



ANNUAL REPORT

2021-22



BY THE NUMBERS



13,280

PEOPLE REACHED

7,458 people visited the IQhub

5,822 people were educated through staff outreach

40%

ATTENDANCE INCREASE OVER 19-20

6,645 people was the goal for on-site visitors attendance in 2021-22

7,458 people visited on-site, exceeding the goal by 12% and increasing attendance 40% over 2019-20

164

GROUPS/FIELD TRIPS

76 groups were return visits

88 NEW groups booked educational experiences

\$155,810

SPONSORSHIPS, GRANTS & DONATIONS

\$139,700 in corporate sponsorships

\$11,118 in grant funds

\$4992 from AgroLiquid employee donations

STRATEGIC PLAN

By June 30, 2022 the IQhub will better tell their story, showcasing how food moves from farm to table through engagement with key external stakeholders and enhanced marketing tactics.

- Throughout 2022, the IQhub will host informal education groups such as the scouts, Michigan Career Quest and other community groups to share agriculture's story and engage them in IQhub's mission.
- By March 2022, the IQhub will enhance their communication and outreach to the public by creating 3-5 video/print testimonials regarding student, educator and others experience with the IQhub.
- By engaging new external partners and enhancing communication, the IQhub will increase overall participation from 2019-2020 by 25%.

To expand agricultural literacy and diversity at the IQhub by June 2024, three new partners/supporters will be added annually.

- The IQhub will identify the areas of need at the beginning of each fiscal year, then formulate and execute the ask.

By July 2024 the IQhub will have built, equipped and premiered a new indoor/outdoor STEAM (Science, Technology, Engineering, Agriculture, Math) classroom space.

- By January 2024 the IQhub will have partnered with STEAM groups throughout the region to review, refine and connect educational content to meet current curriculum standards and grade-specific requirements.
- By July 2022 the IQhub will have partnered with two groups to promote services and resources while engaging a broader audience. (Example partners would be MSU/MSUE, commodity groups, etc.)
- By July 2023 partnerships and curriculum showcasing ag-focused career opportunities to youth and the public will be crafted.
- During the 2023-24 school year, the IQhub's ag-career program/resources will be piloted to at least 6 school districts.



SPONSORS & PARTNERS

The IQhub became a 501(c) 3 non-profit organization, in 2015. Operations are funded solely on sponsorships, donations and grants from community and business partners.

The IQhub has no admission charge and transportation grants are available to reimburse schools and other non-profit organizations in order to provide no cost field trips.

THANK YOU to these amazing sponsors who support our mission:



Troy & Jill Bancroft



Valued Industry Partners:

- Michigan Farm Bureau
- Michigan Agriculture in The Classroom
- Michigan Soybean Committee
- MiSTEM - Mid Michigan Region
- MSU Department of Forestry
- MSU Agronomy Club
- North Central Research Station

HISTORY



IQhub is the culmination of the Bancroft Family's vision. They wanted to develop a facility where young and old could bridge the gap between consumers and producers. This helps people realize the challenges of feeding a world that will be home to more than nine billion people by the year of 2050! According to AgroLiquid President, Troy Bancroft, "We are borrowing this land from our grandchildren. To ensure our future, we must embrace sustainable practices to provide a safe and abundant food supply for generations to come."

The IQhub is an educational center for agricultural history, innovation and exploration. This 9,500 square foot facility was completed in June 2014 and created to educate visitors on how farmers produce food and fiber, while exploring our foods route from farm to fork.

The IQhub is filled with educational and interactive exhibits, which will take guests through the history of agriculture. Children and adults will enjoy exploring the 24 interactive museum quality exhibits, while the youngest visitors can investigate the Kids' Korner... This is where; even the smallest children can learn where their food comes from.

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Thousands of people enjoy the IQhub each year. In 2019-20 school year, the IQhub had the opportunity to work with over 14,786 people including 5,316 visitors to the IQhub and 9,470 people through outreach programs. There were 105 educational programs, made up of 74 returning groups and 31 new groups.

It is our hope that we can all work together and keep the love of agriculture alive!

ABOUT US



The IQhub is a 501(c) 3 non-profit organization with a mission to educate the public, while bridging the gap between agricultural producers and consumers, using interactive displays and presentations. The IQhub is an educational center for agricultural history, innovation and exploration. Operations are funded solely on sponsorships, donations and grants from community and business partners.

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THE IQHUB TEAM

Sue Kadlek
Administrator

Emily Crambell
Education & Outreach Manager

Sheri Menard
Agricultural Education Associate

IQhub, 1130 S. DeWitt Rd,
St Johns, MI 48879
989-227-3847
IQ.hub@agroliquid.com