



# GOALS FOR THE COMMON GOOD

## 2020 Vision Goals for the Common Good

For many people in Johnson County, the basic ingredients for a good quality of life are increasingly beyond reach. Six percent of all families are living in poverty and 40% of all households do not earn enough to support their basic living expenses. There are significant preparation gaps for children and youth to succeed in school and be ready for work and life. And health behaviors and limitations to accessing health care continue to create risk for serious health conditions such as diabetes, high blood pressure, heart disease, stroke and cancer.

Our community cannot accept these conditions, and we must work together across sectors to change them. We need to challenge ourselves and our systems to create opportunities for a better life for everyone. With the assumption that what gets measured gets done, the United Way of Johnson County has led a community effort to:

- Identify and prioritize key issues
- Conduct a community assessment
- Review and analyze data
- Identify systemic root causes
- Draft one, ten year community-wide goal in the areas of Education, Income and Health
- Identify metrics, baselines and targets for each goal

The efforts and expertise of hundreds of people have created a 2020 vision to move the needle in a positive direction on community conditions and measurably improve lives. This work requires collaboration across all sectors – large and small businesses, elected officials and government organizations, nonprofits, academia, the faith community, media, parents and neighbors. Working together we can accomplish things that no organization, no individual, no government, no single sector can accomplish on its own. The stakes are high and the goals are ambitious. With this challenge to our community, United Way of Johnson County has committed ongoing support to convene and engage our community in strategies to achieve these goals and to evaluate progress.

As 2020 Vision Co-Chairs, we are grateful to all who have and will contribute to developing and achieving the Goals for the Common Good.

Sincerely,



Sally Mason  
President  
The University of Iowa



Charlie Funk  
President and CEO  
MidWestOne Bank



Josh Schamberger  
President  
Iowa City/Coralville  
Convention & Visitors Bureau

## 2020 Vision

### Education Commission

**Terrence Neuzil, Chair**  
*Johnson County Supervisor*

**Dale Simon**  
*Kirkwood Community College*

**DaLayne Williamson**  
*Iowa City Area Development Group*

**Dick Schwab**  
*Solon School Board*

**Fr. Rudy Juarez**  
*St. Patrick's Catholic Church*

**Stephen Murley**  
*Iowa City Schools*

**Darice Keating**  
*Pearson*

**David Drake**  
*University of Iowa*

**Don Jackson**  
*P & G, Retired*

**Sam Miller**  
*Solon Community Schools*

### Purpose

The charge of the Education Commission is to create a shared vision and multi-sector approach to Education (outside the K-12 curriculum) that will guide United Way of Johnson County and our community's efforts to measurably improve children and youth succeeding in school and being prepared for life and work.

### Meetings

January 14, 2011

January 28, 2011

February 11, 2011

February 25, 2011

## *2020 Education Goal and Strategies*

<b>2020 Goal</b>	Improve success for children and youth by decreasing the preparation gaps by 1/3 for school, post-secondary and work.
<b>Baseline</b>	<p>74.7% 4<sup>th</sup> Grade Reading Proficiency Johnson County</p> <p>91.3% graduate from high school in Johnson County</p> <p>87.2% High School Graduates in Johnson County plan to attend 4-year or 2-year program</p> <p>New Metric needed for Kindergarten Readiness</p> <p>New Metric needed for Post-Secondary Preparation</p>
<b>2020 Targets</b>	<p>83% 4<sup>th</sup> Grade Reading Proficiency Johnson County</p> <p>94.2% graduate from high school in Johnson County</p> <p>91.5% High School Graduates in Johnson County plan to attend 4-year or 2-year program</p> <p>2020 Target will be developed for Kindergarten Readiness</p> <p>2020 Target will be developed for Post-Secondary Preparation</p>
<b>Community Strategies</b>	<ol style="list-style-type: none"> <li>1. Students have support and encouragement for educational success from the community and mentors.</li> <li>2. Ensure that preschool children across the county have access to high quality, early learning programs to achieve kindergarten readiness.</li> <li>3. Students have access to year-round, high quality, enriching out of school programs which are aligned with school day curriculum.</li> <li>4. Students have access to year-round math and science experiences aligned with careers of tomorrow.</li> <li>5. Students in Johnson County graduate from high school.</li> <li>6. Students have access to college and career preparation.</li> </ol>

## ***2020 Vision Education Commission Assumptions***

- The proposed strategies reflect the education gaps in the entire educational continuum because the Commission proposes that there is no one “tipping point” on the educational continuum.
- A Community with an educated, skilled workforce is more economically competitive and has the potential to attract business and revitalize neighborhoods.
- Parent education, involvement, interaction, engagement and support throughout the educational continuum are critical. Parents need to feel safe, comfortable and welcomed in schools. It will be important to offer culturally sensitive, inviting programs which help parents learn to navigate and trust the educational system.
- Community awareness, ownership, advocacy and investment are critically important; education must be a community priority and the community needs to understand what it means to be a successful student.
- The opportunity to have a positive relationship with an adult can directly affect the outcomes in school attendance and achievement.
- In order to work toward the 2020 Education Vision, it is critical to utilize public policy advocacy and multi-sector collaborations.

## ***2020 Vision Education Public Policy Priorities***

The Education Commission recommends the following public policy priorities:

- Education is a strong driver for economic prosperity and development
- Children need to be the community's priority, reflected as such in local, state and federal budgets
- We need a standard definition for both "school ready" and "college ready" (What is really needed to be a successful student and to get into post-secondary education)

## 2020 Vision

### Income Commission

**Mary Jane Beach, Chair**  
*University of Iowa*

**Amy Correia**  
*Johnson County*

**Joe Raso**  
*Iowa City Area Development Group*

**Lily French**  
*Iowa Policy Project*

**Bob Dvorsky**  
*State Senator*

**Rod Sullivan**  
*Johnson County Supervisor*

**Bart Floyd**  
*US Bank*

**Kelly Hayworth**  
*Coralville*

**Regenia Bailey**  
*Iowa City City Council*

**Robyn Hepker**  
*Benson Hepker Design*

**Steve Rackis**  
*Iowa City Housing Authority*

### Purpose

The charge of the Income Commission is to create a shared vision and multi-sector approach to Financial Stability that will guide United Way of Johnson County and our community's efforts to measurably reduce poverty and increase individuals and families meeting their basic needs and reaching financial stability.

### Meetings

December 06, 2010

January 07, 2011

December 13, 2010

January 21, 2011

## *2020 Income Goal and Strategies*

<b>2020 Goal</b>	<b>Increase by 20% households in Johnson County that are financially stable.</b>
<b>Baseline</b>	<ul style="list-style-type: none"> <li>• 39.8% of households in Johnson County are at 250% of Federal Poverty Level or below</li> <li>• Family Supporting Wage for:            Single Parent, One Child is \$18.26/hour            Single Parent, Two Children is \$21.78/hour            Two Parents (One working), Two Children is \$19.01/hour            Two Parents (both working), Two Children is \$27.96(combined)/hour</li> </ul>
<b>2020 Target</b>	23.9% of households in Johnson County are at 250% of Federal Poverty Level or below
<b>Community Strategies</b>	<ol style="list-style-type: none"> <li>1. Reduce the gap between wages and the cost of living.</li> <li>2. Increase the number of individuals and families able to obtain or maintain affordable housing.</li> <li>3. Increase the number of individuals and families with knowledge and improved skills in financial literacy, money management, and consumer safety.</li> <li>4. Increase earning potential through workforce skill training.</li> <li>5. Improve income supports to promote financial stability.</li> </ol>

## ***2020 Vision Income Commission Assumptions***

- The Commission recommends that the 2020 goal address both the poverty level and the living wage level. Both must be incorporated into strategies, given that it is necessary to be at 250% of the poverty level to reach a level of living wage security.
- Although there is not currently a reliable metric for “decreased liabilities,” the Commission feels that it needs to be kept within strategies.
- The Commission supports the assessment of the Corridor Workforce by occupation and that it is important to identify the future industry needs and ensure that workers are prepared.
- In order to work toward the 2020 Income Vision, it is critical to utilize public policy advocacy and multi-sector collaborations.

## ***2020 Vision Income Public Policy Priorities***

The Income Commission recommends the following public policy priorities:

- Increase the availability of permanent, supportive housing for those transitioning from homelessness
- Help meet the basic and immediate needs of people who are homeless or at risk of homelessness by strengthening the social support structure
- Assist low income individuals and families in moving toward greater financial stability and self-sufficiency, including investment in workforce education, aligning with high demand occupations and employer's needs
- Support changes to the child care system that will increase participation by child care providers, decrease interruption of care for children and increase access for low-income parents

## 2020 Vision

### Health Commission

**Ron Reed, Chair**  
*Mercy Iowa City*

**Ann Feldmann**  
*ICCSA*

**Carol Tippe**  
*St. Mark's United Methodist*

**David Leshtz**  
*Congressman Loeb'sack's Office*

**Marguerite Oetting**  
*Healthy Kids School-Based  
Health Clinics*

**Sarah Maiers**  
*US Bank*

**Nancy Quellhorst**  
*Iowa City Area Chamber*

**Sue Curry**  
*UI College of Public Health*

**David Drake**  
*University of Iowa*

**Doug Beardsley**  
*Johnson Co Public Health Dept*

**Sabi Singh**  
*University of Iowa Hospitals &  
Clinics*

**Hodge Carter**  
*Mercy of Iowa City RPHO*

**Pete Damiano**  
*UI Public Policy Center*

## Purpose

The charge of the Health Commission is to create a shared vision and multi-sector approach to Health that will guide United Way of Johnson County and our community's efforts to measurably improve physical and mental health and wellness and promote independence for every age group.

## Meetings

January 13, 2011

February 24, 2011

January 27, 2011

March 3, 2011

February 10, 2011

## *2020 Health Goal and Strategies*

<b>2020 Goal</b>	<b>Increase by 1/3 the number of children and adults who are healthy and avoiding risk behavior.</b>
<b>Baseline</b>	<p>16% of Adults (18-64) in Johnson County are uninsured</p> <p>16% of 5-year old Children have untreated dental needs</p> <p>22.1% of Adults in Johnson County are obese</p> <p>23.4% of Adults in Johnson County self-report High Blood Pressure</p> <p>6% of Children 6<sup>th</sup> grade+ report eating 5 or more servings of fruit and vegetables per day</p> <p>54.5 % of Adults report eating 5 or more servings of fruit and vegetables per day</p> <p>19% of 11<sup>th</sup> Graders report tobacco use in last 30 days</p> <p>32% of 11<sup>th</sup> Graders report alcohol use in last 30 days</p> <p>16% of 11<sup>th</sup> Graders report marijuana use in last 30 days</p>
<b>2020 Targets</b>	<p>11.7% of Adults (18-64) in Johnson County are uninsured</p> <p>10.6% of 5-year old Children have untreated dental needs</p> <p>14.8% of Adults in Johnson County are obese</p> <p>15.7% of Adults in Johnson County self-report High Blood Pressure</p> <p>10% of Children 6<sup>th</sup> grade+ report eating 5 or more servings of fruit and vegetables per day</p> <p>72.7 % of Adults report eating 5 or more servings of fruit and vegetable per day</p> <p>13% of 11<sup>th</sup> Graders report tobacco use in last 30 days</p> <p>21% of 11<sup>th</sup> Graders report alcohol use in last 30 days</p> <p>11% of 11<sup>th</sup> Graders report marijuana use in last 30 days</p>

## Community Strategies

1. Assist individuals and families to access and utilize healthcare services, including those for preventive, mental, dental, pharmaceutical and vision.
2. Increase access to Oral Healthcare and preventive services for children.
3. Increase percentage of seniors who stay independent and live safely in their homes as long as possible.
4. Increase percentage of people who are physically active and eat a healthy diet.
5. Reduce percentage of individuals engaging in risk behaviors, including alcohol and drug abuse, domestic and family violence, tobacco use and sexual assault.

## ***2020 Vision Health Commission Assumptions***

- Individuals and families should have access to a comprehensive array of core health services that include preventive, mental, dental, pharmaceutical, vision or others provided in a coordinated way.
- Community education and awareness of healthy behaviors are essential for achieving the goal and strategies.
- Strategies must include all access points (including home, school, work, faith communities, government and community organizations) for children and adults to deliver information, health promotion and intervention.
- In recognition of the community's changing demographics it is important to provide culturally and linguistically sensitive care.
- The Commission identified that "health" impacts an individual's entire lifespan, beginning with pre-natal care through end of life care and the current health care debate and reform may have an impact on strategies.
- In order to work toward the 2020 Health Vision, it is critical to utilize public policy advocacy and multi-sector collaborations.

## ***2020 Vision Health Public Policy Priorities***

The Health Commission recommends the following public policy priorities:

- Increase access to healthcare for uninsured/underinsured
- Increase dental health of low-income children
- Support efforts to assist Iowa seniors to age healthy and well
- Provide mental health parity for all mental health conditions
- Support strong, local public transportation system and improve walkability of community to improve health and increase physical activity