

Two-Way Scorecard Communication Tool STATEWIDE REPORT

Quarter 3 2021

May 19, 2021

Dear extension colleagues and council members,

Thank you for your participation in the quarter three Two-Way Scorecard Communication Tool survey. This is the first survey that includes participation from many of our new council members. The scorecard is designed to improve communication and accountability as outlined in the Memorandum of Understanding (MOU) and addendum between each county and Iowa State University.

Your county's individual report includes a link to a CyBox folder with scores and comments specific to your county. The survey was completed by council members, program specialists, county staff, and regional directors as shown in **Figure 1**, and ranged from zero to 18 responses per county. You will still be able to access previous reports and data by clicking in the archive folder.

Use the Debriefing Guide to facilitate conversation and next steps when reviewing your Two-Way Scorecard Communication Tool county report. You will find the debriefing guide on the [County Services website](#) along with a list of resources for each category outlined in the survey.

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 shaded box represents the range containing the portion of the values that fall between the 25th and 75th percentiles.

Figure 1

Number of survey responses by respondent type*

*An individual may have responded more than once (e.g., a staff member may have responded for multiple counties).

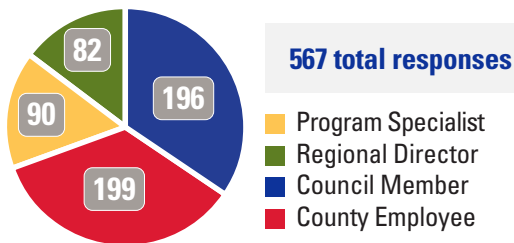


Figure 2

Category Average

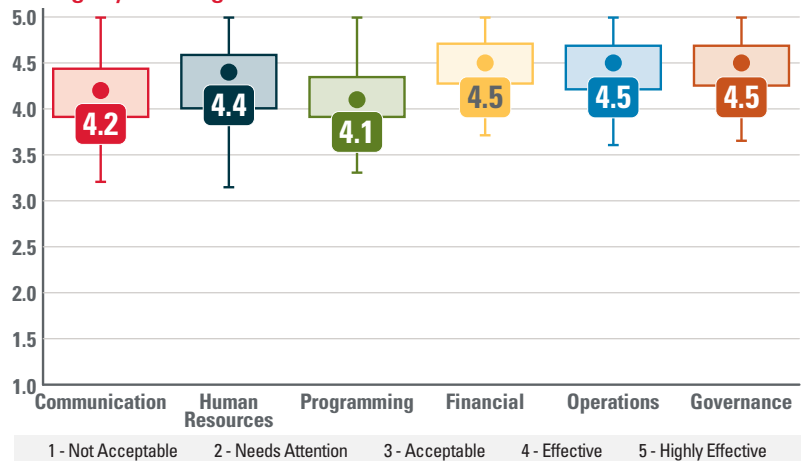


Figure 3

The four tiers are based on population in **Figure 3**. Use **Figure 4** to compare your score with counties similar in population.

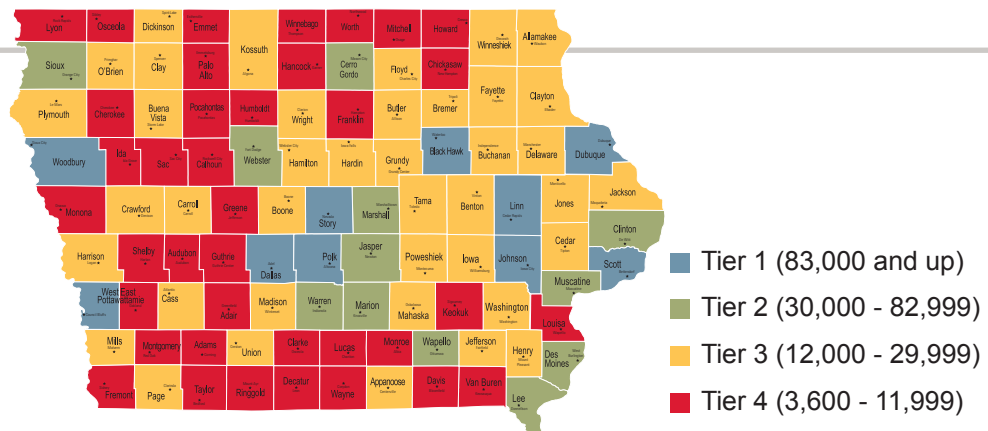


Figure 4

	Population*	Number of Counties	Percentage of Iowa's Population	AVERAGE					
				Communication	Human Resources	Programming	Financial	Operations	Governance
Tier 1	83,000 and up	10	52.2%	4.1	4.3	4.2	4.5	4.5	4.4
Tier 2	30,000 - 82,999	12	14.9%	4.1	4.3	4.0	4.6	4.5	4.3
Tier 3	12,000 - 29,999	40	22.4%	4.1	4.2	4.1	4.4	4.3	4.3
Tier 4	3,600 - 11,999	38	10.5%	4.2	4.4	4.1	4.5	4.5	4.5

**using 2019 estimated census data*

OBSERVATIONS AND COMMON THEMES

- Despite fewer surveys completed this quarter, all category scores increased from quarter two. People are still engaged and providing feedback to make the system better.
- Consider the lower response rate overall and check the number of responses in your county.
- We recognize the frequency has created survey fatigue. We ask that you stick with the process as we finish up the first year of this effort.
- Staff and councils are adjusting to our new structure. Collectively we are all more comfortable with Structured for Success and learning each other's roles for continuous improvement.
- The lowest average score was again in the programming category.
- Operations and governance scores increased the most from last quarter. These categories were the most affected by COVID and the increases can be partly attributed to "getting back to normal."
- Although staff felt well prepared for the new annual audit procedures, most counties have not been provided with their exit conference comments or findings.
- We need to encourage more communication between program specialists and counties. This should be an intentional, two-way communication effort.
- Anonymity is important; respondent titles are not included in reports within CyBox.

The Two-Way Scorecard is an opportunity to carefully consider and evaluate how our organization is performing. Your response is important. Contact us if you have questions after reading your county report.

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.

Sincerely,



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