Situation Statement regarding Priority:
According to the Main Street Economist, “The economic imperative facing every region in the nation is building a source of competitive advantage in the global marketplace. It is no longer good enough to be the best region in the state in producing a particular product or even the best in the nation. A region’s niche must stand the test of the global market. Iowa will build on its assets of land and people and will be a leader in food, fiber, fuel and horticultural crops.

Extension will have a great challenge to understand the diverse and powerful interacting forces, and more importantly to assume leadership in ensuring that this economic development activity occurs in a manner which preserves or enhances the environmental, social, and physical infrastructure of Iowa.

Strategic Purpose for Priority:
Iowa State University Extension will be the leading public institution providing scientific information, resource awareness, leadership development that assists Iowans in capturing economic growth opportunities.

ISUE must be involved at all levels from local to the state level of Economic Development

ANR Extension Overarching Goals for Priority:

1. ISUE staff will participate in “X” number of economic development activities to create jobs and economic wealth. Measurement can be either a fixed number or as a percentage increase.

2. ISUE shall be viewed as an integral participant of economic development activities in Iowa.

Approaches for Behavior Change:
Internally and externally ISUE must be viewed as an integral participant in Economic development in Iowa. This is achieved by having a higher level of visibility in both local and state development project.

Publicly acknowledge participation in economic development activities – realizing that some participation may come only in the form of quick touches, or network building, or in a leadership role.
Target Audience(s):

1. Faculty/Staff
2. Local business leaders and decision makers
   a. Mayors
   b. Supervisors
   c. Chambers of Commerce
   d. Utility Companies
3. Economic Developers in Iowa.
4. Business Clients

Activities:

1. Staff Training
   a. Clearly defining economic development and its impact on communities
   b. Cross-training on economic development resources/expertise available at ISU
2. ISUE will network with the Economic Developers and their board members in Iowa.
3. Provide resource information and outreach to direct business clients.

How to Measure Success:

1. Pre and post survey of industry view of ISUE.
2. Staff will record involvement in economic development activities.
3. Track business creation and job growth relative to outreach programs

Key Considerations: (Ok to Express As Questions. Other Key Considerations May Be Substituted Or Added)

Potential Resources & Sources of Funds:

<table>
<thead>
<tr>
<th>Resources</th>
<th>Sources of $</th>
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<tbody>
<tr>
<td>Economic Developers in Iowa and the Region</td>
<td></td>
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<tr>
<td>Federal, State and Local government agencies</td>
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<tr>
<td>NGO’s Farm Bureau</td>
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Potential Impacts:

<table>
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<tr>
<th>ISU</th>
<th>State</th>
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<tbody>
<tr>
<td>Another point of relevance for ISU in communities</td>
<td></td>
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<tr>
<td>Future client development for ISUE</td>
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<tr>
<td>Stability and sustainability of rural communities</td>
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</tbody>
</table>

Positive: Relevance
Negative (if no action is taken)
Collaborators, Contributors, Participants:
Local decision makers – specifically “professional” economic developers and community leaders.

Synergy and/or Conflict with Existing or Related Programs:
Participation in Economic Development activities is often difficult to measure and is not currently directly connected to - or recognized within the “Base Programming” format.

Relationship & Contribution to Other ANR Priorities:

DIRECTLY CONNECTED TO:
NEW AGRICULTURAL ENTERPRISES AND OPPORTUNITIES
GROWING THE BIOECONOMY
RURAL/URBAN COMMUNICATIONS AND RELATIONSHIPS

INDIRECTLY RELATED TO:
BEGINNING FARMERS AND NEXT GENERATION OF AGRICULTURILIST
NATURAL RESOURCES AND ENVIRONMENTAL STEWARDSHIP