

# VENTURE ACADEMICS S1

JAN 2024

*Pictured above: Marketing students visit RAYGUN in Newbo*

## Community Engagement

Here are some highlights of what students were involved in during the first semester of Venture:



Civics legal professional panel. Students heard from a district judge, prosecutor, victim liason, parole officer, sheriff deputy, and police officer.



Earth Science students visit the Linn County Solid Waste Facility.



Venture Marketing students participated in Design Dash at the University of Iowa- a day long entrepreneurship challenge to create and and market a product to a panel of business mentors.



Digital Design students create characters/theme for Mane Event. "Boots with the Spurs"

HERE'S THE SCOOP:

**COMMUNITY ENGAGEMENT**

**TRIBUTARY NAMING  
PROJECT**

**FSB MARKETING PROJECT**



# Tributary Naming Project

Venture Earth Science students embarked on an inspiring project to name an unnamed tributary in Marion. This project blends environmental awareness with community engagement.

Students partnered with City of Marion Environmental Specialist (and Linn-Mar Alumni) Thomas Doyle to name an unnamed tributary in the Linn-Mar school district. The tributary runs alongside Newcastle Road and Brentwood Drive near Boyson Road.

Students learned that an anonymous stream is more likely to be a repository for litter and for unwanted runoff additives such as lawn chemicals, pet waste, and pesticides. Naming a stream helps the community take ownership and care for it.

The first phase of the project was raising awareness of the effort to name the tributary. Students completed 150 in person interviews with residents whose properties backed up to the tributary. Students learned about the value that the tributary brings to residents and collected some potential names for the tributary.



During interviews students met local resident and Vietnam Veteran, Herb Anderson. Anderson invited students to access the tributary through his property to conduct water testing. Students returned a week later to conduct water testing and were able to hear some of Anderson's Vietnam stories. One of the students, Logan P., said getting to meet Anderson was one of the best things about this project.

Phase two next steps will be:

- Select 2 potential names for the tributary and return to residents to have them vote for their favorite
- Present to Marion City Council
- File naming paperwork with the US Geological Survey

Second semester students will pick up phase two of the project and complete it in the spring.



Students conducting water testing at Herb Anderson's property. (Anderson in yellow)

## FSB Marketing Project

Farmers State Bank tasked Venture Marketing students with doing research on what 15-30 year olds want from a bank. What services are they interested in? Do they use mobile banking? How should a bank best communicate with young people if they do not come into the branch or use email?

These are all questions Venture Marketing students set out to find the answers for. The first step was creating a survey, groups of students worked together to come up with a list of questions and then collectively completed 240 surveys/interviews.

Students discovered that most people in the target demographic said they bank where their parents do and would not be likely to switch. This helped the students to conclude that marketing targeted at young families would be most beneficial. By tailoring marketing strategies to resonate with young families, FSB could cultivate long-term customer relationships that extend across generations.

At the end of the project students presented their findings to stakeholders, including Cassandra Kotek, FSB Marketing Director and Linda Noggle, Vice President of HR for FSB, as well as other company leaders.

The entire experience was valuable for students, who not only gained practical knowledge through the research process but also enjoyed the opportunity to present their findings to FSB representatives. We are grateful to FSB for providing the students with the opportunity to contribute to a real-world marketing project.

