

## Separated – NO Joined – By a River

Opportunities and Challenges of a Bi-State,  
Cross-Border Economic Development Approach  
in the Quad Cities of Illinois and Iowa



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Eastern Iowa  
Community College District  
(EICCD)

Black Hawk College  
(BHC)

- Robert Gallagher, President, EICCD Board of Trustees
- Keith Miller, President BHC
- Patricia Keir, Chancellor EICCD
- Nancy Kothenbeutel, EICCD Executive Director of Continuing Education/Project Director DOL Logistics Grant



Mississippi River

## FACTS

### About the Quad Cities Economy

Quad City Metropolitan Statistical Area (MSA)

- 4 major cities:
  - Davenport, IA
  - Bettendorf, IA
  - Rock Island, IL
  - Moline, IL
- 43 municipalities
- 376,019 population
- Single economic unit divided by:
  - River
  - City, county, & state political boundaries

Located along Mississippi River in eastern Iowa and western Illinois

165 miles west of Chicago – midway between Minneapolis and St. Louis

MSA served by two community colleges:

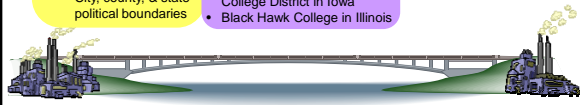
- Eastern Iowa Community College District in Iowa
- Black Hawk College in Illinois

Largest 300-mile market west of Chicago:

- 37.4 million people
- 13% of nation's population

Colleges serve single MSA, but have separate:

- Geographic service area
- Local boards
- State governing agencies



## 300-Mile Market



## Two Community Colleges

### Eastern Iowa Community College

- Comprehensive, multi-college system of 3 main campuses and 4 satellite centers.
- Serves 270,000 residents in Clinton, Jackson, Muscatine, and Scott counties and parts of Cedar, Johnson, and Louisa counties.
- Governed by locally elected board of nine members.

### Black Hawk College

- Comprehensive, two-college system.
- Serves 225,000 residents in all or parts of nine counties in northwestern Illinois.
- Governed by locally elected board of seven members.



## BUSINESS PERSPECTIVE: Demanding a Holistic Approach to Quad Cities Economic Development

- Companies have facilities on both sides of the river and share the same regional labor force.
- Existing business leaders place attracting new business to the region above attracting new business to a particular city.
- Business is impatient with the parochial and competitive stance of individual cities' local chambers and economic development initiatives.
- Companies want workforce developers to work together to train the regional labor force needed for economic viability of the region.










## CEO PERSPECTIVE: Challenges of a Regional, Bi-State Collaboration

-  History of competition for enrollment.
-  Different college systems, accountability structures, and performance measures.
-  Different funding mechanisms.
-  Different hiring requirements.
-  Different unions and union climates.
-  Different state priorities for economic and workforce development.



## CEO PERSPECTIVE: Benefits from Collaboration

-  Ability to share costs and infrastructure.
-  Expanded opportunities for students on both sides of the river.
-  Ability to offer a richer overall curriculum for the region.
-  Satisfaction and support from business and government from a regional, seamless perspective.
-  Ability to impress grantors looking to fund partnerships.
-  Ability to access political support of two states.




## MAKING IT WORK

### Logistics:






Getting the right thing in the right place at the right time.



Logistics is the art and science of planning, implementing, controlling, and evaluating the safe, effective, and efficient flow and storage of goods, services, and information from origin to destination.

## MAKING IT WORK








### Why the Quad Cities?



-  Central location.
-  Outstanding transportation resources.
-  Home to many transportation and distribution companies.
-  Employment growth is at 22.95% since 1990 – more than double the average.
-  Demand for workers projected at 20,000 openings by 2010.

## MAKING IT WORK

### Why did the Partnership Come About?

-  Lack of qualified instructors.
-  Lack of well-developed curricula.
-  Lack of necessary equipment.
-  Lack of public understanding of career opportunities.
-  Lack of articulated 2+2+2 pathway.
-  Inability to deliver curriculum in alternative formats.
-  Inability to articulate to credit program.

## MAKING IT WORK

### Who are the Partners?

-  Eastern Iowa Community College District
-  Black Hawk College
-  Quad Cities Logistics Roundtable
-  Workforce Investment Agencies
-  K-12 Schools
-  University of Iowa
-  Western Illinois University
-  St. Ambrose University




## MAKING IT WORK

Department of Labor  
Community-Based Job Training Grant:



*Joined by a River:*  
*Logistics Programming in the Quad Cities*

**\$1,564,012**

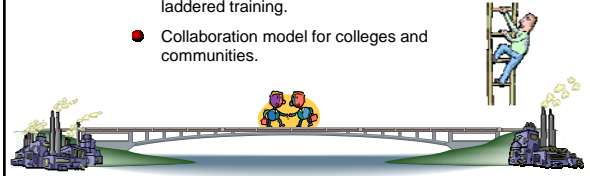
**Three-year project**



## MAKING IT WORK

### What is the Product?

- Career awareness and preparation in high school and adult market.
- Training for incumbent workers.
- Seamless career pathways for credentialed and laddered training.
- Collaboration model for colleges and communities.



## LESSONS LEARNED

Under-estimated the  
impact of institutional  
differences.

Collaboration  
broadens our  
horizons.



## QUESTIONS AND COMMENTS



What lessons have you learned  
from your collaborative efforts?