



STATE WORKFORCE DEVELOPMENT BOARD

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BOARD MINUTES

Iowa Workforce Development Board Meeting

March 12, 2026

8:30 – 9:00 am

ZOOM

Agenda Item 1. Call to Order

Chair Teresa Hovell called to order the meeting of the Iowa Workforce Development Board (the Board) on March 12, 2026, at approximately 8:30 am.

Agenda Item 2. Roll Call

Members in Attendance

- | | |
|------------------------------------|-----------------------------|
| 1. Jane Dufoe | 12. Ofelia Rumbo |
| 2. Dawn Driscoll | 13. Nick Glew |
| 3. Beth Townsend | 14. Charlie Wishman |
| 4. Stacy Cervenka / Keri Osterhaus | 15. Carrie Duncan |
| 5. Brandy McOmber | 16. Jason Shanks |
| 6. Teresa Hovell | 17. Tiffany O'Donnell |
| 7. Scott Naumann | 18. Director MacKenzie Snow |
| 8. Kelly Barrick | |
| 9. Jack Hasken | |
| 10. LuAnn Scholbrock | |
| 11. Brad Elliott | |

Members Absent

1. Barb Kniff McCulla
2. Jessica Dunker
3. Astra Ferris

Shelly Evans called roll and advised Chair Teresa Hovell that quorum was established.

Agenda Item 3. Approval of Agenda

Chair Hovell called the next order of business which was the approval of the meeting Agenda for March 12, 2026. The agenda was previously emailed to the Members of the Board.

- ACTION ITEM: Motion to Approve the Agenda for 3/12/26.

Dawn Driscoll motioned to approve the Agenda and LuAnn Scholbrock seconded the motion. Members of the Board in attendance voted on the motion by voice vote, which carried unanimously.

Agenda Item 4. Welcome by Teresa Hovell, Chair

Chair Hovell welcomes attendees.

- Welcome.
- Typical housekeeping. Please mute if you are not speaking. If speaking be sure that your camera is turned on.

Agenda Item 5. Discussion of High-Demand, High-Wage, High-Skill (H3-Aligned) Standard Occupational Code (SOC) List for Workforce Pell Grants.

Chair Hovell opened discussions on high-demand, high-wage, high-skill H3-aligned SOC List for Workforce Pell Grants.

Amy Gieske services as Bureau Chief for the Community Colleges Bureau at the Department of Education (DOE).

- Past few months have worked with Ryan, Michelle, and Jane Dufoe and others in our agencies on a coordinated, collaborative, statewide workforce Pell implementation team.
- Workforce Pell was created by One Big Beautiful Bill Act and signed into law on 7/4/25 with effective date of 7/1/26.
- State has under four months remaining to finish initial state planning for this new federal program.
- Workforce Pell expands federal student financial aid to short-term, high quality, in-demand workforce programs – a major change for higher ed.
- Students in higher education have previously not had access. This is transformational change at both state/federal levels across education systems and workforce.
- Regulations are intentionally designed to place programmatic administrative authorities at the state level.
- Different from federal aid programs and a lot of planning at the state level to capitalize on this new federal opportunity.
- Opportunity to coordinate new ways to expand financial aid to lowans seeking employment in in-demand fields.
- This board has active role to play in process including review and consultation on draft high-demand, high-skill, high-wage SOC occupation list.
- Federal law requires Governor to approve the SOC list after consultation with this board.
- List of SOCs or occupations must align with state's new H-3 definition.
- H-3 definition created after reviewing other definitions used across the country and in collaboration with workforce group, IWD, DOE, and the Governor's office.
- DE is actively cross walking list with related academic programs. Final SOC-SIP crosswalk list will be made public so higher ed institutions can align academic programs.
- Anticipate all sectors of higher education to apply. Community colleges (CCs), four-year public/private and law allow for any Title IV eligible institutions.

- H-3 definition, 70% placement rate and 70% completion are requirements of Workforce Pell.
- Timeline
 - Application period April through mid-May.
 - The State will work closely with institutions.
 - SWDB will consult on program applications at its June 11 meeting.
 - Applications will then advance to the Governor for approval before being submitted to the U.S. Department of Education for federal review.
- While many occupations may appear on the H-3 list the actual number of eligible programs will be smaller due to additional federal criteria.

Ryan Murphy

- Focused on high-demand, high-wage, and high-skill. The data is similar to Last Dollar Scholar work but parameters about occupations differ.
- Demand analysis
 - Uses job forecast data through 2032
 - High-demand occupations identified by either above-average annual growth rate or above-average annual openings.
 - Growth rate threshold: higher than overall occupational growth (about 0.617%).
 - Opening threshold: higher than the statewide average of 368 openings across 590 occupations.
 - If an occupation meets either condition, it qualifies as high demand.
 - Example: Sales Representatives have low growth (0.3%) but very high openings (1,600), so they qualify under the opening criteria.
- Wage analysis
 - Look at required education/training level.
 - Occupations require certificates, associate degrees, bachelor's degrees, or higher - qualify as high-skill.
 - Occupations that require on-the-job training may also qualify if they meet criteria.
 - Example: Construction laborers may qualify under skill due to on-the-job

training.

- Final H3 designation marked in yellow as “yes” or “no.”
- Attachment 2 includes all occupations, including those that did not meet H3 criteria, for transparency.
- Attachment 3 includes only occupations that met all three H3 requirements; 239 occupations qualified.
- Attachment 4 includes occupations that do not meet the full H3 definition but:
 - Meet high demand.
 - Meet two wage categories.
 - Have some level of training/education.
 - These feed into key growth industries such as healthcare and transportation/warehousing.
- Possible flexibility with these borderline occupations.
- Deferring to Amy and Michelle.

Beth Townsend – Programs that require bachelor’s or master’s degree will those be eligible for Workforce Pell money?

Amy Gieske – yes. Students who possess a bachelor’s degree are eligible at student eligibility level. If you possess a graduate degree, you are not eligible. Short-term program, occupation requires bachelor but short-term program for someone who has bachelor and wanted to make a career change, the law doesn’t specifically prohibit. Can’t fund a full bachelor’s degree because programs must be 8 to 15 weeks. No mechanism to take off the list but other criteria filters would probably remove it. Registered nurse bachelor’s degree could not get Workforce Pell because program is too long.

Beth Townsend – if you want to get a registered, bachelor’s degree as a registered nurse, I could not get Workforce Pell money.

Amy Gieske – correct the program would be too long.

MacKenzie Snow – reminder that Pell historically has been 600 hours or more. Workforce Pell opened that up to 150 hours to 599 hours, about 8 to 14 weeks.

Ryan Murphy – Example of registered nurse bringing AI into the workplace or as a skill, they needed upskill or learn how to do that in their role. Would that be something that could potentially be used if it met all other requirements?

Amy Gieske – Yes, if AI program is the right program length.

Ryan Murphy – hypothetically, yes.

Amy Gieske – yes.

Beth Townsend – clarify the voice you heard was Director Snow.

MacKenzie Snow – thank you Director Townsend.

Chair Hovell – Any additional questions? With recommended list, I will ask for a motion to approve the list for the Governor.

5.1 -- Action Item: Motion to approve the list of 239 SOC occupations, high-demand, being specifically eligible for Workforce Pell grant funding.

LuAnn Scholbrock motioned to recommend approving the list of 239 SOC occupations, high demand for being specifically eligible for Workforce Pell grant funding and Scott Naumann seconded the motion. Members of the Board in attendance voted on the motion by voice vote, which carried unanimously.

Chair Hovell – Thank you Amy and Ryan for great explanation. It came fast and is a little

complex, so I appreciate the time you have taken to explain.

Agenda Item 6. Public Comments.

No public comments.

Adjournment

Jack Hasken motion to adjourn.

Chair Hovell adjourned the meeting of the Board at 8:52 am.



Shelly Evans - Executive Assistant to the SWDB

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request: workforce.iowa.gov/accessibility