

Driving Prosperity – Action Plans

September 2008



Proposed CCC Action Plans for the following Prosperity Index indicators and goal statements:

1. **Median Household Income:** Muskegon County residents will be able to access the training and education necessary to attain and retain good paying jobs. "Creating a Graduation Generation" and encouraging post-secondary education will be a community priority.
2. **Pre-School Enrollment:** Messages promoting the value of early childhood development and the importance of pre-school education will reach all families in Muskegon County.
3. **Home Ownership:** Increase access to and awareness of budgeting skills training for current and prospective homeowners.



SOCIAL EQUITY INDICATOR : MEDIAN HOUSEHOLD INCOME

GOAL STATEMENT: *Muskegon County residents will be able to access the training and education necessary to attain and retain good paying jobs. "Creating a Graduation Generation" and encouraging post-secondary education will be a community priority.*

SHORT TERM GOAL #1: Increase number of local students who take advantage of the Tuition Incentive Program

Action Item	Who	By When	Resources Needed	How Will We Know?
Presentation on the TIP to the CCC Membership	<ul style="list-style-type: none"> Brian/TIP Committee 	September 08	a. None	<ul style="list-style-type: none"> Completed presentation
Promotion materials are provided to members of the CCC to be use within their organization and partners	<ul style="list-style-type: none"> Brian/TIP Committee CCC Membership 	September 08	a. Copies of promotional materials to be distributed to CCC Members	Yearly survey reporting on Activities of CCC Members
Participate on a committee to help identify local students who qualify for TIP	Brian Members of CCC			Yearly Survey
Recruit participants for a TIP forum at local School Districts	Members of CCC TIP Committee		Flyers/Brochures	Yearly Survey
Transfer information to clients/other partners on graduation requirements and TIP mentors	Brian/TIP Committee Members of CCC		Fact sheets on graduation requirements, resources available, mentoring resources for youth	Participation by CCC members documented in yearly survey

SOCIAL EQUITY INDICATOR : PRE-SCHOOL ENROLLMENT

GOAL STATEMENT: *Messages promoting the value of early childhood development and the importance of pre-school education will reach all families in Muskegon County.*

Action Item	Who	By When	Resources Needed	How Will We Know?
1. Approve Great Start Collaborative as Lead Organization	<ul style="list-style-type: none"> • CCC 	August 08	<ul style="list-style-type: none"> • EC recommendation 	<ul style="list-style-type: none"> • EC/CCC approval
2. Develop and prioritize 5-year series of parent and community messages	<ul style="list-style-type: none"> • GSC – development • CCC – review, edit 	February 09	<ul style="list-style-type: none"> • Staff time – research, development • GSC member review, participation • CCC member review 	<ul style="list-style-type: none"> • CCC Presentations – draft and final versions
3. Develop comprehensive communication plan and strategies for prioritized messages	<ul style="list-style-type: none"> • GSC – development • CCC – review 	May 09	<ul style="list-style-type: none"> • Staff time – planning, development • Collaboration 	<ul style="list-style-type: none"> • CCC review, approval
4. Elicit cooperation and commitment of CCC organizations in supporting and contributing to communications plan	<ul style="list-style-type: none"> • CCC Executive Committee 	June 09	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • CCC members submit assurances
5. Advocate for increased pre-school capacity in Muskegon County.	<ul style="list-style-type: none"> • GSC • CCC 	Day 1 through June 09	<ul style="list-style-type: none"> • Executive Committee review, consideration • Staff time - proposals 	<ul style="list-style-type: none"> • Advocacy activities implemented – letters, speaking, contacts

SOCIAL EQUITY INDICATOR : HOME OWNERSHIP

GOAL STATEMENT: Increase access to and awareness of budgeting skills training for current and prospective homeowners.

Action Item	Who	By When	Resources Needed	How Will We Know?
1. Identify budgeting tools and programs (tier 1)	<ul style="list-style-type: none"> • MCHCCN • Permanent & Supportive Housing Committee 	August 27 (CCC Program Committee meeting)	<ul style="list-style-type: none"> • None 	Presentation to CCC PC
2. Design a survey instrument to be used to identify/list all budgeting classes/resources in community. Post the survey on the web and tabulate results.	<ul style="list-style-type: none"> • CCC Program Committee • CCC Coordinator 	December 1	<ul style="list-style-type: none"> • Membership at Program Committee • Web survey • Time 	List completed and presented to CCC
3. Create informational brochures about budgeting resources	<ul style="list-style-type: none"> • MCHCCN • P&S Housing Committee 	November 1	<ul style="list-style-type: none"> • Staff • Printing & production costs 	Brochure completed and distributed to CCC membership
4. Establish website link/presence related to community budgeting resources	<ul style="list-style-type: none"> • MCHCCN • CCC 	November 1	<ul style="list-style-type: none"> • Staff 	Website presence established on MCHCCN and CCC websites
5. Develop universal budgeting form/tool (if possible) for use by clientele of various agencies	<ul style="list-style-type: none"> • MCHCCN • P&S Housing Committee • CCC agencies 	January 1, 2009	<ul style="list-style-type: none"> • Staff 	Tool developed and presented to CCC for review
6. Develop advocacy strategies to promote financial literacy	<ul style="list-style-type: none"> • CCC • MCHCCN • Asset Building Coalition 	March 1, 2009	<ul style="list-style-type: none"> • Staff 	Advocacy strategy approved and implemented