

# **COVID-19 Recovery Task Force Facilitation Report**

**June 2020**

**Submitted by the Facilitation Team:**

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# COVID-19 Recovery Task Force

## Overview

### Task Force Charge

In April 2020, Vice President for Extension and Outreach John Lawrence established the COVID-19 Recovery Task Force for ISU Extension and Outreach. The task force was asked to help plan ISU Extension and Outreach's role in Iowa's recovery. Specifically:

Define challenges facing Iowans and their communities that are within our capacity to address.

- Identify four to six programs that ISU Extension and Outreach will be known for addressing.
- Determine who should be involved to organize, prioritize and plan program offerings.
- Determine what training, marketing and reporting resources are needed.
- Deliver recommendations to the Leadership team.

Dr. Lawrence asked the task force to consider the following questions:

- **How will ISU Extension and Outreach be remembered?**
- A year from now, **what will we tell** state and federal legislators that we did to help Iowans recover?
- Five years from now **what will Iowans tell** state and federal legislators that we did and what was the impact?

### Deadline

End of May, plan submitted to leadership team

### Task Force Members

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## Facilitation Plan and Timeline

### Facilitation of Task Force Planning

In May 2020, after two meetings of the task force, Chair Donovan Olson, asked field specialists from Community Economic and Development to design and lead a facilitation process for the task force. The facilitation team included Community and Economic Development field specialists Eric Christianson, Shelley Oltmans, Scott Timm and Aimee Viniard-Weideman.

The facilitation team met with a design team consisting of members of the task force: Donovan Olson (chair), Craig Chase, Cindy Gannon, RaeAnn Gordon, Chad Higgins and Deb Sellers. Based on the charge to the task force and discussions with the design team, the following plan was created to assist the task force in achieving their charge within a two-week time frame. The task force met virtually through Zoom to do their work together.

Dates	Activity
May 18	Work Session 1: Challenges
May 19-20	Homework: Challenges' programs, gaps & success
May 22	Work Session 2: Initiative Areas
May 21-27	Homework: Initiative Area programs, gaps & success; Marketing, Training & Reporting Resources
May 29	Work Session 3: Review completed work + Current Reality
June 1	Facilitation Report submitted to Chair
June 5	Task Force Recommendations to Leadership

## Charge 1: Challenges Facing Iowans and Their Communities

The first charge to the Task Force was to **“Define challenges facing Iowans and their communities that are within our capacity to address.”**

During the first two meetings of the task force, the chair asked members to submit ideas about the issues and needs facing Iowans and their communities. The facilitators summarized those responses into seven categories, outlined below and listed in detail in **Attachment A: Iowa's Issues and Needs**.

The issues and needs facing Iowans and their communities fall under the categories:

- Business and Economic Issues
- Food Access, Safety and Security
- Workforce
- Family Stress
- Mental Health
- Agricultural Uncertainty
- Community Resilience/Vitality

## **Charge 1: Challenges Facing Iowans and Their Communities**

***In the context of COVID-19 Recovery, the challenges facing Iowans and their communities are ...***

- Mental Health
- Business Resilience
- Food Supply
- Child Care
- Unemployment/Personal Financial Security
- Farm Economic Crisis
- Youth Education
- Information Credibility

During Work Session 1 on May 18, task force members brainstormed individually and in small teams about the question, **“What are the challenges facing Iowans and their communities?”** They categorized their responses into groups and then named each group based on the underlying themes. The eight challenges are listed below and fully outlined in **Attachment B: Challenges Facing Iowans.**

Following Work Session 1, task force members were asked to submit their ideas about the current existing programs, programmatic gaps and

possible success for each of the challenges they identified. The summary of their ideas is available in **Attachment C: Visions of Success for the Challenges.**

## **Charge 2: Identify 4-6 Programs that Extension will be Known for Addressing**

The second charge to the task force was to **“Identify four to six programs that ISU Extension and Outreach will be known for addressing.”**

### **Initiative Area Defined**

In working with the design team, the facilitation team changed the language of Charge 2 from “Program” to “Initiative Area” to better reflect the intentions of the leadership team. The facilitation team summarized the following description of Initiative Areas for ISU Extension and Outreach:

### **Initiative Areas:**

- Address a COVID-19 challenge for Iowa
- Have measurable statewide impacts
- Are within ISU Extension and Outreach’s capacity to address
- Cut across all ISU Extension and Outreach program areas
- Offer a menu of program offerings
- Allow options for all counties to engage
- Provide a clear answer to the question, *“What is ISU Extension and Outreach doing to assist Iowa in COVID-19 Recovery?”*

During Work Session 2 on May 22, task force members worked together to reframe the eight challenges into 4-6 initiative areas. The six Initiative Areas identified by the task force are listed below and detailed in **Attachment D: Reframing Challenges into Initiative Areas.**

**In the context of COVID-19 Recovery, the initiative areas that Extension will be known for addressing are:**

- Reviving the **Iowa Economy**
- Supporting Iowans in Improving **Financial Security**
- Engaging Iowans in Improving **Food Supply, Safety and Access**
- Expanding Educational Opportunities for **Youth**
- Engaging Iowans in Addressing **Mental Health**
- Supporting Efforts to Increase Access to Quality **Childcare**

After identifying the six initiative areas, the task force worked in small groups to further develop ideas about the impact ISU Extension and Outreach can have related to each of the initiative areas. Following the work session, task force members were also invited to submit additional ideas about potential impacts for each of the initiative areas. The small group and individual ideas about impact are all listed in **Attachment E: Initiative Areas and Potential Impacts**.

In addition, task force members were invited to submit their ideas about existing programs and program gaps for each of the six initiative areas. The facilitation team summarized and categorized those responses in **Attachment F: Program and Gaps**

### Charge 3: Determine Who Should be Involved

The third charge to the task force was to **“Determine who should be involved to organize, prioritize and plan program offerings.”**

Task force members were invited to submit their ideas about the people who should be involved in program development and planning. The facilitation team summarized and categorized those responses in **Attachment G: Who should be involved**.

### Charge 4: Determine Training, Marketing and Reporting Resources

The fourth charge to the task force was to **“Determine what training, marketing and reporting resources are needed.”**

Task force members were invited to submit their ideas about the training, marketing and reporting resources needed to support ISU Extension and Outreach’s COVID-19 Recovery response. The facilitation team summarized and categorized those responses in **Attachment H: Training, Marketing and Reporting Resources Needed**.

### Current Reality Analysis

To ensure the task force recommendations reflect a realistic path forward for ISU Extension and Outreach, the task force members took time to consider the current situation/reality.

## **Strengths and Weaknesses of Extension**

Task Force members were asked to name the strengths and weaknesses of ISU Extension and Outreach in terms of its ability to successfully address the six initiative areas.

## **Dangers and Benefits of Success**

Task force members were asked to name the dangers (unintended consequences) and benefits (positive outcomes) in bringing this vision to reality.

The results of that work session are listed in ***Attachment I: Strengths, Weaknesses, Dangers, Benefits***

## **Facilitation Team Notes**

We appreciate the opportunity to work with the ISU Extension and Outreach COVID-19 Recovery Task Force members to complete their charge. As leadership considers next steps, we encourage continued attention to a good planning process.

- 1) The task force identified initiative areas but did not rank them by priority. As implementation begins, it may be necessary to prioritize resources.
- 2) Consider initiative area working groups with content experts who can develop specific recommendations and action plans for short-term and longer-term programming.

**COVID-19 Recovery Task Force: Issues and Needs Summary**

Summary: Task force member responses when asked to name the COVID-19 Recovery needs of Iowans. Facilitators organized individual responses under general headings.

<p><b>Business and Economic Issues</b></p> <ul style="list-style-type: none"> <li>Navigating and accessing business resources</li> <li>Business retention</li> <li>Financial stress</li> <li>Childcare shortage</li> <li>Cashflow issues</li> <li>New ways of operating businesses (curbside, online, new procedures)</li> <li>Workers' safety</li> <li>Consumer confidence</li> <li>Supply chain issues</li> </ul>	<p><b>Family Stress</b></p> <ul style="list-style-type: none"> <li>Navigating and accessing information</li> <li>Youth Education</li> <li>Access to affordable quality childcare</li> <li>Balancing work and family at home</li> <li>Financial Stress</li> <li>Lack of summer activities</li> <li>Health Insurance</li> <li>Unemployment</li> <li>Caregiver needs</li> <li>Strained relationships</li> <li>Disruption in children's lives</li> </ul>
<p><b>Food Access, Safety and Security</b></p> <ul style="list-style-type: none"> <li>Navigating and accessing resources</li> <li>Gardening</li> <li>Preservation</li> <li>Serve safely</li> <li>Food assistance</li> <li>Preparation</li> <li>Farmers markets</li> <li>Affordability</li> <li>Food banks</li> </ul>	<p><b>Mental Health</b></p> <ul style="list-style-type: none"> <li>Financial Stress</li> <li>Unemployment</li> <li>Health Insurance</li> <li>Working from home</li> <li>Isolation</li> <li>Suicide Prevention</li> <li>Social distancing</li> <li>Stress management</li> </ul>
<p><b>Workforce</b></p> <ul style="list-style-type: none"> <li>Navigating unemployment resources</li> <li>Health Insurance</li> <li>Financial Stress</li> <li>Access to affordable and quality childcare</li> <li>Safety concerns</li> <li>Virtual burnout</li> <li>Trained childcare professionals</li> <li>Underserved populations</li> <li>Personal Protective Equipment</li> <li>English as a second language/translation</li> <li>Use of virtual technologies</li> <li>Job application skills</li> </ul>	<p><b>Agricultural Uncertainty</b></p> <ul style="list-style-type: none"> <li>Ag financial pressure/cash flow</li> <li>Loss of markets</li> <li>Unemployment</li> <li>Ag marketing</li> <li>Risk management</li> <li>Livestock growth management</li> <li>Market volatility</li> <li>Commodity prices</li> <li>Estate planning</li> <li>Supply chain</li> <li>Farmers market</li> </ul>
<p><b>Community Resilience/Vitality</b></p> <ul style="list-style-type: none"> <li>Navigate and access resources</li> <li>Grant writing</li> <li>Data</li> <li>Planning</li> <li>Sense of community</li> <li>Access to internet and broadband</li> <li>Leadership</li> <li>Capacity</li> <li>Lost revenue – budget impacts</li> </ul>	

**ATTACHMENT B**

**Challenges Facing Iowa**

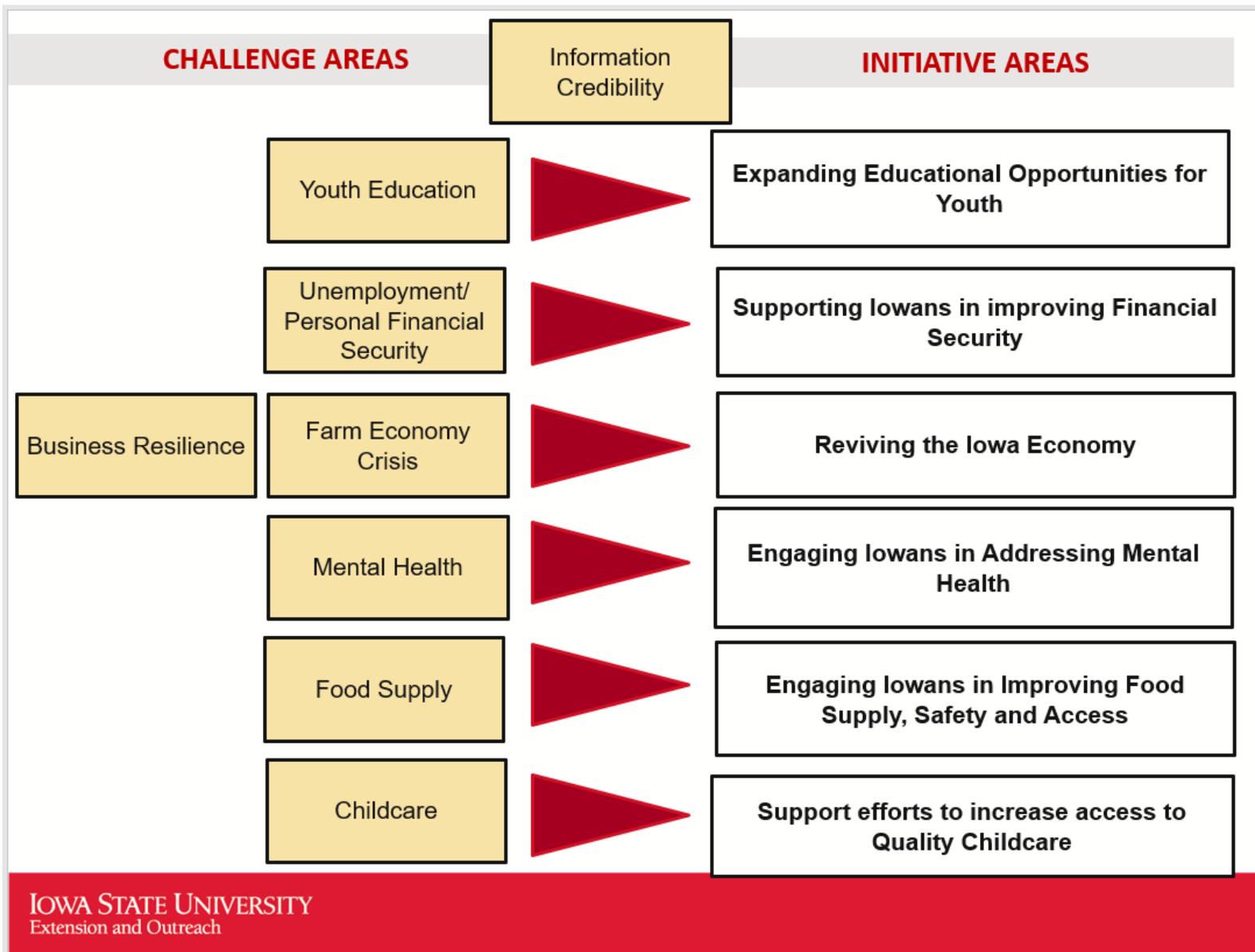
The challenges facing Iowans and their communities are...

<b>Mental Health</b>	<b>Business Resilience</b>	<b>Food Supply</b>	<b>Childcare</b>	<b>Unemployment/ Personal Financial Security</b>	<b>Youth Education</b>	<b>Information Credibility</b>	<b>Farm Economy Crisis</b>	<b>Other</b>
<p>Impact on mental health/stress of unknown</p> <p>Youth mental health due to social isolation</p> <p>Social Isolation</p> <p>Challenges w/ using technology to stay connected</p> <p>Disjointed suicide prevention resources</p>	<p>Survival of marginal businesses</p> <p>Reopening strategies in regaining consumer confidence</p> <p>Uncertainty of serving public safely</p> <p>Resistance to new business models – restructuring</p> <p>Keeping business (including farming) afloat</p> <p>Lack of business guidance and support</p> <p>Business Financial Stress</p> <p>Uncertainty of returning to work safely - procedures</p>	<p>Food access, uncertainty around safety and inconsistent abundance</p> <p>Disrupted food distribution and processing</p> <p>Restricted local meat processors affecting food supply</p> <p>Food insecurity – access</p>	<p>Shortage of childcare</p> <p>Family financial planning for unexpected childcare expenses</p> <p>Insufficient access to childcare</p>	<p>Personal financial stress due to job loss</p> <p>Challenging unemployment claim process</p> <p>Resources for job search while unemployed</p>	<p>Unknown educational resources needed for lapse in schooling</p> <p>Lack of structured youth education and childcare</p>	<p>Conflicting information</p> <p>Lacking Confidence in leadership/sorting through information</p> <p>Unclear government relief funding</p> <p>Inconsistent policies and consumer responses</p> <p>Assistance with available COVID-19 resources</p>	<p>Unstable economy- (Farm, Family, Business)</p> <p>Market disruptions and loss of markets</p> <p>Uncertainty of ongoing farm crisis scale</p> <p>Producers are overwhelmed by financial information</p>	<p>Unclear safety of elderly in assisted living</p> <p>Loss of tax revenue to state counties and cities</p>

# Envisioning Success

**We'll know we are successful when...**

<p><b>Overall</b></p> <ul style="list-style-type: none"> <li>• Iowa State Extension and Outreach is known as a trusted resource.</li> <li>• More people attending programs, downloading resources, accessing information.</li> <li>• Iowans are sharing their stories of success widely.</li> </ul>	
<p><b>Mental Health</b></p> <ul style="list-style-type: none"> <li>• Iowans understand what they can do to help themselves and others.</li> <li>• More attention is paid to mental health and suicide prevention.</li> <li>• Iowans have access to free mental health resources, and someone to call if they need help.</li> <li>• More community members are trained in Mental Health First Aid.</li> </ul>	<p><b>Business Resilience</b></p> <ul style="list-style-type: none"> <li>• Businesses know what tools are available to help keep their business open.</li> <li>• Businesses begin to thrive again.</li> <li>• We see an increase in business profitability.</li> <li>• Businesses receive assistance/loans/grants.</li> <li>• Businesses are comfortable opening back up or they find alternative ways to continue to operate.</li> </ul>
<p><b>Food Supply</b></p> <ul style="list-style-type: none"> <li>• Iowans aren't worried about food shortages.</li> <li>• Consumers have confidence in food safety.</li> <li>• Food bank demand decreases.</li> <li>• Food pantries have the supplies they need.</li> <li>• Schools no longer play the role of a food bank.</li> <li>• More locally grown food donated to food pantries.</li> <li>• People can grow and process their own food.</li> <li>• Livestock production channels return to normal.</li> <li>• Meat lockers have the opportunity to expand.</li> <li>• Livestock is used to meet food needs, not wasted.</li> </ul>	<p><b>Childcare</b></p> <ul style="list-style-type: none"> <li>• Families successfully plan for childcare expenses.</li> <li>• Existing childcare programs remain open or reopen.</li> <li>• New childcare facilities open up in communities.</li> <li>• Affordable and accessible childcare is available in all areas of the state.</li> <li>• There is an increase in the number of day cares (in home and centers) with certified staff.</li> <li>• Adults are trained to become childcare providers.</li> <li>• Fewer youths lack a safe space outside of school.</li> </ul>
<p><b>Unemployment/Personal Financial Security</b></p> <ul style="list-style-type: none"> <li>• Iowans who need it can access unemployment.</li> <li>• High quality of resumes are written.</li> <li>• People land the job they want.</li> <li>• Unemployment levels are low and jobs are secure.</li> <li>• Families can make sound financial decisions.</li> <li>• Fewer families need financial assistance programs.</li> <li>• There is a decrease in default rates on mortgages, credit cards, utilities, etc.</li> </ul>	<p><b>Youth Education</b></p> <ul style="list-style-type: none"> <li>• Children receive structured education in childcare.</li> <li>• Parents have access to homeschool materials.</li> <li>• Youth fill their days positively.</li> <li>• Youth know about world issues and solutions (cooking, finances, automotive, etc.).</li> <li>• We see growth in non-traditional 4-H membership.</li> <li>• Families are supported in activities like building something or gardening at home.</li> </ul>
<p><b>Information Credibility</b></p> <ul style="list-style-type: none"> <li>• Decrease in extreme positions.</li> <li>• People turn to us first for reliable information.</li> <li>• People trust our information.</li> <li>• Our clients are confident in the decisions they make.</li> <li>• Community members use our resources to help speak a positive message to others.</li> <li>• Iowans feel they have the information they need to make good choices for themselves and their business.</li> </ul>	<p><b>Farm Economy Crisis</b></p> <ul style="list-style-type: none"> <li>• Farmers and producers find alternative markets.</li> <li>• Owners have more confidence moving forward.</li> <li>• Producers have resources to help navigate and offset their losses.</li> <li>• Farms and agribusinesses remain financially solvent.</li> <li>• Farm Families mentally and physically survive.</li> </ul>



**In the context of COVID-19 Recovery**  
**What are the 4-6 initiative areas that Extension will be known for addressing?**

***Extension will be known for ...***

<b>Reviving the Iowa economy</b>	<b>Supporting Iowans in improving financial security</b>	<b>Engaging Iowans in improving food supply, safety and access</b>	<b>Expanding educational opportunities for youth</b>	<b>Engaging Iowans in addressing mental health</b>	<b>Supporting efforts to increase access to quality childcare</b>
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**What impact can Extension have in each initiative area?**

**Small Group Work Session: Top 2-3 Impacts**

Farmers connected to appropriate resources	Resources will be easily available online	Connected producers with consumers	Statewide effort to expand before and after school programming	Use farm associates/Farm counseling	
Businesses connected to appropriate resources	Iowans will have the tools to understand their finances	Extension will be innovative	A coordinated effort around specific program offerings – multiple counties, tracking impact	Track people trained and reached in programs (QPR) use impacts/eval results	
Business owners mentally and physically survive	Iowans will be educated about these tools			Number: Iowa hotline call/topics; trained in Mental Health first aid	

**Small Group Work Session: All Brainstorming Responses**

Owners have more confidence moving forward	Business Start-up training	Support local producers with business needs	Expanded access to after school programming	Iowans understand what they can do to help themselves/others	New childcare centers open in communities
Farmers and producers find alternate markets	Iowans will be financially secure	How to simplify the process to access food	Stopping summer slump	We have been willing to address suicide prevention	All communities have access to quality childcare
Unemployment numbers back to their low	Iowans can use online calculator for retirement planning	Iowans will take an active role in local food supply	Resilient youth	Train more mental health members in Mental Health First Aid	Recruit new childcare providers
We see an increase in business profitability	Readiness of tools when they are ready to be used	Access should be easy and online	Suicide prevention	Known as credible resource	Remembered as helping to reopen-transition

**ATTACHMENT E**

**Initiative Areas and Potential Impacts P2/3**

Businesses receive assistance, loans, grants	Trouble shooting session for unemployed	Adapting new tools to people’s needs (cash vs food)	Good nutrition	Continuing to get people to the Iowa Concern hotline	Engage employers in childcare access
Producers have resources to help navigate/offset losses	Iowans will help people help themselves	We will have virtual farmers markets	In-School enrichment	Reduction in number of suicides due to pandemic	Providing accessible training for caregivers
Farms and agribusinesses remain financially solvent	Outreach about resources already there	Best practices identified for food banks	Young people with Life Skills	Creating more access and awareness of resources	Childcare facilities open post COVID-19
Businesses know what tools are available to help keep their business open	Communities will have robust workforce recruitment programs	Educate Iowans on how to grow their own foods	Expanded 4-H Clubs		
Businesses comfortable opening up or they find alternate ways to operate	Extension known for responding to the essential needs of Iowans	Increased access for more people			
	Extension seen as a trusted financial assistance resource	Connected livestock producers with food banks			
	Iowans will be empowered, skilled and access	Increased access for more people			
	Timely response to demand – people want things now				

**Homework: Additional ideas from task force members**

More Iowans will use Extension resources to create personal/family budget	Resources will be accessible face-to-face as well as online.	Culturally appropriate diets will be included; diversity of food producers will be engaged; diversity of food access points will be engaged	Increase participation by underrepresented/ minority youth by adding staff from that target area	Educate Iowa health insurance options. Therefore, Iowan can be informed and seek mental health help without worrying or refuse to seek help due to uncertainty of paying medical bills; create educational video	Facilitate town hall childcare summits in communities; resources sheet/list for childcare start-up or expansion; case studies of successful childcare initiatives
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**ATTACHMENT E**

**Initiative Areas and Potential Impacts P3/3**

Youth education on financial literacy	Youth education on financial literacy	lowans will have access to affordable, safe food.	More connections to local schools	A specific impact related to youth mental health	Online child caregiver training
Statewide partnership with Iowa Workforce Development for financial education training for those seeking employment to achieve financial security	Statewide partnership with Iowa Workforce Development for financial education training for those seeking employment to achieve financial security	If part of the initiative is food safety, seems like there should be an impact statement about food safety; does food access/supply also involve nutrition; how to stretch your dollar with food you do have access to obtain	Parents more engaged, equipped and effective in teaching children; more kids participating in 4-H activities/clubs; curbside pickup/checkout of educational tech activities for kids	Partner with Iowa Workforce Development to market resources; growing number of lowans using mental health resources; initiate efforts to coordinate efforts with other state and local agencies and resources (IWD, food banks, churches, CAP agencies; banks, DHS, school districts)	Increase after school programs at school premises and seek grants for families to afford childcare (during school year); Engage in re-allocation for childcare opportunities for accommodation guideline (when school off)
Resources will be accessible face-to-face as well as online.	More lowans will use Extension resources to create personal/family budget	Extension will work with the faith community to identify those in need and get resources to them; people in need will have access to adequate, safe, and nutritious food.			Create employer "co-ops" to create local childcare centers that are partially supported by a coalition of local businesses.
		Consumers will have increased options for accessing safe food through local producers, growing their own food, "Giving Gardens", and increased donation and access to food donation centers.			

## Reviving the Iowa Economy

### What existing (ready to go) extension programs meet this need?

- Iowa Retail Initiative (Small Biz Best Practices, Ready to Open Resources, Retail Design Creative Practices, Stand Strong After COVID-19 Disruption) (6)
- Farm Financial Planning Program; Farm Financial consultations (5)
- Business Development Services: Startup, Entrepreneurship Training and Existing Businesses (5)
- Grant Writing 101 (4)
- Ag Decision Maker (4)
- Tourism Group Travel Workshops and Business Consultations (4)
  - Professional Guide Training and Certifications
  - Iowa Learning Adventures/Road Scholar
- Latino Business and Community Development (3)
- Strategic Planning, Facilitation and Goal-Setting (3)
- Back to Business Podcasts (3)
- ServSafe (3)
- Managing Farm Finances (3)
- Women Managing Farm Finances, Women Managing Crops, Women Managing Cattle (3)
- SBDC resources and consultations (2)
- MarketReady (2)
- FinPack (2)
- Annie's Project (2)
- Managing for Today and Tomorrow: Farm Transition Planning (2)
- Dairy Production, Management, and Marketing Education (2)
- Beef Cow-Calf Production, Management, and Marketing (2)
- Swine Production and Management Education (2)
- Women Marketing Grain (2)
- Farmland Leasing meetings (2)
- Grain Storage and Management Training (2)
- Rural Housing Readiness Assessment
- Beginning Farmer Programs
- Iowa Local Food Systems
- Iowa Rural Equity Project
- Marketing Hometown America
- COVID-19 responses for farms, food business, and food systems practitioners (webpage)
- Iowa Farm Outlook & News
- Quality Systems Management
- CCP Grant Crisis Counselors
- Small Farm Sustainability
- Agricultural Marketing Resource Center
- \$4 Corn/Winning the Game
- Boots in the Barn
- Dairy Decision Making Using Dairy Production Records Systems
- Your Money Your Future
- Webinars: Paycheck Protection Program (PPP) and Economic Injury Disaster Loans (EIDL); CALT on changes bankruptcy laws and response by both lawyers and income tax preparers

**Reviving the Iowa Economy (continued)****What are programmatic gaps that ISU Extension and Outreach could potentially fill? (Specific or general)**

- New business models training (8)
  - Assistance developing alternative/new/local/niche markets (4)
  - How to get businesses back up and running (4)
  - Safety guidance for reopening (3)
  - Marketing (2)
  - Target minority businesses
  - Rebuilding customer base
  - Financial workshops/programs
- Increase and strengthen partnerships between county staff and local chambers, entrepreneurial groups, and Main Street groups. There are not enough state staff to promote and deliver programs in all communities. (5)
  - Facilitating conversations between local businesses and local leaders
  - Re-acquaint county staff with Community and Economic Development and Farm, Food and Enterprise Development staff
  - Need a concerted initiative to connect county staff with local Small Business Development Center's
  - Create a new Train-the-Trainer Customer Service program (How to Attract More Customers to Your Door and Keep Them Coming Back) for county staff, who can deliver the program locally.
- Partnerships inside and outside ISU Extension and Outreach to cross educate (farmers aren't coming to stand alone meetings for finance or mental health) (2)
- Supply chain programming or how to adapt to drastic supply chain disruptions. (2)
  - Identifying alternative markets for livestock
  - Euthanizing livestock overflow
- Process through bankruptcy – training with financial guidance (2)
- Increase webinars for government programs such as Paycheck Protection Program, Economic Injury Disaster Loan and Coronavirus Food Assistance Program
- Financial assistant with production loss
- Addressing plan for making adjustments that farmers will need to make with potential large 2020 crop production potential and reduced demand. This includes the reduction of ethanol production and potential for a reduced livestock feed demand
- Weekly/monthly webinars or other ways to provide consistent market updates management strategies
- Could Your Money, Your Future: Making Ends Meet be tweaked for a business?

## Supporting Iowans in Improving Financial Security

### What existing (ready to go) extension programs meet this need?

- Your Money, Your Goals (5)
- Financial Education Individual Consultation (4)
- Your Money, Your Future: Making Ends Meet (4)
- What About Me? My Wellbeing (3)
- Smart Choice Health Insurance (2)
- Rural Housing Readiness Assessment
- Volunteer Income Tax Assistance (VITA)
- Buy. Eat. Live Healthy
- Spend Smart. Eat Smart
- Rapid Response team for large scale business/factory closures
- Small Change: Building Financial Security
- Iowa Concern
- Writing Your Retirement Paycheck

### What are programmatic gaps that ISU Extension and Outreach could potentially fill? (Specific or general)

- How to conduct a successful job search (5)
  - Writing a resume for the job you want
  - Connect with Workforce development for ideas of needs (2)
- Resources on unemployment (3)
- Targeted financial education (3)
  - Audiences: families, newly unemployed
  - Key partners: IWD, local employers, agencies serving low- and moderate-income families
  - Stimulus navigation process for those who did not receive
- Community-based Approach to Responding to Local Needs-effective way to fill gaps and meet needs resulting from the unemployment and financial stresses created by the pandemic. A community-based approach would likely need to be led by Community and Economic Development staff and supported by a range of Extension faculty and staff with expertise that matches specific financial issues identified in communities (e.g., food security, affordable housing, reliable and affordable transportation, no-cost tax preparation, affordable child care, etc.)

## Engaging Iowans in Improving Food Supply, Safety, and Access

### What existing (ready to go) extension programs meet this need?

- ServSafe and SafeFood (5)
- Preserve the Taste of Summer (4)
- Spend Smart. Eat Smart (4)
- Food Preservation 101 (4)
- Buy.Eat.Live Healthy (3)
- Plan Shop save and Cook (3)
- Healthy and Homemade (3)
- Sow, Grow, Eat, and Keep Quickinars (3)
- Wellness and Independence through Nutrition (WIN) (3)
- Growing together (2)
- Farmer's Market Food Safety Training (2)
- School Meal Program Summer Short Courses (2)
- Child Care Provider Nutrition Training
- Latinos Living Well
- Home-based Food Operations: Regulations and Food Safety Course
- Ag engineering, pork, and beef team consultations with livestock producers
- Small and Niche Farm Planning, Management, and Marketing
- Community Food Systems Program
- Guidance for farm markets and u-pick operations.
- Gardening to Give
- Stay Healthy: Healthy Aging Series
- Small Farm Sustainability
- MarketReady
- Master Gardener resources - written and volunteers
- Agriculture Marketing Resource Center
- Produce Safety Alliance training
- Seasonal Produce Availability guide
- Small Farm Newsletter and podcasts
- Farm to School classes
- Youth Programs: Pick a Better Snack, Junior Master Gardener. Growing in the Garden. Farm Bureau Ag in the Classroom, Online gardening for kids

### What are programmatic gaps that ISU Extension and Outreach could potentially fill? (Specific or general)

- Food pantries, work being done here but potential for more (2)
- Supply chain focused programs including work with local meat lockers. (2)
- ServSafe with COVID-19 in mind
- Expanded versions of EFNEP/WIN for general public
- One "go to" place with resources available for Food Access, Growing your own Food, Food Safety, etc..
- Food donation delivery process – Database to simplify access to food – those who need food, those who deliver the food pantry and gateway to connect them. this apply to food supply chain outside food pantry.

## Expanding and Building Educational Opportunities for Youth

### What existing (ready to go) extension programs meet this need?

- Strengthening Families Program: For Parents and Youth 10-14 (3)
- Science of Parenting (2)
- 4-H clubs/groups/Clover Kids (2)
  - 4-H At Home Learning Resources (2)
  - 4-H2Go
  - Clover Crates
  - Alternative summer programming options
- Raising School Ready Readers (2)
- On Our Own & OK
- STEM programs
  - Robotics
  - Animal Science
  - Biological and Chemical Sciences
  - Environment and Sustainability
- Environment Rating Scale Training and Assessment
- Child Care Provider Trainings
- I-Consult
- Nature Explore
- Growing Up Wild
- Powerful Tools for Caregivers of children with special health and behavioral needs
- Gardening to Give
- Literacy Resources
- Just in Time Parenting
- Juntos: Together for a Better Education
- Animal U

### What are programmatic gaps that ISU Extension and Outreach could potentially fill? (Specific or general)

- Educational resources needed for lapse in schooling
- Managing time with working parents who are also playing the new role as teacher
- Resources for homeschooling
- Early elementary-age resources
- Virtual programming
- Life Skills
- Education partnerships with schools, libraries, other youth serving organizations;
- Hand on at home activities for families and their children

## Engaging Iowans in Addressing Mental Health

### What existing (ready to go) extension programs meet this need?

- Mental Health First Aid (7)
  - Youth Mental Health First Aid
- Iowa Concern Hotline (6)
- Question Persuade, Refer (QPR) (5)
- What About Me? My Wellbeing (4)
- Powerful Tools for Caregivers (3)
- The Science of Parenting (2)
- Healthy relationship Education Training
- Farm estate planning
- Stress on the Farm
- On Their Own and OK
- Health Rocks!
- Finding Answers Now website
- Mindful Teens
- What do we tell the kids in tough times?
- Dr. Brown's mental health programs

### What are programmatic gaps that ISU Extension and Outreach could potentially fill? (Specific or general)

- Dealing with stress from social isolation especially for those with mental health issues (2)
- Teach how to use technology; using technology to stay connected (2)
- Navigate mental health coverage; getting access to coverage (2)
- Stress of the unknown (keeping things in perspective, and not letting imaginations run wild).
- Stress about re-entering the world, conversations about perhaps people being afraid to leave home
- Connecting people with direct resources in their area to address mental health concerns
- Add mental health component to other programming as was modeled in Farm Bill mtgs.
- Programs that are specific for target audiences: elderly, youth and individuals
- IRB process for mental health delivery

## Supporting Efforts to Increase Access to Quality Childcare

### What existing (ready to go) extension programs meet this need?

- Child Care Workforce Training: (Growing Up Wild, Family Life, Finance) (4)
- Universal Precautions (3)
- Essentials Child Care Pre-service (3)
- On My Own & OK (3)
- Strengthening Families Program: For Parents and Youth 10-14 (2)
- The Science of Parenting (2)
- Environment Rating Scale Training Program (2)
- I-Consult (2)
- Passport to Early Childhood Education
  - For program administrators
  - Teacher staff orientation (early June 2020)
- Iowa Early Learning Standards 3rd Edition Orientation
- Raising School Ready Readers
- Powerful Tools for Caregivers of children with special health and behavioral needs

### What are programmatic gaps that ISU Extension and Outreach could potentially fill? (Specific or general)

- Business development/planning for potential childcare providers (5)
  - One-on-one consultations
  - CDC guideline training for childcare providers
- Programming to help parents (4)
  - Access to childcare
  - Financial component of childcare.
  - What to look when sending a child for childcare from CDC guidelines
- Expanded out of school time programming for children and youth
- Limited options for trainings available for recertifications - need new topics as well as have more online training availability
- Real time database showing available childcare available and rating of that childcare provider

**Charge 3: Who should be involved to organize, prioritize and plan program offerings?****Overall Comments**

- An opportunity to get out of silos and work on collaborative and interdisciplinary programs
- Very important to engage with local offices and extension councils

**Initiative Areas****Reviving the Iowa Economy**

Community and Economic Development (7)  
Business specialists  
Human Sciences (5)  
Finance Specialists (3)  
County offices for local connections (3)  
Extension councils  
Small Business Development Centers (3)  
Local chamber of commerce, economic development and Main Street groups (2)  
Agriculture and Natural Resources (2) the farm management group  
Iowa Workforce Development (2)  
4-H and Youth  
Food, Farm and Enterprise Development  
CyBiz  
Refugee/immigrant-serving organizations  
Financial institutions  
Community action agencies  
Community colleges

**Supporting Iowans in Improving Financial Security**

Human Sciences (9) Finance Specialists (3)  
Community and Economic Development (7)  
Agriculture and Natural Resources (3)  
Small Business Development Centers (3)  
4-H and Youth – youth-focused programs (2)  
Extension councils  
Iowa Workforce Development  
Farm management group  
Food, Farm and Enterprise Development  
Refugee/immigrant-serving organizations  
Financial institutions  
Community action agencies  
Community colleges  
Local chamber of commerce and Main Street groups  
CIRAS, Center for industrial Research and Service

**Engaging Iowans in Improving Food Supply, Safety, and Access**

- Human Sciences (8)
  - Health and Wellness Specialists
  - Food and Nutrition Specialists
  - Buy Eat Live Healthy
- Agriculture and Natural Resources (6)
  - Master Gardeners
  - Ag and Horticulture
- 4-H and Youth (4)
  - Pick a Better Snack
  - Growing in the Garden
- Local food pantries (3)
- Community and Economic Development (3)
- Food, Farm and Enterprise Development is logical to lead (2)
- ISU Food Safety Team
- County directors
- Regional directors
- Meals from the Heartland
- SNAP-WIC
- Community gardens
- Faith community
- Local human service providers
- Local public health
- Local governments
- Farm to school programs

**Expanding and Building Educational Opportunities for Youth**

- Iowa 4-H (7)
- Youth program specialists (2)
- County youth coordinators (2)
- County extension offices (2)
  - Extension councils
- Dr. David Brown
- Every Extension unit should provide expertise (research based) to the programs
- Food, Farm and Enterprise Development
- Mental health experts
- School districts

**Engaging Iowans in Addressing Mental Health**

Human Sciences (9)  
    Family Specialists (6)  
    Mental Health First Aid trainers  
Agriculture and Natural Resources (5)  
    Farm associates  
Iowa 4-H / Youth (4)  
    4-H Champions group focused on youth mental health  
Community and Economic Development (3)  
Dr. David Brown (2)  
Iowa Concern (2)  
Mental health professionals should lead  
Local mental health/public health organizations  
Local Extension staff  
Mental Health First Aid trainers  
Dr. Larry Tranel

**Supporting Efforts to Increase Access to Quality Childcare**

Human Sciences (8)  
    Family specialists (2)  
    Childcare education specialists  
Community and Economic Development (6)  
Iowa Child Care Resources & Referrals (3)  
4-H and Youth (2)  
CIRAS, Center for industrial Research and Service  
Small Business Development Center  
Food, Farm and Enterprise Development and food science – for farm to early childhood  
Local providers  
Local employers

**Charge 4: Determine what training, marketing and reporting resources are needed**

**What TRAINING resources are needed?**

- Offer training for staff and key partners on virtual education
  - Curriculum development
  - Best practices
  - How to create calculator/tools for online use
  - Creation of on demand content
  - Creating a safe virtual environment for youth
- Training more staff to focus on initiative areas
  - Including county staff in delivery
  - Including training across program areas
  - Hiring specialized staff if needed
- Train partners to deliver programming
  - SBDCs
  - Local Chambers
  - Farm Bureau
- Training for regional directors and county staff to be more aware of what is available
  - Upcoming programs
  - Existing online resources

**Initiative Area Marketing Resources**

- Mental health first aid training for staff (Mental Health)
- Invest in youth financial education program from Ohio 4-H (Financial Security)

## **What MARKETING resources are needed?**

- Understand how our clients are using social media and meet them there (21)
  - Coordinated visuals
- Create a collaborative statewide marketing plan with our key partners (10)
  - Development of a marketing / promotion plan
  - Collaborative marketing arrangements with Farm Bureau and chambers
  - Closer connection between county extension offices and community businesses
  - School systems
  - Food pantries and farmers markets
  - 4-H has a new Strategic Communication Specialist
- Decrease or eliminate for a time period the cost of programming to encourage lowan's to participate (9)
- Coordinate promotion with county extension offices (7)
  - County newsletter
  - Their connections to local partners
  - Social media and webpages
- Continue to use and improve on current marketing (7)
  - Extension webpage (6)
  - Poster, fliers (6)
  - Local newspapers (6)
  - TV and radio ads (3)
  - Billboard (2)
  - Promoting the hotlines
  - Press releases (2)
  - Fridge magnets
  - Handouts

### **Initiative Area Marketing Resources**

- Additional funding in matched mini grants to encourage participation (Youth)
- 4H Clubs, 4H Online, 4H County Newsletters (Youth)

**What REPORTING resources are needed?**

- We have a number of good systems already in place
  - MyData can collect impact information
  - Conference Planning and Management and calendar
  - 4HOnline
  - Civil rights reporting
- Work with local organizations who can help us report needs, initiatives, outcomes.
  - Schools
  - Local food banks
  - Local Economic Development Orgs
  - Workforce Development
- Use local contests to collect information
  - For ex: share pounds of food raised individually and donated to pantries
- Surveys
  - On social media
  - Qualtrics is a good tool
  - Before and after programming to measure change
- Collect numbers of attendees / views / revenue generation
  - Compare to baseline
- Create templates of successful projects that can be replicated by others
- Consider impact on staff time in any additional reporting requirements

### What are the **STRENGTHS** of Extension?

- County office and connection in every County
- 100-county campus
- Specialist in a variety of important areas
- Amazing network of professionals
- Statewide network already established
- Research-based programming
- Expertise
- Power of Land-Grant faculty
- People who care deeply about serving Iowans
- Established partnerships
- Extensive network of partners
- Local knowledge and connections
- Strong reputation and association with ISU
- Strong connections with campus faculty
- Nationally known recognized experts
- Research based education in communities
- 900 publicly elected officials
- Financial resources
- 1000's of volunteers who are ambassadors
- Experience with past crisis (farm crisis)
- Regional and national peers going through same issues – opportunity to share best practices
- Part of National Cooperative Extension System
- Part of National Land Grant system

### What are the **WEAKNESSES** of Extension?

- Navigating through Resources
- Not as well-known as we would like to be - secret
- Trying to do everything for everybody
- Length of time to develop new research-based programs
- Consistent communication across 100 offices can be challenging
- Funding
- Coordinating programs in 100 county offices
- Capacity vs need
- Long standing silos
- Staff may also be stressed, sick or in crisis
- Consistent communication across the system
- Fragmented delivery
- Many chiefs
- Getting everyone trained in a timely fashion
- Land grant universities consist of departments, not always connected or collaborative
- While it can be a strength, 100 ways of doing business causes challenges
- COVID environment makes programming difficult
- Speed we typically move vs crisis changing every day
- Impact reporting is inconsistent
- Lack of consistent and intensive volunteer training
- Lack of collaboration among programs
- How we may be viewed from outside entities – positive and negative
- Turf wars internal and with partners
- Inconsistent communication from/with our partners
- Lack of consistent staff training

### What are the DANGERS of Success?

- Take resources away from things we currently do or have done in the past
- Not enough staff or funding to address demand
- Heightened expectations, maintain quantity and quality
- Our programs will be so successful that our growth will outpace our capacity
- Demand for services outstrip our capacity to deliver
- Not enough capacity to sustain programs successfully
- Staff burnout
- Partner resentment if we are looked at as the primary reason for success
- Capacity
- Burnout
- Less ability to adapt programs to evolving needs
- Could alter long standing partnerships -
- Traditional funding may not align with areas of successes
- Situation could have changed by time we have programs ready to address current situation
- May need to shift available staff to programming that is not utilizing their greatest strengths, may lose staff.
- Fear of (or the unknown of) COVID
- Will the new programming allow us to shift away from it when something new comes along that needs a response?
- Political issues around Covid-19 (wearing masks, for example) damages Extension's reputation for neutrality
- Additional stress
- Might find we have the wrong staff hired for the work we need done.
- Not executing the plan as it was intended due to obstacle along the way
- Over promise and under deliver

### What are the BENEFITS of Success?

- Increased funding
- Greater visibility
- New funding sources
- Opportunity to develop new, or strengthen current, partnerships that will increase capacity for the long term
- Extension valued and supported by decision makers, public and partners
- Greater understanding of our public value
- Extension learns to be more nimble
- New people will want to be part of the organization; new hires
- Community resilience
- Individuals, families, and businesses are financially sound
- Increased reputation, known as the go-to place
- Diversity of partnerships
- Additional funding may follow new programming
- Opportunities to be part of solutions
- Increased funding could mean potential for increased staffing
- We have decreased the suicide rate statewide
- More visible in the community as a resource in crisis and beyond
- Volunteers are more effective ambassadors
- We are the sought-out resource
- We will be RELEVANT
- Will be better known for all we do
- We are the entity many want to work with.
- Iowa recovers (relatively) quickly from Covid-19
- Increasing staff capabilities and knowledge
- May find new volunteers
- Greater sense of pride within our organization
- Seen as a reliable source of educational programming
- True community partner
- It's cliché, but.... A Strong(er) Iowa.