BROWN COUNTY 20/20: ENVISIONING THE FUTURE

To Define and Prioritize Community Needs and Develop Required Initiatives
The 2011 LIFE Study

Leading Indicators For Excellence
Brown County

www.lifestudy.info
The LIFE Study pinpointed many issues...

- ensuring positive impact of diversity
- obesity & lifestyle habits like alcohol, drug & tobacco use
- need closer alignment between education & workplace skills
- need for higher wage jobs to retain young professionals
- more people struggling financially
Bay Area Community Council decides to hold visioning conference to involve the community in:

- exploring issues from the LIFE Study
- developing initiatives in response
- prioritizing action for the future
BACC selected issues for discussion

• a broad array of issues from the LIFE Study
  ▪ Key findings
  ▪ Opportunities for improvement

[65 potential Issues]

• BACC review

[65 Issues reduced to 25 Issues, then 5]
The Five Issues

- Education
- Health Care
- Overcoming Divisions
- Economic Development
- Self Sufficiency
February 17-18, 2012

- 240 community leaders
- heard about the LIFE Study
- broke into small groups to discuss the five issues
- identified inter-relationships
- took a straw vote to determine priorities
Four Conference tables began with an education question:

How can we provide the *richest possible educational experience* giving learners the knowledge, skills and values they will need to achieve personal prosperity and contribute to the community throughout their lives?
Four Conference tables began with a question on overcoming divisions:

How can we overcome the political, cultural, social and economic divisions that are preventing us from working together to build our community?
Four Conference tables began with an economic development question:

How can we **create more high-wage family-sustaining jobs** and prepare, attract and retain the young professionals needed to fill them?
Four Conference tables began with a health question:

How can we **prevent chronic disease and disability** to increase vitality, productivity, prosperity and sheer enjoyment of life here in our community?
Four Conference tables began with a self-sufficiency question:

How can we help local families to be economically self-sufficient and prepare to meet the growing needs of older and disabled residents?
Conference results: Education vision is that by 2020...

- cradle to career approach
- engagement of all
- graduation rates above average
- collaborative programs between school and workplace
- healthy, ready to succeed and achieve self-sufficiency
Conference results: Overcoming divisions vision is that by 2020...

- more people run for elected office
- politicians exhibit decorum, mutual trust
- media promote positive behavior in neighborhoods, by leaders
- celebrations of diversity, entertainment affordable by all
- broad political representation matching community’s demographic & culture
Conference results:
Economic development vision is that by 2020...

- stable, sustainable economic base
- magnet for those who fuel growth
- education & training systems integrate life & learning
- recognized for livable, vibrant community
- unified, regional approach to government
Conference results:
Health vision is that by 2020...

- families, schools & workplaces model healthy lifestyles
- elected officials lead health efforts
- exercise, nutrition & alcohol changes
- mental health care access
- use measures to drive change
Conference results:
Self-sufficiency vision is that by 2020...

- everyone safe, supportive of others
- community database and asset map
- lifelong learning to live best life possible
- responsibility to contribute to community
This community conference was directed by Bay Area Community Council
Hosted by Brown County United Way
Greater Green Bay Community Foundation and Green Bay Area Chamber of Commerce
Facilitated by Strategic Management Associates™

Conference Sponsors:
• Greg and Diane Conway
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• The MarketingSavant Group
• Northeast Wisconsin Technical College
Now it’s up to you...

- Download the conference report
- Join BACC
- Stay informed of initiatives implementing the BC 20/20 vision
- Participate in the community conversations that are beginning now

www.bayareacommunitycouncil.org