



VENTURE ACADEMICS S1

JANUARY 2025

Pictured above: Biomedical Science students visit the Linn County Sheriff's office

Community Engagement

Here are some highlights of what students were involved in this past semester:



Behavioral Science students visit the National Czech and Slovak Museum to learn about cultural identity, immigration experiences, language, and societal traditions.



Earth Science students visit Maquoketa Caves to learn about geological formations and bat ecology.



Earth Science students have a visit from KCRG Meteorologist AJ Rickman to learn about weather patterns and various types of hazardous weather.



Earth Science students visit Alliant's Deer Run solar array and battery station.



Behavioral Science students visit the Linn County Access center to learn about resources for individuals who struggle with mental health challenges or addiction.

HERE'S THE SCOOP:
COMMUNITY ENGAGEMENT
NATIONAL GUARD MARKETING
COOPERS CREEK PROJECT UPDATE
ST. LUKES "GENERATE" LAB

Marketing Students Inspire Service: A National Guard Campaign

In Venture Marketing Essentials, students don't just study marketing principles—they put them into action by running their own campaigns. Recently Marketing students developed a campaign for the Iowa National Guard to help promote its opportunities to LMHS students. As part of this project, students designed posters, post cards, and organized a promotional event at a home basketball game.

To start, students learned about the National Guard—who they are and the benefits they offer young people. They then collaborated with a Guard graphic artist and recruiter to develop promotional materials. Students explored target demographics, analytics, and strategies for measuring return on investment in marketing, gaining valuable insights into data-driven decision-making.

Through this project, students gained real-world experience in marketing strategy, communication, and target demographics—valuable skills for future business or marketing careers



Coopers Creek Project Update



During the 2023–24 school year, Earth Science students completed a yearlong project to name a local tributary. Students researched potential names for the creek and had Marion residents vote on their favorite. Cooper's Creek, named after a founding family of Marion who owned land along the creek in the 1900s, was the clear winner, receiving over 60% of the vote.

Paperwork was submitted to the U.S. Geological Survey at the beginning of May 2024, and we received notification in October 2024 that the name was approved.

Marker signs have been purchased and will be installed in the spring of 2025 at Boyson, Alburnett, and Tower Terrace Roads, where the creek intersects. Additional signs will be placed along trails near the creek in several locations.

St. Lukes Generate Innovation Lab

Advanced Business and Biomedical Science students visited St. Luke's Hospital's Innovation "Generate" Lab, where they explored how hospital staff use the space to develop solve problems by creating prototypes and designing tools that enhance patient care.

The lab currently has several patents pending for its innovations and is equipped with resin and 3D printers, along with various electrical components and fabrics. During the visit, students had the opportunity to create a simple prototype designed to help a patient with limited fine motor skills eat with a spoon.

