

ISU Extension: Making a Difference for Iowans

ISU Extension is as necessary today as it was when the land-grant mission was created in 1862. Our challenges differ, but we remain devoted to the people we serve and the land that supports us. We are:

- In every Iowa county
- In sync with Iowa's challenges
- In touch with Iowan's needs
- Involved with advancing Iowa's economy

You can send a powerful message to legislators and stakeholders about ISU Extension's relevance. By joining the conversation, you can share how Iowans value Extension's focus on:

- **Healthy People** – reaching out to families across the lifespan with education on food and nutrition, health, financial management, youth development, and family relationships
- **Healthy Environments** – helping to protect the state's natural resources and to make Iowa a better place to live, work and recreate
- **Healthy Economies** – encouraging business development to create jobs and expand entrepreneurial activity

Your voice can make a difference in the legislative decisions being made this year, decisions that will affect your local ISU Extension office. Learn more from your county Extension staff about how Extension initiatives are helping move Iowans and Iowa forward, and then take action.

- **Contact your legislators and community stakeholders** – make phone calls, send letters or e-mail, extend invitations to meet or attend Extension programs, ask for feedback
- **Share your personal experiences** – tell how ISU Extension has helped improve quality of life locally, across the state and nation, and throughout the world; keep it simple and build understanding of Extension's connection to Iowa State's land-grant mission

Feel free to share any of the following outcomes from 2007 as you talk about ISU Extension.

Healthy People

- 302,014 individuals had contact with ISU Extension families programs; 144,623 participated in noncredit workshops, conferences, and home study courses.
- Nearly one in four Iowa school-age youth (127,967) participated in 4-H community clubs, special interest groups, school enrichment, and other 4-H youth programs.
- ISU Extension provided noncredit educational programming to more than 497,000 lifelong learners.
- 6,607 Iowans participated in ISU Extension financial management programs.
- 12,247 volunteers contributed their time and expertise to help youth learn life skills.
- Continuing and Distance Education offered 365 credit courses in 32 programs, reaching 5,610 Iowans from 329 communities across 93 Iowa counties.
- Nutrition education programs for low-resource Iowans helped 16,931 youth and 2,534 young families develop knowledge, skills, and behaviors needed to improve their diet.
- The ISU Extension Food Safety Project website, www.iowafoodsafety.org, received 2 million page views with more than 200,000 unique visitors.

- 1,127 child care center directors and staff completed New Staff Orientation training; 856 providers completed the Child Care That Works study program.
- 5,000 consumers and employees participated in Extension food safety training. About 700 retail food service employees completed ServSafe, a national certification program.

Healthy Environments

- ISU Extension provided leadership and community development training to more than 11,000 community leaders and emerging leaders. Extension also assisted more than 1,000 community organizations through training and management consultations.
- 19,500 commercial and private pesticide applicators and 3,000 manure applicators are trained annually to become eligible for certification.
- ISU Extension helped create 120 jobs, develop four comprehensive land use plans, expand 12 businesses, obtain 56 grants, complete 12 public works projects, and improve 28 community landscapes.
- More than 5,000 local officials were trained on topics such as municipal administration, Geographic Information Systems (GIS), planning and zoning administration, township governance, and planning emergency services delivery. 1,798 precinct election officials were trained and certified.
- ISU Extension trained 4,000 educators in Connecting Learning and Living (CLL), a program that helps school-age youth learn that natural resources, agriculture, food, and people are necessary community partners for healthy environments.

Healthy Economies

- ISU Extension brought together more than 950 people for community discussions throughout the state about developing Iowa's biorenewable resources.
- 4,584 professionals participated in agribusiness education programs. Crop advisors rely on this information to make crop production recommendations to more than 90 percent of Iowa corn and soybean producers.
- 804 Iowa companies were provided assistance or attended an educational event sponsored by ISU Extension's Center for Industrial Research and Service (CIRAS).
- 150,135 Iowans participated in Agriculture and Natural Resources noncredit workshops, conferences, field meetings, and home study programs.
- Companies receiving technical assistance from the Center for Industrial Research and Service (CIRAS) reported \$122 million in investments, \$7 million in cost savings, \$62 million in new or retained sales, and more than 1,600 jobs created or retained.
- Extension staff are leading three on-farm research projects and directing 26 demonstration projects as part of the Iowa Corn and Soybean Initiative, helping corn and soybean growers in 320 communities increase their productivity and competitiveness while conserving the environment.
- Extension trained more than 400 niche pork producers at workshops and via Internet sessions about using records to set goals and following management strategies to increase the success of their operations. Thirty-four producers estimated that improvements resulted in an average benefit of \$1,000/operation.
- Extension is a unique partnership between federal, state and county governments and the citizens of Iowa. State funds account for 25 percent of Extension's \$100 million budget. Almost 36 percent of Extension's budget consists of grants, user fees and gifts, with 13 percent Extension managed funds. County funds make up 16 percent of the budget, and federal funds account for 10 percent.