



Bold Goals
COALITION
serving Central Alabama

2015 Status Report

Community + Collaboration = Impact



Executive Summary

The Bold Goals Coalition of Central Alabama (BGCCA) is a community based initiative to align resources, efforts and best practices in order to address disparities in education, health and financial stability. Workgroups, represented by key regional leaders from various industries and organizations, were created to identify and address specific needs. Collectively, each group fosters positive change within our community by examining root causes, establishing measurable goals and aligning current efforts.

The following information details the latest updates and is summarized by impact area.

EDUCATION

Challenge: Less than 33% of all high school students in Alabama are college and career ready.

Strategy: Form collaborative action networks around key metrics. Align with community partners, the Alabama State Department of Education, and local school systems to work on specific challenges within each action network.

Current Results:

- Scorecard metrics have been defined
- Action Networks have been formed
- Three strategic projects are being launched

HEALTH

Challenge: Alabama currently ranks 43rd out of 50 states in the US for poor health outcomes.

Strategy: Form collaborative priority groups to address health equity, healthy lifestyles, access to health care, and the built environment. These groups will support aligned activities between partners and advance policy as agreed upon.

Current Results:

- Scorecard metrics have been defined
- Priority groups have been formed
- Early adoption of strategies within each group

FINANCIAL STABILITY

Challenge: In Central Alabama, less than two-thirds of households are considered financially stable.

Strategy: Create an integrated and collaborative network of financial service providers sharing consistent measurements to move low-income households from crisis to financial stability.

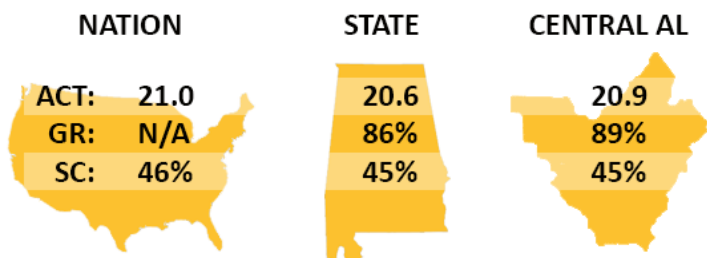
Current Results:

- Scorecard metrics have been defined
- Network providers are being recruited
- Preliminary data is being compiled

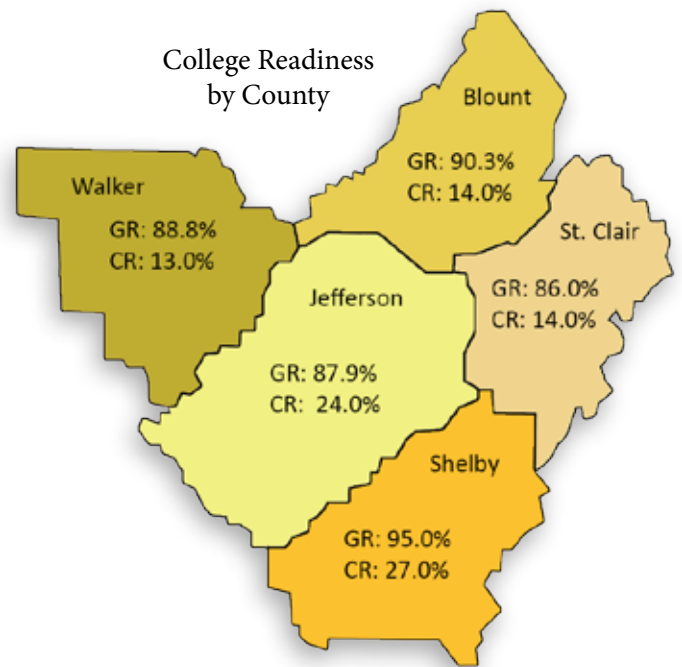
Since the last Leadership Council meeting, Bold Goals Education achieved all of the objectives in its 180-day action plan. This plan focused on chartering three Action Networks around priority education outcomes. The chartering process involved the rigorous use of local data to identify specific, actionable strategies that would be replicable and scalable across the region. Bold Goals Education successfully launched the Early Learning Action Network, the 3rd Grade Reading Action Network, and the Post-Secondary Retention/Completion Action Network as part of the 180-day plan. Initial strategies for these networks include increasing access to high quality early learning (1st Class Pre-K), improving elementary school attendance and on-time registration, and increasing FAFSA completion among high school students.

Key Performance Indicators for Education

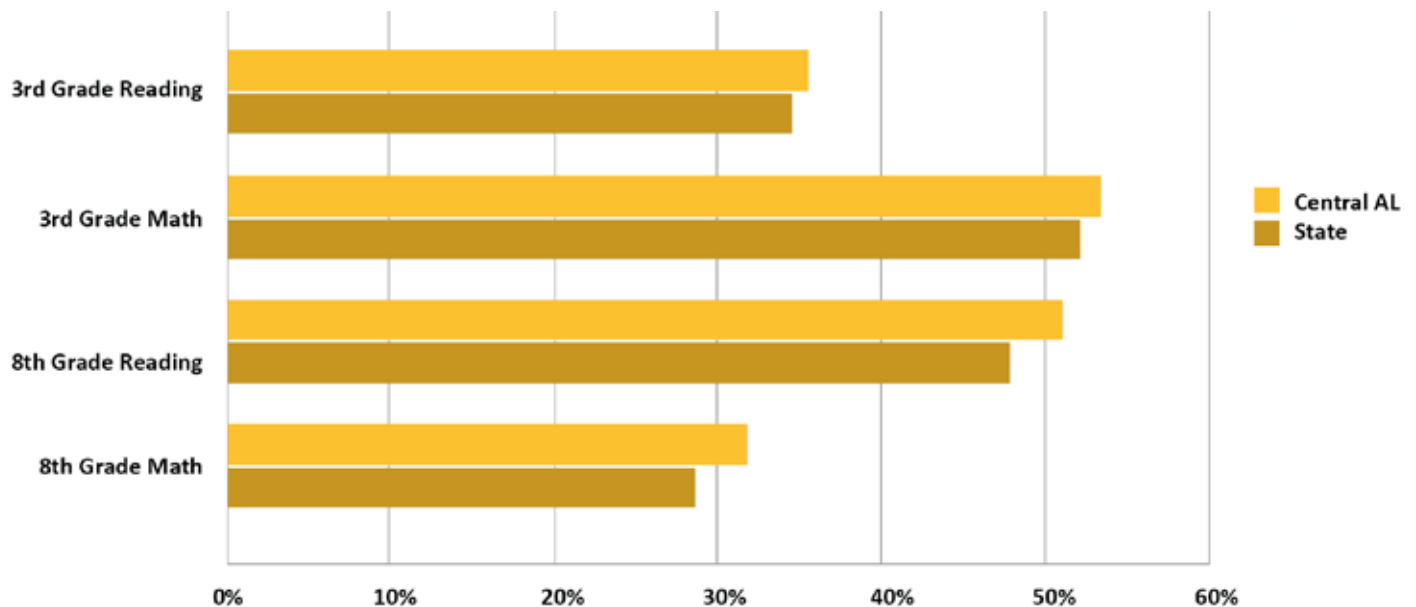
KPIs for College Readiness



ACT: ACT Scores
 GR: Graduation Rate
 SC: Some College
 CR: College Readiness



Early Education Indicators



Summary Analysis For Education

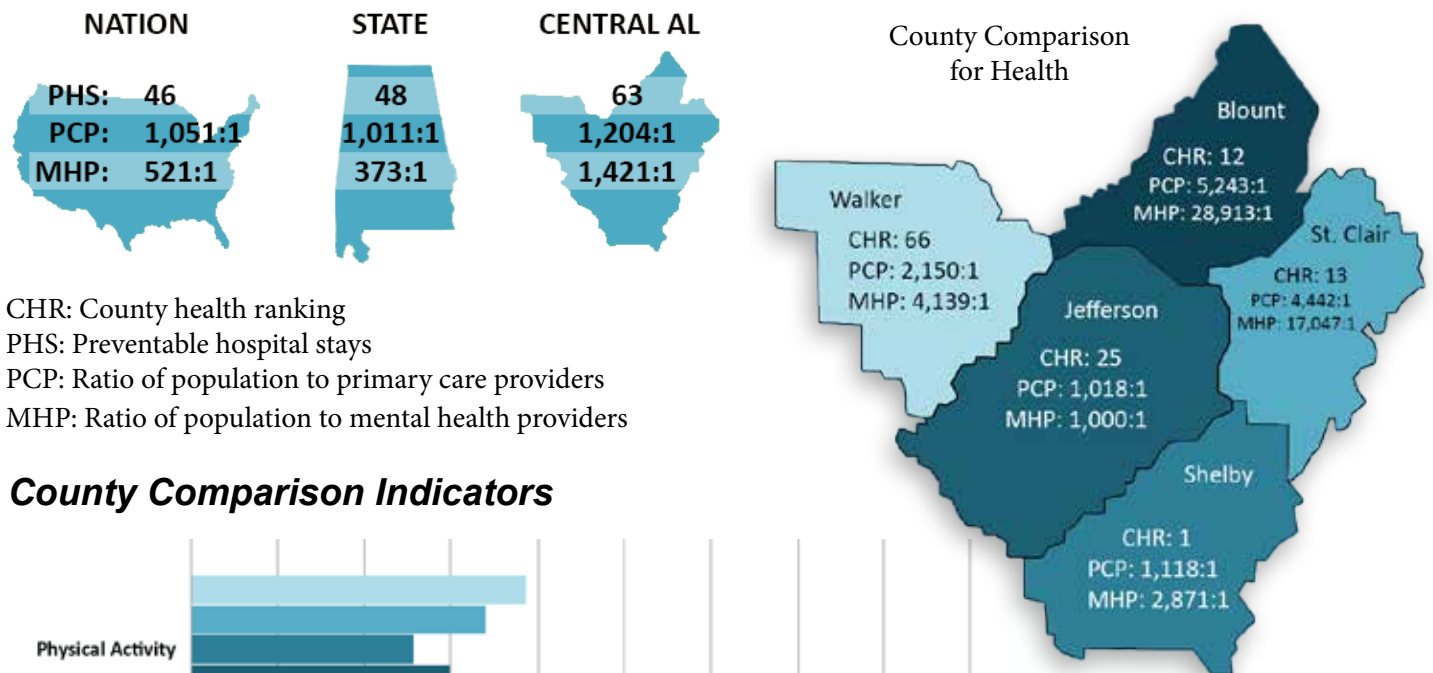
| METRIC | STATUS | CHALLENGES | NEXT STEPS |
|--------------------------|--|---|---|
| 3rd Grade Reading | The 3rd Grade Reading Network is directing initial action to improving attendance. The goals include reducing chronic absenteeism, improving school-wide attendance rates, and increasing on-time registration. | Attendance is a major issue for some systems, but other systems will be better suited to different interventions. | The 3rd Grade Reading Network is launching a pilot project at Oliver Elementary School. |
| 3rd Grade Math | Math results for Central Alabama show strikingly low proficiency levels. The K-12 Council is evaluating the feasibility of launching a math-focused action network in 2016. | | The K-12 Council will develop a timeline for a Math Action Network launch. |
| 8th Grade Reading | Research from PARCA has shown that the academic benefits of 1st Class Pre-K persist into the middle school years. The work in expanding access to early learning and improving 3rd grade reading proficiency should also lift 8th grade reading outcomes over time. | | The K-12 Council will develop a timeline for a Math Action Network launch. |
| 8th Grade Math | Math results for Central Alabama show strikingly low proficiency levels. The K-12 Council is evaluating the feasibility of launching a math-focused action network in 2016. | | The K-12 Council will develop a timeline for a Math Action Network launch. |
| ACT Scores | Alabama uses the full suite of ACT assessments from elementary through high school. The assessments begin in third grade and reveal how well students are progressing towards achieving benchmark ACT scores by the time they reach high school. | 2015 was the first year that Alabama tested every high school junior with the ACT. The average scores have dipped as a reflection of the increased pool of test-takers. | Improving math and reading outcomes in earlier grades should be indicative of students' trajectory toward higher ACT scores. |
| Graduation Rates | Three key predictive factors for graduation are grades, attendance, and disciplinary issues. The work in expanding access to early learning and improving 3rd grade reading proficiency, with an initial focus on improving attendance, should positively impact graduation rates over time. | There are notable disparities among school systems and some of the most impactful interventions happen in the early grades, meaning results take time. | The work in expanding access to early learning and improving 3rd grade reading proficiency, with an initial focus on improving attendance, should positively impact graduation rates over time. |

All education data is sourced from the ACT and ACT Aspire Testing data, as well as the United States Census. Data is current for the 2014-2015 school year.

Bold Goals Healthy Communities has focused on the long-term sustainability of the Health effort and worked to align participating content-expert organizations within eight priority groups in Jefferson and Walker Counties. Currently, Backbone Organizations have committed to each of these priority groups and all representative organizations are members of the Health Action Partnership Leadership Team. These committed organizations serve as vital communication links between the priority groups and Leadership Team, and they guide the vision and strategy of a priority group in alignment with the overall Health Action Partnership goals. Backbone Organizations also support aligned activities between partners, establish shared measurement strategies and provide guidance on metrics, build public will, encourage collaboration between priority groups, and advance policy as agreed upon by priority groups and the Leadership Team.

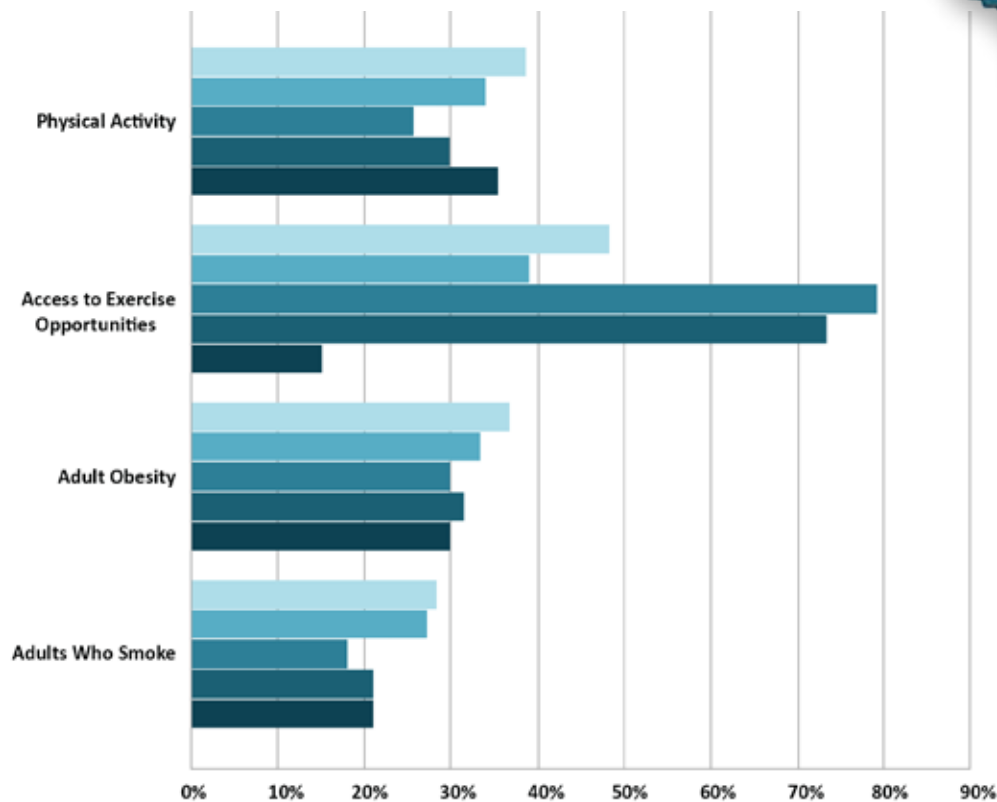
Key Performance Indicators for Health

KPIs for Primary Care, Mental Health and Preventable Hospital Stays



CHR: County health ranking
 PHS: Preventable hospital stays
 PCP: Ratio of population to primary care providers
 MHP: Ratio of population to mental health providers

County Comparison Indicators



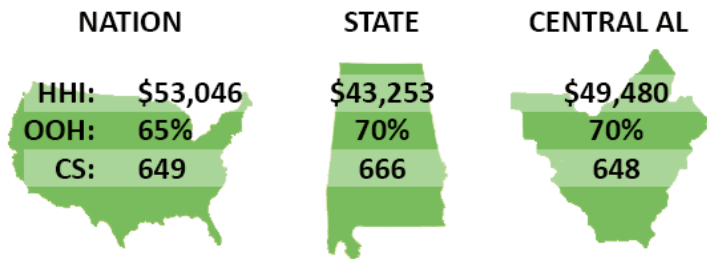
Summary Analysis For Health

| METRIC | STATUS | CHALLENGES | NEXT STEPS |
|--|--|---|--|
| Preventable Hospital Stays | The Optimizing Healthcare Access Priority Group has completed a series of small focus group meetings where participants examined health care data and promising strategies. Sharing health data to target interventions at the zip code level is paramount. | The lack of healthcare insurance and financial resources leads to under-utilization of wellness services and preventative measures, therefore resulting in repeat or preventable hospital stays. Also, the lack of primary care providers, especially in more rural counties, present challenges for individuals seeking to establish a medical home. | The Optimizing Healthcare Access Priority Group will formally launch in December 2015. Collaborative efforts among healthcare systems and organizations are currently being developed and will be vital to the success of this priority group. |
| Access to Primary Care Providers | | | |
| Access to Mental Health Providers | The Improving Mental Health Priority Group seeks to increase the availability and access to mental health services. This group is in the very early stages of researching and developing a potential pilot program that would provide mental health and primary care services as a collaborative model within a school system. | The lack of mental health providers, especially in more rural counties, presents challenges for individuals seeking mental health services. Currently there are challenges related to insurance and reimbursement for mental health services, particularly from Medicaid, which would give service providers a sustainable revenue source. | The Improving Mental Health Priority Group will continue to align partners working on improving mental health availability and services in the region. In particular, the group is working to develop a partnership with school systems, as well as an annual plan for 2016. |
| Physical Activity | The Optimizing Built Environment, Transportation & Safety Priority Group will improve the availability, access to and maintenance of trails, sidewalks, parks and other public recreational facilities; improve the availability and access to reliable public transportation, and improve the safety of the physical environment. | The lack of a regional transit system that is reliable and comprehensive and an environment that prohibits many people from naturally integrating physical activity into their daily lives are ongoing challenges. In addition, many communities do not have access to safe parks, trails, or sidewalks. | The Optimizing Built Environment, Transportation & Safety Priority Group launched in November 2015. Collaborative efforts are being designed for a comprehensive systems approach to improvement. |
| Access to Exercise Opportunities | | | |
| Adult Obesity | The Promoting Healthy Lifestyles Priority Group will promote physical well-being through healthy lifestyles by influencing the health behaviors of individuals. | The lack of comprehensive smoke free policies in communities and low tobacco prices both contribute to a high percentage of tobacco users in our region. The lack of availability to fresh, healthy foods and inability to access environments that make the healthy choice the easy choice contribute to our high obesity rates. | The Promoting Healthy Lifestyles Priority Group launched in November 2015. This priority group will focus on scalable projects for greatest population level improvement in both obesity rates and tobacco use. |
| Adults Who Smoke | | | |

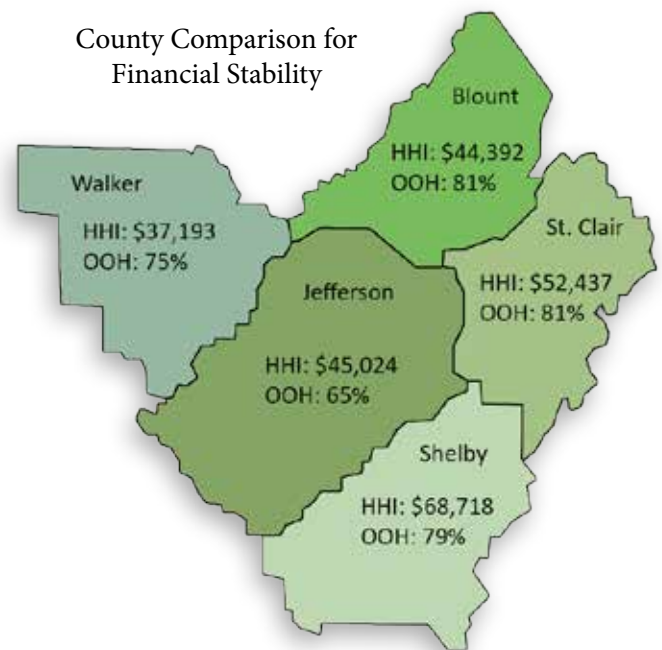
The Financial Stability Workgroup has experienced several changes since the Leadership Council last met. First, our Co-Chair for the past three years, Ms. Lesley McClure, asked to step down due to her increasing time demands. Mr. Robert Aland of the National Bank of Commerce has agreed to serve in her place. Secondly, we have refocused the workgroup on financial literacy for low to moderate income people. Our objective is to create an integrated network of financial service providers utilizing collaborative strategies and sharing consistent measurements to move these low to moderate income households from crisis to financial stability.

Key Performance Indicators for Financial Stability

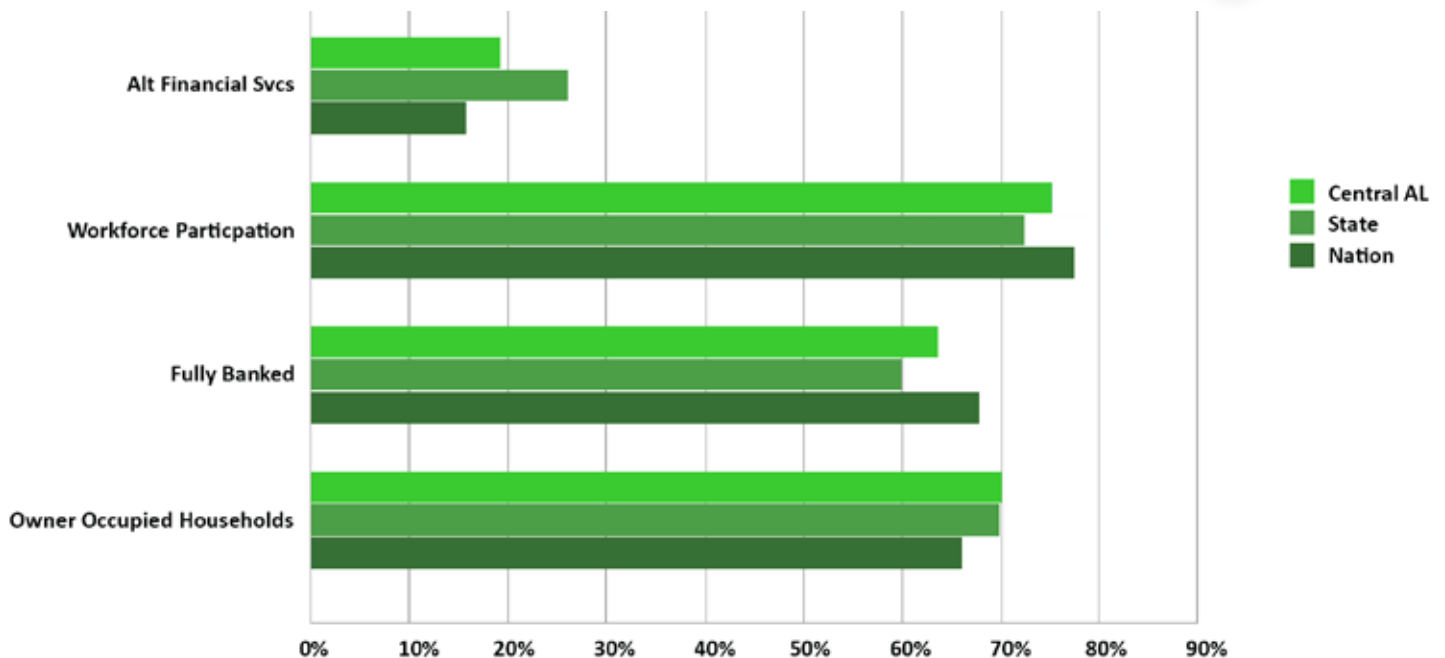
KPIs for Financial Stability



HHI: Median Household Income
 OOH: Owner Occupied Housing
 CS: Credit Score



Additional Financial Stability Indicators



Summary For Financial Stability

Financial Stability Leadership

Ms. Lesley McClure of the Federal Reserve Bank has not only co-chaired the Bold Goals Financial Stability workgroup since its inception but hosted the original “Community Leaders Roundtable” gatherings at the Federal Reserve approximately 3 years ago. It was through these early meetings that the Bold Goals Coalition emerged as an idea. Lesley was one of the main volunteer leaders who transformed this idea into reality through lots of hard work, by convening community conversations and lending her influence to benefit the greater good. Due to many job and community commitments, Lesley chose to step down as co-chair of the Financial Stability workgroup in September. We are grateful for her many contributions and long-term commitment to the Bold Goals Coalition.

In addition, it is our pleasure to welcome Mr. Robert Aland, National Bank of Commerce Birmingham Market President, to the Bold Goals Financial Stability Workgroup. He has agreed to join our efforts and serve as a co-chair alongside Greg King of IBERIABANK. We are excited about getting to know Robert and working with him to improve the financial stability of Central Alabama.

Financial Stability Network

The Bold Goals Financial Stability Workgroup is collaborating with a network of financial services providers to move low-income people from crisis to financial stability. We are now collecting and compiling financial data in a uniform manner from participating network providers in order to better understand the financial needs across our community. This network database will allow us to measure and track progress through a variety of financial stability indicators including credit scores, banking services, increased savings, debt reduction, household income, home ownership and employment status.

In addition, the Financial Stability Network will also be working to develop a system which provides an initial assessment for each client that will determine and recommend which financial services are needed in each case. Clients will then be tracked through a variety of financial services offered by network providers to ensure that they are financially stable when they exit the system.

Coalition Partners

A. G. Gaston Boys & Girls Club
A+ Education Partnership/A+ College Ready
AARP
Advance Planning Services
AIDS Alabama, Inc.
Alabama Appleseed Center
Alabama Arise
Alabama Cooperative Extension
Alabama Department of Public Health
Alabama Kidney Foundation
Alabama Microenterprise Network
Alabama Possible
Alabama Power Company
Alabama Power Foundation, Inc.
Alabama Public Television
Alabama Reading Initiative
Alabama Saves
Alabama Scenic River Trail
Alabama School Connection
Alabama School Readiness Alliance
Alabama State Department of Education
Alabama STEM Education
Alabaster City Schools
Alacare Home Health & Hospice
Aletheia House, Inc.
American Cancer Society
American Diabetes Association, AL Chapter
American Heart Association
American Lung Association
Arc of Jefferson County
Arc of Shelby County
Arc of St Clair County
Arc of Walker County
AT&T
Balch & Bingham
Baptist Health System
BB&T
BBVA Compass
Bessemer City Schools
Bethesda Life Center
Better Basics, Inc.
Bevill State Community College
Big Brothers Big Sisters of Greater Birmingham
Birmingham Business Alliance
Birmingham City Schools
Birmingham Education Foundation
Birmingham Health Care
Birmingham Law Department
Birmingham Mayor's Office
Birmingham Parks & Recreation Board
Birmingham Personnel Department
Birmingham Planning & Engineering Department
Birmingham Public Library
Birmingham Urban League
Black Alliance for Educational Options
Black People Run Bike and Swim
Blount County Board of Education Foundation
Blue Cross Blue Shield of Alabama
Boy Scouts of America - Black Warrior Council
Boy Scouts of America - Greater Alabama Council
Boys & Girls Clubs of Central Alabama
Brookwood Forest Elementary
Brookwood Medical Center
Cadence Bank
Cahaba Valley Health Care
Camp Fire USA - Central Alabama Council
Camp McDowell
Capstone Rural Health Clinic
Catholic Family Services
Central Six Development Council
Cherokee Bend Elementary
Childcare Resources
Children's Aid Society
Children's of Alabama
Children's Village
Christian Service Mission
Citizens Trust Bank
City of Cordova
City of Jasper
City of Montevallo
Coastal Conservation Association Alabama
Coca-Cola Bottling Company United, Inc.
Collat Jewish Family Services
College Admission Made Possible (CAMP)
Community Food Bank of Central Alabama
Community Foundation of Greater Birmingham
Consumer Federation of America
Cooper Green Mercy Health Services
Cornerstone Schools of Alabama
Crisis Center
The Daniel Foundation
Disability Rights & Resources
Drummond Company
East Lake United Methodist Church
Eastside Mental Health Center
Edgewood School
Energen Corporation
Fairfield City Schools
Farmstead Veterinary Medical Center
Federal Reserve Bank of Atlanta
Fellowship House, Inc.
Financial Education Outreach
First United Methodist Church
Freshwater Land Trust

Full Life Ahead
Gateway
Giattina Aycock Architecture Studio, Inc.
Girl Scouts of North-Central Alabama
Girls Incorporated of Central Alabama
Glenn Associates Sales
Glenwood Autism & Behavioral Health Center
The Guiding Light Church
Hands On Birmingham, Inc.
Harbert Management Corporation
Harris Early Learning Center
HealthSouth
Hewitt Trussville High School
Hispanic Interest Coalition of Alabama
Holy Family Cristo Rey Catholic High School
Homewood Middle School
Honda Manufacturing of Alabama
Hoover High Freshman Campus
Hope House Food Truck
IBERIABANK
IBEW Local 136
Impact Alabama
Independent Presbyterian Church Foundation
Infocus, LLC
Inkana Development
Internal Revenue Service
Jasper City Schools
Jefferson County Children's Policy Council
Jefferson County Committee for Economic Opportunity
Jefferson County Department of Health
Jefferson County Education Foundation
Jefferson County Employees
Jefferson County Health Workers Association
Jefferson County Housing Authority
Jefferson County Schools
Jefferson County SPAN
Jefferson State Community College One Stop Career Center
Jim N' Nicks BBQ Restaurant
Johnny Brusco's New York Style Pizza Restaurant
Johnson Development, LLC
Jones Valley Teaching Farm
Junior Achievement of Greater Birmingham
Kathryn Miree & Associates
Kinsight, LLC
Lakeshore Foundation
Lakeshore Hospital
Lawson State Community College
LBYD, Inc.
League of Southeastern Credit Unions
Leeds City Schools
Legacy YMCA
Levite Jewish Community Center
The Literacy Council
Mattie C. Stewart Foundation
McWane Science Center
Midfield City Schools
Mike and Gillian Goodrich Foundation
Miles College
The Modern Brand Company
M-Power Ministries
National Bank of Commerce
Norwood Resource Center
Oasis Counseling For Women and Children
O'Neal Industries
Operation HOPE
P.E.E.R. Inc.
PARCA
Pathways
Pelham City Schools
Pell City Schools
Pennington High School
PNC Bank - National Association
Positive Maturity, Inc.
Preschool Partners
ProAssurance Corporation
Protective Life Insurance Company
Pursell Capital, LLC
RAD Communications
Regional Planning Commission of Greater Birmingham
Regions Financial Corporation
Renasant Bank
Restoration Academy
Ridgeview Health Services
Safe Routes to School of Central Alabama
Salvation Army of Walker County
Samford University
Shelby County Education Foundation
Shelby County Health Department
Son's Grocery
St. Clair Children's Advocacy Center - The Children's Place
St. Clair County School System
St. Vincent's Health System
STAIR Birmingham
Taking Off Pounds Sensibly (TOPS)
Tarrant City Schools
The Thompson Foundation
Timberline Holdings
U. S. Congress, 6th District
U. S. Congress, 7th District
UAB School of Education
UAB School of Medicine
UAB School of Public Health
United Cerebral Palsy of Greater Birmingham
United Way of Central Alabama, Inc.
University of Alabama
University of Montevallo
Urban Development Group, Inc.
Veritas Commercial Real Estate
Vestavia City Schools
Walker Area Community Foundation

Walker County Schools
 Walker Baptist Medical Center
 Walker County Area Health Action Partnership
 Walker County Chamber of Commerce
 Walker County Child Nutrition Program
 Walker County Commission
 Walker County Community Action Agency
 Walker County Forestry Planning Committee
 Walker County Health Department
 Walker County Lake Steering Committee

Walker County Soil and Water Conservation District
 Wells Fargo
 The Women’s Fund of Greater Birmingham
 Woodlawn Foundation
 Woodlawn United Methodist Church
 Workforce Investment Board
 Workshops, Inc.
 YMCA of Greater Birmingham
 YWCA Of Central Alabama

Bold Goals Coalition

Leadership Council

The Honorable William A. Bell, Mayor
 City of Birmingham

Dr. Thomas Bice, Superintendent
 Alabama State Board of Education

Mr. Mark Crosswhite, CEO,
 Alabama Power Company

Mr. Jay Grinney, CEO
 HealthSouth

Mr. Grayson Hall, CEO
 Regions Bank

Mr. Johnny Johns, CEO
 Protective Life Insurance

Mr. Terry Kellogg, CEO
 Blue Cross and Blue Shield of Alabama

Mr. Fred McCallum, President
 AT&T Alabama

Mr. James McManus, CEO
 Energen Corporation

Ms. Kathryn Miree, President
 Kathryn Miree & Associates, Inc.

Representative Gary Palmer
 US Congress, 6th District

Representative Terri Sewell
 US Congress, 7th District

Mr. Sam Tortorici, CEO
 Cadence Bank

Dr. Perry W. Ward, President
 Lawson State Community College

Dr. Ray Watts, President
 University of Alabama at Birmingham

Workgroup Chairs

EDUCATION

Dr. Phil Hammonds
 Jefferson County Schools Superintendent, Retired

Mr. Bill Jones
 Vice Chairman, O’Neal Industries, Retired

HEALTH

Dr. Dow Briggs
 Blue Cross and Blue Shield of Alabama

Mr. Gordon Martin
 Alabama Power Company

FINANCIAL STABILITY

Mr. Greg King
 IBERIABANK

Mr. Robert Aland
 National Bank of Commerce

COORDINATORS

Mr. Alan Rogers
 Balch & Bingham

Mr. Chip Bivins
 Energen Corporation

BoldGoals.org

Coalition convened by

