

Strategic Plan Progress Report

The first year of Iowa State University's 2022-2031 Strategic Plan demonstrates the commitment to innovation to make our students, Iowa and the world better.

To be the most student-centric leading research university

We are...

» ...creating the degrees of the future.

To meet student and employer demands, ISU is investing in **developing new degree programs** in Digital Health, Digital Storytelling, Game Design, Integrated Health Sciences, Master of Finance and Technology, and Precision Agriculture.

» ...committed to helping students succeed.

As part of ISU's \$1.5 million investment to increase retention and graduation, the Academic Success Center **expanded tutoring and supplemental instruction** for courses such as economics and math that have high student demand for assistance.

» ...making educational materials more affordable.

In FY23, ISU invested in a multi-year \$300,000 project focused on **student access to free and affordable course materials**. Students saved \$553,000 using free materials through University Library Course Reserves and Open Educational Resources. They saved more than \$2 million in courses using low-cost content.

» ...dedicated to offering proven high-impact practices.

According to the 2023 National Survey of Student Engagement, 71% of seniors reported participating in **two or more high-impact practices** while at ISU. The survey noted ISU students participate in internships and learning communities at a higher rate than peer institutions.

» ...prioritizing building community.

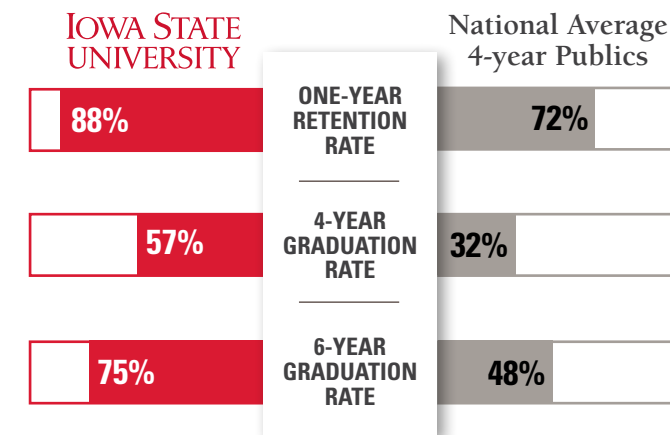
More than **93% of first-year students participate** in 85+ learning communities. More than 600 upperclassmen serve as learning community peer mentors. More than 800 student organizations explore academics, leadership, service and recreation.

» ...helping students make informed financial decisions.

In spring 2023, the Office of Student Financial Success hosted **financial literacy workshops** to educate students about personal finance, including saving strategies, budgeting and repaying student loans. Every year the office provides one-on-one loan counseling for all new and continuing borrowers. From fall 2021 to fall 2022, average student loan debt decreased by over \$100.

» ...committed to philanthropy for scholarships.

Scholarship fundraising in FY23 totaled \$40 million, and **89 new scholarships were established**. Scholarship funds awarded grew by nearly \$6 million from FY21 to FY23. Almost 8,000 students benefited from donor-funded scholarships in FY23. Active donor-funded scholarships now stand at 3,274.



» ...increasing four-year graduation rates.

For the cohort that began in Fall 2019, 57.2% graduated in four years, an **increase of over 3%** from the cohort that graduated two years earlier.

“Iowa State University’s focus on innovation enlivens our mission, values and aspirations. This plan to excel infuses innovation into the architecture of ISU’s future.”

— Wendy Wintersteen, President

To be the university that cultivates a diverse, equitable, and inclusive environment where students, faculty, and staff flourish

We are...

» ...growing in enrollment.

ISU's fall 2023 enrollment of **30,177** represents all **99 Iowa counties, all 50 states and 117 countries**, and is an increase of 208 from a year ago. The number of first-year students is up 2.3% from last year and 8.8% over two years.

» ...focused on graduating more Cyclones.

In FY23, ISU invested in a multi-year \$1.5 million project comprised of eight university-wide initiatives on personalized student support to increase retention and graduation rates.

A focus is on first-generation, multicultural students, and those most impacted by the pandemic.

» ...enhancing how prospective students explore our campus.

ISU invested \$1 million to enhance **student recruitment programs**, including: upgrading the virtual tour experience so students and families around the world can explore campus; hosting an Admitted Student Day to answer questions about campus life; and launching a new recruitment campaign, "Cyclones in the Making."

» ...improving childcare for campus families.

ISU invested in **renovating two childcare facilities** to improve learning, safety and comfort for the children of students, faculty and staff.

» ...introducing graduate students to research administration roles.

ISU is investing in a Research Administration Graduate Internship Program to **prepare the next generation of professionals** working in research administration.

» ...helping financially burdened students finish their degrees.

For FY23, ISU's Office of Student Financial Aid and the academic colleges awarded \$568,303 in **completion and emergency grants to 322 students** who experienced sudden financial needs as they approached graduation.

» ...serving the men and women who serve our country.

Earning a **gold ranking, ISU was named a Military Friendly School for 2023-24**. ISU currently serves more than 800 military-affiliated students.

To be the university that fosters lifelong learning

We are...

» ...promoting a one-stop shop for online learners.

Launched in January 2023, Iowa State Online is the university-wide service center for students to explore ISU's online programs. ISU invested in Iowa State Online, which is working to **launch 5 new programs and refresh 6 others in strategic growth areas**, such as cybersecurity, digital health, nutrition and game design.

» ...helping farmers get the most from technology.

In 2023, 415 farmers participated in ISU Extension and Outreach's second series of statewide Planter University workshops for **hands-on, digital agriculture training** on modern corn and soybean planters. Participants estimated the educational value at \$7.4 million.

» ...reaching Iowa adults and youth multiple ways, year-round.

ISU Extension and Outreach in the last year led more than 10,000 educational programs; made more than 6.2 million contacts with adults and 688,000 contacts with youth; and had 939,000 extension educational resources downloaded or purchased.

» ...helping city professionals achieve certification.

Extension and Outreach's Iowa Municipal Professionals Institute trained 386 participants in federal FY22, and **nearly one-third achieved certification** as a clerk or a finance officer.

» ...educating those who keep our food safe.

In federal FY22, 2,018 Iowa food service supervisors participated in ServSafe classes taught by extension specialists, with **70% successfully earning the Certified Food Protection Manager credential**.

» ...providing unbiased, research-based farmland leasing education.

Extension farmland leasing programs reached 1,235 participants in the past year. Approximately **91% reported an increase in knowledge** of leasing, 93% in legal issues and 86% in cash rental rates; 98% reported increased confidence to change their lease agreements.

» ...preparing Iowa youth for their futures.

4-H programs **reached more than 131,470 Iowa youth** in FY22. Ninety-one percent of 4-H seniors say they plan to go to trade school or college after high school.

To be the university that creates opportunities and forges new frontiers

We are...

» ...the Entrepreneurial University of the Year.

In 2023, ISU was awarded **Entrepreneurial University of the Year for the Americas** in an international competition recognizing excellence in incorporating entrepreneurial initiatives university-wide.

» ...setting records for external funding.

In FY22, ISU set a record for securing total external funding of \$601.7 million. In FY23, ISU researchers successfully competed for a record \$301.3 million in external support. ISU is in the top 1% of universities in funding from the USDA; top 2% from the U.S. Department of Energy and the top 9% from the National Science Foundation. External funding success is a key reason **ISU ranks in the top 3% for research** among U.S. universities without a human medical school.

» ...hiring the next generation of faculty innovators.

ISU is investing \$3.5 million in **16 faculty hires to build capacity for research in areas strategic to Iowa's economic future**: critical materials; cybersecurity; climate science and sustainability; and human health.

» ...assembling teams to take innovative approaches to society challenges.

ISU invested in Research Innovation Roundtables, where researchers from across campus **discuss societal challenges and propose new ideas** for seed funding. The first, focused on climate smart research, resulted in three funded projects. The second, on health in Iowa, resulted in four funded projects.

» ...creating research learning communities targeting untapped growth areas.

ISU is investing in research faculty fellows who will create **learning communities focused on applying ISU research strengths** to competitive funding opportunities in the National Institutes of Health and the Department of Defense.

» ...ranked among the best entrepreneurial schools.

In its 2023 survey, The Princeton Review **ranked Iowa State fourth in the Midwest and 11th nationally** for entrepreneurship studies at undergraduate schools. ISU's Pappajohn Center for Entrepreneurship received the 2022 Nasdaq Center for Entrepreneurial Excellence Award, the highest honor of the Global Consortium of Entrepreneurship Centers.

» ...partnering with industry to accelerate economic growth.

In FY22, ISU negotiated more than **400 industry-sponsored research contracts** equaling nearly \$32 million, and more than 800 agreements in support of industry partnerships.

» ...recognized for the very best scientists.

In 2023, two ISU professors – Jonathan Wendel and Dan Shechtman – were **elected by their peers to the prestigious National Academy of Sciences** in recognition of outstanding scientific contributions.

» ...building capacity for advanced biomanufacturing in Iowa.

A \$20 million National Science Foundation grant links researchers at ISU, University of Iowa, University of Northern Iowa, Central College and Dordt University to collaborate on plastics for 3D printing, fibers for flexible and rigid materials and proteins for medical diagnostics and therapeutics — while **supporting the development of an advanced biomanufacturing workforce**.

» ...a leader in patented research innovations.

ISU **ranked #54 on the Top 100 U.S. Universities** granted utility patents in 2022. In FY22, ISU inventors received 37 U.S. patents and 32 foreign patents, including those for a device to manage kidney disease and technologies to improve crop varieties and vaccine development.

» ...partnering on innovative animal vaccines.

A **collaborative partnership of Merck Animal Health and ISU Nanovaccine Institute** is developing a new kind of animal vaccine. The partnership is expanding across campus, growing from five to 14 projects in its first year.

“Nationally and globally the value of our commitment to innovation, real-world collaboration and engaging educational experiences is gaining recognition.

— Wendy Wintersteen, President

To be the trusted partner for proactive and innovative solutions

We are...

- » **...expanding innovation spaces in our growing Research Park.**
In the past three years, **ISU Research Park added 35 new tenants, 90 pre-incubator companies and 4 university-related companies.** In 2023, the Research Park broke ground for the **Alliant Energy Agriculture Innovation Lab**, a facility that will allow companies to collaborate with ISU's Digital Ag Innovation team, which works on cutting-edge technology to help build stronger communities across Iowa.
- » **...making CYTown an opportunity for Iowa companies.**
McFarland Clinic, Iowa's largest physician-owned clinic, will be the first tenant in CYTown, ISU's multi-use district under construction in the Iowa State Center. CYTown is envisioned as an opportunity to **extend the ISU Research Park's footprint** to meet demand for more space for businesses that want to be close to campus to collaborate with students and faculty.
- » **...supporting the success of Iowa's small businesses.**
Working with businesses in all 99 counties, the America's Small Business Development Center Iowa — headquartered in ISU Research Park — **counseled more than 4,200 clients in FY22**, resulting in the creation of more than 1,900 jobs and nearly \$157 million in increased sales.
- » **...a partner in company training or retraining.**
The ISU Research Park has partnered with companies such as John Deere and TMC Transportation to create **new workforce strategies that train workers** as they take on new responsibilities or require new skills.
- » **...nationally recognized for advancing economic well-being.**
In fall 2022, ISU won its fourth Innovation and Economic Prosperity University Award in the past five years from the Association of Public and Land-Grant Universities. The awards honor institutions performing **exemplary work to advance the economic well-being of their states**, regions and the nation.
- » **...supporting local entrepreneurs around Iowa.**
Extension and Outreach, the Small Business Development Center and other agencies are **developing a toolkit to guide Latino entrepreneurs** in starting local grocery stores.
- » **...helping businesses thrive in every county.**
ISU's Center for Industrial Research and Service (CIRAS) and its partners have been growing Iowa companies and communities for 60 years. CIRAS connects businesses to applied research, education and technical assistance. Over the past five years, **CIRAS and its partners have helped more than 4,400 businesses in every Iowa county**, creating an economic impact of more than \$3 billion.
- » **...working with farmers to improve nitrogen use.**
Partnering with farmers and agricultural service providers, ISU launched the **Iowa Nitrogen Initiative, a first-of-its-kind public-private partnership** that will use hundreds of on-farm trials to improve nitrogen fertilizer recommendations. There were 270 on-farm trials conducted in 2023, following 150 preliminary trials in 2022.
- » **...demonstrating solar power's potential in agriculture.**
ISU and Alliant Energy partnered to develop **a solar farm that will help power ISU teaching and research farms**, reduce the university's carbon footprint and create new research, educational and extension opportunities.
- » **...strengthening local food systems.**
ISU Extension and Outreach and partners in Nebraska, Missouri, Kansas and Oklahoma are creating the Heartland Regional Food Business Center, **a resource hub to connect local food entrepreneurs, food purchasers and others** involved with regional and local food systems. The center is one of 12 USDA-funded programs around the country that includes funding for innovative food systems projects.
- » **...helping Iowa veterans become entrepreneurs.**
ISU's Pappajohn Center for Entrepreneurship, Home Base Iowa and America's Small Business Development Center (SBDC) Iowa hosted the second annual Iowa Veterans Entrepreneurship Conference in Ames. The conference **offered education sessions, resource exhibits, networking opportunities and a veteran's pitch competition.**