



2003-2004

FINAL REPORT

October 13, 2004



About JCCI *Forward*

Established in July of 2000, JCCI *Forward* is an initiative of JCCI that seeks to engage young men and women ages 25-45 in civic involvement and to prepare them for their future roles as community leaders. JCCI *Forward* is an ideal way to interact with city leaders, to experience leadership development, and to build a network of friends and associates who all share the common goal of improving our community.

Mission

The mission of JCCI *Forward* is to provide a dynamic forum for developing leaders and community-minded individuals to identify and discuss issues facing Northeast Florida and to strive for solutions.

Program Activities

JCCI *Forward* provides the information, tools, and resources needed to develop strong leadership skills and to help affect positive change in our community. Like JCCI, JCCI *Forward* hosts its own community forums and workshops, all with the three-fold aim of studying the issues which are central to our community's growth, providing an opportunity to meet, interact and work with our community's existing leadership structure, and focusing on the skills critical to assuming a leadership role in our community's future.

Issue Forums

Issue Forums offer participants a venue to interact with respected community leaders and resource experts on issues of concern to Northeast Florida's citizens. Participants explore issues critical to the community's growth, seek understanding of related problems, and come to consensus on proposed action plans that can be implemented locally.

Leadership Development Workshops

Leadership Development Workshops are half-day seminars devoted to keeping JCCI *Forward* members involved, engaged, and connected. These workshops offer a foundation for leadership skills by allowing members to study important community issues in a dynamic setting, while interacting with expert resource speakers.

Trainings

Trainings offer JCCI *Forward* participants opportunities to learn and improve their leadership skills, such as facilitation, consensus-building, and how to run effective meetings.

Leadership Opportunities

While JCCI *Forward* is supported by JCCI, it maintains an Executive Committee and several established committees that offer opportunities for individuals to get involved and hold leadership positions. Additionally, Issue Forum Management Teams provide participants with hands-on planning experience.

Other Events

Networking Socials allow members to connect with each other, strengthen relationships, and learn more about JCCI *Forward*. **Mystery Guest Lunches** provide participants with access to local leaders in the intimate setting of lunch with a community leader. **Food For Thought** gatherings offer an additional way for members to connect, network, and discuss community issues.

Issue Forum

Job Growth: Who's working on it?

This forum examined current and past job growth initiatives, explored the role of the public and private partners involved and identified priorities for Jacksonville's future job growth strategy.

Key Findings:

- Jacksonville's job growth partners, both public and private, effectively capitalize on Jacksonville's assets and pro-business environment to bring in new businesses. While Florida is ranked 5th in the nation as a destination for new, relocating, and expanding businesses, Jacksonville is currently ranked number one for new businesses and relocation.
- However, 80 percent of all new jobs in Jacksonville are produced by existing businesses. These businesses do not receive the same attention, support, and services by the local public and private partners as new or relocating businesses. In addition, existing businesses often do not know of the available services or how to access existing service providers.
- While resource speakers defined a "good" job as one paying an annual salary of at least \$35,000 with benefits, Jacksonville's Median Family Income is below that at \$33,303. Jacksonville's workforce lacks a sufficient number of educated and skilled workers needed to attract and sustain higher paying jobs. Employers reported that many applicants lacked even basic comprehension and communication skills for entry-level positions.
- In addition to workforce education and training needs, resource speakers identified gaps between educational institutions (secondary and post-secondary) with the workforce needs of our community. Few partnerships exist between local businesses and the Duval County public school system to address current and future workforce shortages for "in-need" industries, such as healthcare and trades.

Action Plan:

Based on findings from resource speakers and additional research, the committee will develop ideas to address the identified gaps and opportunities for improvement in Jacksonville's job growth efforts. These suggestions will be presented to the public and private partners working on job growth in Jacksonville, including Cornerstone, Jacksonville Chamber of Commerce, the Jacksonville Economic Development Commission, The City of Jacksonville's Mayor's office, The City Council of Jacksonville, the Duval County School Board, and other local leaders.

Resource Speakers:

Nancy Boyle, Small Business Resource Network
Henry Brown, Miller Electric Company
Lad Daniels, First Coast Manufacturing Association
Bruce Ferguson, WorkSource
Carrie Goudy, Cendant Mortgage
Mike Israel, ATS Professional Services
Juliet Kaufman, Jacksonville Chamber of Commerce
Jerry Mallot, Cornerstone

Candace Moody, WorkSource
Karl Pelletier, BearingPoint
Mayor John Peyton, The City of Jacksonville
Declan Reiley, Jacksonville Chamber of Commerce
Al Rossiter, Enterprise North Florida Center
Kirk Wendland, Jacksonville Economic Development
Commission
Helen Werking, Lutheran Social Services

Number of participants: 60

Issue Forum

Ecotourism in Northeast Florida

This forum examined the balance of education, preservation and generating revenue while enjoying ecotourism. It explored the role of the public and private partners involved and examined the effects of ecotourism on our community.

Key Findings:

- Many opportunities exist to enjoy Northeast Florida ecotourism and explore local natural resources.
- Both local residents and visitors lack of awareness of ecotourism activities available in Northeast Florida. As a result, many undervalue local natural resources.
- The City of Jacksonville's Preservation Project has shifted focus from acquiring land to creating access to the existing properties. Each acquisition is open, to some extent, to the public. The property's natural resources and the surrounding community's needs are being evaluated to produce an access and passive recreation plan for each property.
- Many difficulties surround balancing the urban interface and visitation of natural resources with the protection of those resources.
- Although partnerships are developing between the public partners from the local, state and federal park systems, Northeast Florida lacks a comprehensive, regional strategic plan to address the needs of ecotourism.

Action Plan:

The committee decided to send a letter of request to the public and private partners to consider funding and participating in the development of a comprehensive, regional strategic plan to address the needs of ecotourism in Northeast Florida. The recipients of the letter of request will include the City of Jacksonville's Mayor's Office, the City of Jacksonville's Parks and Recreation Department, the City Council of Jacksonville, the Federal Park Service, the State Park Service, Department of Environmental Protection, and the Jacksonville and Beaches Convention and Visitors Bureau.

The committee also committed to "get out there" and enjoy the natural resources in Northeast Florida. The committee pledged to spread the word of the opportunities available and the value of participating in ecotourism activities.

Resource Speakers:

Lucy Cortese, Tree Hill
Diane Dyal, Untamed Adventures
Barbara Goodman, Timucuan National Park
Ray Hetchka, Kayak Amelia
Amy Hay Holliman, Girls Scouts
Bob Joseph, Talbot Islands State Park
Elizabeth Kohler, City of Jacksonville Preservation Project
Wayne Lash, Audubon Society

Mark Middlebrook, The Middlebrook Company
Steven Miller, St. Johns River Water Management District
Kitty Ratcliffe, Jacksonville & Beaches CVB Representative
Dave Roman, City of Jacksonville
Lesley Royce, Audubon Society
Howard Solomon, Outdoor Adventures
Leslie Wheeler, North Florida Trail Blazers

Number of participants: 31

Issue Forum

Community Health: Taking the pulse

This forum examined how individual choices and behaviors increase risk factors and create local health issues. It explored how nutrition, physical activity and health information influence the wellness of Jacksonville's children and adults.

Key Findings:

- Jacksonville adults, as often as children, lack essential information about managing their individual health and are making unhealthy decisions. However, current health education efforts are targeted largely to children and youth.
- Of the many factors causing obesity to be a top health risk factor in Jacksonville, individual choice and lifestyle are playing increasingly significant roles, particularly among youth. Children are less physically active today than in the past, and opportunities to participate in physical education programs in schools are decreasing.
- In addition, external factors such as socioeconomic status and safe-living conditions are affecting opportunities for healthy individual choices in Jacksonville and are therefore contributing to overall community health issues, such as the rates of obesity, infant mortality, and sexually transmitted diseases.
- Current aggressive outreach and research efforts on sexually transmitted diseases in Jacksonville find an alarming STD rate. While more needs to be done, comparing Jacksonville statistics to other communities can be misleading, especially when problems may be hidden in other communities that have not conducted the same level of outreach and research.

Action Plan:

The committee will help to expand a Steps program (which provides pedometers and information to encourage workplace fitness) by introducing it to local companies with the help of the YMCA who partners with the Duval County Health Department and the Healthy Jacksonville initiative.

Committee members also pledged to get involved by focusing their volunteer efforts on various health issues and encouraging others to volunteer as well, such as by helping with National HIV Testing Week, encouraging schools to enhance their health and physical education programs, and helping to raise public awareness by promoting increased focus in the media on behavioral and external factors of local health issues.

Resource Speakers:

Dr. Ana Alvarez, Program Director, Rainbow Center
Lori Bilello, Health Planning Council of NE Florida
Carol Brady, Northeast Florida Healthy Start
Dr. Tom Chiu, University of Florida, Dept. of Pediatrics
Dr. Don George, Childhood Obesity Coalition (Duval)
Dr. Jeff Goldhagen, Duval County Health Department

Twanna Gould, DCHD WIC & Nutrition Program
Debi Lander, Healthwise
Dan Merkan, Program Director, JASMYN
Bill Rollo, Director, Northeast Florida Aids Network
Chip Seaman, STD Program Manager, DCHD

Number of participants: 38

Leadership Development Workshops

Stories of the St. Johns River: From pirates to prosperity

October 11, 2003

This half-day seminar included a tour of the Maple Leaf Exhibit of the Museum of Science and History, a visit to the Maritime Museum, and a tour of the St. Johns river on the Jacksonville Princess that included lunch and storytellers Lindsey Brock (attorney and partner with Rumrell, Costabel, Warrington, Thomas & Brock LLP), Katie Breen, Ed Mueller (former steamboat captain on the St. Johns River and current board member of the Jacksonville Maritime Museum), Charlotte Dwight Stewart (member of the Oral Historian of Black Jacksonville), and Camilla Perkins Thompson (member of the Jacksonville Historical Society and retired educator). This family-oriented workshop was a success with 65 of Northeast Florida's developing leaders and community-minded individuals attending.

Jax on Film

May 6, 2004

This half-day workshop included a presentation about Jacksonville's film industry by Todd Roobin, Chief of the Jacksonville Film & Television Office, a panel discussion with Ann Burt (Norman Studios Preservation Project), Tom Fallon (location manager), Jean Tait (Jacksonville Film Festival), and John Sloan (actor), followed by dinner and a screening of a movie by local filmmaker Chad Hendricks who entertained questions about his movie, which he filmed entirely in Jacksonville using local actors, crew, and locations. This workshop was a success with 30 of Northeast Florida's developing leaders and community-minded individuals attending.

Other Activities

Frontline Dinner and Discussion

July 30, 2003

This event included special screenings of Frontline/World episodes "The Pipeline War" and "The Last Place" followed by group discussions. Participants had the opportunity to benefit from the international perspectives of World Affairs Council members including Marilyn McAfee, former Ambassador to Guatemala, and Admiral Jonathan T. Howe (Ret.), former Deputy Assistant to the President for National Security Affairs.

A Forward Focus on Literacy:

A community discussion in support of local literacy efforts

June 9, 2004

Presenters from the Jacksonville Bar Association's Literacy Speakers Bureau shared research and addressed the importance of supporting literacy efforts in Jacksonville with the 65 attendees who attended this forum. Presenters: The Honorable Judge Karen Cole, Jacksonville Bar Association President James Moseley, Jr., Nemours Children's Clinic school psychologist Dr. Laura Bailet, clinical psychologist Dr. Edward "Pete" Taylor, school psychologist Michael Sisbarro, Ph.D, and TV Verité President Deborah Gianoulis.

Trainings

Leadership Skills Trainings held in July and August 2003 and January 2004 helped participants learn facilitation and consensus-building skills, steps to community leadership, and how to run effective meetings. Resource speakers included Michael T. Boylan, Lois Chepenik, Melissa Gross-Arnold, Martin Harrell, and Eric "Brian" Smith, Jr. Additionally, Arlington Toastmasters conducted their 4-week course in November 2003 on *Speechcraft: Skills for Effective Speaking and Listening*.

Social Events

A variety of social events held throughout the year offered additional opportunities to JCCI *Forward* participants. Networking Socials allowed members to connect with each other, strengthen relationships, and learn more about JCCI *Forward*. Lunch with Lois events provided participants with access to local leaders in the intimate setting of lunch with a "mystery guest" who is a leader in our community and Executive Director Lois Chepenik. Food For Thought gatherings gave participants the opportunity to network in a setting more intimate than a Networking Social and involved a meal hosted by a member of the Social Committee. Events take place in different locations around the city in order to provide varied opportunities to participants.

Stay Tuned...

JCCI *Forward* is planning its next series of Issue Forums and workshops. Current JCCI *Forward* members and the general public are encouraged to participate in the 2004-05 events and activities. More information can be found on the JCCI *Forward* website at: <http://www.icci.org/forward>.

Major Community Supporters

The City of Jacksonville

The Community Foundation
(Jack and Mary Jane Uible Endowment and Nancy Hazard McCreight Fund)

Visionary Corporate Sponsor

AmSouth Bank

Support for Individual Activities

Leadership Development Workshops

Stories of the St. Johns River: From Pirates to Prosperity

Northeast Florida Regional Council
Jacksonville Museum of Science & History
Jacksonville Princess

Jax on Film

Boomtown Theatre and Salon
Jacksonville Film Festival

Leadership Training

Speechcraft: Skills for Effective Speaking and Listening

Arlington Toastmasters

Social Events

Cummer Museum of Art & Gardens
Havana Jax Restaurant
Jacksonville Jaguars Foundation
Jacksonville University

In-Kind Contributions

ATIP
Kuhn's Flowers
The Loop at Regency
Bobby Phillips
River City Brewing Company
Spiller Vincenty Gallery
UNF University Center
WJCT
World Affairs Council
Zag Advertising

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Eric "Brian" Smith, Jr., Chair-elect
Carla Marlier, Immediate Past Chair
Bill Kwapil, Treasurer
Kay Ehas, Vice Chair Action Plans
James Holt, Vice Chair Communication &
Technology

Mike Israel, Vice Chair Fundraising
Martin Harrell, Vice Chair Issue Forums
Mitch Velasco, Vice Chair Leadership Development
Workshops
Jill Jinks, Vice Chair Recruitment
Fionnuala Geoghegan, Vice Chair Social

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JCCI Staff

Lois Chepenik, Executive Director
Chandra Mitchell, Administrative Assistant
Jennifer Parsons, Communications Director
Michelle Simkulet, Program Director
Anne-Marie Logrippo, Program Director (beginning April 2004)