



UNIVERSITY OF IDAHO EXTENSION

Needs Assessment

2023



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2023

PREPARED FOR

University of Idaho Extension
875 Perimeter Drive
<https://www.uidaho.edu/extension>

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University of Idaho
Extension



Arrowleaf
Consulting

Introduction

This report summarizes the results of a needs assessment conducted from October 2022 to March 2023. A primary objective of the assessment is to support University of Idaho (UI) Extension’s planning process. The needs assessment is based on county- and state-level secondary data and primary data collected through client listening sessions as well as surveys of county commissioners and clientele throughout the state.

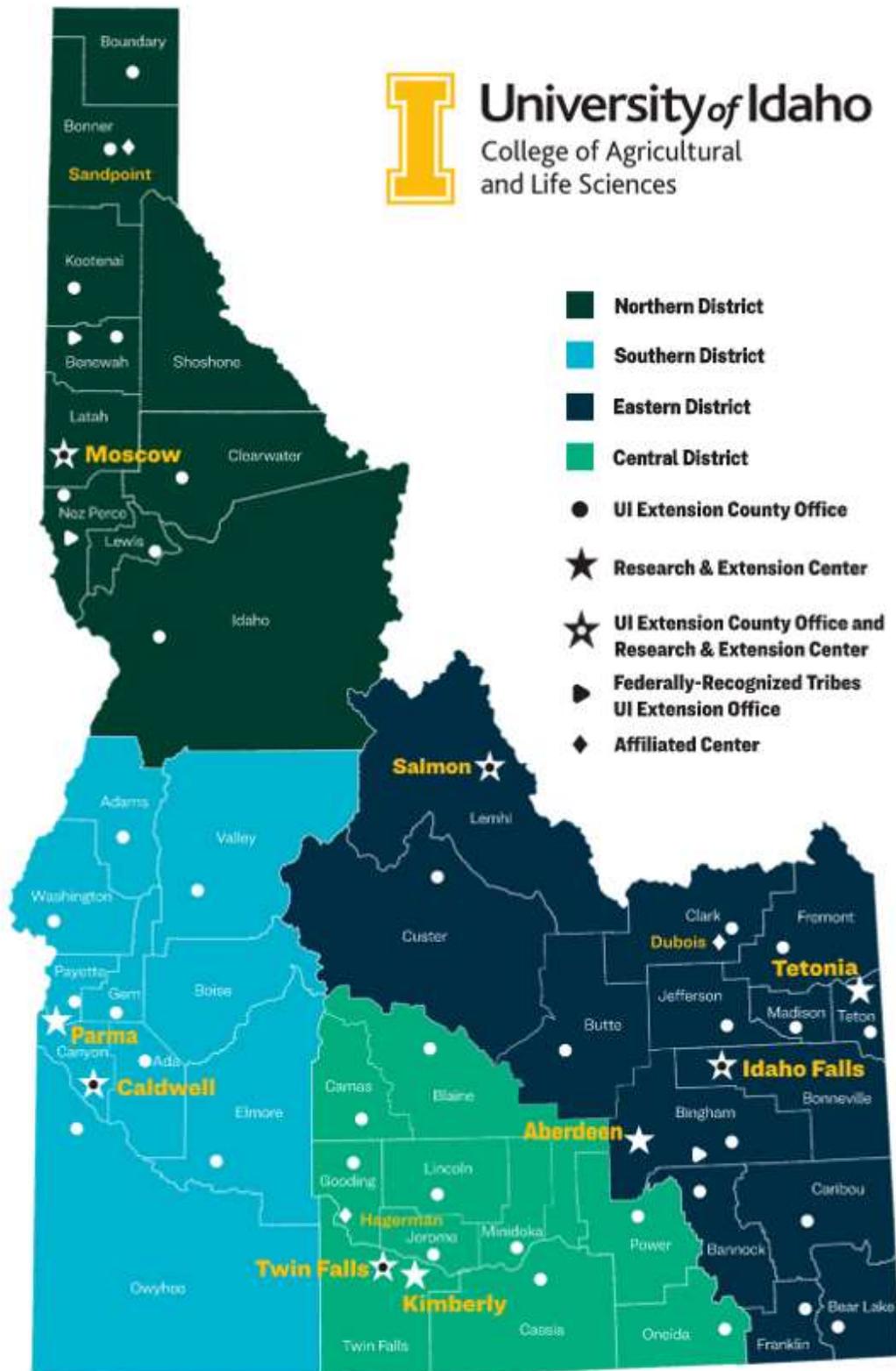
The following report begins with an Executive Summary of primary findings by UI Extension district and program area. It then provides the assessment results in detail organized by data type.

Data for this report are presented by UI Extension district, where possible. Table 1 and Figure 1 show the geographic boundaries and counties in the four UI Extension districts.

TABLE 1 | UI Extension districts and the counties they serve

| | Eastern District | Southern District | Central District | Northern District |
|----------|------------------|-------------------|------------------|-------------------|
| Counties | Bannock | Ada | Blaine | Benewah |
| | Bear Lake | Adams | Camas | Bonner |
| | Bingham | Boise | Cassia | Boundary |
| | Bonneville | Canyon | Gooding | Clearwater |
| | Butte | Elmore | Jerome | Idaho |
| | Caribou | Gem | Lincoln | Kootenai |
| | Clark | Owyhee | Minidoka | Latah |
| | Custer | Payette | Oneida | Lewis |
| | Franklin | Valley | Power | Nez Perce |
| | Fremont | Washington | Twin Falls | Shoshone |
| | Jefferson | | | |
| | Lemhi | | | |
| | Madison | | | |
| | Teton | | | |

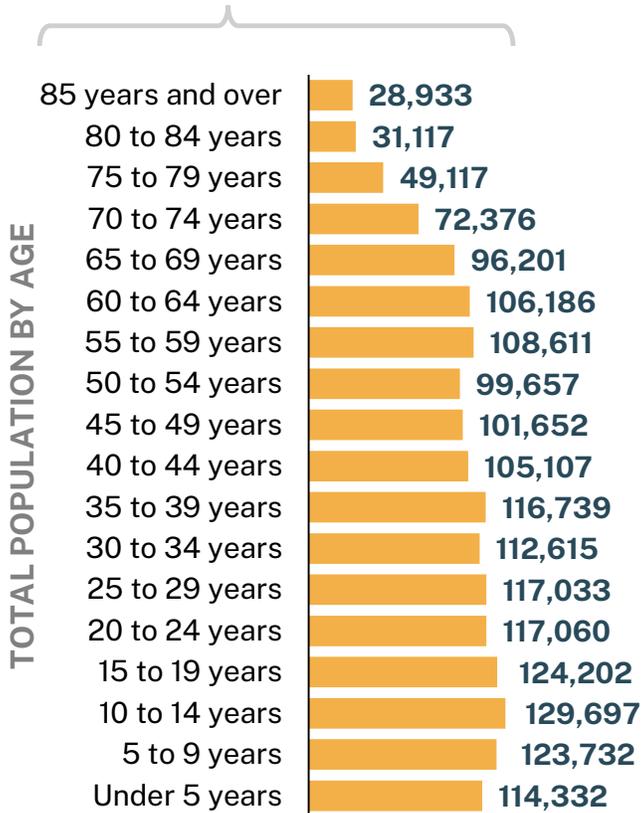
FIGURE 1 | University of Idaho Extension districts and offices



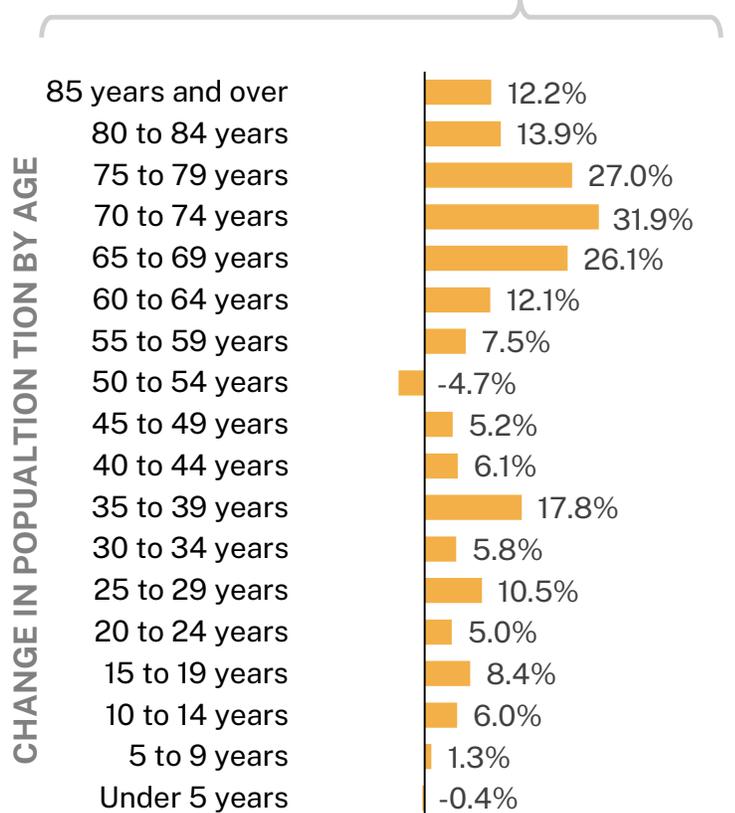
Executive Summary

Idaho State

Idaho is home to over
1,800,000 residents.



From 2016 to 2021,
the population increased **11%**.



11.4%
of the population
lives below poverty



27 / 44
counties are
considered "rural"



Median income
\$64,377



12.8%
of the population is
Hispanic or Latino

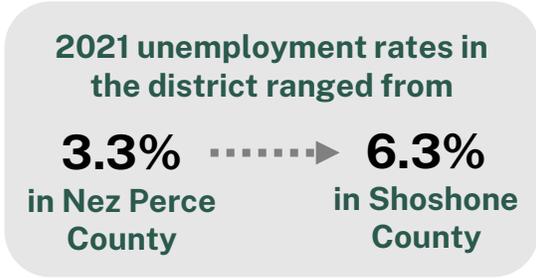
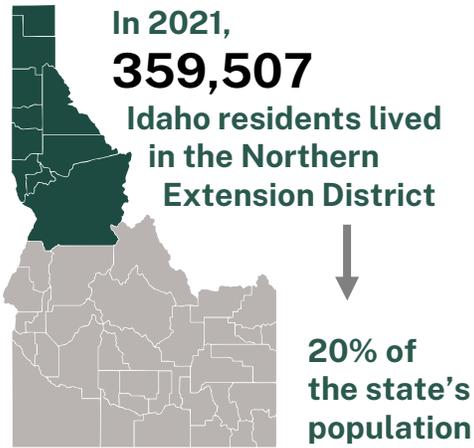


31 / 44
counties have
unemployment
rates below 5%



99.2%
of businesses in Idaho
have < 20 employees

Northern Extension District

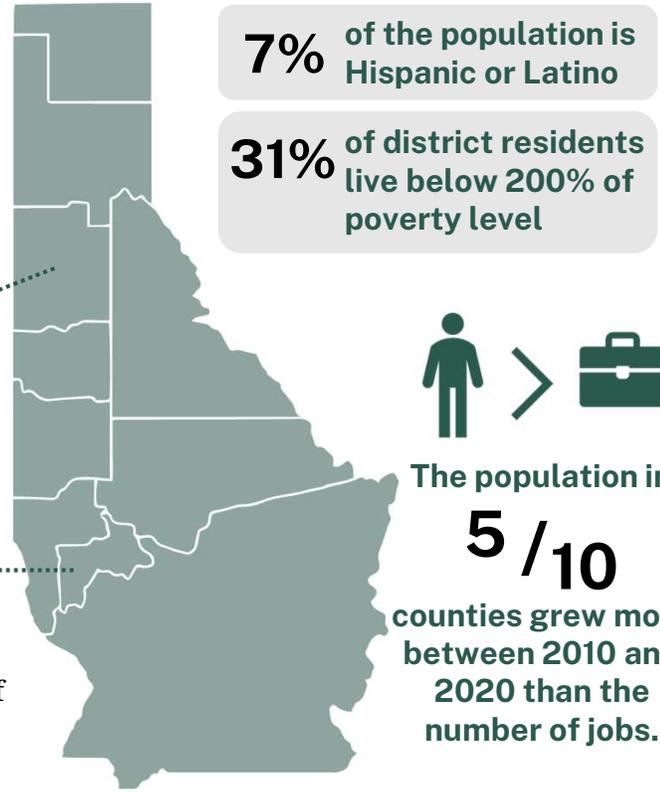


From 2016 to 2021,
the population of the
district increased

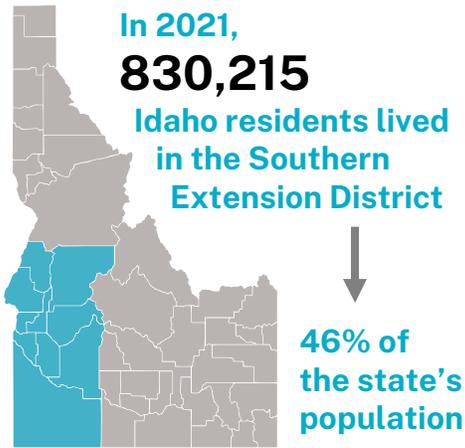


+20,601
Kootenai County
had the third
highest population
increase in Idaho.

-213
Lewis County had the
largest decrease in the
number of residents of
any county in Idaho.



Southern Extension District

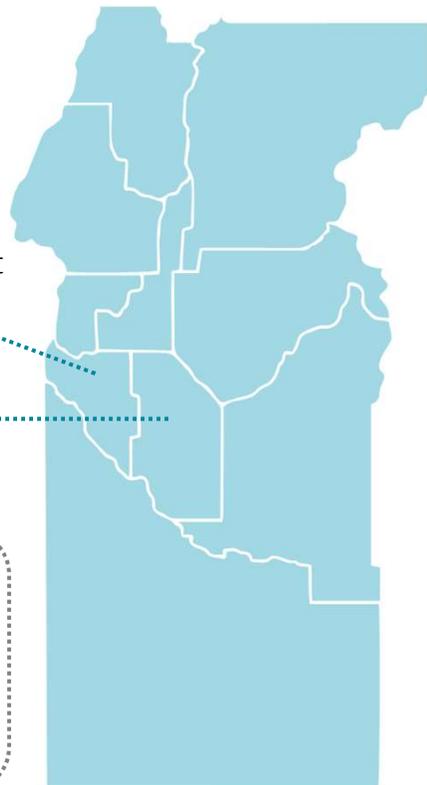
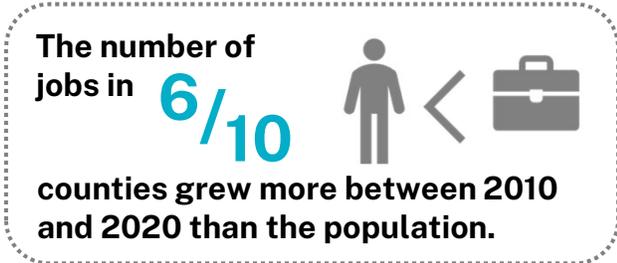


From 2016 to 2021,
the population of
the district increased

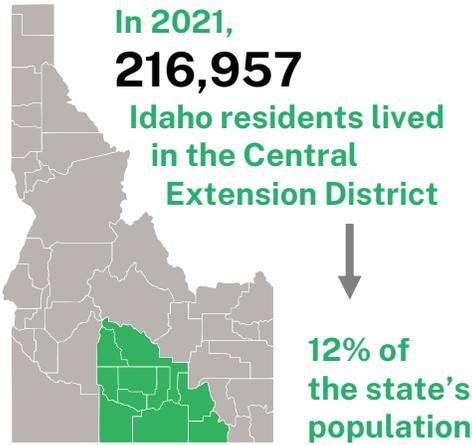


+24,585
Canyon County had the second highest
population increase in Idaho.

+59,448
Ada County had the highest
population increase in Idaho.



Central Extension District

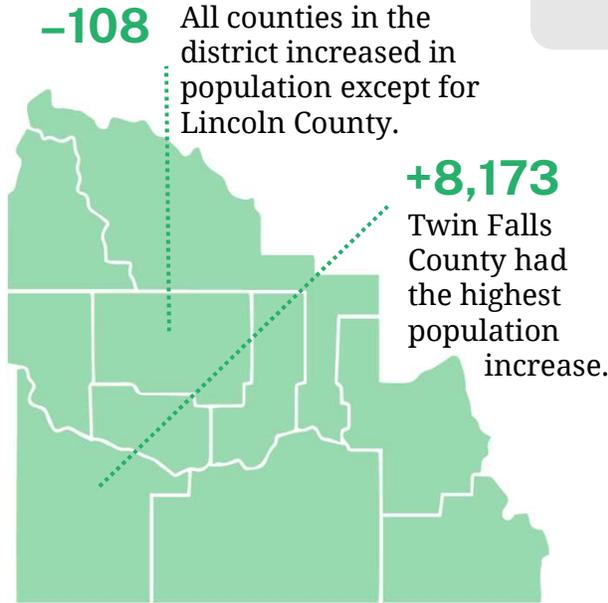


From 2016 to 2021,
the population of
the district increased



25% of the population is
Hispanic or Latino

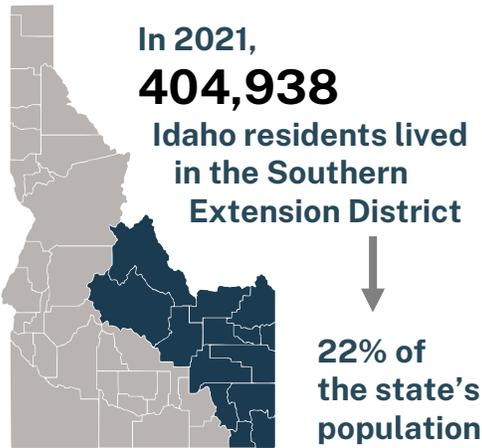
36% of district residents
live below 200% of
poverty level



The number of jobs in
8 / 10
counties grew more
between 2010 and
2020 than the total
population.

2021 unemployment rates in
the district ranged from
0.3% in Oneida
County → **6.7%**
in Lincoln
County

Eastern Extension District



From 2016 to 2021, the
population of the district
increased



+12,865
Madison County
had the highest
population
increase.

+12,782
Bonneville County
had the second
highest population
increase.

12% of the population is
Hispanic or Latino

35% of district residents
live below 200% of
poverty level

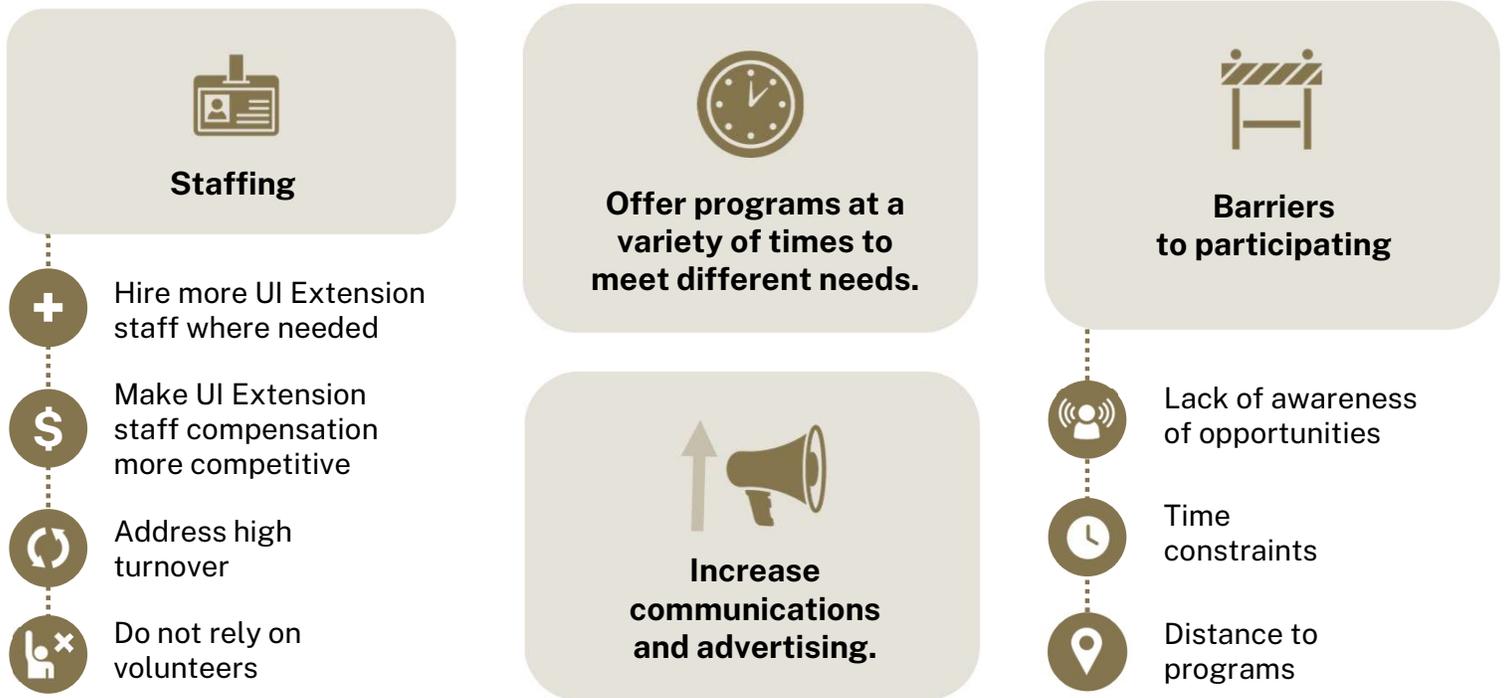
The number of
jobs in **10 / 14**
counties grew more between 2010
and 2020 than the population.



2021 unemployment rates
in the district ranged from
0.8% in Franklin
County → **6.5%**
in Madison
County

General UI Extension Programming

LISTENING SESSION FEEDBACK



COUNTY COMMISSIONER SURVEY

County commissioner survey results revealed tension between the perspective that

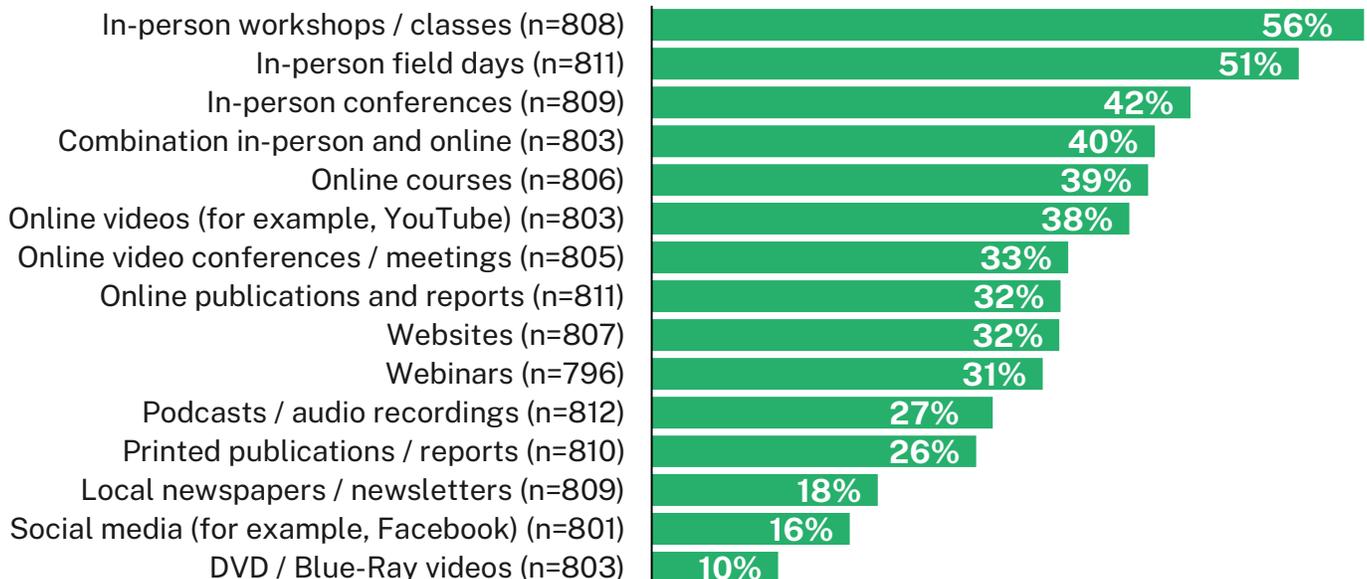
UI Extension offices and programs need to be better resourced on one hand



concern about impact of increasing such resources on taxpayers on the other.

CLIENT SURVEY

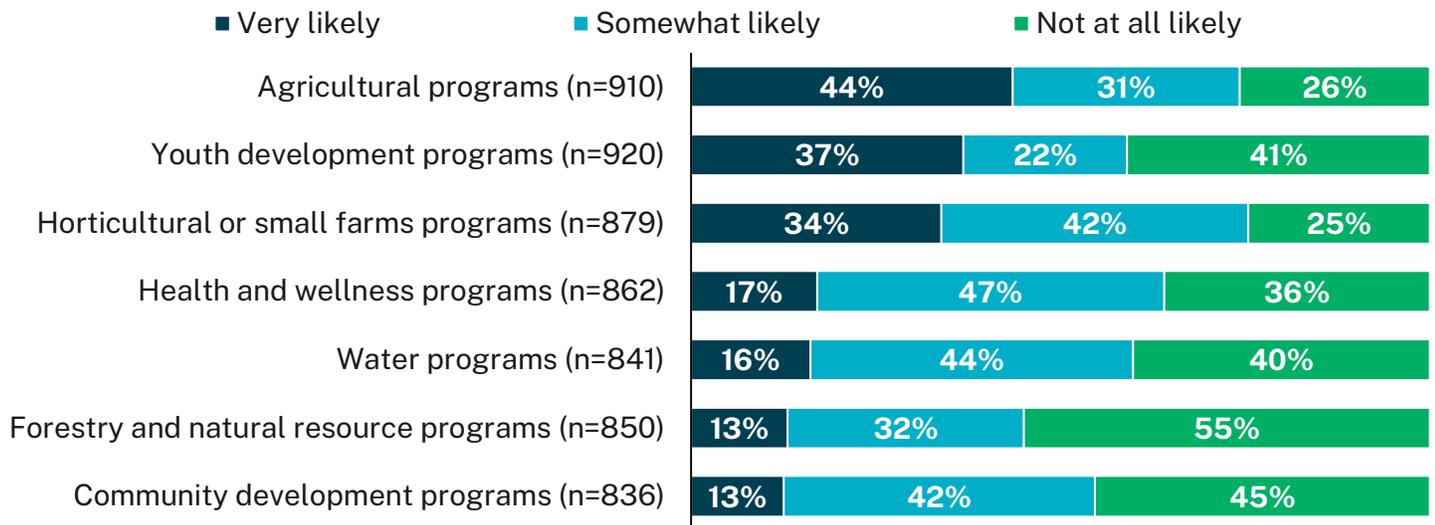
Percent of client survey respondents who said they are “very interested” in learning through select formats. While clients expressed the most interest in in-person formats, there is interest in many forms of delivery.



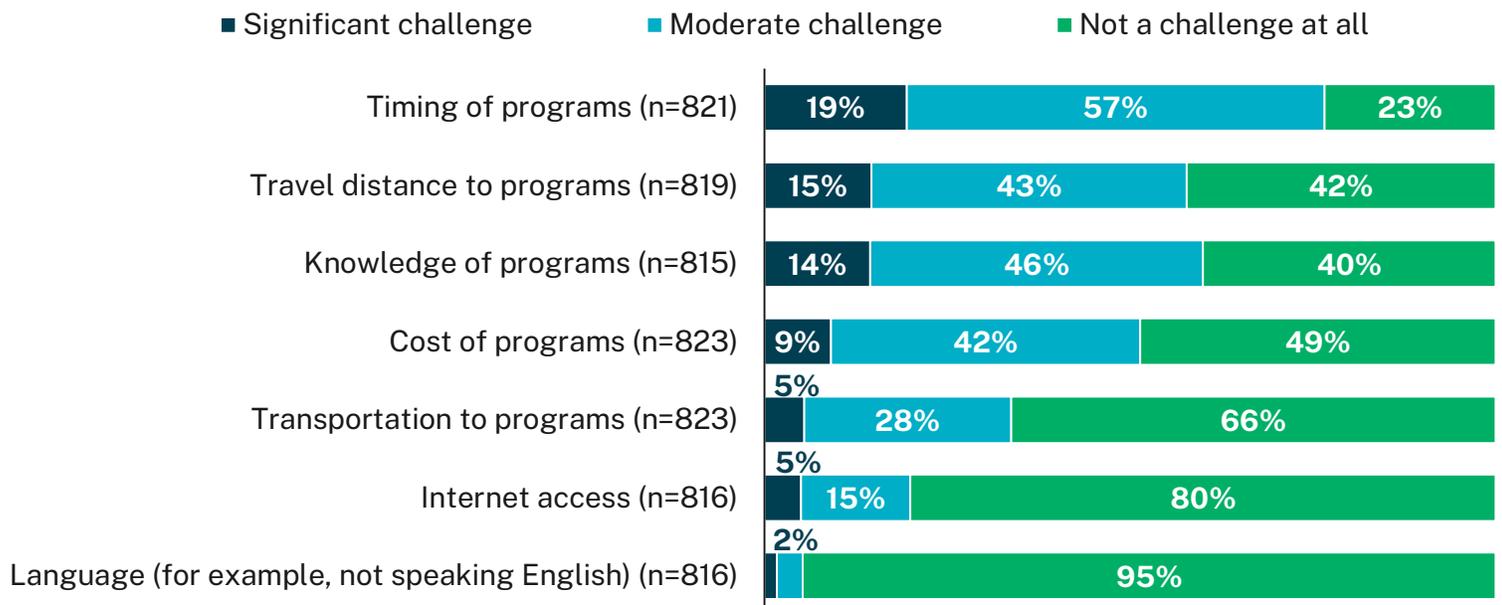
General UI Extension Programming Feedback (Continued)

CLIENT SURVEY (CONTINUED)

Level of likelihood of participating in UI Extension programs, percent of client survey respondents



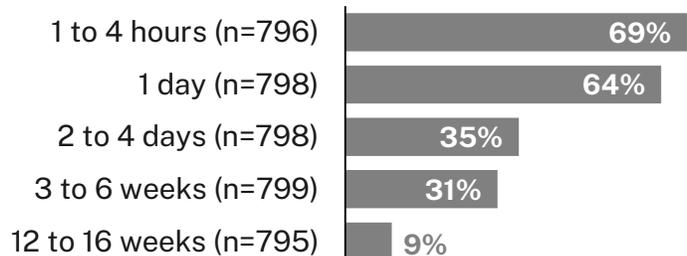
Extent to which select factors challenge client survey respondents' ability to participate in UI Extension programs, percent of respondents



Of client survey respondents with children aged 12 or younger, needing child care is a significant challenge for 11% and a moderate challenge for another 28% (n=279).



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



Youth Development

LISTENING SESSIONS

Youth development needs commonly identified in listening sessions:



Life skills, soft skills, and character development



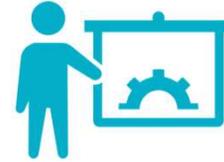
Personal finance skills



In-person opportunities to support social-emotional wellbeing



STEM skills



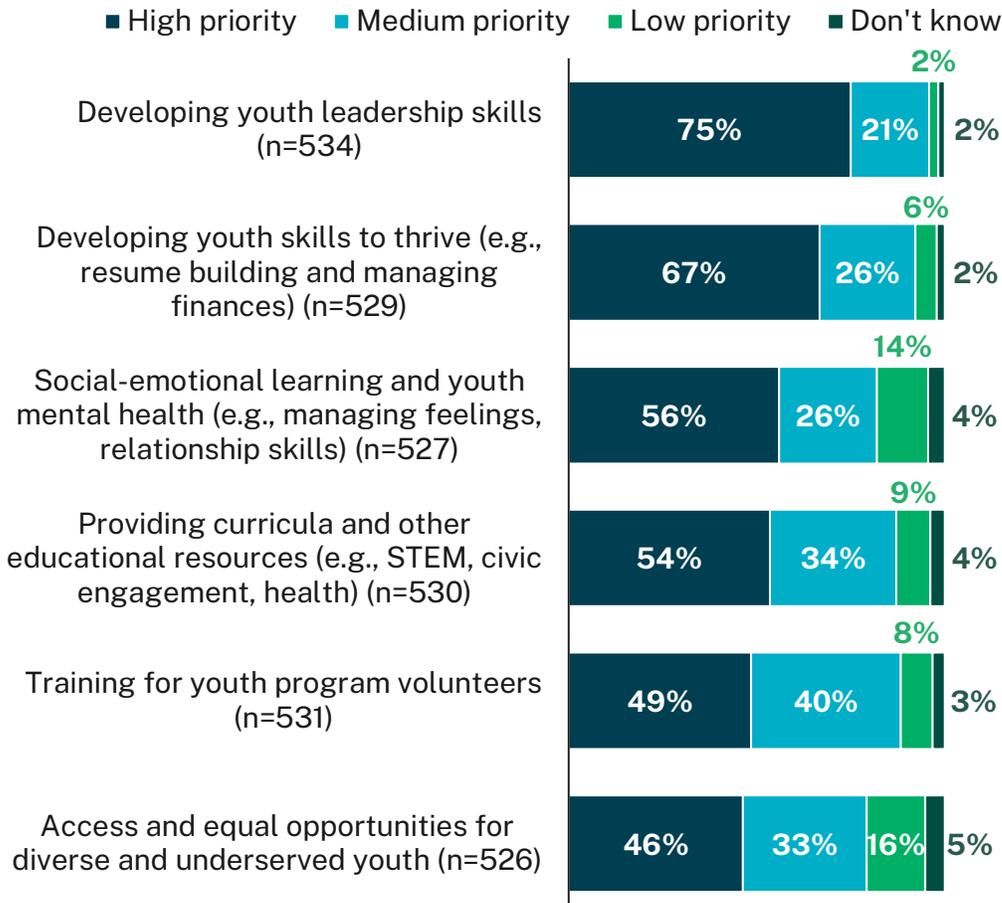
Vocational and technical training



Small animal and non-animal 4-H options in addition to large-animal programs

CLIENT SURVEY

How much of a priority client survey respondents believe select youth development topics should be for new UI Extension programs and resources, percent of respondents



Topics respondents commonly listed:



Soft skills



Life skills



4-H and FFA



Career development



Health

Youth Development

SECONDARY DATA



In the 2021-2022 school year
13,427 students
were enrolled in 4-H in Idaho

3,389

in the
Northern
Extension
District

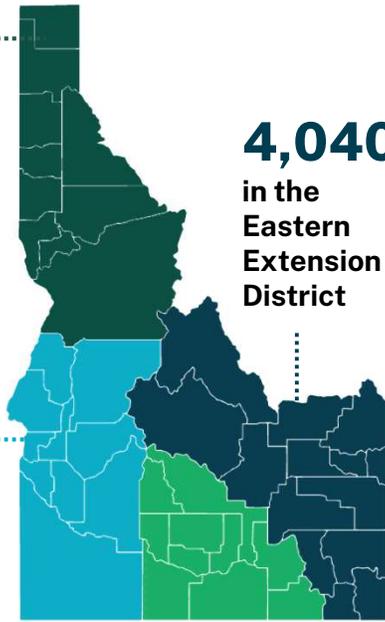
4,040

in the
Eastern
Extension
District

3,026

in the
Southern
Extension
District

2,969 in the Central
Extension District



In 2021, **2,096 teens**
ages 16-19 were not enrolled
in school or in the workforce

316

in the
Northern
Extension
District

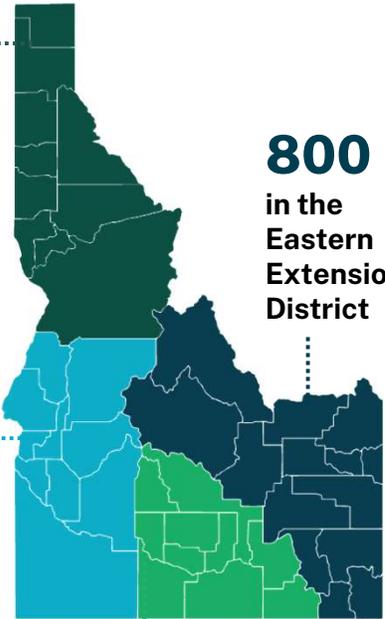
800

in the
Eastern
Extension
District

652

in the
Southern
Extension
District

328 in the Central
Extension District



Community Development

COUNTY COMMISSIONER SURVEY

Workforce-related needs identified
by county commissioners:



Soft skills



Affordable
housing



Vocational and
technical training
programs



Child care

LISTENING SESSIONS

Needs commonly identified in
listening sessions:



Self-
sufficiency

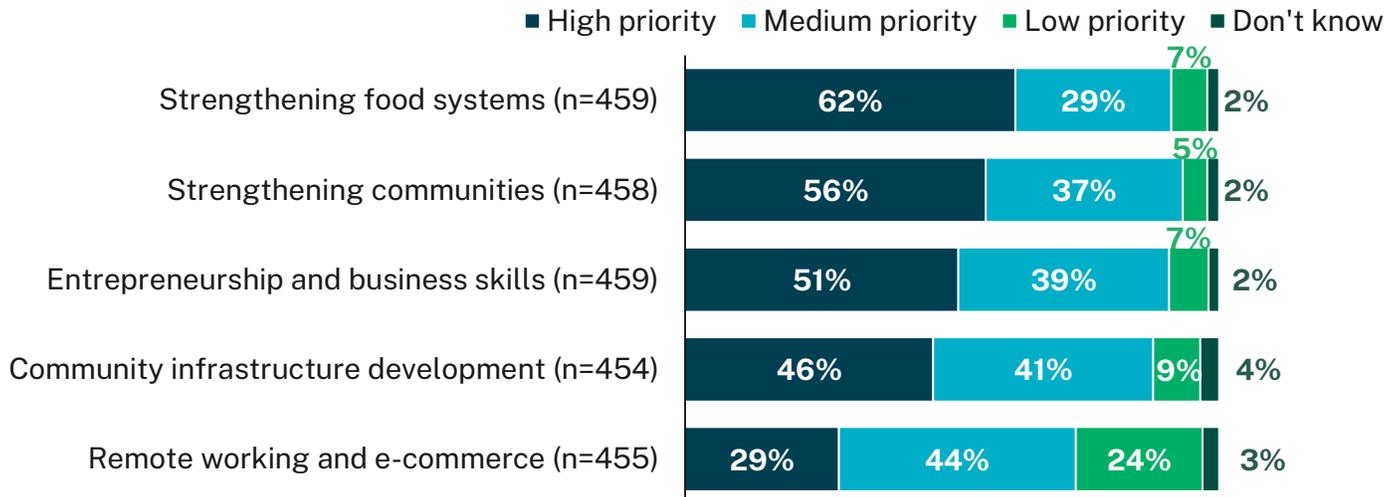


Personal finance
skills for youth
and adults

Community Development

CLIENT SURVEY

How much of a priority client survey respondents believe select community development topics should be for new UI Extension programs and resources, percent of respondents



Topics respondents commonly listed:



Fostering relationships



Communication and business development



Population growth

SECONDARY DATA

7% of Northern Extension District adults had not graduated from high school in 2021

8% of Southern Extension District adults had not graduated from high school in 2021



From 2019 to 2020, the State of Idaho had the **largest percent growth** in median housing prices in the entire nation.

8% of Eastern Extension District adults had not graduated from high school in 2021

Housing prices rose **9.6%** in the one year alone.

17% of Central Extension District adults had not graduated from high school in 2021

This is **over double the percent** of the other Extension districts.

Food Production Systems

COUNTY COMMISSIONER SURVEY

Needs identified by county commissioners:



Farm succession planning support



Outreach on emerging agricultural technologies



Small-acreage farm programming

LISTENING SESSIONS

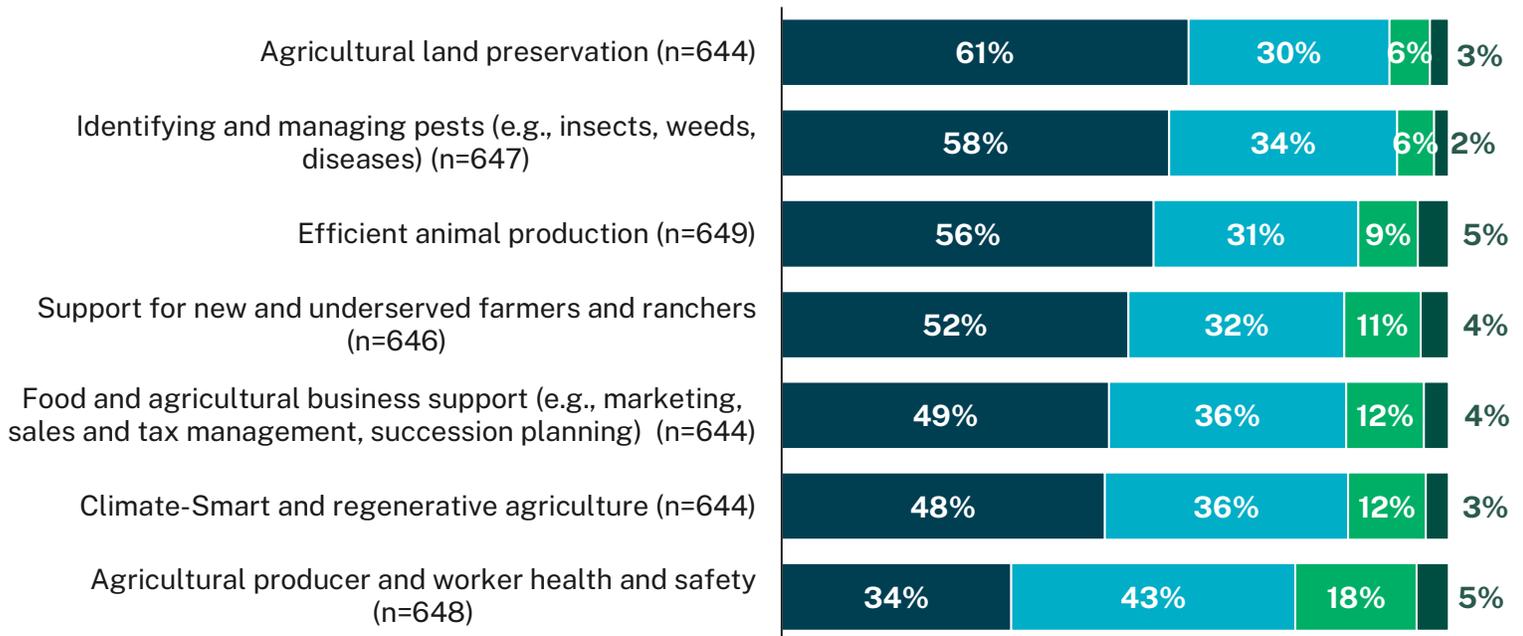
Listening session participants saw a need to raise awareness of the importance of agriculture in Idaho, especially as more people move here from out of state.



CLIENT SURVEY HIGHLIGHTS

How much of a priority client survey respondents believe select agricultural topics should be for new UI Extension programs and resources, percent of respondents

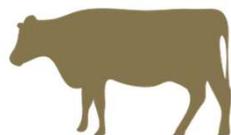
■ High priority ■ Medium priority ■ Low priority ■ Don't know



Topics respondents commonly listed:



Natural resource stewardship and conservation



Raising livestock and animals



Farm economic viability



Home gardening and small-acreage food production

Food Production Systems

SECONDARY DATA

In 2017, Idaho had

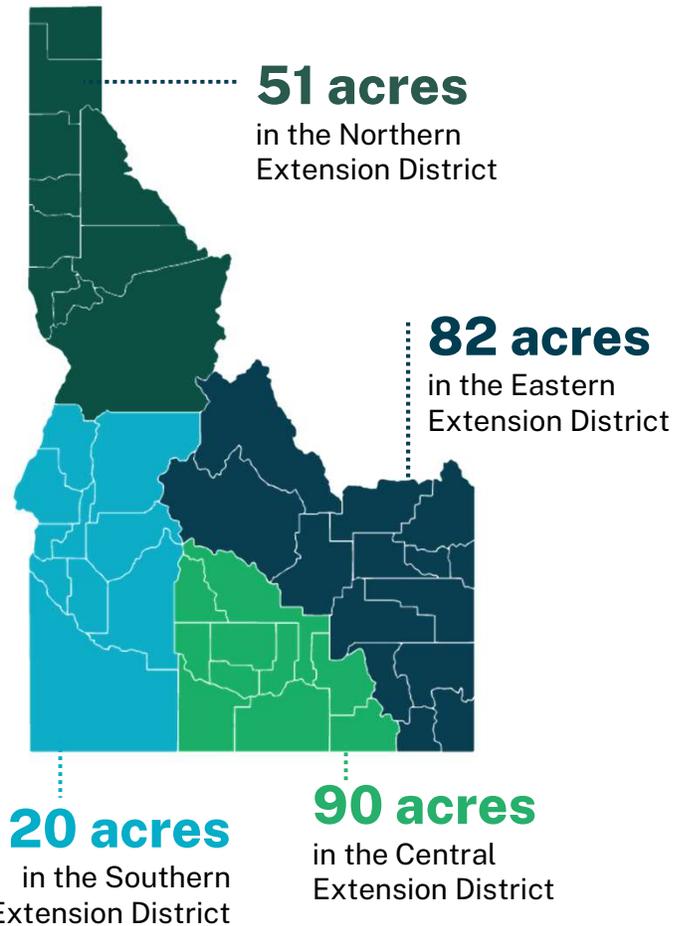


24,996
farm operations with



>11 million acres
of land.

Median farm size in Idaho: **34 acres**



In 2017, the state's agricultural sector employed about **50,000 workers**

Counties with median farm size at or less than 15 acres:

ADA COUNTY
1,304 farms
with a median size of
9 acres.

CANYON COUNTY
2,289 farms
with a median size of
10 acres.

BONNEVILLE COUNTY
1,109 farms
with a median size of
13 acres.

BOISE COUNTY
90 farms
with a median size of
15 acres.

Health & 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

SECONDARY DATA

In 14 counties, each doctor is responsible for the care of over 3,000 residents.

In 6 counties, there is only **ONE** physician.



Clark and Camas counties have **ZERO** physicians.

In 2020,
1,818
 babies were born pre-term
1,481
 babies born had low birth weight, and
817
 babies were born to mothers who had not received prenatal care or had received it only in the 3rd trimester of pregnancy.

Health indicators include

Health outcomes
 (length of life, overall health)

Health factors
 (health behaviors, clinical care, social factors, economic factors, physical environmental factors)

The counties with the **highest** health outcomes are

1. Valley County
2. Ada County
3. Blaine County
4. Latah County
5. Teton County

The counties with the **lowest** health outcomes are

1. Benewah County
2. Shoshone County
3. Lincoln County
4. Owyhee County
5. Lemhi County

The counties with the **highest** health factors are

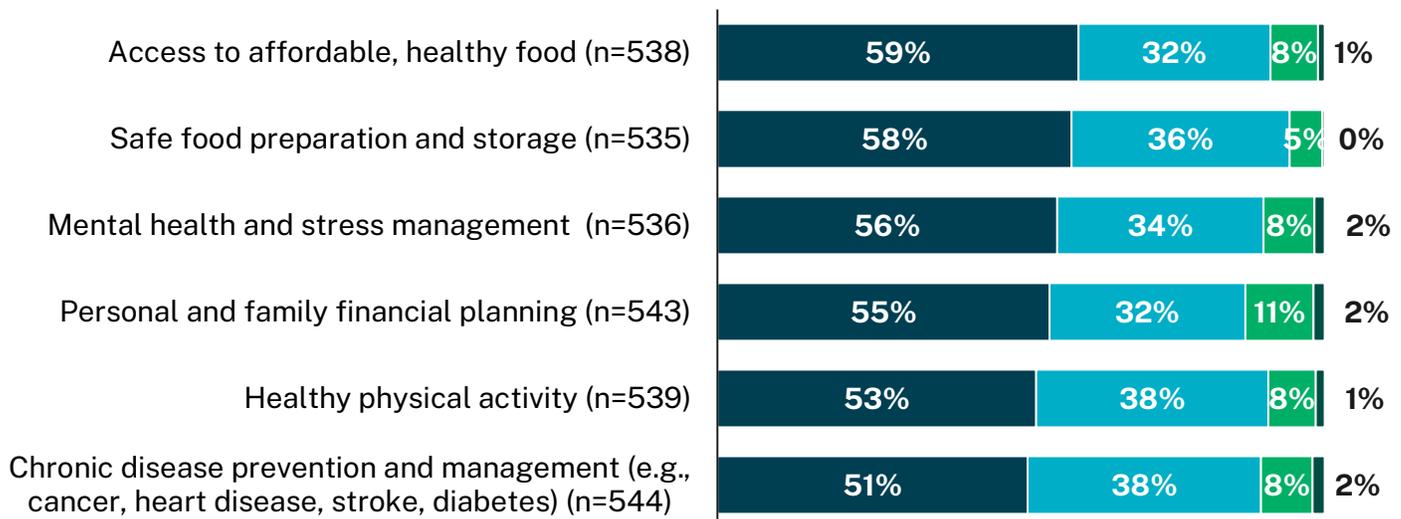
1. Ada County
2. Latah County
3. Madison County
4. Jefferson County
5. Teton County

The counties with the **lowest** health factors are

1. Shoshone County
2. Owyhee County
3. Lincoln County
4. Benewah County
5. Clearwater County

How much of a priority client survey respondents believe select health and wellness topics should be for new UI Extension programs and resources, percent of respondents

■ High priority ■ Medium priority ■ Low priority ■ Don't know



LISTENING SESSIONS

Listening session themes included



Role of gardening to increase self-sufficiency



Need for small-acreage farm production programming

COUNTY COMMISSIONER SURVEY

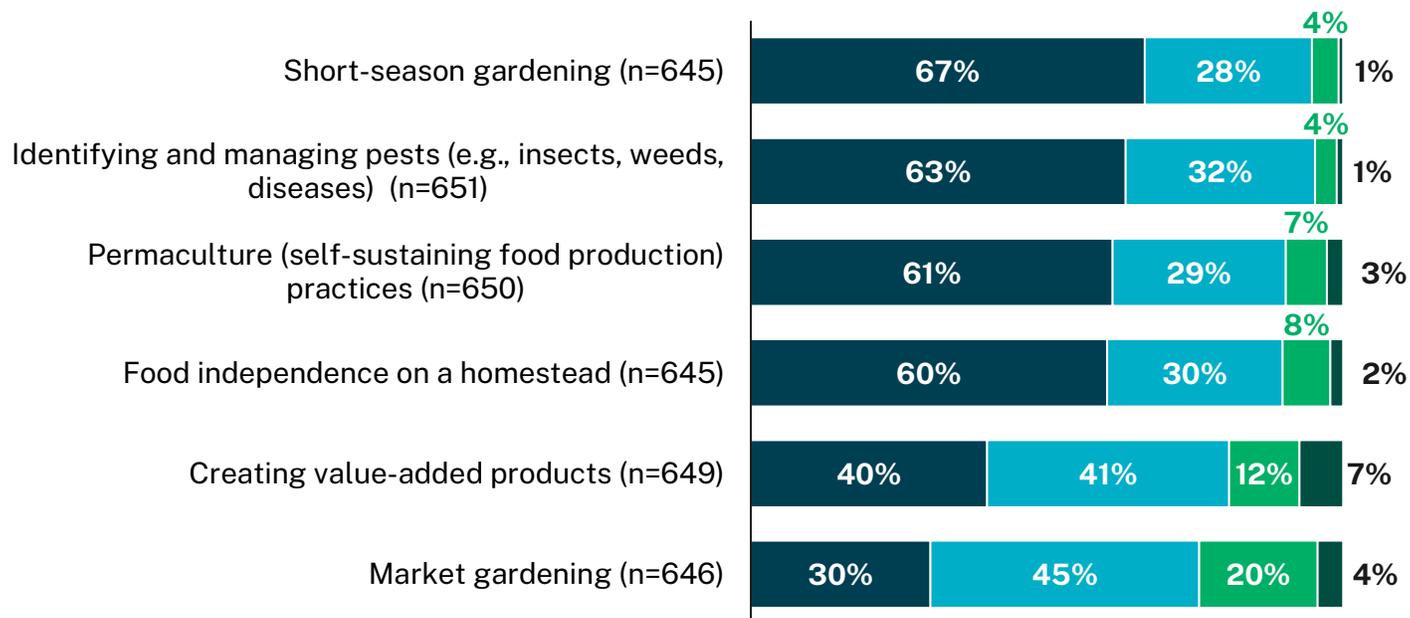


County commissioner survey participants saw the need for small-acreage and “hobby” farm programming.

CLIENT SURVEY HIGHLIGHTS

How much of a priority client survey respondents believe select horticultural and small farms topics should be for new UI Extension programs and resources, percent of respondents

■ High priority ■ Medium priority ■ Low priority ■ Don't know



Topics respondents commonly listed:



Water conservation



Specialty crops



Livestock and animals



Soil management

Forestry & Natural Resources

LISTENING SESSION HIGHLIGHTS

Asked in the listening sessions
“What matters in your life?”
 Participants frequently answered
“nature,” “the environment,”
 and **“the outdoors.”**



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

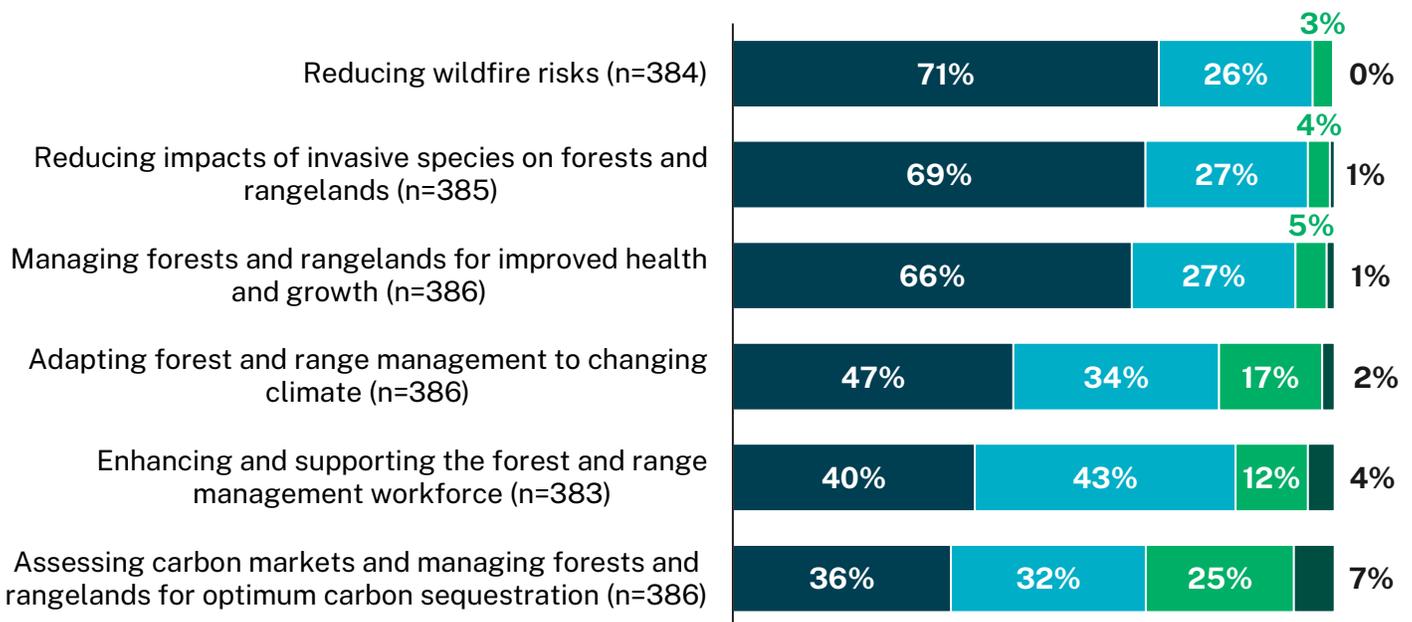
were primary themes across listening sessions.



CLIENT SURVEY

How much of a priority client survey respondents believe select forestry and natural resource topics should be for new UI Extension programs and resources, percent of respondents

■ High priority ■ Medium priority ■ Low priority ■ Don't know



Topics respondents commonly listed:



Economic viability



Forest management



Diseases and pests

SECONDARY DATA

In 2021, forestry contributed
\$2 billion
 to the state's gross product.



The forestry and natural resources industry employees
>31,000 people
 throughout
>200 businesses
 related to manufacturing and wholesaling.

CLIENT SURVEY

Topics respondents commonly listed:



Water conservation

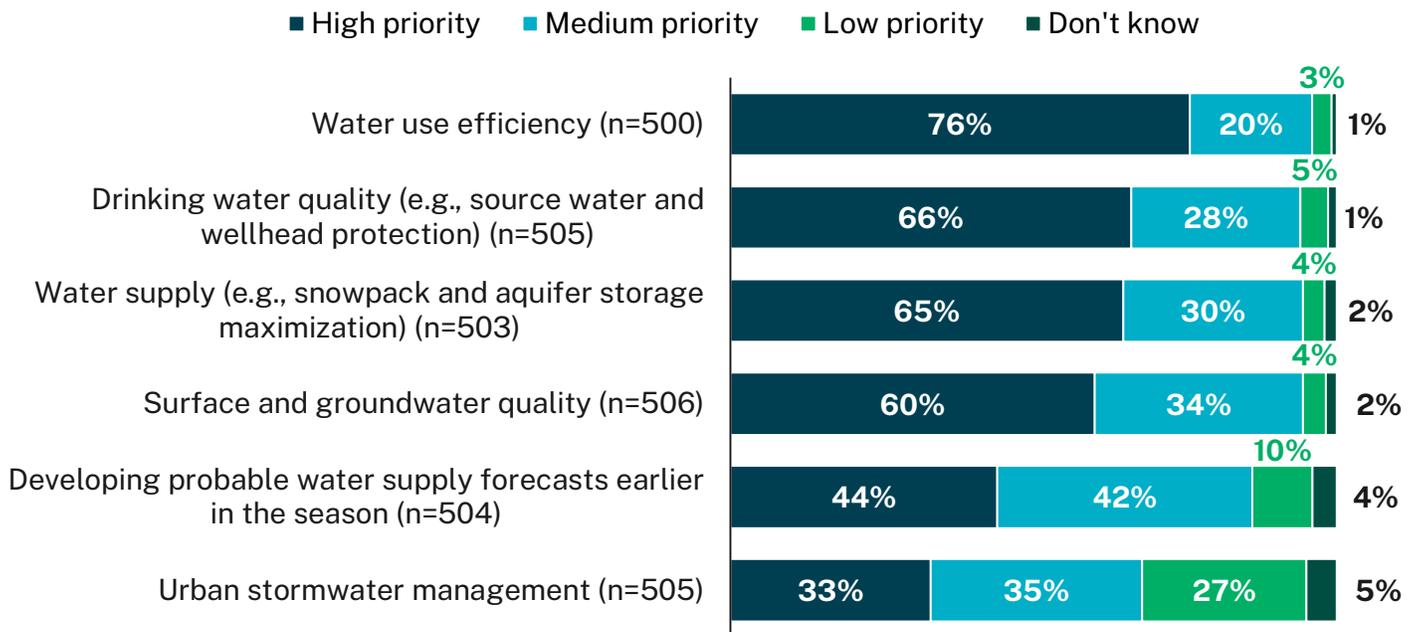


Irrigation



Water quality

How much of a priority client survey respondents believe select water topics should be for new UI Extension programs and resources, percent of respondents



SECONDARY DATA

In 2015,
15.3 billion gallons
of water were used
for irrigation in Idaho

276 million gallons
of water were used
for public supply
per day

