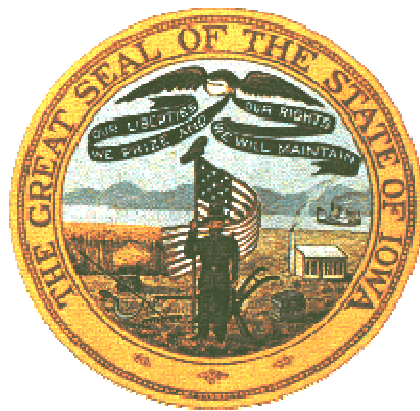


State of Iowa
Enterprise Strategic Plan



Office of the Governor

Governor Chet Culver and
Lt. Governor Patty Judge

September 10, 2007

Culver / Judge Leadership Agenda

Vision: Enhance the quality of life for all Iowans

Foundation: Quality, Value, Delivery

❖ **Workforce Development and Economic Growth**

1. Ensure that Iowa has enough workers with the necessary skills to meet current and future workforce needs
2. Increase the number of high-wage, high-skill jobs
3. Support initiatives that enhance Iowa's quality of life, and tell Iowa's story as a desirable place to live, work, and play

❖ **Energy and Environment**

1. Commercialize sustainable "New Energy" technologies and industries
2. Increase efficient use of energy and the proportion of renewable energy necessary to meet growing demand
3. Improve the quality of Iowa's air, and water resources

❖ **Health Care**

1. Affordable, quality health care for every Iowan
2. Improve access to Mental Health services for all Iowans
3. Help Iowans by promoting wellness and independence as they age

❖ **Education**

1. All children ready to learn upon entry to school
2. All K-12 students prepared for success in postsecondary options
3. Expand the number of Iowa postsecondary graduates from state-supported institutions

❖ **Safe, Just and Inclusive Communities**

1. Zero tolerance for discrimination in Iowa, in the workplace, in schools and in the criminal justice system
2. Reduce impact of substance abuse as contributing factor to criminal activity
3. Enhance capacity to respond to natural & manmade hazards, threats, and emergencies
4. Reduce the sexual exploitation of children

Workforce Development and Economic Growth

Goal 1: Ensure that Iowa has enough workers with the necessary skills to meet current and future workforce needs

Strategies:

- 1.1:** Expand and enhance outreach efforts to Iowa businesses to clearly identify business workforce needs
- 1.2:** Increase efforts to attract, develop, and retain Iowa's workforce
- 1.3:** Increase targeted services for segments of the populations under-represented in the current workforce
- 1.4:** Provide education and training programs that respond to the current and emerging workforce needs within the state and its geographic regions

Goal 2: Increase the number of high-wage, high-skill jobs

Strategies:

- 2.1:** Invest in infrastructure that will support development of high-wage, high-skill jobs
- 2.2:** Improve the regulatory and tax environment that supports high-wage, high-skill jobs
- 2.3:** Provide incentives to employers that create new jobs and upgrade existing jobs paying wages and offering benefits above county or industry averages
- 2.4:** Grow the renewable energy industry

Goal 3: Support initiatives that enhance Iowa's quality of life, and tell Iowa's story as a desirable place to live, work, and play

Strategies:

- 3.1:** Help provide safe, affordable and accessible housing opportunities for Iowa workers and their families
- 3.2:** Improve the availability and impact of programs including Cultural and Entertainment Districts, Great Places, Main Street Iowa, and Historic Preservation Tax Credits to maximize diverse cultural opportunities for all Iowans
- 3.3:** Help expand the development of outdoor recreation opportunities for Iowans
- 3.4:** Increase collaboration among state and local government and private entities to enhance Iowa's quality of life

Energy and Environment

Goal 1: Commercialize sustainable "New Energy" technologies and industries

Strategies

- 1.1: Develop renewable energy and efficiency technology options with the greatest commercial and environmental benefits to Iowa
- 1.2: Build a workforce for sustainable "New Energy" technologies and industries
- 1.3: Align state transportation policies to increase sustainable "New Energy" technologies and industries

Goal 2: Increase efficient use of energy and the proportion of renewable energy necessary to meet growing demand

Strategies

- 2.1: Establish a multi-pronged approach to educate and promote energy efficiency to all sectors
- 2.2: Promote the development of an energy efficiency industry in Iowa

Goal 3: Improve the quality of Iowa's air, land and water resources

Strategies:

- 3.1: Create and implement an Iowa Water Management Plan to assure the long-term sustainability of our water supplies
- 3.2: Protect high-quality waters and improve the quality of impaired waters
- 3.3: Reduce the effects of fine particle matter and ozone air pollution on Iowa's health and the economy

Health Care

Goal 1: Affordable, quality health care for every Iowan

Strategies:

- 1.1: Provide more health care coverage for Iowa children
- 1.2: Develop and implement a state capacity to enable small employers to have access to health insurance (pre-tax) for their employees
- 1.3: Devise and implement multiple strategies to address workforce shortages throughout the health care continuum, including strategies for recruitment and retention

Goal 2: Improve access to mental health services for all Iowans

Strategies:

- 2.1: Develop and implement statewide *Emergency Mental Health Services* with guidance from an Inter-agency Emergency Health Collaborative of Consumers
- 2.2: Develop and implement *Children's Mental Health and School Mental Health Services* with guidance from the Mental Health, Mental Retardation, Developmental Disabilities, and Brain Injury Commission (MHMRDDBI)
- 2.3: Develop system-wide capacity to serve individuals with co-occurring mental health and substance abuse disorders
- 2.4: Expand the use of telemedicine as a means to provide access to mental health care

Goal 3: Helping Iowans by promoting wellness and independence as they age

Strategies:

- 3.1: Expand the availability of quality affordable Home and Community-based services (HCBS) to enable Iowans to stay in their homes and communities
- 3.2: Empower Iowans to overcome barriers to selecting healthier foods and physical activity in the home, workplace and community
- 3.3: Develop and implement policies and programs that will reduce tobacco use among adults and youth
- 3.4: Increase access to immunizations for children 0-18
- 3.5: Improve the dental support system for all Iowans

Education

Goal 1: All Children ready to learn upon entry to school

Strategies:

- 1.1: All 4-year olds have access to quality preschool
- 1.2: Increase the number of and access to quality child care settings
- 1.3: Increase participation of families in family support and parent education opportunities
- 1.4: Increase professional development opportunities in the fields of early care, health and education

Goal 2: All K-12 students prepared for success in postsecondary options

Strategies:

- 2.1: Attract and retain qualified K-12 teachers and administrators
- 2.2: Close the achievement gap
- 2.3: Provide access to a broad array of high quality courses for all high school students across Iowa

Goal 3: Expand the number of Iowa postsecondary graduates from state-supported institutions

Strategies:

- 3.1: Increase opportunities for student financial assistance, especially based on need
- 3.2: Increase awareness of and educational opportunities to meet Iowa's future workforce needs
- 3.3: Recruit non-traditional students into postsecondary options
- 3.4: Increase the persistence and completion of Iowa students in postsecondary programs

Safe, Just and Inclusive Communities

Goal 1: Zero tolerance for discrimination in Iowa, in the workplace, in schools and in the criminal justice system

Strategies:

- 1.1:** Reduce disproportionate minority contact with juvenile and criminal justice system
- 1.2:** Provide infrastructure that supports improvement of human and civil rights for all Iowans (e.g. policies, procedures, education, enforcement)

Goal 2: Reduce impact of substance abuse as contributing factor to criminal activity

Strategies:

- 2.1:** Reduce availability of illegal drugs
- 2.2:** Reduce abuse of drugs
- 2.3:** Reduce impact of drug and alcohol abuse on youth and children

Goal 3: Enhance capacity to respond to natural & manmade hazards, threats, and emergencies

Strategies:

- 3.1:** Improve integration and interoperability of communication throughout the response system network
- 3.2:** Enhance Iowa's intelligence gathering and analysis capabilities and sharing of threat information among authorized agencies
- 3.3:** Enhance capacities, response plans, training, and exercise opportunities for Iowa's emergency response personnel including the contribution of volunteer resources

Goal 4: Reduce the sexual exploitation of children

Strategies:

- 4.1:** Prevent and investigate crimes of sexual exploitation of children by predators using the Internet
- 4.2:** Affect the incidence of sexual abuse of children through improved education, policies, and practices