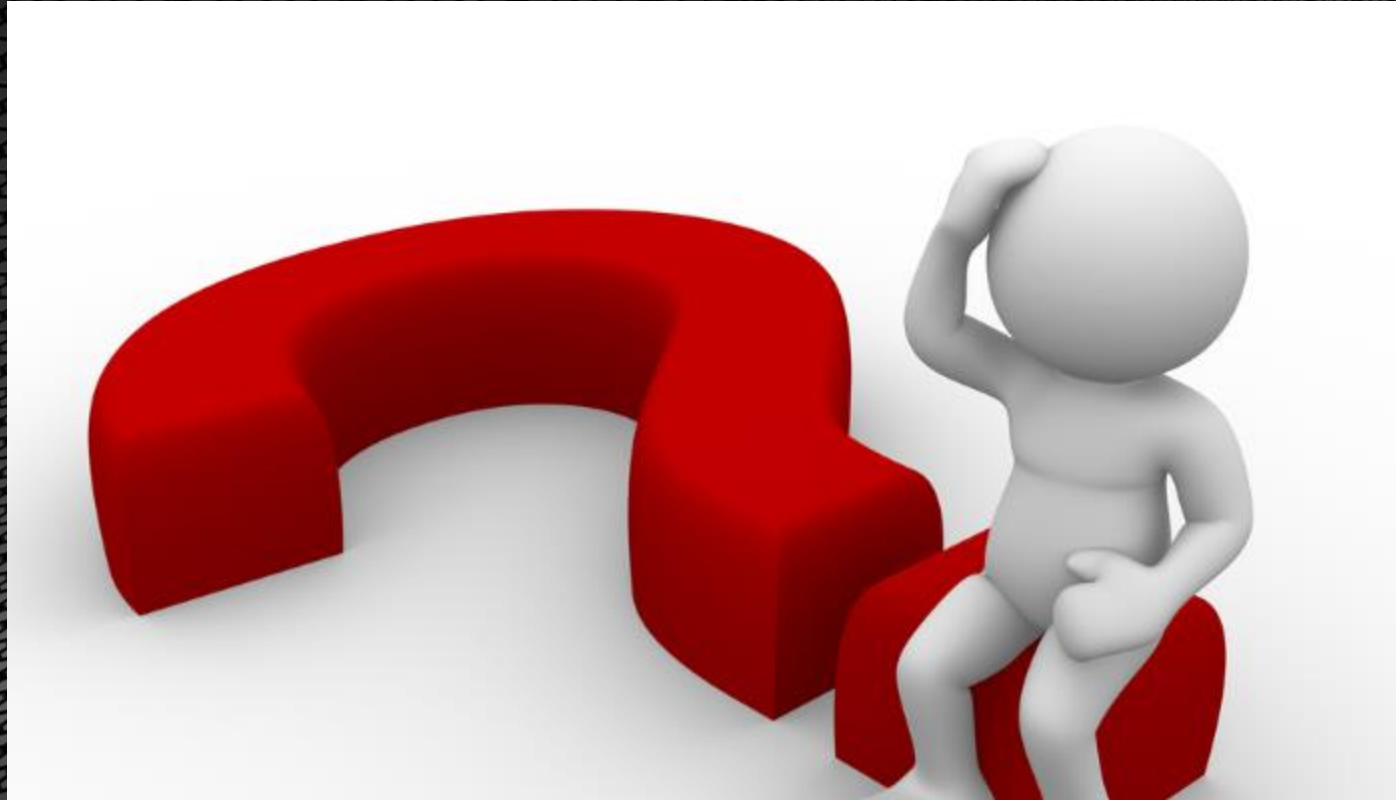


# “Content Events”

Starting an ongoing statewide conversation in Iowa – for profit







*Iowa Ideas is a nonpartisan,  
statewide learning experience  
designed to explore the key  
questions and big ideas that  
will shape the future of Iowa.*



# Solicit Ideas





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Best Part of the Day? *I haven't been to something this engaging on several subjects in a while. I really enjoyed the way we had 2 great presentations, then broke into groups, then in a circle!*

Iowa Ideas as well as Pints and Politics are imaginative formats for generating substantive civic dialogue.

What's your big take away from today? *Being part of the conversation is key to implementing many of the ideas which were discussed.*

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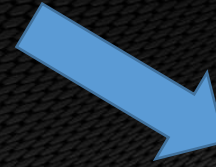
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The Gazette JULY 9, 2017

# Iowa Ideas

Building a Roadmap for the Future



## WIND AND SUN

CAN IOWA SUCCEED IN BOTH WIND AND SOLAR?

## Back home

A SMALL TOWN LURES NEW RESIDENTS

## In the margins

RURAL HOSPITALS AIM TO BALANCE BUDGETS WITH PATIENT NEEDS

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conference



## Agriculture Sessions Include:

### THE GLOBAL IMPACT OF IOWA AGRICULTURE

Experts weigh in on Iowa's place in the global food and commodities ecosystem, and look at the opportunities and challenges of the future - including the impacts of growing agriculture powerhouses like China and Brazil. Plus, how research and innovations developed in Iowa are implemented around the globe.

### THE NEXT GENERATION OF IOWA FARMERS

In spite of well-publicized barriers, some young and beginning farmers are getting a successful start. Looking at the future of family farms, land ownership questions and resources available for new farmers.

### THE LATEST IN SOIL AND WATER CONSERVATION

Comparing and contrasting different conservation methods, including opportunities, potential drawbacks and costs - with an emphasis on soil health, water quality and what's really working for farmers.

### DIVERSIFIED AGRICULTURE

Farming in Iowa isn't just corn and soybeans. Looking at new trends in vegetable farming, aquaculture, farm-to-table and more, including the risks involved, market readiness and opportunities for growth.

## Energy & Environment Sessions Include:

### THE FUTURE OF RENEWABLE ENERGY IN IOWA

We'll look at the environmental and economic impacts of wind, solar and more. Iowa has a history of leadership in renewable energy, and these industries are adding jobs at a rapid pace - but obstacles and future challenges remain.

### CLIMATE CHANGE IN IOWA

What impacts will be felt first, and how will we prepare? The latest research from Iowa's leading scientists, possible implications and responses.

### ENVIRONMENTAL IMPACTS ON HEALTH

Water quality, clean air, pollutants and more - a panel will address impacts on population health, how big data can help spot trends and possible solutions.

## Health Care Sessions Include:

### THE FUTURE OF MEDICAID IN IOWA

The transition to managed care has been one of the biggest health and political stories in Iowa in recent years. We'll hear multiple points of view on how it's going, plus learn from other states that have already made the transition.

### POPULATION HEALTH

The transition from sick care to health care. Looking at social determinants of health, what big data can teach us, alternative approaches and more. Plus, who pays?

### AGING AND CAREGIVING IN IOWA

Iowa's population is aging, and there's a huge shortage of paid caregivers - leaving an estimated 350,000 Iowan family caregivers to fill the gaps in the medical system. What solutions are possible?

### HOW WILL NEW TECH RE-SHAPE HEALTH CARE?

Robotics, personalized medicine, big data, machine learning and more are already starting to impact health care - and are poised to make an even bigger mark in the next 10 years.

## Workplace (R)evolution Sessions Include:

### WORKPLACE CULTURE CASE STUDIES

We'll look at efforts underway to foster positive, inclusive and productive cultures in Iowa's workplaces - and how these efforts impact the bottom line.

### BUILDING A MISSION-DRIVEN CULTURE

A look at ESOPs, B-Corporations, workplace volunteer programs and more. Who is living the mission and how?

## Regionallism / Workforce Sessions Include:

### WORKFORCE NEEDS OF THE NEXT 10 YEARS

In a rapidly changing economy, what skills will be most in-demand and how will we prepare Iowans to thrive? We'll hear from industry professionals, economists and education experts.

### IMMIGRANTS IN THE WORKFORCE

As Iowa is dealing with an aging and shrinking workforce, immigrants could be a critical piece of the state's future workforce. What potential can be realized in our communities and what economic impact could that have? What should be done to attract immigrants to Iowa?

## Transportation Sessions Include:

### THE FUTURE OF AUTONOMOUS DRIVING IN IOWA

A look at the policy, infrastructure and safety impacts of self-driving cars, plus economic development efforts to attract this emerging industry to Iowa.

### HOW CAN WE INCREASE SAFETY?

A look at the latest research on all things safety, including distractions on the road, drunk driving and new technology - will it help prevent crashes?

### MEETING IOWA'S INFRASTRUCTURE NEEDS

While Iowa has been working to address deficient bridges and aging roads, keeping up with improvements is an ongoing challenge. How do we keep the infrastructure up-to-date and who will pay for it? How will Iowa keep up with infrastructure improvements as state revenues remain tight?

## K-12 Education Sessions Include:

### PREPARING STUDENTS FOR FUTURE JOBS

What skills will be most needed in the future, and are our schools prepared to teach them? Looking at computer science education, industry needs and teachers' perspectives.

### CREATING HEALTHY SCHOOL CLIMATES

How can we remove barriers so every child has an opportunity to be successful in school and beyond? Including discussions around adverse childhood experiences (ACES), poverty, bullying and more.

### EARLY CHILDHOOD EDUCATION AND LITERACY

We'll learn from some of the most successful literacy programs in Iowa, hear from early childhood experts and explore policy proposals to support pre-K and literacy programs.

### STEM, REDESIGNED LEARNING ENVIRONMENTS AND MORE

A tour of initiatives across Iowa to engage students in new educational methods, including efforts in and out of the classroom.

## Higher Education Sessions Include:

### FUNDING HIGHER EDUCATION IN IOWA

We'll press for solutions and learn from other states for a fresh approach to this perennial debate. How can we make sure public higher education in Iowa is accessible to all without compromising quality?

### WHAT WILL HIGHER EDUCATION LOOK LIKE IN THE FUTURE?

A panel discussion featuring multiple viewpoints on how higher education is transforming - think lifelong learning, technology impacts and more - and ideas for what the future could hold.

### THE VALUE OF THE LIBERAL ARTS IN THE 21ST CENTURY

In a time of increased focus on tech skills and career training, college presidents and deans weigh in on the role of liberal arts in the higher education mix of the future.

### COMMUNITY ENGAGEMENT AND OUTREACH

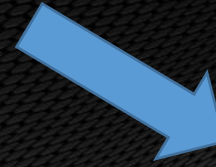
An in-depth discussion on service learning, campus-community connections and the status of the civic mission of higher education.



**250+ SPEAKERS**  
**80 SESSIONS**  
**8 TRACKS**  
**1 IMPRESSIVE EVENT**



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The Gazette OCTOBER 29, 2017

# Iowa Ideas

*Building a Roadmap for the Future*



## CREATING THEIR FUTURE

SMALL TOWNS LOOK FOR LEVERAGE  
TO REINVENT THEMSELVES

### Homeless kids

HELPING IOWA'S CHILDREN  
OUT OF POVERTY

### Conference coverage

RECAPS — AND SOLUTIONS —  
FROM AN EXTRAORDINARY IOWA IDEAS

The Gazette

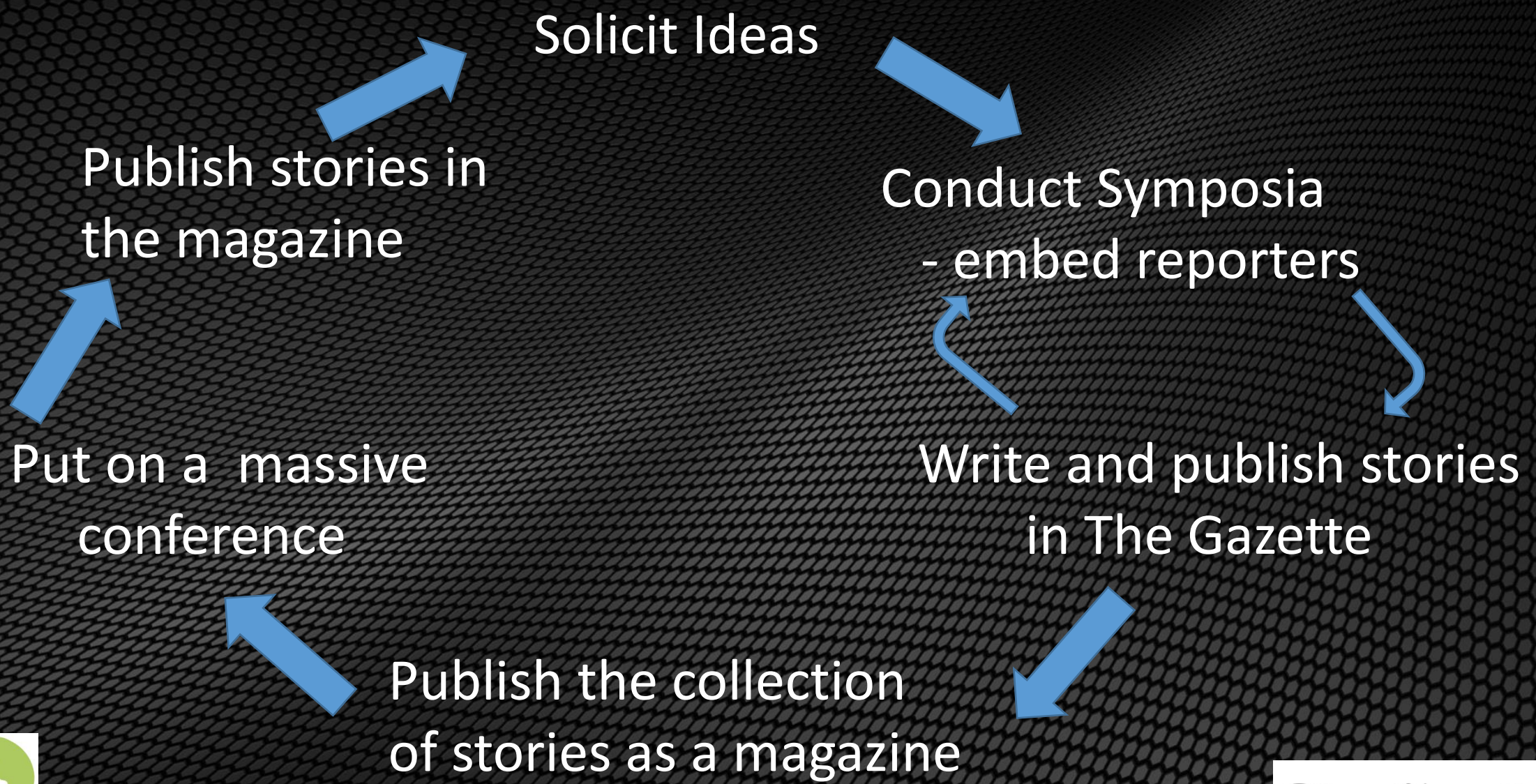
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# Monetization

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- Ads in magazines
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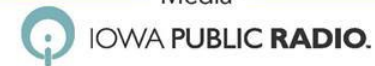
Gold



Silver



Media



Network



Supporting



# Tweaks for Year 2

- Symposia events to be virtual
- Magazine to be “paid”
- No expensive keynote speaker
- Conference to be self contained in one location
- Better line up of elected officials, university leaders and business leaders based on success of year 1



**Thank you!**

**Chris Edwards**

**President**

**Gazette Communications**

**Chris.Edwards@thegazette.com**

**[www.iowaideas.com](http://www.iowaideas.com)**

