

Santa Rosa

chamber of commerce

UPSTREAM RESOLUTION OF ALIGNMENT Aligning the Santa Rosa Chamber of Commerce Practices and Activities With the Upstream Investments Initiative

WHEREAS, the County of Sonoma is sponsoring a community-wide strategic initiative called Upstream Investments with the following **mission**: To facilitate the implementation of prevention-focused policies and interventions that increase equality and reduce monetary and societal costs for all residents of Sonoma County.

WHEREAS, the Upstream Investments **vision** for all residents of Sonoma County is that poverty is eliminated and all people have an equal opportunity for quality education and good health in nurturing home and community environments.

WHEREAS, the Upstream Investments Initiative is designed to target the following **factors**:

Social and economic factors

Poverty and racial/ethnic disparities
Community conditions
Public opinion, public policy, and laws

Family and individual factors

Family dysfunction
Negative peer influences
Early antisocial behavior

WHEREAS, the Upstream Investments Initiative seeks to promote four community **goals**:

1. The whole community is engaged in supporting the healthy development of children.
2. Community members have access to education and training and are adequately prepared for the challenges of the future.
3. All community members are well sheltered, safe, and socially supported.
4. Sonoma County has a thriving diverse economy that produces economic security for all.

WHEREAS, the Upstream Investments Initiative seeks to expand **funding** for Model Upstream Programs and also seeks to promote **organizational practices** that support the Upstream Vision.

WHEREAS, the Upstream Investments Strategic Initiative promotes the implementation of **outcomes-based practices** including Evidence-Based Practices, Promising Practices, and Emerging Practices.

WHEREAS, **indicators of success** will inform the community about the success of Upstream Investments.

NOW, THEREFORE, BE IT RESOLVED that the Santa Rosa Chamber of Commerce believes that Upstream Investments represents an effective approach to improving educational opportunities and workforce readiness in Sonoma County and has aligned its relevant organizational practices with the Upstream Investments Initiative as follows:

The Santa Rosa Chamber of Commerce mission is to support, promote, and advocate for our members and create a vibrant, sustainable economy in our region. The Santa Rosa Chamber of Commerce has committed the resources to design programs and services that contribute to seven of the twenty-two Upstream Indicators which are directly linked to building a vibrant, sustainable economy in our region:

1. **Improved higher education**
2. **Improved pre-school attendance**
3. **Improved youth connectedness**
4. **Improved 3rd grade reading**
5. **Improved 3rd grade math**
6. **Reduced unemployment**
7. **Improved high school completion**

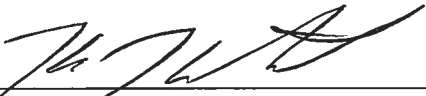
The Santa Rosa Chamber of Commerce will submit appropriate workforce development programs, such as the WHEEL (Worksite Held Employee English Learning) program and the Mike Hauser Algebra Academy, to the Portfolio of Model Upstream Programs and will prioritize the implementation and funding of workforce development initiatives to those that support the Upstream Vision.

The Santa Rosa Chamber of Commerce will continue its collaborative approach with businesses, non-profits, elected officials, academia, and the media as it works to address those Upstream Indicators.

The Santa Rosa Chamber of Commerce will promote community-wide knowledge and understanding of Upstream Investments by including Upstream Investments on the workforce development section of our website.

Approved and adopted the 19th day of June 2012. I, the undersigned, hereby certify that the foregoing Resolution was approved by the Santa Rosa Chamber of Commerce Board of Directors.

Following Roll Call Vote: Ayes: 21
 Nos: 0
 Absent: 13



Keo Hornböstel, Chair-Elect
Santa Rosa Chamber of Commerce