



Wilson County, North Carolina Beyond 21 Impact Team Planning Template – Goal Planning Page

Impact Team Focus: Community Leadership & Civic Engagement

Reporting Date: January 1, 2016

Impact Team Leader: Ryan W. Simons, President, Wilson Chamber of Commerce

Overall Strategy: To exploit challenges and opportunities in existing leadership and civic engagement pathways, as a way to better equip decision makers in our community to lead, follow, and serve.

Collaborating Agencies/Organizations:

- 1. Wilson 20/20 Community Vision**
- 2. Wilson Chamber of Commerce**
- 3. Wilson Economic Development Council**
- 4. Wilson Community College**
- 5. Barton College**
- 6. City of Wilson**
- 7. Wilson Medical Center**
- 8. Wilson County (Administration, Library, and Department of Social Services)**
- 9. United Way of Wilson**
- 10. Knights of Columbus - St. Therese Catholic Church**

General Notes: Team met five times over a period of 10 months, addressing four topic areas. Participation varied, with the above-listed organizations being represented at least once during the process.

Outcome 1: Develop tools to identify leaders in our community, and assure a reliable pathway for them to serve in specific leadership capacities.

Objective 1 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Create one leadership program designed to equip leaders for visible public service roles.	1) Collaboration between 2020, Chamber, and WEDC to create a program to fill leadership gaps.	P. Benson, R. Simons, J. Lantz	Sep. 2015	*See Impact Initiative Creation
	2)			
	3)			
Objective 2 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Provide a networking solution that allows young professionals to meet and collaborate in a productive way, leading to their discovery of leadership opportunities.	1) Restructure the Chamber Young Leaders program in a way that is attractive to newcomer professionals to become more engaged in community affairs.	R. Simons	Apr. 2016	
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Objective 3 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
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Objective 4 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
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Outcome 2: Ensure that leadership in Wilson is appropriately reflective of our community's diversity.				
Objective 1 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Ensure that leadership opportunities are extended to groups who are disproportionately underrepresented in Wilson.	1) Recruitment to any new leadership program will deliberately seek qualified individuals who are representative of various constituencies in Wilson	P. Benson, J. Lantz, R. Simons	Sep. 2015	*See Impact Initiative Creation
	2) Ethnic and racial composition does not equate to equity. A focus on every element of diversity needs to be addressed (including geography, political and social views, etc.)	P. Benson, J. Lantz, R. Simons	Sep. 2015	*See Impact Initiative Creation
	3)			
Objective 2 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
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Objective 3 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
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Objective 4 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
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Outcome 3: Every citizen in Wilson should be empowered to lead, serve, and advocate for issues that affect their quality of life.

Objective 1 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Market and promote “Get Connected” as a way to enlist volunteers and promote volunteer opportunities in the community.	1) United Way has made a considerable investment in the Get Connected software; partner agencies and those with a promotional platform should encourage use of the software to their stakeholder communities.	J. Thurston, R. Simons, B. Callison, and heads of other agencies who could benefit from volunteerism.	Jan. 2016	
	2)			
	3)			
Objective 2 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
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Objective 3 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
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Objective 4 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
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Outcome 4: Healthy family development should be encouraged in Wilson, and parents equipped with resources to be effective leaders at home.

Objective 1 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Improve access to recreational opportunities, and other outlets for parental involvement with their children.	1) As part of any comprehensive transportation improvement plans, include consideration for access to recreational and educational opportunities for both children and adults.	R. Lentz, D. Stinagle (public planning and transportation authorities).	Continuous	
	2)			
	3)			
Objective 2 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Market parenting resources which are free and made available by DSS and reduce stigma associated with who should access such resources.	1) Rely on partner agencies and those with a promotional platform to encourage use of these resources to their respective stakeholder communities.	R. Simons, P. Benson, J. Thurston, B. Callison	Mar. 2016	
	2)			
	3)			
Objective 3 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
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Objective 4 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
	1)			
	2)			
	3)			



Wilson County, North Carolina Beyond 21 Impact Team Planning Template – Goal Planning Page

Impact Team Focus: Elderly/Aging

Reporting Date:

Impact Team Leader: Candice Rountree, Wilson County Department of Social Services; Barbara Blackston, Wilson Community Improvement Association; Nancy Sallenger, Wilson Crisis Center

Overall Strategy: To provide quality, individualized services to our aging population in Wilson. Over the next twenty years the number of people age 65 and over in Wilson County is anticipated to increase by more than 73%. (NC DAAS). This plan addresses the needs of seniors, caregivers, our workforce and citizens as we experience a major cultural shift.

Collaborating Agencies/Organizations:

- Barbara Blackston, Executive Director, Wilson Community Improvement Association
- Nancy Sallenger, Executive Director, Wilson Crisis Center
- Don Piccini, Detective, Wilson Police Department
- Sandra Carter, Executive Director, Wilson Senior Center
- Kathie Davis, Executive Director, Wilson YMCA
- Judi Thurston, Executive Director, United Way
- Rebecca Roberson, Geriatric/ Adult Mental Health Specialty Team Trainer, Eastpointe
- Autumn Pittman, Aging Specialist, Upper Coastal Plains Council of Government
- Mary Marlin, Aging Program Director, Upper Coastal Plains Council of Government
- Ty Whitaker, Regional Ombudsman, Upper Coastal Plains Council of Government
- Brittany Robinson, Student, Barton College
- Mary Katherine Rowe, Retiree, Senior Tar Heel Legislature
- Debbie Raper, Executive Director, Wilson County Home Delivered Meals
- Valerie Bulluck, Director of Nursing, Wilson County Health Department
- Beverly Shafer, Paralegal, Legal Aid
- Linda Walling, Executive Director, Hope Station
- Ken Jones, Wilson 20/20

- Dail Turner, Wilson 20/20
- Paula Benson, Executive Director, Wilson 2020
- Candice Rountree, Program Manager; Kirsten Poythress, Adult Intervention Social Worker; Lori Walston, Communications Manager; Sandy Burrell, Transportation Supervisor; Benita Grant, Adult Intervention Supervisor; Sherrece Cousar, Adult Intervention Supervisor; Robin Shaw, Adult Protective Services Social Worker; Annie Ward, Deputy Director, Wilson County Department of Social Services
- Marvin Sharpe, Transportation Planner Wilson County Transportation
- Erin Day, Executive Director, Wilson County Substance Abuse Coalition

General Notes: We are defining Senior as age 55 and over. An interested group of stakeholders met and discussed our recommendations for Wilson County from April 2015 through March 2016. We are interested in the health, safety and well-being of seniors living in Wilson. According to US Census data, 16.3% of Wilson's population is age 65 or over. Wilson County's leading causes of death for all ages include: cancer, heart disease, cerebrovascular disease, unintentional injury, chronic lower respiratory diseases, influenza/pneumonia, nephritis/nephrotic syndrome and nephrosis, Alzheimer's disease, Pneumonia due to solids and liquids.

We are interested in assisting older adults and their families make informed decisions; enabling and empowering older adults to remain independent; promoting health and wellness; protecting the safety and rights of older adults; encouraging volunteerism and public accountability.

Baby boomers are reaching retirement age and our community will need a diverse response to ensure positive outcomes. Government has a role in helping people help themselves and others. Making decisions about good health practices, education, personal savings affect choices and conditions in later years. Having access to reliable information and assistance is crucial for caregivers of older loved ones. We have a responsibility to help those who are most vulnerable because of their age.

Outcome 1: Older Adults and their families will make informed decisions and easily access existing health and long-term care options.

Objective 1 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Educate the public on available services to foster independence, self-sufficiency and future-planning for long-term needs.	1) Develop community-wide communication plan.	Lori Walston	May 2017	
# of LIS applications through our Senior Health Insurance Information Program(SHIIP)	2) Conduct outreach and inform Medicare recipients about benefits aimed at preventing disease and promoting wellness, such as Low-Income Subsidy (LIS) and Medicare Savings Programs (MSP).	Debra Stroud	May 2018	
# of participants	3) Provide advance planning to address end of life planning and will clinics.	Beverly Shafer	May 2019	
Objective 2 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Strengthen the network of caregiver support.	1) Publicize caregiver support resources.	Kim Emory	May 2017	
Notes:	2) Identify respite resources and assess needs to inform future planning.	Kim Emory	May 2018	
	3) Establish friendly visitor volunteer pool for those who lack social/family supports and are in long term care facilities. This would be a volunteer program and we would begin with one facility and identify those residents who lack supports.	Nancy Sallenger	May 2017	

Outcome 2: Older adults will remain independent and age in the place of their choice with appropriate services and supports.

Objective 1 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Maintain and expand the availability of community-based services, supports.	1) Full implementation of Wilson County DSS's Aging Plan which speaks to service array, safety, health and well-being and ability to respond to changing needs.	Kirsten Poythress	May 2019	
Baseline: Current # of recipients. We will track the # who are receiving May 2017.	2) Increase the number of seniors receiving home delivered meals.	Debbie Raper	May 2017	Funding
	3) Implement a dementia-capable community plan.	Candice Rountree	May 2019	Grant Funding
Objective 2 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Increase awareness of housing and home improvement resources, and promote mobility and accessibility services.	1) Host an inaugural community-wide affordable housing resource fair with plans to make this an annual event.	Barbara Blackston	July 2017	Venue, vendors, sponsors
# of attendees at housing fair	2) Implement a fall-prevention awareness campaign.	Lori Walston	May 2018	
# of staff/public trained to complete safety home inspections	3) Train staff/public to complete safety home inspections.	Candice Rountree	May 2018	
	4) Provide Matter of Balance training to individuals and as a train the trainer model.	Kendra Dixon	May 2018	
Notes:	5) Address senior needs through community planning (sidewalks, mixed-use neighborhoods, parks).	Michelle Brown	May 2018	
Objective 3 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Explore bringing an Adult Day Care facility to the Wilson Community	1) Continue discussion and potential planning for an Adult Day Facility.	Candice Rountree	May 2017	
Objective 4 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Support continued Home and Community Care Block Grant funding	1) Advocate for funding for key services for seniors.	Mary Katherine Rowe, Senior Tar Heel Legislature	May 2017	

Outcome 3: Older adults will have optimal health status and adopt a healthy lifestyle.				
Objective 1 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Promote chronic disease prevention and management programming.	1) Implement Eat Smart Move More with Seniors.	Kathie Davis	August 2017	Grant Funding
NC Immunization Registry – Baseline: 68.8% have flu shot, 71.2% have pneumonia vaccine,	2) Increase the percentage of seniors who are vaccinated for the flu, shingles and pneumonia.	Valerie Bulluck	May 2019	
22.5% have shingles vaccine.	3) Document comprehensive listing of health/wellness programming targeted towards seniors.	Kirsten Poythress	May 2017	
	4) Develop a plan for coordinated health/wellness education provision.	Candice Rountree	May 2018	
Objective 2 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Promote engagement in health and wellness programs and initiatives.	1) Adopt community collaborative approach to assessing gaps in senior health care coverage.	Candice Rountree	May 2019	
	2) Expand participation in Senior Games	Sandra Carter	May 2017	
	3) Advocate for continued funding and expansion of Senior Center activities.	Barbara Blackston Sandra Carter	May 2017	
	4) Continue Senior/Senior Prom sponsored by Wilson Crisis Center/ The Y.	Nancy Sallenger, Kathie Davis	March 2017	
	5) Continue intergenerational One Step One Seed Program.	Barbara Blackston	September 2017	Grant Funding
Notes: # of attendees, survey ratings	6) Continue Senior Awareness Day which includes free health screenings and information.	Benita Grant, Sherrece Cousar	May 2017	
Objective 3 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Address food insecurity needs.	1) Conduct outreach with potentially eligible food and nutrition assistance seniors.	Candice Rountree	May 2018	
Baseline: Wilson County's food insecurity rate is 21.9%. (Feeding America)	2) Scale up healthy eating, consumer-choice program at food pantries.	Linda Walling	May 2018	Grant Funding
	3) Secure grant funding to operate mobile grocery store or food co-operative in food poor, food desert neighborhoods.	Candice Rountree	May 2019	Grant Funding
Objective 4 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Focus on substance abuse and behavioral health needs.	1) Education around safe use, safe storage, & safe disposal of medications.	Erin Day	May 2017	
	2) Promotion and Distribution of Recovery	Erin Day	May 2017	

Outcome 4: The safety and rights of older and vulnerable adults will be protected and prevention of senior abuse, neglect and exploitation is a priority.

Objective 1 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Maximize collaboration, training, and outreach to prevent abuse, neglect, and exploitation.	1) Form an Adult Protective Services Task Force.	Mary Marlin	September 2017	Community Partners
# of seniors served	2) Continue Wilson Crisis Center's mission and increase # of well-being calls placed on a daily basis.	Nancy Sallenger	May 2018	
# of presentations and # of participants	3) Continue fraud presentations and warning calls to citizens.	Don Piccini	May 2018	
# of seniors served	4) Continue Seniors and Lawmen working Together Council and reach more seniors.	Wanda Mills Samuel	May 2017	
Objective 2 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Strengthen emergency preparedness and response for older adults.	1) Continue participation in local Disaster Preparedness Team, representing the needs of seniors.	Lori Walston	August 2017	
	2) Prepare and distribute emergency kits for seniors.	Kathie Davis	December 2017	

Outcome 5: Strengthen the community by planning with older adults for the future.				
Objective 1 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Promote volunteerism.	1)Promote Get Connected as a volunteer database that is regularly managed and updated.	Judi Thurston	May 2017	
	2)Identify mentors and mentees to ensure future leadership for the Senior Tar Heel Legislature.	Mary Katherine Rowe	May 2018	
# of service hours provided	3)Partner with Communities in Schools to recruit senior volunteers.	Bridgette Akins	June 2018	
Objective 2 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Plan pro-actively for our aging population.	1)Develop an agreed upon series of data points that will be reported on annually and will inform future community planning/prioritization/investment. Create the first data report.	Kirsten Poythress	May 2017	
	2)Wilson County Aging Network(DSS Aging Plan) will continue bringing community stakeholders together to address needs; including the voice of seniors.	Kirsten Poythress	May 2017	
Objective 3 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Conduct training on the cultural aspects of an aging society, including special needs.	1) Ensure that we have a workforce that is prepared and sensitive to the needs of seniors.	Candice Rountree	May 2019	
	2)Provide training to public on shifting cultural norms with emphasis on intergenerational respect.	Candice Rountree	May 2019	



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Impact Team Focus: Health and Wellness

Reporting Date: March 9, 2016

Impact Team Leader: Teresa Ellen and Paula Furiness

Overall Strategy:

The residents of Wilson County will have optimal physical and mental health.

Collaborating Agencies/Organizations:

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|--------------------------------------------------------|--------------------------------------------|
| 1) Bane, Susan – Barton College | 10) Futrell, Debby – Area L AHEC |
| 2) Benson, Paula – Wilson 20/20 | 11) Lucas, Delphine – Wilson County DSS |
| 3) Bridgers, Amy – Barton College | 12) Poythress, Kirsten – Wilson County DSS |
| 4) Brown, Michelle – City of Wilson | 13) Purdy, Tiffany - Eastpointe |
| 5) Bulluck, Valerie – Wilson County Health Department | 14) Stottlemire, Becky – Wilson County DSS |
| 6) Davis, Kathie – Wilson YMCA | 15) Thurston, Judy – United Way of Wilson |
| 7) Day, Erin – Wilson County Substance Abuse Coalition | 16) Turner, Dail |
| 8) Ellen, Teresa – Wilson County Health Department | 17) Walling, Linda – Hope Station |
| 9) Furiness, Paula – Wilson Medical Center | 18) White, Lynn – Wesley Shelter |

Outcome 1: The residents of Wilson County will have improved access to healthcare.

Objective 1 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Determine and promote 3 strategies that improve the delivery of preventive services.	<ol style="list-style-type: none">1. Increase number of primary care physician practices (including practices providing underinsured/uninsured coverage) and promote existing practices.2. Work with United Way to update and enhance their existing community resource guide. Health and wellness emphasis will include modifications as needed to preventive services resources so that citizens can use the guide to identify service availability including location and expanded hour service options for PCPs, urgent care facilities, community clinics, and pharmacies. Assist with updating the plan every 6 months.	•Teresa Ellen, Health Dept.	Ongoing	
Objective 2 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Promote affordable health insurance sign-ups on an annual basis; track sign-up locations, number of interactions, and number of signees	<ol style="list-style-type: none">1. Determine appropriate outlets/community access centers to promote sign-ups; identify at least 3-5 locations.2. Collaborate with local hospital and Affordable Health Insurance regional coordinators to identify speakers/access options for the public.3. Set up at least one community event to promote and offer sign-up opportunities.	•Teresa Ellen, Health Dept.	Oct. 2016	

Outcome 2: The residents of Wilson County will have awareness of and utilize existing behavioral healthcare resources.

Objective 1 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Identify all behavioral health community options and update any existing listing of providers and pharmacies.	<ol style="list-style-type: none"> 1. Develop a list of community of community providers who could benefit from behavioral health resources. 2. Work with United Way to update and enhance their existing community resource guide including behavioral healthcare providers. Assist with updating the guide every 6 months. 3. Ensure EastPointe brochure promoting web based tool listing all behavioral health providers is available to all Primary Care Physician practices. 	<p>•Debbie Futrell, Area L AHEC</p> <p>•Tiffany Purdy, Eastpointe</p>	<p>July 1, 2016</p> <p>July 1, 2016</p>	
Objective 2 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Implement a depressive disorders and substance use screening tool in all preventive health care settings (health department, PCPs, urgent care) that links patient, medical services and case care managers when behavioral health services are indicated.	<ol style="list-style-type: none"> 1. Research, identify appropriate tool and develop hard copy/online versions. 2. Implement tool with at least 3 preventive health provider clinics as a pilot program. Identify practices and follow-up outcome measures. 3. Implement tool with at least five PCP/urgent care facilities within the next two years. 	•Dr. Susan Bane, Barton College	<p>July 2016</p> <p>July 2017</p>	Support of physician practices
Objective 3 (and Metric)	Course of Action	Personal Responsible	Target Date	Resources Needed
<p>•Implement a mass media marketing campaign that includes: safe prescription usage, storage, and disposal.</p> <p>•Expected outcomes include: decrease in age of first use, decrease of use in the past 30 days,</p>	<ol style="list-style-type: none"> 1. Develop and engage multiple mediums for delivery the prevention messages around these areas: social media, public service announcements (TV/radio), cinema ads, billboards, print (primary care/pharmacies) and newspaper (print/web-based). 	•Erin Day, WCSAC	Jan. 2017	

increase in perception of risk, increase in perception of disapproval, reduction of access, and change in physical appearance.				
Outcome 3: The residents of Wilson County will utilize educational resources to make better health care decisions.				
Objective 1 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Develop and implement mass media health communication campaigns and programs to deliver messages that will influence health behaviors of targeted audiences.	<ol style="list-style-type: none"> 1. Identify and develop message options that include mass media (TV, radio newspaper, billboards, restaurants, COW bus system), small media (brochures/posters) and social media resources (Facebook, WCS/COW webpages). 2. Identify proven and reliable message/discount health product options (healthy nutrition/measuring cups, increase PA/pedometers, smoking cessation/OTC, NRT, etc.) to provide the public during community awareness and education events. 3. Support and implement Wilson County's proposed Eat Smart Move More program as a primary initiative to promote physical activity and nutrition education in the community. 4. Explore funding opportunities with partners such as Healthcare Foundation of Wilson and KB Reynolds to support the Eat Smart Move More initiative. 	<p>•Paula Furiness, Wilson Medical Center</p> <p>•Kathie Davis YMCA</p>	<p>Jan. 2017</p> <p>Jan. 2017</p>	Grant Funding and in kind support
Objective 2 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Offer quarterly community events that provide educational information (prevention/disease management); Track participation, screening outcomes; survey participants (behavior status/changes)	<ol style="list-style-type: none"> 1. Investigate and assess what are the existing community education resources currently available. 2. Identify local churches/faith organizations/community centers willing to host such events – bring the events to Wilson County communities. 	•Paula Furiness, Wilson Medical Center	March 2017	

Develop and implement a community-wide network of sidewalks and transportation routes to access and promote local physical activity resources.	<ol style="list-style-type: none"> 1. Work with community partners to obtain grant funding to build walking trails, bike routes and sidewalks; enhance existing park trails and bike routes. 2. Collaborate with COW Bike and Pedestrian Board to determine course of action. 	•Michelle Brown, City of Wilson	Ongoing	Grant Funding
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Outcome 5: The residents of Wilson County will have awareness and access to healthy local food resources.

Objective 1 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Develop and Implement strategies to create a local sustainable food economy that increases access to healthy foods for all residents regardless of ability to pay.	1. Create an action plan for community outreach addressing healthy whole food options, food productivity, and improvements to health and wellness.	•Linda Walling, Hope Station	Ongoing	Grant Funding and food donations
	2. Map neighborhoods and areas of food deserts, along with food sources to identify locations for placement of additional healthy food resources and services.		July 2016	Map assistance from Wilson County.
	3. Enact the plan for five tiers of local gardens; corporate, schools, neighborhoods/churches, community plots, and individual box or in ground.		May 2017	
	4. Create at least on promo/educational resource that highlights the health benefits of collecting, distributing and serving healthier foods in safety-net food programs.		Ongoing	
Objective 2 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Strengthen existing and foster new connections among people, organizations, and agencies to create a structure for increasing access to healthy local food.	1. Localize food spending	•Michelle Brown, City of Wilson	July 2017	
	2. Increase economic opportunities for farmers			
	3. Develop quarterly eat together/eat seasonally community programs.			
	4. Revitalize downtown and existing neighborhoods with the approach of food as a public good.			
	5. Expand the Wilson food Network to include more farmers, city/county revitalization and economic leaders.	•Linda Walling, Hope Station		

	6. Connect the benefits of gardening to the Eat Smart Move More Initiative.			
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Wilson County, North Carolina Beyond 21 Impact Team Planning Template – Goal Planning Page

**Impact Team Focus: Talent Attraction and Retention
(FINAL)**

Reporting Date: March 2016

Impact Team Leader: Gary Daynes and Rodger Lentz

Overall Strategy: To support existing employers and build the local economy, the Wilson community needs to take steps to ensure that it is an attractive place for employees and entrepreneurs to locate. It will do this by:

- 1) The economic development of Wilson will be supported through entrepreneurship.**
- 2) A natural and built environment that supports active living will be developed and sustained.**
- 3) The positive stories of our community will be shared with our residents and beyond.**
- 4) Wilson will be a lively and authentic place by embracing its history, revitalizing our historic fabric, and offering a variety of cultural and social events for diverse audiences.**

Collaborating Agencies/Organizations:

- 1) See attached for list of interviewees**
- 2) Barton College**
- 3) City of Wilson**
- 4) Wilson Downtown Development Corporation**

General Notes:

Talent Retention and Attraction

Co-Leaders: Gary Daynes, Provost and VP of Academic Affairs, Barton College

Rodger Lentz, Chief Planning and Development Officer, City of Wilson

1. The economic development of Wilson will be supported through entrepreneurship.
2. A natural environment that supports active living will be developed and sustained.
3. The positive stories of our community will be shared with our residents and beyond.
4. Wilson will be developed as an authentic place by embracing its history and revitalizing our historic fabric.

Outcome 1: The economic development of Wilson will be supported through entrepreneurship.

Objective 1 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Complete the InnovateNC process and implement the findings of that work.	1) Strategic plan completed	Kimberly Van Dyk	6/2017	In process
	2) Perform regular data tracking and surveys for the process	Joe Ausby	6/2017	In process
	3) Develop supporting policy recommendations	Will Aycock	6/2017	In process
	4) Create Storytelling marketing plan	Rebecca Agner	6/2017	In process
Objective 2 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Develop a local entrepreneurial pipeline to encourage young people to become entrepreneurs	1) Coordinate offerings that leverage each other in the Wilson education community from K-12 through higher education	Gary Daynes	6/2018	
	2) Develop a social, mentoring	Gary Daynes	6/2019	

	and financial support system for new entrepreneurs that are both in school and recently graduated	with Ecoland Institute		
	3) Provide a full complement of physical, specialized expertise and social support to existing entrepreneurs to expand their existing businesses	Rodger Lentz: Determine through InnovateNC Project	6/2017	TBD
Objective 3 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Assist mid-career and older professionals become entrepreneurs and attract the same to Wilson	1) Market the community to potential entrepreneurs that might look for the life-style Wilson provides.	Rebecca Agner	6/2018	
	2) Identify and provide support to those interested in developing their ideas as entrepreneurs	Rodger Lentz: Identify through InnovateNC Process	6/2018	
	3) Create targeted, proactive national recruitment efforts	Rebecca Agner	6/2018	
Objective 4 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Ensure suitable creative space alternatives is available in Wilson to leverage and amplify entrepreneurial success	1) As part of InnovateNC, examine space, infrastructure and lifestyle needs for entrepreneurs and develop a plan to provide. This could include models such as co-working space like HQ Raleigh, Raleigh ThinkHouse, and Industrial artisan opportunities	Kimberly Van Dyk and Will Aycock	6/2017	Funding, sponsorships, volunteers

	like Makerspaces			
	2)			
	3)			

Outcome 2: A natural and built environment that supports active living will be developed and sustained.

Objective 1 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Develop Wilson as a safe place for walking and biking	1) Build out the recommended improvements in the Wilson Bicycle Plan	Michelle Brown, City of Wilson Bicycle and Pedestrian Board	12/2025	Federal, State, Local and corporate funding
	2) Request appropriate bicycle and pedestrian improvements as part of NCDOT Complete Streets road projects throughout all of Wilson County	Bill Bass, City and County Governing Boards, and Rural Planning Organization	6/2017	Implementation may require local match
	3) Develop funding source to build out the sidewalks recommended in the Wilson Pedestrian and Safe Routes to School Plans	Rodger Lentz	6/2018	May require action of City Council or will need private funding sources
	4) Develop Wilson's first formal greenway along Hominy Swamp	John Morck, City of Wilson	12/2020	State and Local Funding and corporate sponsorship

Objective 2 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Offer healthy living opportunities such as hiking trails and paddle trails which are developed to provide residents a way to connect with nature and to get exercise.	1) Develop a plan for Wilson's first Paddle trail on Contentnea Creek, then implement within 3 - 5 years of plan adoption.	Michelle Brown with City, County, and partners such as the Neuse River Keepers	Plan developed by 7/2019	Grant funding and local match to develop plan
	2) Complete nature trail at Lake Wilson Park	David Lee, City of Wilson	7/2019	funding
	3) Complete improvements to the Educational Forest	Michelle Brown	7/2020	funding
Objective 3 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
	1)			
	2)			
	3)			
Objective 4 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed

Outcome 3: The positive stories of our community will be shared with our residents and beyond.

Objective 1 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Create a Wilson marketing team	1) Public, Private, Institutions and Non-profit Sector public relations professionals collaborate on telling Wilson's story (could be under 2020 umbrella to organize?)	Rebecca Agner	10/2016	
Objective 2 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Encourage messaging that is coordinated, accurate, and easy to find	1) Develop key messages and talking points for use across the community	Rebecca Agner and Marketing Team with input from millennials group	7/2017, then ongoing	
	2) Develop coordinated messaging campaigns that reach beyond Wilson so those outside the community learn what the Wilson community has to offer	Rebecca Agner and Marketing Team	7/2017, then ongoing	
	3) Develop a social media and Google marketing plan for Wilson to ensure community activities and establishments are easily found	Rebecca Agner and Marketing Team	7/2017, then ongoing	

Objective 3 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Inspire current residents and businesses to become energized community ambassadors	1) Share positive stories with our residents to place emphasis on the positive activities occurring across the community released in a coordinated, strategic manner.	Rebecca Agner and Marketing Team	7/2017, then ongoing	Local Media
	2) Inspire our business community to become greater voices for economic development in a determined long term commitment	Ryan Simons, Chamber of Commerce, WEDC, and Marketing Team	7/2017, then ongoing	Local Media
Objective 4 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
	1)			
	2)			
	3)			

Outcome 4: Wilson will be a lively and authentic place by embracing its history, revitalizing our historic fabric, and offering a variety of cultural and social events for diverse audiences.

Objective 1 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Downtown Wilson continues to revitalize and become a center for community activities	1) Implement the WDDC Strategic Plan	Kimberly Van Dyk and the WDDC Board	Dates in Strategic Plan, renewed every two years	Volunteers to help implement, funding
	2) Implement the City of Wilson Comprehensive Plan recommendations for Historic Downtown Wilson and larger Center City	Kimberly Van Dyk and Wilson City Council	Comprehensive Plan contains target dates for various initiatives	funding
	3) Establish partnerships with downtown cultural institutions (Roundhouse, Innovation Station, Barton Special Collections, Public Library, Preservation of Wilson) to preserve histories of diverse Wilson communities	George Loveland, Ken Jones	6/2018	volunteers
Objective 2 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Develop relationships with area HR directors to understand the needs and desires of their employees and recruitment targets	1) Conduct regular communication amongst planners, community leaders, communications professionals and area HR directors	Rodger Lentz, and Wilson 2020	5/2017, then ongoing	
	2) Regularly develop action steps to making the community more attractive for employer recruiting targets so companies	Rodger Lentz and Wilson 2020	annually starting in 2017	

	can attract the talent they need to be successful. Revisit and revise regularly.			
Objective 3 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
A variety of cultural and social events, highlighting and building on the community's diversity, will be offered in Wilson's Center City District	1) Continue to offer and expand musical entertainment offerings	Susan Kellum	Start 9/2017 – coincides with completion of Whirligig Park	Volunteers, sponsorship funding
	2) Program the new Whirligig Park with a variety of activities for people of all ages	Jenny Moore	Start 10/2017	Volunteers, sponsorship funding
	3) Host corporate meet ups at various locations at least quarterly, specifically targeting Millennials	Ryan Simons, Chamber of Commerce	Start 5/2017	Volunteers, sponsorship funding
	4) Create new and expand existing outdoor markets and festivals	Susan Kellum	Start 9/2017 – Coincide with completion of Whirligig Park	Volunteers, sponsorship funding
Objective 4 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
	1)			
	2)			
	3)			



Wilson County, North Carolina Beyond 21 Impact Team Planning Template – Goal Planning Page

Impact Team: Under and Unemployment

Impact Team Leader: Rob Holsten

Overall Strategy: To connect underemployed and unemployed adults to educational, job readiness, and skill training resources.

Collaboration Agencies/ Organizational Representative:

- **Wilson Community College - Rob Holsten, Barbara Boyette, Margie Norfleet**
- **Department of Social Services - Howard Handorf, Juanita Latten, Mary Mallory**
- **NCWorks - Grady Smith**
- **Diversified Opportunities - Lynette Wynn**
- **Wilson Public Library - Becky Callison**
- **City Council of Wilson, District 7 - Derrick Creech**

Note: In the discussions and consideration of goals evaluated by the team members, the committee determined that the Wilson community has numerous programs and resources available to the unemployed and underemployed. Although such resources are available, the program providers are operating without a connection to each other. The group decided (as a primary goal) to initiate a connection for all stakeholders so that services and support can be provided in a collaborative approach. In the early stages of Plan implementation, we will host a session to include all available stakeholders to plan the structure and purpose of an advisory council for workforce development.

Outcome 1: Labor market data, career opportunities, and workforce development programs will be provided and maintained in a central source for all citizens.

Objective 1 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Identify appropriate labor market data sources, and once identified, create a central distribution or website location for stakeholder access.	1) Identify the <u>most reliable data sources to provide relevant information</u> for all stakeholders/program providers to make informed decisions regarding the concerns of local unemployment.			
	2) Create a central distribution and/or access point to distribute and share relevant information in a timely manner.			
	3) Assess, document, and publicize the identifiable skills gaps of the un and underemployed workforce.			
Objective 2 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Identify and share the available (local) career opportunities with stakeholders and community members.	1) Identify the most comprehensive access points of information for available careers in the Wilson area.			
	2) Create a central access point to direct stakeholders and community members to available opportunities (website?)			
Objective 3 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed

Identify and connect all local workforce development programs who are willing to share resources, information, and ideas to assist the un/underemployed adult population.	1) Develop a comprehensive inventory of all programs and initiatives addressing unemployment and underemployment in the Wilson area.			
	2) Create a (one-time) opportunity for all agencies to discuss ideas and opportunities to work in collaboration and partnership.	Paula Benson		
	3) At the discretion of the participation of community stakeholders (in 2, above), develop an ongoing advisory group who will meet and plan for the best practices of addressing under and unemployment in Wilson.	Paula Benson		

Outcome 2: The underemployed and unemployed adult workforce will be trained for the current and future needs of Wilson employers.

Objective 1 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Identify existing career-focused training pathway programs, and once identified, create a central distribution	1) Identify all career focused training pathway programs available for Wilson residents.			

or website location for stakeholder and community access. Identify existing career-focused training pathway programs, and once identified, create a central distribution or website location for stakeholder and community access.	2) Create a central distribution and/or access point to distribute and share relevant information in a timely manner.			
Objective 2 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Identify all scholarship funds and financial aid resources available to the underemployed and unemployed, and once identified, create a method to distribute information and publicize available funding. Identify all scholarship funds and financial aid resources available to the underemployed and unemployed, and once identified, create a method to distribute information and publicize available funding.	1) Create a comprehensive list of available resources for scholarships and financial aid for those who are seeking skill development.			
	2) Create a central access point to direct stakeholders and community members to available funding.			
Objective 3 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Provide opportunities for local businesses to connect with the available workforce in Wilson	1) Host a comprehensive Job and Career Fair for the available workforce and the employers seeking new employees.	Howard Handorf		
Objective 4 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Establish and publicize resources for the development of soft skills.	1) Identify current programs offering “soft skills” development, and once identified, provide information in a central access point for stakeholders			

	and community members to access available classes and support.			
	2) As stakeholders and program leaders convene (in an advisory council or working committee), discuss and plan for new ways to incorporate soft skill development in all workforce training programs.			

Outcome 3: A pipeline of trained workers will be developed to respond to the local industry's needs.				
Objective 1 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Develop and support an agribusiness program to provide a pipeline of trained workers for the local agribusiness community.	1) Evaluate and document the necessary skilled labor needed by the local agribusiness leaders.	Rob Holsten		
	2) Develop and implement a training program to provide trained workers for the agribusiness community.	Rob Holsten		
Objective 2 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Based on available local skills gap analyses, identify NEW programs to train and develop necessary skills.	1) Develop an annual survey (or other reliable means to collect information) to assess local workforce needs.			

	2) Utilizing the survey and available information, evaluate the need and capability to provide specific training opportunities to meet the needs of our local employers.			
Objective 3 (and Metric)	Course of Action	Person Responsible	Target Date	Resources Needed
Establish work based learning opportunities that include internships, pre-apprenticeships, and apprenticeships for students who are participating in skill development programs.	1) Connect with Wilson County Schools to coordinate the approach and the requests to local employers for work based learning opportunities. (This course of action is designed to minimize the number of contacts and requests made to our local employers)			
	2) Promote opportunities and support student participation in the available opportunities for work based learning.			