

# 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 Area  
Convention & Visitors Bureau

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Solon Community School District

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Iowa City Community School District

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Kirkwood Community College

DaLayne Williamson  
Iowa City Area Development Group

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Benson & Hepker Design

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Authority

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Hodge Carter  
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Hospital Organization

Sue Curry  
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Public Health Administration

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Nancy Quellhorst  
Iowa City Area Chamber of Commerce

Sabi Singh  
University of Iowa Hospitals & Clinics,  
Hospital Administration

Carol Tippe  
St. Mark's United Methodist Church

EDUCATION



INCOME



HEALTH



**2020 VISION**  
**RESEARCH**  
**RESOURCES**  
**RESULTS**



# GOALS FOR THE COMMON GOOD

### FOR MORE INFORMATION CONTACT UNITED WAY OF JOHNSON COUNTY

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**Improve success for children and youth by decreasing the preparation gaps by 1/3 for school, post-secondary and work.**

## EDUCATION

- BASELINE**
- 74.7% 4th Grade Reading Proficiency in Johnson County
  - 91.3% graduate from high school in Johnson County
  - 87.2% High School Graduates in Johnson County plan to attend 4-year or 2-year program
  - New Metric needed for Kindergarten Readiness
  - New Metric needed for Post-Secondary Preparation 2020 Targets

- 2020 TARGETS**
- 83% 4th Grade Reading Proficiency in Johnson County
  - 94.2% graduate from high school in Johnson County
  - 91.5% High School Graduates in Johnson County plan to attend 4-year or 2-year program
  - 2020 Target will be developed for Kindergarten Readiness
  - 2020 Target will be developed for Post-Secondary Preparation Community Strategies

- COMMUNITY STRATEGIES**
- Students have support and encouragement for educational success from the community and mentors.
  - Ensure that preschool children across the county have access to high quality, early learning programs to achieve kindergarten readiness.
  - Students have access to year-round, high quality, enriching out of school programs which are aligned with school day curriculum.
  - Students have access to year-round math and science experiences aligned with careers of tomorrow.
  - Students in Johnson County graduate from high school.
  - Students have access to college and career preparation.

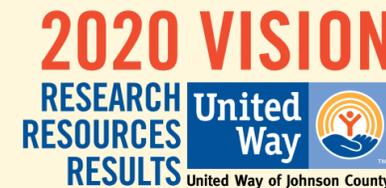
**Increase by 20% households in Johnson County that are financially stable.**

## INCOME

- BASELINE**
- 39.8% of households in Johnson County are at 250% of Federal Poverty Level or below
  - 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

- 2020 TARGET**
- 23.9% of households in Johnson County are at 250% of Federal Poverty Level or below

- COMMUNITY STRATEGIES**
- Reduce the gap between wages and the cost of living.
  - Increase the number of individuals and families able to obtain or maintain affordable housing.
  - Increase the number of individuals and families with knowledge and improved skills in financial literacy, money management, and consumer safety.
  - Increase earning potential through workforce skill training.
  - Improve income supports to promote financial stability.



**Increase by 1/3 the number of children and adults who are healthy and avoiding risk behavior.**

## HEALTH

- BASELINE**
- 16% of Adults (18-64) in Johnson County are uninsured
  - 16% of 5-year old Children have untreated dental needs
  - 22.1% of Adults in Johnson County are obese
  - 23.4% of Adults in Johnson County self-report High Blood Pressure
  - 6% of Children 6th grade+ report eating 5 or more servings of fruit and vegetables per day
  - 54.5 % of Adults report eating 5 or more servings of fruit and vegetables per day
  - 19% of 11th Graders report tobacco use in last 30 days
  - 32% of 11th Graders report alcohol use in last 30 days
  - 16% of 11th Graders report marijuana use in last 30 days

- 2020 TARGETS**
- 11.7% of Adults (18-64) in Johnson County are uninsured
  - 10.6% of 5-year old Children have untreated dental needs
  - 14.8% of Adults in Johnson County are obese
  - 15.7% of Adults in Johnson County self-report High Blood Pressure
  - 10% of Children 6th grade+ report eating 5 or more servings of fruit and vegetables per day
  - 72.7 % of Adults report eating 5 or more servings of fruit and vegetable per day
  - 13% of 11th Graders report tobacco use in last 30 days
  - 21% of 11th Graders report alcohol use in last 30 days
  - 11% of 11th Graders report marijuana use in last 30 days

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

**SUSTAINABLE COMMUNITY CHANGES REQUIRE VOLUNTEER ENGAGEMENT, FUNDING, PUBLIC POLICY AND MULTI-SECTOR COLLABORATIONS.**