10 - Year Community Collective Impact
Cradle to Career Vision
Presentation to Rotary Club 1918
January 29, 2019

Across the region, the data is telling us…

- Poverty now costs Windsor-Essex ~3.3% of its GDP (~$450 M) annually in lost production, decreased economic output, and increased social expenditures (United Way Windsor-Essex, 2014)

- National research shows quality preschool makes a big difference; For every $1 invested, the return ~is $1.5 - $3 for every child, and 2X for disadvantaged children (TD Economics, 2012)

- Unemployment rate for Windsor CMA was 6.3% (May 2018)
  - However, Labour Force Participation Rate was 60.4% - lowest rate in Ontario (Guelph, 70%); 3rd lowest in Canada (Calgary, 74.4%)
  - Youth unemployment was 16.5% (May 2018), double regional rate

- Annual parental income can be a predictor of post-secondary participation for 18-21 year olds in Ontario. For example:
  - $100,000-$110,000, there is a 63% participation rate
  - However, from $30,000 -$40,000, there is a 38% participation rate

- Youth aged 15-24 comprise nearly 20% of employees at a high - risk of being impacted by automation in Canada (RBC + BII, 2017)

- Nationally, trends suggest by 2030, all jobs will require some postsecondary education. (Canada Jobs report, 2014). The industries that drive our region's economy—automotive, agri-business and food, advanced manufacturing, and logistics require innovation, entrepreneurship, and demand a well-educated workforce

In some Windsor neighbourhoods our data indicates…

- 44% (4,270) of people live in low income
  - 61% of children under the age of 5 live in low income
  - 53% of youth under the age of 17 live in low income

- EQAO results are significantly below School Board and provincial averages:
  - In 2017, less than 1/3 of Grade 3s could read, write or do math at the provincial standard

- 45% of working age adults have only a high school diploma or less

- There are 770 single parent families – 79% of them are women
  - For women, median income - $25,086; 31% lower than male median income of $36,829

Legend

totalchildpov
☐ 2014_Municipal_Ward_Boundaries_UTM83
0-17 of total population in low income
- 0.0 - 0.0
- 0.000 - 0.046
- 0.046 - 0.091
- 0.091 - 0.137
- 0.137 - 0.183
- 0.183 - 0.228
- 0.228 - 0.274
- 0.274 - 0.320
- 0.320 - 0.366
- 0.366 - 0.411
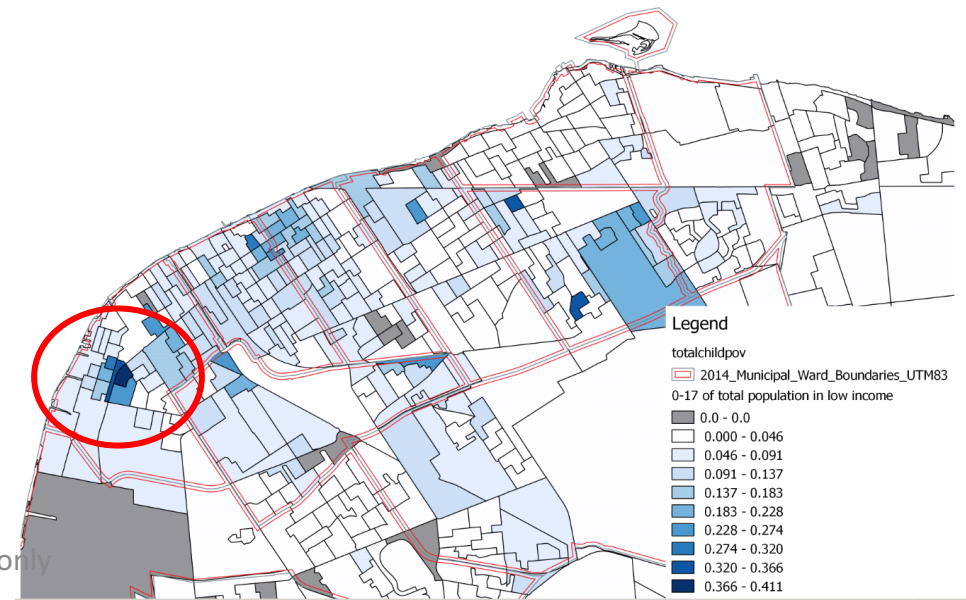
Context: ~ 1 in 4 children live in poverty in Essex County, and we know ~ 25%, that's about 4,000 children, will face structural barriers in reaching their potential

**16.8% (4,150 people) are living in low income**
- 30.8% of children under the age of 5 live in low income
- 22.7% of youth under the age of 17 live in low income

EQAO results are both ~ 20% below School Board and provincial averages:
- In 2017, less than 1/4 of Grade 3s could do math at the provincial standard

59% of working age adults have only a high school diploma or less

There are 1,155 single parent families – 82.5% of them are led by women

Legend

povertyLIM

lda_000b16a_e

☐ 0 - 18
☐ 18 - 35
☐ 35 - 53
☐ 53 - 70
■ 70 - 88
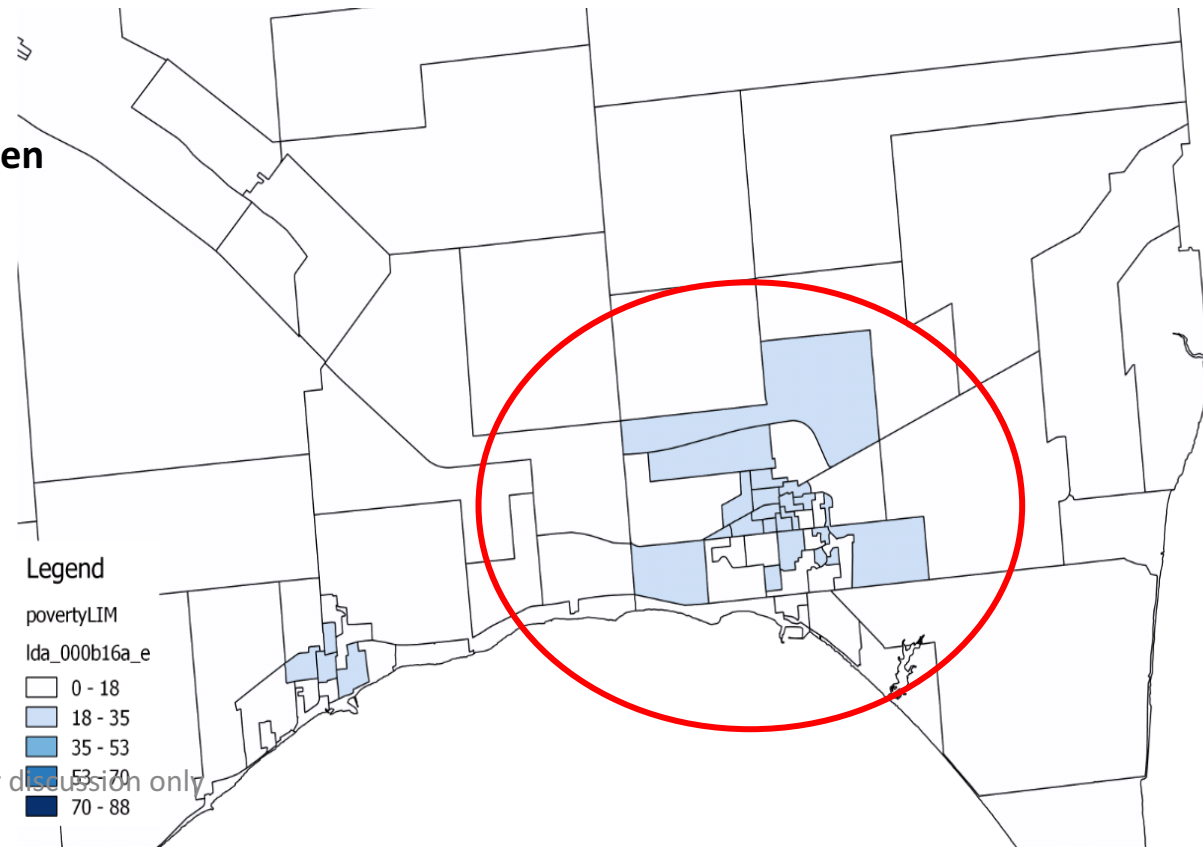
Opportunity: Through a multi-sectoral, holistic, and a place-based approach that follows a child from birth until they start a career, we will ensure success for a child and its family in neighbourhoods that need it the most by...

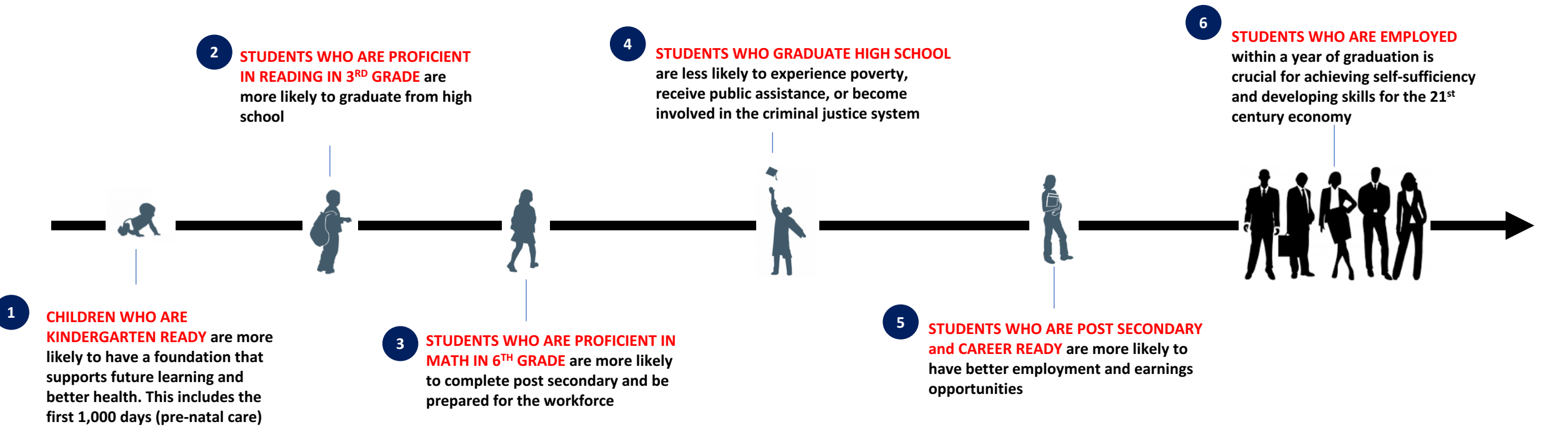Ensuring alignment to the social determinants of health for a child by:

1. Creating access to the social determinants of health supports

2. Working alongside committed partners working together to get results at scale

3. Harnessing big data to improve public policy to move the needle on population – level outcomes

Ensuring alignment to the United Nations Sustainable Development Goals (SDGs)

- Launched in 2015, the United Nations SDGs provide a plan of action for people, planet and prosperity

- These 17 goals are a call to action for countries and all stakeholders, including companies and civil society, to work collaboratively in areas of critical importance for humanity and the planet

2019-01-31

Cradle to Career strategy: By mobilizing key partners along the cradle to career continuum, working shoulder to shoulder, we will position our children, youth and ultimately our community to succeed in a 21st century economy

Community Vision

2 STUDENTS WHO ARE PROFICIENT IN READING IN 3RD GRADE are more likely to graduate from high school

4 STUDENTS WHO GRADUATE HIGH SCHOOL are less likely to experience poverty, receive public assistance, or become involved in the criminal justice system

6 STUDENTS WHO ARE EMPLOYED within a year of graduation is crucial for achieving self-sufficiency and developing skills for the 21st century economy

1 CHILDREN WHO ARE KINDERGARTEN READY are more likely to have a foundation that supports future learning and better health. This includes the first 1,000 days (pre-natal care)

3 STUDENTS WHO ARE PROFICIENT IN MATH IN 6TH GRADE are more likely to complete post secondary and be prepared for the workforce

5 STUDENTS WHO ARE POST SECONDARY and CAREER READY are more likely to have better employment and earnings opportunities

By 2030, this systems-level approach of relentless examining and measuring results will dramatically improve outcomes for X,XXX of children and youth, setting them on a path to long-term economic stability

The how: *Leverage the collective impact methodology, to help our community move beyond traditional collaboration towards develop a sustainable solution to dramatically improve social and economic mobility outcomes for our youth*

Shifting from our current community approach….

TRADITIONAL COLLABORATION

...to re-designing the current ecosystem, to unlock value where…

COLLECTIVE IMPACT

- **Where countless individuals,** programs, and organizations work to address child poverty, improve health, and create educational opportunities in our region have made great progress

- **…yet, based on data, inequalities still exist**

- ✓ Strategic partners and implementers understand solutions arise from the interaction of many organizations within a larger system
- ✓ Progress depends on working toward the same goal and measuring the same things
- ✓ Large scale impact depends on increasing cross-sector alignment and learning among many organizations
- ✓ Corporate and government sectors are essential partners
- ✓ Organizations actively coordinate their action and shared lessons learned
- ✓ The community is at the centre of the work
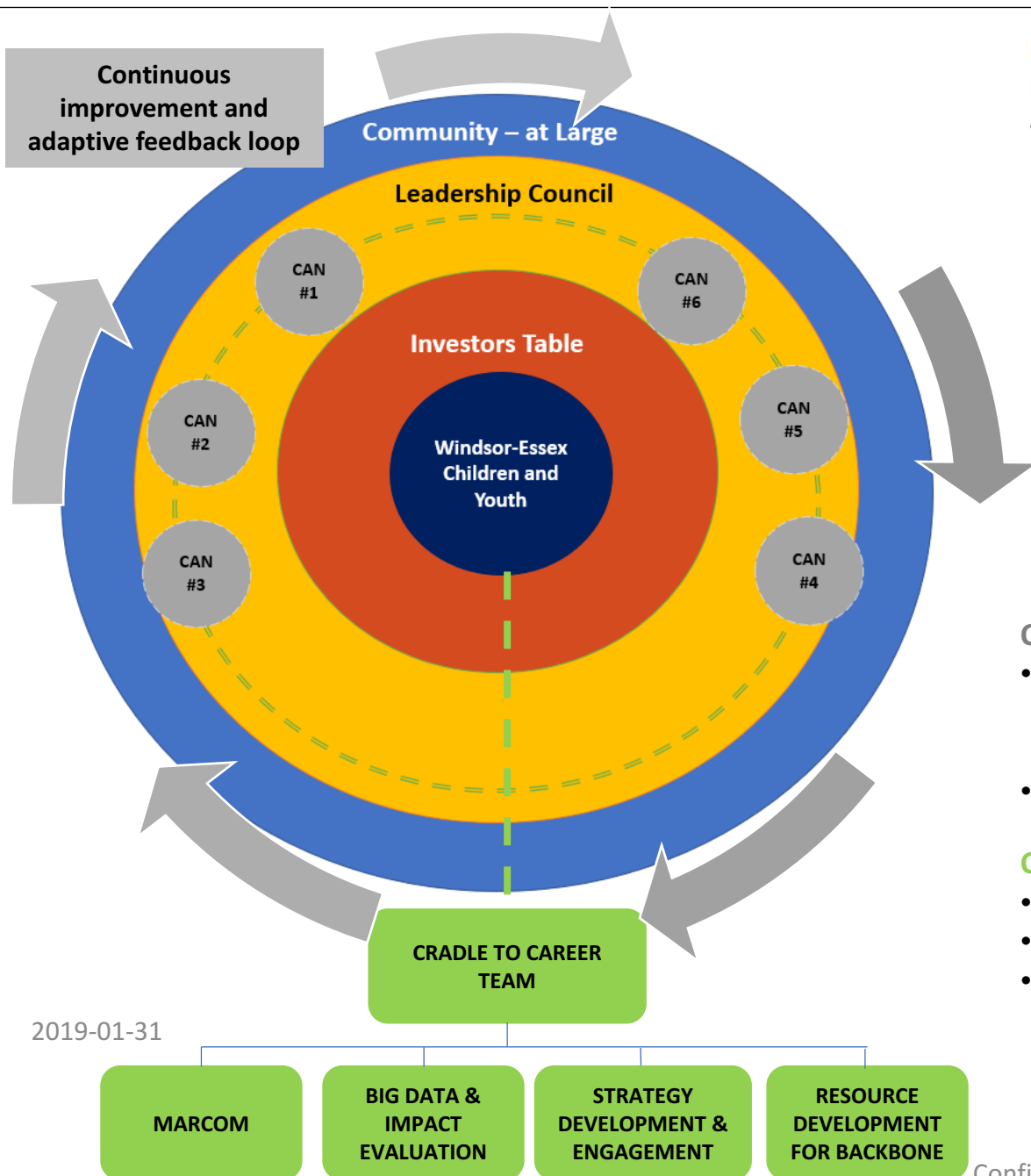
PROSPERUS LEADERSHIP COUNCIL: Comprised of cross-sector leaders and their respective organizations representing all components of the cradle to career ecosystem
- Leaders have agreed to tackle C2C by engaging a number of key actions
    - Share resources on the strategy development
    - Common measurement and evaluation framework
    - Community data sharing framework
    - Data driven decision making and prioritization of community actions

INVESTORS TABLE: Comprised of foundations, funding based non-profits, businesses, philanthropists, and government willing to financially sustain the work over multiple years; review projects approved by the Leadership Council to determine investment, recruit new funding**,** and in some cases, help co-create solutions. Investors implement their own accountability process to invest in an intervention, and report back to the Leadership Council on shared performance evaluation outcomes

COMMUNITY ACTION NETWORKS (CAN):
- R&D working groups focused on developing best-in-class interventions for each milestone outcome; Address any continuum-wide issues (e.g., food security, housing, family wraparound supports, etc.)
- R&D tables made up of service users, frontline agency staff and sector experts

CRADLE – TO- CAREER BACKBONE TEAM :
- Staff with dedicated capacity from key partners
- Staff are accountable to their individual organizations, and cradle to career team
- Staff work with volunteers across and within Leadership Council, Investors Table, CAN Networks, to plan, manage, provide ongoing facilitation, continuity, technology and communications support, data collection and reporting, logistical and administrative details as needed for the initiative to function smoothly

2019-01-31

Confidential Draft - for discussion only

PR✹SPERUS — **Leadership Council (leading Cradle to Career Strategy) includes the following members and continues to grow…**

CO-CHAIRS
Private business sector: Noah Tepperman
Hotel Dieu Grace Health Care: Janice Kaffer

BUSINESS
BMO: Jim Inglis – Regional VP
CIBC: Barb Woodhouse – District VP
Green Shield Canada: TBC
Libro Credit Union – Lori Atkinson, Regional VP
Radix: Shelly Fellows – VP Operation
TD: Eric Griggs, Regional VP
RBC: James Osgarby, Regional VP
RBC: David Ochs, VP Business Financial Services
St Clair College: Patti France– President
University of Windsor: Dr. Berryman – VP Academic
College Boreal: Frederic Boulanger, Director

HIGHER EDUCATION

PRE K-12 EDUCATION
Conseil Solaire Catholique Providence: Joseph Picard –Dir.
Greater Essex County District School Board: Erin Kelly – Director
Windsor-Essex Catholic District School Board: Terry Lyons – Director

GOVERNMENT
Ministry of Children, Community and Social Services: Mark Horrocks
Ministry of Community Safety and Correctional Services: TB
Citizenship & Immigration: Diane Holden
Ministry of Education: TBD
Ministry of Training, Colleges and Universities

BACKBONE
Resource member: United Way/Centraide Windsor-Essex County – Lorraine Goddard – CEO (non voting member)

LABOUR
Unifor: Dino Chido – National Auto Director
Windsor District Labour Council: Brian Hogan - President

NON-PROFIT/ COMMUNITY
New Canadians' Centre of Excellence: Raza Shahbazi ED
South Essex Community Council: Carolyn Warkentin – ED
Children's Aid Society: Terry Johnson
Lived Experience: Judith Obatusa
Youth: TBD

PUBLIC SECTOR
City of Windsor: Jelena Payne – Commissioner Social Services
County of Essex: Rob Maisonville – CAO
Erie Shores Healthcare: Janice Dawson - CEO
Erie St. Clair LHIN: Ralph Ganter - CEO
Ontario Provincial Police (OPP) – Glen Miller, Inspector
Windsor-Essex County Health Unit: Theresa Marentette, CEO and Director of Health Protection
Windsor-Essex Economic Development Corp: Stephen MacKenzie – CEO
Windsor-Essex Regional Chamber of Commerce: Rakesh Naidu, CEO
Leamington Chamber of Commerce: Wendy Parsons,
Windsor Regional Hospital: David Musyj – CEO
Workforce Windsor Essex: Michelle Suchiu – ED

FUNDERS
Windsor-Essex Community Foundation: Lisa Kolody, E.D.
Solcz Family Foundation: Krysten Solcz –. E.D.
United Way/Centraide Windsor-Essex County: Tim Catherwood - Board Director

High level road map of our work over the next two years segmented into four phases
May 2018 – January 2021

**① Research & Awareness Building
Jul 2018 – Apr 2019**

**② Development & Engagement
July 2019– Apr 2020**

**③ Aligning investment for impact
May – Dec 2020**

**④ Implementation
Jan 2021**

MAY 11: Inaugural Leadership Council meeting

JUN: Big data and impact evaluation & MARCOM tables launch

SEPT 14: Media announcement

April 2019: Development of a Cradle to career indicator index

June 2019: Community baseline report launch; Media and community event

CAN tables launch; Strategy development begins in target neighbourhoods across cradle to career continuum; development of evaluation framework

Investment strategy development

Cradle to career announcement; Media and community event

Investments deployed

Implementation