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**2014 BATTELLE REPORT – “IOWA’S RE-ENVISIONED
ECONOMIC DEVELOPMENT ROADMAP”**

Recommended Action: Receive the presentation.

Executive Summary: In December 2014, the Iowa Partnership for Economic Progress (IPEP), an industry-led advisory board established by Governor Branstad in 2011, released the 2014 Battelle Report. The report culminates a year-long effort to engage a broad range of economic development stakeholders, complete a comprehensive analysis of Iowa’s industry clusters and economic assets, and develop recommendations to set a future strategic direction for economic development in Iowa.

The Regent universities play a key role in Iowa’s economic future and are integral partners in the 2014 Battelle Report recommendations. Guiding principles emerged from the report include:

- Appropriate measures of economic success must go beyond traditional measures of jobs and economic activity and should include the quality of jobs and improvements in the standard of living.
- The state’s 12 major industry clusters are driving its top-line economic performance and will remain critical to economic growth in the future.
- A balanced and integrated economic development plan must focus on innovation, retention and attraction for the state to keep pace with the challenges of a global economy.

Presenter Randy Pilkington serves as Executive Director of Business and Community Services (BCS) at the University of Northern Iowa. BCS is the economic and community development division of the College of Business and Administration and consists of eight outreach programs that provide an integrated approach to meeting the needs of businesses, entrepreneurs, and communities throughout Iowa and beyond. Pilkington also serves as the Director of the Institute for Decision Making, as well as the director of the John Pappajohn Entrepreneurial Center.