

## IOWA

**State of Manufacturing:** Manufacturing is and will continue to be a vital industry for Iowa. The sector accounted for 200,000 jobs in 2010 and remains one of the highest paying industries in the state, with manufacturing employees making an average annual compensation of \$59,232. A large share of employment is concentrated in food processing and machinery, with important employment opportunities also in fabricated metals, transportation equipment, and computer and electronic products.

**Completion Matters:** Completion of a degree or postsecondary credential with value in the workplace remains a critical strategy in meeting the workforce needs of Iowa's manufacturers. Iowa's 15 public community and technical colleges enroll over 138,000 students annually, with a completion rate of 34%. Compounding lacking performance in postsecondary institutions is a high school dropout rate of about 15%.

**State Champion Driving Change:** Iowa Association of Business & Industry (ABI)/Iowa Innovation Gateway (IIG)

**Most significant "lever" for success in statewide deployment of the Manufacturing Skills Certification System:** The Institute identifies three significant levers for success of this initiative in Iowa. First, ABI/IIG have pursued a highly integrated, strategic approach to garner support for educational pathways aligned to industry-recognized credentials; they have purposefully linked to and leveraged related initiatives in the state. Second, in their Battelle-produced study on information technology and advanced manufacturing in Iowa, the location quotient for the manufacturing of construction and agricultural equipment is "off the charts," providing important justification for development of the talent asset required to attract and retain such businesses/jobs. Finally, ABI/IIG have positioned highly influential "home town" industry champions as the principal spokespersons for this initiative; this is a powerful move to garner continuing industry support and leadership.

### **Action in First Year of Grant:**

- Mike Ralston, president of ABI, briefed the Iowa community college presidents in February 2011, to garner their support for the Manufacturing Skills Certification System and begin the partnership with the community college system.
- Denise Rathman, IIG director, initiated the necessary partnership with Iowa Workforce Development to align IWD's efforts to implement the National Career Readiness Certificate – the foundational credential – with ABI's plans to implement the Manufacturing Skills Certification System. Additional governmental leadership outreach included the Lt. Governor and the staff of Iowa's senators and two of the five congressmen.
- The Iowa Department of Economic Development commissioned the Battelle Memorial Institute to produce a data-driven study on information technology and advanced manufacturing in Iowa. Study findings will inform the implementation of aligned educational and career pathways in advanced manufacturing.

- On March 8, 2011, nine members of the Iowa Innovation Gateway board met with three key stakeholders from state government – the designated directors of the Iowa Department of Economic Development, Iowa Workforce Development, and Iowa Department of Education – to begin alignment of Iowa’s economic development-workforce development- education agendas and policies with implementation of the nationally portable, industry-recognized credentialing system. Such public policy alignment and support are critical to both early implementation and long-term sustainability.
- ABI/IIG briefed the chief academic officers of the Iowa community colleges at an April 4 convening.
- In July 2011, implementation of the Manufacturing Skills Certification System was a key topic at the annual meeting of the Iowa Association of Community College Trustees. Lin Chape, senior VP for human resources, Vermeer Manufacturing Company, and a Manufacturing Institute trustee, presented the industry perspective on the value of and plans for SCS deployment. The Institute provided direct technical assistance to the community college participants from Professor Jose Ybarra, who led successful implementation of the Skills Certification System in Texas’s Alamo Community College District’s Advanced Manufacturing and Aerospace Academy.
- Community colleges identified as the most likely “early adopters” of the Manufacturing Skills Certification System include: Des Moines Area Community College, Eastern Iowa Community College, Hawkeye Community College, Indian Hills Community College, Iowa Lakes Community College, Iowa Central, Iowa Valley Community College, Kirkwood Community College, Northeastern Community College, and Western Iowa Tech Community College.
- ABI and IIG officials have been particularly aggressive about strategically linking their Manufacturing Skills Certification System strategies with related initiatives and organizations around the state, including, but not limited to, Project Lead the Way, United Way, Greater Des Moines Partnership, and 1:1 Institute, to bring technology into the classroom, and the Iowa State University Center for Research and Industrial Services (which is where Iowa’s MEP is located).
- Although ABI and IIG continue to integrate briefings and presentations about the Skills Certification System into their regular meetings with business and industry leaders throughout the state, the principal manufacturing convening will be the ABI Manufacturing Lunch on October 18. Mary Andringa, CEO of Vermeer Manufacturing Company and Chair of the NAM Board of Directors, will speak on behalf of the value of integrating the manufacturing credentialing system into Iowa’s educational pathways.
- Four separate grant applications for implementation resources have been pursued by Iowa community colleges: Des Moines Area, Eastern Iowa, Kirkwood, and Western Iowa included Advanced Manufacturing pathways in their TAACCCT application; Iowa Central, Iowa Lakes, and Iowa Valley applied through TAACCCT; Indian Hills also submitted a TAACCCT application focused on Advanced Manufacturing; and Northeast Community College submitted a proposal to the now-rescinded career pathways grant solicitation.