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A Message from the Executive Director Dr. Jarik Conrad, Executive Director of Blueprint



Dr. Jarik Conrad

Becoming the Most Culturally Inclusive City in the Country

America will not succeed in the global marketplace unless we radically transform the way we think about our differences. With emerging economies like China and India, who annually award over 850,000 engineering, computer science and information technology degrees compared to America's 220,000, each of our citizens must maximize their potential for us to remain relevant. We cannot overcome this monumental challenge, however, without a fundamental understanding of our differences.

A major challenge related to differences that we have yet to overcome is that of racial opportunity and harmony. In fact, there was a 47% gap in per capita income between blacks and whites and a 36% per capita income gap between Hispanics and whites in 2004. Similar challenges exist in education, health

care and housing. There is much debate about why these disparities exist, but true understanding cannot be reached without a comprehensive open, honest approach to solving these issues.

We must endeavor to become the most culturally inclusive city in America. For this to occur, private, public and non-profit sector organizations must have employees at all levels that proportionately reflect the demographics of the community. Duval County Public Schools and our local higher education institutions must work to eliminate gaps in achievement and ensure that all students are prepared to work and attain higher education. Each Jacksonville citizen must find new and exciting ways to interact and understand people from different backgrounds.

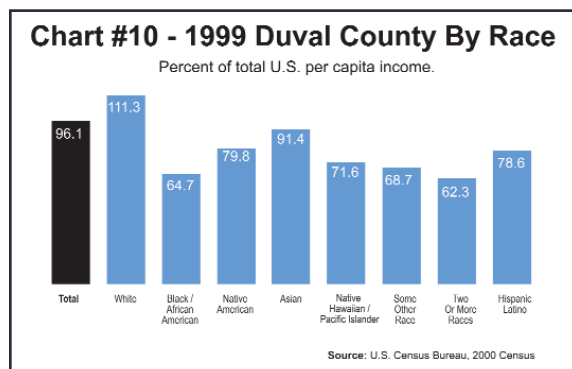
The community must be ready to own and face these challenges...our survival depends on it.

Key Benchmarks: Racial Opportunity & Harmony

There are nine Key Benchmarks outlined in the Blueprint for Prosperity document. These Key Benchmarks are the driving force in creating an overall better quality of life for residents in Duval County. Progress toward the Key Benchmarks will be presented to the general public every year. Key Benchmark #4 is highlighted below:

Racial Opportunity & Harmony

Increase per capita income for all Duval residents while decreasing the gap between Whites and all other racial/ethnic groups by 50% by 2020.



Case for Change

- The gap in per capita income by race and ethnicity for Duval County is illustrated in the above chart. The 1999 income gap between Whites and African Americans was 46.6%. Between Whites and Hispanics/Latinos, the income gap was 32.7%. These statistics compare per capita income as a percentage of total U.S. per capita income for 1999.
- In 2003, the White population in Duval County was 65%. The African American population was 30% and all other races comprised 5%. Hispanic/Latino is an ethnic designation and is throughout other races.
- In 2003, Duval County's African American population was 30%; in 1990 it was 24.7%. This was five times the white population growth rate for that period. At this rate of change, African Americans will be 35% of the population in 2015 and 40% in 2027.

Founding Partners

- City of Jacksonville
- Jacksonville Regional Chamber of Commerce
- WorkSource

New Partners

Advanced Business Associates
 Campen Companies
 Film In Florida
 Florida Academy of Family Physicians
 Jacksonville Zoo and Gardens
 McCormick Agency
 Northeast Florida Community Action Agency, Inc.
 Pine Castle, Inc.
 Ronald McDonald House of Jacksonville, Inc.
 Shivam Properties LLC
 World Relief

Total of 315 Partners

Event to discuss key legislative priorities for children, including health care for the uninsured

Providing health care for all of Duval County residents is one key area of focus for Blueprint for Prosperity. Please join one of our Blueprint Partners, the University of Florida's Jacksonville Department of Pediatrics, at a special pediatric seminar, titled, "Crisis in America! The Uninsured Child and Legislative Priorities for Children."

Speakers will include Dr. Richard L. Bucciarelli, associate vice president for health affairs for government

relations at the University of Florida and Jackie Noyes, MA, director of federal government affairs with the American Academy of Pediatrics.

The event will be held on Wednesday, April 18, 2007, 8 to 9 a.m. at the Baptist Medical Center's Dupont Auditorium, located at 800 Prudential Drive. For more information contact Elizabeth Sears at (904) 244-3138 or e-mail at elizabeth.sears@jax.ufl.edu.

Assets for Change Forum

The War on Poverty Initiative, a coalition committed to revitalization and reinvestment in minority communities through asset building, invites you to the April Assets for Change Forum, titled, "Business Case Development for Non-Profit Organizations."

The workshop will provide the fundamentals of developing and presenting business cases, business modeling and benchmarking, and is geared for executive directors, development directors and business

development staff of nonprofit and community based organizations.

The event will be held April 26 from 9 a.m. to noon at the War on Poverty Florida office, located in the Gateway Town Center, 5196 Norwood Ave. For more information and to RSVP to the event, e-mail waronpovertyinitiative@yahoo.com or karen.landry@comcast.net.

Become a Blueprint Partner

Join the more than 300 organizations who have decided to sign on as Blueprint Partners to help implement the Blueprint strategies designed to improve the overall quality of life in Duval County.

As Blueprint Partners, organizations can make significant contributions toward improving our schools, developing our economy, raising our quality of life, eliminating racial barriers, upgrading our infrastructure and making our leadership more effective.

Many of you are already doing work that aligns with the strategies in the Blueprint document. We can help to facilitate partnerships with you and other organizations working on similar strategies. To become a Blueprint Partner, contact us at (904) 366-6618.

Blueprint Partner Orientations

Blueprint staff will conduct orientations to assist Blueprint Partners with developing strategy benchmarks in alignment with the Key Benchmarks. These orientation sessions will be given throughout the year in the Compass Bank room at the Jacksonville Regional Chamber of Commerce, 3 Independent Dr., Jacksonville Fla., 32202. The dates and times of these orientations are as follows:

April 18	1:30 p.m.
May 7	1:30 p.m.

To register for these orientations, contact Harlan Stallings at 904.366.6618 or harlan.stallings@myjaxchamber.com.