MEMORANDUM

To: Board of Regents

From: Board Office

Subject: 2010 Strategic Planning Council Preliminary Report

Date: May 8, 2000

Recommended Action:

Receive the 2010 Strategic Planning Council Preliminary Report.

Executive Summary:

On April 8, 1999, Governor Vilsack announced the appointment of a Strategic Planning Council, "*Iowa 2010: The state of our future*," to prepare a strategic plan for the state's entry into the new century. Specifically, the Governor requested the Council to complete two tasks:

- Create a vision of what kind of place we want Iowa to be in the year 2010;
- Create a statewide strategic plan to move Iowa from where we are now to that vision by the year 2010.

At the Governor's request, the executive director of the Board served on a planning committee to assist with the development of a process to be used by the Strategic Planning Council and the appointment of a diverse group of Iowans to serve on the Council.

President Coleman, President Jischke, and President Koob were among the 37 Iowans selected to serve on the Council and make recommendations to the Governor by mid-2000. A list of the Council members is set forth on Attachment A.

With input from Iowans from around the state, the Council is expected to produce the following items for action:

- A situation analysis that shows where Iowa appears to be now and what the future looks like if trends continue.
- A concise statement of values that will guide the visioning, planning, and implementation.
- A bold and captivating vision of what Iowa can become by 2010.
- A strategic plan that maps a course from the Iowa of 1999 to the visionary Iowa of 2010.
- An implementation strategy suggesting steps to be taken by state government, the private sector, non-profits, and individual citizens.

The Council has divided into four work groups: community; development; natural resources; and people. These work groups are using several core values established by the Council to develop vision statements and goals: education; economic prosperity; caring community; individual well-being; natural environment; civic integrity; and world-class reputation and identity.

The Governor and Council have asked Iowans to share their ideas and values in order to focus on changes that can be made to improve the quality of life and competitive position of the state. The 1999 General Assembly appropriated $130,000 to support this endeavor. The Council has generated over $285,000 more in private donations.

During a series of town meetings in October and November of 1999, over 2,500 Iowans met with Council members. The Council issued press releases and a public television special to encourage Iowans to participate in the planning process. The Council developed a website (www.Iowa2010.state.ia.us), a toll free input line, and an e-mail address (ideas@iowa2010.org), and also distributed pre-paid postcards for convenient public response. The Council now is reviewing the ideas and suggestions generated at town meetings along with several hundred recorded telephone messages, e-mail messages, and postcards.

As further background, a copy of the Iowa 2010 Strategic Planning Council January 2000 Status Report is included as Attachment B. Co-chairperson Oman and the Regent Presidents will discuss the status of the Council's recommendations at the Board meeting. Progress reports will be presented to the Board in future months.

Pamela M. Elliott Approved: Frank J. Stork

Pamela M. Elliott Frank J. Stork

jaf/h:\bf\2000\00maydoc\maygd16.doc

2010 Strategic Planning Council Members

David Oman, Chair
Betsy Brandsgard, Co-Chair

Brad Banks
Senator Joe Bolkcom
Mayor Lee Clancey
President Mary Sue Coleman
Dr. Barbara Crittenden
Don Doudna
Representative Steve Falck
Mayor Tom Gronstal
Len Hadley
Neil Hamilton
Craig Hill
Billi Hunt
President Martin Jischke
Rozanne King
President Robert Koob
City Councilman Ed Malloy
Pat Markham
Michael Martin
David Miles
Tony Mirchandani
Rick Morain
Chuck Offenburger
Mary O'Keefe
Susie Olesen
Representative Scott Raecker
Olga Ramirez
Betsy Roe
Senator Neal Schuerer
Joanne Stockdale
Al Sturgeon
Roberta Till-Retz
Miriam Tyson
Margo Underwood
Tim Urban
Sheriff Marvin Van Haaften

Building a Foundation *for Iowa's future*

Iowa is a great place to live, work, and raise our families. But what will Iowa be like in 2010?

The Governor's Strategic Planning Council, a diverse group of Iowans, has been given the formidable task of creating a plan for Iowa's future. In April 1999, Governor Tom Vilsack challenged the Council to "think outside the box" and come up with ideas for Iowa's future that have never been explored. To create a plan that truly reflects Iowans' values and hopes, thousands of Iowans have offered their ideas and assistance.

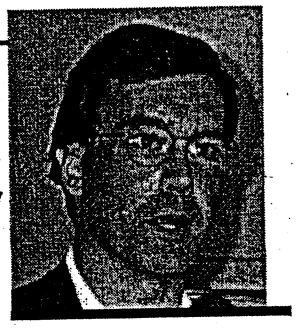
Share your vision of Iowa in 2010 with the Council. Visit the website (www.iowa2010.state.ia.us), write a letter to the Council, send an e-mail (ideas@iowa2010.org), or leave a message for the Governor and the Council at the toll free input line (1-877-342-2010).

Citizen input gives the Council a foundation upon which it will build the plan for Iowa in 2010. This report details the Council's progress to date. Once the strategic plan is completed in the summer of 2000, it will truly be Iowans' vision for the future of our state.

IOWA
The state of our future 2010

Working Together *for Iowa's future*

David *Oman*



"Iowans can look at our diverse Council and see their own faces. When they read the Strategic Plan, they will see their own ideas." - David Oman, Chair

New markets for Iowa farm products...A **hiking trail** modeled after the Appalachian Trail...Expansion of semiprofessional **sports teams** ...Communities with paved recreational paths, **safe streets**, and neighborhood stores... Iowa as the **bio-tech center** of the world...A safe and supportive **learning** environment for all students... A regional program to welcome a **diversity of people** into Iowa ...Student loans forgiven for **graduates who stay** in Iowa...A statewide inter- and intra-**urban rail system**.

These are Iowans' visions for Iowa. The Governor's Strategic Planning Council is using these visions, and those of citizens across the state, to build a plan for Iowa's future.

Governor Tom Vilsack created the Council to develop a plan for the state in 2010. Comprised of 37 Iowans, with diverse backgrounds, but a common goal, the Council is committed to building a prosperous future for the state.

But the Council cannot do its job without the help of the citizens of our state. Governor Vilsack challenged all Iowans to participate in the Council's work: "...at some point, the future of Iowa is in the hands of Iowans.

Everyone in the state who cares about our future and the future of our kids needs to commit some time and creative energy to this visioning and planning process. If a critical mass of Iowans says 'Yes, we're committed to using this chance to work together for our future,' then this effort will succeed."

The Council began its work by looking at what is most important to Iowans and establishing a set of values, the foundation upon which the plan for the state's future is being built. To ensure the values most important to Iowans were identified, the Council reached out to citizens, asking for their ideas and dreams for the state. Since it began its work in February 1999, the Council has made citizen involvement a priority. From interacting with state fairgoers, to conducting a series of statewide town meetings, the Council has sought out Iowans' feedback as Council members draft the strategic plan.

As the Council proceeded with its work, members recognized they would be considering a vast number of issues. The Council membership was divided into four work groups, each responsible for looking at issues in specific areas (see inside of back cover for work group membership). The work groups, along with experts from outside the Council, began meeting in September 1999.

During the first quarter of 2000, the work groups will determine the key issues they believe will drive the course of the state, and continue to develop goals, along with action plans to achieve those goals. At the same time, the work groups will examine the trends which might affect Iowa in the next decade, determine which trends do not parallel the values determined by the Council early in the process, and develop an action plan to change the course of the trends to match the values and Iowans' input.

Betsy Brandsgard

"We want Iowans to tell us what matters most to them. What are their hopes and dreams for this state? In the end, we want to deliver a plan that is built around the values Iowans hold dear." - Betsy Brandsgard, Co-Chair

All of the information produced by the work groups will be consolidated and the Council will develop the strategic plan, which will be presented to the Governor, the Legislature, and the people of Iowa in the summer of 2000.

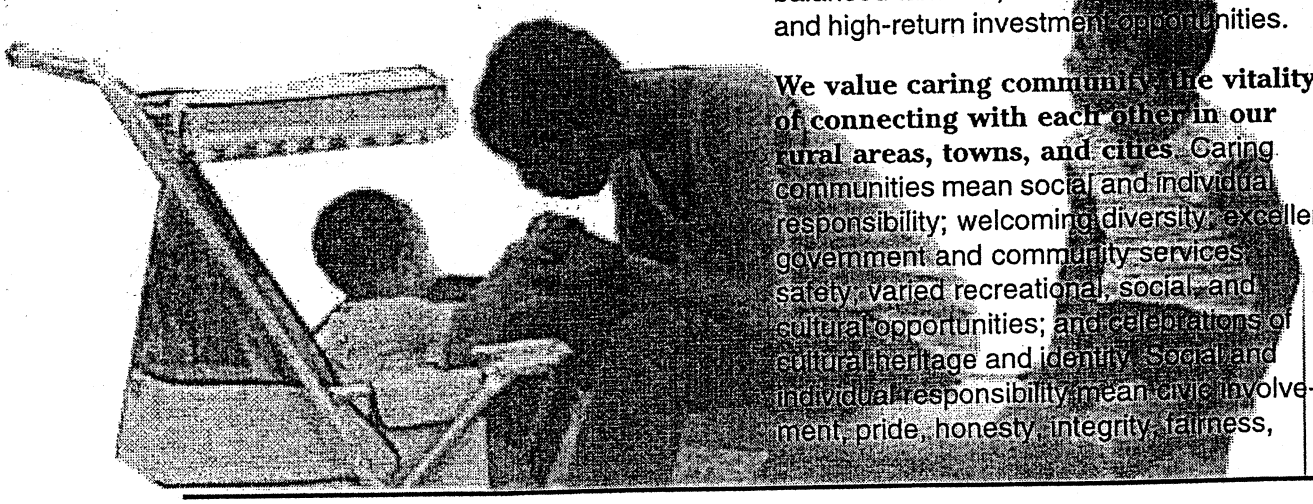
Creating a Plan *for Iowa's future*

The work groups are a vital component of the strategic planning process. With input from Iowans, the Council has determined the values that are important to Iowans and, through the work groups, is building the strategic plan based on those values.

Values

We value education, nurturing growth and achievement for all Iowans. Education is characterized by high standards and high expectations, tolerance and equality, life-long learning, citizenship, democracy, and all Iowans achieving their full potential.

We value economic prosperity for all regions of the state and economic opportunities for all Iowans. Economic prosperity and opportunities are characterized by our work ethic, skills, jobs that pay well, labor-management cooperation, advancing technologies, value-added and inventive agriculture, enabling government, balanced taxation, efficient infrastructure, and high-return investment opportunities.



We value caring community, the vitality of connecting with each other in our rural areas, towns, and cities. Caring communities mean social and individual responsibility; welcoming diversity; excellent government and community services; safety; varied recreational, social, and cultural opportunities; and celebrations of cultural heritage and identity. Social and individual responsibility mean civic involvement, pride, honesty, integrity, fairness,

respect, giving back, friendship, and watching out for each other. Iowans "neighbor."

We value individual well-being, recognizing each person as valuable and unique within increasingly diverse communities. Opportunity, wellness, spiritual fulfillment, emotional connectedness, and security characterize individual well-being.

We value our natural environment, sustaining us and enriching our lives. Our commitment to our environment means clean air, water, and soil; stewardship of all our resources; preserving natural diversity; respecting the land; energy conservation; and renewable resources.

We value civic integrity. We expect a high level of civic integrity in the conduct of the public's business. There should be a new commitment to Iowa's long-standing tradition of clean and open government with special insistence on honesty, accountability, respect for the system and the office holders, citizen participation, and tolerance for divergent views.

We value a world-class reputation and identity, Iowa being held in high esteem. We expect to have an international identity built on education, a culture of community connectedness, opportunities for excellence, technology-enabled jobs, artistic and intellectual creativity, leading the world in agriculture and food production, and in opportunities for families to prosper.

Work Groups

The work groups are studying issues in the areas of Community, Development, Natural Resources, and People. Each work group is developing vision statements and goals consistent with the values which have been identified as important to Iowans.

Community

The Community Work Group is addressing recreation and entertainment, arts and culture, community education, diversity/immigration, volunteerism, government, physical infrastructure, and public safety.

Development

The Development Work Group is studying ways to make Iowa's economy vital and diverse, and to provide sustainable development, economic opportunity and increased prosperity for a growing population.

Natural Resources

The Natural Resources Work Group is looking into water, land and air quality; waste management; land and resource utilization; and energy issues.

People

The People Work Group is addressing how to empower Iowans in the following ways: to be productive members of their communities by having access to lifelong learning; to make healthy living changes; to have access to quality and affordable health care; and to find avenues for Iowa to provide an excellent quality of life for its people.