



Business & CommUNITY Services

University of Northern Iowa

UNIVERSITY

University of Northern Iowa

CENTER TEAM

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CENTER SINCE 2013

CENTER ACTIVITIES

- Business Retention Expansion & Innovation
- Intrapreneurship Resource Network
- Iowa COVID-19 Statewide Business Surveys
- Economic Development Peer Capacity Building Networks
- Authorized to Innovate Program for Recovering Businesses

CLIENTS

- Businesses considering innovation strategies
- Businesses recovering from COVID-19 economic challenges
- Economic development organizations
- Statewide policymakers

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University of Northern Iowa EDA University Center

OVERVIEW

UNI received a five year award (2018-2023) through the U.S. Department of Commerce Economic Development Administration. Service areas include the Iowa Northland Regional Council of Governments Economic Development District (EDD) – including Black Hawk, Butler, Grundy, Buchanan, Chickasaw and Bremer Counties. However the focus of initial programming will be on Black Hawk, Butler and Grundy Counties due to the ongoing collaboration between local economic development corporation and UNI BCS.

The university center is a collaboration between UNI’s Institute for Decision Making, Center for Business Growth and Innovation and Strategic Marketing Services.

PROGRAM FOCUS

Creation of Business Retention & Expansion through Innovation - Business Retention and Expansion through Innovation (BREI) is an economic development approach designed to foster innovation and technology utilization, innovation, research and development within targeted businesses. The center works directly with the region’s local economic developers to design and incorporate new business discovery processes and protocols into traditional business retention and expansion (BRE) efforts to identify and serve as a catalyst for businesses utilizing technology for internal product development, process enhancement and commercialization.

Intrapreneurship Resource Network (IRN)

The network is a newly assembled region-wide team of existing service providers, prototyping labs, faculty and students with resources and skills in the areas of management, business development, financing, succession, marketing, additive/subtractive manufacturing, manufacturing engineering technology, and technology management. The IRN includes labs and community college resources focused on CNC machining, 3D printing, cloud and distributed computing and cyber security.

COVID Supplemental

UNI received supplemental funding through the U.S. CARES Act to assist COVID impacted businesses through the recovery process, and to provide technical support to statewide leaders and economic development professionals as they respond to economic need and develop policy.

UNI will conduct a series of statewide business impact surveys, develop peer networks for economic developers to share best practices, and offer a four-part series to businesses on how to renew innovation and improve operations as they recover.

