

**WILSON**  
**20|20**  
COMMUNITY VISION



# Wilson 20/20 Community Vision

WILSON COUNTY NORTH CAROLINA

**YMP**  
YOUTH MASTER PLAN

**The Impact Initiative**  
Cultivating Visionary Leadership for Wilson

**BEYOND21**  
Wilson County, North Carolina

One Vision {infinite potentials}

Annual Report to the Community

# Dear friends and supporters,

In 2007, Wilson 20/20 Community Vision was established to identify a long-term vision for our community and connect the strategic plans of our community partners. As a result, we have specific priorities supported by a common agenda, and we have connected our efforts to make Wilson a more competitive place to live and work. The vision of our early leaders provided a foundation for us to continually challenge our approach and plans for advancing our goals, creating partnerships and initiatives, and identifying the solutions for our most complex challenges that face our community. Wilson has evolved as a community who works together, and we are being recognized and complimented for our ability to communicate, share resources and ideas, and work side by side for the benefit of all citizens.

Wilson 20/20 has evolved as a “backbone organization” to support the collective work of our community partners. In the 2011 edition of the Stanford Social Review (Kania), *collective impact* was discussed and promoted as one of the most effective ways to create long-lasting change. As an organization, Wilson 20/20 has implemented the model of collective impact, and we effectively represent the collaboration of members from different institutions working together to address multifaceted problems in our community. We are evaluating and responding to the challenges and opportunities presented, and we are finding ways to utilize our resources more efficiently and effectively.

We are excited about the accomplishments we have made thus far, and we are looking forward to the months and years ahead. The support and the investment from our partners is greatly appreciated, and we pledge to manage our resources responsibly to leverage all investments made in Wilson 20/20 Community Vision. We are excited to work with our existing partners, and we are continually looking for ways to grow our collaborations and community initiatives. By working together, we can reach our full potential for Wilson to be the best place to work and live.

  
Executive Director



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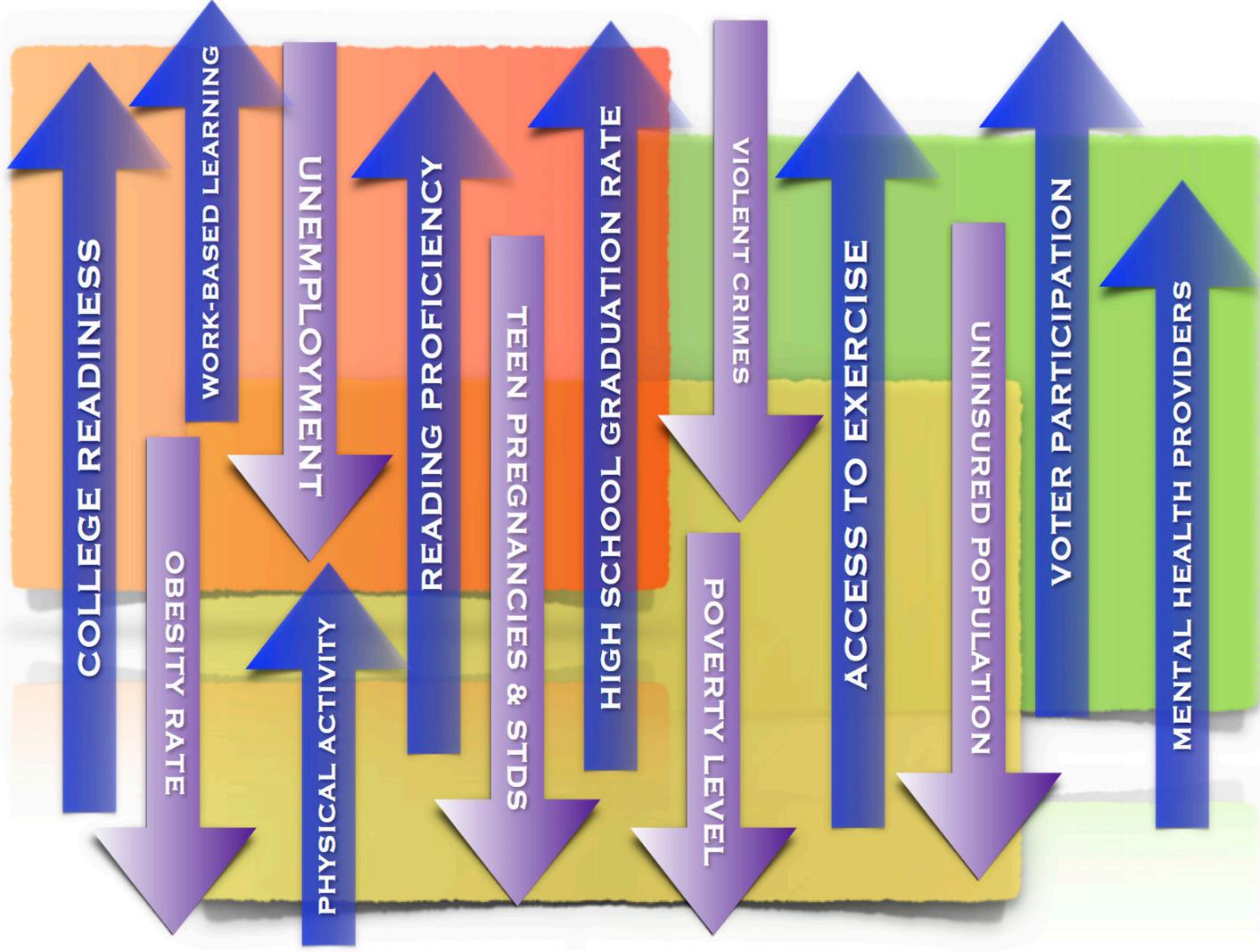
## Establishing A Common Agenda

# Channeling Change

*Great communities are built with a vision and a plan to move forward. Wilson 20/20 Community Vision represents the commitment of our local leaders to establish a common agenda to direct the decisions that impact economic growth, education, quality of life, and prosperity for all citizens.*

Wilson 20/20 Community Vision depends on the combined efforts of city and county government, businesses and 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 priorities are simple: *increase community collaboration, improve the local economy, improve education and workforce development, and improve the quality of life for all citizens.* We have initiated and led the development of three initiatives designed to connect local community partners to focus jointly on improving the outcomes of our youth (Youth Master Plan), building strong community leaders (Impact Initiative), and improving the lives of all local adults (Beyond 21). These initiatives have been planned and implemented with more than 200 community partners, and our work is making a difference.



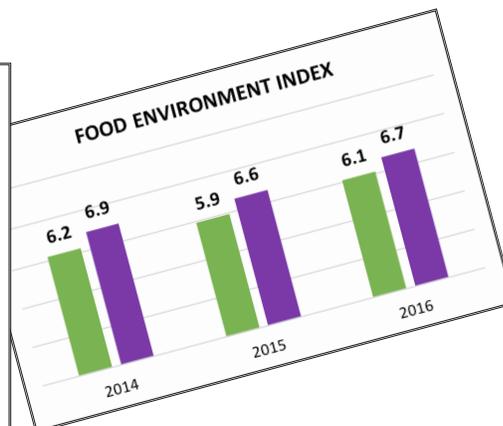
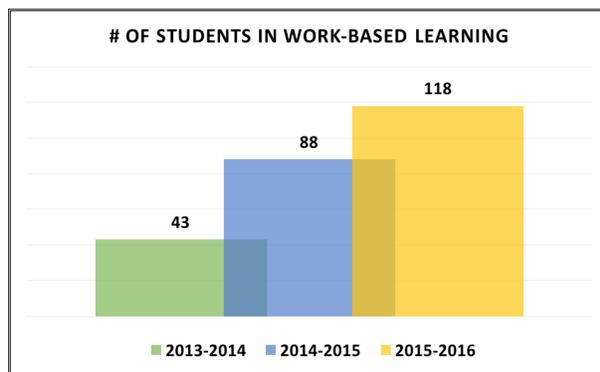
## Measuring Results Consistently

# Data Drives Our Decisions

*Wilson 20/20 is guided by community conditions and the study of clear, objective data that describes the current state of our community. We have developed a website to provide a central access point for indicators and links to numerous reports that are relevant to the health and wellness, education, and economy of Wilson.*

As we establish common goals and objectives, we work with our partners to evaluate improvements as well as our comparisons to peer communities, state averages, and national trends. We adjust our strategies and our responses to positive and negative changes.

The charts and data provided on our website are accompanied with the goals and actions agreed upon by our community partners to create positive changes in Wilson. We have also established a central access point for community partners to share internal and expanded data to guide decisions and evaluate progress.





## Mutually Reinforcing Goals and Actions

# Our Community...Working Together

*Since 2012, Wilson 20/20 has emerged as a leader to initiate and support the collective efforts of more than 200 partners in the Wilson community. With three specific initiatives, we are forming partnerships that will provide long-term social changes and economic growth in Wilson. This collaborative effort is helping our community utilize existing resources more efficiently 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 talents, the advantages, the skills, the passion, and the 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)* is moving forward! The YMP is led by a partnership of Wilson 20/20 and Wilson County Schools, and the Plan focuses on safety, wellness, education, workforce development, and out of school time.

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

With more than 75 community partners, we are implementing the *Beyond 21 Plan* to meet the needs of our adult community. This Plan represents the collaborative efforts of all 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 20/20 has partnered with the Wilson Chamber of Commerce and the Wilson Economic Development Council to offer *The Impact Initiative*, a leadership development program to benefit all areas of our community. *The Impact Initiative* is designed specifically to identify, train, and deploy individuals with an interest in representative leadership positions in and for Wilson. Participants will graduate from the 18-month program and connect with leadership roles in our businesses, non-profits, and governmental agencies.



## Continuous Communication

# Our People, Our Ideas

*Our success 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. We have dedicated countless hours to identify specific goals, action steps, and priorities to guide our work. Our common agendas align with the priorities established by the community, and our work is designed to create strong relationships between all sectors of Wilson.*

### ***Our Board***

The Wilson 20/20 Board of Directors consists of 12 ex-officio leaders and 12 elected leaders representing all significant sectors of Wilson. The Board meets six times a year to review the progress of ongoing initiatives and to address any immediate challenges or opportunities presented to our community. Our meetings are planned to provide a structured, yet open discussion for cross-sector organizations to share ideas and suggestions for the common good and growth of the community.

### ***Our Board of Advisors***

The Wilson 20/20 Board of Advisors consists of approximately 50 community members and leaders who serve in various roles and represent many organizations of our community. The Board of Advisors provides guidance and necessary feedback to assist in the direction of our Board of Directors.

Funding Health School  
Support Partners  
Partnerships Development  
Vision Long-Lasting Objectives  
Collaboration Youth  
Data Foundation Agribusiness  
Leadership Strengthen Business  
Change Community Goals  
Plan Impact

Specific Objectives Vision Health  
Innovative Partnerships Support  
Adults Collaboration Plan  
Partnerships Agribusiness  
School Leadership Foundation  
Development Long-Lasting  
Change Strengthen Data Goals  
Community Funding

Goals Partnerships Impact  
Partnerships Leadership Adults  
Objectives Foundation Vision  
Support Innovative Collaboration  
Community Agribusiness  
Change Business Long-Lasting  
Plan Youth Development  
Funding Specific School

Goals Community Impact  
Long-Lasting Vision Plan  
Partnerships Strengthen  
Development Partnerships  
Collaboration Health  
Agribusiness Objectives  
Innovative Leadership  
Support School Specific Youth  
Data School

Backbone Support Organization

# Wilson 20/20 Vision = A Backbone Organization

*Clear Vision + Cross-Sector Partners + Adequate Resources = Positive Change!*

Wilson 20/20 has evolved as the catalyst and the backbone organization for our community to work together. We have established the community's confidence to be a primary leader for developing strong relationships and viable partnerships.

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. We are striving for significant and lasting social change, and we are representing the community's priorities with specific action steps to achieve results and measure our impact.

*Collective impact takes us from having common goals to uncommon results.*



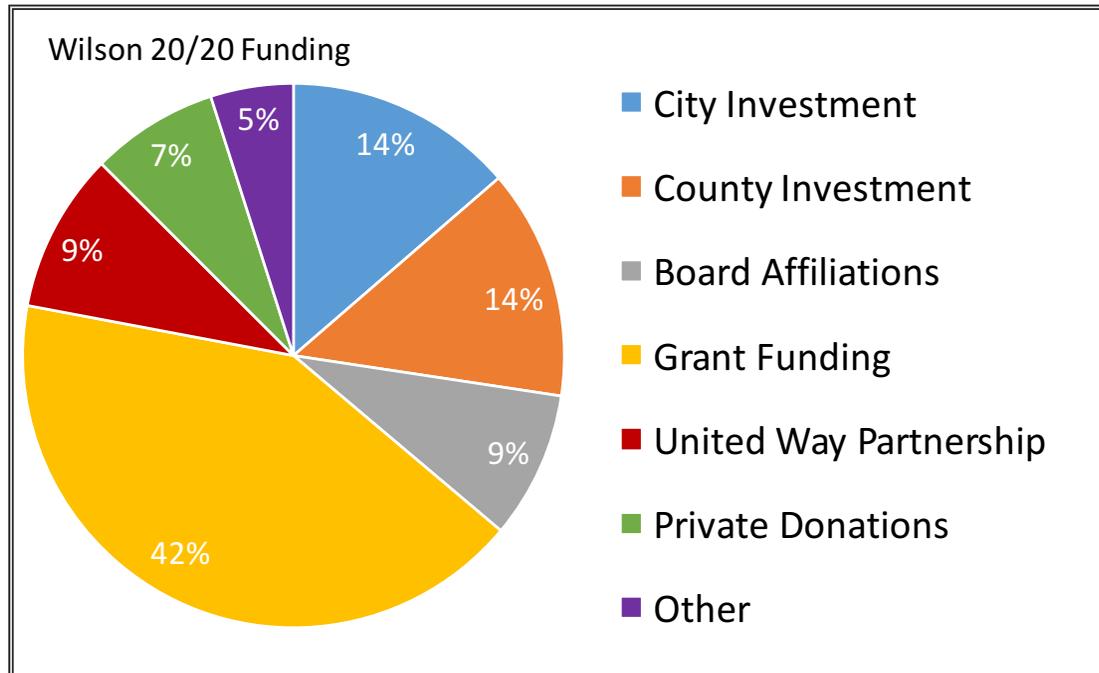
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## A Closer Look at the Past Year

# Our Funding

*Creating successful collective impact requires a significant investment of time and resources: the time of participating organizations dedicated to the work, the development and monitoring of shared measurements, and the staff of a backbone organization to lead and support the ongoing work. Our organization has a modest annual budget that is supporting the collective impact initiative of numerous organizations and expanding the impact of existing funding.*



# Connect With Us

**Wilson 20/20 uses social media tools, including Facebook and Twitter, to connect with our community.**

*Like us on Facebook*

[www.facebook.com/wilson2020vision](http://www.facebook.com/wilson2020vision)

*Follow us on Twitter*

[www.twitter.com/wilson2020nc](http://www.twitter.com/wilson2020nc)

*Give us a call*

252.290.0355 (Paula Benson)

252.289.4241 (Jessica Bailey)

[www.wilson2020vision.org](http://www.wilson2020vision.org)

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