

# Iowa Extension Council Association Action Plan 2022-2025

## THE QUESTION

Imagine we have fully engaged County Extension Councils, what should IECA do by 2025 to enhance this engagement?

### GOAL

IECA has a broad set of benefits that are well-used by counties to improve services to their constituents.

### GOAL

More council member involvement in IECA to improve county council effectiveness

### GOAL

Improve effectiveness of local councils

### OUTCOME

Increase participation at IECA events

### OUTCOME

Increase awareness and use of IECA benefits

### OUTCOME

Increase member benefits offerings

### OUTCOME

Increase role clarity in county council membership

### OUTCOME

Increase networking opportunities between counties

### OUTCOME

Increase usage of online resources

## STRATEGIES TO ACHIEVE OUTCOMES

### Extension Council Conference

- ✓ More time to network
- ✓ Visual cues to spark connection
- Virtual hybrid options
- ✓ Incentives: benefits vs door prizes

### Legislative Day

- ✓ Ensure all IECA board members have a clear vision and details about legislative day
- ✓ More emails to council members
- ✓ Develop talking points for board members to share

### Board Members Connecting with Council Members

- Talking points for board members to use when meetings with councils—focused topics

### Awareness/Usage of Benefits

- ✓ 3-Minute video: Discussion of Benefits
- Share success stories/promos with highlights of how our benefits help serve the needs of councils
- Promote IECA staff

### Identify New Benefits of Membership

- ✓ Needs assessment to identify council needs
- ✓ Calm App for county employees
- ✓ Ask council members directly about their needs and solicit success stories of benefit usage

### Networking for Councils

- Regional meetings
- Suggested agendas for regional meetings developed

### Improve Council Role Clarity

- ✓ 3-minute video on importance of the nominating committee
- 3-minute video on council member role
- ✓ Provide links to resources

### Enhance Online Resources for Council Members

- ✓ Include links to website on all online resources
- Partner with regional directors to train councils on resources available on the IECA website

- ✓ = strategies that have been employed