Shared Community Vision or:
How I Learned to Stop Worrying
and Love the BHAG

Presentation with:
Ryan Twiss and Katy Silliman, The Big Goal Collaborative
Bob Wimpelberg, All Kids Alliance
Shared Community Vision

A broad set of cross-sector community partners come together in an accountable way to implement a cradle to career vision for education and communicate that vision effectively.
<table>
<thead>
<tr>
<th>Pillar 1: Shared Community Vision</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pillar 2: Evidence Based Decision Making</strong></td>
</tr>
<tr>
<td><strong>Pillar 3: Collaborative Action</strong></td>
</tr>
<tr>
<td><strong>Pillar 4: Investment &amp; Sustainability</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>**A cross-sector **</th>
<th><strong>A cross-sector leadership table is convened with a documented accountability structure.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Partnership</strong> with a defined <strong>geographic scope</strong> organizes around a cradle to career vision.</td>
<td><strong>The Partnership selects community level outcomes</strong> to be held accountable for improving.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>The Partnership</strong></th>
<th><strong>An anchor entity</strong> is established and capacity to support the daily management of the partnership is in place.</th>
</tr>
</thead>
<tbody>
<tr>
<td>commits to using <strong>continuous improvement</strong> to guide the work.</td>
<td>The Partnership engages funders to support the operations and collaborative work of partners to improve outcomes.</td>
</tr>
</tbody>
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<tr>
<th><strong>The Partnership</strong></th>
<th><strong>The Partnership formalizes a set of messages that are aligned and effectively communicated across partners and the community.</strong></th>
</tr>
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<tbody>
<tr>
<td>selects <strong>core indicators</strong> for the community level outcomes.</td>
<td></td>
</tr>
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Big Goal Collaborative and All Hands Raised Alliance

March 24, 2014
Annual Per Capita Personal Income in Northeast Indiana as a Percentage of the U.S. Per Capita Personal Income

Source: U.S. Bureau of Economic Analysis
The Foundation of Vision 2020

MISSION for Northeast Indiana: To develop, attract and retain talent.

21st CENTURY TALENT
DEVELOP talent by increasing educational attainment and creating quality of opportunity

BUSINESS CLIMATE
Create a business-friendly environment that will ATTRACT and RETAIN top industry leaders

ENTREPRENEURSHIP
DEVELOP and ATTRACT innovative talent by connecting them to the right resources and increasing the region’s deal flow

INFRASTRUCTURE
The right infrastructure creates access and connectivity needed to support and RETAIN our talent

QUALITY OF LIFE
We can only ATTRACT and RETAIN talent if we provide arts, culture, recreation, etc.

VISION FOR NORTHEAST INDIANA
Northeast Indiana is a top global competitor, exceeding the expectations of businesses and residents.
Vision 2020 Priorities

21st Century Talent
- The Big Goal Collaborative

Competitive Business Climate
- Air Service at FWA
- Regional Permitting Standards

Entrepreneurship
- Elevate Ventures - Investor Network

Infrastructure
- Regional Interstate Accessibility
- Regional Broadband Access

Quality of Life
- Downtown Riverfront Development
Reaching the Big Goal

The Big Goal Collaborative

» BGC addresses cradle to career talent development to increase the number of NEI residents w/ credentials and degrees to 60%.
I BELIEVE IN 60%

My employees and I believe high-quality education leads to the innovation that will move Northeast Indiana forward. Join us! Be a champion for The Big Goal in Northeast Indiana.

Scott Glaze
CEO, Fort Wayne Metals Research Products Corp.

BY 2018 3 OUT OF 5 jobs in the U.S. will require post-secondary degrees or credentials.

IN 2009, LESS THAN 35% of Northeast Indiana residents had acquired post-secondary degrees or credentials.

Northeast Indiana is poised for more exciting growth—but only if our workforce has the 21st century skills needed for a new wave of high-tech jobs. That's why Northeast Indiana residents, educators and businesses are supporting The Big Goal to qualify 60% or more of our workforce with high-quality degrees or credentials. To be successful, our region's leaders must be the champions for this cause.

BUSINESS LEADERS, LEAD.
Rally your team behind The Big Goal at TalentMadeHere.com/BigGoal

VISION 2020™
Importance of Internal Messaging

» Continually connecting it to the larger framework

Mission: DEVELOP, attract and retain talent
Shared Community Vision
Exploring Communities Convening
March 25, 2014

allKIDSalliance
CRADLE TO CAREER

bringing the
StriveTogether
Every child. Cradle to career.

framework to Greater Houston
Telling a story

(alias: making the case).
Our Story
Our Story

We have an URGENT PROBLEM
Our Story

With current efforts, we lack SCALE and SUSTAINABILITY
Our Story

There’s a new approach that has PROMISE
Our Story

We have an URGENT PROBLEM
Start with all the 8th graders in Greater Houston public schools in 2000. Follow them to 9th grade, then high school graduation, then onto college. We find that only 12,804 out of 64,354 (20%) completed a post-secondary credential: a training certificate, 2-year or 4-year degree. And for economically disadvantaged students, success is only half of that.
Why such low enrollment and completion?
There are a variety of contributing factors.

Here’s one academic piece:

Kids falling behind, grade-to-grade.
Urgency: WHO’S READY?

- Preschoolers ready for Kindergarten: 50%
- 3rd graders ready in reading: 21%
- 5th graders ready in math: 24%
- 7th graders ready in writing: 6%
So,

we have established that we have an

URGENT PROBLEM.
Current efforts are achieving some gains, but we lack SCALE and SUSTAINABILITY.
Current efforts . . .
we look for the administrative hero who will slay the dragon of ineffective programs . . .
or we undertake episodic “one-off” projects
... or we invest in “single solutions”
A new approach: the StriveTogether framework

Developed by the Strive Partnership of Cincinnati and Northern Kentucky

Supported internationally by the Strive Network, a subsidiary of KnowledgeWorks Foundation
start with a **SHARED COMMUNITY VISION**

- **business and workforce**
- **non-profit and community**
- **education**
work from a CRADLE TO CAREER perspective

Student & Family Support

StriveTogether

Every child. Cradle to career.
maintain a focus on OUTCOMES

- Kindergarten readiness in literacy
- 3rd grade reading proficiency
- 8th grade math proficiency
- high school graduation, college ready
- post-secondary enrollment
- completion of certificate or degree program
track **DATA** to measure success

percentage of outcomes trending positively

<table>
<thead>
<tr>
<th>Report Card Year</th>
<th>Percentage</th>
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<tr>
<td>2009</td>
<td>68%</td>
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tap the power of **COLLABORATIVE ACTION**
CONTINUOUS IMPROVEMENT processes

1. Scoping the Work
   - Identify Contributing Indicators
   - Use Data to Establish Local Context
   - Prioritize & Scope

2. Action Planning
   - Set Targets
   - Identify Gaps & Bright Spots
   - Identify Impactful Practices

3. Implement Action Plan
   - Early Wins

4. Monitor & Improve

DATA (used throughout the process)
move from isolated impact to cumulative impact to COLLECTIVE IMPACT
Telling a story
(laying open the StriveTogether framework).
# Framework for Building a Cradle to Career Civic Infrastructure

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<th>Shared Community Vision</th>
<th>Cross-Sector Engagement &amp; Accountability</th>
<th>Cradle to Career Vision &amp; Scope</th>
<th>Strategic Communications</th>
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<td>Community Level Outcomes</td>
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<td>Capacity to Analyze Data</td>
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<td>Selecting Priority Outcomes</td>
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<td>Mobilizing Resources for Impact</td>
<td>Anchor Entity &amp; Staffing</td>
<td>Policy &amp; Advocacy Alignment</td>
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Framework for Building a Cradle to Career Civic Infrastructure

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- Cradle to Career Vision & Scope
- Strategic Communications

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- Investment & Sustainability
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© Strive 2013
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maintain a focus on **OUTCOMES**

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Identify Impactful Practices
Identify Gaps & Bright Spots
Set Targets
Early Wins

Monitor & Improve
Implement Action Plan
Action Plan
Action Planning
Scoping the Work
Network Charter

Use Data to Establish Local Context
Prioritize & Scope
Identify Contributing Indicators

CONTINUOUS IMPROVEMENT processes

1

2

3

4
So now let’s talk about this BHAG and where you fit in . . .