



Minutes of the Board of Directors of the Iowa Extension Council Association

November 9, 2024

The Board of Directors of the Iowa Extension Council Association met in Ames on November 9, 2024. Board members present include Sara Kuboushek, Mary Greiman, Roger Helmricks, Joan Wiskus, Tom Monroe, LeAnn Lawler, Chrissy Westercamp, Christy Saylor, Paul Gieselman, Jenny Lichty, Roberta Hersom, Gwen Hanson, Ann Leonard, Kirk Phelps, and Cheryl Beaver. Also present were Dr. Jason Henderson, Andrea Nelson, Carol Heaverlo, Cindy Gannon, Jennifer Vit and Julie Baumler.

President-Elect Sara Kuboushek called the meeting to order. Jenny Lichty moved to approve the agenda. Mary Greiman seconded the motion. The motion carried.

Ann Leonard moved to approve the minutes from June 29, 2024. Roberta Hersom seconded the motion. The motion carried.

LeAnn Lawler shared the treasurer's report. There is a balance on hand of \$48,708.44. The following bills were presented:

Payee	Item/Service	Total Amt
Whitfield & Eddy Law	October	\$700
Conference Planning & Mgmt	Extension Council Day on Campus sponsorship	\$3,000
Julie Baumler	Copies (\$188.95) Office supplies (\$57.76)	\$246.71
MailChimp (EFT)	November (\$48.15)	\$48.15
Cyclone Awards & Engraving	Nametags	\$14.00
Jennifer Vit	Board meeting refreshments	50.86
LeAnn Lawler	Envelopes	2.14

Jenny Lichty moved to approve the treasurer's report and bills. Ann Leonard seconded the motion. The motion carried.

Paul Gieselman moved to combine Regions 11 & 29 for IECA board of directors representation. Jenny Lichty seconded the motion. The motion carried.

Jenny Lichty moved to approve the appointment of Cheryl Beaver, Page County, to Region 22 (term ending 2026) and Matt Rohrig, Adair County, to Region 21 (term ending 2026). Mary Greiman seconded the motion. The motion carried.

Carol Heaverlo, Assistant Vice President for Operations shared a summary of services provided to counties through the operations unit.

An ISU Extension and Outreach Update was shared by Dr. Jason Henderson, Vice President for Extension and Outreach ISU Extension and Outreach including the following items:

- The system is currently focusing on Extension's value right now. Extension provides both public value and private value.
- Extension's part of the ISU request to the Iowa Legislative (via the Board of Regents' request) is \$1 million. This is Iowa State's direct contribution to Iowans in all communities. It will be targeted on farm profitability and technology adoption and value-added food safety, productivity, and manufacturing. If the funding is received, it will allow ISU Extension and Outreach to answer the question of how we can turn Iowa's commodities into food products that add value here in Iowa to send around the world.
- The Board of Regents has indicated that ISU Extension and Outreach's operations, practices, and media will be reviewed to ensure that we are meeting the legal expectations set forth in Senate File 2435 passed last legislative session regarding diversity, equity, and inclusion.

The board reviewed the success of the Extension Council Day on Campus. There were 56 council members and 10 guests in attendance. The reviews were very good. Council members indicated it was an excellent use of their time. Tour guides were excited about being able to show off Iowa State University. The group discussed how staff members could also participate in this event in the future. There is value in sharing the experience with staff and council members in idea generation and application to their county program. This could also potentially be used as a tool for future leadership development. It is likely an Extension Council Day on Campus will be offered again in 2025 with the hope that early promotion can help council members plan time off of work, allowing increased participation.

A County Services update was shared by Andrea Welchans, Asst. Vice-President for County Services. She highlighted the statewide financial report for county finances.

The IECA legislative breakfast will be on Tuesday, February 11, 7:30 – 9:00 a.m. The plan is to identify a council member in each county to send an email invitation to each legislator. The focus will be on ISU Extension and Outreach impacts from the past year and how we impact everyday Iowans. All council members are invited to attend, but the goal is to have at least one per county. Building relationships is a key priority this year through some local legislative connections. IECA is encouraging council members and staff to create relationships with their local legislators so they can put a face with the name of Extension.

The board decided to hold a virtual extension council conference in spring 2025. The extension council conference committee for 2025 is Roberta Hersom, Christy Saylor, Ann Leonard, Tom Monroe, and Cindy Gannon.

Roberta Hersom moved to start a pilot project with C4 Operations to conduct background screening counties for a small group of 5-10 counties. Cheryl Beaver seconded the motion. The motion carried.

A Calm app survey will be sent to current staff members who are enrolled to determine satisfaction with the benefit. The board of directors will decide in January if they would like to continue offering this benefit option to counties. Current data from Calm indicates that 77% of enrolled staff members are using the benefit. This is slightly higher than the industry average

The board committees met and reported back.

The Finance, Policy, & Legislation Committee discussed the IECA Board's role in legislative activities for 2025. They would like to schedule a meeting with the legislative leadership and IECA leadership (including Dr. Henderson). It was recommended that IECA board members offer to meet with county

extension councils via Zoom in November and December to talk about making legislative connections this year.

The Communication & Networking Committee appointed Sara Kuboushek as their new chair. They met with Cindy Gannon from ISU Extension and Outreach Advancement to discuss how to best communicate with county extension council members.

A review of the IECA Action Plan yielded a desire to work on the following goals for the upcoming year:

- Suggested agendas for regional meetings
- Talking points for board members to use at regional meetings
- Connecting with councils to work on connecting with legislators

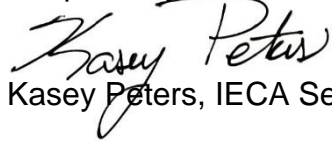
IECA Executive Director Jennifer Vit shared that new council member orientation will be held on Dec. 4 and Dec. 12 via Zoom.

Tom Monroe moved to approve board member travel expenses of \$2780.55. Roger Helmrichs seconded the motion. The motion carried.

The next meeting will be via Zoom in January.

The meeting was adjourned.

Respectfully submitted,



Kasey Peters, IECA Secretary