

CHAPTER 109  
TARGETED INDUSTRIES CAREER AWARENESS FUND

**261—109.1(82GA,ch122) Authority.** The authority for establishing rules governing the targeted industries career awareness fund under this chapter is provided in 2007 Iowa Acts, House File 829, section 7(9).

**261—109.2(82GA,ch122) Purpose.** The purpose of the targeted industries career awareness fund is to provide financial assistance to support a statewide public awareness campaign to educate students, parents and educators about career opportunities within the targeted industries. The goal of the fund is to showcase educational and career opportunities within the targeted industries and to assist students, teachers and parents in the development of educational plans and curriculum to take advantage of these opportunities.

**261—109.3(82GA,ch122) Definitions.**

*“Board”* means the Iowa economic development board established in Iowa Code section 15.103.

*“Career awareness campaign”* means a statewide educational and public awareness campaign to inform students, parents and educators about career opportunities within the targeted industries.

*“Committee”* means the technology commercialization committee created by the board pursuant to Iowa Code section 15.116.

*“Department”* means the Iowa department of economic development.

*“Fund”* means the targeted industries career awareness fund.

*“Targeted industry”* means the industries of advanced manufacturing, biosciences, and information technology.

**261—109.4(82GA,ch122) Program funding.**

**109.4(1)** Funds may be used for marketing and collateral materials, Web site development or other project expenses deemed reasonable and appropriate by the department, such as technical and logistical support.

**109.4(2)** The forms of financial assistance may consist of, but are not limited to, loans, forgivable loans, grants and such other forms of assistance the board deems appropriate and consistent with the needs of a given project.

**261—109.5(82GA,ch122) Matching funds requirement.** An eligible applicant shall provide matching funds of at least one dollar of nonstate moneys for every two dollars received from the department.

**261—109.6(82GA,ch122) Eligible applicants.** Eligible applicants must be industry associations, educational institutions or associations and their industry partners in the targeted industries with efforts or initiatives for a statewide educational/public awareness campaign(s) to inform students, parents and educators about career opportunities within the targeted industries.

**261—109.7(82GA,ch122) Application and review process.**

**109.7(1)** For career awareness campaigns beginning on or after September 1, 2007, an industry association group must submit an application for financial assistance, in the form specified by the department, to the Iowa Department of Economic Development, Innovation and Commercialization Division, 200 East Grand Avenue, Des Moines, Iowa 50309. Required forms and instructions are available at this address or at the department’s Web site at [www.iowalifechanging.com](http://www.iowalifechanging.com).

**109.7(2)** To apply for financial assistance from the fund, an industry association group shall submit an application to the department, in the form specified by the department. The application will be reviewed by department staff, the committee and the board. The committee will make a recommendation to the board regarding an application. The board has final decision-making authority on requests for financial assistance from the fund. The board may approve, defer or deny an application.

**109.7(3)** An application for financial assistance shall include all information required by the department including, but not limited to, the following:

*a. Project scope.* A description clearly defining the issue(s) to be addressed through the career awareness campaign.

*b. Target audience.* A description of distinct groups or segments of the population the campaign will reach.

*c. Campaign development.* A description of campaign strategies and goals to effectively communicate with the target audience.

*d. Campaign management.* A description of campaign execution and time frame for meeting project goals and milestones, including any collaborative partnerships for campaign success.

*e. Campaign budget.* A description of the campaign budget that includes a detailed explanation of the sources and uses of the funds and a description of future campaign sustainability.

*f. Campaign measurement.* A statement of anticipated campaign outcomes including industry connections and benefits to the targeted industries.

**261—109.8(82GA,ch122) Application selection criteria.** When applications for financial assistance are reviewed, the following criteria shall be considered:

**109.8(1) *Project approach.*** Whether the proposed approach is reaching its intended targeted audience and bringing awareness to the targeted industries.

**109.8(2) *Campaign development.*** Whether campaign strategies and goals will be effectively communicated to the target audience and increase awareness of careers within the targeted industries.

**109.8(3) *Collaboration.*** Whether the project demonstrates collaboration among business partners, academic institutions, and state agencies.

**109.8(4) *Campaign sustainability.*** Whether the application includes a plan for campaign sustainability and future growth.

**109.8(5) *Financial requirement.*** Whether the required matching funds have been secured and the total budget is sufficient to complete the campaign.

**109.8(6) *Estimate for project completion.*** Whether the required work can be completed in accordance with the time frame for the project.

**109.8(7) *Project outcomes.*** Whether the project outcomes include direct industry connections and increased awareness of careers within the targeted industries.

**109.8(8) *Review.*** Applications will be reviewed in the order received by the department. The board may approve, defer or deny each application for financial assistance, based on the availability of funds. To be considered for funding, an application must receive a minimum score of 65 out of a possible 100 points and meet all other eligibility criteria specified in these rules.

**261—109.9(82GA,ch122) Contract and reporting.**

**109.9(1) *Notice of award.*** Successful applicants will be notified in writing of an award of financial assistance, including any conditions and terms of the approval.

**109.9(2) *Contract required.*** The department shall prepare a contract, which includes, but is not limited to, a description of the activities to be completed by the applicant; conditions for disbursement; required reports; and the repayment requirements imposed in the event the applicant does not fulfill its obligations described in the contract and other specific repayment provisions (“clawback” provisions) to be established on a project-by-project basis.

**109.9(3) *Reporting.*** An applicant shall submit any information requested by the department in sufficient detail to permit the department to prepare the report required pursuant to 2007 Iowa Acts, House File 829, section 10, and any other reports deemed necessary by the department, the board, the general assembly or the governor’s office.

These rules are intended to implement 2007 Iowa Acts, chapter 122.

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