



## Lumina Foundation Strategy Labs Application Attainment Challenge Grants 2016

Lumina Foundation Strategy Labs Attainment Challenge Grants provide funding to support state-based efforts to reach robust, state-wide post-secondary attainment goals. Grant recipients (eligible state entities that are approved following a brief application process) are eligible for a maximum of \$100,000 to further their efforts to implement and communicate evidence-based policies that increase attainment toward the state's designated goal while closing attainment gaps among diverse populations. Below is a quick summary of the application process:

1. Eligible applicant completes and submits this application.
  - Entities that are eligible to receive funding include:
    - Organizations incorporated in the United States that are classified as tax-exempt under section 501(c)(3) of the Internal Revenue Code and as public charities under section 509(a)(1), (2) or (3) of the Code.
    - A state, a possession of the United States, or any political subdivision of any of the foregoing, or the United States or the District of Columbia provided such governmental organization uses the funds exclusively for public purposes.
  - In order to encourage cities and states to develop their own solutions, Lumina strongly prefers to fund Eligible Entities with a local rather than a national focus. For that reason, only requests from Eligible Entities that are based/operate in the state/municipality where the request originates will be considered.
  - Please type your answers on this form and e-mail the document in Microsoft Word format to [luminastrategylabs@hcmstrategists.com](mailto:luminastrategylabs@hcmstrategists.com).
2. Lumina Strategy Labs reviews applications and advises applicants of their application's status within two weeks.
  - Applicants whose applications are approved to advance will be required to submit a more detailed work plan and finalized budget for the state-level work to be performed with the grant (forms will be provided by Lumina Foundation).
3. Lumina Strategy Labs will advise the applicant if/when the application and work plan are approved. Once approved, the parties execute final grant documents (which include the applicant's agreement to Lumina's reporting requirements and other necessary terms and conditions).

Additional details on the Attainment Challenge Grant program can be requested by contacting [luminastrategylabs@hcmstrategists.com](mailto:luminastrategylabs@hcmstrategists.com).

### Lumina Strategy Labs Attainment Challenge Grants Application



## 1. Requesting Entity Name and Point of Contact

The Future Ready Iowa Alliance facilitator is Beth Townsend, director of the Iowa Department of Workforce Development: [Beth.Townsend@iwd.iowa.gov](mailto:Beth.Townsend@iwd.iowa.gov) or 515-281-5364.

The Future Ready Iowa Alliance contact for financial matters is Kelly Taylor, bureau chief, financial management, Iowa Department of Workforce Development: [Kelly.Taylor@iwd.iowa.gov](mailto:Kelly.Taylor@iwd.iowa.gov), or 515-281-4263.

## 2. Narrative for Proposed Attainment Challenge Grant

In narrative form, please describe how you will use the Attainment Challenge Grant to work towards increasing postsecondary attainment and closing equity gaps in your state. Please clearly describe:

- The primary objective of this proposal for the Attainment Challenge Grant.
- State context, including data on existing state attainment, equity gaps, and background on the state's attainment goal (e.g., the goal statement, when and how it was set, and how it addresses equity).
- Proposed process and timeline for: identifying stakeholders to include in the process of increasing attainment; determining priorities for how to increase attainment; establishing a work plan; and anticipated next steps
- Desired outcomes, specifically including the anticipated impact on closing state attainment gaps (please reference the relevant *A Stronger Nation*).

### Opportunity for all Iowans

#### Expanding postsecondary educational attainment essential to close Iowa's skills gap

##### Iowa Overview

Closing the skills gap is critical to securing a more prosperous future for all Iowans. Increasing the share of Iowans with postsecondary degrees, certificates and other high-quality credentials to 70 percent by the year 2025 – with a focus on underrepresented Iowans – will assure a brighter future for individuals, families, communities and the state. This in turn will strengthen our homegrown talent pipeline so employers can hire the skilled workers they need to innovate and grow.

Iowa Gov. Terry Branstad and Lt. Gov. Kim Reynolds set Iowa's ambitious 70 percent goal in fall 2015, calling it the Future Ready Iowa initiative. Iowa's goal is inspired by the Lumina Foundation's commitment to 60 percent of Americans holding degrees, certificates and other high-quality credentials by 2025. Iowa's goal grew out of a National Governors Association grant to strengthen our state's workforce talent pipeline. Further, Iowa's goal is based on an analysis by the Georgetown University Center for Education and the Workforce, which was



commissioned specifically for Iowa, that projects 68 percent of Iowa jobs will require education or training beyond high school by 2025.

If awarded a Lumina Attainment Challenge Grant, Iowa will use it to advance the Future Ready Iowa initiative and support the work of the Future Ready Iowa Alliance, which will develop and recommend a comprehensive strategy to reach Iowa's 70 percent goal for Iowans in the workforce ages 25 to 64. Governor Branstad plans to sign an executive order on Aug. 29, 2016, formally establishing the 70 percent goal and creating the Alliance. The final Alliance report will be due by October 2017. Besides producing a bold master plan to increase postsecondary attainment for all Iowans, the Alliance will determine precise metrics and benchmarks along a time line that must be met to make progress toward the goal. This information will be presented in a publicly available dashboard. These metrics and benchmarks will include reducing the socioeconomic, ethnic and racial achievement gaps in postsecondary enrollment and completion rates by traditional-age students and adult learners, and better aligning postsecondary degrees, certificates and other credentials with high-demand jobs. Prioritizing equity for Iowans who are African-American, Hispanic or Native American is vital. Lumina's "Stronger Nation 2016" report on Iowa shows why: 43.8 percent of whites in Iowa's workforce hold a postsecondary degree, but just 29.7 percent of African-Americans, 18.4 percent of Hispanics, and 29 percent of Native Americans. To maximize Iowa's economic potential, we must help more Iowans overcome barriers to gain high-demand skills, good-paying jobs and rewarding careers.

The following high-level questions will guide our prioritization of programs and initiatives to improve, advance or expand as part of the Future Ready Iowa initiative:

- 1) Equity Focused:** Does the program directly address equity gaps and related barriers?
- 2) Demand Driven:** Is the program tightly aligned to high-demand jobs and career opportunities?
- 3) Results Oriented:** Has a similar program worked in Iowa or elsewhere, and is it supported by outcomes data?

As Iowa's application presents policies and other ideas and approaches for consideration by the Future Ready Iowa Alliance, we recognize the Alliance will not be limited to these suggestions, and that it will decide what recommendations to make to Governor Branstad.

### Potential strategies for Iowa

- 1) Rapidly improving postsecondary enrollment and completion rates, with a focus on equity:**

Lumina's "Stronger Nation 2016" report provides a good statistical snapshot of where Iowa stands: 47.3 percent of Iowa residents had a post-secondary credential of some kind in 2014. Iowa's postsecondary attainment rate (associate degree and higher) grew to 43.3 percent in



2014 from 38.8 percent in 2008. Lumina estimates 4 percent of Iowans ages 25 to 64 hold a high-quality certificate, which adds up to 47.3 percent of Iowans with a postsecondary credential.

With less than a decade to reach our 70 percent goal, Iowa needs to design a nimble, 21<sup>st</sup> century education-to-employment system that works for all Iowans. This interconnected system must address a broad spectrum of needs at once, similar to Tennessee's Drive to 55 framework, which directly reaches out to high school students (Tennessee Promise), adults wanting to complete a postsecondary degree or other credential (Tennessee Reconnect), and employers by ensuring postsecondary institutions produce graduates with the needed skills (Tennessee Leap). Iowa also will look at how to expand public-private partnerships, and better link state and local initiatives to accelerate progress.

In Iowa, our work should start with doing more to help all Iowans, but especially underserved students and adults, with a better-supported route to postsecondary enrollment and completion. The extent of the challenge shows up in alarming statistics, including:

- Of Iowa's class of 2015 who enrolled directly in one of Iowa's 15 community colleges, 29.4 percent had to take at least one remedial course, reports the Iowa Department of Education.
- The three-year success rate for students who enrolled in a community college in 2012 was only 46.4 percent for whites, 37.2 percent for Hispanics, and 31.8 percent for African-Americans, according to the 2015 Iowa Condition of Community Colleges report. The definition of success includes earning a two-year degree and taking courses before transferring to a four-year college or university.
- At the three state universities for the entering class of 2009, too few students earned a degree in six years: 72.1 percent at the University of Iowa, 71.4 percent at Iowa State University; and 67.6 percent at the University of Northern Iowa (UNI). Rates often are lower for minority students, including just 29 percent of African-Americans graduating in six years from UNI.

Iowa will have to stretch its thinking beyond serving traditional-age students, however, to achieve our 70 percent goal. A significant share of growth in postsecondary attainment will have to come from adult learners, including Iowans age 25 and older already in the workforce. A recent survey of Iowans older than age 35 who are interested in pursuing higher education shows the desire of many Iowans to complete degrees or improve skills: 24 percent wanted to complete a two-year degree; 28.5 percent want to finish a four-year degree and 14 percent were interested in information technology training. Just over 31 percent indicated they intend to invest in their education in the next 12 months. Top obstacles to pursuing education and training include financial concerns (32.9 percent); lack of time (29.3 percent); and feeling restricted due to their age (24.5 percent). The 22 percent of Iowans with some college but no degree promise to help Iowa make early progress toward the 70 percent goal if offered flexible, affordable options to advance. The Home Base Iowa initiative to encourage veterans to live and work in Iowa, in part by recognizing qualifications earned during military service, could serve as a blueprint for recognizing other competency-based learning by adults.



To reach Iowa's 70 percent goal by 2025, Iowa also must better assist unemployed Iowans, with a focus on minority communities, which typically have higher unemployment rates than the state average. For example, according to the 2014 Census, African-Americans had an unemployment rate of 16.1 percent and Hispanics 11 percent, compared to an overall rate of 5.4 percent. Barriers to good jobs and rewarding careers accumulate early as can be seen in 2015 high school graduation rate for some minority groups: African-Americans, 79.2 percent; Hispanics, 82.8 percent; and whites, 92.4 percent. Although fewer than 7 percent of Iowa adults lack a high school diploma, Future Ready Iowa also should target high school completion as part of the overall strategy.

Meanwhile, although Iowa is the third-best state for employing individuals with disabilities, reports RespectAbilityUSA, the fact that just 46.5 percent of Iowans with disabilities were employed in 2014 shows room for growth. Broadly mobilizing education, community and business leaders to promote education and training could help address this disparity.

Policies to rapidly boost postsecondary enrollment and attainment that should be considered include but are not limited to the following:

- A. Better aligning what constitutes college and career training readiness with expectations of postsecondary educational institutions, and employer needs;
- B. Completing the Future Ready Iowa online site. It will list high-demand jobs and highlight career pathways to reach those jobs, including how to find financial aid to help with tuition;
- C. Expansion of pre-apprenticeship and apprenticeship programs that lead to being hired;
- D. Expansion of dual credit courses to give high school students a postsecondary head start;
- E. Expansion of college STEM (science, technology, engineering and math) internships;
- F. Studying the feasibility of requiring all postsecondary programs to include internships;
- G. Expanding/reallocating state funding for scholarships aligned with workforce demand;
- H. Greater promotion of online learning;
- I. Providing mentors for all at-risk college students;
- J. Creating incentives for Iowans with some college to complete a credential, including a user-friendly reverse transfer policy and expanding programs designed for and cost-shared with businesses for current employees to advance;
- K. Better supporting parents of children living in or near poverty to move toward self-sufficiency. That could mean establishing new or expanding existing community-based partnerships in low-income neighborhoods that involve postsecondary programs, business and industry, and nonprofits; and
- L. Otherwise building a robust network of industry-led career pathway work across Iowa.

Deciding which strategies will be most effective at achieving the needed outcomes will be based on a business-focused, evidence-based, data-driven analysis of how well and how quickly they will help more Iowans earn postsecondary credentials – especially underrepresented Iowans – while simultaneously closing the skills gap so employers can hire the skilled workers they need.



State agencies, education and training institutions, business, industry, labor and nonprofit experts, and community leaders will be closely involved in shaping this process. A consultant will assist with the current state and gap analysis work that will be crucial to developing Iowa's work plan. A program matrix will be developed to rate programs on our three guiding principles/questions – 1) Equity Focused, 2) Demand Driven, and 3) Proven Results.

Supports that could be leveraged to analyze these strategies include:

- A. Conducting an in-depth current state and gap analysis to identify specific gaps and misalignments in Iowa's education to workforce pipeline, with a focus on barriers between people who are underrepresented and unfilled high-demand jobs. Some information is already available, while other information will have to be compiled through collaborative work of state agencies, postsecondary education and training institutions and other partners;
- B. Conducting an in-depth analysis of the main barriers that students and potential students in Iowa face to post-secondary enrollment and completion;
- C. Undertaking extensive research to compile a list of the most effective policies with the most promise for Iowa based on what is working in Iowa, and what is working in other states and nations;
- D. Creating three committees, each with a broad cross-section of Alliance members and other Iowans to focus on three key areas: 1) ensuring students graduate from high school genuinely ready for college or career training; 2) increasing postsecondary enrollment and completion; and 3) that K-12 and postsecondary education and career training more intentionally align with each other and with high-demand jobs employers need to fill; and
- E. Regularly seeking feedback throughout the yearlong work of the Alliance, including surveys and public meetings. This will include input from students, parents, educators, and business, labor, nonprofit and community leaders, among others, to shape the Alliance's work.

## **2) Significantly reducing the K-12 achievement gap and increasing college/career-training readiness:**

If awarded this grant, our focus will be postsecondary attainment, but it is important to recognize that the different pieces of the talent pipeline are connected and to acknowledge the simultaneous work that state and local leaders will be doing in preschool through high school. It is urgent that Iowa reduce the persistent academic achievement gap in our elementary and secondary schools. Iowa was a top performer on national tests in fourth-grade reading and eighth-grade math in the early 1990s, but has slid toward the middle of the rankings since then. Today, Iowa's stagnant national test scores in fourth-grade reading and eighth-grade math show a need to improve learning for all students, but some minority groups tend to fare far worse. By 12<sup>th</sup> grade in Iowa, just 15 percent of African-American students and 26 percent of Hispanic students scored proficient or above in reading compared to 47 percent of white students who took the 2013 National Assessment of Educational Progress. In math, just 5



percent of African-American seniors and 11 percent of Hispanic seniors scored proficient or above compared to 29 percent of white seniors.

Meanwhile, 67 percent of Iowa's high school class of 2015 took the ACT college entrance exam, but just 33 percent of test-takers met the college-readiness benchmark in all four areas. African-American and Hispanic students tended to score lower. So did students aspiring to be the first generation in their family to attend college. A preliminary state report on postsecondary enrollment one year from high school graduation – averaging the years 2012 to 2014 – shows how the disparity continues. Just over 71 percent of all high school graduates were enrolled in a postsecondary institution one year later, but that was the case for just 61.7 percent of African-American students and 55.9 percent of Hispanic students. When fully developed, this report will allow Iowans to see how well each high school does when it comes to postsecondary enrollment, remedial course-taking rates and postsecondary award rates.

Iowa is proud to have the best high school graduation rate in the nation – 90.8 percent – which is a strong foundation to build upon. Iowa is now working in a systemic way to improve instruction and raise achievement throughout the K-12 system, including implementation of high state academic standards and a matching state assessment. Iowa's new Teacher Leadership and Compensation System better utilizes the expertise of top teachers, who serve in roles such as instructional coaches, to support the more challenging work classroom teachers must do. It is the most extensive teacher leadership system in the nation, and will be fully phased in during the 2016-17 school year. Iowa is a national leader in STEM, with the Governor's STEM Advisory Council delivering high-quality STEM education programs to about 380,000 students across the state since 2012. Children who participated scored higher in science, math and reading on state tests than peers in 2014-15. Helping students read proficiently is another major initiative – nearly 25 percent of third-graders scored below proficiency on the state test in 2014-15 – and the success with STEM education programs shows pursuing a cross-subject approach is important.

Last, it's time to move away from teaching knowledge and skills in elementary and secondary schools almost exclusively in the abstract. Iowa is intent on doing more to tie the classroom to the workforce so students understand how what they are learning connects to career opportunities and life experiences. In May, Governor Branstad signed sweeping legislation to modernize career-technical education and provide more equitable access. Cultivating greater student responsibility for charting their future postsecondary plans will happen only if students have more of the right tools at their disposal.

More purposeful efforts to reduce the K-12 achievement gap should focus on assuring students graduate ready for college or career training, with a stronger understanding of how the classroom connects to career opportunities. The framework for this again must be a more intentional alignment of what constitutes college and career training readiness with the standards of postsecondary education institutions and, in turn, with the expectations of employers. Policies that should be considered include but are not limited to the following:



- A) Annual identification of students who need stronger academic support to graduate truly ready for college or career training. Iowa already requires schools to identify struggling readers K-3 and provide intensive assistance early. The requirement could be extended to all grades for reading, math and perhaps other subjects. Iowa's new state report card tracks student progress along a college-readiness trajectory, so it's possible to see progress for each school and school district. Extra support for students could be provided in greater collaboration with nonprofits, business and industry, and other partners. It could be paid for in part by shifting some of the money spent on postsecondary remediation to K-12 schools;
- B) Iowa could add a college and career-training readiness evaluation as part of Iowa's recently updated individualized academic and career plans required for all students starting in eighth grade. That would be followed by significant tailored remediation for students who are behind in conjunction with more assistance with exploring career possibilities, including summer learning opportunities at college campuses and pre-apprenticeship programs;
- C) Expanding K-12 teacher summer externships with business and industry in STEM fields;
- D) Expanding K-12 school-business partnerships that involve industry professionals collaborating with teachers to design curriculum with real-world, hands-on projects. This is in keeping with Governor Branstad's announcement in April that he plans to expand the STEM BEST (Businesses Engaging Students and Teachers) program of the Governor's STEM Advisory Council;
- E) Establishing more programs in low-income neighborhoods similar to the Dreamer Academy at Findley Elementary School in Des Moines, where 342 college savings accounts recently were started for every student. Besides helping families overcome financial barriers, academic and social and emotional supports also would be part of creating a college-going culture; and
- F) Articulating career pathways early in the K-12 system. Loess Hills Computer Programming Elementary School in Sioux City is a great example of a school taking this approach.

Deciding which strategies will be most effective at achieving the needed outcomes, similar to the description in the postsecondary section above, will be based on a business-focused, evidence-based, data-driven analysis of how well and how quickly they will help more K-12 students – with a focus on underrepresented Iowans as part of the overall strategy – succeed academically and explore and plan for future careers. Educators, business, industry, labor and nonprofit experts and community leaders will be among those closely involved in shaping this process. A consultant will assist with the current state and gap analysis work that will be crucial to developing Iowa's work plan. A program matrix will be developed to rate programs on our three guiding principles/questions – 1) Equity Focused, 2) Demand Driven, and 3) Proven Results.

The Iowa team also will examine transition point best practices with holistic supports and systemic overlap to better prepare for and better support the transition. Iowa believes the work of the Future Ready Iowa Alliance will help drive connectivity across systems, improve collaboration between all systems and employers, and smooth transitions for Iowans –



especially those with barriers to education and training. Overlap between systems could be nurtured through earlier remediation, more focused dual enrollment, and stronger job placement efforts, among other supports.

### **Leadership and planning**

The Future Ready Iowa Alliance will be led by an executive committee co-chaired by Lt. Governor Reynolds and the CEO of a major Iowa company. Beth Townsend, Iowa Department of Workforce Development director, will facilitate the work of the Alliance in coordination with the directors of the Iowa Department of Education, the Iowa Economic Development Authority, other agency leaders, and the Governor's Office. Emphasis will be placed on creating a robust public-private partnership with business and industry, nonprofits and others. Names of Alliance members will be announced before the first meeting on Oct. 28, 2016. The Alliance will include representatives of the following: business and industry; labor; preK-12 schools, including career-technical education and school counselors; higher education; students; apprenticeship programs; vocational rehabilitation programs; veterans programs; student financial aid agencies; human resources professionals; human services agencies, human rights agencies; economic development organizations; chamber organizations; community leaders; technology associations; workforce boards; nonprofit organizations; and state and local governments.

More specifically, the Alliance will be asked to determine priority strategies to reach Iowa's 70 percent goal, including detailed policy proposals to carry out those strategies that reflect a focus on closing achievement and attainment gaps and better aligning postsecondary credentials with high-demand workforce needs. Iowa wants this work to be significantly shaped and driven by business and industry because better addressing the needs of employers for more skilled workers is the surest way to sustainably provide great career opportunities to Iowans. Equity, demand and results will be the framework for analyzing strategies toward the development of a work plan, but further refinement of this process will need more input from the new Future Ready Iowa Alliance. That will be one of its first tasks.

The Alliance will create a proposed work plan with assigned responsibilities, clear deadlines and transparent annual reporting of progress. That will include a dashboard to track key metrics that will be publicly available on the Future Ready Iowa website. A baseline version of the executive dashboard has been drafted and includes key metrics on the health of Iowa's talent pipeline – for example, reading and math proficiency metrics at key grade levels, statistics on joint enrollment in high school and community college, degree attainment metrics, registered apprenticeship data, college remedial training statistics, student debt statistics, etc. Key equity statistics will need to be incorporated. The Future Ready Iowa Alliance will reach consensus on the final version of the executive dashboard. The Alliance likely will add key metrics it believes are important to achieving the governor's and Lt. governor's 70 percent goal or in measuring progress within key programs or initiatives. Action recommendations will be prioritized based on their alignment to our guiding principles – Equity Focused, Demand Driven, and Results Oriented – among other principles the Alliance may add. Existing programs and potential new



programs/initiatives will be given a composite score demonstrating alignment to our guiding principles.

Recommendations will be prioritized based on their alignment to our guiding principles – Equity Focused, Demand Driven, and Results Oriented – and other principles the Alliance may add. Existing programs and potential new programs/initiatives will be given a composite score demonstrating alignment to our guiding principles. The Iowa Department of Workforce Development will be responsible for overseeing the work of the Alliance and for delivering a report with final Alliance recommendations to Governor Branstad by October 2017. Responsibility for implementing the work plan the governor approves will be overseen by the Iowa Department of Workforce Development in close collaboration with other state agencies, working in partnership with preK-12 education, higher education institutions, business and industry, and nonprofits, among others.

### **What is at stake for Iowa**

Accomplishing the goal of 70 percent of Iowans having education or training beyond high school by 2025 will transform people's lives and the state's economy. But dramatically increasing the share of residents with two- or four-year college degrees and other credentials of value will require a far greater commitment, especially to serving underrepresented Iowans. Building that capacity must take place with a sense of purpose at all levels, including families, communities, education and training institutions, business and industry, nonprofits, and state and local government. Iowa is learning from the work of other states and aims to be a leader in the effort to better align education and training with high-demand workforce needs. We appreciate Lumina's consideration of Iowa's grant application to support the extraordinary work required to reach Iowa's 70 percent goal.

#### **1. Amount of Funds and Justification**

- Please provide a budget narrative and justification here for an Attainment Challenge Grant of up to \$100,000. Please complete the Lumina Proposal Budget Form attached as appendix A. Allowable uses of Attainment Challenge Grant funds are:
- Non-partisan, evidence-based policy expertise (such as policy expertise provided in writing, via webinars, teleconferences and on-site meetings; keynote speakers and facilitators for public meetings of stakeholders; and policy expert participation in state meetings).
- Convening and facilitation (such as site visits to states that are exemplars in policy areas; multi-state workshops to explore issues and approaches with peers and experts; and meeting preparation and facilitation, including board meetings, workshops and summits).
- Research (such as original data collection and analysis; written analyses of policy alternatives; and research and other evidence translated concisely for state policymakers).
- Communications to support broader public understanding and support for the state attainment goal.



- Management of the grant activities by a consultant or non-government employee.

### Iowa's budget narrative

Iowa would use the \$100,000 to advance the Future Ready Iowa initiative and support the work of the Future Ready Iowa Alliance. Direct project personnel costs include \$9,500 for the Labor Market Information (LMI) staff. LMI is expected to provide the statistical information needed to establish the baseline, track progress within the state, and conduct surveys of business and industry, universities and community colleges and other education and training programs, as well as high school students, to complete the work of the grant. Iowa plans to utilize \$50,000 on consultant fees to provide policy research and analytic and project management support for state and gap analysis. The consultant work will review existing Iowa programs and identify improvement opportunities and potential new programs to address gaps and misalignment. Given the scope, breadth and specificity of the work required, Iowa believes an outside consultant as opposed to a state employee would provide a better analysis given our desire to seek business-driven solutions. Iowa estimates approximately \$5,000 will be used to supply materials and equipment and to conduct meetings of the Future Ready Iowa Alliance, including gathering Iowans from all over the state of Iowa as well as conducting meetings outside of the Des Moines metro area as necessary. Given Iowa's emphasis on creating a robust public-private partnership with business and industry, nonprofits, educational institutions and communities in the state, Iowa estimates it will use approximately \$7,000 in travel including travel around the state as well as visits to perhaps two or three programs in other states whose work Iowa wants to learn from and possibly adapt. Iowa intends to hire a consultant to assist with the technical drafting of policy, strategic goals and meeting minutes as well as conducting a literature review of other state plans/goals. Iowa estimates it will need to spend approximately \$2,500 to conduct an evaluation/testing of developed strategic goals to ensure the Future Ready Iowa Alliance develops achievable, practical and productive plans. Iowa intends to then spend \$26,000 conducting outreach and communicating with Iowans through a variety of communication mediums the evidence-based policies that will increase attainment toward Iowa's goal of 70 percent of our workforce having education or training by 2025.

### **2. Additional Point(s) of Contact for the Grant (e.g., fiscal contact and point of contact for day-to-day operations of the work). Please include name, title, phone number and email address(es).**

In addition to Beth Townsend, Future Ready Iowa facilitator and director of the Iowa Department of Workforce Development, who is listed above in item one, please feel free to contact Linda Fandel, special assistant for education, Office of the Governor: linda.fandel@iowa.gov, or 515-725-3522; or Doug Hoelscher, state-federal relations director, Office of the Governor: doug.hoelscher@iowa.gov, or 202-624-5479. For fiscal questions, please contact Kelly Taylor, bureau chief, financial



management, Iowa Department of Workforce Development: [Kelly.Taylor@iowa.gov](mailto:Kelly.Taylor@iowa.gov), or 515-281-4263.

## 5. Acknowledgements and Representation of Authorizing Party

By checking this box, I acknowledge and represent that:

- 1) Lumina Foundation Strategy Labs Attainment Challenge Grant funds will be used solely for the approved expenses reasonably incurred for the activities described herein;
- 2) The views expressed during proposed activities will be clearly represented as those of the presenters and not necessarily those of Lumina Foundation, its officers and directors or employees;
- 3) The activities associated with the use of these funds will not include attempts to influence legislation, to lobby, to influence the outcome of any election, or to register voters;
- 4) All activities described herein will comply with all applicable federal and state anti-lobbying laws and regulations, including but not limited to 26 U.S.C. §4945; and
- 5) All reimbursed activities must be bipartisan and cannot be used to comment on, endorse or oppose legislation.

### **(TYPED) NAME, TITLE AND CONTACT INFORMATION FOR THE PERSON AUTHORIZING THIS APPLICATION:**

**Linda Fandel, special assistant for education, Branstad-Reynolds Administration**

**Aug. 2, 2016**

Typed Name & Title

Date (MM/DD/YY)

[Linda.Fandel@iowa.gov](mailto:Linda.Fandel@iowa.gov) or 515-725-3522

Contact Information