PROGRESS REPORT: Iowa Retail Initiative

Objectives
- Bridge the gaps in current ISU retail programs and projects
- Create an ongoing retail program that unifies outreach assistance and provides equity of access to ISU resources

Funding Awarded $250,000

Funding Expended to Date $80,941.56

Progress to Date
- June 2013 held first IRI summit, creating 15 new connections among ISU units.
- Assessment and inventory of the Retail assistance footprint at ISU
- Fall Semester IRI Collaboration Meeting held on November 8, 2013, creating an additional two connections among ISU units.
- A Communications Plan is being formulated, involving a multi-pronged approach, including an ISU blog, website, and twitter feed.
- 29 Students were involved in retail outreach assistance to businesses in Waukon.
- 43 additional students are assisting independent retailers in Manning and Webster City with graphic design and branding.
- Preparation for spring semester classes

Next Steps
Project steps for 2014:
- Continue IRI Collaboration Meetings, 3 per year, with increases in numbers of collaborators
- ISU blog posts will begin November 20, 2013 and new information will be posted at least every two weeks.
- ISU website will carry cross-postings from the blog and also retail business tools, tutorials, and best practices reports which faculty and staff will be creating
- 50 students will be involved in outreach projects in Red Oak, Clarinda, Shenandoah, rural Story County, and Manning during spring semester.
- Faculty and Staff will formulate a dissemination plan and an evaluation plan for outcomes and impacts of IRI work, including conference presentations
- Generalizable information from spring semester classes will be compiled and posted to the IRI website
- During the summer we will conduct an evaluation review of outreach projects completed during AY 2013-2014 and refine our methodology
- Discuss IRI sustainability model