



United Way
of South Mississippi



COMMUNITY ASSESSMENT

The State of Our MS Coast Communities 2012

Prepared by



The Bradley Research Group, LLC
An Applied Research and Decision Analytics Firm

Please hold questions to the end.

Purpose Of The Community Assessment

- Understand the issues
- Provide information resource
- Establish baseline data
- Collectively impact
- Focus on Education, Income and Health

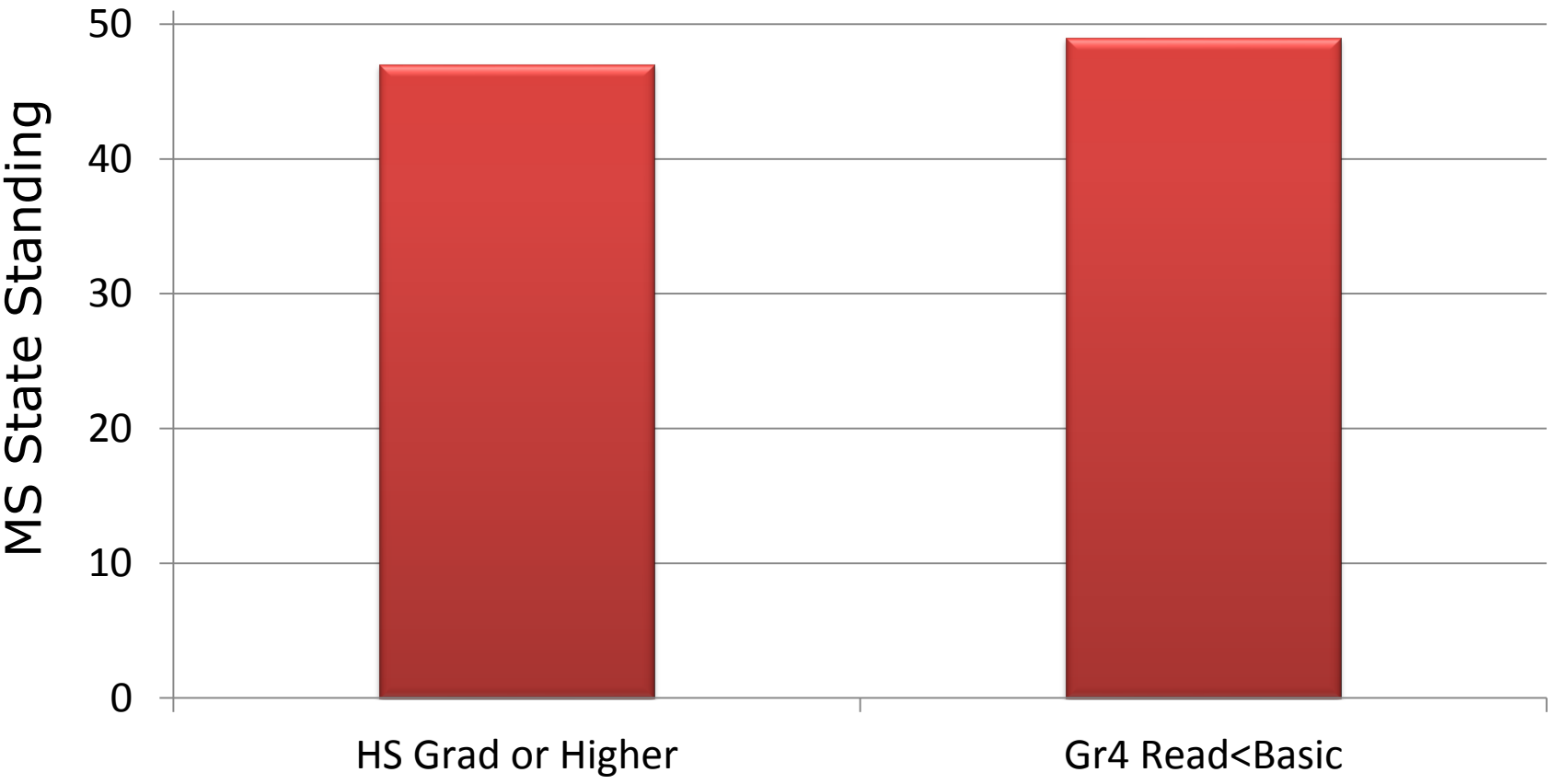
Methodology

- Collect secondary research findings,
- Review recent assessments from other local organizations, and
- Conduct five focus groups with local nonprofit agencies.

We are all in this community together!



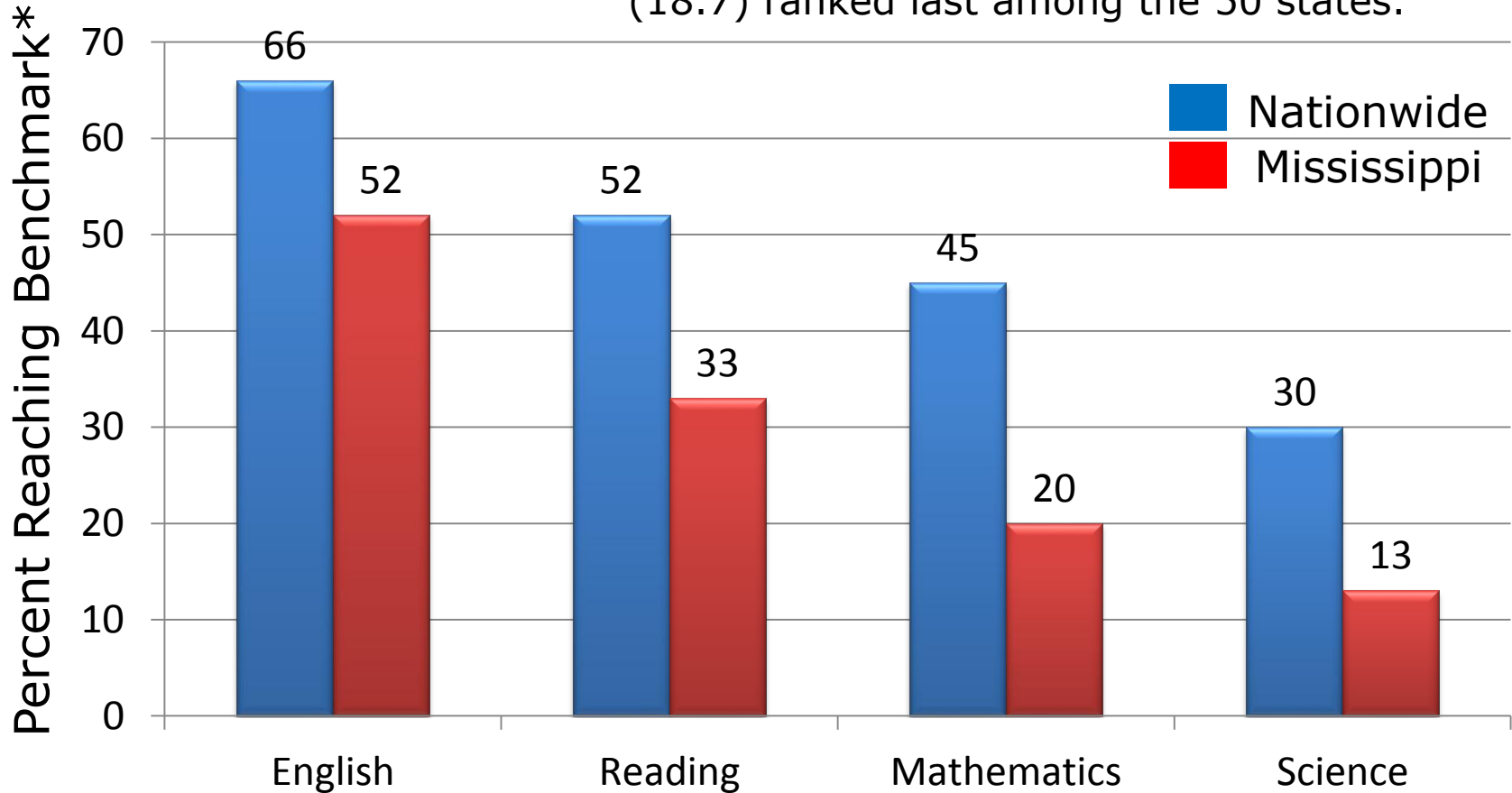
Mississippi State Education Measures



Source: Statemaster; 2011 National Center for Education Statistics

Act College Readiness Scoring

In 2011, the composite ACT score in Mississippi (18.7) ranked last among the 50 states.



**Benchmark* is a measure of student's ability to succeed in college work.

Public School Districts	Graduation Rate	ACT Composite Score	% Scoring Basic or Lower in 3rd Grade Reading 2009-2010
Mississippi	71.4%	18.5	50.0%
Bay St. Louis	82.7%	19.1	39.0%
Biloxi	82.2%	20.7	40.0%
George County	67.5%	19.9	51.0%
Gulfport	69.9%	20.7	40.0%
Hancock County	74.8%	20.3	40.0%
Harrison County	77.6%	19.3	38.0%
Jackson County	77.4%	20.1	42.0%
Long Beach	83.7%	20.9	42.0%
Moss Point	73.9%	16.7	38.0%
Ocean Springs	87.1%	21.0	37.0%
Pascagoula	72.9%	18.8	57.0%
Pass Christian	84.7%	21.4	29.0%
Pearl River	69.9%	19.9	43.0%
Picayune	68.6%	18.6	47.0%
Poplarville	83.9%	19.6	56.0%
Stone County	81.1%	18.4	47.0%

Education...it Matters.

The *median annual earnings* of those over 25 -

- without a high school degree is \$18,500
 - with a high school degree is \$26,000
 - with a college degree is \$44,000
 - with a graduate or professional degree \$57,500
-
- 75 percent of the nation's 17- to 24-year-olds are ineligible for service for a variety of reasons
 - Cutting the number of dropouts in MS in half would generate \$65m annually in new tax revenue

Early Education builds the foundation

- By age 5, a child's brain is 90% of an adult's brain size
- A student who can't read on grade level by 3rd grade is four times more likely to drop out
- In Mississippi 45% of children entering 4th grade read below Basic level. (2011 NAEP)

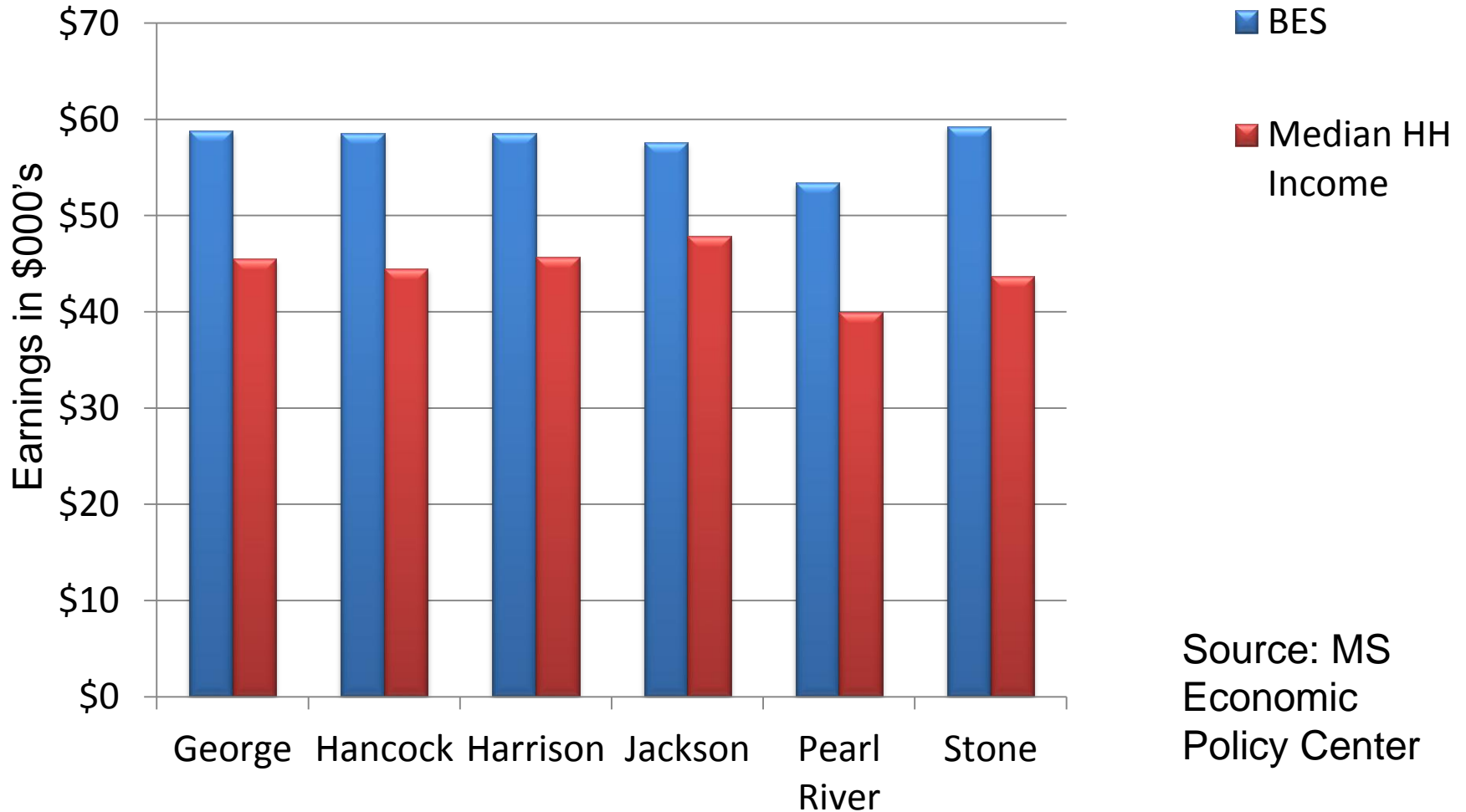


Income

- Over 1/3 of our MS children live in poverty (MS ranks 50th & our % in poverty doubled over last 10 years.)
- With multi-generational poverty, many don't know what success looks like.
- Federal poverty levels don't represent what it takes to get by - basic economic security.

BASIC ECONOMIC SECURITY

Basic Economic Security (BES) vs. median household income by county in a household with 2 workers, 1 schoolchild & 1 toddler



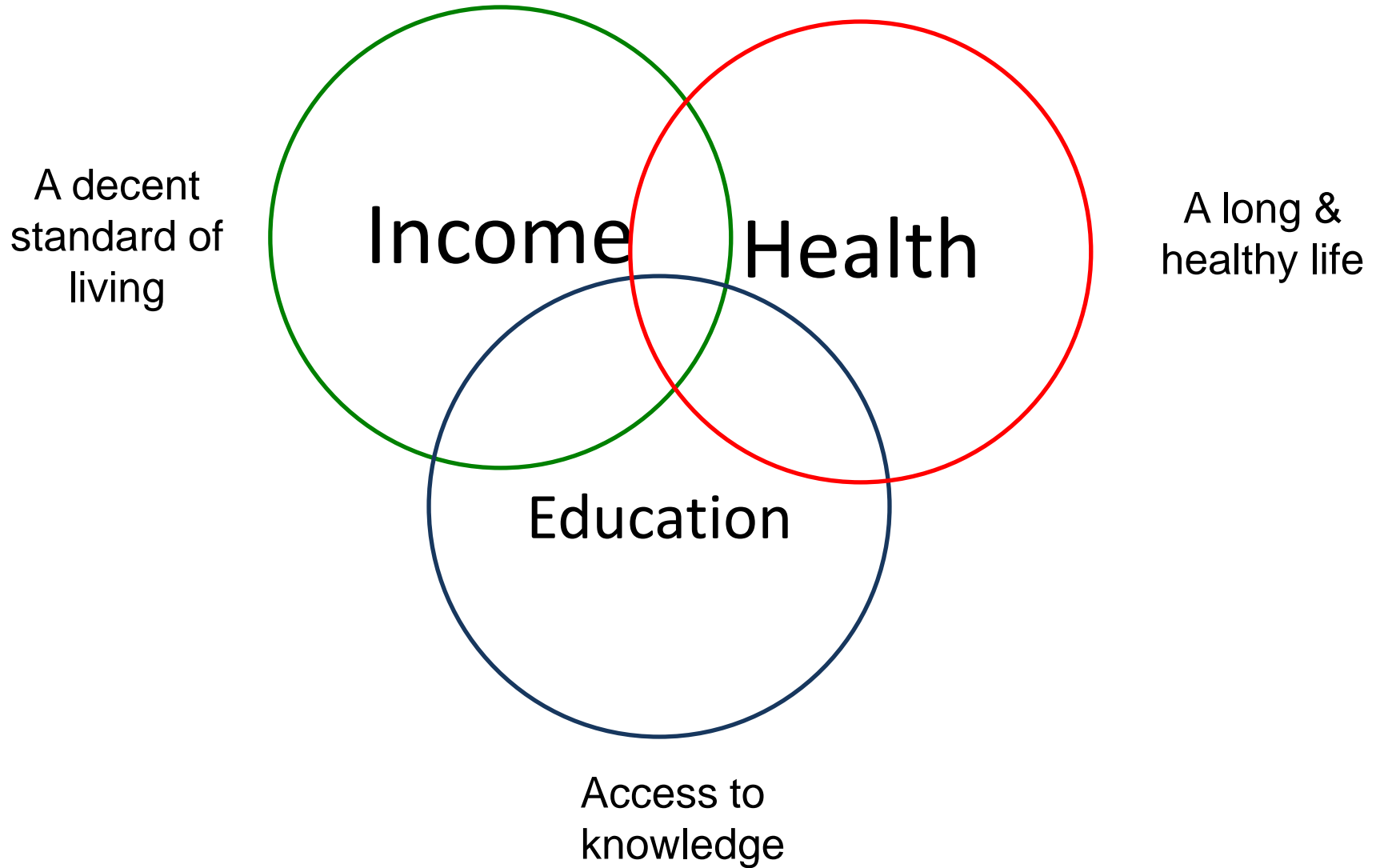
Source: MS
Economic
Policy Center

Mississippi State Health Indices

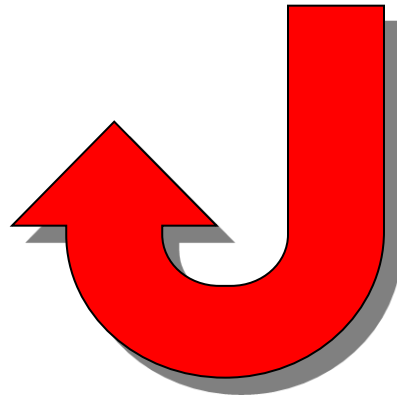
MS ranks 28th in public health funding but 50th in health outcomes

- ❑ 50th in obesity & 49th in diabetes - 763,000 obese adults in the state; 274,000 with diabetes
- ❑ 50th in cardiovascular deaths
- ❑ 50th in infant mortality
- ❑ 50th in teen pregnancy – **60% above the national average**
- ❑ 48th in preventable hospitalizations
- ❑ 48th in cancer deaths
- ❑ 46th in smoking
- ❑ 10th in immunization coverage in young children

CORRELATIONS



**Community problems are more complex,
and things are getting worse...**

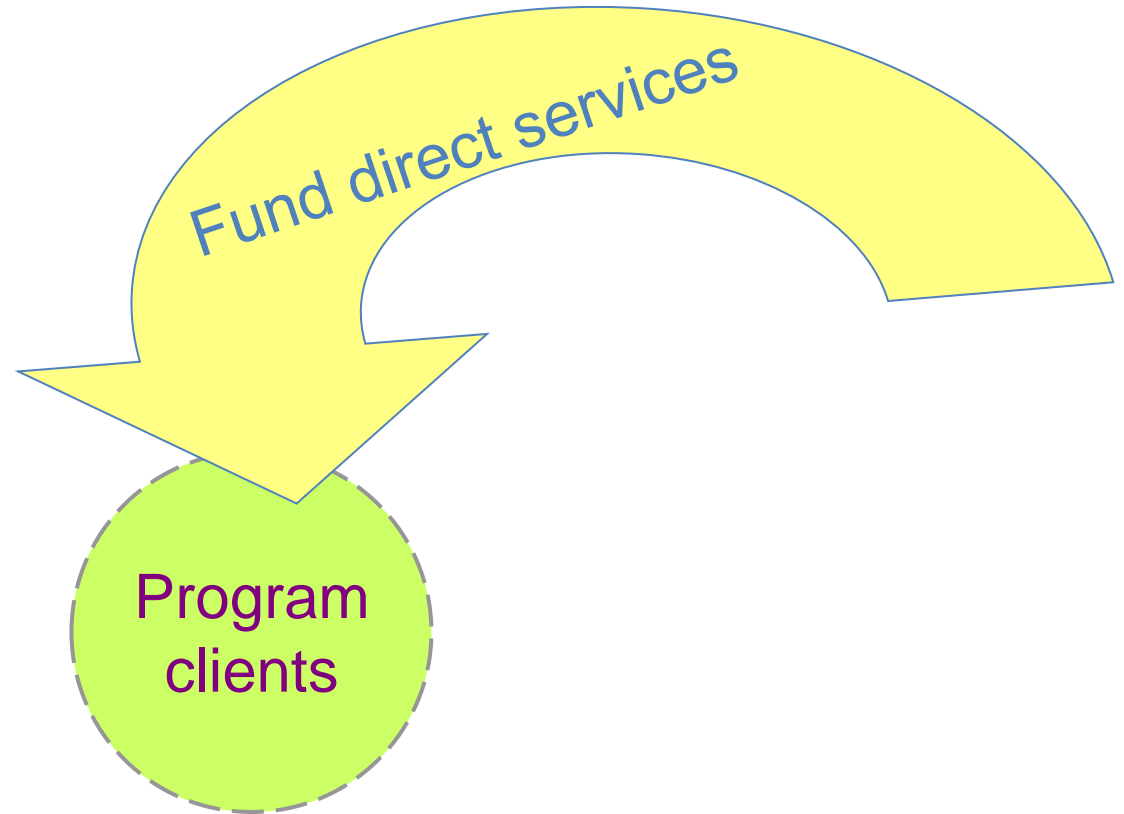


But that doesn't mean we can't turn it
around.

Mobilizing for Community Impact

- Work on what matters most
- Set goals, develop strategies, focus resources
- Collaborate & align efforts for maximum impact
- Connect with more people
- Report to our communities

Traditional Approach to Improving Lives



Results of this approach: Fragmented...

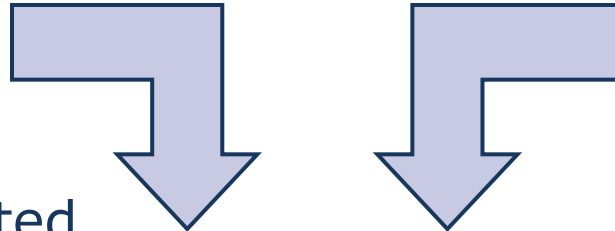


There is not enough \$ to support “silo-ed” services

Many Roles Our 3 Sectors Can Play to Drive Impact

FUNDING

Grants
Loans
Strategy-related investments



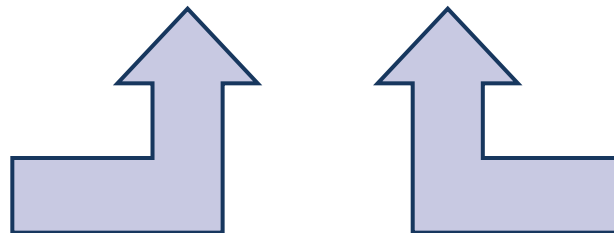
How we can
impact social
change
together

COALITION BUILD

Initiate
Convene
Unify
Collaborate

DISCOVERY

Fact-find
Analyze
Test
Evaluate



ISSUE EDUCATION

Advocate
Stir things up
Seal of Approval

A Change to the United Way Business Model:

It's not about what agencies need –

It's about what the community needs!

Intersections of Areas of Focus Across Organizations

Area of Focus	Blueprint MS	Hancock County Strategic Planning	2012 Community Assessment	Gulf Coast Business Council
School Readiness/Early Childhood Education	√	√ (Excel by 5)	√	√
Charter Schools (targeted)	√			√
School Leadership/Teacher Quality	√ (#1 Education Issue)			√
Career-focused post-secondary education	√	√	√	
Increase high school graduation rate	√	√	√	
Improve Health Determinants and Outcomes of Citizens	√	√	√	
Improve Communication & Coordination Among Public, Private & Non-	√	√	√	√ (Part of regional focus) ²¹

What Can You Do?

- Collective Outrage!
- Influence to support community-wide goals
- Participate: GCBC Education Committee, Blueprint MS, UWSM Education/ Income/ Health Teams, Excel by 5
- Use the UWSM Volunteer Center
- Strongly support collaborations, not silos and competition – like United Way & Gulf Coast Community Foundation donor advised funds.
- Never underestimate the impact you can have
- Think Regionally!

Please complete the form at your table.

Thank You!