

## Iowa Workforce Innovation Network (iWin)

The EDA University Center "Iowa Workforce Innovation Network (iWIN)" at Iowa State University of Science and Technology is part of the Center for Industrial Research and Service (CIRAS). The goal of iWIN is to pivot off of a 100-year-old workforce-training model, toward a holistic, community-focused approach to workforce management. With iWIN, 'workforce' is examined from five strategic viewpoints: 1) attract individuals who are not in the workforce, under-employed, or unemployed; 2) attract and retain currently employed individuals; 3) increase the productivity of the current workforce; 4) increase the use of automated systems so employees can perform other tasks, and 5) build the future workforce.

The iWIN EDA University Center at Iowa State University support and services include:

### Applied Research

Baseline data will be gathered on all targeted communities, including past trends, the current state, workforce best practices, and what it means in terms of an equivalent 'workforce.' All iWIN strategies will be addressed development of the STEM workforce of the future, the attraction of non-traditional workers, improvement of output/worker via sustainable productivity systems, and workforce extension via automation systems.

### Community Leader Survey

A formal system will collect information from community leaders on their current goals and practices across all iWIN strategies. Root causes for the failure of past practices will be explored. Results will be compared with data from other research studies and additional data gathered throughout the award.

### Workforce Gap Analysis

A matrix approach will be used to systematically convert community goals and practices, regional performance, investment resources, and services into a community-specific, prioritized operational plan.

### Community Workforce Plan

The draft iWIN plan will include goals, operational details, a timeline, and metrics. The iWIN team will converse with community leaders to detail the investments needed and constraints to overcome. Community decisions will then be incorporated into a final iWIN plan.

### Technical Assistance

The final and largest portion of iWIN is to provide workforce-related assistance to community members to help them grow. A sustainable delivery model will offer educational services community-wide, make referrals to existing programs, and expect leaders to participate in regional networks. The same technical assistance is also offered to individual businesses in targeted communities.

#### University

Iowa State University of  
Science & Technology

#### Center Director

Brenda Martin, Workforce  
Programs Director

#### Center Location

Center for Industrial  
Research and Service

#### Center since 1980

#### Center Activities

- Applied Research
- Leader Survey
- Workforce Gap Analysis
- Workforce Plan
- Technical Assistance

#### Clients

- Targeted Communities
- Regional Economic  
Developers
- Businesses

## Contact Information

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