products, being sold by more than 2,200 individual manufacturers and vendors throughout the United States, now are available through the BioPreferred program. Extension also supported USDA efforts at the GSA Expo conference by providing biobased product training to more than 2,000 federal, state, and local procurement officials on the potential for biobased products in green purchasing. Growth in the federal market for biobased products will enable manufacturers to produce biobased products more economically in commercial markets and spur development of new products.

## In FY10...

Extension trained **25,205** commercial and private pesticide applicators and **4,205** manure applicators. These educational programs enable participants to become eligible for certification.

**12** communities participated in the Iowa's Living Roadways Community Visioning Program, administered through ISU Extension; 161 local leaders were trained in this program that integrates technical landscape planning and design techniques with sustainable community action to help community leaders and volunteers make sound decisions about the local landscape.

**30** participants received hands-on training in geographic information systems (GIS) through ISU Extension's Geospatial Technology Training Program. Iowa's local governments are investing heavily in geospatial data and technology because nearly everything in the public realm happens in the context of geography. Those who participate in these courses gain new skills to increase their efficiency, reduce costs, improve coordination, and deliver transparency and accountability. From the decennial census and stimulus reporting to fleet routing and pothole repairs, local officials can better use GIS to enhance government services, democratic processes, and the health of their communities.

Extension provided planning and zoning training to **309** city council members, county supervisors, and members of appointed boards and commissions.

**1,750** crop producers and agribusiness professionals participated in the 2010 Crop Advantage Series; 97 percent rated the program as good or excellent. Based on post-program evaluations, participants manage an estimated 4.5 million acres, equivalent to 18 percent of the production acres in Iowa. Every year Crop Advantage provides the latest information to help producers and agribusiness professionals make profitable decisions for the upcoming growing season.

Extension's annual Iowa Drainage School teaches contractors, engineers, and others about drainage design, economics, water management, and related legal issues. All participants in 2009 indicated that the school helped them to better understand drainage design concepts. Properly designed and operating drainage systems are essential to achieving excellent agricultural production capability.



# it starts with healthy economies

Healthy economies support growth and improve quality of life. Healthy economies encourage business development, create jobs, and expand entrepreneurial activity. With help from ISU Extension, companies are investing in their workforces and developing new business opportunities. Agricultural entrepreneurs are considering their options, and community volunteers are making a positive impact on their local economies.



**More alternative agriculture enterprises** are turning to ISU Extension for decision tools. As Iowans consider organic and vegetable production as possible alternatives to conventional agriculture, they need sound data and decision tools to make informed decisions on whether these alternatives make economic sense. To help answer their questions, ISU Extension provides a series of information files, budgets, and decision tools on the Ag Decision Maker website. These materials cover topics such as how to choose among alternatives, developing and using whole-farm and enterprise records, making the transition to organics, pricing for profit, and a series of vegetable and organic budgets. From March 2008 to February 2010, more than 45,000 information file and decision tool downloads occurred. Just over half of the total downloads have been vegetable and organic budgets.

In addition, ISU Extension specialists present eight to 10 educational sessions on these materials each year. As a result, participants have indicated they plan to keep track of time and costs of production, evaluate and choose the right mix of products, price according to costs plus profit margin as well as for real profit, and develop budgets for signature crops.

Extension resources assist companies with training and product design. For example, **Power Engineering and Manufacturing** specializes in the custom design and manufacturing of heavy-duty gearboxes. To help increase sales and production and improve employee training, Power Engineering worked with ISU Extension on Training Within Industry (TWI) programs, which focus on teaching essential job skills to people responsible for the work of others. Power Engineering completed the three core TWI programs, resulting in a potential impact of \$600,000 over the next three years. In addition, the company was able to retain six positions and anticipated adding another 12 in the near future.

Through its relationship with ISU Extension, Power Engineering also worked with two groups of Iowa State University mechanical engineering students. Each semester, Extension matches students with sponsoring companies and real-world projects. The students took on two projects that involved everything from design to actual fabrication of products, working directly with Power Engineering throughout the process to meet their needs. As a result, the projects have helped Power Engineering improve quality and increase marketability of products, resulting in a potential impact of \$350,000 over the next three years.

**Superflow Technologies Group** sought ISU Extension's help with a government contract. As a result, Superflow is saving an estimated \$100,000 annually and expanding sales by a projected \$2.5 million per year.

The Des Moines company was working on a U.S. government contract for transmission dynamometers — devices that measure the effectiveness of vehicle transmissions — and bearings were failing at an unacceptable rate. Superflow turned to ISU Extension to help identify the cause. Extension helped assemble an ISU College of Engineering team of experts, who were able to determine the cause of failure and help Superflow correct it so the company could fulfill the contract. Extension continues to assist Superflow with similar problems and other government contracting-related issues, as the company's equipment is used across several military platforms. Superflow also has used Extension's government-contract bid matching, offered through the Procurement Technical Assistance Program, to help identify additional appropriate federal government opportunities for their business.

"The bid-matching service saves us valuable time and allows us to focus on value-added customer issues and service," said Scott Giles, Superflow CEO.

**Community volunteers** are reducing poverty and returning income to local economies. ISU Extension worked with community partners to recruit and train 70 volunteers who provided free tax preparation services to low-income families through the Volunteer Income Tax Assistance (VITA) program. In 2010, VITA volunteers working at 33 VITA sites helped 1,600 low-income Iowans complete income tax returns. Because of that assistance, 615 of the tax filers from 41 Iowa counties qualified for the Earned Income Tax Credit (EITC) and received \$685,845.

The EITC augments the wages of low-income workers and, in turn, this flow of income makes a substantial economic impact in local communities. One tax filer said, "This year with the advice I received, I will get more than a \$1,000 refund and did not have to pay to file." EITC recipients use their refunds through the local economy, creating a ripple effect many times the size of the original refund. Research shows this money strengthens neighborhoods, assists small businesses, and spurs local economic development.

## In FY10...

Businesses from **97** counties received assistance on projects or attended educational workshops from ISU Extension's Center for Industrial Research and Service (CIRAS) staff or partners.

**1,161** companies reported \$46 million in new investments, \$20 million in cost savings, and \$261 million in sales gained or retained.

Company executives stated that **5,254** 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 project and workshop assistance to companies, CIRAS staff provided educational information to more than **9,000** individuals.

Extension is a partner in the Community Vitality Center (CVC), which co-sponsored entrepreneurship training support projects in six communities. CVC also developed collaboration projects with Iowa Small Business Development Centers, Main Street Development, Iowa Asian Alliance, Western Iowa Advantage, Northeast Iowa Food and Farm Coalition, MyEntrenet, and ISED Ventures. CVC organized a Microenterprise Coaching Academy for designated coaches representing these statewide networks.

Extension assisted nine counties and four regions in establishing housing trust funds.

**8,941** Iowans participated in family financial management programs; 94 percent of the participants in financial management workshops reported gaining greater control of their current spending, saving, and financial security.

**51** individual enterprises and small businesses are selling their products through e-commerce on the Buy Iowa Online website. Extension and partners in the Rural Development Resource Center assist them with technology training, product pricing/packaging, and image/branding procedures.

**11,185** Iowa high school students are building financial skills they'll use now as students and later as workers. They're enrolled in the High School Financial Planning Program, which ISU Extension offers with the Iowa Credit Union League and the National Endowment for Financial Education.

In the past two years, **1,515** participants from 27 states completed ISU Extension's online homeownership education program. A Place of Your Own meets USDA Rural Development's requirement that borrowers complete an educational course about homeownership to be eligible for loans.



# itstartswith EXTENSION

Iowa State University Extension has the people, processes, and programs in place to provide research-based learning opportunities for Iowans. Extension responds to a crisis, such as a flood or egg recall. But Extension also helps communities figure out their long-term housing needs post-flood, and offers business continuity planning to help Iowa companies be prepared for any emergency. In addition, Extension's youth programs are developing the next generation of Iowa's leaders. It's an ongoing effort to improve quality of life and ensure healthy people, environments, and economies in Iowa.



Keven Arrowsmith, Iowa Department of Transportation

**Extension is helping communities** deal with long-term housing issues. Extension and university researchers are assessing whether new housing constructed in eight communities since the 2008 floods is both affordable to the local population and a match for the communities' economic base. The study, jointly funded by the Iowa Department of Economic Development, the Iowa Finance Authority, and the Rebuild Iowa Office, will help lawmakers and state agencies fill the remaining housing gaps by documenting the needs and tailoring or creating programs to address the situations that flood-impacted communities are facing. The goal is for the recovery process to be transparent and recovery strategies more effective. However, the model can be used beyond disaster recovery to support informed decision-making, helping community leaders develop sustainable, attractive, and vibrant cities.

Knowing how to recover from a disaster is key to staying in business. That’s why ISU **Extension offers business continuity planning** to small-to-medium-sized manufacturers. The service provides manufacturers with the tools and methods to help ensure that their businesses will remain viable in the face of a disaster. Extension has helped 17 Iowa manufacturers develop these plans, and reported impacts have exceeded \$250,000 per company.

Hy-Capacity Engineering and Manufacturing in Humboldt and Thombert Inc. in Newton were two of the first companies to take advantage of this service. “The knowledge gained in the workshop continues to be discussed, shared, implemented, and expanded upon,” said Maureen Lockwood, manufacturing manager at Thombert. “The business continuity plan has become very important to our business.”

**Business and community cooperative planning** is key to disaster recovery. With a grant from the U.S. Economic Development Administration (EDA), ISU Extension examined Carroll, Newton, Waterloo, and the Fort Dodge/Webster City area, all with different levels of experience in disaster recovery and continuity planning for communities and businesses. Extension also constructed geographic information system (GIS) models to investigate how communities can identify critical infrastructure, transportation routes, and key business locations as part of pre- and post-disaster scenarios. Using this research, ISU Extension provided the EDA with recommendations for improving the linkages between businesses and communities for a quicker recovery.

In 2009, pockets of the state had crops pounded by hail, flooded by heavy rains, extremely wet at harvest, or left standing through winter. While some producers harvested record yields, others dealt with decreased yields and adverse quality issues that extended into 2010.

As each weather event threatened to bend and break the spirit of Iowa producers and agribusinesses, ISU Extension was there — making university research available to producers forced to make tough crop management decisions, and educating agribusinesses before they made grain purchasing decisions. **Extension personnel responded immediately** to each weather event, meeting one-on-one with producers and media, and providing educational seminars. Researchers conducted studies on damaged crops and crops left in fields over winter.

The crop damage from 2009’s devastating weather encouraged Iowans to learn about grain quality and understand grain handling and storage issues. ISU Extension demonstrated the ability to quickly make educational materials available by calling on organizational strengths — its people and research. Extension studied damaged crops, and identified and created educational materials to address information gaps.

IOWA ASSOCIATION OF COUNTY EXTENSION COUNCILS

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 ISU Extension programs.

TERRY MALOY..... Monroe County.....president  
SYBIL SOUKUP..... Cerro Gordo County.....president-elect  
DIANN ANDERSON..... Page County.....secretary  
KATHY EBERT..... Washington County.....treasurer

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DAVE TURNER.....Fayette County  
THOMAS ULLRICH.....Woodbury County

CITIZENS ADVISORY COUNCIL (CAC)

The Citizens Advisory Council (CAC) is a key and consistent link between ISU Extension’s leaders and the citizens of Iowa. Extension’s leaders value CAC members’ perspectives and perceptions of ISU Extension.

MARCO ADASME..... Muscatine County  
JOSÉ AMAYA..... Polk County  
JACQUE ANDREW..... Greene County  
DEAN BENSCHOTER..... Kossuth County  
ELDEAN BORG..... Linn County  
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CARLOS RIOS..... Polk County  
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GARY SMITH..... Mills County  
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JOHN ZIEGENBUSCH..... Story County



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