

# UNITED WAY OF STORY COUNTY STRATEGY MAP

## HEALTH

<b>Health Result 1: Story County residents have access to enough food and healthy food</b>		
Indicator 1.1	% of Story County residents that are food insecure	CHR
Indicator 1.2	% of Story County residents that have limited access to healthy food	CHR
Indicator 1.3	% of students that receive free or reduced-price lunch	IDOE
Indicator 1.4	% of individuals in Story County who receive SNAP	
Indicator 1.5	% of Story County students who qualify for free or reduced-price lunch who are served through summer meal sites	In-house data
<b>Strategy 1.1: Reduce the meal gap</b>		
H PM 1.1a	# of meals served monthly through UWSC partner agency programs and services	
H PM 1.1b	# of sacks of food distributed through the K-5 Backpack program	
H PM 1.1c	% of individuals served who were connected to mainstream benefits (such as WIC, SNAP)	GRF-EM6
<b>Strategy 1.2: Improve access to and/or an ability to prepare nutritious food</b>		
H PM 1.2a	# of individuals served who participated in healthy food access/nutrition programs	GRF-AH1
H PM 1.2b	# of healthy meals provided through UWSC partner agency programs and services	
H PM 1.2c	% of surveyed individuals who reported an increase in healthy eating due to participation in a UWSC partner agency program or service	GRF-AH4
<b>Health Result 2: Children, youth, and adults are emotionally/behaviorally and socially well</b>		
Indicator 2.1	# of Story County residents per mental health provider	CHR
Indicator 2.2	Average # of days out of 30 adults report that their mental health was not good	CHR
Indicator 2.3	% of Story County adults reporting 14 or more days of poor mental health per month	CHR
Indicator 2.4	% of youth deaths in Story County that were by suicide	IDPH
Indicator 2.5	% of Story County adults 18+ who live alone	ACS
Indicator 2.6	# total of Story County adult individuals with independent living difficulty	ACS
<b>Strategy 2.1: Increase awareness of mental health and available prevention and treatment services</b>		
H PM 2.1a	# of participants in UWSC partner agency mental health awareness programming (including domestic abuse, sexual abuse, substance abuse)	
H PM 2.1b	% of surveyed participants in UWSC partner agency mental health awareness programming who reported an increase in knowledge	
H PM 2.1c	# of programs presented	

<b>Strategy 2.2: Improve access to behavioral health services</b>		
H PM 2.2a	# of Story County clients provided with mental health services through UWSC partner agency programs and services, including evaluations, medication management, counseling, or other therapeutic services	
H PM 2.2b	% successfully discharged from counseling	
H PM 2.2c	% successfully discharged from substance abuse treatment	
H PM 2.2d	% of clients surveyed who reported a better ability to cope	GRF-AH6
H PM 2.2e	% of individuals who avoided placement in a higher level of care (such as hospitalization or incarceration) due to mental health crisis services	
<b>Strategy 2.3: Increase opportunities for underserved populations to reduce social isolation, increase positive, healthy social interactions and experiences, and receive social-emotional support</b>		
H PM 2.3a	# of individuals with disabilities who were engaged in integrated community inclusion	
H PM 2.3b	# of individuals with disabilities served who live in a supported community living setting	
H PM 2.3c	% of those surveyed who reported they had improved access to social or emotional supports	
H PM 2.3d	% of those surveyed who reported improved quality of life	
H PM 2.3e	% of those surveyed who indicated services permitted their family member to stay at home, surrounded by familial support	
H PM 2.3f	# of community members involved with volunteering at UWSC partner agencies	GRF
H PM 2.3g	# of community members who participated in convenings to bring residents together on issues of shared importance	GRF-CE2
H PM 2.3h	# of unduplicated participants in small group public education activities (ex/support groups, clubs)	
<b>Health Result 3: Story County residents are physically well</b>		
Indicator 3.1	% of adults reporting fair or poor health	CHR
Indicator 3.2	# of Story County residents per primary care physician	CHR
Indicator 3.3	# of Story County residents per dentist	CHR
Indicator 3.4	% of population with no health insurance coverage	ACS
<b>Strategy 3.1: Increase access to preventative, curative, and palliative care</b>		
H PM 3.1a	# of patients served by the Story County Dental Clinic	
H PM 3.1b	% who received regular check-ups	
H PM 3.1c	# of community health clinics presented	
H PM 3.1d	# of participants who report an increased level of exercise	GRF-AH3
H PM 3.1e	# of clients receiving physical health services (including In-Home Nursing, Home-Based Hospice, Homemaker Services)	
H PM 3.1f	% of surveyed participants who reported an increased understanding (ex/of prescription and over-the counter medicines, of how to care for a family member, etc.) or an ability to meet individualized health goals	

<b>Strategy 3.2: Equip individuals to negotiate the healthcare system</b>		
H PM 3.2a	% of those surveyed who reported being able to live independently due to services	
H PM 3.2b	% of families that received adequate referral sources	
<b>Strategy 3.3: Promote Safety</b>		
H PM 3.3a	% of those surveyed who reported increased awareness of safety measures	
H PM 3.3b	% of those surveyed who reported feeling increased physical safety	

## EDUCATION

<b>Education Result 1: Children enter school developmentally on track</b>		
Indicator 1.1	% of kindergarten students who are proficient in reading	IDOE
Indicator 1.2	% of Story County kindergarten students who meet developmental milestones in all 5 domains of school readiness (language & literacy development, cognition & general knowledge, approaches towards learning, physical well-being & motor development, social & emotional development)	In-house data
<b>Strategy 1.1: Address child and family basic needs</b>		
E PM 1.1a	% of families that successfully exited a family support program	
<b>Strategy 1.2: Foster child development</b>		
E PM 1.2a	% of children ages 0-5 who maintained or improved proficiency in literacy skills from pre- to post- assessment	
E PM 1.2b	% of children ages 0-5 who met or exceeded widely-held child development expectations (ex/GOLD, ASQ, LSP)	GRF-CS4
E PM 1.2c	# of children from underserved populations who were enrolled in high-quality early childhood programs supported by United Way	GRF-CS1
<b>Strategy 1.3: Provide resources and supports to families and caregivers that strengthen interactions and promote early learning in a home environment</b>		
E PM 1.3a	% of surveyed families who reported an increase in their parenting knowledge and skills	
E PM 1.3b	# of caregivers who reported reading the developmentally-appropriate amount to their children (most standards recommend 20 minutes for 0-5)	
E PM 1.3c	# of families and caregivers served that were provided with information, resources, tools, trainings, and/or teaching skills	GRF-CS3
E PM 1.3d	% of surveyed families who reported an additional positive outcome, such as an increase in nurturing attachment, improved family problem-solving, or an increase in words or turns in parent-child dialogue	
<b>Education Result 2: Children exit 3rd grade reading at grade level</b>		
Indicator 2.1	% of 3rd graders reading proficiently	IDOE

<b>Strategy 2.1: Address child and family basic needs</b>		
E PM 2.1a	% of youth that reported feeling a sense of belonging K-8	
E PM 2.1b	% of youth that improved or maintained positive relationship skills K-8	
E PM 2.1c	# of youth K-8 from underserved populations who participated in summer enrichment programs, quality and engaging out-of-school opportunities that reinforce and enhance academic and social/emotional learning	
<b>Strategy 2.2: Foster child development</b>		
E PM 2.2a	% of students who completed Reading Corps	
E PM 2.2b	% of students who completed Reading Corps that exceeded target growth	
E PM 2.2c	# of minutes read in out-of-school programs (summer & school-year)	
E PM 2.2d	# of children total who participated in summer enrichment programs	
E PM 2.2e	% of children who participated in summer enrichment programs that are on free or reduced lunch	
E PM 2.2f	% of children who participated in programming who improved or maintained their reading level (FAST, guided reading, other)	
E PM 2.2g	% of surveyed participants who reported academic success	
E PM 2.2h	% of surveyed youth participants who learned a new skill	
<b>Strategy 2.3: Involve the community to increase wrap-around supports</b>		
E PM 2.3a	# of children in mentoring programs	
E PM 2.3b	# of mentor-mentee pairs who have been together 1 year+	
E PM 2.3c	# of return volunteers in children's programs	GRF-CS
E PM 2.3d	% of all volunteers in children's programs who were returnees	
E PM 2.3e	# of new volunteers in children's programs	GRF-CS
E PM 2.3f	% of all volunteers in children's programs who were new in fiscal year	
<b>Education Result 3: Learners develop the skills needed for life and career, including but not limited to civic literacy, employability skills, financial literacy, and health literacy</b>		
Indicator 3.1	% of Story County students from underserved populations that graduate from high school	IDOE
Indicator 3.2	Average index of post-secondary readiness in Story County high schools	IDOE
<b>Strategy 3.1: Ensure learners are engaged</b>		
E PM 3.1a	% of youth who reported a positive attitude about school	
E PM 3.1b	% of surveyed participants in community-based education programs who had a better understanding than before	
E PM 3.1c	% of surveyed participants in community-based education programs who reported making a change based on the program	
E PM 3.1d	% of surveyed participants in community-based education programs who reported feeling prepared and confident to take action	
<b>Strategy 3.2: Ensure families and/or support systems are engaged</b>		
<b>Strategy 3.3: Decrease barriers to participation and success</b>		
E PM 3.3a	% of retained participants	

# FINANCIAL STABILITY

<b>Financial Stability Result 1: Access to basic needs</b>		
Indicator 1.1	% of individuals below the federal poverty level	ACS
Indicator 1.2	% of households that experience severe housing problems, defined as households with at least 1 of 4 housing problems: overcrowding, high housing costs, lack of kitchen facilities, or lack of plumbing facilities	CHR
Indicator 1.3	% of households who spend 30% or more of their income on rent	ACS
Indicator 1.4	% of households that receive SSI, cash public assistance income, or food stamps/SNAP	ACS
Indicator 1.5	% of all Story County workers 16+ with no vehicle available to them	ACS
Indicator 1.6	% of Story County workers who must commute more than 10 miles one-way to work	On The Map
<b>Strategy 1.1: Provide housing assistance</b>		
FS PM 1.1a	# of households served through UWSC partner agencies housing-assistance programs in Story County (shelter, transitional living program, other re-housing)	
FS PM 1.1b	# of Story County households who received financial assistance (rent and/or utility) to help with housing cost burdens and prevent homelessness	
FS PM 1.1c	# of individuals experiencing homelessness who gained access to transitional or permanent housing or other positive housing options (ex/treatment, housing with friends/family)	
<b>Strategy 1.2: Provide emergency services</b>		
FS PM 1.2a	# of individuals served through emergency food programs (all Story County pantries, adult/family shelter food programs, and Healthy Food Vouchers)	
FS PM 1.2b	# of pounds of food distributed through the pantries	
FS PM 1.2c	# of individuals provided with emergency assistance for basic material needs beyond housing and food assistance (crisis childcare, gas vouchers, disaster relief)	
FS PM 1.2d	% of surveyed individuals who reported a positive impact of emergency assistance of any kind	
<b>Strategy 1.3: Ensure access to reliable transportation</b>		
FS PM 1.3a	% of surveyed individuals who reported improved access to needed services due to transportation services	
FS PM 1.3b	# of individuals provided with transportation assistance (including gas or bus vouchers, Wheels for Work vehicles, rides from HIRTA or RSVP)	
FS PM 1.3c	% of Wheels for Work vehicle recipients who reported maintaining employment in the 12 months since receiving their vehicles	
FS PM 1.3d	% of Wheels for Work vehicle recipients who reported receiving a promotion or raise in the 12 months since receiving their vehicles	GRF-EM5
<b>Strategy 1.4: Grow knowledge of community resources to help meet basic needs</b>		
FS PM 1.4a	% of surveyed individuals who reported improved knowledge of community resources to meet basic needs	

FS PM 1.4b	% of households connected to mainstream benefits (such as WIC, SNAP, Medicaid)	GRF-EM6
<b>Financial Stability Result 2: Increasing income</b>		
Indicator 2.1	Index of income inequality	CHR
Indicator 2.2	% unemployment rate of those at or below the federal poverty level	ACS
Indicator 2.3	% of income going to childcare for one infant at a licensed center, for a family earning the median income for Story County	CCR&R
Indicator 2.4	% of Story County adults 25 years+ who have a high-school diploma or less education	ACS
Indicator 2.5	% of adults 25 years+ who have some college but no degree	ACS
<b>Strategy 2.1: Assist clients in securing or maintaining employment</b>		
FS PM 2.1a	% of clients who were able to remain in school or at their job	
FS PM 2.1b	% of individuals who were able to start school or obtain a new job while receiving services	
<b>Strategy 2.2: Provide affordable childcare to working parents</b>		
FS PM 2.2a	# of families who were able to access childcare due to the sliding fee scale	
FS PM 2.2b	# of families who received crisis childcare and/or childcare for mildly-ill children	
FS PM 2.2c	% of surveyed caregivers who reported an improved quality of life due to childcare services (regular and/or emergency)	
<b>Strategy 2.3: Provide supports for additional workforce-related education/training</b>		
FS PM 2.3a	# of individuals served who received additional education, including job-relevant licenses, certificates, and/or credentials	GRF-EM8
FS PM 2.3b	# of individuals served who received a postsecondary degree	
<b>Strategy 2.4: Promote the development of soft skills and other workplace readiness skills</b>		
FS PM 2.4a	% of clients that successfully completed probation supervision	
FS PM 2.4b	% of clients that successfully completed probation that did not reoffend the following year	
FS PM 2.4c	% of surveyed clients (youth 14+ and adults) who reported having learned or strengthened skills needed in the workplace including, but not limited to, social skills/teamwork, self-advocacy skills, resilience	
FS PM 2.4d	% of surveyed clients who reported having made a positive change based on their learning	
<b>Strategy 2.5: Facilitate access to tax refunds</b>		
FS PM 2.5a	# of individuals who filed taxes through MyFreeTaxes for previous calendar year	
FS PM 2.5b	average dollar amount of tax return	GRF-EM7
<b>Financial Stability Result 3: Increased Financial Capability</b>		
Indicator 3.1	% of Story County households unbanked (no savings or checking account)	PN
Indicator 3.2	% of Story County households underbanked	PN
Indicator 3.3	% of surveyed individuals in Iowa who indicated it is difficult to cover expenses and pay all bills in a typical month	FINRA

Indicator 3.4	% of Story County households without sufficient liquid assets to subsist at the poverty level for three months in the absence of income	PN
Indicator 3.5	% of surveyed individuals in Iowa who indicated that thinking about their personal finances makes them anxious	FINRA
Indicator 3.6	% of surveyed individuals in Iowa who said they had participated in financial education through school, college, or workplace	FINRA
<b>Strategy 3.1: Provide financial education</b>		
FS PM 3.1a	# of participants in financial literacy or financial assistance programs	
FS PM 3.1b	% of surveyed participants who reported having increased financial knowledge	
FS PM 3.1c	# of hours/sessions of financial coaching provided	
<b>Strategy 3.2: Support access to banks' financial services</b>		
FS PM 3.2a	# of individuals who reported having gained access to financial services, such as a savings or checking account	
FS PM 3.2b	% of surveyed individuals who reported a decrease in use of non-bank financial services, such as money orders, check cashing services, pay-day loans	
<b>Strategy 3.3: Increase financial opportunity</b>		
FS PM 3.3a	% of surveyed clients who reported a general improvement in financial situation	
FS PM 3.3b	# of individuals who specifically reported having improved their income to expense ratio	

## ACRONYM INDEX

ACS = American Community Survey

CCR&R = Iowa Child Care Resource & Referral

CHR = County Health Rankings

E = Education

FS = Financial Stability

FINRA = Financial Industry Regulatory Authority, Inc

GRF = Global Results Framework (United Way Worldwide Scorecard)

H = Health

IDOE = Iowa Department of Education

IDPH = Iowa Department of Public Health

OnTheMap = Census Bureau tool, transportation-related

PM = Performance Measure. This is a local aggregate measure of our success, quantitative or qualitative.

PN = ProsperityNow.Org