The IOWA Challenge

NEW: Information and materials for the Meet the Challenge Awards is now available.

As a University of Iowa student, you become part of the Hawkeye family—students and alumni transformed by their experiences at Iowa. The University asks you to follow their example and rise to the challenge of these five expectations:

Excel. Academic excellence means setting and meeting high standards for yourself as a student. Faculty, staff and other students will ask you to work hard and push yourself intellectually. We expect a lot of you; you should expect only the best from yourself and the University.

Stretch. At Iowa, you will find diversity of people, ideas, opportunities, and experiences. That diversity is one of the benefits of being an Iowa student. Step away from the familiar, try new ideas, experience new cultures, and learn from people different from yourself.

Engage. You will be a more successful student and enjoy yourself more if you spend your time and energy on activities that matter. The University of Iowa offers almost limitless opportunities and the resources to help you become a leader in and out of the classroom. Take advantage of them.

Choose. Every day you make decisions that affect your education and your future. Take your choices seriously and use your freedom wisely. Your Iowa education is what you make it. Make it something you and your university can be proud of.

Serve. As an Iowa student, you are a member of many communities, on and off the campus. You have the opportunity and responsibility to be a good neighbor and citizen and to serve the community. Make your community a great place to live.
The IOWA Challenge

A grassroots initiative developed by students, faculty, and staff, The IOWA Challenge establishes five essential expectations for University of Iowa students:

- **Excel.** Set high standards—push yourself academically.
- **Stretch.** Learn from diverse people, ideas, and experiences.
- **Engage.** Get involved and be a leader.
- **Choose.** Make decisions that support your goals.
- **Serve.** Contribute to a community that’s a great place to live and learn.

For faculty and staff, the Challenge offers a concise set of principles to emphasize in teaching, advising, and programming. Each component of the Challenge has an academic dimension—from urging students to strive, to encouraging smart choices, to stressing participation.

But the Challenge also addresses the whole student experience, and the material presented here recognizes that faculty and staff influence students’ lives and learning in the classroom and beyond.

Your guidance, advice, and examples make IOWA Challenge principles real and meaningful for students. And, of course, the Challenge offers timeless goals to which our entire University community can aspire.

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“The IOWA Challenge can guide students toward choices that make them better students and better people. But for it to work, students have to buy into it. Faculty can help make that happen by reiterating that the best students excel, stretch, engage, choose, and serve.”

Ken Brown
Associate professor of management and organizations
Tippie College of Business