

CHAPTER 109  
TARGETED INDUSTRIES CAREER AWARENESS FUND

**261—109.1(82GA,ch122) Authority—fund termination and transition.**

**109.1(1) Authority.** The authority for adopting rules governing the targeted industries career awareness fund under this chapter is provided in 2007 Iowa Acts, House File 829, section 7(9).

**109.1(2) Fund termination and transition.** The targeted industries career awareness fund in this chapter was established pursuant to 2011 Iowa Code Supplement section 15.412(3)“b.” In 2012 Iowa Acts, House File 2473, section 31, the general assembly rescinded the provisions that provided the statutory basis for the fund. The rules in this chapter that were in effect upon the repeal of the fund shall apply to all awards made and all contracts entered into under the program on or before June 30, 2012, and shall continue to apply until such time as all such contracts, including all amendments to such contracts, reach the end of their effective contract periods and are closed by the authority. No new awards will be made under the fund, and no new contracts will be entered into on or after July 1, 2012.

[ARC 0611C, IAB 2/20/13, effective 3/27/13]

**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.**

“*Authority*” means the economic development authority created in Iowa Code section 15.105.

“*Board*” means the members of the economic development authority appointed by the governor and in whom the powers of the authority are vested pursuant to Iowa Code section 15.105.

“*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 established by the board pursuant to 261—Chapter 1.

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

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

[ARC 0611C, IAB 2/20/13, effective 3/27/13]

**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 authority, 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.

[ARC 0611C, IAB 2/20/13, effective 3/27/13]

**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 authority.

[ARC 0611C, IAB 2/20/13, effective 3/27/13]

**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 authority, to the Economic Development Authority, 200 East Grand Avenue, Des Moines, Iowa 50309. Required forms and instructions are available by contacting the authority at that address or from the authority's Web site at [www.iowaeconomicdevelopment.com](http://www.iowaeconomicdevelopment.com).

**109.7(2)** To apply for financial assistance from the fund, an industry association group shall submit an application to the authority, in the form specified by the authority. The application will be reviewed by authority 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 authority 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.

[ARC 0611C, IAB 2/20/13, effective 3/27/13]

**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 authority. 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.

[ARC 0611C, IAB 2/20/13, effective 3/27/13]

**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 authority 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 authority in sufficient detail to permit the authority to prepare the report required pursuant to 2007 Iowa Acts, House File 829, section 10, and any other reports deemed necessary by the authority, the board, the general assembly or the governor’s office.

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