

## **Economic Impact of Improving Community Outcomes**

A Project 20/20 and Coordinating Council Meeting

October 24, 2013

Family Health Center, 7:30-9:30 a.m.

**PROJECT 20/20**  
Informing & Engaging the Battle Creek Area



### **Welcome and Opening Comments**

Adam Dingwall from The Coordinating Council opened the meeting with introductions and an overview of the meeting agenda. This was the second combined meeting for both TCC and Project 20/20. Adam then introduced George Erickcek.

### **Presentation by George Erickcek of the W.E. Upjohn Institute for Employment Research**

George Erickcek reviewed the current national, state and our local economic conditions including employment, consumer confidence, auto outlook, construction activity, the poverty rate, etc. His complete PowerPoint presentation is available by clicking on the following link – [Erickcek Presentation](#).

### **Group Discussion**

Attendees were asked to self-select which of the three focus areas they would like to participate in. Groups were then asked to discuss the following questions: 1) How will your group define your focus area? 2) What assets (individual/organizational/networks) are you willing to share in order to improve your focus area? and 3) Based on our assets, what could we do together? Table guides facilitated the group discussions and each shared with the entire group the highlights from their conversation.

### **Closing Comments**

Everyone was thanked for their participation and willingness to engage differently at the meeting. Attendees were asked to complete a survey and save the date for our next meeting on December 5<sup>th</sup> from 8-10:00 a.m. at the W.K. Kellogg Foundation.

### **Group Discussion Notes**

#### **ACCESS TO HEALTHCARE**

**Focus Statement: How can we use our existing resources and assets to educate and raise awareness within the community about the importance of food choices and its impact on health for children and learning?**

#### **Group Assets**

- Kathy S. – facilitate discussions/groups, influence local media/connections, policy makers, ask others to volunteer
- Kate F. – facilitate discussions/groups, access to Spanish speaking community, receive funds, write grants, fiscal agent, space, blogging, ask others to volunteer
- Reggie L. – facilitate discussions/groups, space, blogging, relationships/network
- EB. – facilitate discussions/groups, business services (copiers, printers, etc.), marketing material, influence local media/connections, policy makers, relationships/network

### Opportunities Identified

- Utilize connections/influence to educate/raise awareness within local media and other outreach methods (share with Mac and other to solicit article series, articles/info and own social media networks; what food is available, how to access, making good choices)
- Identify the issues/truly understand food choices for children by facilitating discussion and bringing together stakeholders/influencers and FWC to identify opportunities to influence

**Focus Statement: How can we use our existing resources and assets to get a primary care medical home for individuals and families?**

### Group Assets

- Stacy H. – knowledge of community resources and contact info, research skills, familiarity w/ CMH and mental health
- Lesley D. – Legal knowledge, health plan contacts re: contracting/networks, writing skills including grant writing, access to physician’s opinions and feedback (private practices and healthy systems)
- Mike L. – meeting space, relationships with key stakeholders and organizations
- Victoria R. – medical homes, data, community mobilization, access to certain populations, health care pipeline

### Opportunities Identified

- Increase capacity for Medicaid patients (can we pool resources, incentivize providers, evaluate need to decrease number of visits per patient per issue, do not sacrifice preventative healthcare)
  - Need private doctors, FHC ops, ACE group, Access to Care, CHC, Health Dept.
  - Discuss w/ PCP’s to see if they are willing to consider, explore barriers from FHC standpoint, approach CEO of Borgess and Bronson, coordinate meeting facilities

## **P – 12 EDUCATION**

**Focus Statement: How can we use our existing assets and resources to create a culture of education and instill the value of education at a younger age?**

*Discussion:* helping young people/families understand the value of education, increase graduation rates, use assets and resources to come together, school systems communicate, bigger stress on mental health, connection between schools and neighborhoods, increase supportive services, need to recognize poverty is part of problem, make sure all schools have adequate resources, acknowledge that “school of choice” can concentrate poverty and lack of resources, parents move kids to choice school but doesn’t necessarily address issues or kid’s needs, parents need to understand that schools have changed and that “excelling” is imperative, parents do want better but they are so busy with lower wage jobs (50-60 hour work week), introduce kids and families to college at elementary age, get buy-in for the importance of education, how do we get people to care about or value the education of others?, instill hope in people who feel hopeless,

need for mentors, parents, teachers invested in the success of our kids, college is not the only option

### Group Assets

- Maria D. – access to network of families/org. leaders, facilitation skills – collective impact, access to diverse perspectives
- Megan R. – volunteer coordination, convening experience, best practices and policy access
- Jim C. – resource person (at work), experience with collaborative efforts
- Kathy – personal connection w/ schools, facilitation,
- Mike W. – teaches, afterschool and mid-week programs, organizer/fundraiser
- Cathy – teacher/administrator, love of reading, not afraid to advocate, value learning, dependable
- Chris L. – neighborhood connector, good communicator (go door-to-door), good relater, analytical/data/mapping
- Dave P. – listener, influence w/ K-12, invest time, active team member, committed to whole community
- Gilbert O. – open to work, willing to share information/his story
- Naomi - willingness to have open discussions, values, relating, Different Spokes network, volunteer time
- Cheryl P. – Background in education, gets kids to dream, connecting young people to adults, collaborator
- Marcia – organized/organizer, volunteering, has Albion knowledge
- Jennifer N. – good understanding of systems, connections w/ schools, connector/mobilizer, coaching skills

### **Second group's focus statement and assets unavailable.**

#### Opportunities Identified

- Provide a child (Calhoun?) for every adult at table with the purpose of developing and sustaining a dependable relationship
- Fill every volunteer spot at Verona/Coburn Reading Program using our networks and assets
- Create meaningful opportunities for youth people to share their stories, to let them speak to the community and support them by actively listening

### **EMPLOYMENT**

**Focus Statement: How can we use our existing resources and assets to educate and train high school students and increase job training particularly for manufacturing and trades.**

Discussion: Training to teach workers how to work (show up on time, be on feet all day, soft skills including interview, making people more job ready, relationship development); mentoring for unemployed, such as SCORE; career prep at an “organic level” and not limited to K-12 or P-12; (re)-developing self confidence in work/job skills, employability, and in job market.

### Group Assets

- Nelson K. – connect assets and individuals, facilitate connections, help persuade institutions with money to help solve problems where money can be used, willingness to volunteer, recognize own limitations, recognize potential legal issues, relationship to Project 20/20
- Adam D. – education connection, ability to provide mentoring, space for meeting/class, Voces – Burma Center
- Bill S. – Mentoring, facilitation, employ “K-Pep” for employment, influence school board (along with many others) to recognize need for career prep
- Patti – bring various agencies/programs together to partner resources, think outside the box, provide opportunities for all age groups to volunteer using their skills, can invite others in to provide best practices, passion for working with other to make better community, community friendly

**Focus Statement: How do we use our existing resources and assets to educate a work force on the skills needed to find, get, keep and grow a career?”**

### Group Assets

- Leah – can teach job skills, community connections
- Melissa – resume crafter, job search, computer skills
- Andrea – help fill out applications
- Donna – work with people w/ barriers
- Matt – space to convene