Our overall purpose is to align professional skills with organizational needs by conceptualizing, designing, and presenting development opportunities that will motivate, challenge, strengthen, and enlighten county and campus-paid staff, faculty and elected council officials. We appreciate all of your input and support during the past year and look forward to another year of growing professional development opportunities.

~ Carol Heaverlo, Director of Professional Development

Over 700 employees took advantage of the variety of workshops offered throughout the state, learning about valuable tools and collaborating with other extension employees.

- **Marketing and Branding**: 6 workshops, 89 participants
- **Social Media**: 8 workshops, 131 participants
- **DiSC**: 7 workshops, 120 participants
- **Communication Fundamentals**: 1 workshop, 38 participants
- **Effective Learning for Adults**: 1 workshop, 36 participants
- **Crucial Conversations**: 2 workshops, 52 participants
- **Program Evaluation**: 1 workshop, 10 participants

94% of attendees from Annual Conference reported they felt a sense of belonging; 87% agreed they learned something new about ISU Extension and Outreach.

"I was so pleased - glad I went. I felt appreciated."

"The gift from Dr. Kress was great....it really made me feel like she was reaching out to me and saying well done."

Two New Staff Orientations and an Office Professionals Conference provided opportunities for extension staff to network and learn more about their positions.

Noted impacts from workshops in 2015

**Marketing and Branding Impacts**
- More staff are using ISU Extension and Outreach branded templates and updating their phone messages and signatures.
- 2 counties updated signs.
- There has been a decrease in the number of non-approved marketing products being produced.

**Social Media Impacts**
- There has been an increase in updated profile Facebook pages.
- A staff member is using ISU Extension and Outreach branding on his YouTube channel.
- 28 staff members started Twitter accounts.
- 8 counties started Twitter accounts.
Several departments have used the universal onboarding checklist to help their new employees transition into their positions within the organization.

From the Effective Learning for Adults Curriculum, three on-line learning modules have been developed and are currently being piloted.

Faculty and ISU Extension and Outreach staff are taking advantage of Engaged Faculty for a Strong Iowa. The on-going series provides an opportunity to interact with others in similar disciplines who have an interest in improving the lives of all Iowans.

The new Professional Development website had over than 747 visits and 27,142 actions since it launched in fall 2015.

Professional Development increased communication efforts with a monthly newsletter.

An estimated 740 employees took advantage of online professional development opportunities by attending the Data Portal and EIT webinar series.

- **262 participants** attended live webinar sessions
- **478 participants** accessed archived webinars

“This is all great information relevant to the everyday work that we do in extension.”

Two organizational-wide professional development assessment instruments were strategically created and launched on Nov. 10; data from the assessments were analyzed and used to inform Spring 2016-Spring 2017 Professional Development priority planning.

An upcoming executive summary will contain a detailed report of the two assessment results.

Amanda Bakley, a second-year graduate student, was hired to work in Organizational Development and Professional Development.

The newsletter has been accessed 4,593 times since August.

Robin Brekke was hired as the new Professional Development IT Manager.

The Professional Development Unit directly supports Iowa State University Extension and Outreach’s strategic plan: enhancing opportunities for council member, faculty, and staff excellence. The unit supports an environment of continuous growth and learning.