Iowa State University Extension and Outreach

Carrying Iowa State University’s land-grant mission beyond the borders of campus

An Overview
Iowa State University Extension and Outreach is a community-based education unit serving the state of Iowa. We engage citizens with the research, educational, and technological resources of Iowa State in partnership with federal, state, and county governments. Our faculty, educators, and staff harness resources from all ISU colleges and campus units and 99 counties to build capacity, lead programs, and support efforts across the state.

Purpose
ISU Extension and Outreach helps carry the university’s land-grant mission beyond campus borders. We embrace Iowa State’s land-grant philosophy of access to high-quality education; research applied to the needs of Iowa, the nation, and the world; and extending knowledge to strengthen Iowa’s economy and citizens’ quality of life.
- Our core purpose is to provide research-based educational programs.
- We accomplish this goal through the development of diverse and meaningful partnerships.
- Through our purpose and partnerships, we provide relevant, needs-driven resources — creating significant impact in Iowa.

Impact
- Each year nearly 1 million people directly benefit from ISU Extension and Outreach educational programs.
- Online visits increased 30 percent in the last year. Iowans connect virtually with us through more than 1.5 million website visits and downloads of educational materials and courses.
- One in 5 kids wears the clover! More than 105,000 school-age youth participate in Iowa 4-H programs.
- More than 60,000 Iowans are taking action, thanks to education and information from our community and economic development specialists. These local leaders, government officials, business owners, entrepreneurs, and volunteers are improving their communities.
- Farmers and agribusiness professionals come to us. Last year they participated in more than 300,000 learning opportunities, including live meetings, one-on-one consultations, and webinars.

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Extension and Outreach
Healthy People. Environments. Economies.
• We provided nutrition education to more than 1,800 low-income families and they learned to eat more fruits and vegetables — a top strategy to reduce chronic disease and health care costs and become the healthiest state.

• Our Conference Planning and Management team partners with the Ames Convention and Visitors Bureau, making us a premier destination for youth events. Last year more than 17,000 youth from across the country participated in educational and recreational programs at Iowa State.

Making a Difference
• Economic Development — growing businesses, enhancing communities, and increasing the wealth and the quality of life for all Iowans

• Health and Well-being — helping Iowa become the healthiest state, focusing on financial health, physical health and nutrition, and related needs

• Food and the Environment — supporting local actions to produce a safe, sustainable, and affordable food supply

• K-12 Youth Outreach — preparing our young people for the future, including programs that build science, technology, engineering, and math (STEM) skills

By the Numbers
• 8 statewide hotlines

• About 1,000 staff and faculty on campus and in the counties

• 900 elected county extension council members

• 17,000 volunteers

• 100 county extension offices

Programs Aligned with ISU Colleges
• Agriculture and Natural Resources in the College of Agriculture and Life Sciences — providing unbiased, research-based information and education to agricultural professionals to grow the economic base of Iowa agriculture

• Community and Economic Development in the College of Design — helping organizations and local governments develop and build capacity to make Iowa communities better places to live and work

• Human Sciences in the College of Human Sciences — providing research-based information and education to help families make decisions that improve and transform their lives

• 4-H Youth Development in K-12 youth outreach across Iowa State University — empowering youth to reach their full potential, working and learning in partnership with caring adults

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www.extension.iastate.edu

... and justice for all
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Eight Things You Need to Know

1. Iowa State is a land-grant university, with a three-part mission: teaching, research, and extension and outreach. We put the university’s research to work throughout the state.

2. In Iowa State University Extension and Outreach, our core purpose is to provide mutually beneficial research-based education.

3. To understand where we are now, it helps to understand our history of Iowa firsts: first to endorse the Morrill Act, first to begin extension work, first to apply the Smith-Lever Act.

4. ISU Extension and Outreach is embedded all across the university. We have faculty, researchers, and partners in all the colleges. Even Cy has an extension appointment.

5. ISU Extension and Outreach is a statewide system with 100 county offices.

6. Each extension district has a nine-member elected council that enters into a partnership with ISU Extension and Outreach.

7. Our educational programs focus on four broad, signature issues centered on the needs of our state, the initiatives of our governor, and the priorities of our university. We’re feeding people, keeping them healthy, helping their communities to prosper and thrive, and turning the world over to the next generation better than we found it.

8. An easy way to keep up with what’s going on in ISU Extension and Outreach is to check our website.

ISU Extension and Outreach:
http://www.extension.iastate.edu/

Cathann Kress’ See You There blog:
http://blogs.extension.iastate.edu/seeyouthere/

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Iowa State University Extension and Outreach puts the university's research and resources to work throughout the state. Extension and Outreach is about people and education is our mission. We're focused on feeding people, keeping them healthy, helping their communities to prosper and thrive, and turning the world over to the next generation in better shape than we found it. Because what Extension and Outreach helps people do for themselves, achieves the greatest results.

President Leath wants Iowa State to become the university that best serves its state. That's the whole point of a land-grant university. Extension and Outreach is making a difference for Iowans.

Cathann Kress, Vice President for Extension and Outreach

Watch the 2013 Annual Report video online at www.extension.iastate.edu/our-story/

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We are ISU. Extension and Outreach has faculty, researchers, and partners in all the colleges across Iowa State University. **EVEN CY HAS AN EXTENSION APPOINTMENT.**

Each year nearly **1 MILLION** people **directly benefit** from our educational programs.

Online visits **increased 30%** in the last year. Iowans connect virtually with us through more than **1.5 MILLION** website visits and downloads of educational materials and courses.

We bring campus to you. With nearly **1,000 faculty and staff on campus and across the state** and 100 county extension offices, Extension and Outreach gives Iowa State University a **99 COUNTY CAMPUS.**

We advance companies. Our Center for Industrial Research and Service worked with **1,600 companies last year.** They report adding or saving more than **5,600 IOWA JOBS,** and generating **$389 MILLION** of total economic impact.

Iowans add to our people power. We partner with **900 locally elected** council members.

More than **60,000 IOWANS** are taking action, thanks to education and information from our community and economic development specialists. These local leaders, government officials, business owners, entrepreneurs, and volunteers are **IMPROVING THEIR COMMUNITIES.**

1 in 5 kids wears the clover! More than **105,000** school-age youth participate in Iowa 4-H programs.

More Iowans are on their way to achieving their financial goals. They received nearly **$1 MILLION** of Earned Income Tax Credit refunds in the 24 rural areas where we trained 60 volunteers for the Volunteer Income Tax Assistance program.

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17,000 Iowans **volunteer** with us.
You can taste our food safety lessons. Through ServSafe® education, more than 1,000 FOODSERVICE WORKERS learned how to prevent foodborne illness and, as a result, reduce health care costs and improve business profitability.

Healthy employees support a healthier bottom line. Studies show for every $1 invested in worksite wellness, companies GET A RETURN OF UP TO $6 in increased productivity, as well as reduced absenteeism and turnover. Our worksite wellness program includes six months of intervention at companies.

We’re all about feeding people. Nearly 1,800 FARMERS attended our meetings for information about yields, risk of frost damage on late crops, and crop insurance rules. Farmers also accessed our decision tools and factsheets more than 10,000 TIMES.

I-Walk means we walk. More than 350 CITIZENS have joined coalitions to develop walking programs and plans for new sidewalks and trails using the Iowans Walking Assessment Logistics Kit. We partner with communities and the Iowa Department of Public Health on this health and safety program.

Farmers and agribusiness professionals come to us. Last year they participated in more than 300,000 LEARNING OPPORTUNITIES, including live meetings, one-on-one consultations, and webinars.

We roll out the “cardinal” carpet for young people. Our Conference Planning and Management team partners with the Ames Convention and Visitors Bureau, creating a premier destination for youth events. Last year more than 17,000 YOUTH from across the country participated in educational and recreational programs at Iowa State University.

Even food on a stick can be healthy. Fair goers had easy access to nutrition and physical activity information with the State Fair Food Finder app we developed in partnership with the Des Moines Register. In 2013 the mobile site was viewed more than 1 MILLION TIMES.

We’re adding color to dinner plates. We provided nutrition education to MORE THAN 1,800 LOW-INCOME FAMILIES and they learned to eat more fruits and vegetables — a top strategy to reduce chronic disease and health care costs and become the healthiest state.

Local support means stronger 4-H programs. Nearly 3,000 ORGANIZATIONS, associations, businesses, and school districts partner with us to strengthen local 4-H programs.

Our tools get used. Ag Decision Maker averages 4,500 VISITS EACH DAY. This website gives farmers and agribusiness professionals information for sound decisions on everything from crops and livestock production to farm financial viability, new business development, and renewable energy.

Staying after school is a good thing. Our 4-H afterschool programs SERVED 17,000 K-12 youth. They strengthened their skills in STEM, healthy living, citizenship, leadership, communication, and the arts.

Human sciences education expands potential. Last year Iowans improved their knowledge and skills in health, nutrition, family finance, and family life, through more than 100,000 LEARNING OPPORTUNITIES with us.

Kids really do like science, technology, engineering, and math. Iowa State University is the North Central HUB of the Iowa Regional STEM Network. We provide youth in every county with OPPORTUNITIES TO BUILD STEM SKILLS.
2013 FINANCIALS

REVENUES AND EXPENSES FY2013

ISU EXTENSION AND OUTREACH - Revenues

- State Co-op Direct Line Appropriations: $17,936,722 (28%)
- State Appropriations (General University): $6,104,230 (9%)
- Federal Appropriations: $8,285,312 (13%)
- Grant Receipts: $16,466,999 (26%)
- User Fees: $13,846,458 (21%)
- Other: $1,716,889 (3%)
- Total Revenues: $64,357,610 (100%)

(1) Includes receipts for General University Funds less Administering Unit Indirects and 3% Administrative Fee
(2) Includes grants for Programs, Conference Planning and Management, and Extension Online Store
(3) Includes receipts for PI Incentives, ISU Foundation, Administering Unit Indirects and 3% Administrative Fee

ISU EXTENSION AND OUTREACH - Expenses by Category

- Personnel: $40,787,717 (64%)
- Supplies and Services: $19,309,225 (30%)
- Capital and Equipment: $233,063 (1%)
- Allocated Expenses: $3,160,669 (5%)
- Total Expenses: $63,490,674 (100%)

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

ISU EXTENSION AND OUTREACH - Expenses by Program

- Agriculture and Natural Resources: $23,667,334 (37%)
- CIRAS: $4,850,529 (8%)
- Community and Economic Development: $3,784,994 (6%)
- Human Sciences: $7,456,603 (12%)
- 4-H Youth Development: $6,951,684 (11%)
- Conference Planning and Management: $4,704,983 (7%)
- Service Support - Administration: $1,340,092 (2%)
- Service Support - Communications, Advancement: $1,957,431 (3%)
- Service Support - County Services: $3,103,862 (5%)
- Service Support - Central Operations: $2,377,193 (4%)
- System Support: $3,295,969 (5%)

Total Expenses: $63,490,674 (100%)

(1) Includes Central Administration and Early Retirement Costs from 2009 reorganization
(2) Includes partial upgrade to new county accounting software
(3) Includes ISU Extension and Outreach central support for IT, Finance, HR, and EDC
(4) 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)