

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.

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.