

WILSON
20|20
COMMUNITY VISION

WORKFORCE

HEALTH & WELLNESS

EDUCATION

***Report To Our
Community***

WILSON
FORWARD



WILSON FORWARD

Dear friends and supporters,

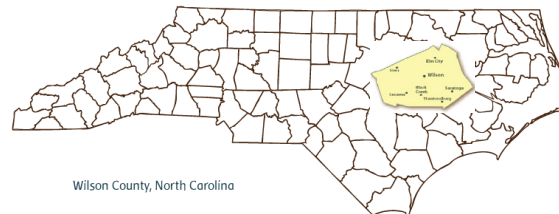
Since 2007, *Wilson 20/20 Community Vision* has evolved as a facilitator and a host for community partnerships and collaborations. While our organization was founded on the belief that a shared vision could establish a pathway for change, the leadership of the Wilson community has clearly mobilized that vision into defined strategies for the benefit of community growth.

In the fall of 2017, we embarked on a unique strategic planning process to evaluate our priorities, our structure, and our approach for supporting the Wilson community. We included the voices of over 250 leaders and community members to re-define our core values, mission, and vision. Ultimately, we have emerged as an organization well prepared for the future. We have renewed our commitment to work with existing partners while extending our reach to partners who are not yet involved. **With this renewed commitment, we are excited to announce the change of our name from *Wilson 20/20 Community Vision* to *Wilson Forward*.** This change will eliminate any confusion that our work might end in the year 2020, and it solidifies our commitment to work together for many years ahead.

We also confirmed our focus areas: Education, Health and Wellness, and Workforce Development. With an intentional focus in these areas, we envision a healthy community and a thriving economy. With our core values guiding our work, we will respond to opportunities and challenges looking through a unique lens for innovative and progressive approaches to address the opportunities and challenges ahead.

Our work is dependent on the participation and support of our community, and we are incredibly grateful for the resources and time of each partner. We are proud of our community, and we are committed to building collaborations and initiatives that allow us to support Wilson reaching its full potential to be the best place to work and live.

Paula Benson
Executive Director
Wilson Forward



Collaboration Is Our Core Value:

Wilson Forward believes that collaboration makes Wilson stronger; therefore, we approach every community opportunity and challenge through a collaborative lens, bringing a team of community leaders and partners together.

Shared Beliefs That Guide Us Toward Our Vision:

- Community safety is paramount
- Poverty is unacceptable
- High quality education will support workforce and skills development
- Recreational and cultural activities will reflect community diversity
- Quality health care is accessible
- Quality affordable housing is available
- Sustainable community leadership is required for collective growth



Mission

Our Mission:

To improve educational opportunities, health and wellness, and workforce development in Wilson.

Core Value

Vision

Our Vision:

Wilson is a place where people want to live and work and is a community with a high quality of life for all.

Shared Beliefs

A Common Agenda For

Making Significant Changes

Wilson Forward represents the commitment of our local leaders to establish a common agenda to direct the decisions that impact education, health and wellness, and workforce development. We depend on the combined efforts of city and county government, businesses, neighborhoods, schools and colleges, civic organizations and churches to work together for the purpose of creating, supporting, and promoting positive developments that result in the greatest possible benefit for all citizens of Wilson.

Our work is designed with an approach to tackle deeply entrenched and complex challenges while never losing sight of our best opportunities. We establish common goals that build on our strengths and connect partners across all sectors to achieve significant and lasting changes.

The priorities of *Wilson Forward* do not waiver, and our values guide each decision. We know that together, with a shared agenda, we can build a community that hosts a high quality of life for all.



DATA DRIVES OUR DECISIONS

Health &
Wellness



Education



Workforce
Development



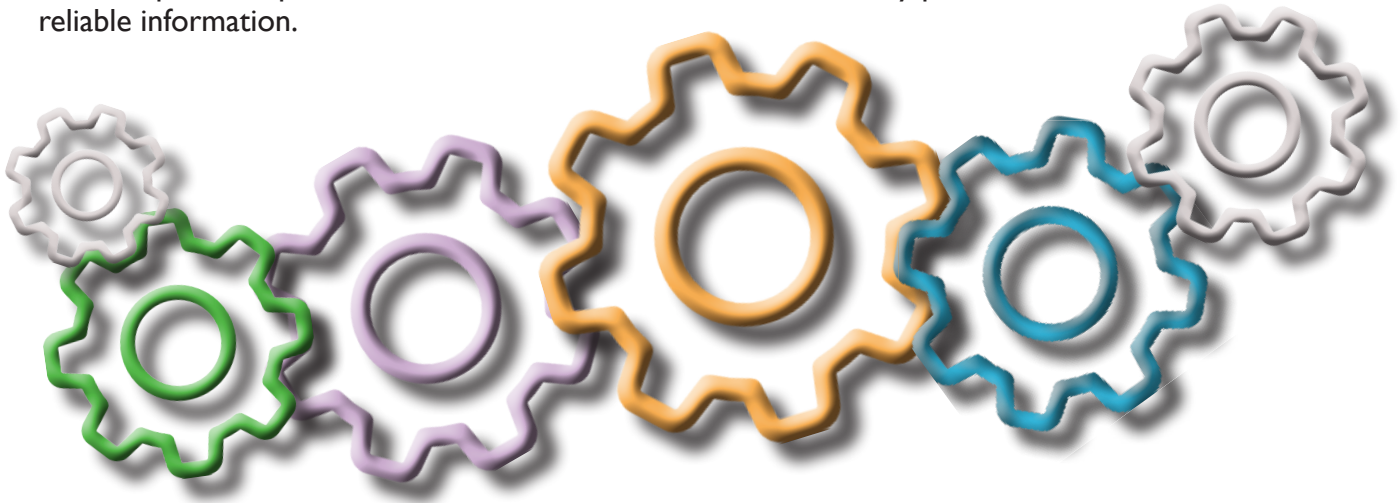
Collecting Data And

Measuring Results Consistently

Wilson Forward establishes and publishes shared measurements for the alignment and accountability of our collaborative work. We are responsive to changes in our community conditions, and we value the objective data that describes the current state of our community. Our website provides a review of indicators and links to numerous reports that are relevant to the education, health and wellness, and workforce development of Wilson.

We consistently evaluate our approach to data so that we are accurately responding to the positive and negative changes in community indicators. We utilize and value the expertise and resources of community partners to evaluate our processes.

The charts and data shared on our site are accompanied with the goals and actions agreed upon by community partners to create positive changes in Wilson. In a world of instantaneous information, we strive to provide updated and accurate resources for all community partners to access relevant and reliable information.





Collaboration With

Community Partners Working Together!

Through our work with local partners, we are building and supporting collaborations to provide long-term social changes and economic growth in Wilson. The partnerships and collaborations formed by well-designed initiatives are helping our community utilize existing resources while strengthening our ability to secure additional resources through grants and other funding agencies. Our work is designed to discourage duplication of efforts while aligning and leveraging the efforts, advantages, skills, passion, and expertise of our community partners.

Youth Master Plan – *A Community Plan to Support Our Youth*

With more than 125 community partners focusing on common goals and objectives to improve the outcomes for all youth in Wilson, the **Youth Master Plan (YMP)** represented our first model of cross-sector collaboration. The **YMP** was led by a partnership of *Wilson Forward* and Wilson County Schools with a specific focus on safety, wellness, education, workforce development, and out of school time. The goals and actions identified in this plan are having a significant impact today!

Beyond 21 Plan – *A Community Plan to Attract, Retain, and Support our Adult Population*

With more than 75 community partners, we are in our final phase of implementation for the **Beyond 21 Plan** designed to meet the needs of our adult community. This Plan represents the collaborative efforts of all participating partners to address local unemployment, talent attraction and retention, the growing needs of an aging population, strengthening community leadership and civic engagement, and improving our community's health.

The Impact Initiative – *A Leadership Program in Wilson and For Wilson*

Wilson Forward partnered with the Wilson Chamber of Commerce and the Wilson Economic Development Council to offer **The Impact Initiative**, a leadership development program to build a pipeline of leadership for our local community. **The Impact Initiative** is designed to identify, train, and deploy individuals with an interest in representative leadership positions in and for Wilson. The second cohort of participants will graduate in 2019.

Service Year NC - In 2017, Wilson was one of four communities selected through a competitive statewide application process to participate in the **Institute of Emerging Issues (IEI) Service Year NC** initiative. In partnership with United Way, Barton College, City of Wilson, Wilson County Health Department, Wilson YMCA, and Healthcare Foundation of Wilson, we now host 5 Vistas who are building greater capacity for several health and wellness programs in Wilson, NC.

InnovateNC - To ensure our state's future competitiveness and economic prosperity, Wilson joined 4 other communities in NC to participate in IEI's **InnovateNC** initiative, an intensive effort to encourage innovation capacity growth and expand local economies in NC. In partnership with the City of Wilson, *Wilson Forward* is connecting local organizations and leadership from all sectors to create sustainable economic growth in Wilson, NC.

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Continuous Communication

Our People, Our Communication, Our Ideas

The success of *Wilson Forward* is dependent on trust and clear communication from all parties. We are addressing complex challenges by working together, and our clear, concise communication is the foundation for effective partnerships and better results. Our common agendas align with the priorities established, and our work is designed to create strong relationships between all sectors of the community.

Our Board of Directors

Wilson Forward's Board of Directors consists of 13 ex-officio leaders and 13 elected leaders selected from the Wilson community. The Board meets 6 times a year to review the progress of all ongoing initiatives and to address any immediate challenges or opportunities presented in the community. Our meetings are planned to provide a structured, yet open discussion for cross sector organizations to share ideas and suggestions for the community's growth.

Our Board of Advisors

Wilson Forward's Board of Advisors (BOA) consists of approximately 50 community members and leaders who serve in various roles representing many sectors of our community. The BOA provides guidance and necessary feedback to assist in the direction of our Board of Directors.

Continuing Growth and Outreach

Over the course of the past several years, we have established one-time working groups as well as recurring discussion groups to address specific topics and areas of local concern and opportunity. We have hosted numerous sessions with health and wellness partners, workforce development partners, diversity advocates and faith leaders. Our connections and communication with all sectors remain a priority, and as we move forward, we will continually evaluate opportunities for strategic and supportive conversations.

Wilson Forward is the Center Piece of Collaboration!

Starts with
a Common
Agenda

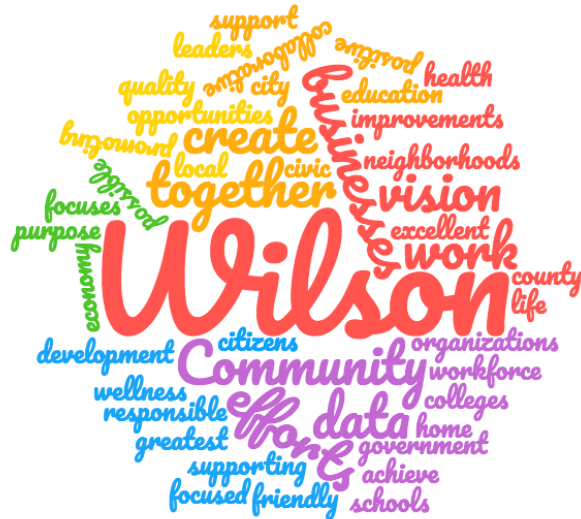
Establishes
a Shared
Measurement

**WILSON
FORWARD** 

Supports
Mutually
Reinforcing
Activities

Encourages
Continuous
Communication

With the support of our partners, we have established an innovative approach to make collaboration work across government, business, philanthropy, non-profit organizations and our citizens to achieve significant and lasting social change.



Collective impact takes us from having common goals to uncommon results!

Investment For The Future

Our Funding

The success of *Wilson Forward* is dependent on the partnerships we have with our local community, and many of our partners provide annual investments to support our organization. *Wilson Forward* operates on a modest budget, and we are funded through the steadfast support of our city and county governments as well as every sector represented through our Board of Directors. Over the past few years, we have established a more significant investment from the corporate and private sector of our community, and in the years ahead, we will strive to build even stronger relationships with our local business partners and individual community members.

We host an annual campaign in the fall of each year, and we appreciate support at all levels. If you are interested in contributing to *Wilson Forward*, please visit: www.WilsonForward.org for more information.

Become A Contributor!

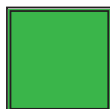
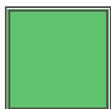
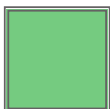


**FOR INSERT
POCKET**

WILSON
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COMMUNITY VISION



**Making Wilson A Better
Place To Work & Live**
www.WilsonForward.org



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HEALTH & WELLNESS

EDUCATION

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