

Our Mission:

ISU Extension and Outreach builds partnerships and provides research-based learning opportunities to improve quality of life in Iowa.

- **Our Purpose:** ISU Extension and Outreach has as its core purpose to provide research-based educational programs.
- **Our Partnership:** ISU Extension and Outreach accomplishes its goals through the development of diverse and meaningful partnerships.
- **Our Impact:** Through our purpose, and in partnership, ISU Extension and Outreach provides relevant, needs-driven resources and as a result, creates significant impact in the state of Iowa.

While it's important to be flexible, we also need processes in place that council members, county staff and program specialists on and off campus understand and follow, so everyone knows the parameters in which we operate. In an organization as complex as ours, systems must be transparent and understood, so that we all can connect and influence the processes. (Advance: 2011 Leadership Summit - Executive Summary)

A New Programming Process:

Our product is our programs. From county to campus, there are many people involved in assessing needs, designing education, developing programs, implementing learning activities and evaluating how we are doing in reaching our mission.

This process provides a structure and will improve communication and coordination among those many people involved in programming. The concept is not new; it is more focused, better organized and designed to improve efficiencies.

Adaption of this process will:

- Help us be more effective as an organization
- Focus effort and resources according to identified needs
- Identify priorities using a systematic approach, providing a stronger sense of confidence that real needs are being met and the right programs are being provided to improve quality of life in Iowa



How the process works:

Program development efforts are in a continual flow of progress, as life changes around us and demands are made on us.

Input from clients and stakeholders, along with real-time inputs are synthesized into assessment data that is shared across the state and with program directors.

Program directors set priorities for programming that address our mission, critical needs and/or emerging issues. Goals must include measurement of outputs, outcomes and impacts. Programs will either be considered Core Programs, Emerging Issues or Custom Programs.

Program specialists apply current research-based information and best educational practices to design learning opportunities. They will develop curriculum and establish plans for needed materials, delivery and evaluation.

Course schedules will be provided on a semester-oriented time schedule. Counties/regions may sign up for course delivery in both March and September for programs that will be available during two seasons: November to April and May to October.

Program specialists will train county staff as needed to implement the program activities and course offerings.

In addition, some programming will occur on an on-going, as-needed basis.

Evaluations will be carried out and reported. Those results will be consolidated and used for future decisions and will be included in assessments to start the cycle over again.

A detailed summary and descriptions of roles and responsibilities are available on the Extension and Outreach webpage.

