2014 IOWA STATE UNIVERSITY EXTENSION AND OUTREACH ANNUAL REPORT:

WE ARE EVERYWHERE **FOR IOWANS**

Iowa State University tends to do things first. We were the first land-grant university, and the first in the nation to engage citizens and begin Extension and Outreach, over a hundred years ago. And we know Iowa's people and places. With about 1,000 faculty and staff all across the state, we are everywhere – for all Iowans.

In 2014 we celebrated the centennial of the Smith-Lever Act, the legislation that created the national Cooperative Extension System. And here in Iowa we looked forward, asking our partners for their perspectives and asking young people to share their vision for the future.

Iowans want to learn and share, because education and partnerships are how we solve problems and prepare for the future. Iowa State University is your lifelong partner. We are honored to serve our fellow Iowans. We are Iowa State University Extension and Outreach.

Cathann Kress, Vice President
Iowa State University Extension and Outreach

Watch the 2014 Annual Report video online at www.extension.iastate.edu/our-story/.

IOWA STATE EDUCATES MORE IOWA STUDENTS THAN ANY OTHER UNIVERSITY, AND ISU EXTENSION AND OUTREACH EDUCATES MORE IOWANS.

Last year more than **1 MILLION PEOPLE** directly benefited from our programs. That's like taking Strawberry Point and multiplying by a thousand!

Iowans improved their knowledge and skills in family life, nutrition and health, and family finance, through nearly **100,000 LEARNING OPPORTUNITIES** with us.

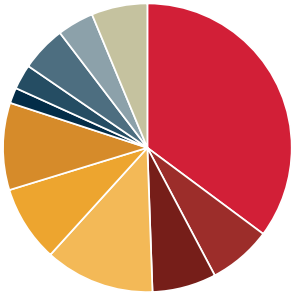
We helped farmers and agribusiness professionals make informed decisions in their farming operations and businesses through more than **210,000 LEARNING OPPORTUNITIES**.

Nearly **36,000 LOCAL LEADERS** are making a difference in their communities, thanks to training from our community and economic development specialists.

More Iowans are using ISU Extension and Outreach online educational materials and courses, with **NEARLY 250,000 DIGITAL DOWNLOADS** and more than **2.5 MILLION WEB VISITORS** last year.

IOWA STATE UNIVERSITY
Extension and Outreach

ISU EXTENSION AND OUTREACH EXPENSES BY PROGRAM



- Agriculture and Natural Resources ------ $22,984,858 -- [35%]
- CIRAS [1] ---------- $4,632,949 --- [7%]
- Community and Economic Development------- $4,683,663 ---- [7%]
- Human Sciences ---------- $8,031,473 -- [12%]
- 4-H Youth Development---------- $5,583,792 --- [9%]
- Conference Planning and Management-- $6,381,238 -- [10%]
- Administration [2] ---------- $1,137,415 --- [2%]
- Communications, Advancement---------- $1,826,815 --- [3%]
- County Services [3] ---------- $3,315,468 --- [5%]
- Central Operations [4] ---------- $2,673,589 --- [4%]
- System Support [5] ---------- $4,093,069 --- [6%]

Total Expenses---------- $65,344,329 - [100%]

(1) The Center for Industrial Research and Service was moved to the ISU Office of Economic Development and Industry Relations in January 2014.
(2) Includes Central Administration, STEM activities, and Early Retirement Costs from 2009 restructuring
(3) Includes partial upgrade to new county accounting software
(4) Includes ISU Extension and Outreach central support for IT, Finance, HR, and EDC
(5) Includes rent, utilities, broadband, membership/association dues, facility improvements, as well as expenses for ISU Extension and Outreach share of University allocated expenses (Facilities, Library, University IT, and Business Services)

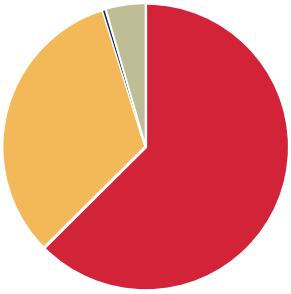
MORE THAN 94% OF IOWA STATE GRADUATES FIND THEIR PLACE IN THEIR PROFESSIONS WITHIN SIX MONTHS OF GRADUATION.

Our Beginning Farmer Center works with farmers who want to **TRANSITION THEIR FARM BUSINESS** to the next generation and to new people who want to **FIND THEIR PLACE IN AGRICULTURE**.

Rising Star Interns are addressing the issue of local foods in Iowa. This program is another way we are collaborating with ISU colleges to **PREPARE IOWA STATE STUDENTS FOR THE WORKFORCE**.

We **HELP LATINO ENTREPRENEURS** start or improve their own businesses. We also **EDUCATE LATINO RESIDENTS** through leadership development, New Iowan outreach, and health programs.

ISU EXTENSION AND OUTREACH EXPENSES BY CATEGORY

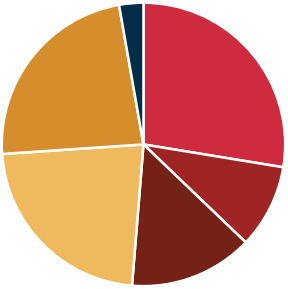


- Personnel ---------- $40,874,109 --- [62%]
- Supplies and Services ----------$21,417,693 --- [33%]
- Capital and Equipment ----------$118,698 ---- [1%]
- Allocated Expenses [1] ----------$2,933,829 ---- [4%]

Total Expenses ---------- $65,344,329 --[100%]

(1) Includes ISU Extension and Outreach share of University allocated expenses (Facilities, Library, University IT, Business Services)

ISU EXTENSION AND OUTREACH REVENUES



- State Co-op Direct Line Appropriations---$18,266,722 --- [28%]
- State Appropriations (General University) [1] --- $6,341,572------ [9%]
- Federal Appropriations [2] ----------$9,361,730 --- [14%]
- Grant Receipts ----------$14,987,873 --- [23%]
- User Fees [3] ----------$15,439,760 --- [23%]
- Other [4] ----------$1,829,387 -----[3%]

Total Revenues ---------- $66,227,044 -- [100%]

(1) Includes receipts for General University Funds less Administering Unit Indirects and 3% Admin Fee
(2) Includes Federal General Smith-Lever 3(b) (c) and designated programs
(3) Includes receipts for Programs, Conference Planning and Management, and Extension Online Store
(4) Includes receipts for PI Incentives, Administering Unit Indirects, 3% Admin Fee, and ISU Foundation

RESEARCH AT IOWA STATE RESULTS IN INNOVATIONS, BREAKTHROUGHS, AND EXPERTISE, WHICH WE TRANSFER TO THE PRIVATE SECTOR.

Our students develop design concepts that evolve into a regional vision to **STRENGTHEN LOCAL ECONOMIES AND REVITALIZE RURAL DOWNTOWNS**. That's one of the ways our Iowa Retail Initiative brings expertise to enhance local Main Streets.

Our Community Design Lab and the ISU Leopold Center for Sustainable Agriculture are using agricultural urbanism tactics – school gardens, farmers' markets, and food hubs – to **PROMOTE LOCAL FOOD SYSTEMS**.

Farmers say on-farm advice from our extension field agronomists adds **MORE THAN $500 PER VISIT TO THEIR PROFITABILITY**.

IN IOWA STATE'S VIRTUAL REALITY APPLICATIONS CENTER, STUDENTS LEARN IN A VIRTUAL WORLD. IN THE REAL WORLD, WE HELP EMPOWER PEOPLE AND GROW LIVES.

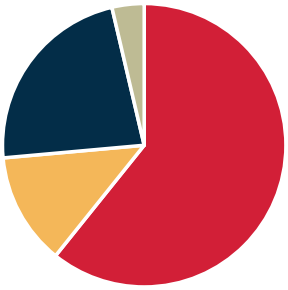
We **HELP IOWANS UNDERSTAND THEIR OPTIONS FOR HEALTHIER LIVING** – from safely preserving fruits and vegetables to making smart choices about health insurance.

NEARLY 400 PARENTS, CAREGIVERS, AND YOUTH gained skills by participating in our Strengthening Families Program for Parents and Youth 10-14 last year.

About **9,500 EARLY CHILD CARE AND EDUCATION PROFESSIONALS** learned best practices to promote early learning, literacy, science, math, and nutrition education so they can provide high quality care and instruction.

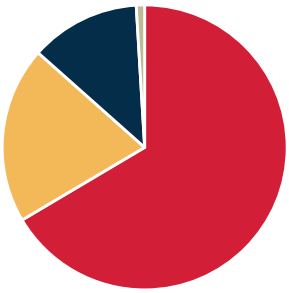
MORE THAN 3,400 ORGANIZATIONS, associations, businesses, and school districts partner with us to strengthen local 4-H programs. Thank you!

COUNTY REVENUES



Tax Receipts	$19,870,785	[61%]
Grant Receipts	$4,189,171	[13%]
User Fees	$7,444,397	[23%]
Other	$1,198,149	[3%]
Total Revenues	**$32,702,502**	**[100%]**

COUNTY EXPENSES



Personnel [1]	$21,743,955	[66%]
Supplies and Services	$6,565,134	[20%]
Capital and Equipment	$4,086,041	[13%]
Shared Services Support	$309,300	[1%]
Total Expenses	**$32,704,430**	**[100%]**

(1) Includes personnel costs paid from tax receipts, grants, and program fees

WANT PERSONAL ACCESS?

CALL our 8 hotlines.

VISIT our 100 ISU Extension and Outreach county offices across the state.

CONTACT your county extension council; 900 locally elected council members serve Iowa.

JOIN more than 16,000 volunteers who partner with us.

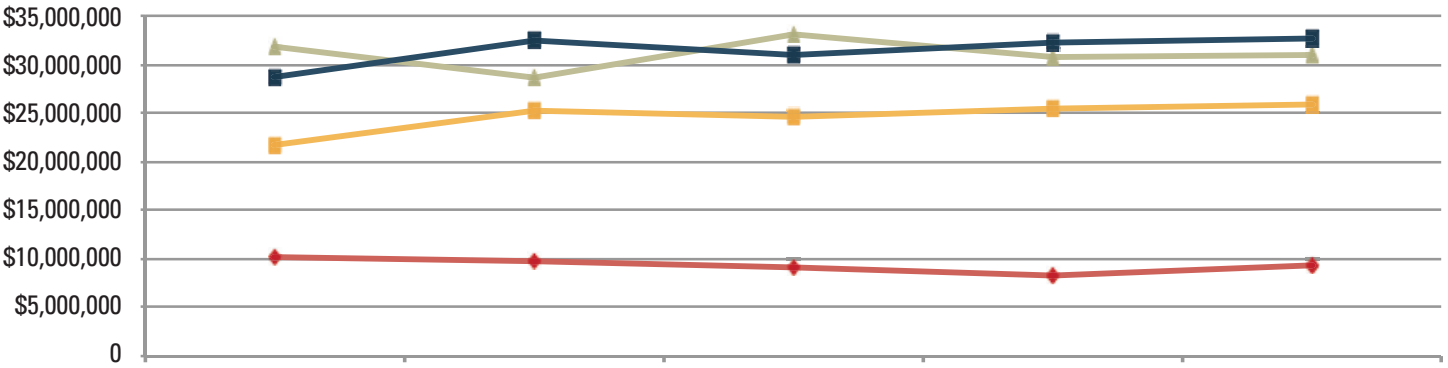
STUDENTS DON'T HAVE TO WAIT UNTIL THEY'RE IN COLLEGE TO BE PART OF IOWA STATE.

Our Conference Planning and Management team **WELCOMES THOUSANDS OF YOUNG PEOPLE** from Iowa, across the country, and around the world to discover their adventure.

We prepare Iowa's future leaders through our 4-H youth development programs – and we reach about **ONE IN FIVE** Iowa school-age youth. Research shows that youth in 4-H are more likely to make healthy choices, become active citizens, and contribute to society.

Last year **MORE THAN 31,000 IOWA YOUTH** gained science, technology, engineering, and math skills. They'll be ready for future careers thanks to hands-on, minds-on learning from Extension and Outreach, 4-H, and the North Central STEM Hub at Iowa State.

REVENUE SOURCE TRENDS



	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014
Federal (1)	$10,278,705	$9,810,175	$9,024,454	$8,286,312	$9,361,730
State (2)	$21,720,773	$25,173,911	$24,591,834	$25,365,606	$25,972,260
Soft Funds (3)	$31,748,010	$28,537,842	$33,083,848	$30,705,693	$30,893,054
County (all sources)	$28,711,399	$32,410,995	$31,074,322	$32,263,004	$32,702,502
TOTAL REVENUES	**$92,458,887**	**$95,932,923**	**$97,774,458**	**$96,620,615**	**$98,929,546**

(1) For purposes of consistency in reporting revenue trends since FY10, Federal FY10 does not include $4,222,669 of Stimulus Funds received during FY10.
(2) For purposes of consistency in reporting revenue trends since FY10, the State line now includes all additional revenues associated and received under the RMM (IDC, 3% Admin Fee, RMF). This year's trend report includes those funds collected under the RMM since FY10.
(3) For purposes of consistency in reporting revenue trends since FY10, Soft Funds does not include the 4-H Foundation.

www.extension.iastate.edu

… and justice for all

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