Summer 2014

College of Human Sciences Matters (Summer 2014)

Iowa State University College of Human Sciences

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Dear Alumni and Friends,

As a land-grant institution, the Iowa State University College of Human Sciences is dedicated to extending research to people in our communities, state, nation, and world. Human Sciences Extension and Outreach engages residents in Iowa’s 99 counties with research-based education. Through this outreach, the college helps people to realize wellness, aids personal financial literacy, advances STEM education, provides pathways to entrepreneurship, and promotes diversity and social responsibility.

This issue of College of Human Sciences Matters magazine showcases the statewide impact of our extension and outreach.

We are helping Iowa families realize wellness through the Healthiest State Initiative (page 12), nutrition education (page 14), a physical education program for homeschoolers (page 20), and a program to encourage healthier lifestyles among children (page 8).

We are equipping Iowans with the tools they need to address the challenges of caregiving (page 9), improve the quality of child-care centers (page 16), and prevent foodborne illnesses (page 15).

We’re working across the state to help Iowans better understand the Affordable Care Act, so they can make the best possible decision about health-care insurance (page 7). Our toll-free phone services, including Iowa Concern and AnswerLine, provide research-based information on topics ranging from disaster relief to child development (page 14).

Through the Iowa Retail Initiative, we are providing independent, locally-owned retailers across the state with fresh ideas to keep their businesses competitive (page 6). We’re forming new partnerships with groups such as the Girl Scouts to mentor the next generation (page 6).

And through programs such as Science Bound and Juntos, we are empowering thousands of ethnic minority students across Iowa to seek higher education and to consider careers in science, technology, engineering, and mathematics (pages 4-5, 13).

The map on pages 10 and 11 illustrates the impact of these efforts on Iowans. Thank you for your continued support. Let’s keep working together to promote lifelong learning aided by our Extension and Outreach efforts.

Pamela J. White       
Dean, College of Human Sciences
Human Sciences takes the college to the people

By Laura Sternweis

If the people can’t come to the college, then take the college to the people.

That’s the land-grant mission of Iowa State University, the College of Human Sciences, and Human Sciences Extension and Outreach. This guiding principle is carried out through teaching, research, extension and outreach — sharing the university’s knowledge with the citizens of Iowa.

The Iowa Senate this spring unanimously approved a bipartisan resolution celebrating the 100th anniversary of the Smith-Lever Act, the legislation that established the state-by-state network of educators nationwide. This transformational education system operates through land-grant universities cooperating with federal, state, and local partners.

Legislative recognition of this anniversary is particularly sweet for Iowa State University, said Cathann Kress, vice president for ISU Extension and Outreach. “We were first in the nation to begin this great work, partnering with citizens to take our university research to the people,” Kress said. “We’re honored to serve in a state that believes that education and partnership are how you solve today’s problems and prepare for the future.”

Human Sciences faculty, specialists, staff, and students work in partnership with county extension councils, schools, businesses, organizations, and agencies to build healthy individuals, strong families and vibrant communities, said Debra Sellers, an associate dean and director of Human Sciences Extension and Outreach.

“We are committed to engaging and empowering people throughout their lifetimes with research-based education,” Sellers said. “Our programs are designed to enhance physical and emotional health, intellectual and occupational growth, and financial, social, and environmental well-being.”

For example, the Department of Kinesiology partners with the Ames Community School District to provide physical fitness classes for homeschooled children. The School of Education offers Science Bound to empower ethnically diverse teens to pursue degrees in math and science. Iowa State students in apparel, events, and hospitality management help rural businesses with marketing as part of the Iowa Retail Initiative.

And Extension and Outreach specialists engage Iowans statewide with research-based education to improve health and nutrition, enhance financial well-being, and strengthen families.

“We’re broadening our Extension and Outreach activities to encompass all academic areas in the College of Human Sciences, emphasizing youth outreach, health and wellness, economic development, and food and the environment,” Sellers said.

“Extension and Outreach, through Human Sciences and all the colleges, gives Iowa State University a 99-county campus.”
Science Bound produces engineers, researchers

By Lynn Campbell

An Iowa State University outreach program that’s empowered thousands of ethnic minority students to consider careers in STEM — science, technology, engineering, and mathematics — is producing highly sought-after engineers and researchers.

Charles Stewart, a Science Bound graduate and 2000 Iowa State graduate in agricultural biochemistry, is a research specialist with the Howard Hughes Medical Institute in La Jolla, Calif. He works on understanding the molecular basis of how enzymes function.

“Science Bound opened my eyes to the many opportunities available in STEM fields,” he said. “It helped motivate me to excel, grow, and explore. Science Bound helped me choose to major in a technical field.”

Jared Weatherall, a 2012 Iowa State graduate in mechanical engineering, is a design engineer at John Deere in Waterloo. JaRae’ Shelton, a 2010 Iowa State food science graduate, is a quality management and industrial specialist at Givaudan, a Swiss manufacturer of flavorings and fragrances.

And Jesus Rodriguez just graduated from Iowa State with a degree in construction engineering. He received interviews from six international construction companies before accepting a job as a field engineer with M.A. Mortenson Construction in Minneapolis. He starts in June.

“Science Bound can make the difference in someone’s life. It made it in mine,” Rodriguez said. “Now I can provide the financial stability to my wife and soon-to-be family. Programs like Science Bound are the only option that first-generation students have to get an education. They open doors and opportunities that can lead to many paths and careers.”

For more than two decades, Science Bound has identified ethnic minority students with a propensity toward math and science, and provided them a route to higher education and a career in STEM.

“Science Bound helps the state of Iowa and ISU by exposing, encouraging and assisting students to reach their full potential and to move past structural or economic barriers that may prevent some students from excelling,” Stewart said. “Invariably, many of these students will become entrepreneurs.”

Rodriguez said the program provides students with an opportunity to break stereotypes and increase the percentage of ethnic minority students obtaining a higher education.

“We can make the difference in our community through the leadership and new ideas that we have and can provide to our future employers,” he said. “STEM fields are areas that will never run out of opportunities and there will always be new doors opening for individuals who have the potential to succeed. The industry needs our ideas and education to make this country even better than it is.”

Nearly 400 students participate in Science Bound each year. The program started in Des Moines, then expanded in 2007 to Denison and Marshalltown.

Connie Hargrave, director of Science Bound and an associate professor in the School of Education, said the program increases the state’s intellectual power and expands the number of students going into STEM fields.

“Young people all across Iowa have the intellectual potential to excel in STEM fields,” Hargrave said. “We need to tap into and fully develop their talent because we need a highly educated citizenry in the state.”

Students join Science Bound in the eighth grade and continue in the
program through their senior year in high school.

They earn full scholarships to Iowa State if they participate in at least 75 percent of the program’s activities which range from science fairs to math workshops, essays, guest speakers, corporate tours, and job shadowing. They must maintain a 3.0 GPA in high school, and major in a STEM field in college.

“I can tell you that if it wasn’t for the financial assistance of Science Bound, I would have not been able to afford my tuition to attend Iowa State,” said Rodriguez, one of five sons in his family.

Maribel Piñon, an Iowa State senior majoring in animal science, credits Science Bound with helping her academically and financially. Her studies have focused on animal nutrition with an emphasis in poultry nutrition. She plans to go to graduate school, get a Ph.D., and teach at a university.

“A professor can have such an impact and the fact that I can help students reach their aspirations is an enticing thrill,” she said. “I can also be an example for other ethnic minority students. Being a first-generation Latina woman in a field that is male dominated — to reach such a position can encourage students to further their education.”

Unlike most outreach efforts, Science Bound is a long-term commitment that lasts for nine years. More than 300 students have completed the 5-year pre-college commitment, and 98 percent have gone on to postsecondary education. Fifty percent have chosen to attend Iowa State.

Seventy-eight students have completed the full nine-year program and graduated from Iowa State since 2000, the first year that students in the program could have graduated from college.

Piñon joined Science Bound when she was 13 and has been in the program for nine years. She fondly recalls the science projects, guest speakers, tours of companies, and visits to Iowa State.

“The fact that I was able to step onto campus and actually get to interact with the professors was an experience I cherished,” she said.

Piñon is the third member of her family to be in Science Bound. Her brother, Sergio Piñon, 26, graduated in 2010 with a degree in mechanical engineering and is an engineer at Quality Manufacturing. Her sister, Brenda Burrows, 30, majored in animal ecology and worked at the Iowa Department of Natural Resources.

Hargrave said friends who watch these students see their own potential to excel.

“Science Bound is about reaching untapped pools of talent — not just in Iowa’s urban communities but rural ones, as well,” she said. “Science Bound raises the tide for everybody.”
Iowa State University students are providing independent, locally-owned retailers across the state with fresh ideas to keep their businesses competitive. They’re designing logos. They’re recommending new ways to market, promote, or display a product or service. And they’re helping business owners to think outside of the box for ways to better appeal to customers.

“They really had some new, fresh ideas. They know where the trends are going right now,” said Bill Campbell, executive director of the Spencer Chamber of Commerce. “We can’t say enough of the help that they provided.”

It’s all part of an outreach effort called the Iowa Retail Initiative, which unites existing Iowa State programs — including those from ISU Extension and Outreach, the College of Human Sciences, and College of Design — and provides a single point of contact for rural communities and retailers seeking help.

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Healthy living is part of the Girl Scout platform and body image is a huge issue for girls, said Dawnette Smith, program manager for the Girl Scouts of Greater Iowa.

Smith said many girls have a skewed view of beauty from the media. She said Iowa State students will be good role models.

“They remember that middle school was a tough time,” Smith said.

Iowa State has a longstanding relationship with the Girl Scouts through Campus Scouts, which helps Girl Scout Daisies in kindergarten and first grade to earn their petals, and the Society of Women Engineers, which stimulates women to achieve their full potential as engineers and leaders. The new partnership strengthens that relationship.

ISU Fashion Show partners with Girl Scouts

By Lynn Campbell

Organizers of Iowa State University’s The Fashion Show 2014 launched a new partnership this year with the Girl Scouts of Greater Iowa, with the goal of becoming mentors to younger girls.

An event called “Passion for Fashion” brought Girl Scouts to campus for a day to hear Iowa State students talk about topics such as body image, appropriate dress, and loving themselves.

“We want to be role models for the younger girls and hopefully spark an interest in fashion, and teach them about representing themselves through clothing and their personal self-image,” said Erica Lansman, a public relations and marketing director for The Fashion Show 2014.

Speakers at the event included Courtney McCulloh and Kaley Ihle, alumni directors of The Fashion Show; and Jeni Roberts and Jennifer McDermott, two School of Education graduate students who work at the Margaret Sloss Women’s Center, which promotes equity for women.

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Iowa State helps to educate Iowans about health insurance

By Lynn Campbell

For many Iowans, federal health care reform took what was already a complicated process of buying health care insurance and added to the confusion.

That’s why Iowa State University offered workshops, made posters and videos, and launched a social media campaign this year to help Iowans wade through the process and better understand the Affordable Care Act.

“The goal of the workshop is to increase their confidence level and reduce their confusion, and to increase their literacy,” said Suzanne Bartholomae, a state extension specialist and adjunct associate professor in human development and family studies. “It’s really about consumer skill building.”

Human Sciences Extension and Outreach hosted dozens of free workshops across the state to help Iowans understand health insurance concepts and terms, evaluate their health insurance needs, examine insurance plans, and select a plan that fits their needs and budget.

The workshops were facilitated by 11 family finance specialists, all of whom have master’s degrees and expertise in financial literacy and education. Hundreds of Iowans attended, including 16 percent who were uninsured.

“The Affordable Care Act and health care reform are impacting many Iowans, particularly uninsured Iowans,” said Bartholomae, project director for the Smart Choice education and outreach program. “This is information that’s going to potentially save consumers money and feed back into local economies.”

Debbie Pope of Shenandoah said until she attended the Smart Choice workshop, she didn’t realize that parents can provide health insurance for their kids until age 26, even if they are not in school or single. Pope’s daughter is 24 and married, but was uninsured because her husband just got out of the military.

“It was such a great nugget of gold,” Pope said of the information she received. Pope said her daughter was living in fear. Health insurance was going to cost her $400 to $500 a month for a high-deductible plan. But getting coverage through her father’s employer means reimbursing her parents $75 a month.

“This just gave everybody a peace of mind, knowing she’s taken care of,” Pope said. “She had health issues and she was just so afraid something was going to happen.”

Jennifer Herrington, a social worker at Waubonie Mental Health Center in Clarinda, helps to sign people up for health insurance in Page, Fremont, and Montgomery counties. She attended the Smart Choice workshop to get more information about the new law.

“I don’t think we can have too many of these outreach events,” she said. “There’s a lot of misinformation out there. People are still really nervous. They don’t understand how it might help them.”

Iowa State’s outreach effort extended to all 99 counties but targeted rural areas including: Lyon, Sioux, Plymouth, Cherokee, Ida, Sac, Guthrie, Adams, Taylor, Adair, Union, Ringgold, Jackson, Clinton, Dubuque, Audubon, Carroll, Greene, Boone, Jasper, Marion, Warren, and Cedar counties.

A special effort was made to educate young adults at Iowa’s public universities and community colleges, as well as immigrant and minority groups.

A first round of workshops ended in the spring, when open enrollment for the federal health insurance marketplace closed. A second round called “Smart Use” focuses on whether Iowans made the right decision about health insurance and whether they are using their plan efficiently.
**Kinesiology professor touches Iowa communities through dance, art**

By Matthew Leimkuehler

Dance programs offered by the Department of Kinesiology provide outreach opportunities to the Ames and Des Moines communities.

Tuesday’s Creations, directed by Janice Baker, an assistant professor in kinesiology, is a children’s dance class offered for six weeks each semester. The class facilitates exploration of structured and improvisational movement.

“It is always a joy to work with the children and dance,” Baker said.

Baker leads the annual Creative Day at the Des Moines Art Center every year. The event gets elementary students interacting with art. The students tour the gallery, create their own art, and construct movement responses inspired by the art.

“This work is my favorite,” Baker said. “It never fails to impress me, from the joy of the children to the supportive staff and parents.”

Baker reaches a number of communities with the New Visions Dance Group, organized by the Very Special Arts of Iowa. She also facilitates dance activities for those at Mainstream Living and the Heartland Senior Center in Ames.

The New Visions Dance Group hosts classes for adults and children with special needs. Baker said these programs help people show feelings through movement.

“To be able to work with a wide variety of ages and abilities has helped me see the need for the human body to move,” Baker said. “Dance empowers the mover to communicate their innermost feelings in a safe and celebrated manner. My hope is that we will embrace the expression of emotion through dance.”

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**Switch encourages children to adopt healthful habits**

By Matthew Leimkuehler

Iowa State University’s College of Human Sciences and the YMCA of the Cedar Rapids Metropolitan Area are reaching out to the community to create healthier lifestyles among children through a program called Switch.

“Switch inspires children in our community to make healthier choices,” said Robert Carlson, president of the YMCA of the Cedar Rapids Metropolitan Area.

Switch helps children “switch what they do, view, and chew.” It encourages youth to:

- Switch up to 60 minutes or more of exercise a day
- Switch down to two hours or less of ‘screen time’ a day (such as TV, Internet, video games)
- Switch up to five or more servings of fruits and vegetables a day

Kimberly Miers plays a dual role with Switch, as a parent of a third grader and as a third-grade teacher at Hiawatha Elementary School. She said she enjoys hearing the students become enthused about healthful eating and exercising regularly.

“It’s a great way to bring the awareness of health to the whole family,” Miers said.

Gregory Welk, a professor in kinesiology, leads the initiative at Iowa State. He said the program originated at the National Institute on Media and the Family eight years ago and was brought to Cedar Rapids for testing.

Welk said the program showed sustainability, so he decided to continue developing it after the institute parted with the program.

“A team of us here at ISU evaluated the program and built it up,” he said. “The key feature is that we’ve moved it all online.”

Welk began integrating the program into Iowa communities, starting with re-establishing it in Cedar Rapids schools by partnering with the local YMCA.

So far, the program has been introduced in third-grade classrooms across Cedar Rapids. Welk said targeting third graders is essential because it allows Switch to reach different children each year.

More than 400 families registered when Switch launched Feb. 3 for the spring 2014 semester. The children focus on one of the three Switch goals each week, and rotate during the four-month program. Children track their progress on a form and are rewarded when they turn in the form.
Iowa State provides assistance to a growing number of family caregivers

By Tara Lackey

People across Iowa are learning to thrive, not just survive, as they provide care to their loved ones who are chronically ill, aging, or have a disability.

“Powerful Tools for Caregivers,” a six-week series of classes provided by Human Sciences Extension and Outreach, gives participants the tools they need to address the challenges of caregiving.

Participants learn skills to reduce stress, improve caregiving confidence, establish balance in their lives, communicate needs, make tough decisions, and locate helpful resources. They create weekly action plans to help them achieve these objectives.

“These tools are taught in a safe and supportive atmosphere,” said Donna Donald, a human sciences extension specialist serving southern Iowa.

The program started in 2003 and the goal for 2014 is to have 250 participants. Evaluations show that participants improve self-care behaviors, management of emotions, self-efficacy, and use of community resources.

Twenty-nine percent of people in the United States provide care for family members or friends who need assistance, according to the Family Caregiver Alliance. Caregivers face physical, emotional, and financial challenges. They also report having elevated stress levels, poorer health, and higher rates of depression than their peers, according to a Stress in America survey.

In Iowa, about 540,000 people provide 353 million hours of caregiving each year, according to the alliance. Most caregivers are unpaid, and more than half manage a job while spending an average of 20 hours a week assisting their loved ones.

This was the case for Maria Allen from Chariton. Allen was providing primary care for her 93-year-old mother; serving as primary contact for her father, who had Alzheimer's disease and resided in a nursing home; and supporting her mother-in-law, also in a nursing home recovering from a stroke — all while working part-time.

Allen said the combination of needs left her feeling like she did not have time to support her husband and children. That is when a friend referred her to Powerful Tools for Caregivers.

“I'm not sure what made me go except I knew it would at least be a few hours away from my crazy life,” Allen said.

She said attending the class actually saved her life.

“The things I learned and support I got from the other members of the class and the class leaders changed my life forever,” Allen said. “The resources and tools I learned how to use in dealing with and taking care of my family made my life so much better.”

Linda Couchman of Corydon also turned to the program shortly after her husband, Jack, suffered a workplace injury in 2004 that left him with a permanent disability and needing constant care.

“The group came to be a source of comfort, support, and encouragement during those desperate months,” she said.

Almost 10 years later, Couchman still uses the lessons from the classes.

“The experience strengthened my resolve to do whatever was financially and physically possible to make the years ahead as meaningful as possible for Jack and me,” Couchman said. “The program doesn’t solve every problem, but it gives you a foundation.”

In addition to providing classes to family caregivers, Human Sciences Extension and Outreach provides training for class leaders through intensive two-day courses. Iowa has more than 125 trained class leaders. Extension specialists have trained class leaders in Illinois, Minnesota, Ohio, North Dakota, and Nebraska.
Extension and outreach engages Iowans statewide

Compiled by Carol Ouverson. Graphic by Emerald Klauer. Contributed photos.

Iowa State University faculty and staff are empowering people to change their lives by engaging in research- and evidence-based learning. Through efforts by the College of Human Sciences and Human Sciences Extension and Outreach, thousands of people are connecting to educational opportunities and resources that can enhance physical and emotional health, intellectual and occupational growth, and financial, social and environmental well-being.

For more information about Human Sciences Extension and Outreach programs, go to: www.extension.iastate.edu/humansciences/

“ISU’s worksite wellness program inspired our company to kick off a corporate wellness program, and taught the participants valuable lessons about protecting their health and well-being. From a business standpoint, employees who live well also work well.”
—Peg Sanders, human resources director, The Graphic Edge, Carroll

“At the Strengthening Families program, I have learned to listen to my child.”
—Jose Romero

“I have learned not to bully, but try to convince people to do something good instead of bad.”
—Sharitz Romero, Perry

“Now I read food labels, use shopping lists, and look for whole grains and healthier foods. The nutrition education program helps with saving money and staying healthy and fit.”
—Ashley Woodman, Humboldt

“One nutrition lesson that will stay with us is making time to eat as a family. If you start when kids are young, you are more likely to continue that. Also, now we eat to be healthier.”
—Veronica Espana Luna, Storm Lake

“ISU’s Science Bound has increased my thirst for success. Pursuing your dreams is tough, but the program provides both a positive environment and the support I need to achieve my goals.”
—Yaneli Partida, Denison

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— Shelly Huxford, child care manager, Frontier Natural Products Co-op, Norway

“I always knew I wanted to go to college. I’m now a physics major at ISU, and it was ISU’s Science Bound at my school that helped me stay interested in STEM.”

— David Montealegre, Marshalltown

“Direct support from Iowa State improves program quality in child care because research-based information lets teachers know what is best for children.”

— Teri Orr, child care consultant/supervisor, Child Care Resource & Referral of Northeast Iowa, Decorah

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— Belinda Willhite, vice president, Welcome, We Help! Inc., Corydon, Wayne County

“Our business truly benefits from the program to train our culinary staff in serving food safely. We are truly glad that helping business through education and outreach is your mission.”

— Kumar Wickramasingha, chief operating officer, Sunny Brook Assisted Living, Fort Madison

“I will be completing my undergraduate degree soon, and I am on track for graduate school thanks to the support of Science Bound at ISU.”

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Iowa State lifts efforts to become healthiest state in the nation

By Matthew Leimkuehler

Iowa State University has teamed up with the Healthiest State Initiative on a number of efforts to make Iowa the healthiest state in America.

Last year, Iowa ranked No. 10 in the nation for being healthy. The Healthiest State Initiative aims for Iowa to be No. 1 by 2016.

Health and wellness are at the heart of the College of Human Sciences and Human Sciences Extension and Outreach. That focus is evident in outreach efforts to improve the health and wellness of workers throughout the state, promote exercise among older Iowans, and coordinate Healthiest State Walks.

“All of these efforts are really trying to promote healthy living in Iowa and helping Iowa be the healthiest state,” said Ruth Litchfield, an associate professor in food science and human nutrition.

Litchfield has been working with four extension-led programs that relate to the Healthiest State Initiative:

- Developing and marketing of the State Fair Food Finder mobile application, to help people more easily look up nutritional information and exercise needed after eating fair foods
- Providing scholarships for Hy-Vee dietitians to participate in workshops about how to teach proper food preservation, then setting up classes to teach the public
- Providing scholarships for Hy-Vee staff to take Master Gardener training courses to provide accurate and reliable gardening guidance to the public
- Using technology to test the effectiveness of nutrition education in grocery stores

Litchfield said these projects are supported by Iowa State University Extension and Outreach and are in their second year. The State Fair Food Finder mobile application was created through a partnership with the Des Moines Register. The app shows users not only the caloric intake of foods at the Iowa State Fair, but how much exercise is needed to burn off the calories. The app was used more than 1 million times during July and August 2013.

“Preserve The Taste of Summer” teaches people about food preservation. Thirty-nine Hy-Vee dietitians have completed the training. Litchfield said scholarships from Iowa State help Hy-Vee dietitians provide accurate and reliable food preservation information to customers.

Litchfield said extension is also working with Hy-Vee to implement technology in the grocery store that will judge the effectiveness of raising awareness about nutrition. Quick Read codes placed by items link to recipes or videos that show how the item can be used in a nutritious way. Six rural Hy-Vee stores are testing the method.

Yet another way Iowa State is promoting healthful lifestyles is through a program called Living Well through Intergenerational Fitness and Exercise. LIFE uses Xbox Kinect to help older adults improve physically and mentally. The program is in 30 of Iowa’s 99 counties.

“It promotes whole-person wellness,” said Sarah Francis, an assistant professor in food science and human nutrition.

The program runs for 24 weeks and is broken into two parts. The first eight weeks focus on the Kinect activities and are led by younger adult trainers. During the remaining 16 weeks, older adults receive eight wellness newsletters and continue the Kinect activities.

“The LIFE program targets four areas of wellness: physical, social, intellectual, and emotional,” Francis said. “The Kinect activities promote physical and intellectual wellness. Social wellness is promoted through the interactive games where the younger and older adults learn about each other.”
Juntos encourages Latino families to consider college

By Matthew Leimkuehler

Iowa State University is encouraging a growing number of Latino students to pursue higher education.

Juntos: Together for a Better Education is an ISU Extension and Outreach effort in eight communities across Iowa. More than 250 families have participated in the program since it began early last year and plans for expansion are underway.

“The focus of the program is to help Latino youth succeed in high school and then to look at college as an option,” said Kimberly Greder, an associate professor in human development and family studies, and specialist in Human Sciences Extension and Outreach.

The six-week program aims to help new Iowa families while the students are in in eighth grade, but is open to older students as well. It includes learning and social skill building with a family-focused approach.

“The parents are saying that they’re learning things they never knew before, such as what sort of classes their kids need to take in high school to be able to consider college,” Greder said.

Himar Hernandez, associate director of community and economic development for ISU Extension and Outreach, has facilitated the program three times since its inception.

“It closes a huge gap that exists between new Iowans and higher education,” Hernandez said. “It breaks down cultural barriers for family members to understand and support higher education for their children.”

Juntos helps families in eight Iowa communities — Des Moines, Muscatine, Council Bluffs, Ottumwa, Waterloo, Perry, Mt. Pleasant, and Columbus Junction. Hernandez predicts that the program will continue to grow rapidly. Plans underway will expand the program to Denison, Storm Lake, Sioux City, West Liberty, Hampton, and Clarion.

As part of the program’s growth, 16 people were trained this spring to become facilitators who will implement Juntos in their communities. The program now has 56 facilitators who work to build a team within the community, including teachers and counselors from local schools.

Greder said the program has grown through word-of-mouth among families involved.

“When the people you reach think they benefited, they want to share,” Greder said. “Sometimes the most successful programs happen when your audience recruits for you.”

Iowa State continues commitment to helping schools

By Lynn Campbell

Programs like Juntos: Together for a Better Education, Science Bound, and a partnership with King and Moulton elementary schools are some of the latest examples of Iowa State University’s initiatives to improve outcomes for students and educators statewide.

These efforts continue Iowa State’s commitment to providing research- and evidence-based learning opportunities for school districts, teachers, and students across the state.

Professor emeritus Norman Boyles, who taught at Iowa State between 1964 and 1997, understands that commitment. He was among those who provided school districts with help in facilities planning, along with studies in reorganization, population projection, and performance-based compensation.

“Several programs were offered across the state including master’s programs in education administration and counseling, as well as individual courses,” he said.

Because these efforts came before technology made the sharing of information easier, professors had to do things the old-fashioned way. They jumped in a car or four-passenger plane to offer these classes to people across the state. Boyles said he taught his first Iowa State course in Cherokee in 1964.

“Numerous professors drove or flew to points such as Council Bluffs, Mason City, Emmetsburg, Marshalltown, and Creston to deliver those courses,” Boyles said. “Eventually, some of those programs were offered via television and the statewide network.”

Boyles said one program, called “Read with Cy,” was especially popular. Maribeth Henney, another professor emeritus in the School of Education who retired in 1997, was a chief advocate of the program.
Extension hotlines deliver information in wide range of areas
By Matthew Leimkuehler

Research-based information from Iowa State University Extension and Outreach is only a toll-free phone call away for residents of Iowa and surrounding states. Two of those hotlines, Iowa Concern and AnswerLine, cover a wide range of consumer questions.

Iowa Concern addresses legal and financial issues, self-help, disaster relief, and adversity. It originated as the Rural Concern Hotline in 1985 to assist agricultural communities throughout the state. Demand resulting from the floods of 1993 drove organizers to extend the line to Iowa’s urban communities, changing the name to Iowa Concern. In 2002, the service expanded to the Internet with a website and live chat feature.

Iowa Concern now offers information and referral, stress counseling, and legal education. Services are available 24 hours a day, seven days a week at 1-800-447-1985. All information shared by phone or chat is kept confidential. Iowa Concern answers 800 to 1,000 calls a month and is open nationally.

AnswerLine provides answers for questions on child development, food preparation and preservation, food safety, household equipment, and nutrition. The hotline has been available for more than 30 years. Professional family and consumer sciences staff answer more than 20,000 consumer questions a year with up-to-date, research-based information and education. AnswerLine serves Iowa, South Dakota, and Minnesota and is active Monday through Friday, 9 a.m. to 12 p.m. and 1 to 4 p.m. at 1-800-262-3804. It also is available on Facebook, Twitter, Pinterest, and a blog.

Iowa State helps families to eat healthier on a tight budget
By Lynn Campbell

As a single mother of four, Shelli Wilson of Ames had a secret. She wasn’t using her limited income to eat as well as she could. The menu for herself and her four children ages 5, 6, 10, and 12 consisted of chips, pre-made mac and cheese, and lots of carbohydrates.

“There wasn’t a vegetable or fruit in sight,” she said.

That changed after Wilson and two friends ran across a table promoting nutrition education offered through Iowa State University’s Human Sciences Extension and Outreach.

“We didn’t know exactly what we were signing up for,” she said. “We liked the treats that she had, the bag of trail mix. It was really good. We signed up, all three of us, to do it at the same time.”

The Family Nutrition Program (FNP) is a free program that educates parents about nutrition and strategies to stretch their food dollars. For eight weeks, nutrition program assistant Katy Johnson went into Wilson’s home and taught her something new about nutrition.

“I know how to cook but I didn’t know how to do it wisely,” Wilson said. “I did not know how to budget. I did not know how to get things organized so I wasn’t spending all the time there at the store. Now, I have a plan.”

Iowa State provides nutrition education in 22 of Iowa’s 99 counties, reaching thousands of low-income families. College of Human Sciences professors provide subject-matter expertise and cutting-edge research about nutrition.

Nearly 13 percent of Iowans are food insecure and many more struggle with marginal food budgets. For every $1 spent on nutrition education, $8.03 is saved in future health care costs, according to a 2000 Iowa State study.

“FNP is all about empowering families to make positive changes in their lives,” said Christine Hradek, a state extension specialist.

“We focus on eating well, being active, and shopping smart,” Hradek said. “The program has an overarching theme of empowering families to help themselves. The whole objective is to give low-income families (many of whom receive food assistance) the knowledge and skills to eat well while keeping to a tight food budget.”
Iowa State anticipates increased demand for food safety training

By Tara Lackey

Iowa State University is seeing an increase in demand for its food safety training course as new state regulations take effect this year.

New Iowa Department of Inspection and Appeals guidelines went into effect Jan. 1 requiring food establishments to designate a certified food protection manager to oversee the safe handling, preparation, and service of food items.

To meet the expected demand, specialists with Human Sciences Extension and Outreach will offer more than 100 ServSafe courses across the state. ServSafe, one of four nationally recognized food sanitation training programs, trains employees and instructs them on how to prevent foodborne illnesses.

Barb Fuller, a nutrition and health program specialist who works in Red Oak and serves southwest Iowa, said she has seen an increase in interest in the courses since the new guidelines were announced.

“Already the new licensees are calling,” Fuller said. “They have been told that this is a new requirement when they apply.”

Catherine Strohbehn, an extension specialist overseeing Iowa State’s retail food safety programs, anticipates that more than 1,000 Iowans will take the course.

About half of every dollar spent on food in America is spent on food prepared away from the home, according to the Agricultural Research Service at the United States Department of Agriculture.

“More people are involved in food handling and every time people are involved with food there is that potential for contamination — the human element,” said Strohbehn, who’s also an adjunct professor in apparel, events, and hospitality management.

The state previously required restaurants and other food establishments to demonstrate good food safety practices, but did not require certification. State and national research indicates that those with a certified manager on staff are less likely to have violations that could lead to foodborne illness.

“ServSafe is a way for those involved in food preparation and service to communicate to their customers that they don’t just talk about food safety, they are committed to it,” Strohbehn said.

ServSafe participants attend an eight-hour class and must pass the national exam to receive certification. The cost is $150, including the book and exam. The course was developed by the National Restaurant Association Educational Foundation and is offered in partnership with the Iowa Restaurant Association.

The training assists restaurant managers as well as health care food service managers, child care providers, schools, food service workers, temporary food establishments, and food entrepreneurs.

Strohbehn calculates the annual pass rate for the course offered by Iowa State Extension and Outreach staff to be around 90 percent. She attributes this success to the 13 nutrition and health program specialists who provide the training.

“It is a well-recognized program,” she said. “We have been offering it a while, since the early 1990s, and we have a good reputation and a strong pass rate.”

Missy Sanson took advantage of the course last year, shortly after she bought Three C’s Diner in Corning.

She said the information she learned has been invaluable as a restaurant owner. She’s sending other employees to take the course, as well.

“I had no experience in restaurants, so I felt like I really needed the class,” Sanson said. “I kept the book and still refer back to it.”
Iowa State improves quality at Iowa child care centers

By Tara Lackey

Iowa State University is helping child care center staff and supervisors throughout the state succeed.

New Staff Orientation provides professional development to supervisors and directors, who then return to their child care centers to educate new teachers. The Human Sciences Extension and Outreach program is in its 10th year.

Melissa Vobr, director of Kessel Kids in Cresco, said she appreciates the education and reinforcement provided by Iowa State.

“It provides support and encouragement directors need when striving to provide quality services in their centers,” Vobr said. “The follow-up from ISU staff creates more credibility for the program by reinforcing quality practices and also accountability for the new staff members.”

The train-the-trainer model allows child care centers to implement quality changes and improve programs, said Lesia Oesterreich, the program’s director and a Human Sciences Extension and Outreach specialist.

Ninety-three percent of child care center staff said the training made them more comfortable on the job, according to program evaluations. Ninety percent of directors said the program made their job easier.

The program allows supervisors to educate staff on site, which is more convenient. Instead of traveling to an evening workshop, teachers can view DVD video demonstrations, practice new skills in their classroom, and summarize what they learned.

On-site training also allows staff to complete activities directly related to their particular center program or classroom.

“An activity may ask teachers to observe two children in their classroom and discuss similarities and differences,” Oesterreich said. “So the curriculum is very applied and specific to the center they work in. Staff and directors find this very meaningful.”

Vobr said the orientation improves her communication with teachers and sets expectations about work performance from the first day.

“I can get a feel for what a teacher is grasping or what practices they may need to be further explained or modeled,” she said. “Allowing staff to receive adequate training before placing them within the classroom allows them to be confident in their role, which in turn helps them develop strong relationships with co-workers, caretakers, and children.”

Teacher turnover can be an issue in child care centers, but Oesterreich said the orientation helps child care teachers to succeed from the beginning.

“When teachers feel comfortable about going to their director to ask questions, they feel more confident and are more likely to stay in their job and do a better job,” she said.

New Staff Orientation is a nationwide program originally developed at Pennsylvania State University. As Penn State moves to a model where training is provided online directly to staff, Iowa State will use research-based methods to revise its staff orientation program.

This will allow Iowa State to more closely tie the content to what Iowa child care centers need, while allowing the university to continue with supervisor training. Oesterreich said providing education through supervisors makes the program unique and increases its effectiveness.

“Ours will have a strong online component and will keep a lot of what has worked well with our current program,” she said. “But we feel strongly about the need to keep and grow the supervisor education.”
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Debra Sellers
Director, Human Sciences Extension and Outreach
Associate Dean, College of Human Sciences

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STUDENT SENSATIONS OF 2014

By Tara Lackey

THE COLLEGE OF HUMAN SCIENCES

is proud to recognize these 15 young adults as this year’s Student Sensations for their contributions to expanding human potential and improving people’s lives. They give back to their communities, look for ways to help others, and make the world a better place.

Megan Cannon
Nutritional Science, Dietetics
Megan has worked as an undergraduate research assistant for the Blossom Project, studying nutrition and physical activity in pregnant women. She is the student representative to the Department of Food Science and Human Nutrition’s undergraduate recruitment committee. She’s also a leader of the FSHN Learning Community for freshmen, and teaches about nutrition at an elementary school.

Andrea Tate
Apparel, Merchandising, and Design
Andrea is a founder and former vice president of Womyn of Colour, which empowers minority women on campus. She is also a Multicultural Vision Program scholar and a peer mentor for the college’s Connect 4 program for first-year students of color. She developed her own line of upcycled clothing, Ohtatie, and is working to expand the line and strengthen online sales.

Kallen Anderson
Dietetics, Family and Consumer Science Education and Studies
Kallen served two terms as president of the Human Sciences Student Council as well as publicity chair of Phi Upsilon Omicron honor society, alumnai relations coordinator for the Alpha Gamma Delta sorority, and co-chair of the Veishea Village and showcase. She believes that hard work in the classroom, paired with involvement in the campus community, is key to becoming well rounded and having a successful college experience.

Christian Selby
Athletic training
Athletic training combines Christian’s passion for sports and helping others. He coaches youth basketball teams, volunteers as a first responder at track and wrestling meets and the Special Olympics, and has taken humanitarian trips to Honduras and the Czech Republic. He has the top grade point average among athletic training majors in his graduating class. He plans to attend medical school.

Joseph Webb
Nutritional Science
Joe demonstrates his passion for motivating others through his work with Youth and Shelter Services, Food at First food pantry, and as a member of Acacia Fraternity. He volunteers with ISU Alternative Breaks and sits on the Interfraternity Council. He also serves as an adviser for freshmen in the President’s Leadership Class, taught by President Steven Leath and First Lady Janet Leath.

Carrie Cunningham
Elementary Education
As a freshman, Carrie was elected president of her residence hall floor, became a STAR — a student admissions representative — and enrolled in carillon classes to play the instrument in Iowa State’s Campanile. Over the next three years, she became an executive in STARS, a Destination Iowa State leader, and assumed leadership roles at her church.

Kristin Potts
Kinesiology and Health
Kristin helps students to master difficult concepts while working as an undergraduate teaching assistant in anatomy labs. She leads her students in the classroom and teaches them to learn more effectively on their own. Kristin plans to use this experience to effectively communicate how to improve oral health. She aspires to be a dentist.

Celia Bravard
Food Science
Celia has a contagious can-do spirit. As president of the Culinary Science Club, she connects students in food science and human nutrition with other related clubs on campus. As a product development team leader, she brings students from different majors together to create a food product for competition. She hopes to become a food scientist.
Clayton Long  
**Kinesiology and Health**

Clayton has worked in a research lab since his freshman year, and is conducting high-level research on motor sequencing in children with dyslexia. He founded and is the CEO of a nonprofit food-drive organization, served as president of Iowa State’s chapter of the National Society of Collegiate Scholars, taught a leadership and orientation class for freshman honors students, and helped raise almost $64,000 for children’s cancer research.

Katie Cook  
**Kinesiology and Health**

Katie is the lead peer mentor in the Kinesiology Learning Community, helping freshmen discover the adventures and opportunities available at Iowa State. She is an ExerCYse is Medicine ambassador, a member of the Gerontology Club, and has done outreach with Ames retirement communities and senior centers. She is a leader of the iCan Bike program, which teaches children who have special needs how to ride a bike.

Kylie Thompson  
**Dietetics**

Kylie has a drive to improve the relationship between people and food. She works as an undergraduate research assistant studying dietary effects on colon cancer. She’s studied sustainable food production in France and conducted translational nutrition research at the University of Iowa Hospitals and Clinics. She spent a summer in AmeriCorps working with a youth nutrition program outside of Chicago. She promotes eating disorder awareness and helped to found the new student group, Body Image and Eating Disorder Awareness.

Brian Sanders  
**Athletic Training**

Brian took time off from college to enlist in the U.S. Marine Corps and was deployed to Iraq. There, he served as a security commander, managing a platoon of 25 Marines and receiving numerous awards and recognitions. He has shown that same commitment as an athletic training student, working more than 900 hours with the Iowa State football and women’s basketball teams, and volunteering at track and wrestling meets. He interned last summer with the Minnesota Vikings.

Jacquelyn Luedtke  
**Event Management**

Jacquelyn took Iowa State’s “Choose your adventure” slogan to heart. She’s studied abroad in the Bahamas and worked as a teaching assistant. She helped to plan the first-ever, student-led Bacon Expo. Jacquelyn worked at Iowa State’s Recreation Services as an event management intern and as a student administrative assistant for facility operations. She now works in operations and sport programming at the U.S. Olympic Training Center in Colorado.

Kim Richards  
**Kinesiology and Health**

As president of the Kinesiology and Health Club, Kim organizes all club meetings and the Special Olympics volleyball tournament. She’s a peer mentor in the Kinesiology Learning Community for freshmen, building personal relationships to help freshmen achieve their academic and career goals. She’s also a member of the honors program and has made the dean’s list each semester.

Joseph Sevcik  
**Kinesiology and Health**

Whether it is serving as president of the College of Human Sciences Student Council or as an undergraduate research assistant, Joseph goes above and beyond. He founded a discipleship ministry and serves as a peer minister at St. Thomas Aquinas. He’s also an honors student who has spent more than 150 hours in the lab researching how exercise affects stress markers and inflammation in the lungs of mice.
Kinesiology extends physical education to homeschooled students

By Matthew Leimkuehler

The homeschool physical education outreach program at the Iowa State University College of Human Sciences is a learning experience for everyone involved. “It’s a good collaboration because the kids get quality physical education and at the same time my students learn how to teach,” said Spyridoula Vazou, an assistant professor in kinesiology. “They get immediate feedback on what works and what doesn’t work.”

With more than 85 homeschooled kids enrolled for the spring 2014 semester, the program provides an opportunity for children from preschool to high school to come to the Iowa State campus for a physical fitness class. The class is conducted by Iowa State students and professors, who have research expertise in physical education.

“The P.E. program is mutually beneficial,” said Nancy Sundberg, a homeschool supervising teacher. “Our students get P.E. taught by ISU students and the ISU students get to practice teaching in an elementary setting right on campus. ISU provides gym space and P.E. teachers, while we provide the students.”

Vazou prepares Iowa State students to lead homeschooled children from preschool to fourth grade in physical education. The kids come to campus for one hour each week for 12 weeks.

Iowa State students teach the homeschool children lessons in throwing, catching, dribbling, volleying, aerobic fitness, strength, endurance, dance, and gymnastics. Vazou assigns the lessons to each student. Vazou said the kids value the unique experience. “It’s one of the most valuable opportunities to practice skills like social interaction, teamwork, and self-control,” she said. “It’s not just about the skills.”

The program also allows Vazou to work directly with the homeschool teachers, providing them with expert knowledge in physical education.

“I see huge improvements, especially for the elementary teachers,” Vazou said. “They are very dedicated and very hard working and always evaluate the course highly. They are very helpful.”

Vazou said she does her best to work with the homeschool teachers to ensure the kids are dedicated to attending the class weekly. “I need to see the progression and I need to see that they take this seriously,” she said. “I have them explain to the parents that if this doesn’t fit in their schedule, you cannot come. You need to be committed.”