



# Context

- BUDGET
- PUBLIC SAFETY PENSIONS
- FIRE MANNING
- OUTSOURCING/JOINT COMMITTEE
- COG / “Connecting the Dots”
- MFT/CIP
- UTILITY TAX

# Future Focus

- Opportunity
- Change Mandate
- No Easy Solutions
- Long Challenge
- The “New Normal”
- What can we do today to have the most positive impact on our future?

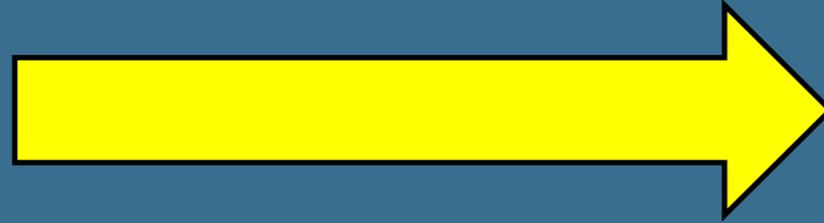
# Connecting Education to Careers & Our Community

August 12, 2010 Presentation  
Rockford Chamber of Commerce

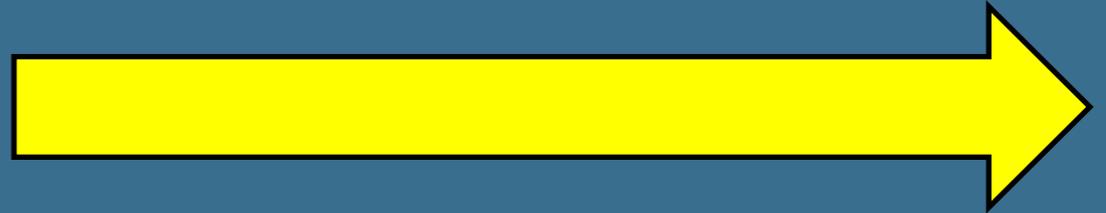
Mayor's Business Luncheon

# Traditional (Sequential) Path

***Education***



***Career***

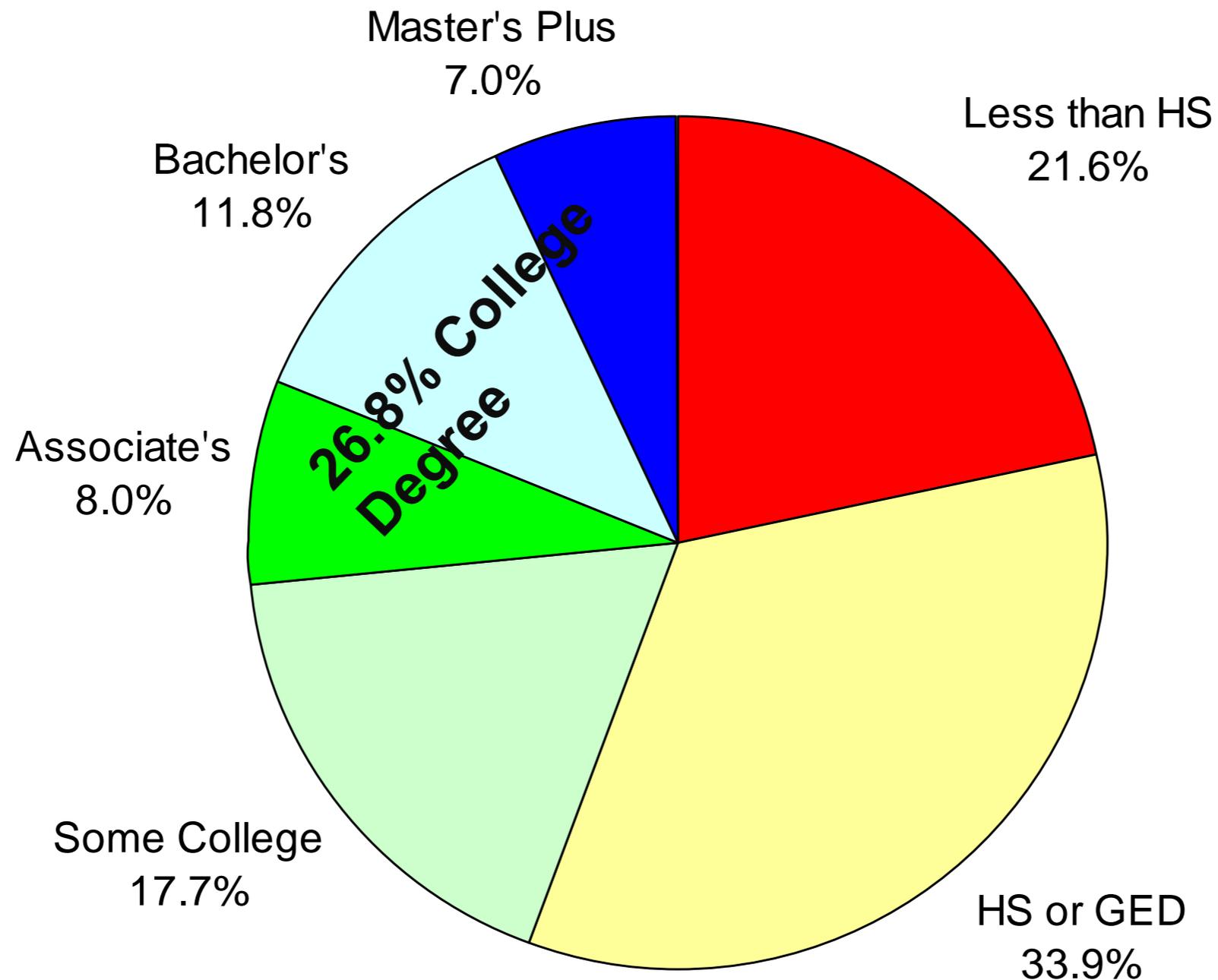


***Community***



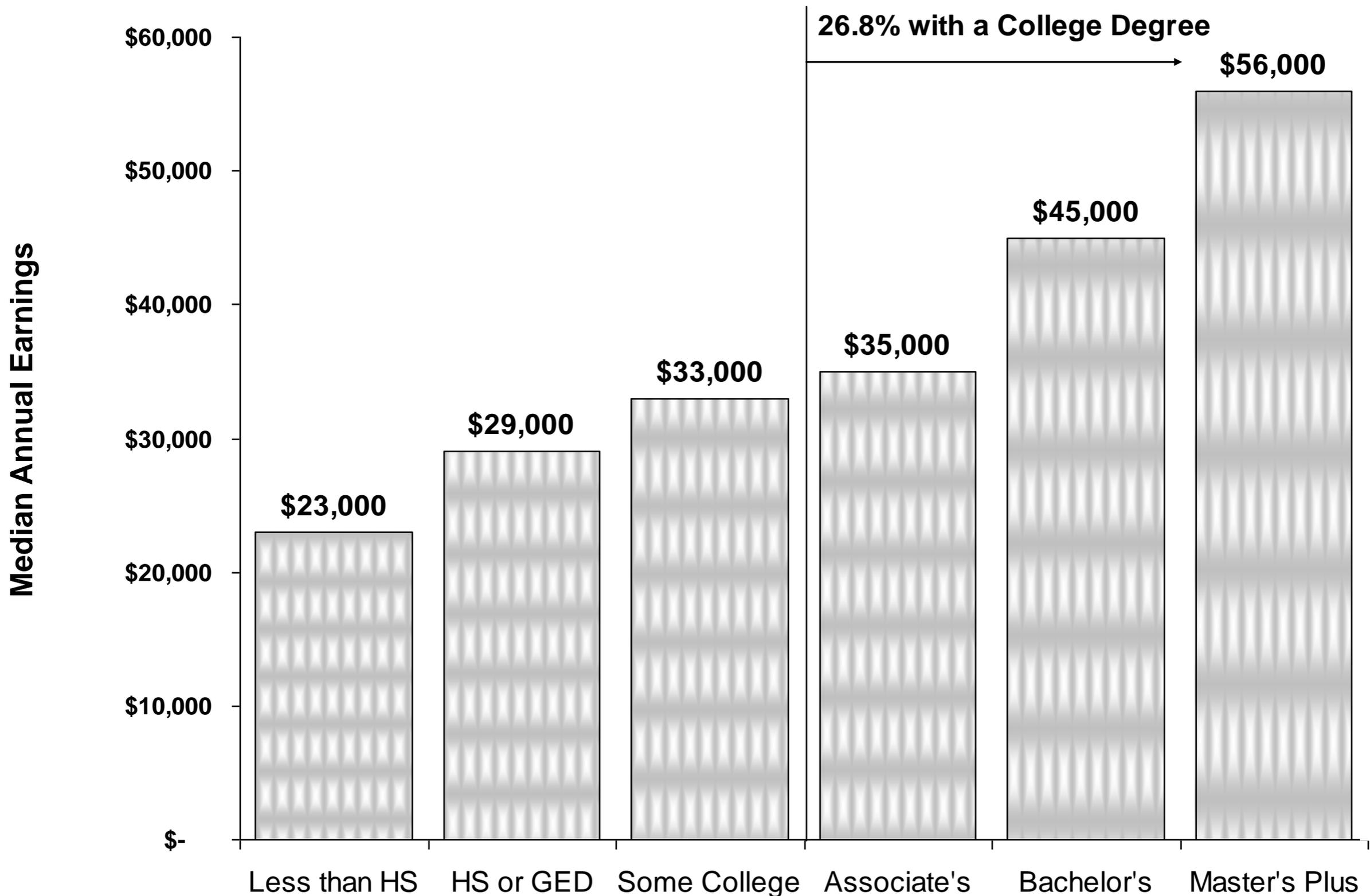
Where has the  
traditional path taken  
us?

# Educational Attainment



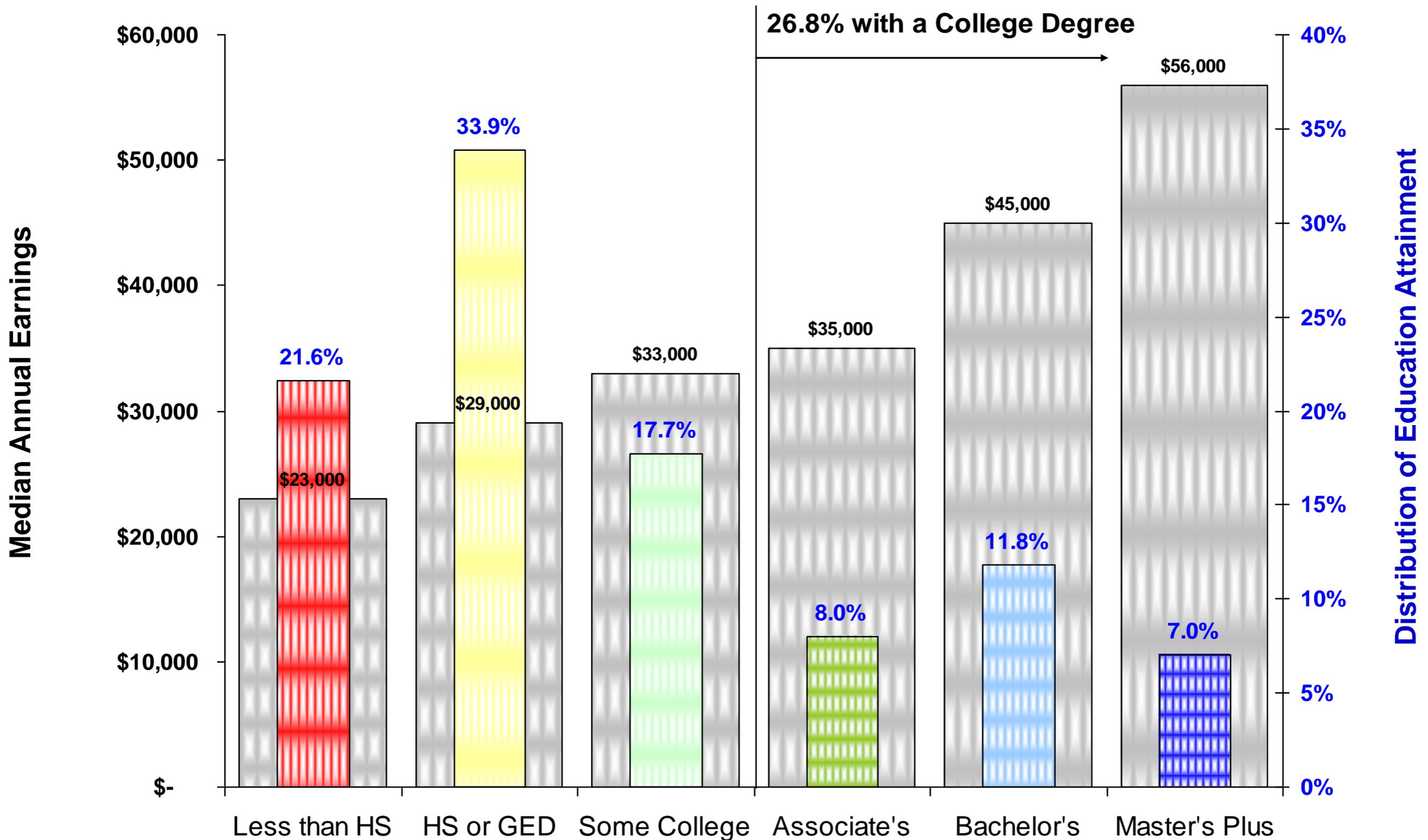
*Courtesy of: 2006-2008 U.S. Census - American Community Survey 3-Year Estimates – Rockford Metropolitan Area - 98,766 people, 25 years and older*

# Median Annual Earnings: Ages 25-34



Median Annual Earnings Courtesy of: U.S. Dept of Education - The Condition of Education 2009

# Education Attainment & Median Annual Earnings: Ages 25-34

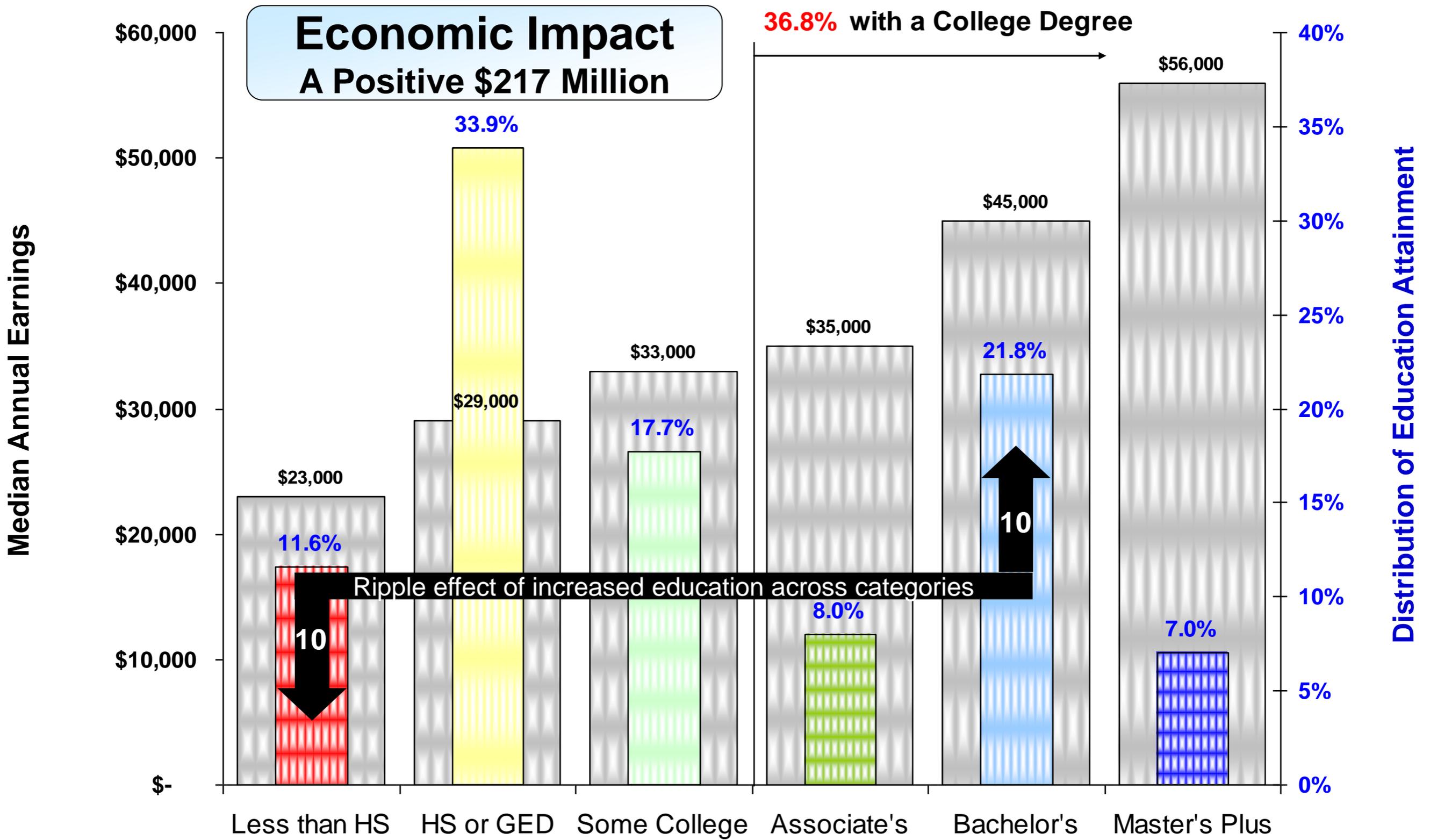


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 Excellence Everywhere

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# Education Attainment & Median Annual Earnings: Ages 25-34



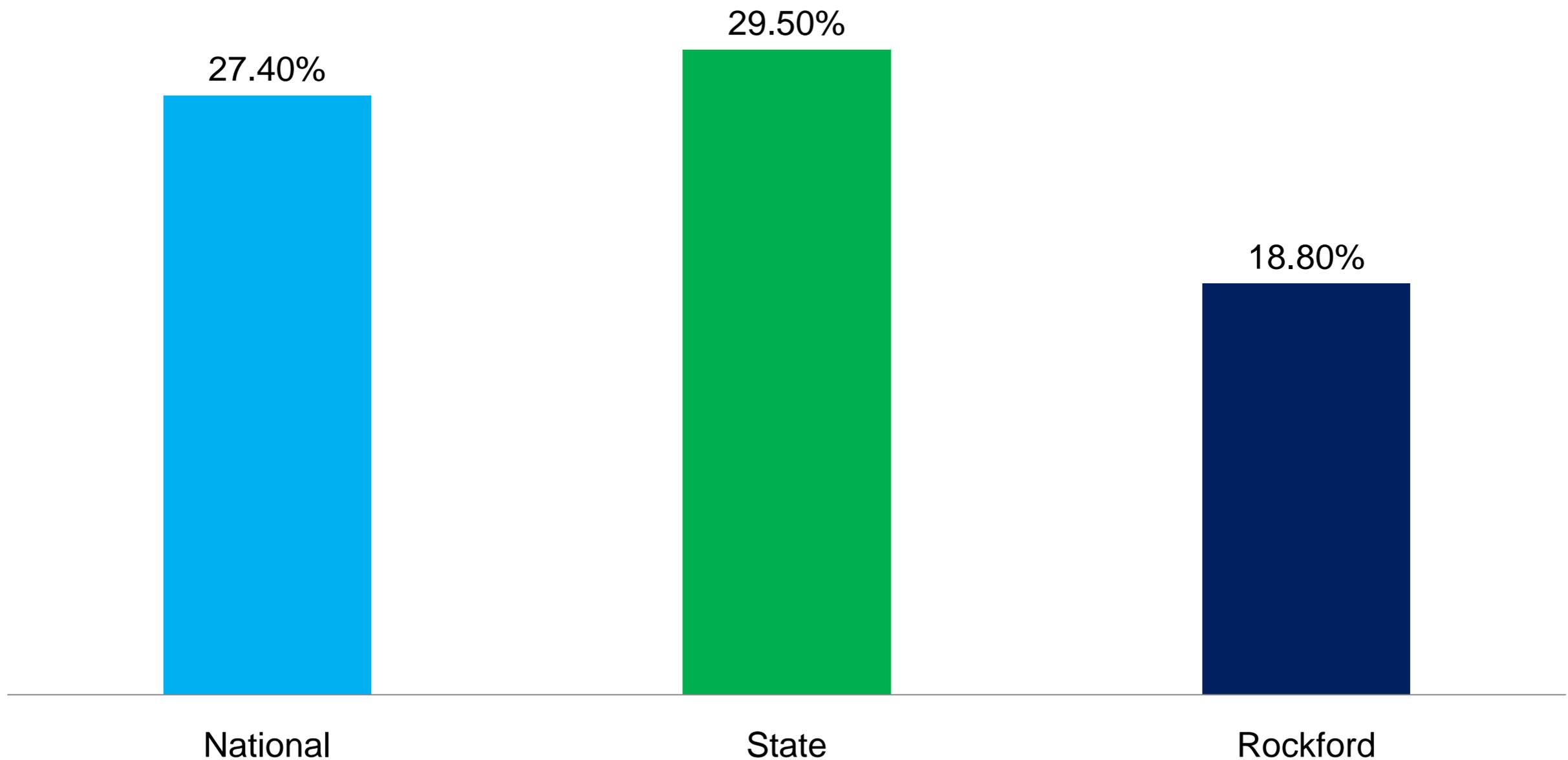
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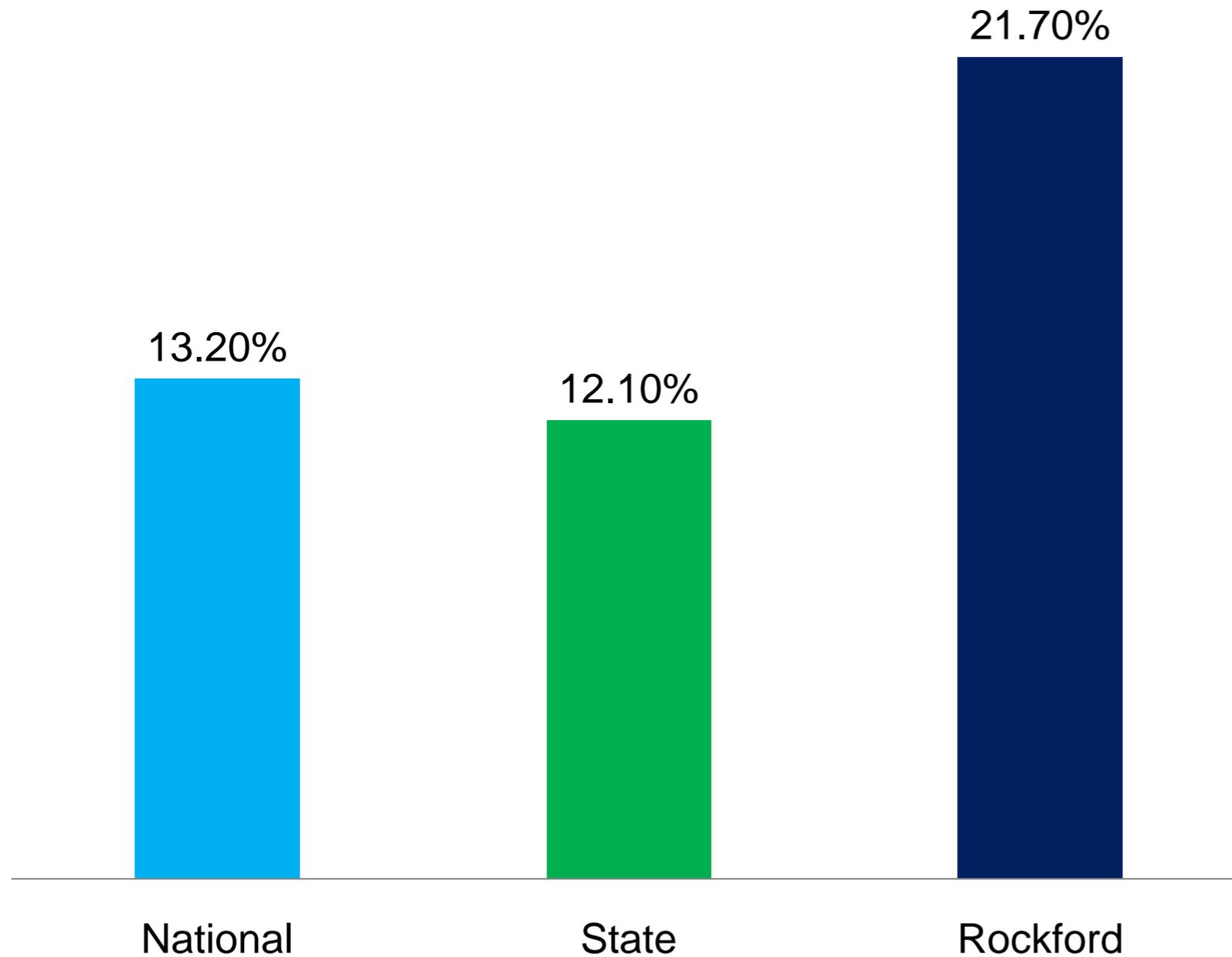


# Where We Stand

Percent bachelor's degree or higher



# Poverty Rate



73.7% of District 205 students are low-income

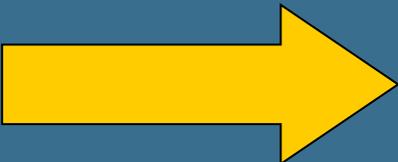
**Low-income students** come from families receiving public aid; live in institutions for neglected or delinquent children; are supported in foster homes with public funds; or are eligible to receive free or reduced-price lunches

Do we have  
an alternative path?

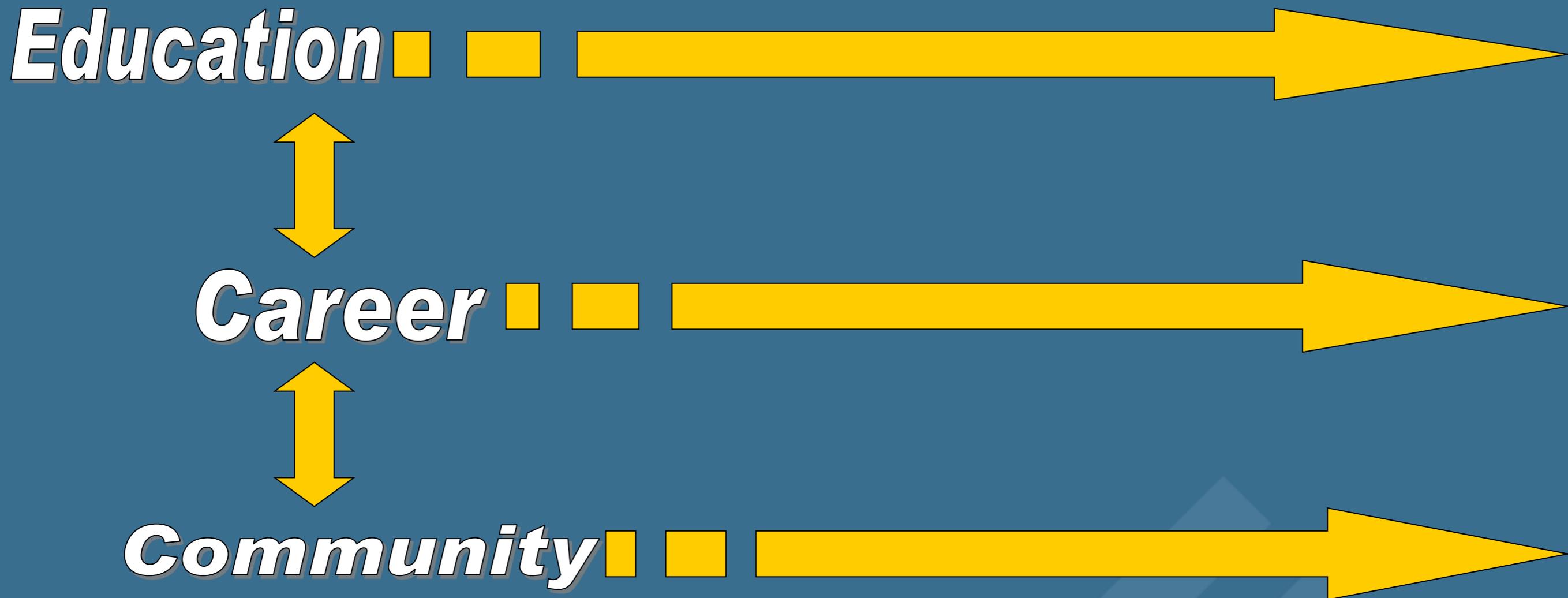
# Traditional Path

***Education*** ■ ■ ■ 

***Career*** ■ ■ 

***Community*** ■ ■ 

# Parallel Path

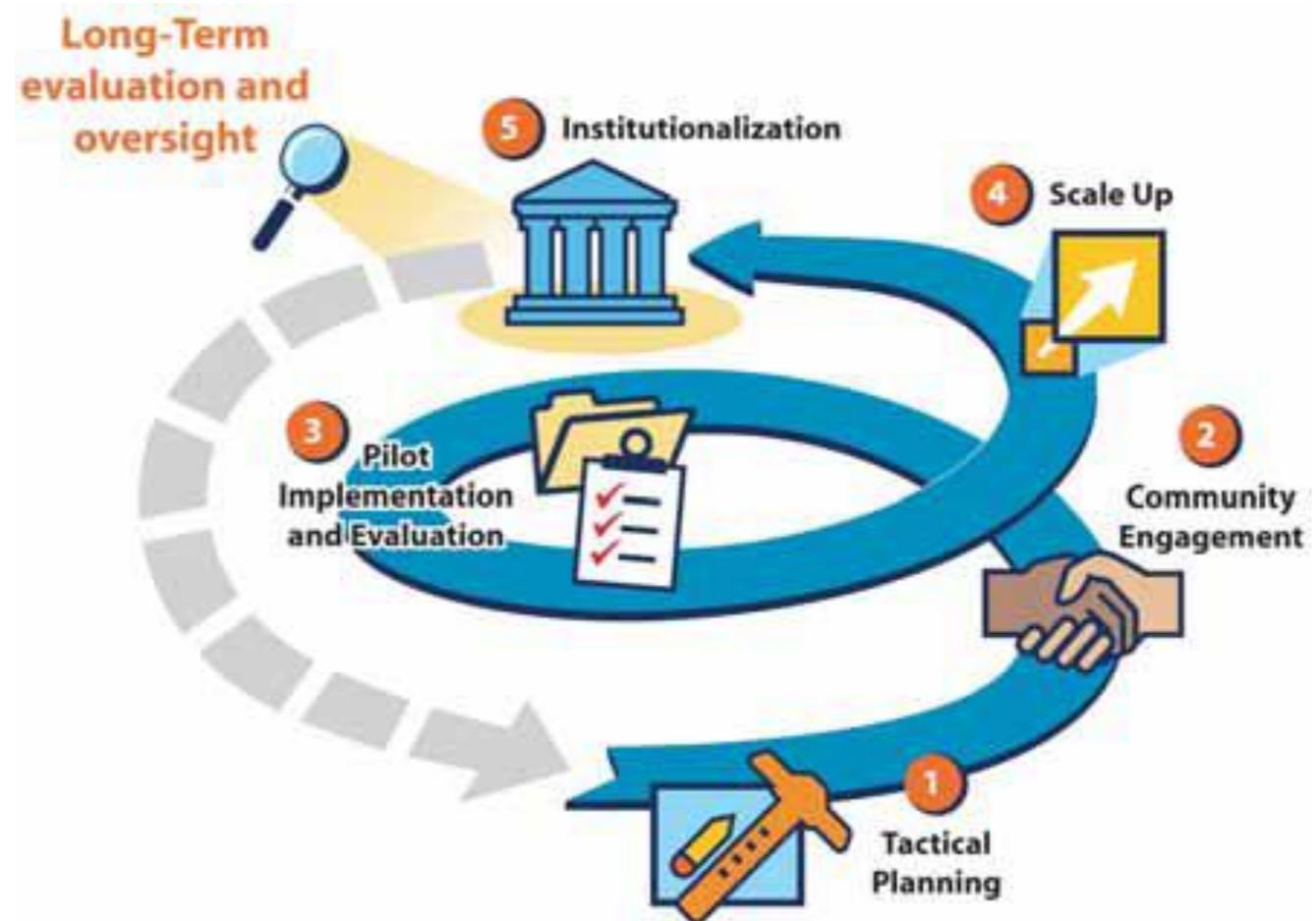


# “New” Approaches

- Integrated & Accountable (*“Connect the Education Dots”*)
- Career Focus/Themes
- Apprenticeships/Internships
- Leadership, Community Service, Community Connections
- Challenge the 20<sup>th</sup> Century “Tracking” Model
- Local Financial Support & Local Availability for Life-long Learning Needs

# Alignment Nashville

- Aligning community organizations to positively impact the Nashville community by helping public schools succeed



# Alignment Rockford

*A learning community*

Alignment Rockford aligns community resources to support District 205's school strategies through a managed and accountable partnership network.

The effort grew out of the work of the Rockford Charter School Initiative and recently received funding by the RAEDC Leadership Council.

## 4 Committees

- Ages 0-4: Healthy Starts
- Grades K-5: Behavioral Health and/or Reading/Mathematics at Grade Level
- Grades 6-8: Behavioral Health
- Grades 9-12: Career and Technical Education

Find more information at [www.alignmentrockford.com](http://www.alignmentrockford.com)

# CAREER INTEGRATION

# Academies of Nashville

## ***Six broad career groupings:***

- ✓ Arts, Media & Communications
- ✓ Business, Marketing & Information Technology
- ✓ Engineering, Manufacturing & Industrial Technology
- ✓ Health
- ✓ Hospitality & Tourism
- ✓ Human & Public Services

## ***The Academy Approach:***

- ✓ Closer relationships between students & adult leaders
- ✓ Job shadowing and internships;
- ✓ Career themes/certifications;
- ✓ Engaging curriculum and instruction;
- ✓ “Life-Skills” instruction
- ✓ *Preparation for college AND career.*

# Career Cruising - Quad Cities



## □ Benefits for Businesses

- ✓ Allows businesses to get involved in work place education
- ✓ Creates visibility for your company as students explore their career options
- ✓ Promotes the Quad Cities region as a place to live and work
- ✓ Connect with students (your future workforce) through career discussion boards, work-based learning programs and company profiles

# Local Career Integration Efforts

- CEANCI (*Career Education Associates of North Central Illinois*)
- Dual Credit Opportunities with Rock Valley College
- Local Career Cruising™ Tools
- Partnerships with Local School Districts, District 205, Workforce Investment Board
- Phase 1: Career Assessment
- Phase II: Career Networks Connecting Students with Businesses

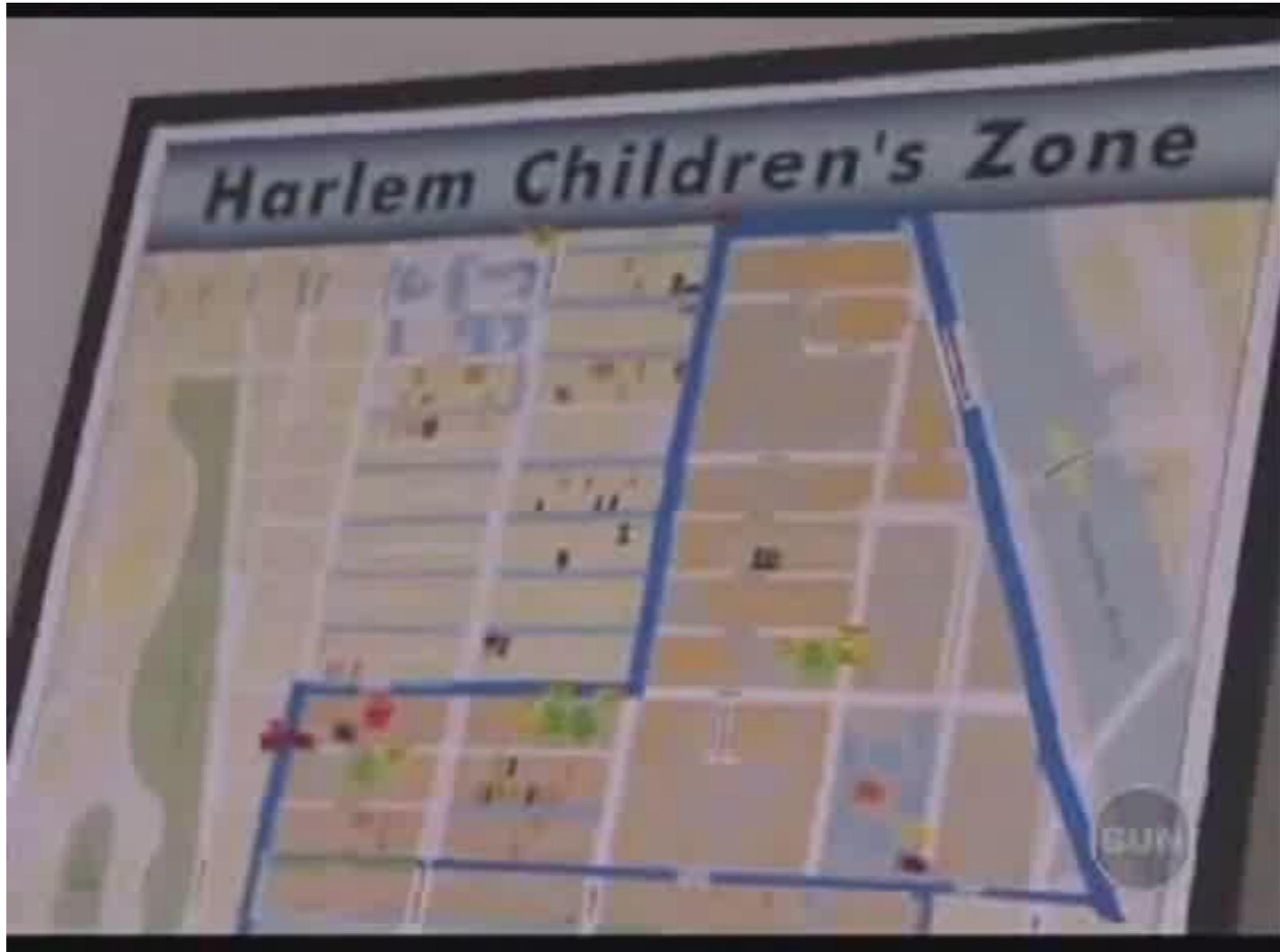
# SOCIAL SERVICES SUPPORT INTEGRATION

# Harlem Children's Zone

- 100 blocks of Harlem, NY (10,000 students)
- Success through accountability, integrated services, results focus, parental support.
- Starts with “Baby College” and ends with College Degree!
- Geoffrey Canada – President & CEO



# Harlem Children's Zone



*Courtesy of: 60 Minutes – December 2009*



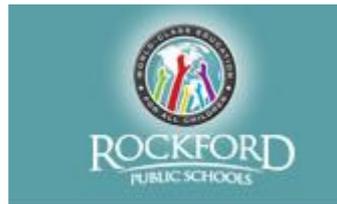
# We Have the Same Type of Support



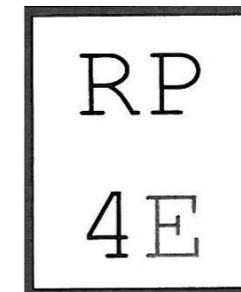
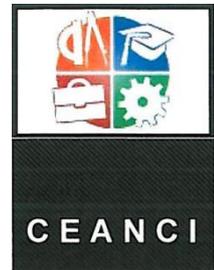
Head Start



# Swiftt



girl scouts

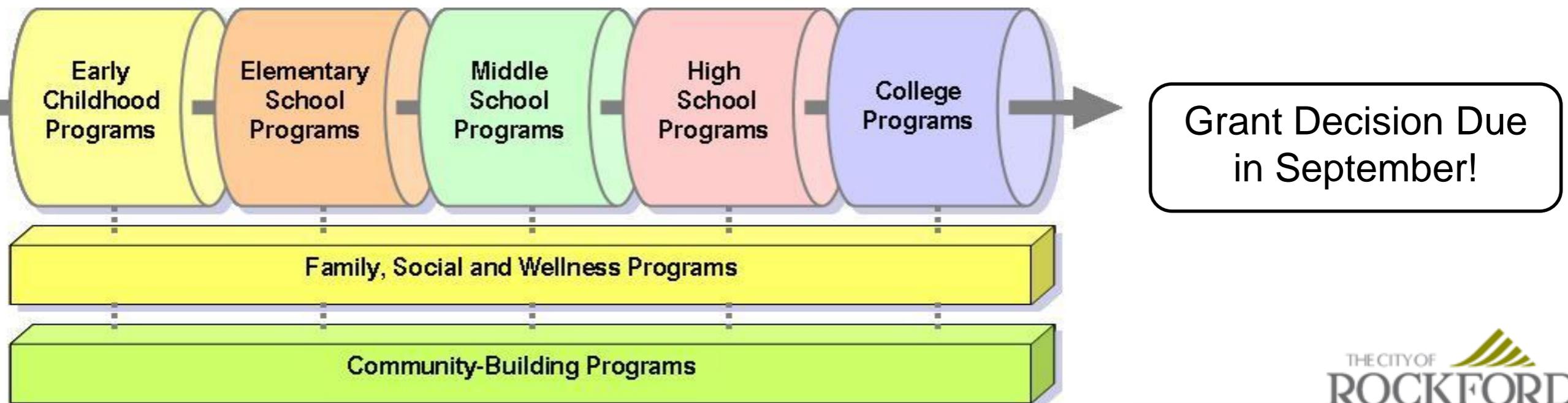


***BUT WE NEED TO BE ALIGNED,  
INTEGRATED, & ACCOUNTABLE!***

# Local “Children Zone” Application

*Rockford Neighbors Ahead*; Lead Agency - Zion Development

- Recently Submitted DOE Planning Grant Application:  
Grant Sought: \$500,000  
Children Impacted: 3,000-4,000(est)
- Match Required: \$250,000
- Match Identified: \$3.6 million
- (We’re spending it right now but without the results!)



# Local Charter School Role

## Rockford “Children’s Zone”

CICS Rockford Patriots (2010 will be first year for school)

2010 Projected Enrollment – 270 students

Legacy Academy of Excellence (2009-10 performance not yet available)

2010 Projected Enrollment – 300 students

## Galapagos Rockford Charter School

2010 Projected Enrollment – 230 students

*Percentage of first graders performing at grade level*

2009-2010	Starting	Ending
Reading	45%	61.9%
Math	15%	61.9%

# College Graduates in College Towns

City	Bachelor's degree or higher	Higher Education Facilities
Champaign/Urbana	<b>51.70%</b>	University of Illinois, University of Illinois College of Medicine, Parkland College
Carbondale	<b>54.25%</b>	Southern Illinois University, John. A. Logan College
Bloomington/Normal	<b>43.30%</b>	Heartland Community College, Illinois Wesleyan, Lincoln College, Illinois State University
Springfield	<b>30.50%</b>	Springfield Technical Community College, Springfield College, University of Illinois Springfield, Southern Illinois School of Medicine, Lincoln Land Community College, Robert Morris College. State Capitol
DeKalb	<b>33.60%</b>	Northern Illinois University

**Rockford – 18.8%**

# Kalamazoo Promise



- Geographically-based college scholarship program launched in 2005 providing “First Dollar” support
- Pays 100% of Tuition & Fees to Michigan Higher Education Institutions for Full Matriculation thru Kalamazoo Public Schools
- Improved attendance/enrollment/State Aid
- Increased Housing Starts
- Real estate values rose 8 to 10% from 2005-2007 (while most of the Michigan declined).



# Rockford Promise

- Early Stages
- Similar Goals
- Should the City provide financial support? If so, how much? What source?
- Economic Impact Analysis Needed



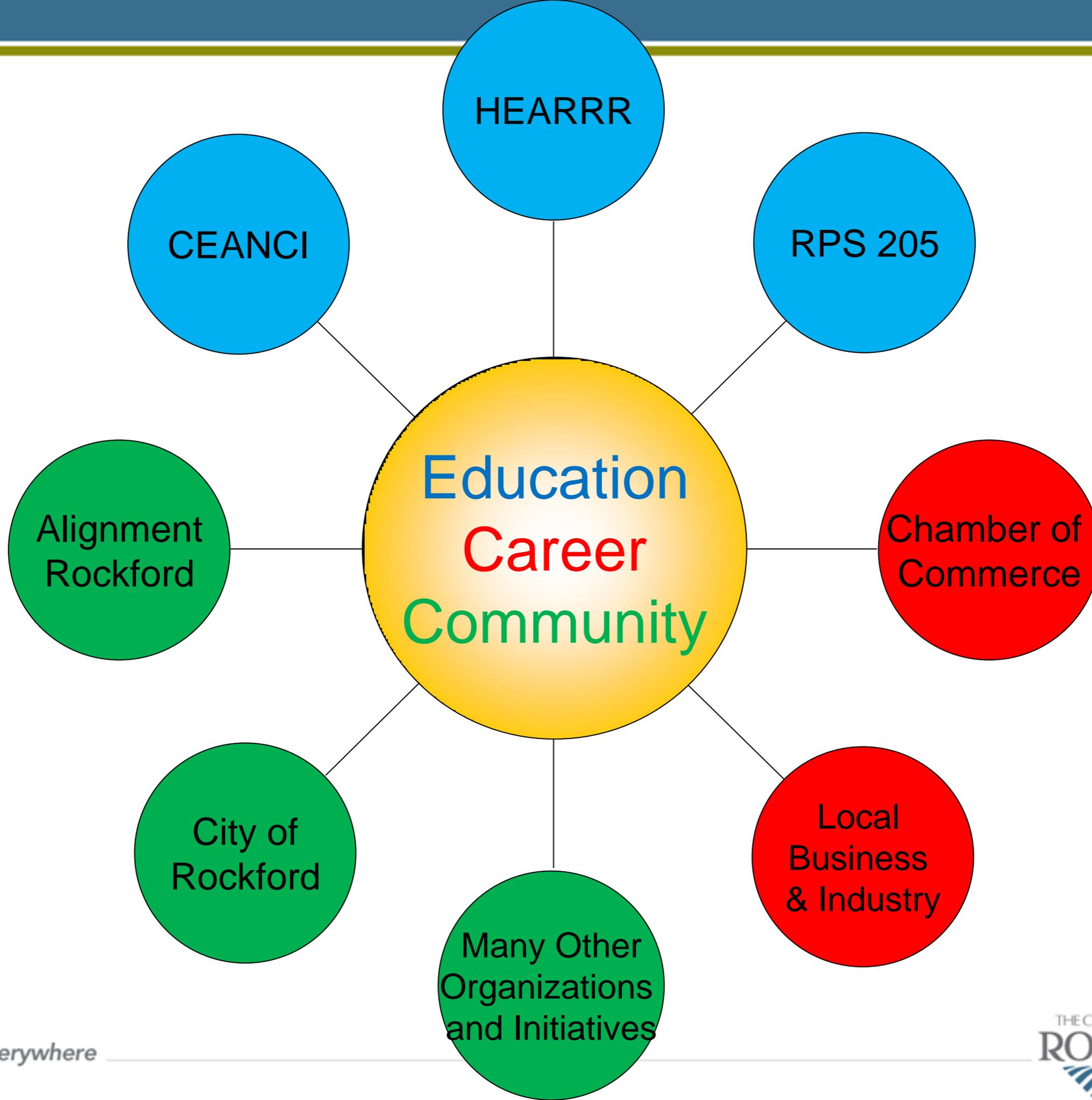
# City University...

## How Do We Make Rockford a “College Town” ?

- Step 1: Improved Student Financial Capacity through “Promise” Scholarships.
- Step 2: Increased attractiveness to higher education providers both public and private will result from greater student financial capacity and academic preparation.
- Step 3: The “City University” Managed Education Network: We can leverage our significant financial assets to increase program availability and drive down costs with a network of education providers similar to a healthcare managed network.

# City University (cont.)

- Next Steps:
  - ✓ Detailed Financial ROI Analysis on “Promise” Effort.
  - ✓ Determine Propriety & Source of Any City Financial Support for “Promise” Scholarships.
  - ✓ Develop Business Plan for Managed Education Network.
  - ✓ Mayor’s Education Advisory Group
    - ✓ Work with Reps from Existing Initiatives
    - ✓ Education Liaison – Dr. Rudy Valdez
    - ✓ Chamber Education Group Rep.
    - ✓ RAEDC Education Group Rep.



*Enabling Economic Growth*



*Boundless Capacity – Seamless Performance*

# *Rebuilding Rockford 2011*

Why do we need to protect  
Capital Investments?

# West State Street Corridor



# Campus of Care

*(Ara Gardens Senior Living; Tapestry Center for Autism; Warriors' Gateway)*



- RETAIL
- AUTISM
- T.B.D. MEDICAL USE
- T.B.I.
- ASSIST. LIVING/MEMORY CARE
- FUTURE AUTISM



CONCEPT PLAN  
FOR  
RENAISSANCE CORNERS  
CAMPUS OF CARE



# North Main Corridor

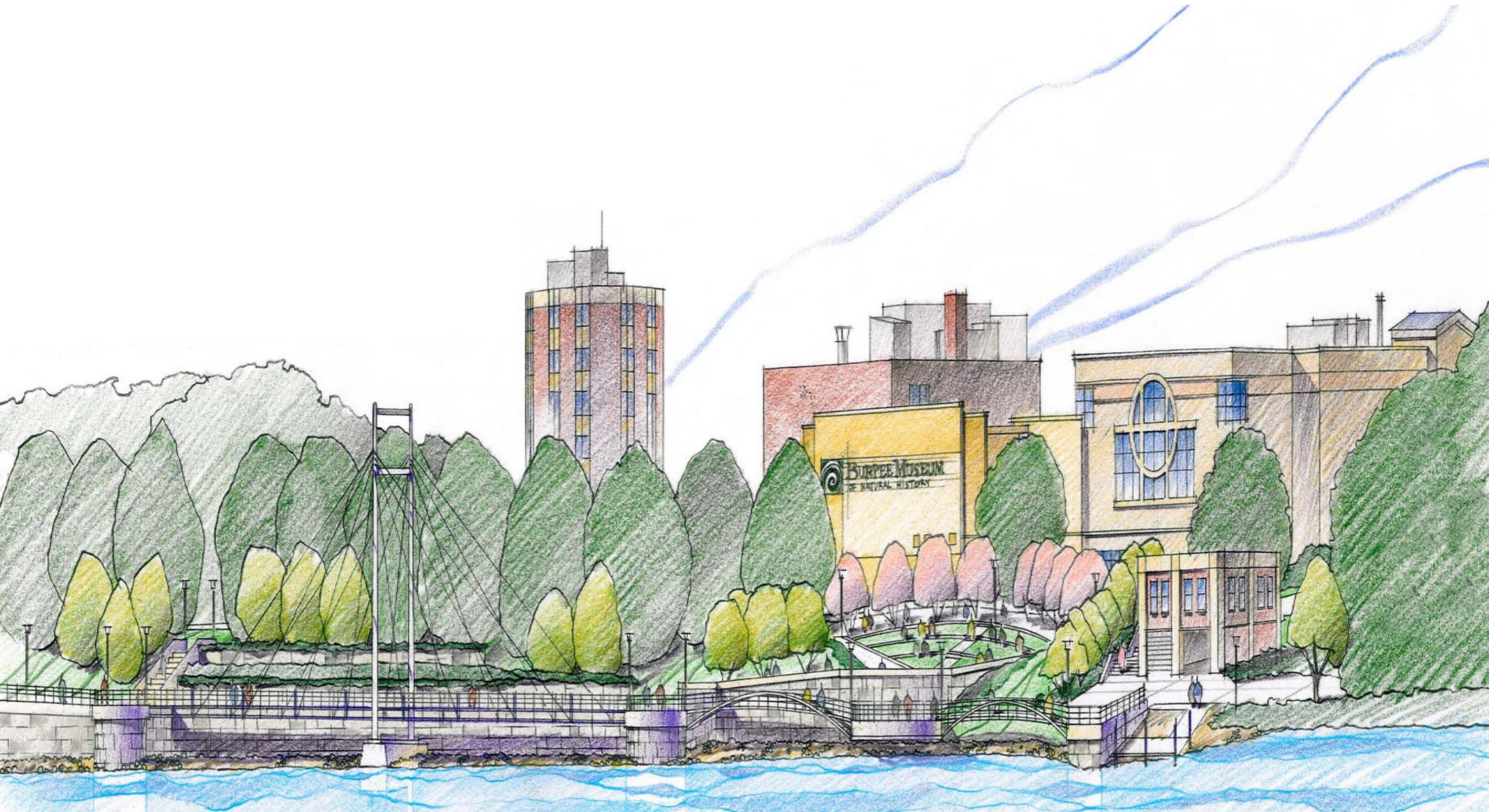


# Morgan Street Bridge Replacement



# Rockford River Walk

*(Burpee Museum, Discovery Center, Museum Campus)*



# Nicholas Conservatory



*Courtesy of Gary Anderson & Associates*



**FRIDAY  
NIGHT  
FLIX**  
IN DAVIS PARK



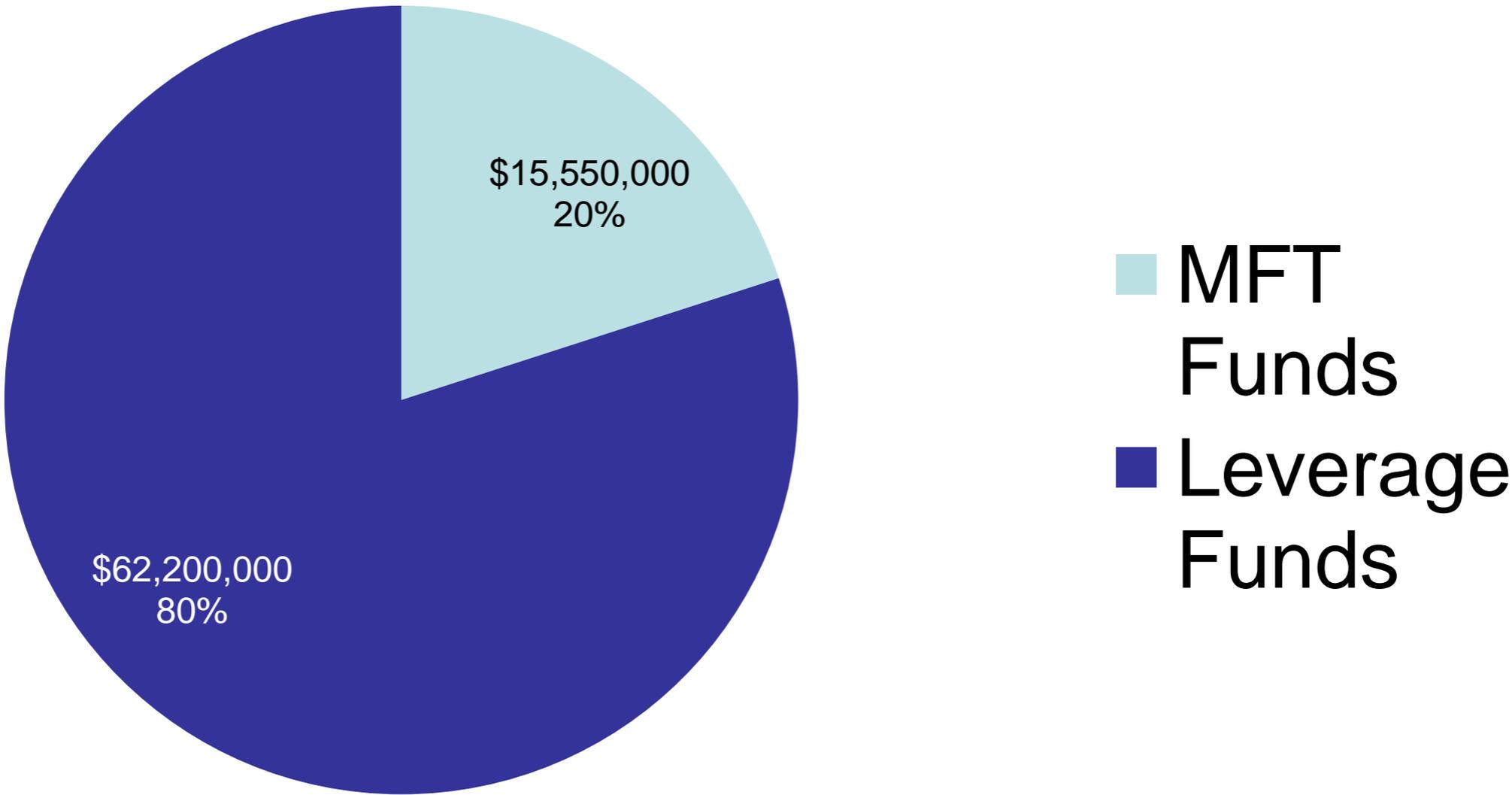
# City of Rockford

## MFT Leveraged Funds – 2011-2014

MFT Allocation - Leveraging Opportunities		
2011	MFT Funds	Leverage
Morgan Street Bridge	\$ 3,300,000.00	\$ 15,650,000.00
West State Street	\$ 250,000.00	\$ 9,500,000.00
Riverwalk	\$ 250,000.00	\$ 3,400,000.00
TOTAL	<b>\$ 3,800,000.00</b>	<b>\$ 28,550,000.00</b>
<b>2012</b>		
Morgan Street Bridge	\$ 3,300,000.00	\$ 10,650,000.00
West State Street	\$ 250,000.00	\$ 6,500,000.00
Harrison Avenue Reconstruction	\$ 200,000.00	\$ 6,500,000.00
Riverwalk	\$ -	\$ -
TOTAL	<b>\$ 3,750,000.00</b>	<b>\$ 23,650,000.00</b>
<b>2013</b>		
Morgan Street Bridge	\$ 750,000.00	\$ -
Arterial/Collector Concrete Repair	\$ 500,000.00	\$ -
Harrison Avenue Reconstruction	\$ 500,000.00	\$ 4,000,000.00
West State Street	\$ 1,300,000.00	\$ 1,500,000.00
Riverwalk	\$ 950,000.00	\$ -
TOTAL	<b>\$ 4,000,000.00</b>	<b>\$ 5,500,000.00</b>
<b>2014</b>		
Arterial/Collector Concrete Repair	\$ 500,000.00	\$ -
Auburn Street Rehab	\$ 450,000.00	\$ -
Morgan Street Resurfacing	\$ 500,000.00	\$ -
West State Street	\$ 500,000.00	\$ 1,500,000.00
Harrison Avenue Bridge Deck	\$ 750,000.00	\$ 3,000,000.00
Jefferson Street Bridge Repairs	\$ 350,000.00	\$ -
Riverwalk	\$ 950,000.00	\$ -
TOTAL	<b>\$ 4,000,000.00</b>	<b>\$ 4,500,000.00</b>
<b>GRAND TOTAL</b>	<b>\$ 15,550,000.00</b>	<b>\$ 62,200,000.00</b>

# City of Rockford

## MFT Leveraged Funds – 2011-2014



# Call To Action

✓ Mayor's Education Advisory Group

✓ Rockford Promise/City University  
*ROI Analysis*

✓ Rebuilding Rockford - *Keep MFT*  
*Make Good Things Happen!*