



Photo courtesy of United Way of Greater Cincinnati

Ever the good sport, United Way President Rob Reifsnnyder sits with some of his Cincinnati best friends.

BOLDLY LEADING

... our community to where it needs to be

United Way of Greater Cincinnati worked with community partners to develop the Bold Goals as a guide for regional cooperation to achieve specific, measurable results in the areas of education, income and health by 2020.

United Way President Rob Reifsnnyder (our speaker this evening) answered our questions about the goals and a few other things.

Q: *Why Bold Goals? Isn't progress often in increments?*

A: There's a lot of truth to the business mantra that what gets measured gets done. We've spent many decades doing good work with individual programs, agencies and initiatives without assessing progress on important challenges like kindergarten readiness. I believe our community has worked hard over

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EDUCATION

85% of children will be prepared for kindergarten.

85% of youth with graduate high school.

45% of adults will have an associate's degree or higher.

INCOME

90% of the labor force will be gainfully employed.

HEALTH

90% of the community will have a usual place to go for medical care.

70% of the community will report having excellent or very good health.



PRESIDENT'S CORNER

IMPROVED ENGAGEMENT WILL BENEFIT CITIZENS, CITY

Citizen engagement must be a popular topic. It keeps coming up. If it seems like all talk, no action, there's a grain of truth to that criticism.

There have been repeated efforts to improve it, and it has been a prime agenda item in such recent community planning efforts as Core Change and Plan Cincinnati.

The consensus is that our city's politicians and administrators would make better policy decisions if given more timely and effective input from residents and businesses. The old model for public input (midday hearings where interested parties talk for two minutes about decisions already set in stone) needs to be buried.

What replaces that model?

The city's comprehensive plan, approved in late 2012, suggested two initial action steps:

- **Research community engagement best practices** elsewhere.
- **Develop a strategy** to increase public participation. A citizen team broadly reflective of the community is working on both these projects.

The Cincinnati Association supports efforts to increase the involvement of citizens as full partners in our city's policy-making. We trust that our new mayor and city council will be open to the changes needed to build a robust culture of citizen engagement in the governance of our city.

—Mark Silbersack

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the past 10 years to go above individual programs and think about the big issues and problems our region faces, and then set Bold Goals to address them. Progress *is* in increments, so it's important that we consider this work to be continuous improvement over time. We simply cannot give up.

Q: *It's the nature of goal setting that priorities are set. Can you give us some insight into how the United Way team settled on these priorities?*

A: The United Way team didn't settle on these priorities. United Way convened four dozen community partner organizations, including Agenda 360, Vision 2015 and Strive, to consider the question, "Can we as a region develop a small set of important and aspirational goals in education, income and health that we can all work to achieve by 2020?"

The partner organizations concluded that this was critical to our future quality of life and established three task forces in education, income and health to develop the goals. The challenge and opportunity was to develop

goals that, if achieved, would have the most impact on improving our community and its quality of life.

Q: *People think of United Way in terms of the annual appeal and making a donation. That's important, but what counsel would you give about others ways to engage?*

A: While the annual appeal is still most people's first thought about United Way, our work is really about bold community goals and solutions. To achieve the goals, we ask everyone not only to give but also to *advocate* for what they believe in and want to improve, and to *volunteer* in ways that will help move the goals forward. There are many ways to do this through United Way: our Volunteer Connection, for example, is ready to engage individuals, families and organizations that want to support the Bold Goals.

Q: *Tell us a little about yourself. How did you come to this career?*

A: My father was in United Way, and I was proud of the work he did. That said, growing up in the rebellious 60's, for a long time I didn't even want to consider going into the same work as my

father. But as I thought about my career and saw the importance of community work, I looked for opportunities and was accepted into United Way of America's national internship program. I told my fellow interns that I'd give this a shot for a year and see if I liked it. Thirty-eight years later, I guess I know the answer!

Q: *A hypothetical: You've been out of town for a month and you return. Which must you have first: Skyline? Greater's? LaRosa's?*

A: No question about it! My staff, friends and family would all know that the answer is: Skyline.

Q: *We see Rob Reifsnnyder, distinguished community leader in a suit and tie, at events and the like. What about the weekend Rob?*

A: You're right about the suit and tie, but I'm also often wearing one of our black Live United t-shirts at United Way events and volunteer projects. The weekend Rob is a runner, loves golf, dinner with friends or neighbors, reading, plays and movies.

AN EXTENDED VERSION OF THIS Q&A IS FEATURED ON OUR WEBSITE AT www.CincinnatiAssoc.org.

MEET OUR NEWEST MEMBER

Welcome **Rina Saperstein** to Cincinnati. Says she: "I have 25 years of experience in non-profit management focusing on homelessness, housing and transitional employment.

"I recently joined the United Way of Greater Cincinnati. I am an active civic volunteer currently working with the League of Women Voters, Social Enterprise Alliance, and Affordable Housing Advocates.

"Originally from Detroit, I live in Kennedy Heights with my husband Jeff Davis, who is an environmental engineer. I enjoy technology, hiking, music and politics. Mostly I am just a workaholic."

CHECK OUT THE SHIRTS

An ad hoc Membership Committee is looking at ways to build our brand. Stay tuned for the full report but one idea is logo shirts. Some sample shirts are on display at tonight's meeting. Take a look. Give feedback to **Elliott Grossman** or **Roger Smith**.

CPS FORUM A SUCCESS

The Excellence in Education Panel co-sponsored a forum for the candidates for the Cincinnati Public School Board. Moderated by Dan Hurley, it was well-received by the audience of about 100 and the candidates.

WEBSITE THANK YOU

A final word from our president, **Mark Silbersack**: "I'd like to recognize all the members who made contributions to assist us in the design and execution of our new and improved website, but space doesn't permit listing all their names here. In total, over 50 of our members donated over \$3,500. A website upgrade was long overdue, and we couldn't have made these improvements without your help." Haven't donated yet? You see can. See **Roger Smith**.

Silent auction added to this year's holiday reception

Our collective thanks again this year to our gracious member, **Jeff McClorey**, who is once again opening his unique downtown store, **Browmell's**, to us for our holiday party. Here, here, **Jeff!**

Along with the usual food & festivities, we'll have a silent auction, coordinated by Treasurer **Bob Schrage**. Got a favorite restaurant? Ask them to donate. Wine, tickets, art. Donate generously before the party. Spend wildly at the party.

To donate, email Bob at bschrage10@gmail.com.



WHEN: Tue., December 10th
WHERE: 117 W. Forth Street
RSVP: Via website or reply to email from Roger Smith
COST: Members are free; guests are \$35 each.