

Two-Way Scorecard Communication Tool STATEWIDE REPORT

Quarter 1 2020

November 16, 2020

Dear extension colleagues and council members,

Thank you for your participation in completing the first quarter Two-Way Scorecard Communication Tool. We appreciate the number of responses received, particularly during this busy time in our personal and professional lives. As identified and promised through the Structured for Success process, the goal of the scorecard is to increase communication and accountability. This was our first time offering the scorecard and analyzing the data and comments. We have learned a lot through this process and will continue to adjust this communication tool to make it easier to use and as effective as possible.

The Two-Way Scorecard Communication Tool is based on the partnership outlined in the Memorandum of Understanding (MOU) and addendum between each county and Iowa State University. The information we gain will help us to ensure our partnership is successful.

The scorecard is not a performance review. It is a tool designed to help our entire system with communication and accountability. We are beginning important dialogue that we will continue as we complete the scorecard over the next three quarters and beyond. This process will allow all of us to recognize what is working in our partnership and continue to learn and improve.

The planning and implementation of the Two-Way Scorecard Communication Tool included input from council members, county staff, program specialists, and regional directors, as well as a partnership with the Iowa Extension Council Association (IECA) to create the survey questions and final reports.

Figure 1:

Number of survey responses by respondent type*

*doesn't represent different people



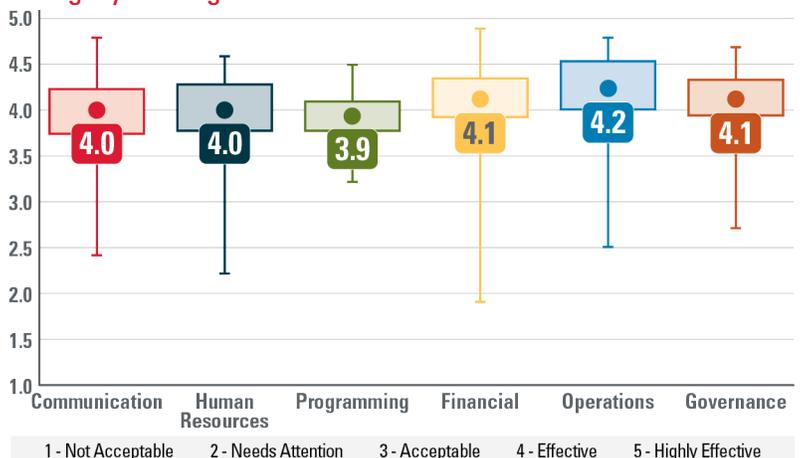
Each county's individual report includes a link to a CyBox folder with scores and comments specific to your county. We encourage everyone to read your county's feedback and compare your numbers to the statewide averages in this summary. The survey was completed by council members, program specialists, county staff, and regional directors as shown in **Figure 1**, and ranged from two to 22 responses per county.

Questions were asked in six categories: communication, human resources, programming, financial, operations, and governance. **Figure 2** shows a summary of the statewide data across the 100 individual county averages. The number is the average score for the category and the vertical bar is the range from the minimum to maximum. The box represents the range containing half of the values that fall between 25th and 75th percentiles.

Extension leadership and the IECA are reviewing all county data. In addition to the quantitative scoring, comments will help to make our system better.

Figure 2:

Category Average



PUTTING IT ALL TOGETHER

Iowa State University Extension and Outreach is a complex organization and we all must be accountable. Review your county's numbers and how they compare to the statewide averages and others in your tier. Then review the comments submitted by individuals (in your county's CyBox).

What is going well and where is there room for improvement?

This process is about how we get better as a system and how we get better as individuals.

What did you learn from these numbers and comments?

We ask each of you to help address areas for improvement as well as continue the momentum in areas that are going well.

See the resources provided in your county report for areas in which your county may need assistance.

In conclusion, the general sentiment resonated that people are making the changes work. ISU Extension and Outreach continues to function well. Communication and mutual respect for our colleagues and councils are essential to success across our system. The Two-Way Scorecard will help us improve on these and other critical elements of our success.

We recognize and acknowledge that in 2020, COVID-19 has disrupted how we communicate with each other. The current circumstances haven't allowed new staff to meet colleagues, have impacted the amount of in-person time that specialists are able to spend in counties, and have disrupted how we do programming.

We encourage you to stay engaged. You will have the opportunity to complete the second quarter survey during the first two weeks of January and continue to provide valuable input. Your response is important.

Contact us if you have questions after reading your county report.

Sincerely,



John Lawrence
ISU Vice President for
Extension and Outreach
jdlaw@iastate.edu
515-294-6675



Andrea R. Nelson
Assistant Vice President
County Services
nelsonar@iastate.edu
515-294-0013



Jennifer Vit
Executive Director
Iowa Extension Council Association
jvit@iastate.edu
515-291-9186