

Governor's Empower Rural Iowa Initiative

Growing Rural Iowa Task Force Meeting Minutes
Tuesday, November 16
10 – 11 AM

1. Roll Call:

Lt. Governor GreggSandy EhrigStacy BeschWhitney BaethkeRon ReischlJenae JenisonLink KroegerTravis ToliverJenna RamseyJason NeisesCaleb KnutsonTina BakehouseJames HoelscherSharon StrohRob DensonShannon Landauer

Stephanie Fromm Gary Taylor

2. Approve Minutes from September 15 & October 11, 2021:

Minutes had been previously distributed for review. Rob Denson motioned to approve, and Jason Neises seconded. Motion carried.

3. Welcoming Remarks from Lt .Gov. Gregg:

Provided overview of agenda and information on the in-person Investing Task Force meeting to be held tomorrow at Buena Vista University in Storm Lake.

4. Remarks by Co-Chair Sandy Ehrig:

Discussed success of the Leadership Exchange and Bootcamp and thanked all members who had taken part and who had helped with planning, mentoring, and facilitating. Introduced James to provide a fuller overview.

5. Rural Leadership Exchange & Bootcamp Recap – James Hoelscher:

Thanked the team who helped make the events come together. There were 120 individuals at the Exchange, and many stayed for the Bootcamp the next day. Fourteen communities took part with 3-5 members per team. All were assigned a mentor to work with them during the Bootcamp and who will continue to meet long term, at least 3 times per year. Members gave an overview of a topic such as recruiting, then teams would work with mentor on that topic. Discussed about 8 different aspects. Feedback from participants has been strong and we will use input to tweak the program. Next year we may hold the Bootcamp on the first day with the Exchange on the second.

Comments: Tina – very empowering coaching leaders to tell their stories. A lot of good energy, hope storytelling stays as a component. LG – it was great to see so many TF members leading conversations. Would like feedback – what would we do differently next year? James – looking at a huddle to bring some of attendees back together so ensure what we were thinking of is what attendees got. For next year we could have up to 14 teams to be ready to help facilitate next year.

6. Panel on Initiatives from Statewide Organizations:

Looking at how some state organizations are looking at workforce and recruitment

Joe Murphy, Iowa Business Council:

IBC represents states largest companies. Economic Development is important to Iowa and it is important that the larger businesses are involved. A healthy company is a growing company and Iowa currently is not doing well, only seeing a growth rate of 4.5% which is lower than much of the country. They are focusing on population growth and federal immigration reform and building a marketing strategy to attract new diverse Iowans partnering with Iowa Workforce Development. Shared an infographic on Demographics and Diversity.

Comments: Linc - In addition to get people to move to the state we have to keep people here and retain HS graduates. Joe - One of the ways we think we can focus on that is working with K-12 on exposing them to opportunities for careers in member businesses. The just launched a mini-grant program on work-based learning with the lowa Dept. of Education.

Nicole Crain, ABI:

Shared a presentation with members providing an overview of the Association (see PPT for details). ABI primarily represents manufacturers and suppliers and has 1,500 members many in rural lowa. Currently initiatives they are focusing on include: helping members with DEI training educating on Manufacturing 4.0 innovation opportunities; workforce issues and refugees; and child care issues. Also, this year is the 40th anniversary of Leadership lowa.

James: Does ABI meet with similar state organizations? Nicole: Yes, we share best practices, many look to lowa as a leader working on manufacturing 4.0 and childcare.

7. Grant & Program Updates:, Public Comment, Wrap up & Next Steps:

Liesl provided an overview of the grant programs and thanked members who are part of the review panel. All programs are now open and due by December 1. These include:

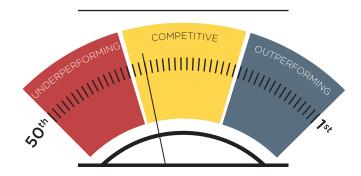
- Rural Innovation Grant Program Provides up to \$200,000 in grants supporting creative, non-traditional ideas that focus on current issues and challenges faced by rural communities associated with the themes of community investment, growth and connection.
- Rural Housing Assessment Grant Program Provides up to \$100,000 to support the use of
 publicly available online information through the "Profile of Iowa" tool and rural community
 efforts to interpret this hard data with supplemental information, as well as to implement
 through changes to development codes, local ordinances and housing incentives specific to their
 community needs in partnership with Iowa State University Extension and Outreach.
- Rural Child Care Market Study Grant Program Provides up to \$100,000 to support the use of
 data and analysis by rural communities to determine the specific needs and solutions for their
 area. In partnership with First Children's Finance, funding from the program will empower
 communities to assess their current child care market environment and develop strategies.

- Rural Return Program Provides up to \$100,000 to support creative programming that attracts new residents to move and/or work in rural communities. Grant funding will support the development and implementation of incentive programs.
- 8. Public Comments: None
- 9. Next Steps:

Reminder of the December 15th meeting in Oskaloosa with will be a joint meeting with the IRDC.

10. Adjourn

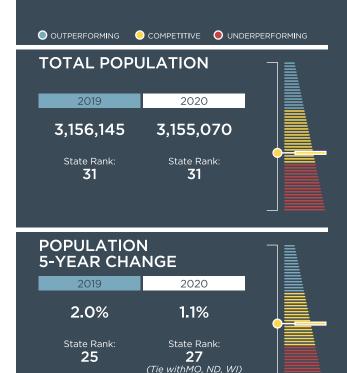
DEMOGRAPHICS & DIVERSITY

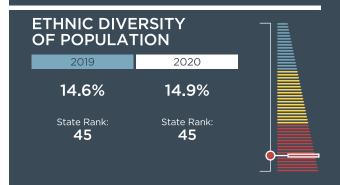


lowa's population growth has consistently trailed the national average and its net migration decreased by more than 2,300 people in the past year. Long-term prosperity will be constrained by a lack of people to fill jobs. Growing lowa's overall population will be critical to building the workforce pipeline and expanding state revenues. lowa's population growth continues to be outpaced by other states and still does not meet businesses' growth needs.

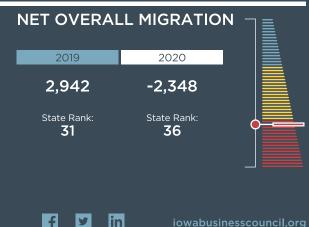
As stated previously, lowa must capitalize on individual's willingness to move to new locations and states as a result of the pandemic and the normalization of remote working opportunities. The IBC is focused on highlighting key differentiators that showcase lowa in a positive light and will partner with all organizations in this goal.

Although lowa's ethnic diversity is increasing, with trends pointed toward consistent growth, lowa ranks again in the bottom six states for the ethnic diversity of the population. Ultimately, the growth and diversification of lowa's population must be accelerated in both urban and rural communities to ensure continued economic growth for the state.











ABIN lowe Association of Business and Industry

EMPOWER RURAL IOWA-GROW TASK FORCE NOV. 16, 2021

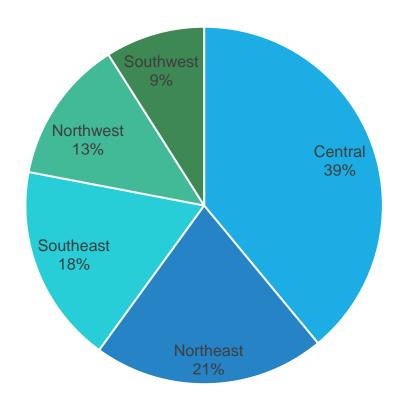


IOWA ASSOCIATION OF BUSINESS AND INDUSTRY

- Established in 1903 as the lowa Manufacturers
 Association before expanding to represent companies
 in all industries across the state.
- The largest statewide business organization with 1,500 member companies representing 330,000 employees in all 99 counties.
- ABI's mission is to nurture a favorable business, economic, governmental and social climate within the state of lowa so our citizens can have the opportunity to enjoy the highest possible quality of life.



MEMBER GEOGRAPHY



Geographic Breakdown



MEMBERSHIP

- MEMBER PROGRAMMING: Subject matter experts provide continuous education to other members from workers' compensation to child care best practice events.
- NETWORKING: In-person and virtual events allow member companies to do business with one another. Statewide business conference with high-profile keynotes and workshops with more than 500 attendees.
 - Annual Conference
 - Diversity Workshops
 - Schabel Solutions



ADVOCACY

Policies that support continued investment and growth in rural lowa

- Broadband
- Child care challenge grant
- Future Ready Iowa
 - Employer Innovation Fund
- IEDA HR Summit-Dec 8
- Refugee Employment Opportunities





CULTIVATING IOWA'S TALENT CONTINUUM ABI FOUNDATION



TO DELIVER PROGRAMS FOR THE BENEFIT OF STUDENTS, EDUCATORS, EMERGING LEADERS AND EMPLOYERS THAT EXPAND THEIR KNOWLEDGE AND ENHANCE THEIR INDIVIDUAL RESPONSIBILITY AND LEADERSHIP SKILLS.

- ABI FOUNDATION MISSION (1984)

Iowa Opportunities and Issues Awareness

Workforce Solutions and Civic Engagement

SERVING STATEWIDE + COMMUNITY NEEDS



ELEVATE ADVANCED MANUFACTURING

- High School Students (grades 9-12)
- Careers Through Technical Education and Trade
 - Hands-on, on-the-job training
 - Graduate with a certificate or degree
 - Become a full-time employee quicker
- www.Elevatelowa.com
 - Seniors: Scholarship Applications Due May 1
 - "Not A Dirty Job" Video Series
 - Online Skills/Interest Assessment

NOT a Dirty Job

Summer 2020





LEADERSHIP IOWA UNIVERSITY

- College Students (Soph. Senior)
- Opportunities Awareness
 - Variety of Industry Tours
 - Discussions & Career Opportunities
 - Keynote Speakers
 - Networking Events & Social Activities
- Personal Strengths & Career-Focus
 - Internship Capstone
 - Expanded Network: Peers & 80+ Professionals
 - Mentorship & YP Iowa Conference
- www.LeadershiplowaUniversity.com
 - Nomination & Application





COLLEGE STUDENTS

AUGUST 8-12

DES MOINES AREA



LEADERSHIP IOWA

- Adult Professionals (40 Selected Annually)
- Issues-Awareness & Civic Engagement
 - Eight Monthly Sessions (2-3 Days)
 - Variety of Session Topics
 - Subject-Matter Experts: Local & Statewide
 - Tours, Activities, Discussions
- Personal AND Professional Development
 - LI Network: Class-Members, LI Alumni, ABI
 - Renewed Motivation & Sense of "Home"
 - Better for Workplace & Community
- www.Leadershiplowa.com
 - Nominations Due: May 1, 2020







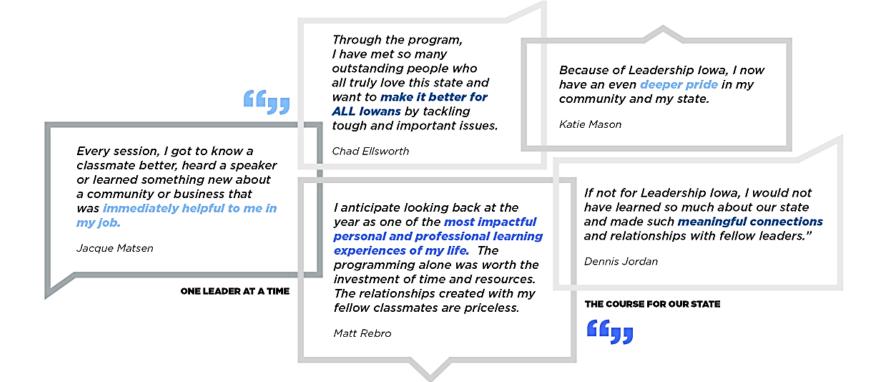
ADULT PROFESSIONALS

OCT. - JUNE

THROUGHOUT THE STATE



LEADERSHIP IOWA



ADULT PROFESSIONALS

OCT. - JUNE

THROUGHOUT THE STATE



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