

Chuck Offenburger, a member of the board of Iowans for a Better Future, explained the group's new "Iowa Higher Education Initiative." The group is building a coalition to attract more young people from across the nation and around the world to maintain or even grow the state's colleges and universities, as well as to help meet the workforce needs of Iowa business and industry. IBF is working on the initiative in partnership with the Iowa Board of Regents, the Iowa Association of Independent Colleges & Universities, the Iowa Association of Community College Trustees, as well as leaders from the Iowa business community. The PowerPoint document here shows eye-opening figures on the economic impact of the higher education enterprise in Iowa. The PDF document outlines the urgency for the Iowa Higher Education Initiative, as well as outlining the marketing campaign the partners will take to prospective students and their parents, using the theme: *"Learn here, Live here, Work here, Play here, Stay here -- in Iowa."*