



University of Idaho  
Extension

# UI EXTENSION: PARTNERING TO BUILD A THRIVING, PROSPEROUS, HEALTHY IDAHO

**BARBARA D. PETTY**  
ASSOCIATE DEAN/DIRECTOR OF EXTENSION

**ANGIE FREEL**  
STATE 4-H DIRECTOR

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## OVERVIEW



Historical Path



University of Idaho  
Extension

UI Extension Today



Survey Results

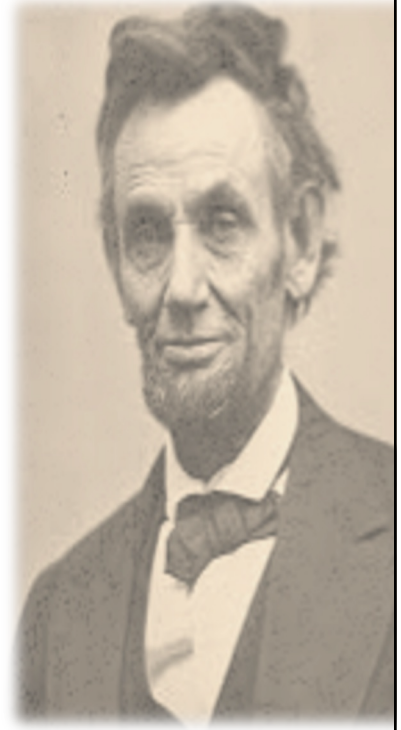


4-H Youth  
Development

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**“The land grant university system is being built on behalf of the people, who have invested in these public universities their hope, their support and their confidence.”**

**Abraham Lincoln, upon signing the Morrill Act, July 2, 1862.**



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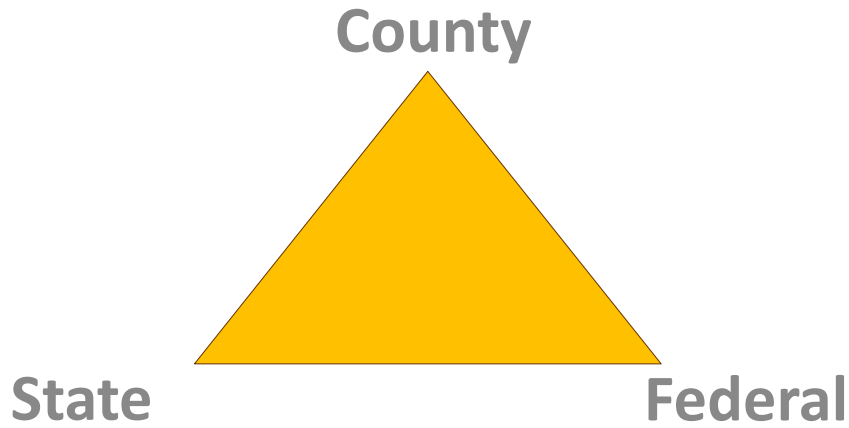
## WHY WAS EXTENSION CREATED?



- Hatch Act -1887 – IDAHO AGRICULTURE EXPERIMENT STATION
- Smith-Lever Act – 1914 - COOPERATIVE EXTENSION – UI EXTENSION
- Idaho’s Extension Agents – 1913
- College of Agricultural and Life Sciences

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## EXTENSION PARTNERSHIP



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## MISSION

University of Idaho Extension improves people's lives by engaging the university and our communities through research-based education. Our areas of expertise are **Agriculture, Community Development, Family and Consumer Sciences, Natural Resources and Youth Development.**

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# VISION

University of Idaho Extension:  
Leaders in building a thriving,  
prosperous, healthy Idaho.

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**University of Idaho**  
Extension

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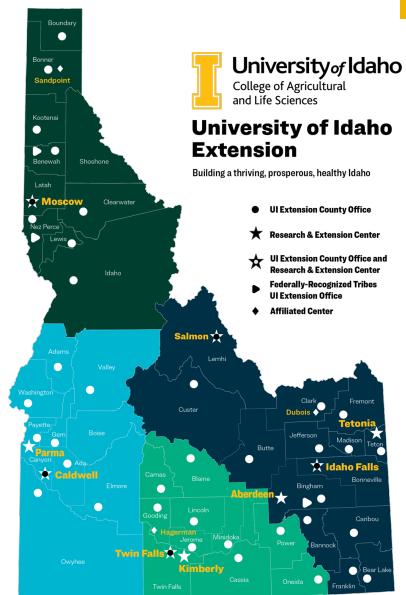


# Our Team

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# Statewide Presence

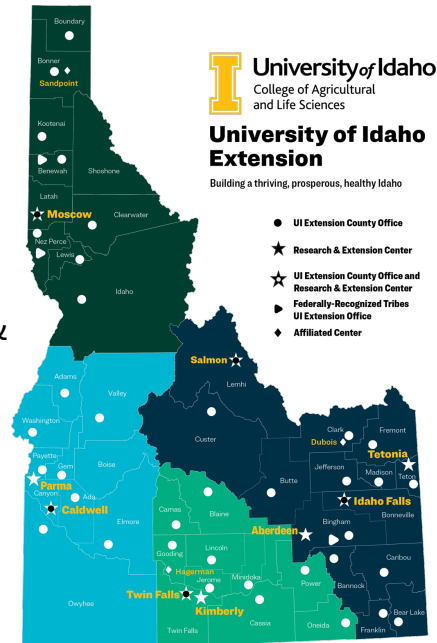
- 42 County Extension Offices
- 3 Indian Reservation Offices
- 9 Research and Extension Centers



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# Our Team

- 84 Extension Educators
- 49 Specialists (34 FTE)
- 7 Administrators
- 100 + Program Coordinators & Extension Associates



# ADMINISTRATIVE TEAM



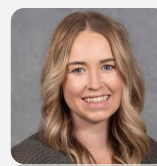
**Barbara Petty**  
Associate Dean/Director



**Nav Ghimire**  
Associate Director



**Angie Freely**  
State 4-H Director



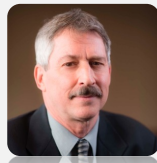
**Alex Larson**  
Management Assistant



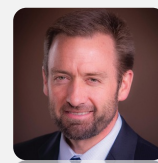
**Eastern:**  
Marnie Spencer



**Central:**  
MJ Fisher



**Southern:**  
Pat Momont



**Northern:**  
Rusty Goetz



## OUR REACH



**481,809**  
DIRECT CONTACTS

13

## OUR REACH

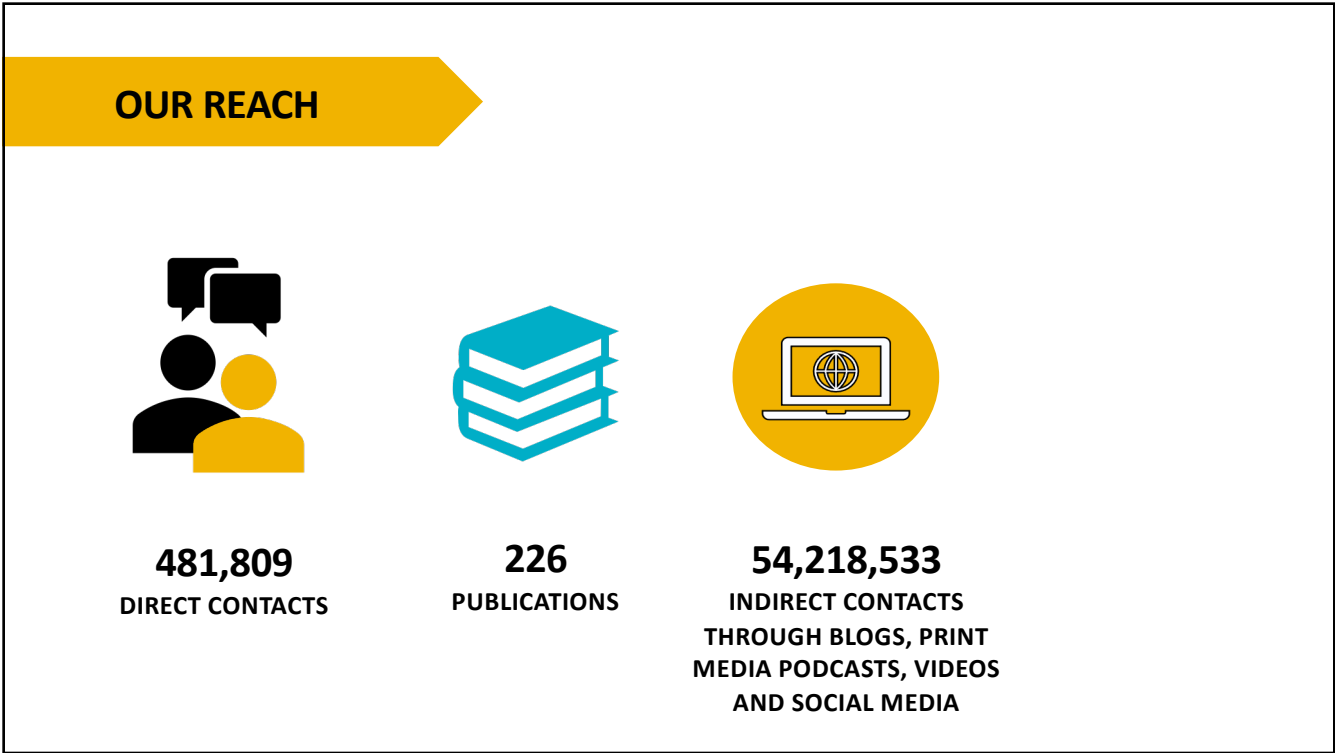


**481,809**  
DIRECT CONTACTS

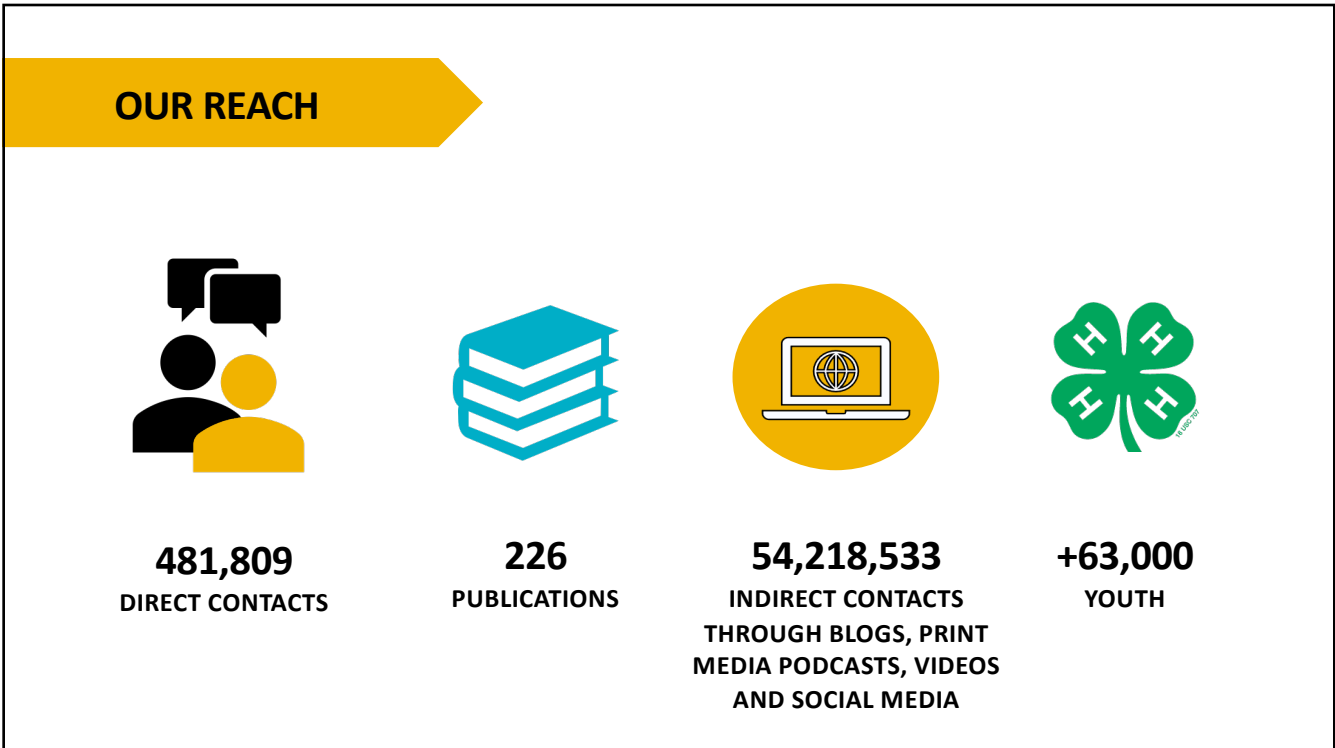


**226**  
PUBLICATIONS

14



15



16



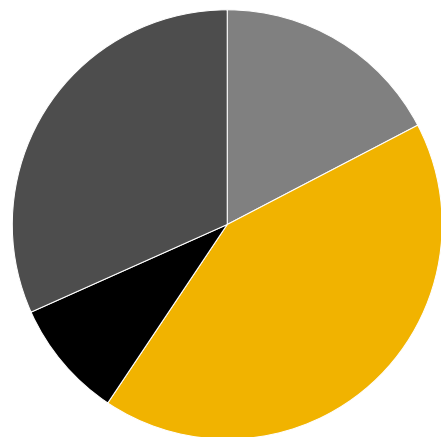
# Funding

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## Funding Fiscal Year 23

- **County**                    **\$ 6,006,106.**
- **State**                      **\$ 14,533,849.**
- **Federal**                  **\$ 3,091,570.**
- **Grants**                   **\$ 10,973,152.**



■ County   ■ State   ■ Federal   ■ Grant

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21,631 participants surveyed



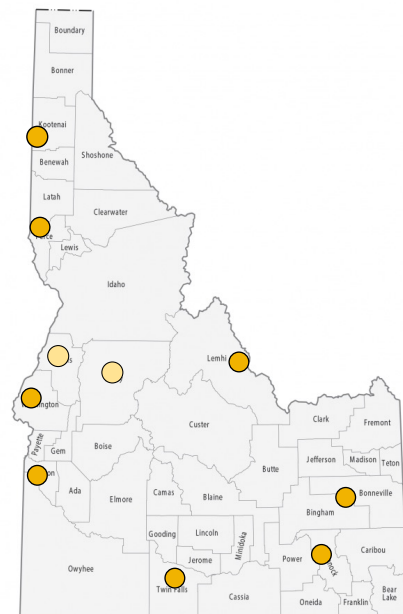
Number of times knowledge, skills, and behavior change indicated



Return on Investment  
\$ 21.32 Million

## NEEDS ASSESSMENT

- Listening Sessions
  - Idaho Falls, Pocatello, Twin Falls, Caldwell, Lewiston, Coeur d' Alene, Salmon, Weiser, and online for Adams and Valley counties.
- Surveys -
  - Commissioners (58)
  - Clientele (923)





# COMMISSIONER SURVEY RESULTS



What UI Extension could address in the next five years



Workforce



Soft skills



Affordable housing



Vocational and technical training programs



Child care

# COMMISSIONER SURVEY RESULTS



What UI Extension could address in the next five years.



Workforce



Agriculture and small acreage "hobby" farms

# COMMISSIONER SURVEY RESULTS



What UI Extension could address in the next five years



Workforce



Agriculture and small acreage "hobby" farms



Emerging Ag technologies

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# COMMISSIONER SURVEY RESULTS



What UI Extension could address in the next five years



Workforce



Agriculture and small acreage "hobby" farms



Emerging Ag technologies



Farm succession and input costs

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# COMMISSIONER SURVEY RESULTS



What UI Extension could address in the next five years



Workforce



Agriculture and small acreage "hobby" farms



Emerging Ag technologies



Farm succession and input costs



UI Extension resources

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# AGRICULTURE



- Raise awareness of the importance of agriculture in Idaho, as more people move here from out of state



Natural resource stewardship and conservation



Raising livestock and animals



Farm economic viability



Home gardening and small-acreage food production



Water conservation



Specialty crops



Soil management

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# NATURAL RESOURCES

Topics respondents commonly listed:



Economic viability



Forest management



Diseases and pests



The need to support **water conservation, water quality, adaptation to climate change, and improve soil quality and health**

were primary themes across listening sessions.



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# HEALTH AND WELLNESS

## LISTENING SESSIONS



The need to increase cooking, nutrition, and “healthy living” skills were common listening session themes.

## CLIENT SURVEY HIGHLIGHTS

Topics respondents commonly listed:



Exercise classes



Healthy eating

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# COMMUNITY DEVELOPMENT



## LISTENING SESSIONS

Needs commonly identified in listening sessions:



Self-sufficiency



Personal finance skills for youth and adults



Fostering Relationships



Communication and business development



Population Growth

# GENERAL FEEDBACK

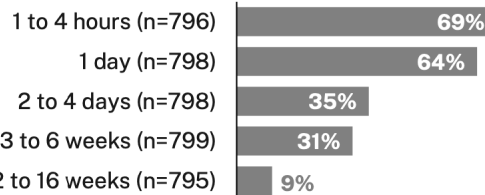


Offer programs at a variety of times to meet different needs.



Increase communications and advertising.

Percent of client survey respondents who said they are “very interested” in courses lasting select durations



Staffing



Hire more UI Extension staff where needed



Make UI Extension staff compensation more competitive



Address high turnover



Do not rely on volunteers



# University of Idaho Extension

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## ■ Idaho 4-H



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University of Idaho  
Extension



**IDAHO 4-H  
YOUTH DEVELOPMENT**

■ **DR. ANGIE FREEL  
DIRECTOR**

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■ Clientele Listening Sessions

- **12 Sessions throughout Idaho**

**QUESTIONS INCLUDED**

- Benefits of UI Extension?
- What matters to you?
- How can UI Extension help you reach goals that matter to you?
- What should UI Extension address in the next few years?
- Workforce, reaching vulnerable populations?
- Barriers & Solutions?
- Marketing?



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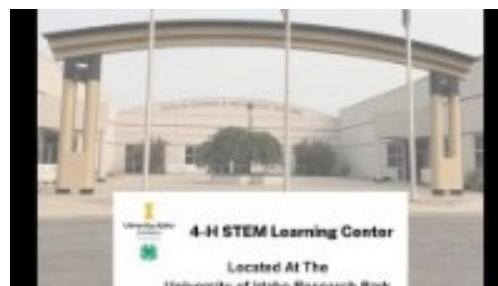
## Clientele Listening Sessions-4-H Themes



- How had UI Extension benefited you, your family, or community?

### Science, Technology, Engineering, & Math (STEM)

- Think, Make, Create Labs*
- Outside the Box*
- Animal Science*
- Ignite Your Spark*



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## Clientele Listening Sessions-4-H Themes



- “What matters in your life?”

### Youth Development

- Know Your Government (KYG)*
- State Officers*
- Leadership/Followership Programs*
- People Skills/Soft Skills training*



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## Clientele Listening Sessions-4-H Themes



- “How do or could UI Extension help you reach your goals or enhance what matters?”

### How UI Extension Helps Now

- *Socially*
- *Volunteer Opportunities*

### How UI Extension Could Help

- *Life Skills – Financial*
- *Youth Programming (“of all kinds”)*



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## Clientele Listening Sessions-4-H Themes



- “Workforce Skills in the Next Decade?”

- *STEM (technology, computers)*
- *Career/Technical Education – trades*
- *Soft/Character Skills*
- *Self Sufficiency*
- *Finance*
- *Health/Wellness*



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## Clientele Listening Sessions-4-H Themes



- “Help Vulnerable Youth & their communities?”
  - *Place-based programs – meet them where they are*
  - *Social/Emotional – in-person, social bonds*
  - *“Outside Tradition” – small animal, non-livestock projects, ADA friendly activities, bilingual*



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## Client Survey – 4-H Response



- Top 4 Priority Topics for youth programs\*
  1. *Leadership Skills*
  2. *Skills to Thrive (resume building/finances)*
  3. *Mental Health*
  4. *Provide Curricula (STEM, Civic Engagement, Health)*

\*543 Responses



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# University of Idaho Extension: Leaders in building a thriving, prosperous, healthy Idaho.

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