Outreach Resources for Districts and Field Office Staff

Iowa Department of Agriculture and Land Stewardship – Division of Soil Conservation and Water Quality

Will Myers – Field Services Bureau Chief and Perrin Taylor – SW Iowa Field Representative

National Association of State Conservation Agencies (NASCA) - Idea Sharing Session

October 28th 2025

IOWA DEPARTMENT OF AGRICULTURE & LAND STEWARDSHIP

IDALS and SWCD Partnership Structure

- *IDALS administers state funded cost share programs in collaborative partnership with NRCS and SWCDs*
- *Iowa has 100 SWCDs that are responsible for assisting with the administration and approval of many state funded conservation projects within each District*
- *SWCD Responsibilities*
  1. *Select which conservation practices are eligible from a IDALS-maintained list of practices*
  2. *Prioritize conservation practices based on local conservation priorities and resource concerns*
  3. *Set local policies associated with practice prioritization and funding allocation*
  4. *Review, rank and approve conservation program applications and completed practices*



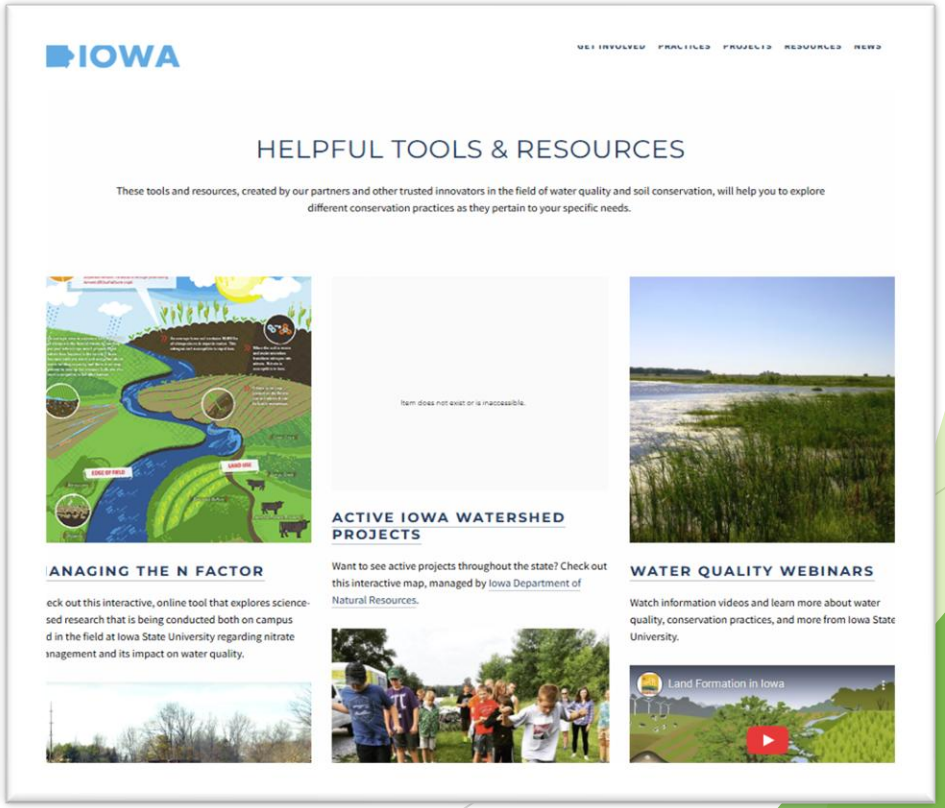
IDALS and SWCD Partnership Structure

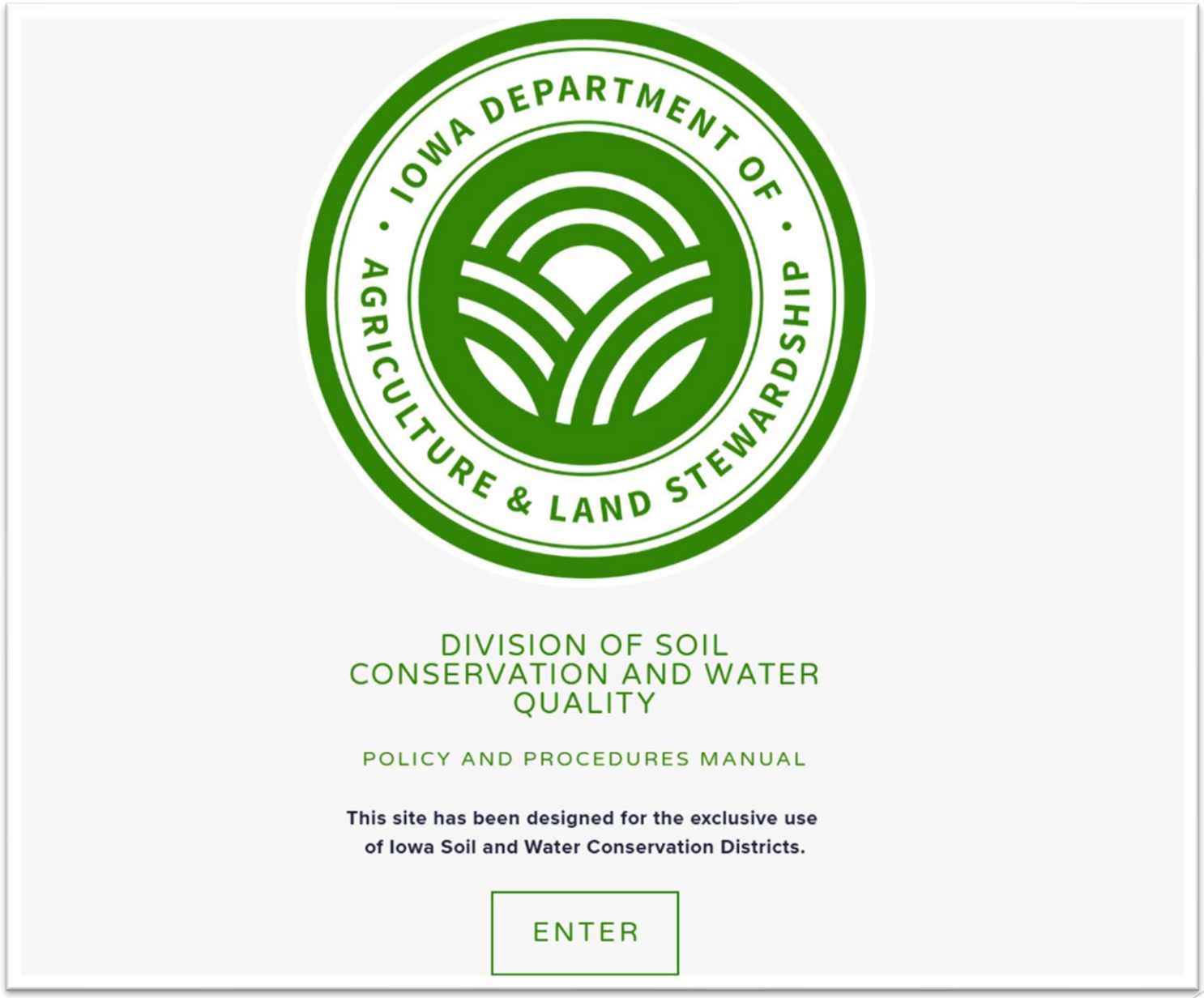
- Field Services Bureau consists of approximately 161 employees, 42 contractual 780-hour technical support staff, and 15-25 seasonal internships which are summarized as follows:
- 10 employees work from the central office to provide planning, technical, management and administrative support for field office staff and cost share program implementation.
- 151 employees are located across 100 field offices, which are staffed jointly by other employees within our conservation partnership between federal agencies and local SWCDs. The Field Services Bureau staff in these offices include:
  - 100 Conservation Assistants
  - 39 Soil Conservation Technicians
  - 12 Environmental Specialists
- 42 contract field office staff are hired annually by IDALS through the 780-hour program, which provide additional technical support for our conservation programs.
- The Bureau also supports 15-25 internship positions through a partnership with SWCDs. These positions are located in field offices and support program implementation.
- SWCDs employ approximately 45 staff which primarily serve in project coordinator, technician and educational/outreach roles. Most of these employees are funded full or in part, through direct agreements with IDALS.

Outreach Resources for Field Office Staff

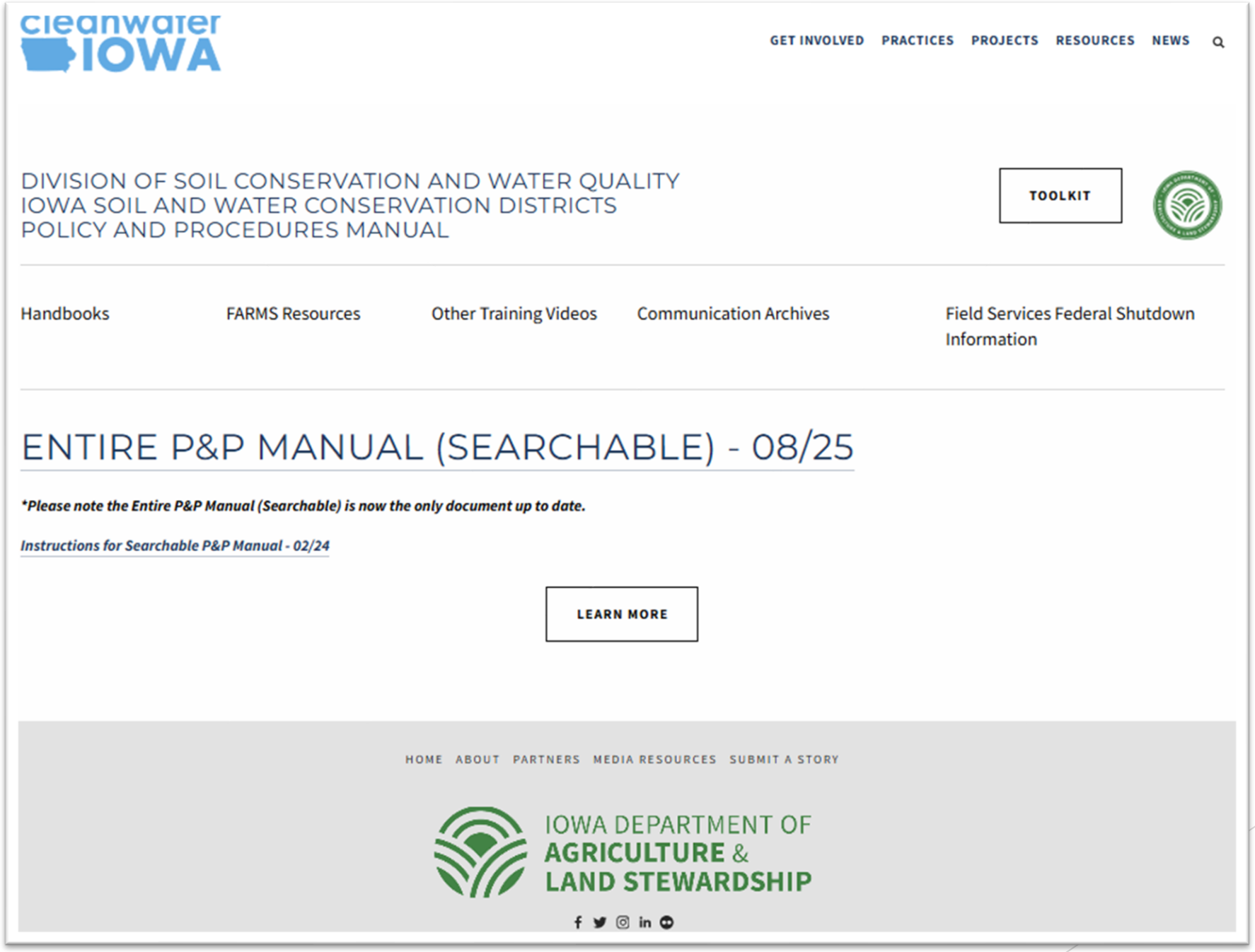
- IDALS Communications Team
  - Receives partial funding through water quality funds
  - Assists to help provide support and resources with local events and engaging partnerships
- Web based resources for both public and partner employees
  - Available to public: https://www.cleanwateriowa.org/
  - Available to employees: ***https://www.cleanwateriowa.org/policyandprocedures***







- *https://www.cleanwateriowa.org/policyandprocedures*
- ***Password: test2006***


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Field Services Federal Shutdown Information
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*Please note the Entire P&P Manual (Searchable) is now the only document up to date.
Instructions for Searchable P&P Manual - 02/24
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CONSERVATION COMMUNICATION TOOLKIT

PP MANUAL

You are welcome to use any of the images below on your social media pages to engage with your audiences. **To download the files**, click on the image you would like to download, then right click on the image in the new window and select "Save Image As."

GENERAL SOCIAL MEDIA GUIDELINES

VOICE

The overall message should remain professional, helpful, authoritative and engaging, allowing followers to understand the value of Iowa agriculture. The first-person tense should be used.

The Department's handle is @iadeptag.

POST SUGGESTIONS

Keep the post at two to three sentences
Include the hashtag #IowaAg & tag involved individuals

EMPLOYEE DISCLAIMER

Each employee is responsible for their personal social channels. We suggest you include a statement such as: "Posts are my own thoughts, not endorsements in any way."

POST GUIDELINES

Each post should give a positive message, either promoting a program that the Department supports or covering a recent event.

CONSERVATION GRAPHICS













FLYERS AND BROCHURES

CONSERVATION PRACTICES



2 page flyer on bioreactors



2 page flyer on saturated buffers



2 page flyer on water quality wetlands



2 page flyer on cover crops



2 page flyer on multi purpose oxbows

PROGRAMS







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