

UNI Economic Development Update 2022

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Business & Community Services

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Foundry 4.0 Center
Metal Casting Center

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UNI

**University of
Northern Iowa.**

Business &
Community Services



BCS.UNI.EDU

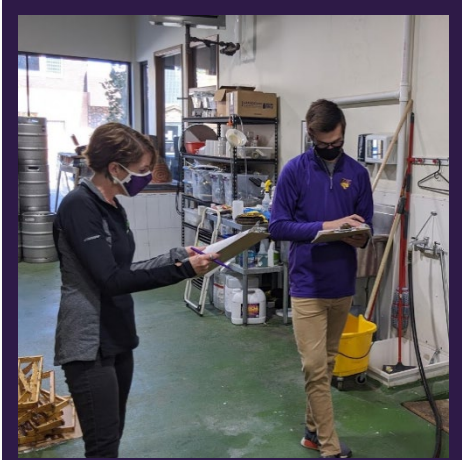


13 BCS Programs

Areas of Focus

- **Entrepreneurship / Small Business**
- **Community and Economic Development**
- **Metal Casting / Foundry 4.0**
- **Market Research**
- **Environmental Assistance / Sustainability**

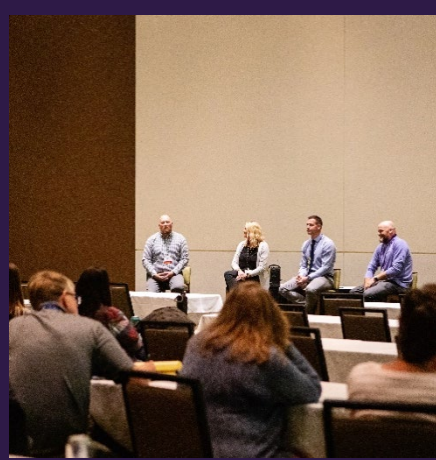
BCS Impact Numbers 2021



3,505
clients
served



2,525
students
engaged



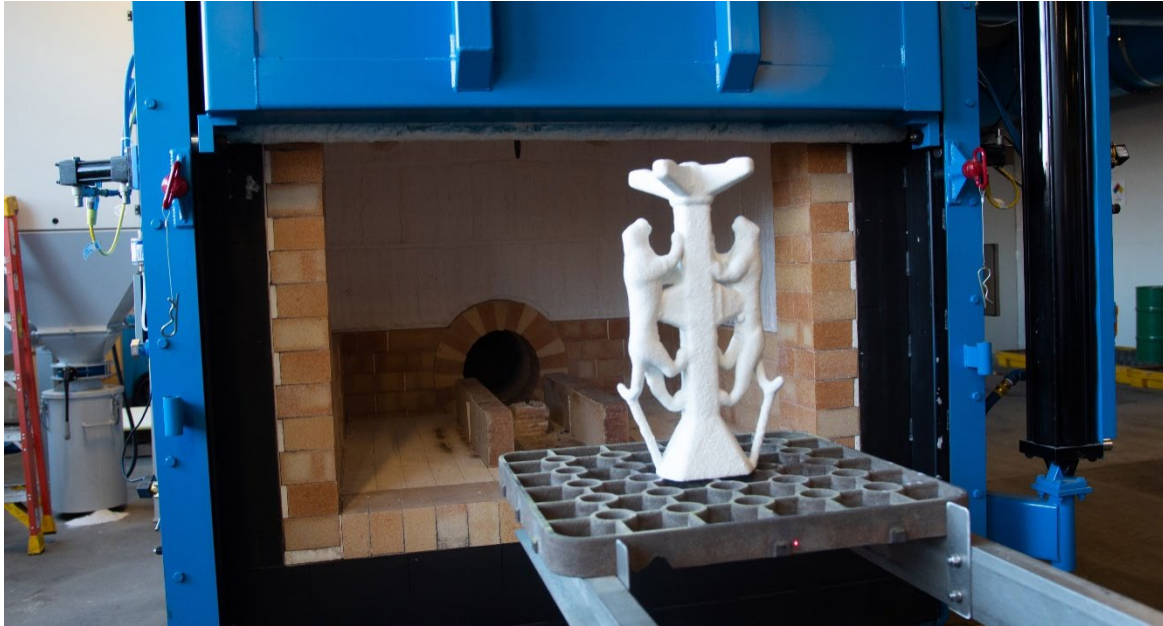
124
faculty & staff
involved in
delivery



Each \$1
provided by the
state is leveraged
with \$5 in private
grants, fees or
federal funding



Clients served
in all **99** Iowa
Counties



Foundry 4.0

Clients & Projects:

100 Active Clients

50 Iowa-based

All branches of the military

Iowa has largest concentration of 3D sand printers in U.S.

Transfer to SMEs

Industrial Applied Research

- **Industrial research** – design, material handling, automation
- **Industry associations** (castings industry)
- **Demonstration projects** – focus on SMEs
- **Defense projects** – NCDMM – DLA – AM





Industrial Applied Research

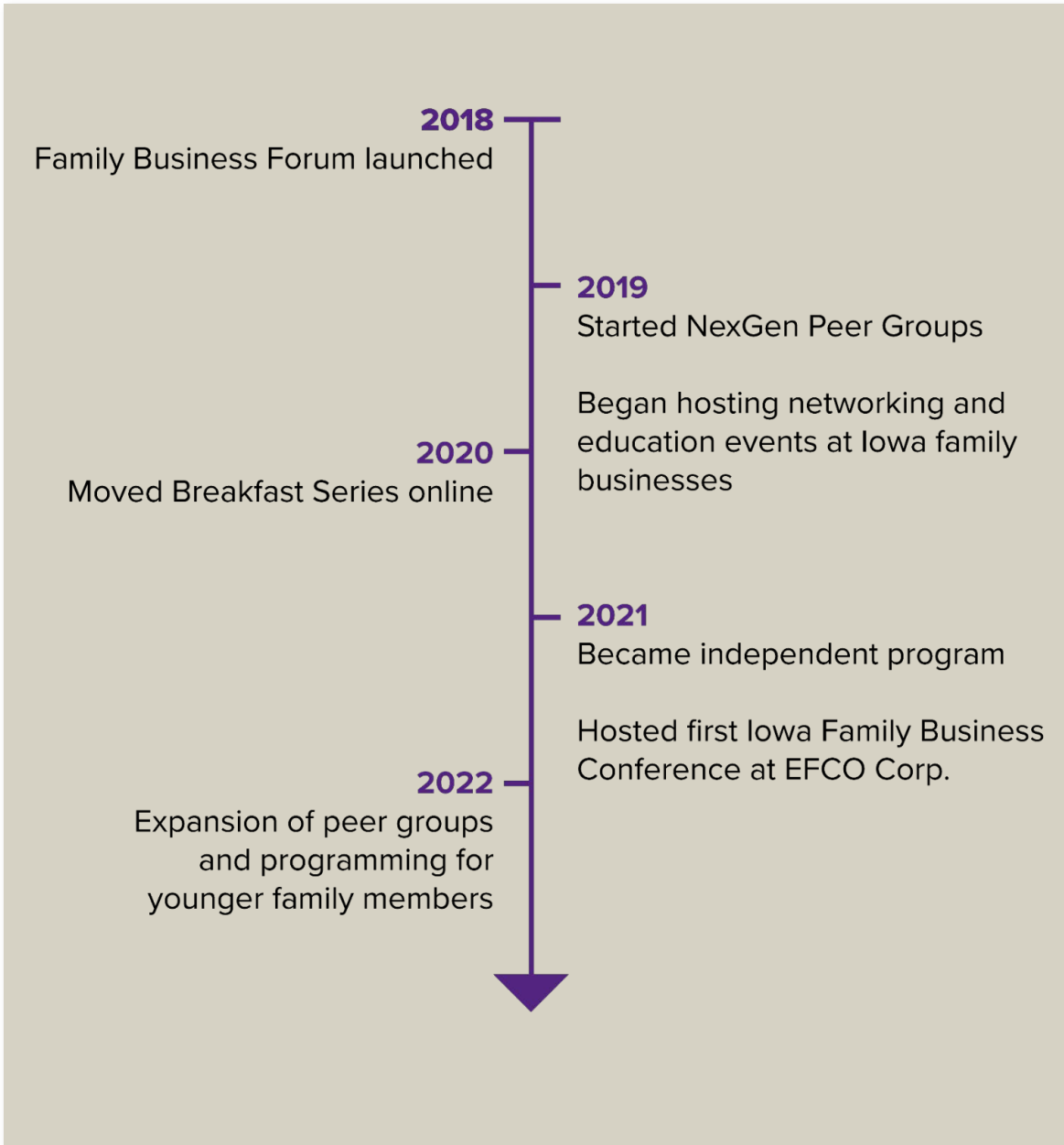
Industrial research – design, material handling, automation

Industry associations (castings industry)

Demonstration projects – focus on SMEs and DoD

Partnerships





Family Business Center

Family businesses are different due to the unique challenges inherent in **families** and **businesses**.

They're critical to Iowa's economy

- Make up 90% of all business enterprises
- Create 75% of all new jobs

They desire learning from peers, expert education, and sharing best practices

Their challenge: Only 13% of family business survive to the next generation

Key Service: Iowa Family Business Conference

- Leverages peer-to-peer learning
- Offers useful topics and speakers
- Highlights, celebrates, and educates Iowa's business families

Family Business Center Impact

163 companies served

1440 client engagements

Service to clients in **67 counties**

586 new jobs created

4 Seminars on Succession Planning and Value Building

5-Part Series for family-owned companies

56 Peer Group Meetings

3 Seminars on family business



We have been thoroughly impressed with the resources that the UNI Family Business Center has provided to our organization. As a fifth-generation telecommunications company, the value gained through learning and networking with other Iowa family businesses is instrumental to our future success. We feel that the resources provided from the UNI staff and the connections that they have throughout the state are a tremendous asset to all family businesses. We feel honored to work with an impressive group of family businesses in our state of Iowa.

Jamie Daubendiek
General Manager

Jefferson
TELECOM



Some of our Iowa business families include



Pain, I don't want it anymore. So, if I can learn ahead of the curve, I'm going to take it. The next five years will make us not five years more weathered, but five years stronger.

**Pat Einarsen, CEO,
International Trade Company**



Primary Focus

Targets Small-Medium Enterprises (SME's) and Innovation Driven Enterprises (IDE's) with an **emphasis** on rural communities and employee ownership.

Who Benefits

Business Owners, a rising generation of business owners, employees, their families and communities as well as economic developers & elected officials.

Challenges

Acquiring the skills, resources and support necessary to operate businesses that are profitable, sustainable and scalable while delivering wealth to those involved.

Process Solution

Work with clients to assess needs and opportunities, engage clients in projects and training services, create an environment of support and accountability.

Delivering creative solutions and support to the entrepreneurial community while maximizing the economic impact for Iowa.

Business Ownership Transition

- Transition and Continuity Planning
- Employee Ownership
 - ESOP & Employee Owned Cooperatives
- Business Valuation
- Leadership/Management Development

Strategic and Operational Assistance

- Financial Literacy
- Strategic and Operational Planning
- Innovation and Competitiveness
- Peer Learning Groups
- Conferences, Workshops and Networking Events*

*In-Person and Virtual (Synchronous and Self-Paced)

2021

- 68 counties across Iowa
- 168 SME's served





IASourceLink

400 free / low cost partners across Iowa

- **Department of Revenue**
- **Secretary of State**
- **Iowa Economic Dev. Authority**
- **Small Business Dev. Centers**

221,292 total pageviews in FY21

924 How to Guide Downloads in FY21

Six tax webinars with IDR where we regularly hosted between 200-1,000 attendees



Student Ventures and Community Entrepreneurs

**90+ Overall Incubator Tenants into
Regional Economy**

**Early Founders, Virtual (33 students, 3
cohorts)**

**Black Business Entrepreneur
Accelerator (23 businesses, 2 cohort)**

**38 Student Business Owners Assisted
in 2021**

15 New Companies in Incubation

Local and Regional Development

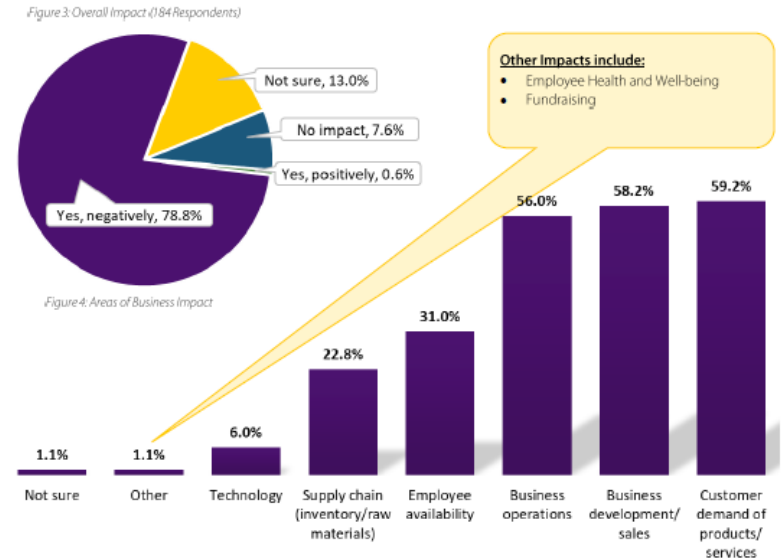
Over 840 communities and organizations served

Organizational and community planning

Rural Development

- Assists many rural communities/EDOs
- Empower Rural Iowa
- Rural Development Council

Organizational Impact of the Coronavirus (COVID-19) Outbreak:



COVID Business Impact Surveys

- 3 completed surveys – 30,000+ respondents
- Over 150 local & regional reports
- Survey 4 in spring 2022

Local & Regional Development

Talent & Workforce Development

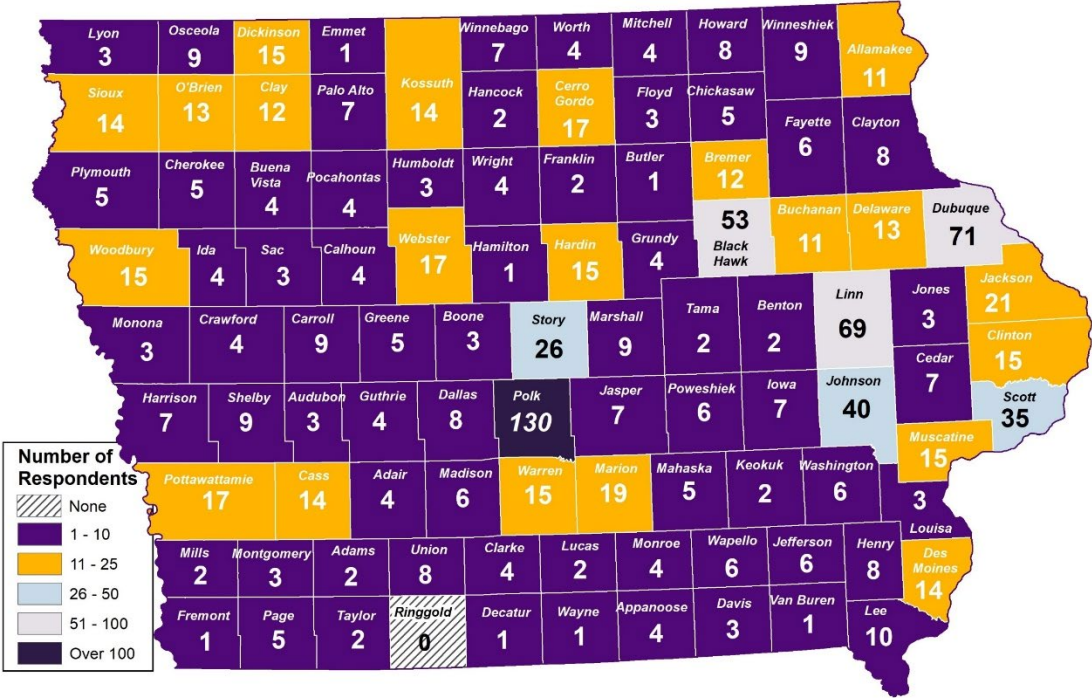
- IEDA Statewide Workforce Survey
- Iowa Utility Workforce Assessment & Strategy Plan
- IWD Laborshed Workforce Model Update

Business Retention & Expansion

- BEST of Iowa Statewide Analysis
- Manufacturing/Industry 4.0 Training

IEDA Statewide Workforce Survey

Survey Participants by County



Partnerships



A Good Investment for Iowa

Leverage Public Investment

Statewide Coverage

Small and Medium Businesses

Innovations

Linking with Local and Regional
Development

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