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**A**chieve  
Escambia  
Cradle to Career

2020  
COMMUNITY  
REPORT

## MISSION

To align community resources so everyone is empowered to achieve success.

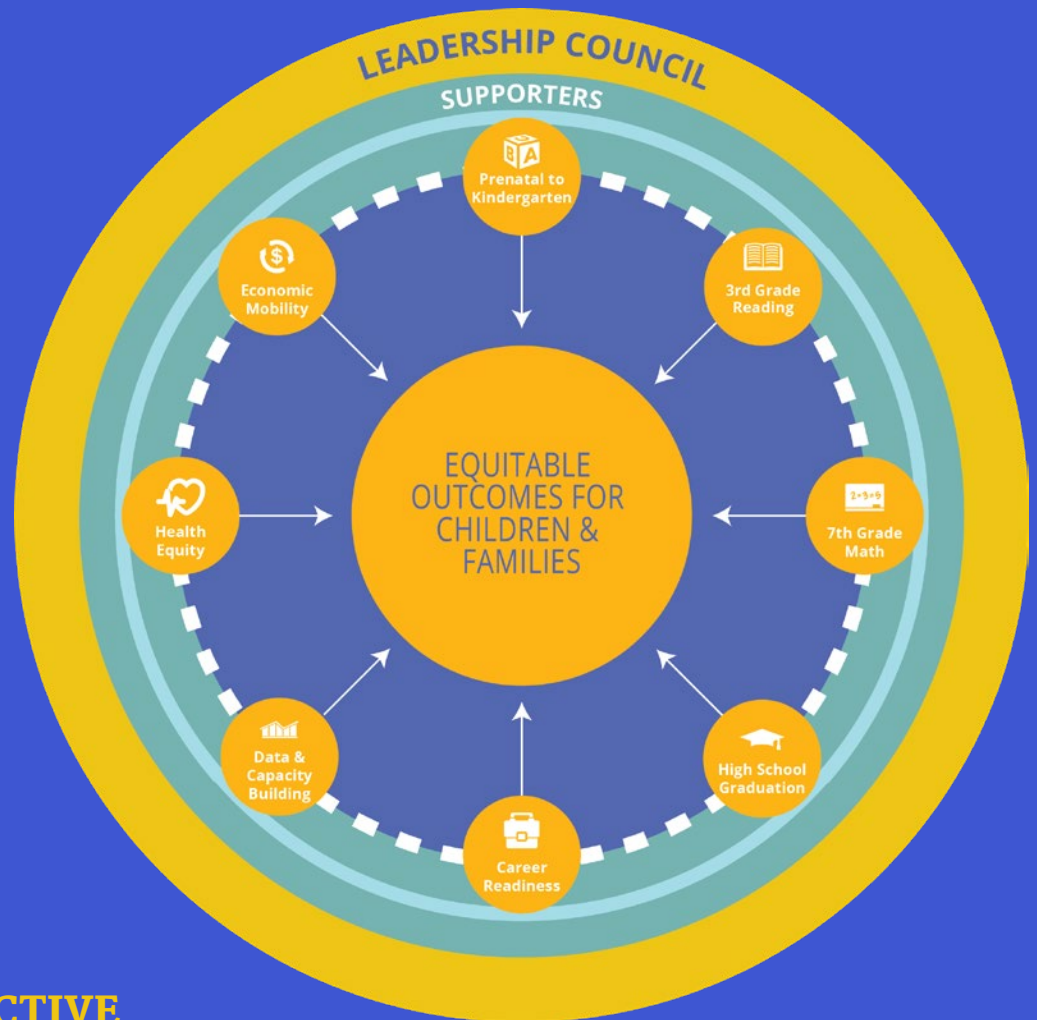
## VISION

To dramatically improve outcomes for learners of all ages on their journey from cradle to career by building the capacity of communities to address the social determinants of health, education and well-being across the Pensacola metropolitan area.

## EQUITY AND COLLECTIVE IMPACT AT THE CENTER

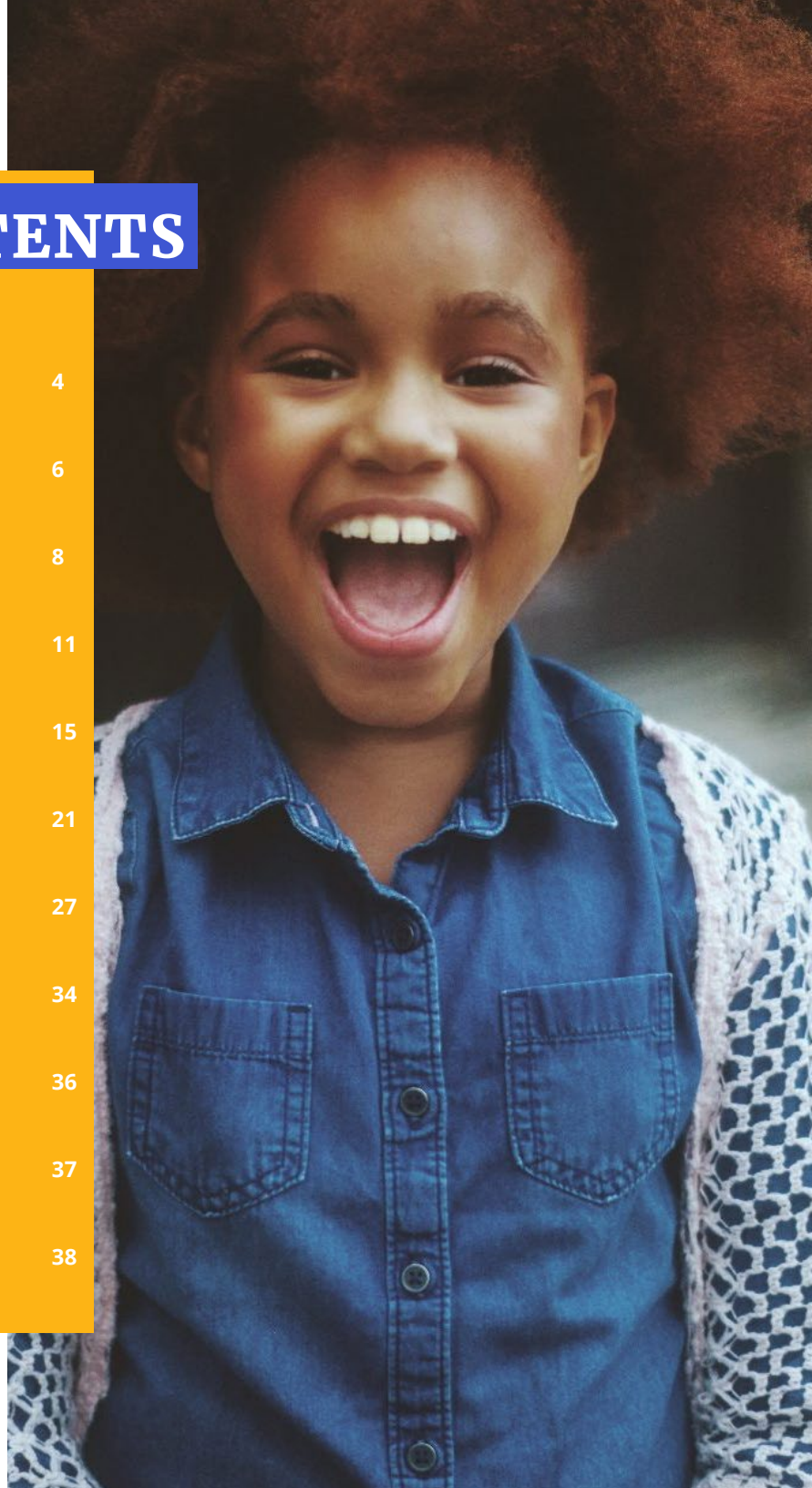
Achieve Escambia is a collective impact partnership that brings together parents, schools, businesses, health providers, faith-based groups, community organizations, residents, philanthropy, government, police, military and elected officials to advocate for significant improvements to key cradle to career outcomes.

We support people in their efforts to close equity gaps by equipping them with the knowledge, skills, and mindsets necessary to change systems and outcomes for their programs, services and organizations. We see equity as the recognition that the barriers marginalized people face are due to deliberate actions and biases and therefore require us to dedicate a greater amount of resources to dismantle them.



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# A Call to Action

Dear Friends,

I am honored to greet you as the new chair of the Achieve Escambia Leadership Council.

I'd like to begin by reflecting on "Achieving Equity," the theme of this year's community report. While the coronavirus pandemic is frequently described as unprecedented, its disproportionate toll on communities of color is no surprise. Well before COVID-19, we have known that there are long-standing racial inequities in the social determinants of health including poverty, healthcare access, nutrition, housing conditions, and more. Resulting education and health disparities date to our nation's beginning and they impact everything from infant mortality to life expectancy. Across schools, jobs, housing, transportation, criminal justice – and certainly health care – institutional and structural racism has shaped systems that underserved people of color.

Since its inception, Achieve Escambia has stood for access and excellence. Achieve Escambia advocates for opportunities to advance individual prosperity, economic mobility, and quality of life. Having lived and worked in this area practically my entire life, I know well what Achieve Escambia desires for our community: A pathway to opportunity paved by the values of equity, inclusion, student success and innovation; to drive regional

prosperity and be a force in progress for all.

Today, Achieve Escambia is being called upon to deepen and expand our commitment to the community. But more than that, to lead. Our history and these times call us to that role. We face the challenges of a worldwide pandemic, an uncertain economic climate, and the continuing reality of racial discrimination and inequitable treatment. We are in an uncharted world, where we, as leaders, have a significant responsibility to be thoughtful listeners and unwavering in our actions.

## ***We have a responsibility to act on our pledges for equity and opportunity.***

Members of the Leadership Council understand that our mission connects us to a greater purpose. We have a responsibility to act on our pledges for equity and opportunity. As this report shows, we have much work to do. It will not be easy. But the silver lining of this moment is that it has made the social inequalities in our community, our region and our country so starkly visible in ways that are very difficult to deny.

There's no simple plan that can solve the problem. This report represents a pivotal moment for Escambia County and will require commitments of staff, resources and infrastructure to



foster continued momentum. We need to dedicate the necessary resources to put equity into practice and to continue the foundational and transformative work that has been developed across the Achieve Escambia partnership.

In closing, I write this letter fully conscious that leadership organizations like Achieve Escambia cannot be neutral players in difficult discussions. As Leadership Council chair, the opportunity to steward a process that engages all sectors in our community including business, education, government, non-profits, law enforcement, judiciary, military, parents, community stakeholders, faith leaders, advocates and activists is a powerful reminder of democracy and participatory action at its inclusive best. Please join us in this journey.

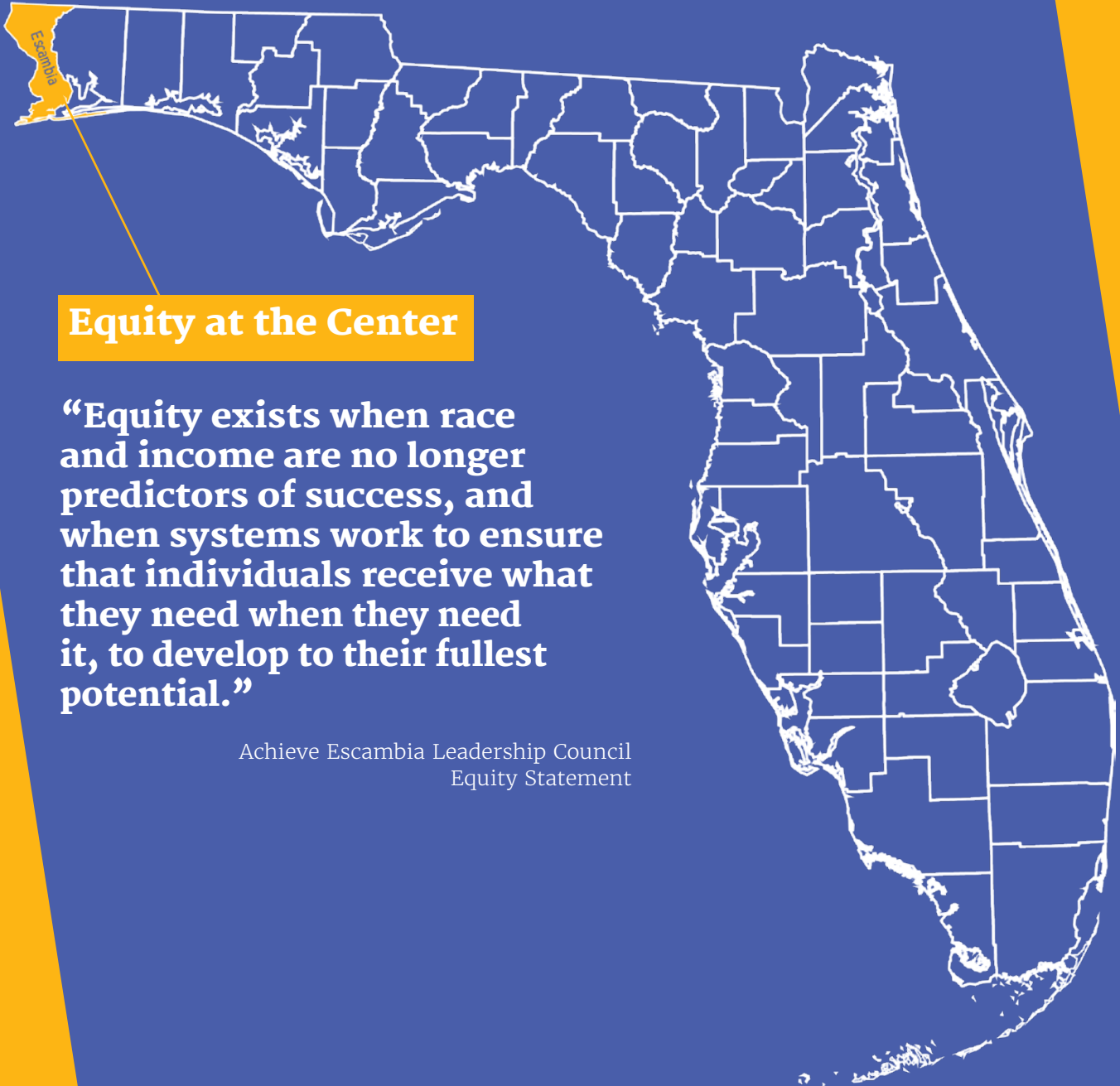
I look forward to listening, learning, and growing with you as we work together to write the next chapter of impact in the story of Achieve Escambia and this community we all love.

Sincerely,

**Mark T. Faulkner**

Leadership Council Chair  
President & CEO, Baptist Health Care

# What is Equity?



## Equity at the Center

**“Equity exists when race and income are no longer predictors of success, and when systems work to ensure that individuals receive what they need when they need it, to develop to their fullest potential.”**

Achieve Escambia Leadership Council  
Equity Statement

# The Fish, the Lake, and the Groundwater

## WHAT IS EQUITY?

If you walk past a lake and see one fish floating belly-up dead, it might make sense to analyze the fish. What's wrong with it? Imagine the fish is one student failing in the education system. You might ask, "Did this student study hard enough? Is he or she getting support from home?"

But if the next day you come out to that same lake and half the fish are floating belly-up dead, what should you do? This time you've got to analyze the lake. Imagine the lake is the education system and half the students are failing. This time you might ask, "Might the system itself be causing such consistent, unacceptable outcomes for students? If so, how?"

Going further, picture five lakes around your house. In each and every lake half the fish are floating belly-up dead. What is it time to do? Analyze the groundwater.

More than 95% of freshwater on earth is in the groundwater, hidden from sight deep below the surface of lakes, rivers, and streams. It's not something we usually give much thought to, yet it has a major impact on our lives.

Today, millions of "fish" are struggling for their lives across all of our institutions and systems, from the food system to the school system. Yet most of us are so focused on helping individual fish navigate and survive, that we struggle to meaningfully address the groundwater, or the deeper, interconnected, systemic issues that operate at every level to reinforce racial discrimination and racial disparities across the board – from wealth accumulation and health care outcomes, to educational achievement, criminal justice proceedings and professional career advancement.

*i* Source: *The Groundwater Approach* whitepaper (2019) is co-authored by Racial Equity Institute managing director Deena Hayes-Greene and Bayard Love. The Racial Equity Institute is an alliance of trainers, organizers and institutional leaders dedicated to creating racially equitable organizations and systems.

# THE GROUNDWATER METAPHOR IS DESIGNED TO SHOW THAT OUR SOCIETY IS RACIALLY STRUCTURED. THIS FOUNDATIONAL STRUCTURE OF RACISM CAUSES RACIAL INEQUITY, OBSERVABLE IN THREE WAYS:

1

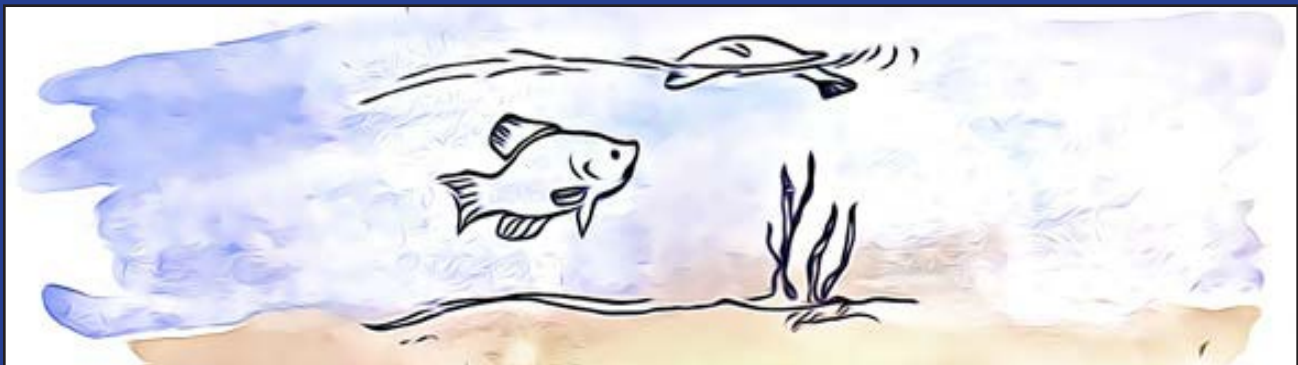
Racial inequity looks the same across systems

2

Socioeconomic differences do not explain racial inequity

3

Systems cause inequities, regardless of people's culture or behavior



# Opportunity Map

## Beyond measuring disparities, “Achieving Equity” means using data to spur concrete action toward meaningful change

The Escambia Children’s Trust initiative will generate new funding for children and youth in Escambia County through a locally dedicated property tax, providing stable financial support to many necessary programs and organizations.



EARLY  
SCREENING  
MATTERS



Our goal is to build a positive support system for early identification of developmental delays or disorders, as around 70% of children go undiagnosed before they enter school.



Parents are their child’s first teacher, and using the Parent University model of Savannah, Georgia, we intend to enhance the knowledge, confidence, and leadership skills of parents who grew up and still live in poverty around the 32505 zip code area, empowering them to design, lead, and direct courses for other parents.



Enroll Escambia aims to spread the word about the benefits of quality early learning and work with families to increase participation in existing pre-kindergarten programs in Escambia County.

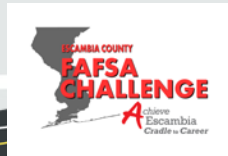


Escambia Reads is our new initiative, based in the 32505 zip code, focused on improving kindergarten readiness, preschool and elementary school attendance, and summer learning loss.



The indicators on the following pages show where our county is doing well and where we can do better. Our opportunity map provides a framework to understand where we can make the biggest impact on closing gaps among people of different races and ethnicities. Combined, these opportunities and indicators are powerful tools that can help our community lead the way in setting goals for achieving equity where it matters most.

The FAFSA Challenge team works to help students at all seven public high schools in the county complete their federal FAFSA forms, putting free money into their hands to pursue their college and career goals.



The training arm of Achieve Escambia, this yearlong training series is designed for teachers and educational professionals to improve student outcomes through bolstering and aligning system goals and increasing awareness about issues, concepts, and principles that drive equity and system transformation.



Launched in spring 2020, Achieve Healthy EscaRosa strives to improve health and well-being within the community itself, focusing on where people live, learn, work, and play because education and health outcomes are inseparable.



**Inclusive Development Network**



PENSACOLA



The Inclusive Development Network connects vulnerable segments of our population – the unemployed, the working poor, the previously incarcerated – to better economic opportunities through skill-building, credential work, and expanding professional connections.





**CHAPTER 1:**  
**Toward a More Equitable Escambia**

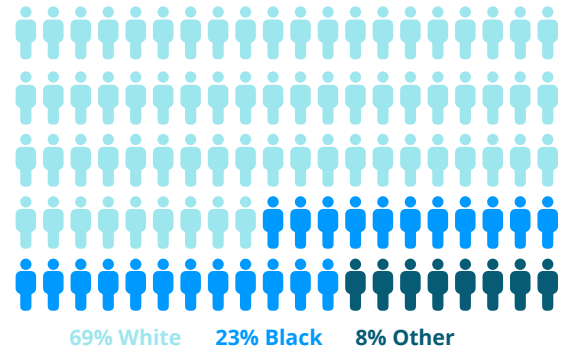
# Toward a More Equitable Escambia

This report includes an overall Escambia County snapshot and a breakdown of select indicators across three topic areas: education, health and social and economic factors connected to achieving a career-ready workforce. Taken together, these indicators span the life course and measure the outcomes, opportunities, and resources people need to live well and thrive. They also reflect the systems and policies in place that affect our ability to become a more equitable Escambia.

While Escambia County's total population is at an all-time high, the proportion of children enrolled in K-12 public schools is at an all-time low. This matters because many of the education-related indicators in this report are for public schools and not representative of Escambia County's education landscape.

Total Population		Escambia County Public School Enrollment
191,400	1965	48,713
205,334	1970	46,946
233,794	1980	42,043
262,798	1990	43,091
294,410	2000	45,007
297,619	2010	40,227
323,998	2020	39,739

Rising diversity is a tremendous asset — if communities of color can access the resources and opportunities that everyone needs to thrive



19%

K-12 students in private school

1,451

K-12 students homeschooled

#47

Child Well-Being Ranking



#42 in 2017

County Health Ranking



#55 in 2016

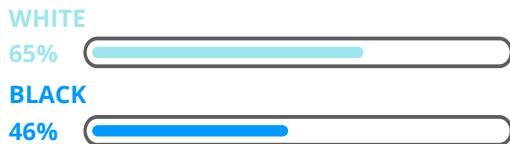
Sources: Total population and demographic breakdown, American Community Survey 5-Year Data (2009-2018); public school enrollment, UWF history student Melissa C. Williams; private and homeschool data, Florida Department of Education; County Health Rankings; Florida Kids Count for child well-being (2019) and Robert Wood Johnson Foundation for county health (2020)

# The Health-Wealth Gap

As this data shows, there are clear connections between health and poverty, which itself correlates closely with the economic opportunities a solid education provides. For our communities to be healthy, we must address both health and wealth issues.

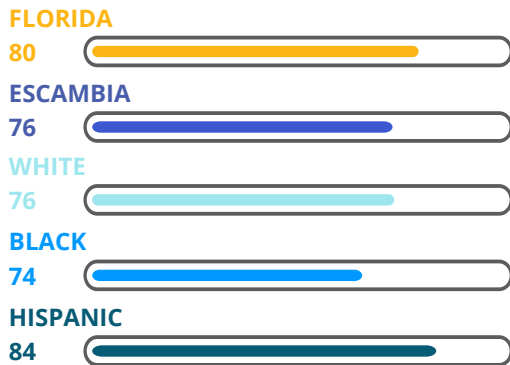
We have enormous and persistent racial gaps in homeownership, and inequality in homeownership has played an important role in contributing to gaps in wealth accumulation.

## Homeownership Rate by Race



White/black homeownership rate gap (2018): 19%

## Life Expectancy in Years



Life expectancy gaps are due to differences in smoking, obesity and income inequality, not necessarily access to healthcare.

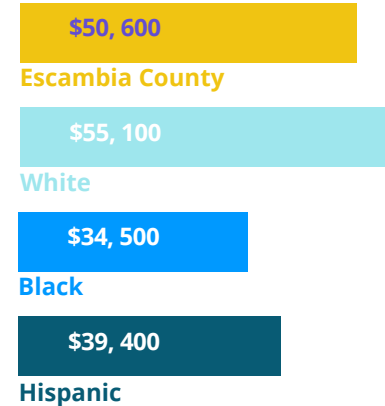
## A deep dive into poverty

- 15% All Ages
- 19% Adults with Disabilities

Children under 18 living in poverty by race

- 24% Escambia County
- 13% White
- 39% Black
- 29% Hispanic

## MEDIAN HOUSEHOLD INCOME, BY RACE



## Median Rent: \$967

Median cost for rent and utilities for a two-bedroom housing unit.

**+44%**

Projected increase in food insecurity from 2018 to 2020 due to the coronavirus pandemic

**30%**

Cost-burdened families in Escambia who pay more than 30 percent of their income for housing and may have difficulty affording necessities such as food, clothing, transportation, and medical care.

Sources: Homeowner, poverty, income and housing, American Community Survey 5-Year Data (2009-2018); Life Expectancy, Tejada-Vera B, Bastian B, Arias E, Escobedo LA., Salant B, Life Expectancy Estimates by U.S. Census Tract, 2010-2015. National Center for Health Statistics (2020); Food Insecurity, Feeding America (2020)





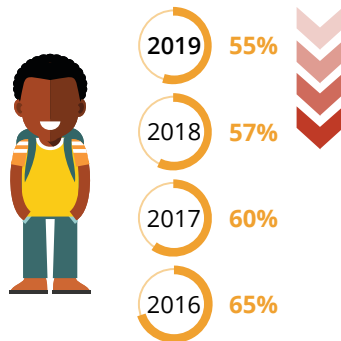
**CHAPTER 2:**  
**Achieving Educational Equity**

# Achieving Educational Equity

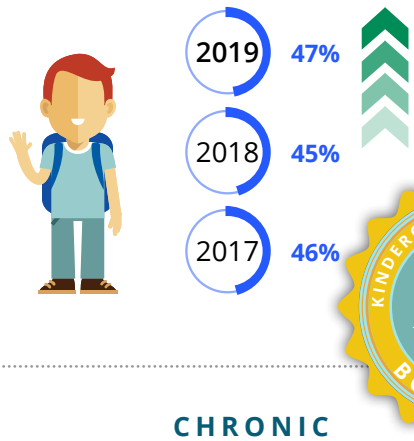
The future well-being of our community will depend on how equitable our school system is, and the indicators in this chapter represent a path for achieving equity in education. Educational equity is a journey, not a destination, that boils down to delivering an empowering education to all students.

But what does that look like in the midst of a pandemic? The implications of COVID-19-related school changes are and will continue to be profound for children with limited financial resources, children of color, children with disabilities, children who are English-language learners, children in immigrant families, children in foster care, migrant children, children experiencing homelessness, LGBTQ children and children in the juvenile justice system.

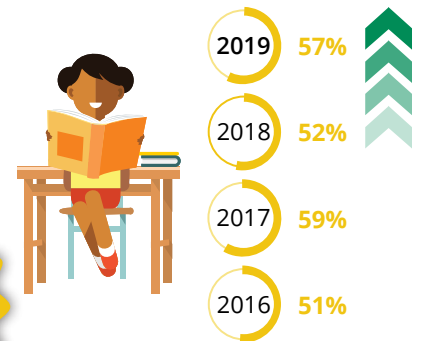
## VPK ENROLLMENT



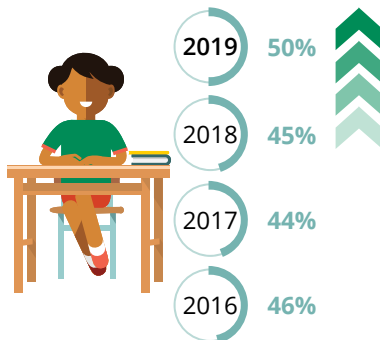
## KINDERGARTEN READINESS



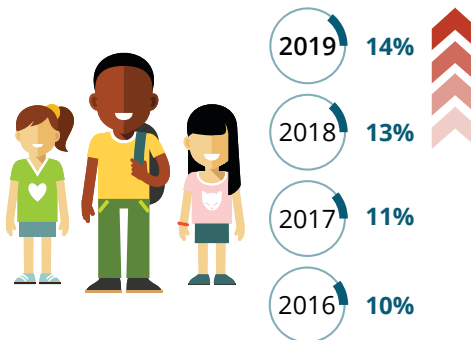
## 3RD-GRADE READING



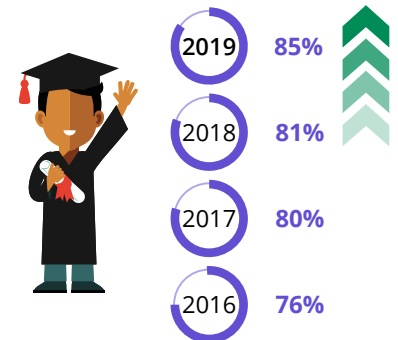
## 7TH-GRADE MATH



## CHRONIC ABSENCE



## HIGH SCHOOL GRADUATION



Sources: Florida Department of Education



Many of our schools have stepped up to ensure students with food insecurity do not go hungry by continuing to provide free meals even during school closures, but families and educators this school year will continue to face enormous struggles to keep students on their learning track while maintaining equity. When studying the indicators in this chapter, keep in mind that our school district racial breakdown is 47% white; 35% Black; 8% Hispanic; 8% multiracial; and 2% Asian.

Retention, suspension, and expulsion are all associated with negative outcomes, such as an increased risk of dropping out of school.

### Students of Color Disproportionately Disciplined in Schools

#### WHITE

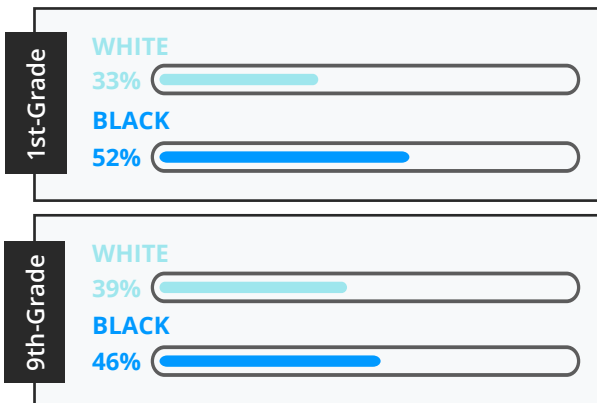


#### BLACK



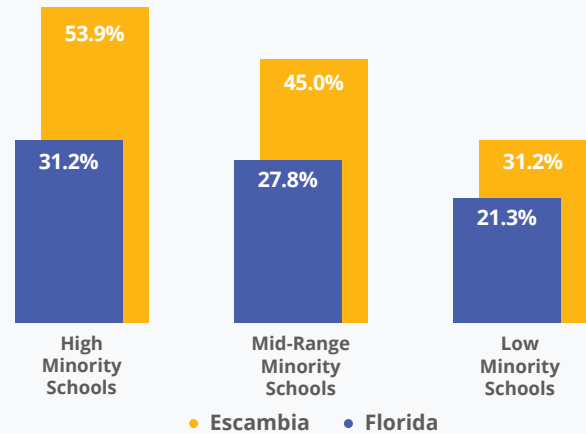
About 95% of infractions are in- and out-of-school suspensions. Escambia's data is unchanged since the 2016-2017 baseline year. The data shown is for 2018-2019.

### Students of Color Disproportionately Held Back



Florida defines non-promotion, or retention, as a way to give students who have substantial learning deficiencies more time and the intensive instruction they need to catch up. The data shown is for 2018-2019.

## Students of Color Have More Inexperienced Teachers, 2018-2019



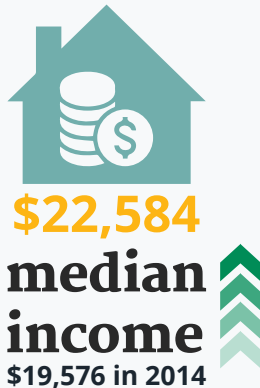
Teacher equity indicates the extent to which students, in particular students of color, are assigned uncertified or inexperienced teachers. Florida defines this in one of three ways: a full-time teacher who has been teaching less than four years, a full-time teacher who holds a temporary certificate, or a full-time administrator who has less than four years of related experience.



# The 32505 Project

Achieve Escambia is concentrating its place-based efforts on the 32505 ZIP code, particularly the neighborhoods surrounding Brownsville that contain some of the most concentrated pockets of poverty in Florida. With an aging housing stock, shrinking population, limited economic mobility, and lower-than-average life expectancy, the lower 32505 area deserves our special care and consideration as we build systems to lift up the economic prosperity of all children, youth and families. Since fall 2019, Achieve Escambia has partnered with the University of West Florida Department of History on a long-term study of the Brownsville neighborhood and surrounding West Pensacola communities in or near the 32505 zip code. Our goal is to elevate the voices of residents and bring understanding and attention to the historical origins of contemporary conditions in 32505 neighborhoods.

The 32505 History Project is foundational to understanding the history and context of West Pensacola. For example, in reviewing racist planning practices in Pensacola, which were practiced nationwide and date back to the origins of our country, we have pinpointed how communities of color were excluded from homeownership and wealth-building opportunities; were denied access to educational resources, jobs and healthy neighborhoods; and experienced segregation, through deeds, covenants, lending practices, public housing, and urban renewal.



**18%**   
**in poverty**

▼ **from 26% in 2014**

White: 10%, down from 14% in 2014

Black: 24% down from 32% in 2014

**28%** **work in retail industry**  
**receive food stamps/SNAP\***

\*SNAP benefits average only about \$1.29 per person per meal. In fiscal year 2018, the average SNAP household received about \$256 a month, and the average recipient about \$127 a month — about \$1.29 per meal.

## Education Attainment

55%



High school graduate or less

8%



Bachelor's degree

 Source: American Community Survey 5-Year Data (2009-2018)

# Every child has the right to learn to read

## Escambia Reads aims to ensure all students learn the reading and writing skills they need to succeed.

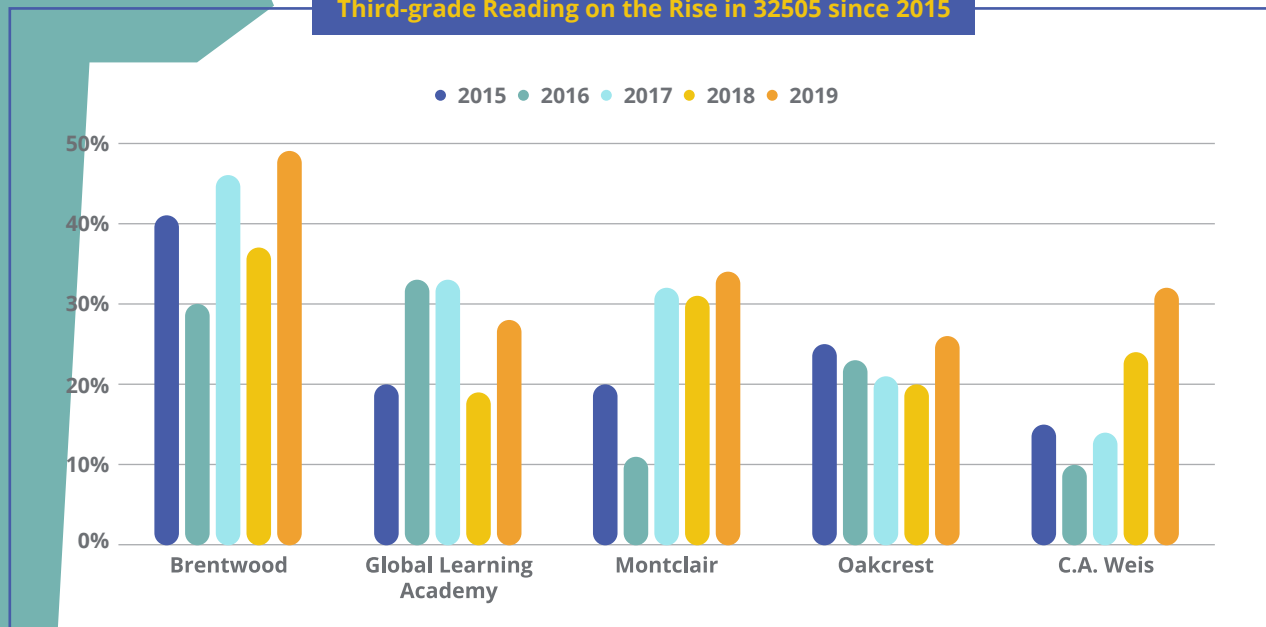
In August 2020, Achieve Escambia joined the national and Florida campaigns for grade-level reading. Our local campaign, Escambia Reads, is focused on improving school readiness, attendance and summer learning in the lower 32505 area. Our plan takes stock of the resources in our community and outlines a path forward to ensuring all third-graders are reading proficiently, no matter their race or family income.

No one group can do this work alone, and it will take a long-term, steadfast commitment by everyone to see it through to success. Our acceptance into the state and national campaigns provides us with the resources and connections to move forward with all deliberate speed to:



- Improve partnerships between families, schools, businesses, governments, community leaders, and educational institutions to drive long-term local change.
- Create a learning community focused on understanding systemic problems inherited from previous decades so they can be dismantled.
- Improve third-grade reading proficiency 10% by 2027 among 32505 elementary schools.

Third-grade Reading on the Rise in 32505 since 2015







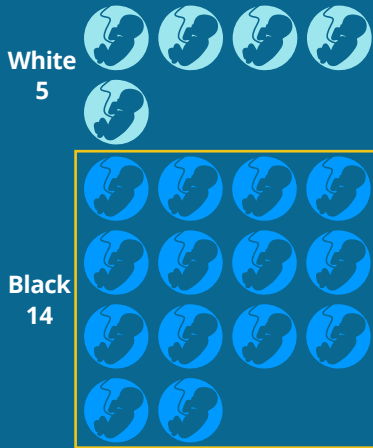
## **CHAPTER 3: Achieving Health Equity**

# Better Data for Better Health

**Health equity** is when everyone has the opportunity to be as healthy as possible. Long-standing systemic health and social inequities have put many racial and ethnic minority groups at increased risk of getting sick and dying. The health data shown in this chapter provide a clear picture of the challenges Escambia County is experiencing. We hope they also serve as a springboard for coming together to act upon shared goals for improvement.

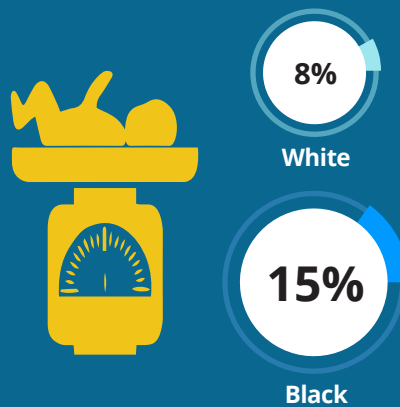
## INFANT MORTALITY

# of infant deaths per 1,000 live births



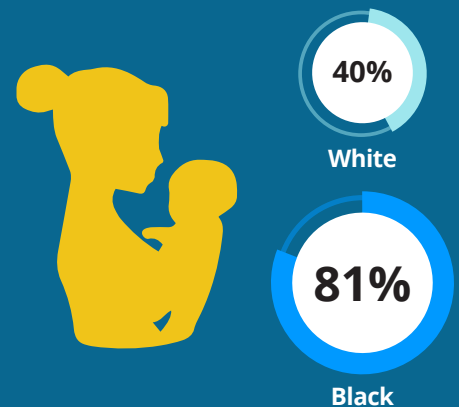
## LOW BIRTHWEIGHT

% of infants weighing less than 5 pounds, 8 ounces at birth



## BIRTHS TO SINGLE MOTHERS

% of births to mothers who were unmarried at the time of birth



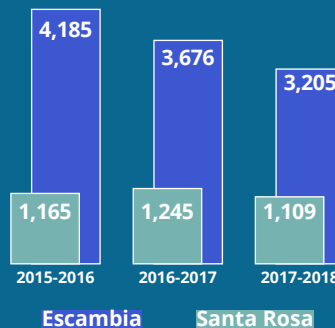
## CHILD ABUSE

# of children removed from the home because of abuse and/or neglect



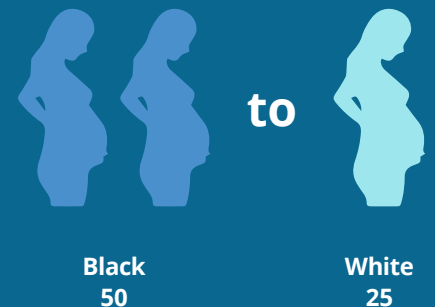
## BAKER ACT RATES

# of individuals sent to psychiatric units



## TEEN PREGNANCY

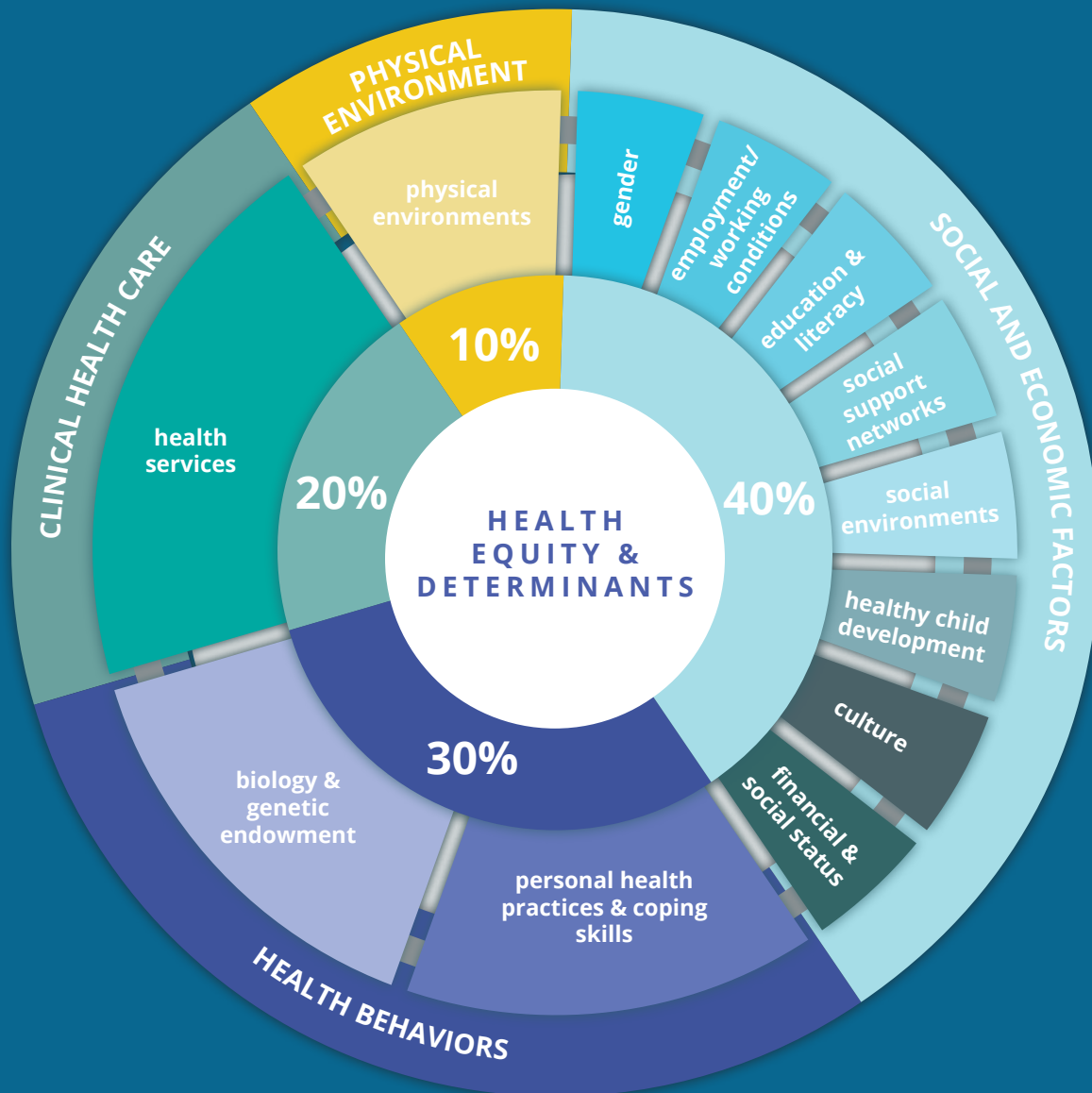
# of births per 1,000 female population, ages 15-19



Source: Florida Health Charts (2019); Robert Wood Johnson Foundation County Health Rankings (2020); Florida Mental Health Institute, USF

# What Affects Health?

Researchers at the University of Wisconsin Population Health Institute estimated the percentage of people's health - including length and quality of life - that is affected by factors that can be changed or modified (i.e., excluding genetics).



*Source: Park, H., Roubal, A.M., Jovaog, A., Gennuso, K.P., and Catlin, S.B., 2015.*


 The logo features a blue triangle on the left containing a white map of Florida. To the right of the triangle, the word "ACHIEVE" is written in large, bold, green, sans-serif capital letters. Below "ACHIEVE", the words "Healthy EscaRosa" are written in a smaller, green, sans-serif font, with "Healthy" in a lighter shade and "EscaRosa" in a darker shade.

Created in April 2019 as an evolution of the former LiveWell Partnership, the mission of Achieve Healthy EscaRosa is to unite and align resources to improve the health and well-being of Escambia and Santa Rosa counties so that everyone can live well and thrive. This broad-based collaborative has engaged hundreds of key stakeholders throughout the two-county area. Achieve Healthy EscaRosa is a collective impact effort that provides a common agenda, establishes shared measurements, fosters mutually reinforcing activities, encourages continued communication, and builds strong community support across multiple sectors including health, business, military, education, faith, non-profit, government and civic partners.

**"We need meaningful solutions to turn the tide. This is the genesis of a better, fairer, more equitable community for all of our children, not just white children or black children, but all of our children."**

**Pastor Lonnie Wesley III**, Greater Little Rock Baptist Church, Achieve Healthy EscaRosa Convening

Prior to COVID-19, a major focus of Achieve Healthy EscaRosa was tackling the social determinants of health. Achieve Healthy EscaRosa partners co-hosted a community convening on February 20, 2020 at the University of West Florida. This convening engaged hundreds of community partners from Escambia and Santa Rosa counties in an interactive data walk that highlighted key metrics that reflect the health and wellness of our community and in thoughtful discussion about how we can unite and align resources to create a community where everyone can live well and thrive.

In the coming year, Achieve Healthy EscaRosa is supporting a coordinated approach to addressing the immediate challenge of COVID-19 among minority populations in our community and the longer-term root causes of racial disparities that adversely impact vulnerable populations. We are launching a regional equity dashboard that:



**Emphasizes the importance of public health and wellness**

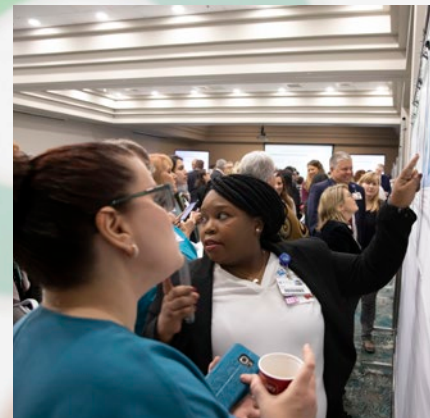


**Defines a community-wide goal of reducing disparities in health outcomes**



**Outlines the path forward to achieving that bold goal**









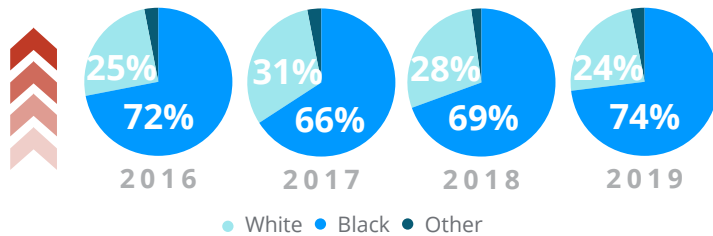
## **CHAPTER 4:** **Achieving a Career-Ready Workforce**

# Creating Strong Building Blocks for Every Student

We define an equitable, career-ready workforce as one where all residents — regardless of their race, ethnicity, gender or zip code — are fully able to participate in the community's economic vitality, contribute to its readiness for the future and connect to its assets and resources. Achieve Escambia's career readiness efforts are part of the statewide Local College Access Network movement led by the Florida College Access Network. We have been a proud FCAN member — and to date the only local network working to improve career readiness in the Panhandle — since 2017.

## JUVENILE ARRESTS BY RACE

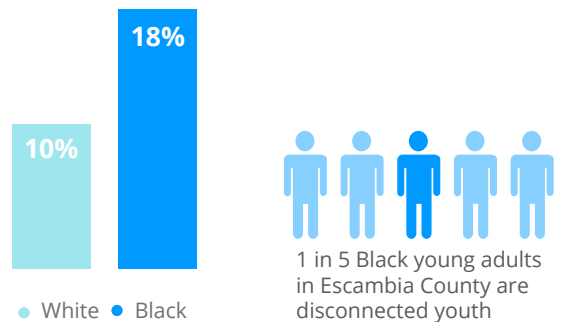
ages 10-17 per 100,000



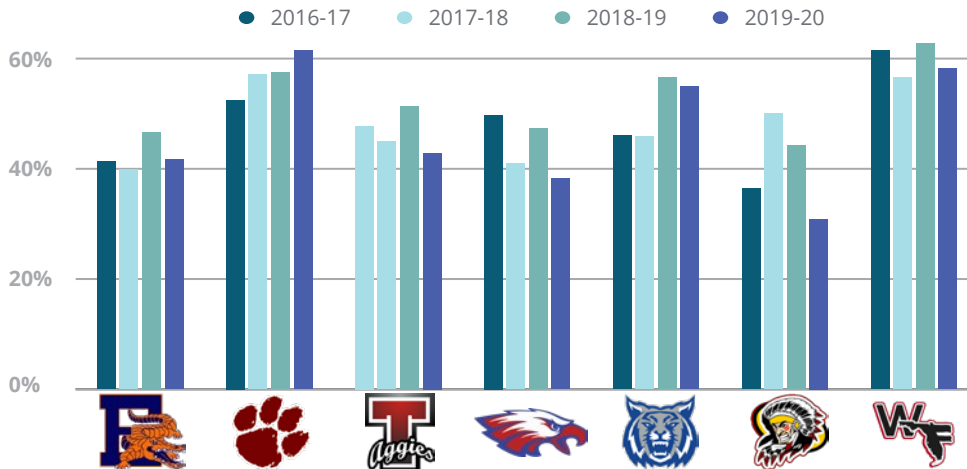
Escambia: Ranked #3 in juvenile arrests out of all 67 counties in Florida

## OPPORTUNITY YOUTH BY RACE

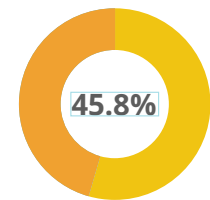
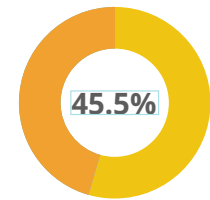
ages 16-24 not employed and not working in metro Pensacola



## FAFSA Completion Rates a Mixed Bag among Escambia High Schools

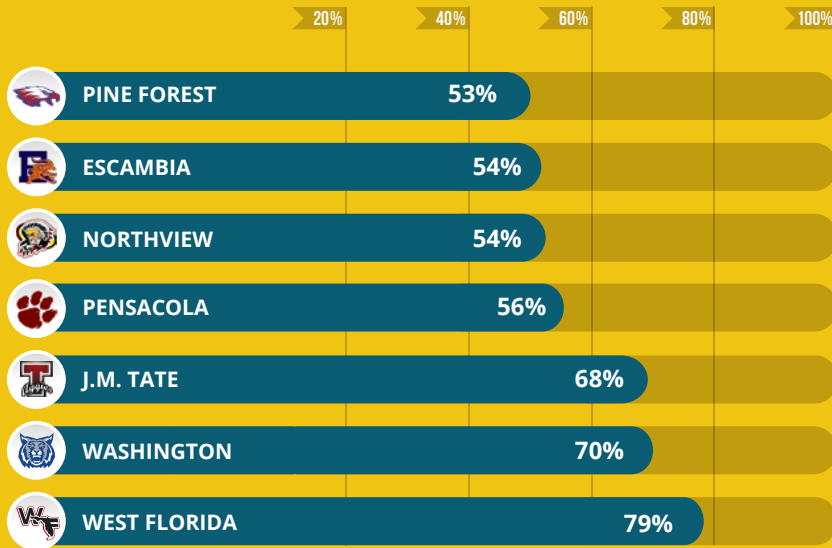


## Escambia County's Overall FAFSA Completion Rate Remains Flat in COVID-19 Year



Sources: Florida Department of Juvenile Justice (2020); IPUMS USA | National Equity Atlas (2017); Florida Department of Education (2019); Florida College Access Network (2020)

## COLLEGE-GOING RATE BY HIGH SCHOOL



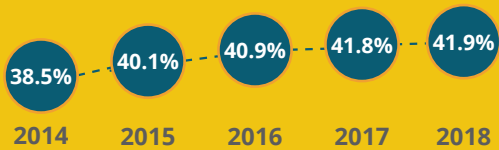
Note: Escambia County: 62%, Florida 70%

This rate includes students from the 2016-17 graduating class of each Escambia County high school who attended any postsecondary institution.



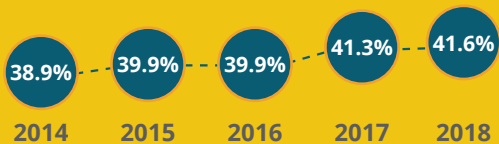
## DEGREE ATTAINMENT PROFILE

Escambia County residents ages 25-65 with a high-quality degree or credential



**Escambia 41.9%**

▲ 3.4% since 2014 ranks 13th among all counties in Florida



**Florida 41.6%**

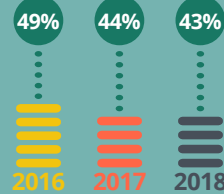
▲ 3.7% since 2014 ranks 22nd among all states in the U.S.

Note: \*An estimated 8% of Florida residents and 5.2% of U.S. residents hold a workforce-relevant certificate, according to Lumina Foundation. Certificate data are not yet available at the county level.

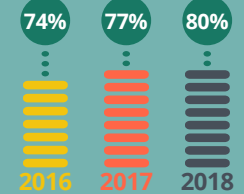
Source: Florida College Access Network (2020); Florida Department of Education (2019)



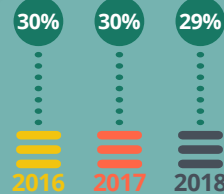
COMPLETION RATE



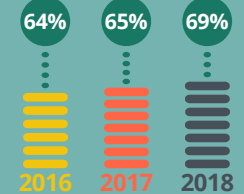
RETENTION RATE



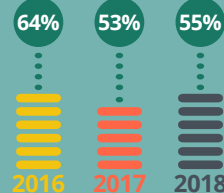
COMPLETION RATE



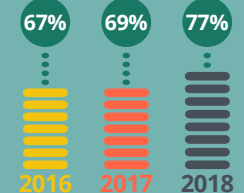
RETENTION RATE



COMPLETION RATE



RETENTION RATE



# Spotlight: Plan it Escambia

Plan It Escambia identifies the components needed to effectively prepare middle school students for rigorous high school pathways that will lead to success in college and careers.

## 6th-9th Grade

### Goal: Expose

- At this stage, students should focus on building skills that will be useful no matter what path they take.
- Florida's state colleges divide classes according to "career clusters." By the end of 9th grade, students should identify at least 3 of these clusters they'd like to learn more about.

## 10th Grade

### Goal: Explore

- Explore the career pathways available in our local area by visiting [NorthwestFloridaCareerPathways.com](http://NorthwestFloridaCareerPathways.com)
- By the end of 10th grade, students should identify 3 careers and 2-4 pathways they can take after high school based on their career interests.



## 11th Grade

### Goal: Experiment

- Students should participate in activities and opportunities that allow them to experiment with different skills.
- Now's the time to research admissions requirements for certificate and degree programs.
- Make sure you are taking the classes you will need to succeed.

## 12th Grade

### Goal: Execute

- It's time to put your plan into action!
- First, complete the FAFSA on October 1 - it's the No. 1 ticket to accessing financial aid to attend a technical college, community college, or four-year program.
- Finalize a list of 2-4 certificate or degree programs and take the steps necessary to fulfill entrance requirements.



# A Talent Strong Florida Needs a Talent Strong EscaRosa

**Fastest-Growing Occupations in Escambia and Santa Rosa Counties**  
all require education beyond high school



**Software Developers**



**Operations Research Analysts**



**Physician Assistants**



# A Future-Ready Region

## Inclusive Development Network



Locally, our Pensacola Inclusive Development Network team has established **three big goals**, centered on driving impactful talent strategies to improve the number of adults who have the skills, abilities and opportunities to access meaningful work in Escambia and Santa Rosa counties. Our work is situated within the umbrella of the Career Readiness Collective Action Network, which is aligned with Gov. Ron DeSantis' Sail to 60 initiative aimed at 60% of Florida adults with a high-quality industry credential or a degree by 2030.

### spread message

Targeted populations (disproportionately underrepresented) in the Pensacola MSA have access to information about career opportunities available in targeted high wage, high-demand industries throughout our region.

01 so much is little-known

### access + a chance

Targeted populations (disproportionately underrepresented) in the Pensacola MSA have the access and opportunity to advance their skill levels and actively engage in the regional workforce.

02 active engagement

### equity-centered

Decision-makers in the Pensacola MSA ensure equity is not an afterthought, but a core consideration in all career and economic development activities.

03 embedded equity

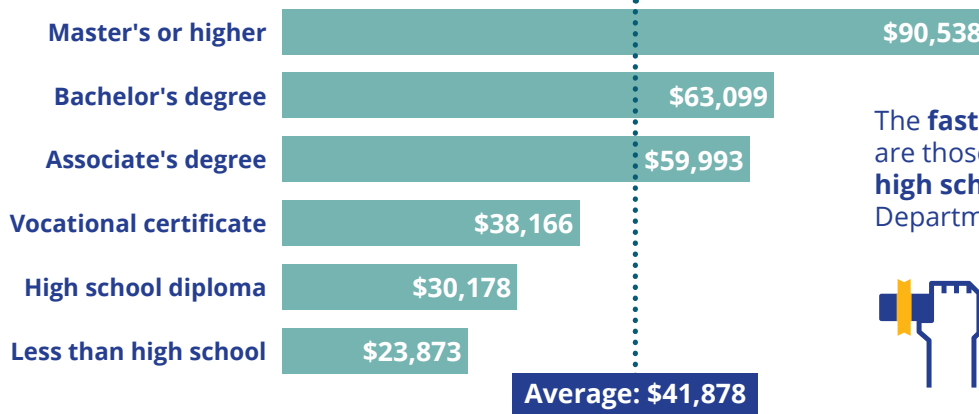


# A Future-Ready Region

The inspiration for the Pensacola Inclusive Development Network project is a desire to spark a regional conversation about the conditions needed to achieve inclusive and sustainable workforce development. As COVID-19 relief continues to roll out in stages, and inevitably comes to an end, we are raising critical questions about what the future of work will mean to our target populations who, already left behind even in good times, are both in greatest need of relief and in the greatest position to be able to contribute to recovery.

Our greater Pensacola prosperity plan is based on a vision for a future where everyone has an opportunity to advance economically. Achieving this vision will take reskilling displaced workers, educating workers in new skills and technologies, and committing to the long-term work of reducing equity gaps among four vulnerable groups, including those with low to no skills; those with a high school diploma or less; those who have had an interaction with the criminal justice system; and the lower-income 16- to 24-year-olds not regularly in school or work commonly called "opportunity youth."

Crucial to our plan is communicating the missing link between a risky job and a stable job, which is an education beyond high school.

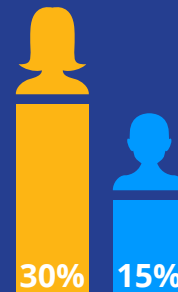


The **fastest growing jobs in Florida** are those requiring education **beyond high school**, according to Florida Department of Economic Opportunity.



**41,200**

local residents are at risk of losing their jobs to automation by 2030.



**2x**

In the Pensacola area, women are twice as likely as men to be employed in at-risk occupations.

# A Generational Win for All of Our Children

With 61% voter approval, the Children's Services Council ballot referendum passed on November 3, 2020. The Escambia Children's Trust will sustainably fund child and youth services that close many of the equity and opportunity gaps noted in this report.



**ESCAMBIA**  
**CHILDREN'S TRUST**  
Our Children. Our Community. Our Future.

## How will the Escambia Children's Trust help our community achieve more equitable outcomes?

The Trust will help children and families by providing results-based funding to local agencies to implement programs that strengthen early childhood education, child abuse prevention, after-school learning, and career-based internships, ultimately ensuring a path to success for every child and making Escambia County a better place for everyone to live and raise a family.

## What will the Escambia Children's Trust do?

Beginning in 2022, the Trust will enter into contracts with providers to improve targeted outcomes, such as:

- Reduce child trafficking, gang violence, teen pregnancy and infant mortality.
- Increase reading fluency, school readiness and success.
- Improve access to services for children with developmental and other challenges.

## Now that this is approved by voters, what's next?

The Trust will be funded by a .5 mill increase in ad valorem tax beginning with the 2021-2022 tax year. The tax will go back to Escambia County voters after 10 years to ensure accountability and real, measurable results that stick.



ESCAMBIA COUNTY  
**VOTED  
YES**  
for kids!



**61% VOTER APPROVAL!**

**EscambiaChildrensTrust.org**

# Partners & Teams

We are focused on results, improving what works and changing what doesn't. Our partners agree to be mutually accountable and responsible for constantly improving. We believe our collective voice and aligned resources are part of the solution.



**28** Leadership Council



**13** Operational Support Team



**16** Data Team



**2** Collective Action Networks



**4** Work Groups



**2** AmeriCorps VISTA and Interns



**2** Staff

## Kindergarten Readiness Collective Action Network

90Works  
 Ascension Sacred Heart and Studer Family  
 Children's Hospital  
 Baptist Health Care  
 C. A. Weis Elementary Community Partnership School  
 Children's Home Society  
 Community Action Program Committee, Inc.  
 Community Health of Northwest Florida  
 Dixon School of the Arts & Sciences  
 Early Learning Coalition of Escambia County  
 Early Steps at Sacred Heart  
 Empowerment Parent Resource Center  
 Escambia County Healthy Start Coalition  
 Escambia County School District  
 Escambia County Public Schools Foundation  
 Every Child a Reader Escambia  
 FamiliesFirst Network  
 First Words Project  
 Florida Department of Children and Families, Circuit 1  
 Gulf Coast Minority Chamber of Commerce  
 Gulf Power Company  
 Help Me Grow Florida  
 Navy Federal Credit Union  
 Nemours Children's Specialty Care at West Florida Healthcare-Pensacola  
 Pen Air Federal Credit Union  
 Pensacola State College  
 Studer Community Institute  
 The Arc Gateway, Inc.  
 United Way of West Florida  
 University of West Florida  
 West Florida Public Library System  
 YMCA of NWFL

## Operational Support Team

Baptist Health Care  
 Early Learning Coalition of Escambia County  
 Empowerment Parent Resource Center  
 Escambia County School District  
 FamiliesFirst Network  
 FloridaWest Economic Development Alliance  
 FS Advisors  
 Gulf Power Company  
 Navy Federal Credit Union  
 Pen Air Federal Credit Union  
 Pensacola State College  
 The Arc Gateway, Inc.  
 WSRE-TV, PBS for the Gulf Coast

## Career Readiness Collective Action Network

Baptist Health Care  
 Big Brothers Big Sisters of Northwest Florida  
 Boys & Girls Clubs of the Emerald Coast, Pensacola Division  
 CareerSource Escarosa  
 Chain Reaction  
 Children's Home Society  
 Community Action Program Committee, Inc.  
 DrKit.org  
 Escambia County Government  
 Escambia County School District  
 Florida Blue  
 FloridaWest Economic Development Alliance  
 Ford Next Generation Learning  
 George Stone Technical College  
 gFinity Technology Group  
 Global Connections to Employment  
 Goodwill Easter Seals of the Gulf Coast  
 Greater Pensacola Chamber of Commerce  
 Gulf Coast Minority Chamber of Commerce  
 Gulf Power Company  
 Junior Achievement  
 Kelly Services  
 Landrum Staffing Services  
 Navy Federal Credit Union, Talent Acquisition  
 PACE Center for Girls  
 Pathways for Change  
 Pen Air Federal Credit Union  
 Pensacola State College  
 Take Stock in Children  
 United Way of West Florida  
 University of West Florida  
 Waterfront Rescue Mission  
 YMCA of NWFL

## Data Team

Baptist Health Care  
 Community Action Program Committee, Inc.  
 Department of Children and Families  
 Department of Health  
 Diocese of Pensacola-Tallahassee  
 Early Learning Coalition of Escambia County  
 Escambia County Healthy Start Coalition  
 Escambia County School District (2)  
 George Stone Technical College (2)  
 Gulf Power Company  
 Navy Federal Credit Union  
 Pensacola State College  
 Studer Community Institute  
 University of West Florida Haas Center

# Leadership Council

The Achieve Escambia Leadership Council aligns resources, engages in action and dialogue, and champions the work of the partnership throughout our community.

## Chair

**Mark T. Faulkner**  
President & CEO, Baptist Health Care

**David Alexander III**  
Community-At-Large Representative

**Doug Baldwin**  
Small Business Leader  
CEO, Baldwin Management

**Douglas Brown**  
Executive Director, Community Action Program Committee, Inc.-Pensacola

**Tyler Burns**  
Equity Representative  
Lead Pastor, New Dimensions Christian Center

**Will Condon**  
President, Studer Family Children's Hospital at Ascension Sacred Heart

**David Deliman**  
Market Vice President, Cox Communications

**Laura Gilliam**  
**Member-At-Large**  
President & CEO, United Way of West Florida

**Henry Hawkins**  
Mayor, Town of Century

**Dr. Evon Horton**  
Faith Representative  
Pastor, Brownsville Assembly of God

**Keith Hoskins**  
Senior Vice President, Greater Pensacola Operations,  
Navy Federal Credit Union

**Samarys Kervin**  
President, Escambia County PTA Council

**Captain Timothy F. Kinsella Jr.**  
Commanding Officer, Naval Air Station Pensacola

**Dr. Kimberly Krupa**  
Executive Director, Achieve Escambia

**Dr. Marcus McBride**  
CEO, CareerSource Escarosa

**Jennifer McFarren**  
Manager, Community & Education Outreach  
Navy Federal Credit Union

**Dr. Ed Meadows**  
President, Pensacola State College

**Stephen Moorhead**  
Managing Partner, Moorhead Real Estate Law Group

**Lloyd Reshard**  
CEO, Cognitive Big Data Systems

**Grover C. Robinson IV**  
Mayor, City of Pensacola

**Marlene Santos**  
President, Gulf Power Company

**Dr. Martha D. Saunders**  
President, University of West Florida

**Chip W. Simmons**  
Escambia County Sheriff

**Dr. Timothy Smith**  
Superintendent of Schools,  
Escambia County School District

**Todd Thomson**  
President & CEO, Greater Pensacola Chamber of Commerce

**Darzell Warren**  
President, Escambia Education Association

**Walter "Bruce" Watson Jr.**  
**Treasurer**  
Executive Director, Early Learning Coalition of Escambia County

**Robin M. Wright**  
Trial Court Administrator, First Judicial Circuit

**Brian Wyer**  
**Secretary**  
President & CEO, Gulf Coast Minority Chamber of Commerce

## Investors

### VISION

Ascension Sacred Heart  
Baptist Health Care  
Gulf Power Foundation  
Navy Federal Credit Union  
Pen Air Federal Credit Union

### MISSION

Innisfree Hotels

### STRATEGIC

Cox Communications

### TACTICAL

Private individuals

### FOUNDATIONS & GRANTS

Gulf Power Company  
Wells Fargo

### IN-KIND

Baptist Health Care  
Cox Communications  
Dunn Media  
Escambia County School District  
Florida College Access Network  
Innisfree Hotels  
Navy Federal Credit Union  
Pensacola State College  
StriveTogether National Cradle to Career Network  
University of West Florida

# Join Us

## ✓ Reach Out

Please visit our website and get in touch with us at [info@achieveescambia.org](mailto:info@achieveescambia.org) to ask questions or become a part of our communications, our work and our partnership.

## ✓ Share

We are asking organizations joining the partnership to sign a Memorandum of Agreement with Achieve Escambia. It is important that we align ourselves to achieve shared goals and outcomes. To get a copy, please contact us at [info@achieveescambia.org](mailto:info@achieveescambia.org).

## ✓ Act

Measuring what matters, identifying effective practices, aligning resources and being committed to continuous improvement are necessary actions for the achievement of better outcomes for Escambia County's children. Please email us at [info@achieveescambia.org](mailto:info@achieveescambia.org) to inquire how you can implement these actions within your own organization or to become involved with a work group or initiative.

## ✓ Invest

Ensuring successful outcomes for all of Escambia County's children requires investments of time, talent and treasure. Please contact us to discuss how you can invest in our important work.

## Contributors

Achieve Escambia would like to thank the following individuals for their contributions to this year's Achieving Equity report. Our heartfelt gratitude goes out to Valery Hollinger, Julie Jean-Baptiste, Claire Kirchharr, Kimberly Pace and Elisabeth Wright.

We also appreciate the University of West Florida for contributing photography. This report was designed and produced by Max Petion, to whom we owe so much for growing our organization by leaps and bounds.

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Achieve Escambia is a sustaining member of the StriveTogether Cradle to Career Network, a national movement to improve outcomes in 70 communities across America.



# Achieve Escambia Cradle to Career



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