

Dallas

Polk

Madison

Warren

Annual Stakeholder Report, 2014

Dallas, Polk, Madison and Warren counties

Celebrating 100 Years

In 2014, Iowa State University Extension and Outreach celebrated the 100th year anniversary of the passing of the Smith-Lever Act of 1914. This piece of legislation officially marked the start of the Cooperative Extension System, a partnership between the United States Department of Agriculture and land-grant universities in the United States. Iowa State University was the first to adopt extension and to this day continues to engage with citizens through research-based educational programs. As we look forward to the next 100 years, ISU Extension and Outreach will reach our audiences in new ways, focusing on mobile media platforms—meeting our potential clients where they are. We will make it a point to build awareness and educate citizens on the value of the tools, resources, programs, workshops and trainings made available by ISU Extension and Outreach, and we will continue to be the university that best serves its state. Thank you for your support as ISU Extension and Outreach continues to be *Everywhere For Iowans*.



Craig Hertel **Harold Hommes** **Sandy Bland** **Amy Tlach** **Lori Day**
Regional Director Polk County Chair Dallas County Chair Warren County Chair Madison County Chair



ISU Extension and Outreach's Fundamental Principles

Our core purpose is to **engage citizens through research-based educational programs**. We extend the resources of Iowa State University across our state.

We accomplish our goals by **developing diverse and meaningful partnerships**.

Through our purpose and partnerships, we **increase the ability of Iowans to make informed decisions** by applying relevant, needs-driven resources, to create significant impact in our state.

K-12 Youth Outreach

Dallas County Extension engaged Latino students and their parents in Perry in *Juntos: Together for a Better Education*, a program which provides the tools and knowledge to complete high school graduation and explore paths to higher education. Research on *Juntos* shows within one year of participation, parents felt more confident working with their child's school, increased monitoring of their youth's homework and improved communication with their youth about school and future plans. Polk County Extension began *Juntos* in Feb. 2015.



Extension and Outreach promotes STEM. We engage with youth through science, technology, engineering and math. Madison, Warren and Dallas County have 4-H robotics project clubs that think outside of the box to build and program robots using LEGO kits. They compete at state-level competitions and achieve success while treating each other and their competitors with respect. Madison County Extension involves Winterset Elementary and Middle School students in PAWS, an afterschool program of 40 youth who meet two hours a week to interact in exploratory science activities. We're encouraging child care providers we work with to involve their toddlers in STEM with curriculum like *Fizz, Bubble and Goo*, and our showing our 4-H leaders how to make wind energy exciting!



One in five Iowa youth are involved in 4-H.

Research shows youth involved in 4-H are more likely to contribute to their communities, achieve better grades, are less likely to use illegal substances and are two times more likely to go to college and be physically active.

Food & the Environment

Polk County Extension facilitated several meetings for 300 tree care professionals and private citizens about the presence of Emerald Ash Borer (EAB), an invasive pest which feeds below the bark of ash trees, cutting off nutrient vessels and causing the tree to die. Meetings covered facts about EAB, evaluating tree health, assessing the tree's value to the landscape and preventative treatments.



Extension and Outreach encourages environmentally-safe practices. More than 1,000 private, public and commercial pesticide applicators in Polk, Dallas, Madison and Warren counties participated in extension's continuing education courses. Through these trainings, applicators learn to reduce pesticide drift while eliminating invasive pests, weeds, damaging diseases and insects that pose public health threats like mosquitoes. Toward the end of 2014 and strong into 2015, Extension program and field specialists are sharing information about nutrient reduction strategies to minimize the impact of nitrogen and phosphorous on Iowa's waterways. In partnership with the Iowa Department of Ag, Extension is helping farmers adopt practices to enhance water quality in Iowa.



In Region 13, Master Gardeners totaled more than 25,500 service hours.

These hours represent time contributing to community gardens, growing local food banks, graphing reconstructive landscape plans, facilitating field trips, assisting youth with science projects and much more.

Health & Well-Being

ISU Extension Human Sciences Specialist in Nutrition and Health, Mary Krisco, traveled to the four counties in Region 13 to teach *Food Preservation 101* to nearly 150 citizens in Polk, Warren and Madison County and also to a group of Dallas County Head Start parents. This workshop teaches how to safely dry, freeze and pressure can food and the equipment, time and money involved in each preservation method. The four counties also provide free canner testing to make sure our citizens have working equipment to ensure food safety.



Extension and Outreach cares about families. Through programs, we provide research-based education for parents and caregivers. In 2014, Region 13 promoted the health of mid-life and older Iowans. Dallas County's Extension Educator, Lisa Mickelson, facilitated *Powerful Tools for Caregivers*, a program emphasizing care of oneself to better take care of another. Topics included reducing stress, communicating in challenging situations, learning from emotions and mastering caregiving decisions. Similarly, Warren County Extension held *Caring for a Loved One?*, a workshop which helped participants know their options for care centers, and Polk County provided information about nutrition for persons with dementia at the annual Iowa Health Care Association Conference.

Taking care of your little ones is our priority, too.



By working with partners like United Way and 4Rkids Early Childhood Iowa, Region 13 raises the bar on quality child care through site visits and implementing training on child development and appropriate atmosphere.

Economic Development

Madison and Dallas County Extension held farm succession workshops in 2014. There are five times as many farmers over age 65 than under age 35, creating unintended implications for both beginning farmers and rural towns. Holding workshops like these begin the talk toward transitioning a successful, viable business from one generation to the next and provide valuable tools and resources to do so.



Extension and Outreach responds to needs. When Congress passed the *Agricultural Act of 2014*, also known as the "Farm Bill" it raised many questions for farmers, landowners and agri-business professionals regarding which program they should elect to enroll in and the options to update base acres. Every Extension office in Iowa held a Farm Bill meeting to educate those seeking decisional information for their farm business. In Region 13, more than 500 farmers attended the four county meetings, facilitated by ISU Extension Farm Management Specialist, Steve Johnson. We continue to provide resources and tools as questions continue to come into our offices and are able to give our clients valuable information from Extension's Ag Decision Maker.



Nearly 200 people in the food service industry in the Des Moines area took our ServSafe training.

ServSafe training, available in both English and Spanish, makes food safety a priority by blending FDA Codes with the latest research to teach essential safety practices and provide a focus on consumer health.

We're Meeting You There



We understand the importance of being mobile. Through social media interactions, we are able to further our reach and share our local stories and news on upcoming

events and valuable research-based tools available to the public. Content from our Facebook pages was viewed nearly 300,000 times in 2014. BTW— **don't forget to "like" your local Extension office.**



Dallas Co. Extension
@ISUExtDallasCo



Following

Tweets from @ISUExtDallasCo and @WarrenCountyEXT were viewed nearly 40,000 times last year. #cyclONEpower #Ext100Years



RETWEETS 2 FAVORITES 3



We're trying out new platforms. We don't want to miss a single opportunity to reach our citizens to share our story and find ways to enhance theirs. Through Instagram we depict our goals using eye-catching filters, and on Pinterest our Early Childhood Quality Enhancement educators pin age-appropriate developmental activities, healthy snacks and various ways to learn through play (pinterest.com/ECQS).

Our county webpages were accessed more than 185,000 times in 2014.

Although some intentionally sought out our page, others stumbled upon it by searching for nutrition education, Farm Bill, Strengthening Families Program, cash rent, teen concerns and viticulture pruning. Facebook and Twitter were in the top ten referring sites to our county webpages, just behind search engines like Google and Bing. *Bookmark your county page!*

Contact Us

ISU Extension and Outreach in Dallas County

(515) 993-4281

xdallas@iastate.edu

28059 Fairground Road

Adel, IA 50003-4406

www.extension.iastate.edu/dallas

ISU Extension and Outreach in Madison County

(515) 462-1001

xmadison@iastate.edu

117 N. John Wayne Drive

Winterset, IA 50273-1501

www.extension.iastate.edu/madison

ISU Extension and Outreach in Polk County

(515) 957-5760

xpolk@iastate.edu

1625 Adventureland Drive, Suite A

Altoona, IA 50009-2237

www.extension.iastate.edu/polk

ISU Extension and Outreach in Warren County

(515) 961-6237

xwarren@iastate.edu

909 East Second Ave., Suite E

Indianola, IA 50125-2892

www.extension.iastate.edu/warren

... and justice for all

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at 202-720-2600 (voice and TDD). To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue SW, Washington, DC 20250-9410, or call 800-795-3272 (voice) or 202-720-6382 (TDD). USDA is an equal opportunity provider and employer.