

## WHAT'S NEXT

We are committed to turning BC Vision into action. The Steering Committee has worked with the community through this planning process. Public targets will be announced, and by regularly sharing how we are doing in reaching these targets, we will hold ourselves accountable for results.

Today is an important day for Battle Creek. The BC Vision planning process has engaged thousands within our community. To achieve the change we seek, we need everyone to pull together towards this vision of Battle Creek as a thriving community for people to live, work and play, where there is equitable opportunity for all residents.

## FIRST 100 BUSINESS DAYS

- › Solidify composition of the Steering Committee and Taskforces
- › Develop 1-3 year action plans to implement strategies
- › Identify quick wins
- › Identify resources needed (human and financial)
- › Ensure equity is embedded in priority area strategies
- › In October 2015, the community will come together to check in on progress made in the first 100 business days.

## BCVISION BY THE NUMBERS



## CALL TO ACTION

- › Volunteer in the community
- › Get involved with a working group
- › Make change in a neighborhood to improve jobs, talent or culture of vitality
- › Stay informed about #BCVision on Facebook at [www.facebook.com/BattleCreekproject](http://www.facebook.com/BattleCreekproject) and social media, or by email at [BCvision@wkkf.org](mailto:BCvision@wkkf.org)
- › Be a champion for Battle Creek and for #BCVision by sharing your pride and optimism for change—say something positive about Battle Creek every day

## AN OPEN LETTER TO Battle Creek

Nearly one year ago, the W.K. Kellogg Foundation and Kellogg Company convened a meeting of local leaders and residents to discuss how, together with the community at large, we could spark transformation in Battle Creek and improve the economic conditions of the community for our residents. At that meeting, the group agreed that we needed to create a shared vision for the community and an action-plan that would guide our efforts to create a vibrant and equitable Battle Creek.

Since then, we hosted more than 50 community meetings, engaged 183 different organizations, knocked on 30,000 doors and spoke with more than 8,000 Battle Creek residents to gather the input and feedback from as many community leaders and citizens as possible. As a result of the tireless efforts and dedication of hundreds of individuals representing every sector and many neighborhoods, we are able to present a shared vision and action plan for the community that focuses on jobs, talent development and creating a culture of vitality.

While we have made great strides in the creation of the plan, we know there is still more work to do. As we implement the plan, we remain committed to a process of continuous improvement knowing we will learn valuable lessons as we move forward together that can strengthen our plan to advance our vision.

We also remain committed to ensuring this plan will have equitable outcomes for everyone in the community, no matter their race, ethnicity, gender or income. Battle Creek has a rich foundation of honorable values, civil rights advocacy, and entrepreneurship, and this plan and our work together will embody this legacy.

As we launch the Battle Creek Vision plan it is important to remember that no single institution or individual can achieve the ambitious vision we have set for our community. It will take all of us working together and supporting each other to create a thriving community where people want to live, work and play.

Thank you to everyone who has already supported the work of BCVision and to those who will join our efforts.

**BATTLE CREEK VISION STEERING COMMITTEE**

# › Battle Creek

**VISION** Battle Creek is a thriving community for people to live, work and play, where there is equitable opportunity for all residents to have the income, education and resources they need to be successful.

## THREE PILLARS



## JOBS



Increase the number of permanent jobs and the number of Battle Creek residents with the skills and opportunities for employment

### GOALS

Battle Creek's large employers will work collaboratively to retain and attract businesses to **increase the number of jobs and ensure a strong workforce is connected to these jobs.** Ultimately, we want to see jobs for all our residents and strong talent for our employers.

Battle Creek will be **home to a thriving small business economy** characterized by an increasing number of successful small businesses and growth in jobs.

All Battle Creek residents – regardless of race, gender, or socio-economic background—have equitable **opportunities to gain the required skills for permanent jobs** that provide both **access and visibility into career advancement** as well as lead to **family economic security.**

### PRIORITIES

**#1: INCREASE THE NUMBER OF PERMANENT JOBS.** We will do this by: attracting new businesses; streamlining regulations; attracting more government funding and involvement; encouraging larger businesses and government to buy more from small businesses; and creating public/private partnerships to build a stronger, fairer environment for entrepreneurs.

**#2: INCREASE THE NUMBER OF BATTLE CREEK RESIDENTS WITH THE SKILLS AND OPPORTUNITIES FOR EMPLOYMENT.** We will do this by: doing a better job of helping job seekers find out about job openings; strengthening transportation, childcare, and other supports that allow people to take a job; partnering with employers to reduce hiring barriers; and creating partnerships among employers, nonprofits, and funders to strengthen job skills and remove barriers to employment.

## TALENT DEVELOPMENT



Build the talent pipeline by increasing kindergarten readiness and college and career readiness

### GOALS

**All students—regardless of race, gender, or socio-economic background—will be successful in pursuing careers and life paths that lead to their economic stability.**

**Every child will have a great start:** they will be safe, healthy, prepared and eager to succeed in school and in life.

### PRIORITIES

**PRIORITY #3: INCREASE COLLEGE AND CAREER READINESS.** We will do this by: creating stronger, more equitable academic and career pathways for all children and youth, accelerating transformation efforts already underway in the Battle Creek Public School and Lakeview School Districts; and exploring the benefits and risks of a merger between the two districts.

**PRIORITY #4: INCREASE KINDERGARTEN READINESS.** We will do this by: promoting a shared, county-wide definition of kindergarten readiness; adopting early education as an explicit workforce development strategy; increasing the quality of early learning experiences through training and coaching for teachers; strengthening and better coordinating policies and services that support kindergarten readiness; helping more children get access to high quality and culturally appropriate early learning opportunities.

## CULTURE OF VITALITY



Strengthen civic pride, unity, collaboration, and trust in Battle Creek

### GOAL

There will be **increased civic pride, unity, collaboration, trust, and healthy lifestyles** among the diverse community members who live, work, and play in Battle Creek.

### PRIORITY

**PRIORITY #5: STRENGTHEN A CULTURE OF VITALITY.** We seek to increase civic pride, collaboration, and trust by: promoting local cultural and historical assets; holding events that bring residents together and attract visitors; strengthening volunteerism; and encouraging people who work in Battle Creek to live here as well.