

Midland Introspective 2007 – Community Priorities Plan

Focus Area: Empowering Self-Sufficient Families

Vision: All Midlanders have opportunities to build and preserve emotionally and financially stable families.

Target Issue: Emotionally Stable Families

Objective: Midlanders have access to programs to strengthen parenting and families.

Strategies:

- Create a task force to develop and implement a comprehensive marketing plan to educate the public about existing programs.
- Encourage programs to collaborate in order to maximize effectiveness of existing capacity.
- Expand funding for new or existing programs that serve middle income families so that they are affordable.
- Expand capacity for new or existing programs that serve low income families.

Objective: Midlanders have access to prevention and intervention programs addressing family violence, sexual violence and youth conflict resolution issues.

Strategies

- Create a task force to develop and implement a comprehensive marketing plan to educate the public about existing programs.
- Create a violence prevention and intervention program for youth (elementary through middle-school) with trained mentors.

Target Issue: Financially Secure Families

Objective: Midlanders have access to affordable childcare and adult care to accommodate work schedules and emergencies.

Strategies

- Conduct a carefully designed survey to define the scope and depth of the issue.
- Based on survey results, expand services for strategically located facilities.

Objective: Midlanders improve their financial literacy.

Strategies

- Inventory all service providers to identify their programs and their gaps in capacity.
- Develop and implement financial literacy programs for specific segments of the populations.
- Identify options for strategically increasing existing capacity based on inventory.

Focus Area: Promoting Effective Education and Workforce Training

Vision: All Midlanders have opportunities for educational and workforce training to enhance the quality of life.

Target Issue: Success in School

Objective: Midlanders have and utilize opportunities for early childhood education.

Strategies

- Increase funding.
- Explore and pursue opportunities to place early childhood education and daycare programs on-site at the facilities of large employers.
- Identify and promote incentives and training opportunities for teachers to retain them in the field of childcare.
- Develop and implement a collaborative marketing campaign.

Objective: High school students in Midland stay in school, reducing dropout rates.

Strategies

- Develop and implement a marketing campaign on the impact of the dropout issue and on ways to reduce it.
- Identify existing and potential program providers and coordinate their efforts.
- Identify and pursue opportunities to increase resources.

Objective: Midland students improve their performance in school.

Strategies

- Develop and implement a comprehensive marketing plan to promote success in school.
- Promote improved teaching skills and practices.
- Promote parent involvement.

Target Issue: Career Guidance and Training

Objective: Midlanders utilize career guidance and training opportunities.

Strategies

- Develop a comprehensive marketing plan to build awareness of importance and availability of career guidance and training opportunities.
- Encourage collaboration among existing entities (schools, career training providers, businesses, etc.) to maximize the effectiveness and reach of their programs.
- Expand opportunities for affordable career guidance and training.
- Expand the means of access to basic skills education/training.

Focus Area: Achieving Health and Wellness

Vision: All Midlanders have opportunities for having their health and wellness needs met.

Target Issue: Physical Health

Objective: Midlanders have an improved understanding of and access to health care services and prescription drugs.

Strategies

- Develop and implement a comprehensive marketing plan to educate the public and professionals about existing health care services.
- Expand affordable health care and prescription drug services.
- Establish a coalition to provide central coordination for health promotion activities.

Target Issue: Substance Abuse

Objective: All sectors of Midland are actively engaged in substance abuse prevention.

Strategies

- Fund a comprehensive awareness campaign about substance abuse issues (effects of substance abuse, laws, prevention, treatment, recovery, cost to society, availability).
- Establish a coalition to assist, help engage, and coordinate support of prevention programs by diverse specific sectors.

Objective: Midlanders have increased access to affordable substance abuse treatment and recovery.

Strategies

- Fund a comprehensive awareness campaign about substance abuse issues.
- Increase coordination in order to maximize effective use of existing resources.
- Increase resources for treatment and recovery.

Target Issue: Mental Health

Objective: Midlanders have improved access to mental health evaluations, support, and treatment services.

Objective: Midlanders have an improved understanding of mental health issues to expand evaluation and treatment opportunities.

Strategies for these objectives are yet to be developed.

Focus Area: Promoting Safe and Affordable Neighborhoods

Vision: All Midlanders have opportunities to live in safe and affordable housing and neighborhoods.

Target Issue: Permanent Housing

Objective: Midlanders have an increased ability to own or rent and maintain their homes.

Strategies

- Expand City support and existing programs for the creation and maintenance of affordable homes.
- Expand funding for existing utility assistance programs
- Create a program/organization to help homeowners maintain their homes.
- Work with existing (or new) institutions to expand financial literacy as it relates to home ownership and maintenance.
- Identify and educate public officials and other opinion leaders who could champion and/or support affordable housing.

Target Issue: Temporary Housing

Objective: Midlanders (youth and adults) have increased access to emergency shelter and transitional housing.

Strategies

- Educate the general public and public officials about the need for and availability of emergency and transitional housing programs.
- Increase the number of family units available for emergency shelter.
- Create a voucher program to assist families in crisis with housing/utility cost.
- Explore the need and options for providing a teen shelter.

Target Issue: Quality Neighborhoods

Objective: Midlanders work with their neighbors, law enforcement and other agencies to improve the physical condition of their neighborhoods and reduce neighborhood crime.

Strategies

- Assist residents to become more involved in their neighborhoods.
- Improve communication among neighbors, organizations, the city and businesses.
- Improve/expand city services for neighborhoods.