

“Future Ready Iowa” is Governor Branstad’s and Lt. Governor Reynolds’ initiative to build Iowa’s talent pipeline for the careers of today and tomorrow. The “Future Ready Iowa” initiative was created after Iowa received a National Governors Association grant in 2014 for up to \$170,000 to develop strategies to improve the educational and training attainment of its citizens and the alignment of those degrees and credentials with employer demand.

Why Do We Need the Future Ready Iowa Initiative?

Education or training beyond high school has become the new minimum threshold for Americans to earn a living wage and attain middle class status. In 1973, only 28 percent of U.S. jobs required education beyond a high school diploma; by 2025, almost two out of three jobs in the nation are projected to require at least some postsecondary education or training. **Iowa’s economy reflects this national trend and demonstrates a steady increase in the demand for postsecondary education and training in the industries that form the mainstay of the economy.**

Key Points

- A report released in October 2014 by the Branstad-Reynolds Administration in collaboration with the Georgetown University Center on Education and the Workforce (Georgetown Center) projects that from 2010 to 2025, **Iowa will add 612,000 jobs to its economy, including replacement jobs due to retirement.**
- The report, Iowa: Education and Workforce Trends Through 2025, also finds that **68 percent of all Iowa jobs are expected to require postsecondary education and training beyond high school**, which positions Iowa 18th among the states and 3 percentage points above the national average.
- There is power in a shared vision and accordingly Governor Branstad and Lt. Governor Reynolds are calling for **70 percent of Iowans in the workforce to have education or training beyond high school by 2025** so that more Iowans have great career opportunities and employers have the skilled workforce they need to grow and innovate.
- The “Future Ready Iowa” initiative will focus on ways to continue building Iowa’s talent pipeline to ensure our state has a workforce ready to fill the high-quality, well-paying jobs and careers of today and tomorrow.
- The Future Ready Iowa initiative will **better align our education, workforce, and economic development efforts.** Iowa’s ability to overcome skill gaps depends on aligning the priorities of state agencies and providers of education and training services to the needs of Iowa employers. The state must assess areas of demand and align programming to ensure Iowans have the skills necessary to obtain employment in high-wage, high-demand occupations and traded industries which drive economic growth.
- **Future Ready Iowa** is not a brand new program, but rather a collaborative approach to highlighting best practices, nurturing high-quality partnerships, and ensuring hardworking taxpayer dollars are focused on those areas that will maximize progress toward our goal.

FOR MORE INFORMATION, PLEASE CONTACT:

Doug Hoelscher, Office of the Governor
doug.hoelscher@iowa.gov

Linda Fandel, Office of the Governor
linda.fandel@iowa.gov

“Every Iowan deserves the quality education and training that delivers the skills needed for a rewarding career.”

—Governor Branstad

