

Business Record

IOWA



IN PARTNERSHIP WITH
*Iowa Association of
Business and Industry*

May 2022

TRENDS IN IOWA EDUCATION



*Emily Shields, Executive Director Community Colleges for Iowa and
Jenae Jenison, Director of External Engagement, Central College*



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A VIEW FROM THE TOP

Invest in Iowa, Invest in Your Business



Jack Hasken
*ABI Chair
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It has often been said that taken collectively, ABI members and their employees pay more taxes, buy more goods and services, and donate more time and money to Iowa causes than any other single entity in the state. It is that way with ABI members all over Iowa, as they are involved in their community and their state. I want to extend my gratitude back to each and every member with a hearty "thank you" for being Iowa nice.

You will hear much more about what ABI businesses and their employees do for Iowa in about a month. That is when hundreds of ABI members from across the state and beyond will converge on Dubuque for the association's 119th annual convention. The 2022 Taking Care of Business Conference will be held June 14-16 in Dubuque and you simply won't believe the incredible program in store for you.

At the conference you will find not one, but

several nationally-known speakers. You will see fabulous, first-class meeting and event venues. You will dine at terrific restaurants, play golf at one of the state's finest private clubs, and experience terrific Dubuque hospitality. Best of all, you will interact and network with Iowa's top business people. Trust me when I say, you do NOT want to miss this conference. It will be the best 2½ days of learning, growing your network, and exciting events for all attending.

There is no better investment you can make in your business than to attend this event. Register now at www.iowaabi.org and I look forward to seeing you in Dubuque June 14-16.

In the meantime, I hope you enjoy this edition of Business Record Iowa. The feature story this month is about trends in Iowa education and I believe you will find it of interest. Thank you for your support of ABI. ■

EMBARRASSED EXECUTIVE

**Managing Your Medication:
 Vitamins and Supplements**

Over-the-counter supplements can provide some benefits to your health, but they can also interact with any medications your provider prescribes. Dr. Monson, internist at The Iowa Clinic, shares why sharing all medications you take with your provider is imperative to your health and safety.

Many of us take over-the-counter supplements and vitamins because we care about our overall health and wellbeing. While many of these supplements can fill in gaps in our diet or provide some holistic benefits, they could have potential adverse effects and unintended interactions with prescription medications. Sharing this information with your doctor is imperative for your safety.

For those with multiple medications across more than one prescribing doctor, it can be difficult to keep track of all the possible side effects and interactions. However, managing your list of medications and keeping your healthcare providers up to date on what you take and why is an incredibly important part of being your healthiest self.

"Many patients don't think that it's important to share with their provider what vitamins or supplements they take. However, this information can be just as important as understanding any prescribed medications a patient is taking," said Dr. Benjamin Monson, internist at The Iowa Clinic. "The interaction between some supplements and prescriptions can decrease their efficacy or have harmful side effects."

As for what goes on that list? It's best to include everything you take daily as well as anything you may take occasionally. All prescriptions, over-the-counter medications, supplements, and vitamins should be included.

"Your provider is your best resource for managing your medications. Having open and honest communication with your provider will allow them to provide you with the best level of care," says Dr. Monson. "No detail is unimportant when it comes to your health." ■



Benjamin Monson, MD
The Iowa Clinic



CULTIVATING IOWA'S TALENT CONTINUUM

Join the Conversation with Education



Jessi McQuerrey

Director of Programs
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ABI and the ABI Foundation are fortunate to participate in conversations regarding how the needs of business/industry translate to educational opportunities. Whether its classroom projects, work-based learning, educator externships, or apprenticeships – one thing is certain: a strong partnership between business and education is key to the success of our communities and our state.

We're not just here to simply fill jobs (though this might be toward the top of your list), but to foster innovative, productive and engaged citizens for Iowa. Neither business nor education can solve our workforce or human needs alone. It's because of these essential conversations, that our Business Horizons program – in its 39th year – is able to continue to adapt to these changing trends, resulting in:

- **New learning opportunities:** Five days is not near enough time to dive deep into complex concepts, but it can provide exposure to new ways of problem-solving and working that can spark curiosity and future application. Students apply frameworks like the business model canvas to assess their business idea, agile and scrum to manage their projects, and Design Thinking to navigate practical and inventive solutions to a real-world problem.
- **New strategic partnerships:** There are countless Iowa organizations uniquely serving both education and business. With shared goals, we explore ways to work together rather than dilute opportunities and resources. Business Horizons students benefit from expertise from partners like the Ja-

cobson Institute for Youth Entrepreneurship and Junior Achievement through exposure to their outstanding curriculum and opportunities for continued learning statewide.

- **Same invaluable outcomes:** Business Horizons holds true to its initial purpose: to promote business in Iowa and equip students for successful futures here. Students can apply their strengths, stretch their creativity, adapt to a team, face real-world challenges, think critically, succeed and fail all in a fun, safe environment benefiting them in ways beyond measure. The classroom and your office can serve as the same environment.

How can you get involved? Reach out to your local Intermediary to explore opportunities within your school district (www.IowaIN.org). Bring educators to you through their "Educator in the Workplace" program – of which ABI is a proud partner. This allows you to showcase your company directly to an educator who, in turn, receives on-the-job experience to better equip his/her students for your workplace. It's a win-win!

You can also join us at Business Horizons as a guest/volunteer to see students in action, and if you know a student (grades 9-12), encourage them to attend Business Horizons, July 17-21 at Central College in Pella. Learn more and nominate students at www.BusinessHorizonsIowa.org. ■



Business Horizons volunteers add real-world perspective and advice for student participants.

Students from across the state work together to solve a problem by creating a viable business venture. ▶



CAPITOL BUSINESS



Local Opportunity for Workforce Development through School to Work Programs

On April 26th, during the overtime period of the 2022 Iowa legislative session, the House and Senate concurred on SF2383, an important workforce initiative and ABI priority. The final version of this legislation includes a work-based learning component, which has been successfully implemented by several ABI members. The measure is also a priority of Governor Reynolds, and her approval is expected.

Work-based learning is a strategy to provide high school students with real-life work experience through internships, while receiving high school credit. Not only does this help students identify potential career paths post-graduation in their local communities, but it also helps employers identify potential employees.

Work-based learning programs are currently overseen by school district personnel, whose time is already challenged by other K-12 obligations. In other cases, schools channel students to colleges and universities, rather than providing them the opportunity to experience local industrial careers. The House and Senate legislation allows certified oversight of the work-based learning programs by

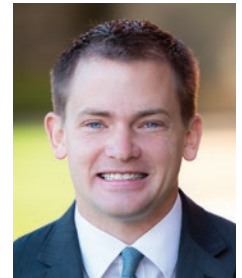
non-school employees, as long as they complete a short 15-hour course within 2 years of starting their role with the school's work-based learning program. Certified oversight is a requirement for students to be eligible to receive high school credit for participation.

The legislation also requires school districts to report periodically the status of work-based learning programs available to students and businesses. ABI members and staff will be able to use these reports to assess the locations that may benefit by starting a work-based learning program. ABI members have had success with implementing these programs, and it holds great potential for areas that have not yet been served.

ABI staff will be discussing more about this program during our regional meetings, which will be held later this month. So, stay tuned, and be sure to sign up for a meeting in your area by going to the ABI events page on our website: www.iowaabi.org/events. For more information on workforce development through work-based learning programs, please feel free to reach out to the ABI public policy team directly. ■



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IN Iowa, WE DON'T JUST TALK ABOUT FILLING AMERICA'S SKILLS GAP.

Across the state, we're working to uncover new ways to build, cultivate and retain our skilled workforce – the fuel behind Iowa's commitment to growth and innovation. Look no further than **Norwalk**, which has grown 43% in the last 10 years and is primed for new expansion projects thanks to its readily available labor force and low business turnover rate. The **Quad Cities** offer an ideal balance, where residents appreciate a great life outside of work, and industry leaders value the skilled workforce and accessible location. And **Grimes** has become one of the fastest growing suburbs in Iowa thanks to an affordable lifestyle, ample housing availability and an influx of new industries, including the light industrial sector. With forward-thinking communities, business-friendly regulations and innovative programs that complement our strong work ethic, Iowa is poised for meteoric growth in 2022 and beyond.



TRENDS IN IOWA EDUCATION



Emily Shields and Jenae Jenison discuss importance of preparing students for career. *Photo by Duane Tinkey*

BY HAILEY ALLEN

As another school year wraps up, it feels a bit like New Year's Eve. Students, educators and institutions alike are taking stock of what they have, and creating new goals for the year to come that will continue the forward momentum of the last few years since the disruption by COVID-19.

Schools have returned to in-person learning after adapting to remote and hybrid models during the peak of the pandemic, but that does not mean they are returning to the same kind of school structures they knew. Many facilities have taken this opportunity to listen to students more than ever before about what is working in education, and what is not. The results are more versatile, accommodating educational programs that have aimed to solve some of the challenges brought to a head by the pandemic.

Initiatives like work-based learning coordinators in schools, micro-internships, experiential learning, and increased flexibility within degree and certificate programs are working to create more involved, well-rounded students, and increase access to different career opportunities.

For businesses, these new trends in Iowa education mean an influx of students graduating from programs that have offered more diverse types of education and training, and potential job candidates with much more resilience and awareness of the world around them. It also means new chances to build stronger workforces from within by offering current employees opportunities to further expand their skills through educational partnerships with local colleges.

Jenae Jenison, director of external engagement at Central College, says she is “hopeful and joyful about the future of the workforce,” thanks to the skills students are gaining in these programs. “We should be optimistic about the future, for Iowa and for our talent here.”

NEW WAYS TO LEARN

Educators and institutions outmaneuvered the pandemic by adopting new technology and reimagining what education could look like in the absence of in-person classes. What was started as a temporary strategy became a window for opportunity, as one of the biggest current education trends is now a flexible, hybrid model of learning that incorporates face-to-face learning and at-your-own-pace schedules.

This model is especially intriguing for business professionals looking to continue their education, as many people don't want to put their lives on hold while doing so, says Jill Hansen, Upper Iowa University-Waterloo center director.

“I think it's about creating a realistic plan. They can't quit their family, they can't quit their job, so how can they balance it all? Offering different options of flexibility along with support is how we can meet the needs of the students and extend that into the business world.”

Emily Shields, executive director of Community Colleges for Iowa, says both students and businesses are looking for a more seamless flow in and out of education as the need arises.

“Maybe someone gets a certificate in one area, and then they want to come back and get their associate's degree,” Shields explains. “We want the degree to build on the certificate, and then to continue to transfer on to even higher education if they're interested. [Community Colleges for Iowa] is really focusing on making that possible.”

Online classes not only help working employees gain skills needed to further their career, they have also expanded access to general education throughout Iowa. “Online classes are available to anyone who wants them,” Shields says. “We're doing so much to spread broadband across the state and make sure everybody has access to high-speed internet and computers.”

STARTING EARLY

According to Community Colleges for Iowa, high school students now account for about 40% of total community college enrollment, thanks to dual credit programs. This trend in and of itself is not new, as dual credit programs have been around for decades. However, there seems to be an increasing push for students completing their education to start early and finish fast.

“We're seeing a lot of parents and students very interested in saving on college costs and being able to finish sooner,” Shields says. “And not just for college credit leading to the traditional four-year degree. We have career academies with high schools across the state where students can get started on a nursing program or a welding program, and technical fields like that. There's a shift in understanding of who college is for and what it's for.”

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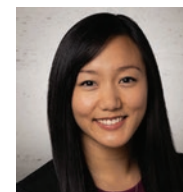
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CONTINUED FROM PAGE 7

Students seeking out opportunities earlier are leading to businesses with a large applicant pool to choose from. Jenison says the timeline of businesses hiring for interns is also starting as early as August and September for internships the following summer. This comes as employers seek to engage with these eager students early on, seeking to build the skills the company needs in a future employee.

“If you’re a sophomore in college and you acquire a summer internship, that company is really going to try and retain you for the next two or three years – they’ll hire you throughout the school year, take you on again the next summer, and the summer after that, and so on, because they really want to build students’ employment experience, which in turn builds their own workforce with local talent,” Jenison says.

PURPOSE-DRIVEN WORK

With this shift in understanding of how higher education can benefit students across the spectrum of degrees and careers comes students finding entry into the workforce from a variety of pathways that differ from what has been seen as standard in the past.

“It’s about understanding those wide array of options for all students in a better way,” says Ann Lebo, director of the Iowa Department of Education, “and shifting our academic timeline to fit whatever their specific needs are.”

As an example, surgeons must spend much longer in school than those in technical apprenticeships, and both of those paths into the full-time workforce will have different timelines per individual. “We have to celebrate all of these, and better engage with our businesses and our schools to understand those array of options so we can prepare for a better future,” says Lebo.

Students are being more purposeful in their choice of careers and the type of companies they work for. According to Jenison, the students at Central College often express the desire to work for companies that are making a difference in the world, and that hold values similar to those of the students and the generation as a whole. “Things like philanthropic giving are really important to our students, and I think in the coming future, employers will really have to appeal to the heart,” she says.

Pingpong in the break room and free coffee vouchers may have worked for millennials, but it seems the ever-connected Gen Z has tapped into a collective thinking toward the greater good. For Iowa, this means students looking to make a difference in their communities and fostering innovation from within. “We need to promote those jobs for kids who want to stay in their communities, grow their communities, and be part of that investment,” says Lebo. ■



It’s about understanding those

wide array of options for all

students in a better way and

shifting our academic timeline to fit

whatever their specific needs are.

Ann Lebo, director of the Iowa Department of Education

TOP TIPS

Navigating a Hard Insurance Market



Jack Carra
Senior Vice President
AssuredPartners

Have you had difficulty securing commercial insurance or noticed your insurance premiums increase in the last couple of years? If so, there's a reason. For the last couple of years, we've been in a hard insurance market, which refers to a market cycle when rates increase, underwriting requirements tighten, and capacity is limited.

Severe weather events, large jury verdicts, COVID-19, and supply chain issues are all, in part, behind the current market cycle, which continues to present challenges. The rising rates for some lines have slowed, while others – such as cyber – are still experiencing double-digit increases. While we don't know how long the hard market will continue, there are steps you can take to help you navigate the market.

START THE PROCESS EARLY

Getting an early start with your insurance professional is a great start. When you begin the insurance process at least 120 in advance, you have time to address risks and exposures or determine a new strategy.

MAKE SURE YOUR BROKER UNDERSTANDS YOUR BUSINESS

More than ever, underwriters want more details about your business. When your broker understands your operations, your safety initiatives, he or she can better negotiate on your behalf.

REGULARLY REVIEW EXISTING POLICIES

Think about how your business has changed over the last 6 to 12 months. It's likely that you have been responding and adapting to constant change, but is your insurance keeping up? Schedule time with your insurance advisor to conduct an annual review of your current policies to ensure your policies are providing adequate protection.

BOOST RISK MANAGEMENT EFFORTS

Risks are everywhere. In addition to financial risks, cyber security, building and equipment, and employee safety are among the many risks that need to be considered. When you can identify your risk factors, you can create programs to mitigate loss. Structured, customized prevention programs are critical to combating the ever-growing exposure to risk and keeping costs down.

KNOW YOUR LOSS HISTORY

Your risk management efforts should be priority one, but accidents may still occur. Investigate all incidents and near misses to understand what happened to prevent them from happening again. This information will be helpful during the renewal process because you may need to explain what factors contributed to a specific loss and what steps you've taken to mitigate future losses.

Many factors impact your commercial insurance rates and coverage, including business size, industry, and claims history. During a hard insurance market, decisions regarding your insurance coverage may be difficult, but an experienced insurance broker can help you proactively address risk, control losses, and manage exposures. ■

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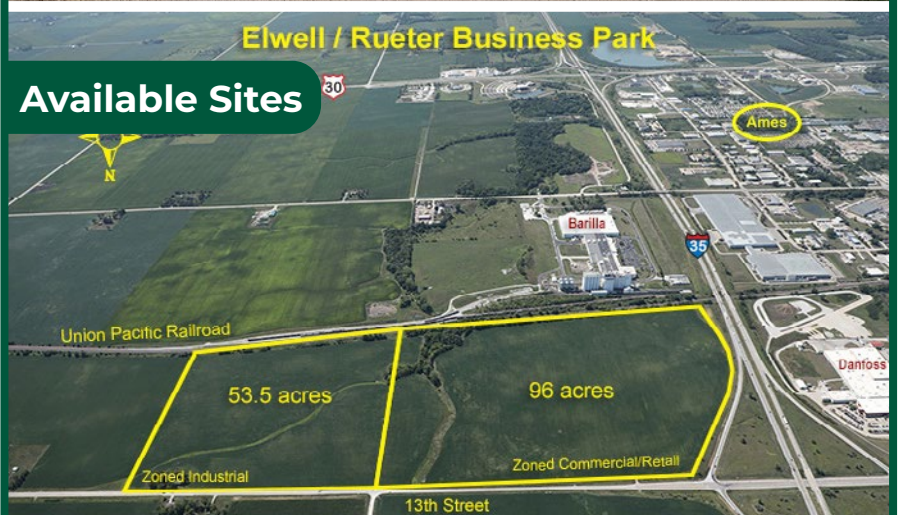
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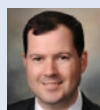
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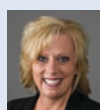
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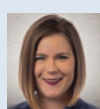
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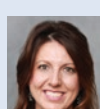
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CALENDAR OF EVENTS - 2022

JUNE 14-16

Taking Care of Business Conference
Dubuque

JUNE 16

Leadership Iowa Graduation
Dubuque

JULY 17-21

Business Horizons
Central College | Pella

JULY 28-29

Okoboji CEO Forum
Okoboji

AUGUST 7-11

Leadership Iowa University
Des Moines Area

AUGUST 29

Executive Open Golf Outing
Glen Oaks Country Club | West Des Moines

OCTOBER 4

Legends in Manufacturing Awards Dinner
FFA Enrichment Center | Ankeny

OCTOBER 5

Manufacturing Conference
FFA Enrichment Center | Ankeny

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