



Wilson 20/20

Community Vision

2013-14 Annual Report

June 30, 2014



Working Together with a Common Agenda

Dear Friends and Supporters,

First, I would be remiss if I did not take this time to formally recognize and acknowledge the leadership which Dr. Norval Kneten has provided for the 20/20 Community Vision Organization since its' inception in 2006 to the present. His tenacious and visionary leadership has helped not only Barton College, but was instrumental in bringing this community together for a common cause. His actions have created the foundation and the vision for future progress in our community. He has not only been a blessing to Barton College, but also to the Wilson community. Thank you, Norval and Susan, for all that you have done for Wilson.

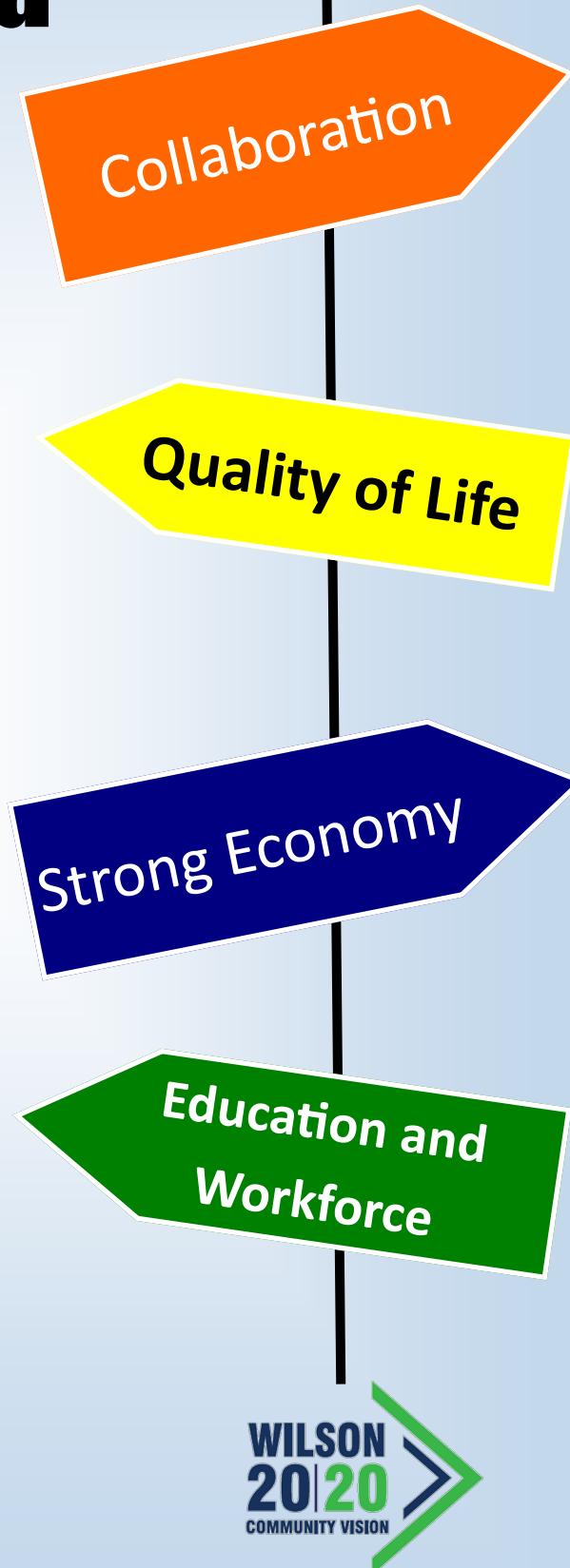
Secondly, I want to recognize and acknowledge the support of our Board members, the Industries, the City, the County , Wilson County Schools and individuals who have contributed their time, talents and treasure to make the work of 20/20 possible. We are thankful for all that you have done and continue to do to support the priorities of Wilson 20/20, in particular the Youth Master Plan. This project has not only been good for our youth looking forward, but most importantly, this project has gelled the community together.

And finally, as I look to the future, we will continue to build upon the Youth Master Plan while we increase collaboration across city and county government and all other sectors of our community. Our four priorities will remain: Collaboration, Education/workforce development, Economic development/jobs, and the Quality of life in Wilson. The 20/20 organization has contributed much to the improvement of our community. We must continue to be active supporters and exude positive energy in our journey to improve and bring our community together and to be a model community for North Carolina.

I leave you with this thought: Can you imagine life, if only we all worked unselfishly for the greater good of all people?

Ken Jones

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Collaboration

Collaboration is central to the work of Wilson 20/20. We are working together and setting common goals.

Wilson Youth Master Plan

The YMP represents a joint effort between Wilson 20/20 and Wilson County Schools to bring together educators, parents, community members, nonprofits, businesses, churches, law enforcement and government agencies to improve the outcomes for all children in our community. With the support of our community partners, we focused on a long term plan for the safety, health and wellness, workforce development, education, and out of school time for our youth. (separate report available for the Plan)

Wilson 20/20 Board of Advisors

In the past year, our Board of Advisors has been expanded and better utilized to provide guidance for the Board and to support the collaborating vision of Wilson 20/20. We have diversified our membership and expanded our agendas to provide useful conversations for improved communication, community planning, and opportunities for sharing ideas and resources. (see listing of members in leadership details)

Community Revitalization

Barton College, Downtown Development, and Preservation of Wilson are working in collaboration with the City of Wilson to revitalize several neighborhoods in the historic and downtown areas of Wilson. The Choice Neighborhood Steering Committee is led by the Wilson Housing Authority to partner with several community agencies for the improvements to neighborhoods needing significant refurbishments. Over \$20 million has been invested in our downtown area, and a complete renovation for the Barton College entrance has been established for the College and the surrounding neighborhoods.

Community Church Services

In 2014, a series of 5th Sunday church services were held to celebrate all people and all churches coming together to promote growing together in our community. The services have been held at Barton College and have been hosted by the faith leadership of several denominations with very diverse church families. These services have included various musical selections and messages for the celebration of unified worship.

Connecting our Leadership for Opportunities and Challenges in Wilson

The Wilson 20/20 Board meetings have provided opportunities for the leadership of our community to address and discuss significant changes, opportunities, and challenges. The scheduled Board meetings have included discussions and presentations of safety concerns, economic developments, health and wellness statistics, and the transition of our hospital affiliation with Duke Life Point.

Working together to establish a healthy community!

Quality of Life

Youth Programming

The YMP planning process provided a unique opportunity for all youth workers and service providers to evaluate the availability and the quality of programs available for the youth in our community. The focus of the YMP led to the commitment of our community agencies to expand camps and programs into the County areas while also supporting efforts to improve access to safe playgrounds and community gardens. Advanced technology options including phone apps and social media are being evaluated for more effective communication to parents and youth for safe out of school time opportunities.

Community Health

In the past year, Wilson Medical Center and the Wilson County Health Department conducted a health assessment of our community. The results of this assessment have led to an intentional focus for asthma awareness, diabetes prevention, and programs to reduce STD and teen pregnancy. The Department of Social Services is leading the efforts to evaluate options for improved access of medical care to our youth. Our community continues to initiate opportunities to support healthy children and adults, and this year, we celebrate an improved overall health ranking in our state (see graph included in this report).

Recreational Opportunities and Cultural Arts

The Whirligig Park is under construction to celebrate the legacy of Wallis Simpson, the internationally recognized artist of Wilson, NC. The Edna Earl Boykin Center has hosted an expanded series of musical and dramatic performances thanks to the recent gift of the Boykin Estate. Barton College partners with numerous groups in our community to provide performances, camps, lectures, and athletic events for all citizens to enjoy.

Safety of all Citizens

Numerous agencies have worked jointly with the Wilson Police Department and the Wilson County Sheriff's Office to reduce the crime and improve the safety for all citizens. Our schools have recently been recognized as one of the safest districts in the State, and our local agencies are working together to reduce violent crime, gang activity, and substance abuse.

Hunger Elimination Network

The many agencies providing food for the hungry have partnered to improve services for those who need assistance in our community. The network is providing community education and opportunities for all agencies to share information and resources so that all citizens needing food will have access to nourishment.

Strong Economy

A STRONG ECONOMY IS
IMPERATIVE TO A
COMMUNITY'S FUTURE AND
ITS ABILITY TO LEAD!

Economic Summit

The Economic Development Council, Wilson Visitors Center, the Chamber of Commerce, and Downtown Development hosted a community summit to establish the priorities and goals for the economic growth of Wilson in the next 5 years. Over 100 community leaders participated in the summit to evaluate the opportunities, priorities, and challenges for economic growth. The results of the Summit will be shared and utilized to develop an updated strategic plan for economic growth in Wilson.

Tourism

The leadership of Wilson has supported the request of the Wilson Visitors Center for an increase of the local hotel occupancy tax rate from 3% to 6%. Significant efforts have been made to educate the community on the impact this increase could have for our local recreational areas. The Whirligig Park, the Theater of the South, and the Whirligig festival continue to bring visitors to our community while Gillette Park and Fleming Stadium are able to host sporting events that attract year round visitors to the community.

Agriculture

Recognizing that agribusiness accounts for approximately 25% of our local economy, the Board of Wilson 20/20 has been expanded to include a representative from the agricultural community. The local farmers markets have been expanded to include at least 3 different locations, and the agribusiness committee has worked diligently to promote the economic impact of agriculture in Wilson.

301 Forward

Recognizing the economic impact of the 301 corridor in our community, the 301 Forward taskforce has made significant headway to revitalize the immediate and surrounding area that supports numerous Wilson manufacturers, several neighborhoods and the Eastern NC School for the Deaf. Community residents, industry leaders, the Chamber of Commerce, and several community agencies have initiated events, grants, and projects that are creating positive changes for this area of Wilson.

Closing the Skills Gap

Wilson 20/20 partnered with the Economic Development Council to assess the identified gap between the skills of our unemployed population with the skills needed by the industries offering employment opportunities. The Skills Gap Analysis (report available) has become a basis for recommendations and initiatives of our school system and other community agencies to strengthen and create programs for career readiness.

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Building today and tomorrow's leaders....

Education and Workforce

Wilson Academy of Applied Technology

The Wilson County Schools and the Wilson Community College have partnered with the Economic Development Council to develop a manufacturing program that will prepare high school graduates for immediate employment or advanced engineering degrees after graduation. Plans for the new early college, Wilson Academy of Applied Technology, are well underway. The school's skills focus will be centered around advanced manufacturing, a thriving industry in Wilson. Students accepted will receive hands-on, rigorous training during the five year program. Graduates will receive a high school diploma and an Associate of Applied Science degree in Applied Engineering Technology. With the help of our manufacturing industry leaders and Wilson Community College, students will have this cutting-edge educational option that will ultimately enrich our local workforce.

Education and Workforce Council

The Education and Workforce Council (EWC) is a subcommittee of the Wilson 20/20. This committee includes members from all areas of the community who contribute to the education and workforce development of our youth and adult citizens. The EWC has hosted meetings to support the work of the Youth Master Plan as well as meetings with legislative leaders to discuss the issues relevant to workforce development and education in our community. The EWC has also served as the advisory council for Career and Technical Education of the Wilson County Schools.

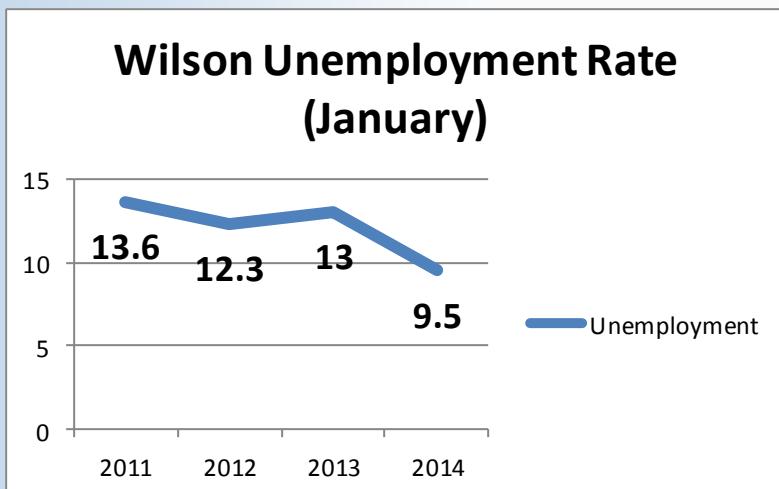
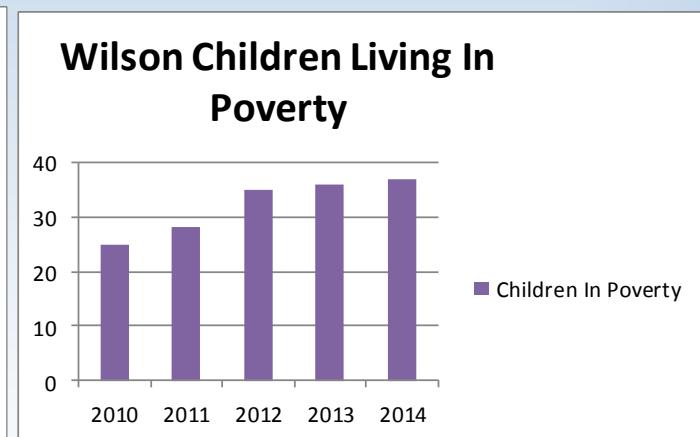
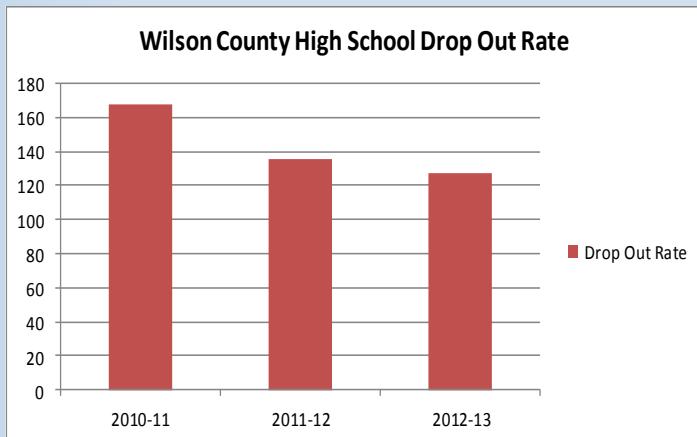
Community Program and Resource Guide

The United Way of Wilson is working with local agencies and service providers to revise and update a reliable and current resource guide. The United Way has produced a draft document that will be reviewed and finalized by several community groups (including the Wilson 20/20 Board of Advisors) in the upcoming months. The Guide will be available online, and will be appropriately updated with relevant changes.

College and Career Readiness of our Youth

The YMP provided numerous opportunities for community leaders and service providers to design goals and action steps that will improve the services available for supporting the educational development of all youth. The community has worked, together, to redesign programs that can support the preparation of youth to continue their education after high school, but also supporting programs that can prepare our youth for employment immediately after high school graduation. College counselors, CTE counselors, college admission programs and the plans for the new Academy of Applied Technology will significantly improve the college and career readiness of our youth in Wilson.

Data that drives our decisions:

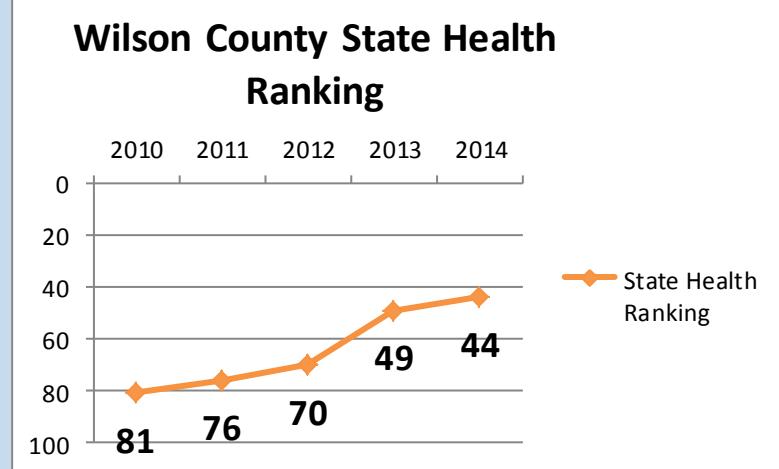


Important Indicators and Data....

Wilson 20/20 focuses on community conditions that lead to increased economic growth and an improved quality of life for all of our citizens. We use clear and objective data to describe our current state and to shape our future path.

We use data as a starting point for our discussions, and we use the data to determine where we need to go and how we will get there.

These charts have been created using reliable data reports for our area. We will continue to evaluate these indicators and others as we move forward to strengthen our community.





The Wilson Youth Master Plan

Strong communities are built on the foundations of families, and most importantly, the foundations that we provide for our youth. We realize that all children benefit from stable homes, strong schools, positive role models, and a nurturing and safe environment. The Wilson Youth Master Plan demonstrates the commitment of our community leaders to ensure that all of our youth will be insulated by a pipeline of positive opportunities with the proper support they need to become productive citizens and future leaders of the next generation.

The Youth Master Plan represents a joint effort between Wilson 20/20 Community Vision and Wilson County Schools to bring together educators, parents, community members, nonprofits, businesses, churches, law enforcement and government agencies to improve the outcomes for all children in our community. We have engaged our youth in the planning process, and we have responded to the priorities they have helped us establish. As a community, we have worked together to identify the barriers facing the youth of Wilson. We will continue working together to remove these barriers using strategies that demonstrate our commitment to share resources and ideas. This plan has assured us that we are partnering with a community that cares about each and every child.

Our Plan focuses on five key impact areas where attention and action are warranted – Education and Workforce, K-12 Academic Achievement, Health and Wellness, Out of School Time, and Safety. In each of these areas, we have developed ambitious strategies that will require improved communication, extensive collaboration, and strong leadership to hold ourselves accountable for the outcomes we hope to achieve. The actions our community has identified in this Plan will improve our educational outcomes while improving the health of our youth. We want all of our youth to realize the endless possibilities and the potential they will have upon graduation, and we intend for each of our youth to benefit from our investment and our commitment to help them succeed.

Wilson is a great place to work, live, and raise a family. This Plan will make us even better as we collaborate to improve the outcomes for our children. Our Plan is not the end, but instead, it is the beginning of a journey for us to serve our youth and to provide a brighter future built upon strong community relationships.

Paula Benson

Executive Director

Wilson 20/20 Community Vision

Sean Bulson

Superintendent

Wilson County Schools

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The year ahead...

Collaboration

- Participate and support the work of the Youth Master Plan Impact Teams
- Utilize Wilson 20/20 Board meetings and Board of Advisor meetings to evaluate and discuss opportunities and challenges of our community
- Continue the membership expansion and involvement of the Wilson 20/20 Board of Advisors to support the work and Wilson 20/20
- Evaluate existing leadership development programs to strengthen and diversify the leadership for all community agencies and organizations

Education and Workforce Development

- Strengthen the relationships and opportunities to connect youth with the programs and services available to support their educational and career developments (including community summits, program resource guide, and technology developments for improved communication)
- Evaluate and explore opportunities to address the needs for workforce development of the 21+ population
- Utilize the goals and action steps of the Youth Master Plan to increase the support of the business community to improve the overall outcomes of our youth
- Initiate and support opportunities to prepare students for college and careers (including the Academy of Applied Technology, college preparation programs, and work based learning opportunities)
- Restructure and utilize the Education and Workforce Council to support the existing needs of our community relative to the purpose of the EWC

Quality of Life for all Citizens

- Support and participate in the efforts to identify the health concerns and priorities of the community.
- Establish opportunities and information to support the development of a community calendar that can be utilized for immediate updates and communications of events and opportunities for all citizens
- Develop and support a volunteer coordination so that volunteers are appropriately matched with the opportunities available in our community

Improve the Economy

- Support the increase of the hotel occupancy tax from 3% to 6%
- Provide community educational opportunities and support to our local agribusiness community.
- Protect the natural resources and infrastructure of our community that attract and retain the manufacturing companies
- Support and participate in opportunities for economic development and the education for the importance of all industries, retail developments, and entrepreneurial ventures.

Wilson 20/20 Board of Advisors

Stewart Arens	Arens-Webb, Inc
Maurice Barnes	Wilson County Schools
Carter Bearden	Eastern NC School For the Deaf
Kathy Bethune	Preservation of Wilson
Scott Biddle	Wilson Police Department
Mike Binkley	First Media Radio
Rob Boyette	Wilson County
Becky Callison	Wilson County Public Library
Gary Davis	Men's Civic Group
Kathie Davis	YMCA
Erin Day	Wilson County Substance Abuse Coalition
Walter Earle	Wilson County Cooperative Extension/Agriculture
Lisa Earp	Communities in Schools
Teresa Ellen	Wilson County Health Dept
Lafan Forbes	Forbes Realty
Greg Godard	Upper Coastal Plain Development Corporation
Crystal Harris	BB&T Insurance Services
Sandra Homes	Wilson Visitors Center
Thomas Hopkins	Wilson Police Department
Vince Janney	Greenfield School
Jackie Jeffers	Martin Luther King Commission
Ken Jones	Wilson 20/20
Rodger Lentz	City of Wilson, Planning
Louise McKinnon	CHEW
Angela Norris	Wilson County Schools
Glenn Osborn	Department of Social Services
Barry Page	Arts Council Of Wilson
Susan Parker	Department of Social Services
Bucky Robbins	Wilson Community College/ Community Volunteer
Nancy Sallenger	Wilson Crisis Center
Scott Sauls	Farmington Heights
Denise Sessoms	Wilson Community College
Renee Smith	Human Relations Commission
Agnes Speight	City of Wilson
Reggie Speight	Congressman Butterfield's office
Gary Daynes	Barton College
Judi Thurston	United Way
Cacho Torres	Farmington Heights
Dail Tuner	Retired
Kimberly VanDyk	Downtown Development
Kelly Vick	Wilson Housing Authority
Martha Vick	Wilson Education Partnership
Willie Williams	301 Taskforce
Calvin Woodard	Wilson County Sheriff's Office
Tennille Woodard Mitchell	Block Of Hope

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Community Meeting

May 8, 2014

SUCCEEDING IN A 'CHANGING WORLD'



Sean Bulson, superintendent for Wilson County Schools, Ken Jones, member of the Wilson 20 | 20 board of directors, and Paula Benson, executive director, speak about the Wilson Youth

Master Plan at the Wilson 20 | 20 Community Vision annual meeting at Barton College. Photos by Gray Whitley | Times



Wilson collaborates on Youth Master Plan

By Rochelle Moore
Times Staff Writer



On Thursday, May 8,
Wilson 20/20 facilitated a
meeting of over 140

community members to celebrate a year of working together. The meeting was hosted by Barton College, and the morning provided opportunities to share the goals and action steps identified in the Wilson Youth Master Plan. Community members were offered an opportunity to provide feedback and suggestions for the year ahead....a year for working together!

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the lives of area youth and, in turn, the community as a whole.

"There's a lot of assets we have right here in this community now," said Ken Jones, Wilson 20|20 president. "One of the things about Wilson 20|20 is solving the root causes of issues, not just the symptoms. If you solve those, the outcome will be a very positive, strong community. That is what 20|20 is truly about is how do we work together to make that happen."

Results of the plan were presented to close to 75

people who filled the Hardy Alumni Center. The event had one of the highest turnouts for Wilson 20|20, which started in 2007 as a community effort of planning for the future in Wilson County.

The Youth Master Plan is an outgrowth of a community survey that produced a high level of participation and became the starting point for five impact teams.

The plan's development included involvement from a variety of professions including education, business, nonprofits, churches, government, law enforcement

as well as parents and youth. The United Way of Wilson County plans to coordinate local volunteer efforts and will provide a community resource guide on its website.

Paula Benson, Wilson 20|20 executive director, said that some of Wilson's unique characteristics were considered during the process of developing the plan.

"Wilson is unique in a couple ways," Benson said. "As we're all aware, we definitely have an unemployment rate that we would like to see go down but at

the same time we hear that we have sometimes over 500 jobs available.

"Another characteristic to Wilson is when it comes to looking at levels of need, we are a Tier 1 community, which means we are at the highest level of need but at the same time, we have one of the highest average weekly rates in the state of North Carolina. So, that gives us sort of an interesting picture of what our community looks like."

Wilson County's unemployment rate of 9 percent has historically outpaced the state average and the

county's Tier 1 ranking relates to Wilson County's level of economic distress.

Results of the Youth Master Plan involved the findings and goals of five impact teams.

EDUCATION AND WORKFORCE

The education and workforce group is focused on helping high school students transition into college and the workforce, decreasing youth illiteracy and increasing community

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We Appreciate our 2013-2014 Supporters!

20/20 Executive Sponsors (\$5,000+)

**CITY OF WILSON
WILSON COUNTY
BARTON COLLEGE
BRIDGESTONE AMERICA'S TIRE OPERATIONS**

20/20 Sponsors (\$1,000+)

BD Rx	BB&T	KEN JONES
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20/20 Sustaining Members (\$500+)

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CAROLINA FORGE	JOYNER'S FUNERAL HOME	CHRISTY PROCTOR
COTT BEVERAGE	CORNERSTONE BANK	MERRILL LYNCH
	WILSON TIMES	

20/20 Donors (\$100+)

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INTEGRITY UNLIMITED COMMUNITY DEVELOPMENT		
WHITE HERRING TRACTOR AND TRUCK		

Wilson 20/20 Leadership

Board of Directors

Ex Officio Directors:

Barton College President:

Wilson Chamber of Commerce President:

City of Wilson Manager:

OIC President:

Wilson Visitors Bureau:

Wilson Community College President:

Wilson County Manager:

Wilson County Public Schools Superintendent:

Wilson Times Publisher:

Wilson Economic Development Council Chair:

Wilson Medical Center Chief Executive Officer:

Dr. Norval C. Kneten

Executive Committee

(Past Chairman)

Mr. Ryan Simons

Mr. Grant Goings

Mr. Howard Jones

Mr. Bowie Gray

Dr. Rusty Stephens

Mrs. Denise Stinagle

Mr. Sean Bulson

(Secretary)

Mr. Morgan P. Dickerman III

Ms. Jennifer Lantz

(Member at Large)

Mr. Bill Caldwell

Elected Directors:

Banking Representative:

Mr. Wes Berry

(Treasurer)

Church Representative:

Rev. Marty Stebbins

City of Wilson Representative:

Mayor Bruce Rose

Attorney Representative:

Mr. Eliot Smith

(Vice- Chairman)

Agri-Business Representative

Mr. Pender Sharpe

County Representative:

Mayor Tommy Hawkins

County Commissioner Representative:

Mr. Thomas Lucas

(Mr. Rob Boyette)

Mr. Ken Jones

(Chairman)

At-Large Member:

Ms. Christy Proctor

At-Large Member:

Mr. Gary Williamson

(Member at Large)

At-Large Member:

Mrs. Kelly Brna

At-Large Member:

Mr. Willie Williams

The Board of Wilson 20/20 would like to recognize and thank the following individuals whose term expired in 2014:

Lachelle Parker (Banking Representative)

Daryl Woodard (at large member)

Dr. Michael Bell (Faith Community Representative)

Mr. Will Winslow (at large member)

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