

EXECUTIVE SUMMARY FOR THE
**UNDERSTANDING
OUR IMPACT**



**COMMUNITY-LEVEL
INDICATORS DASHBOARD:**

MEASURING OUTCOMES FOR TGKVF PROGRAMS
BOONE • CLAY • FAYETTE • KANAWHA • LINCOLN • PUTNAM





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INTRODUCTION

This summary document provides an overview of the trends in key indicators associated with the identified core long-term outcomes of The Greater Kanawha Valley Foundation (TGKVF). The reader should note the inherent limitations of the data presented. In many cases, the data reported are proxy indicators for the core issues that are important – for example, access to broadband is not a direct correlation to the number of people who actually have, can afford, or may even have reliable access to (in their specific residential location) broadband internet services; however, it is the best indicator of that which is currently available. In addition, differences between how federal and local sources may define and collect data also create inherent discrepancies. As such, it may be more useful to examine the trends in the data and how and where things are improving or not improving in relation to state and national trends.

It is also important to take into consideration of these trends the environmental context for these indicators at local, state, and national levels. For the authors, three key environmental factors appear to have a significant impact on the reported indicators and the health and well-being of communities. These include:

- COVID-19 – Nationally, COVID-19 has had a significant impact on a variety of health, mental health, economic and social involvement indicators. While these impacts are observable in the 2020 and 2021 data sources, it may be that the rural nature of West Virginia has muted some of these impacts slightly.
- Opioid Addiction – West Virginia and the six-county area served by TGKVF continue to have significantly higher rates of opioid use and related overdose deaths than other parts of the country. This can be seen directly in the report and indirectly in the overall health and morbidity indicators.
- Exit Migration – West Virginia and the six-county area served by TGKVF continue to see an overall exit migration of citizens from the area and the state. This migration is not however, evenly distributed across demographics with more younger working-age adults with postsecondary education leaving the state, presumably to seek better work opportunities elsewhere. As a result of this migration, the remaining population is older (or not yet adults), less educated, and as expected with older populations, less healthy overall.

Given these factors, the reader should keep in mind that environmental forces often move desired outcomes in a less positive direction and work against the efforts of TGKVF.

This summary document first provides an overview of the methodology for putting this report together, followed by a presentation of the key indicators in the areas of EDUCATION, HEALTH, and ECONOMIC DEVELOPMENT with some interpretations of the data by the authors regarding significance and meaning.

METHODOLOGY

Working with Midwest Evaluation and Research (2016-2018), TGKVF developed an organization-wide logic model which identified key long-term outcomes which provide a way to assess and provide insights into the impacts of TGKVF activities and those of their partners in the areas TGKVF hopes to influence. Based on these identified outcomes and the forms of wealth, a Community Level Indicators Dashboard Report was developed that presented data on direct and proxy indicators on wide-ranging issues affecting the six counties, the region, the state of West Virginia and the nation. In the initial report, MER focused on creating a baseline using data from 2013-2016 from which ongoing community level change could be assessed. This second report, 2021 Understanding Our Impact: Community-Level Indicators Dashboard, provides the first attempt to update the information on almost 60 indicators.

In both reports, data has been collected and used from existing “third-party” data sources. No primary data collection was conducted for this report, but information was gathered from a variety of sources that collect this information on an ongoing basis. In many cases, multiple agencies or organizations may collect and report on the same or very similar indicators (such as teen pregnancy rates). This can include the U.S. Census, Centers for Disease Control (CDC), the Robert Wood Johnson Foundation, the Kids Count Reports, and others. Each agency or organization may have slightly different definitions for criteria and different ways for calculating and reporting indicators that they track. For example, are 18- or 19-year-old mothers used in a birth rate calculation or is the focus on underaged youth?; are the number of reported pregnancies used in the calculations or the number of live births?

Another complication is that over time the accepted and utilized method for collecting and reporting data can change, particularly in how the federal government defines, collects, and reports data, and can also include changes from one federal agency to another. In selecting indicators for this and the previous report, an emphasis was given to 1) data sources that were available at the county level, and 2) data sources that are consistently collected and reported, to allow for a detection in change over time. To find these sources, an extensive search of government (national, state, and local), foundations and other nonprofit organizations, and research institutions data sources was conducted. Based on available data, the authors chose and reported the indicators that appeared to be the most reliable, accurate and useful for this report. There were some substitutions of reported indicators from the first to the second report when appropriate and necessary based primarily on the availability of data. Despite these efforts, there are some indicators with missing or incomplete data, which may not be

reported in the same timeframe (with many national sources not being available until several years after data is collected), by the same sources (with local county data coming from different sources than national or state data), or of where data simply was not ever reported for a certain period of time. However, each variable was updated according to the most recent and comparable sources of data available.

As stated above, the sources included those that had the greatest number of data points available at each level: national, state, and county. For every variable included in the full report, you will find a table that lists: the national value, the West Virginia value, the six-counties weighted average value, and a value for each county: Boone County, Clay County, Fayette County, Kanawha County, Lincoln County, and Putnam County. Missing values are denoted by a dash (-), while values published in the past report that could not be verified with the newest data source are denoted by an asterisk (*). The data sources are referenced at the bottom of each table, and the comprehensive list of sources with hyperlinks can be found at the end of the full report.

The six-counties weighted average is the result of the sum of each county’s value, multiplied by its respective population for each year, then divided by the total sum of the six-counties population for that year. In other words:

$$\text{6-Counties Average} = \frac{\sum_{i=1}^6 w_{iy} X_{iy}}{\sum_{i=1}^6 X_{iy}}$$

Where w_{iy} represents the value for county i in year y and X_{iy} represents the population for county i in year y and X_{iy} .

EDUCATION

Long-Term Outcome

- Increased educational attainment of adults and youth:**
 Overall, the six-county area is doing well in this area as compared to five years ago and is improving at a rate faster than national or state rates.

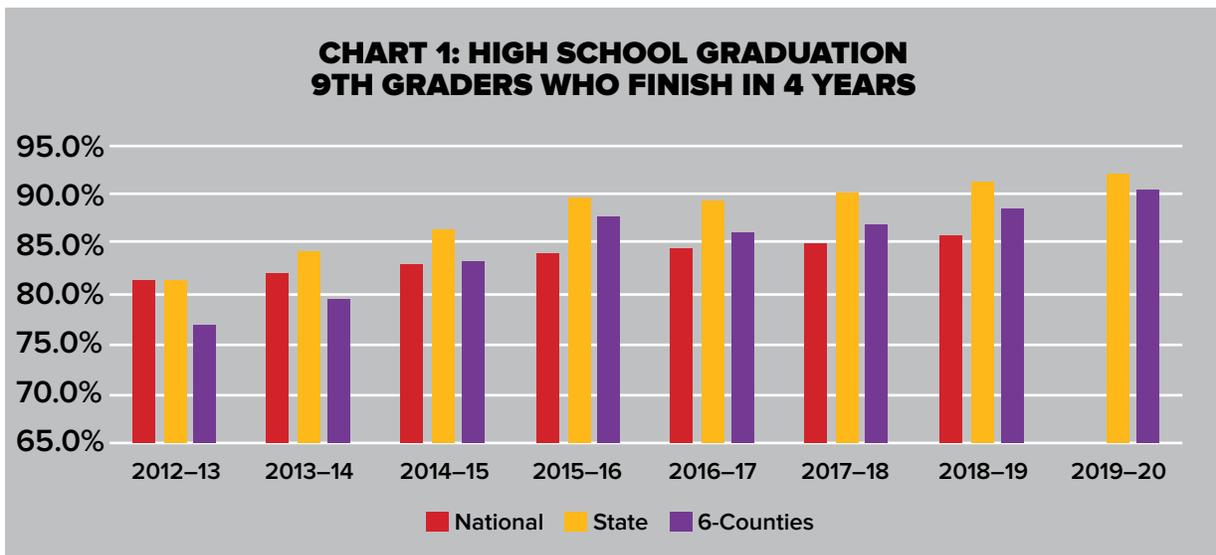
Indicators

- High School Graduation Rates:** High school graduation rates are higher than national levels, and while lower than West Virginia averages, this gap is closing, and the six-county area is improving at a faster rate than the state average in the last five years.
- Adults With Some Postsecondary Education:** This indicator has seen a slight positive increase over time but is muted by the exit migration of adults with postsecondary education.
- Increased Educational Resources:** Broadband access, while alone is an insufficient proxy for educational resources, access to reliable high-speed internet is crucial for students

and teachers to be able to access the educational resources available via the internet. While still slightly lower access rates than the national average, both West Virginia and the six counties are improving and closing the gap and the six-county area was significantly higher than the state average in 2020. This access took on extra importance during the COVID-19 pandemic.

High School Graduation Rate. (Chart 1)

This indicator represents the percentage of public high school freshmen who graduate with a regular diploma within four years of starting the ninth grade.



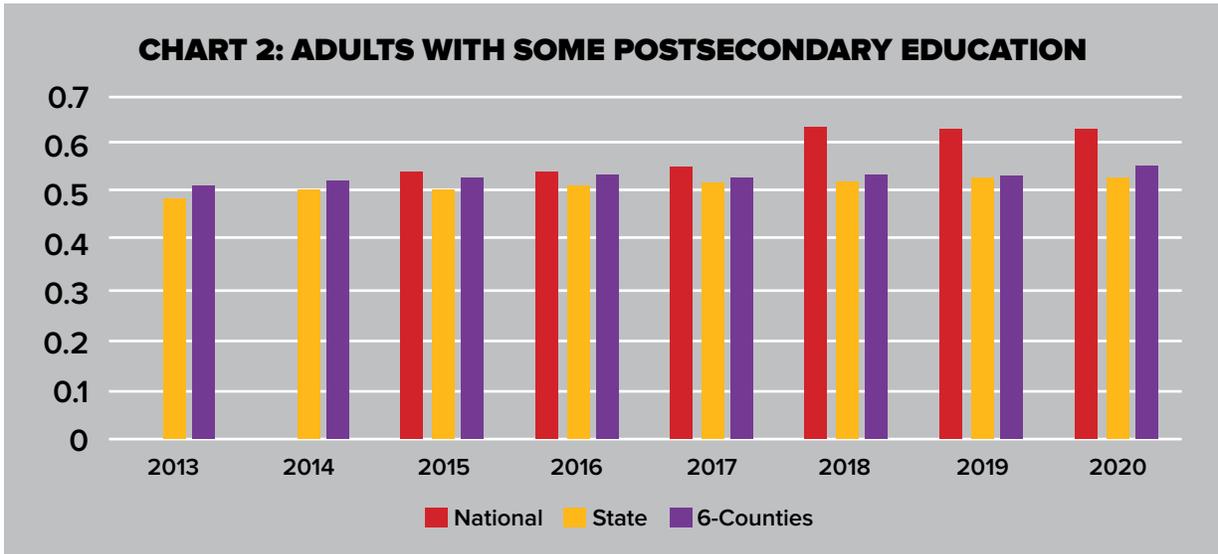
The data shows an increasing trend in the high-school graduation rates for the six counties serviced by The Greater Kanawha Valley Foundation. In the 2018-2019 school year, the six Kanawha Valley Counties: Boone (89.7%), Clay (87.6%), Fayette (87.6%), Kanawha (86.1%), Lincoln (90.4%) and Putnam (96.7%), had graduation rates that were higher than the national average (86%). These averages proved to also be competitive with the state average

(91.3%); Putnam County was the only county that outperformed the state high school graduation rate. Every county, except Clay, has improved its own high school graduation rates in relation to the previous year. While Clay County has experienced some fluctuation over the years, it has still managed to outperform the national averages.

EDUCATION continued

Adults with Postsecondary Education (Chart 2)

This indicator provides an overview of individuals 25 to 44 years old, who have pursued some form of postsecondary education.

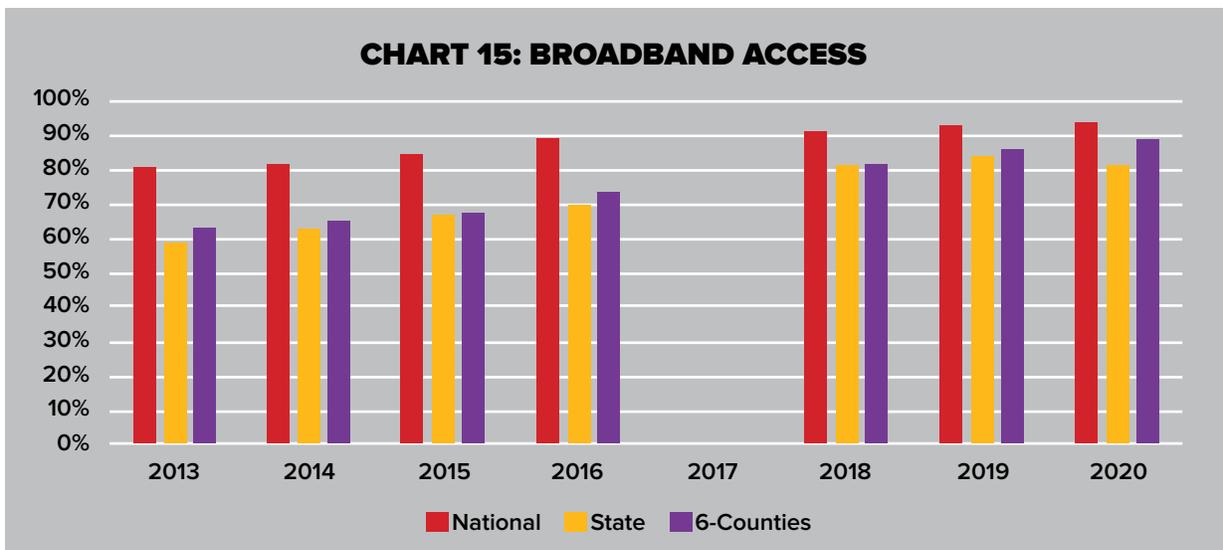


In general, the trends in postsecondary education have remained consistent. All counties, except Clay, have experienced a 1-5 percentage-point increase from 2017 to 2020 in adults with postsecondary education (Boone +4 percentage points, Clay -6 percentage points, Fayette +4 percentage points, Kanawha +1 percentage point, Lincoln +4 percentage points, Putnam +2 percentage points). These increases are less than the national

increase (+8 percentage points), that was observed during the same time period. All but two counties (Clay and Kanawha) outperformed the state (+1 percentage points) increase in adults with postsecondary education. **It is noteworthy that in 2020 Clay county's rate at which adults have some postsecondary (31%) was less than half of the national average (65%).**

Broadband Access (Chart 15)

This indicator represents the percentage of individuals with access to broadband benchmark speeds of 25 megabits per second for downloads, and three megabits per second for uploads.



EDUCATION continued

Since 2013, the six-county area has had a higher percentage of its population with access to internet compared to the state. In 2018, there was a significant increase in broadband access rates, and by 2020, the rate for the six-counties area was only around 4 percentage points lower than the national rate, while the state rate was 12 percentage points lower than the national rate. Since 2016, when the last report was published, every single county in the six-counties area increased its broadband access rates significantly. **However, the rates for Clay County continue to be dramatically lower, at 28.8% compared to the six-counties average in 2020 of 90%.**

Overall

These indicators demonstrate that the educational objectives are moving in a positive direction and that the efforts of TGKVF and others is having the desired impact. It should be noted that **Clay County is an exception in this overall trend, and it has not achieved the same positive outcomes or trends of improvement in the same way the other counties have.** As such, it may be worth considering whether TGKVF or its community partners want to focus efforts to address this disparity.

HEALTH

Long-Term Outcome:

- **A Healthier Population:** Overall, this area of concern and work has mixed results with some improvements in access but negative changes which appear to be related to COVID-19 and opioids.

Indicators

- **Access to Preventative and Curative Healthcare (Uninsured Children):** A strongly positive indicator, the number of uninsured children in West Virginia and in the six-county area is significantly lower than the national average rate. This rate mirrors a drop in overall persons uninsured, which was significantly impacted by the expansion of Medicaid. The overall rate of uninsured was similar to the national rate at 14% in 2013 but by 2016 had dropped to 5.3%. However, during COVID-19, overall uninsured rates have climbed nationally and in West Virginia, and as of June 2020 the overall uninsured rate had climbed to 12% again in West Virginia, but these impacts appear to be less dramatic in the six-county area.
- **Premature Mortality:** This indicator has shown significant movement in the wrong directions with an increase in the number of persons (per 100,000) of people who die before the age of 75. Both West Virginia and the six-county area show increases when compared to national averages and

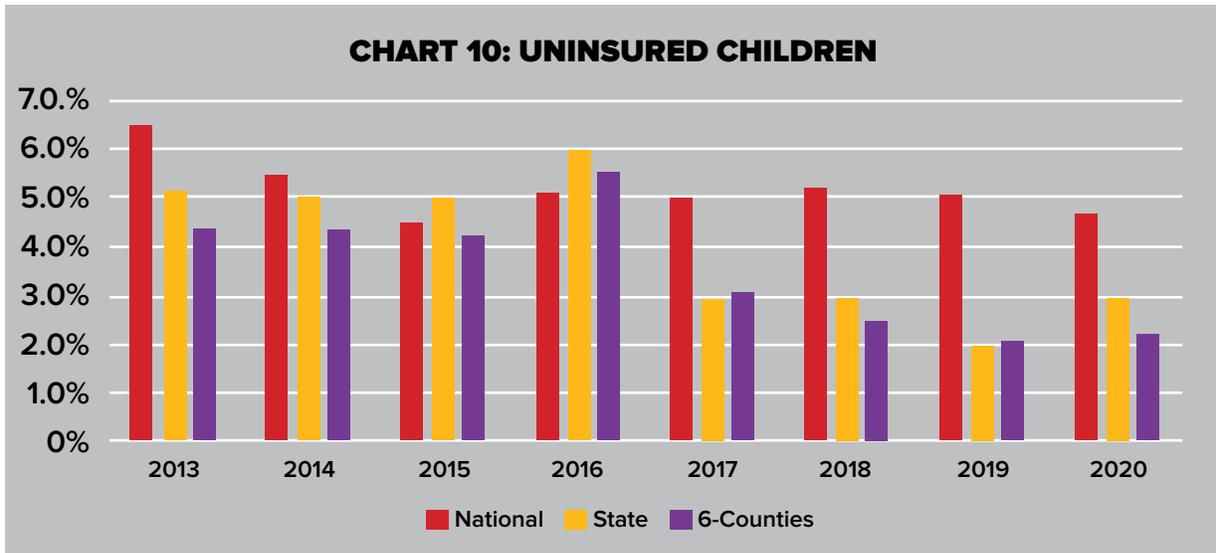
the increasing rate of death being even faster in the six-county area than in West Virginia overall. Perhaps even more disturbing is the fact that the worst of the COVID-19 related deaths will be counted in the 2021 numbers, and that this increasing trend in rate of premature death has been occurring since 2017. It is clear that opioid addiction and related deaths played a role in this increasing premature mortality rate with drug overdose deaths steadily increasing since 2014 with the six-county area leading national and West Virginia averages.

- **Access to Healthy Recreational Activities:** This indicator has seen little positive or negative movement and has held steady at around 60% of people having access to exercise opportunities in West Virginia and the six-county area. National comparison rates have increased significantly since 2018 due to the way in which this indicator was defined by the reporting organization.
- **Access to Locally Grown, Healthy Foods (Food Insecurity):** Food insecurity is another indicator that has remained largely unchanged in the six-county area, being approximately 14% since 2013. At the same time, the national averages for food insecurity have dropped from 16% in 2013 to as low as 10% in 2019. The six-county area remains slightly better than West Virginia overall averages with little change over time.

HEALTH continued

Uninsured Children (Chart 10)

This indicator illustrates the percentage of children with no health-insurance coverage.

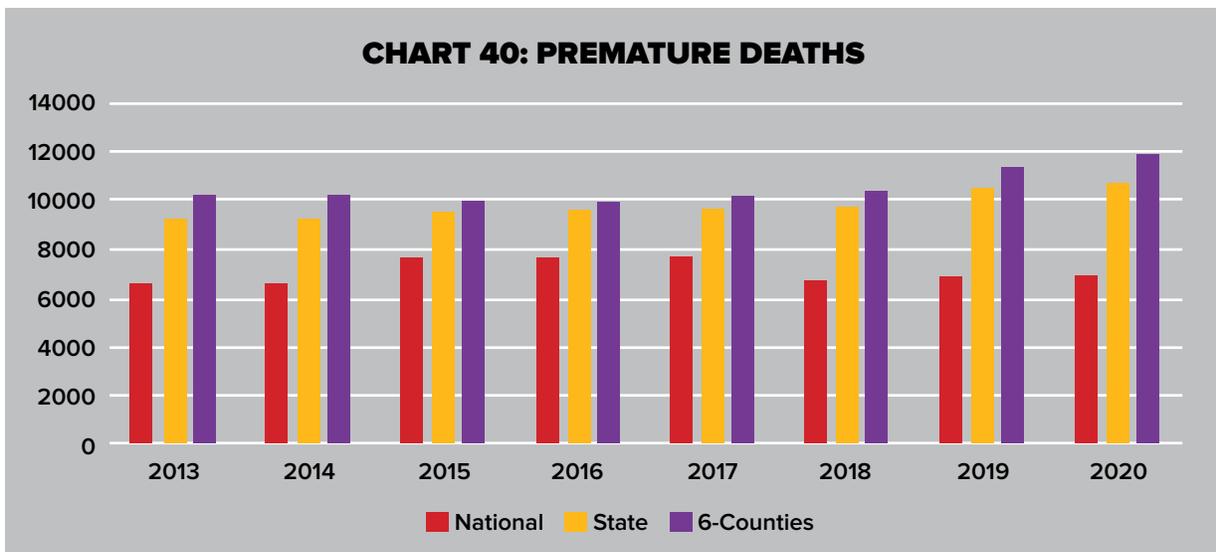


The data shows that from 2013-2016 rates of uninsured children have been decreasing across all geographic indicators. However, since 2017 there was a significant decrease in the rates at the

state and six-counties area, where rates have remained around two percentage points lower than national rates. Since 2016 the rates have dropped for each of the six counties.

Premature Deaths (Chart 40)

This indicator represents the years of potential life lost before age 75 per 100,000 population, age adjusted.



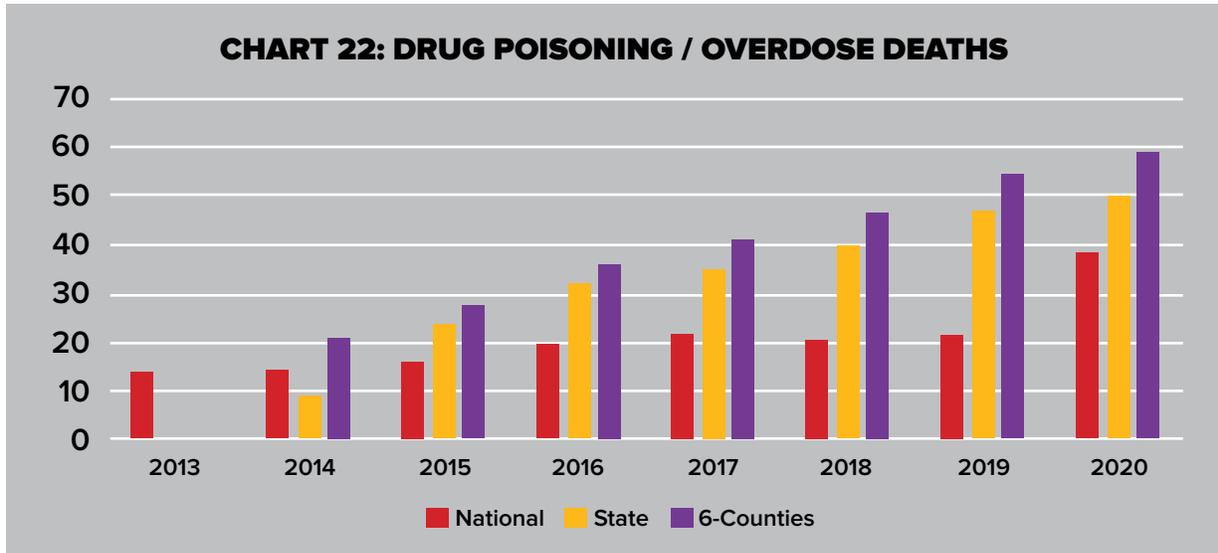
The West Virginia and six-counties aggregate of years of potential life lost is substantially greater than the national average in 2020. The difference between the national and state averages was 3,900 years, while the difference between the state and six counties was

1,094 years, where the six-counties average was greater. **Lincoln County had the greatest number of potential years lost at 14,300**, while Putnam had the least, at 8,300.

HEALTH continued

Drug Overdose Deaths (Chart 22)

This indicator details the number of deaths, due to drug overdoses/drug poisoning per 100,000 population.

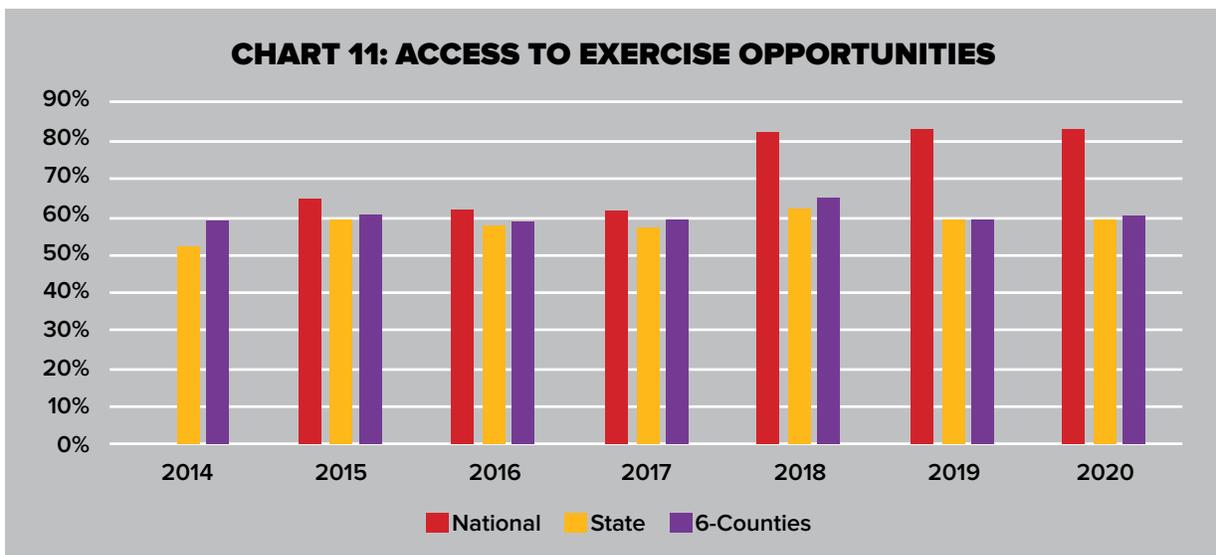


Drug overdose death rates have been on the rise since 2013 at the national, state, and county levels. While the state drug overdose deaths are significant in magnitude, so are the six-county aggregate deaths. These rates are by far the highest out of the three geographic indicators, comparing 59 deaths per 100,000

population at the county level to 50 deaths per 100,000 population at the state level to 38.4 deaths per 100,000 population at the national level during 2020. **The county with the highest drug overdose death rate is Boone (67), but Kanawha and Lincoln come close at 66 and 65 respectively.**

Access to Exercise Opportunities (Chart 11)

This indicator illustrates the percentage of the population with adequate access to locations for physical activity.



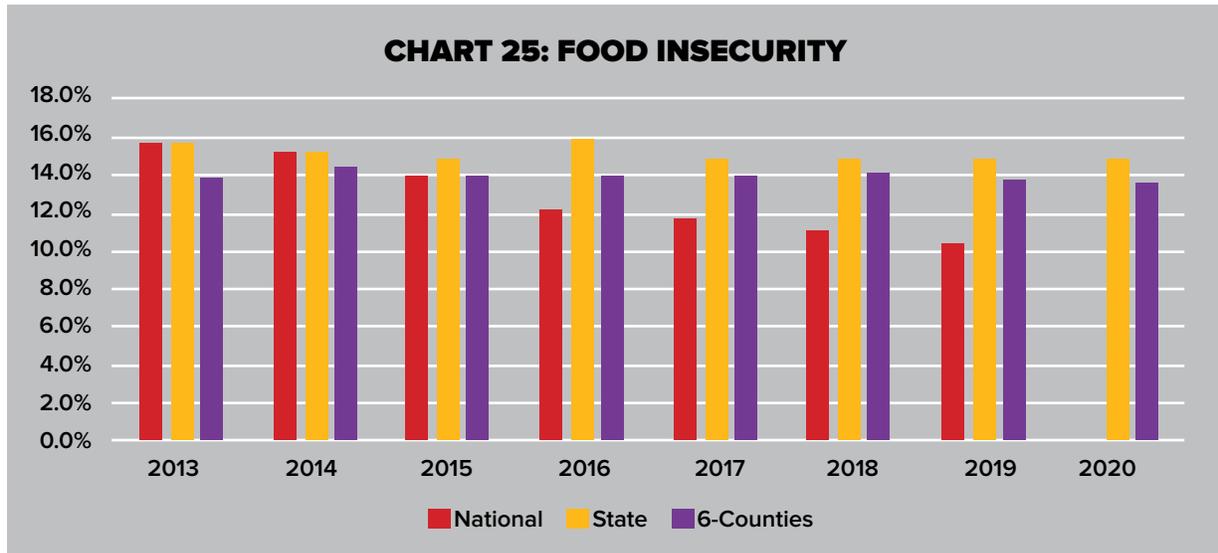
It is worth noting that all counties underperformed the national rates from 2019 to 2020. In 2020, the closest county to the national percentage of 84% was Putnam County, at 67%. The county that performed the worst was Boone County, with only 5%

of the population having adequate access to locations for physical activity. Although Fayette (61%), Kanawha (72%), and Putnam (67%) counties fall short of meeting the national rate (84%), they outperformed the state (59%).

HEALTH continued

Food Insecurity (Chart 25)

This indicator represents the percentage of the population that lacks adequate and constant access to food, as well as an individual's ability to consume balanced meals.



On average, West Virginia reported a higher percentage of the population facing food insecurity compared to the national average. In 2019 the national food insecurity rate was 10.5%, and **the counties with the highest food insecurity rates were Clay County and Lincoln County at 16% each, while Putnam County had the lowest rate at 10%.**

Overall

The indicators for Health show that there is still work to be done and challenges to overcome in West Virginia in order to improve overall community well-being and health. While the six-county area may be doing better than the state as whole, it falls short on almost all indicators in comparison to the national rates and averages. Unfortunately, it can be predicted that the numbers for 2021 will be worse across the board due to the twin challenges of COVID-19 and opioids in the six-county area.

ECONOMIC DEVELOPMENT

Long Term Outcome:

- **Increased Employment and Economic Stability for Families:**

Overall, the economic well-being of families and individuals in the six-county area is not promising. The area is considerably worse than the averages for West Virginia, which itself is worse than the national averages. The area is an expiring, contracting economy with fewer jobs and depressed incomes. In many ways, West Virginia has never recovered from the loss of 80% of well-paying coal mining jobs. Education and entrepreneurship may be the way out of this economic situation for individuals and communities.

Indicators

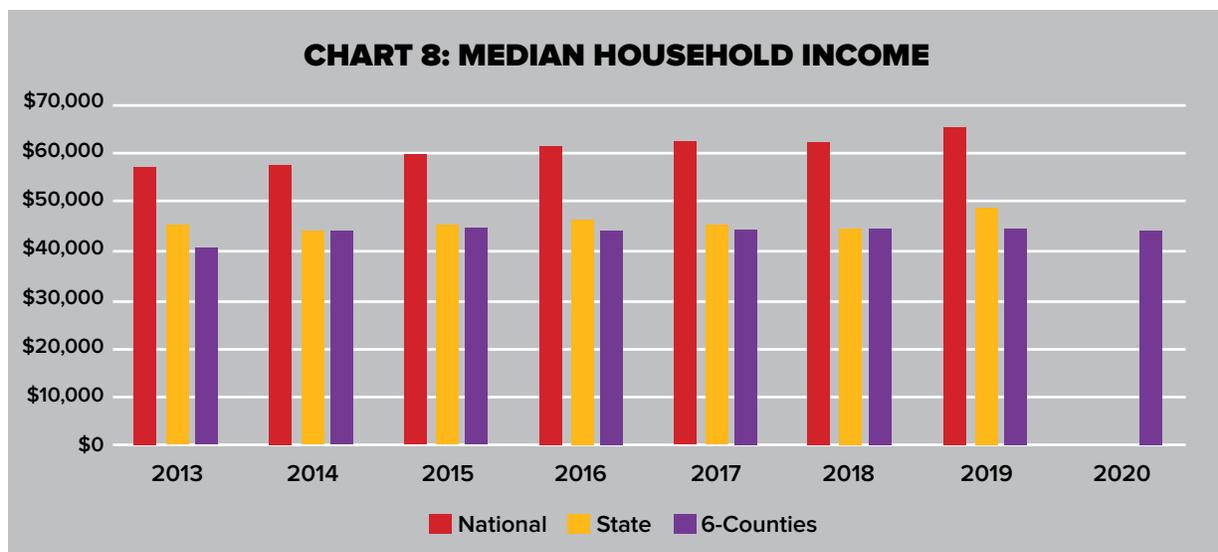
- **Household Wealth:** Median household income has not significantly increased in the six-county area (or West Virginia overall) since 2014, while nationally the median household income has steadily increased. The income disparity gap is growing larger over time.
- **Employment Activity:** Two measures of employment activity are presented below. Labor force participation shows the percentage of working aged adults employed in the workforce and is unfortunately unchanged over time with the six-county area average of around 40% being significantly worse than the state average of around 40% and the national average of 63%. Yet at the same time, unemployment has been

decreasing over time, and while not as good as the national unemployment averages, West Virginia and the six-county area did not see the large increase in unemployment in 2020 due to COVID-19 seen in most of the United States. Taken together, these indicators suggest that most of the working aged adult population in the six-county area is not currently employed and is not seeking (and may have given up trying to find) employment.

- **Job Opportunities:** West Virginia and the six-county area have stagnant or decreasing job opportunities. As can be seen in the Number of Employees chart (shown later in this report), overall employment (number of jobs) has decreased slightly over time for West Virginia and the six-county area. At the same time, overall employment nationally has steadily increased over time (prior to 2020 and COVID-19). The lack of employment opportunities can help explain the noted exit migration of working aged adults – particularly those with postsecondary education.
- **Expansion of Small Business and Entrepreneurship:** It may be as a direct result of this lack of employment opportunity, and the constriction of the job market due to COVID-19, that entrepreneurship in the form of new business start-ups saw a significant increase in West Virginia and the six-county area between 2019 and 2020.

Median Household Income (Chart 8)

This indicator illustrates the measure of the center of a data set. This more informally means that around half of the population earns more than the median household income and around half earns less.



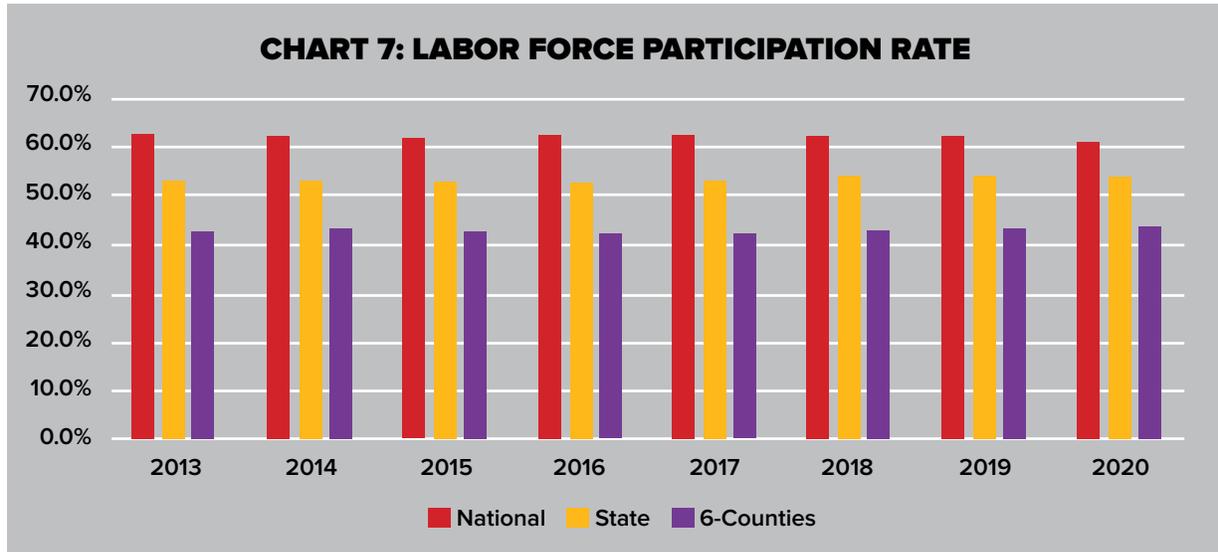
Across sample years trends in median household income, it has remained the same with the national median household income being significantly higher than the state and individual counties. In 2019, the national median income was \$65,712, **Clay county's median income was the lowest, at almost half of the national median income, at \$34,300**, with Putnam county's median household

income being the closest to the national rate at \$59,800. **Boone (\$38,600), Fayette (\$38,100), Kanawha (\$43,600), and Lincoln (\$36,100) median household incomes were closer in value to Clay (the lowest) than Putnam (the highest).** Putnam is also the only county to have a higher median household income than the states median income (\$48,850).

ECONOMIC DEVELOPMENT continued

Civilian Labor Force Participation (Chart 7)

This indicator provides an overview of workforce participation.

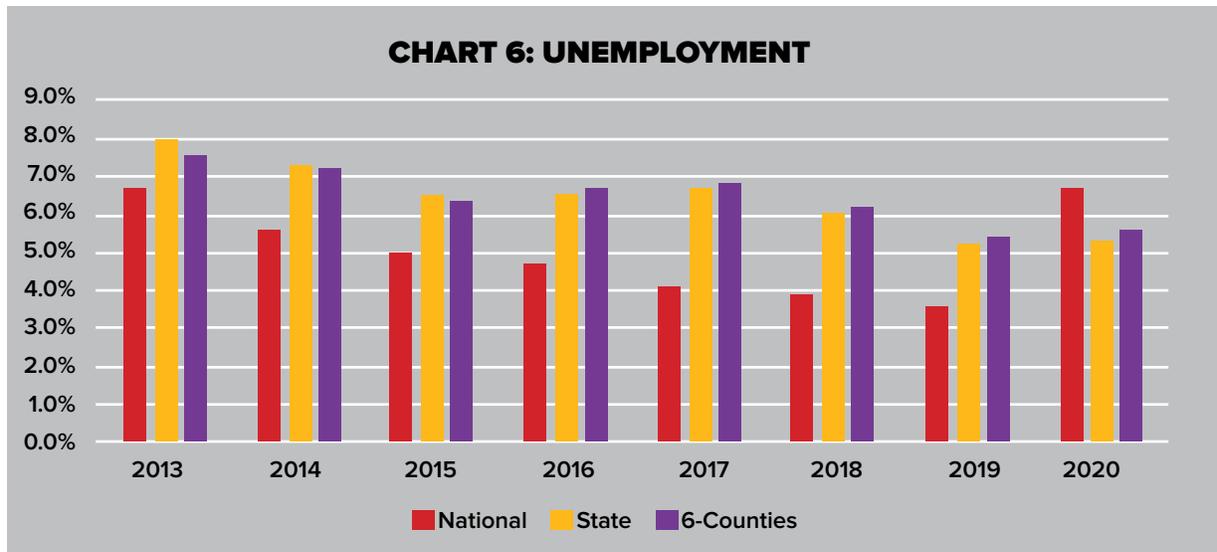


Since 2017, all six counties showed a 1-2% increase in civilian labor force participation, following the trends of the changes in both the national and state rates. However, in 2020 the counties

rates (Boone 34%, Clay 42.2%, Fayette 37.8%, Kanawha 45.9%, Lincoln 35.4%, Putnam 47.8%) were all significantly lower than the national (61.5%) and state (54.6%) rates.

Unemployment (Chart 6)

This indicator illustrates the percentage of unemployed civilians in the labor force, ages 16 and older, who are willing and available to work.



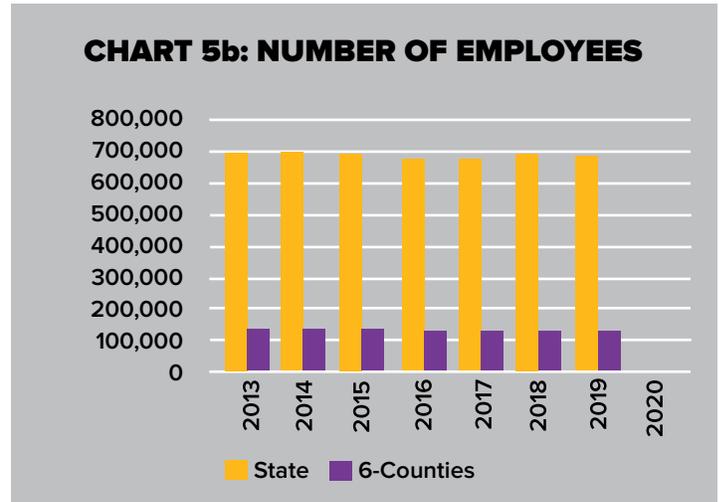
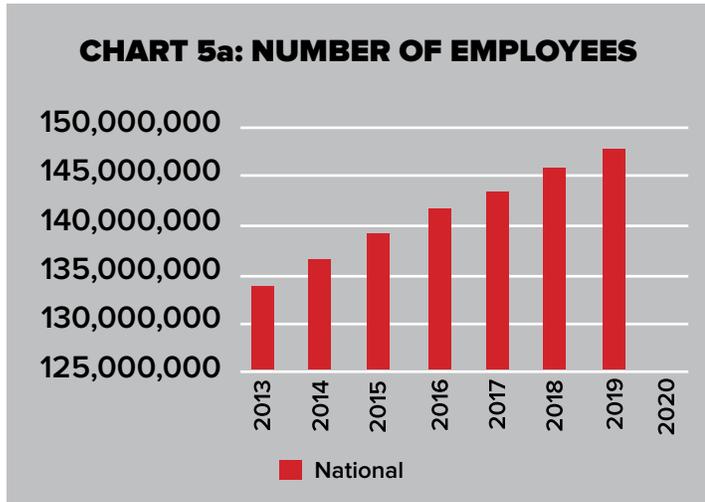
Between 2013 and 2015, the six counties experienced unemployment rates lower than the state, but higher than the national rate. In 2016 there was a shift, **Boone (9%), Clay (10.6%), Fayette (8.3%), and Lincoln (9.4%)** all had rates that were considerably higher than the state (6.5%) and national (4.7%)

rates, while Kanawha (5.9%) and Putnam (4.9%) performed better than the state. National rates remained lower than the state and county rates until 2020. Since 2017 unemployment has been decreasing in each county.

ECONOMIC DEVELOPMENT continued

Number of Employees (Chart 5)

This indicator reflects the Bureau of Labor Statistics “total employees” series from all establishment sizes, all ownership sectors, and all industries.

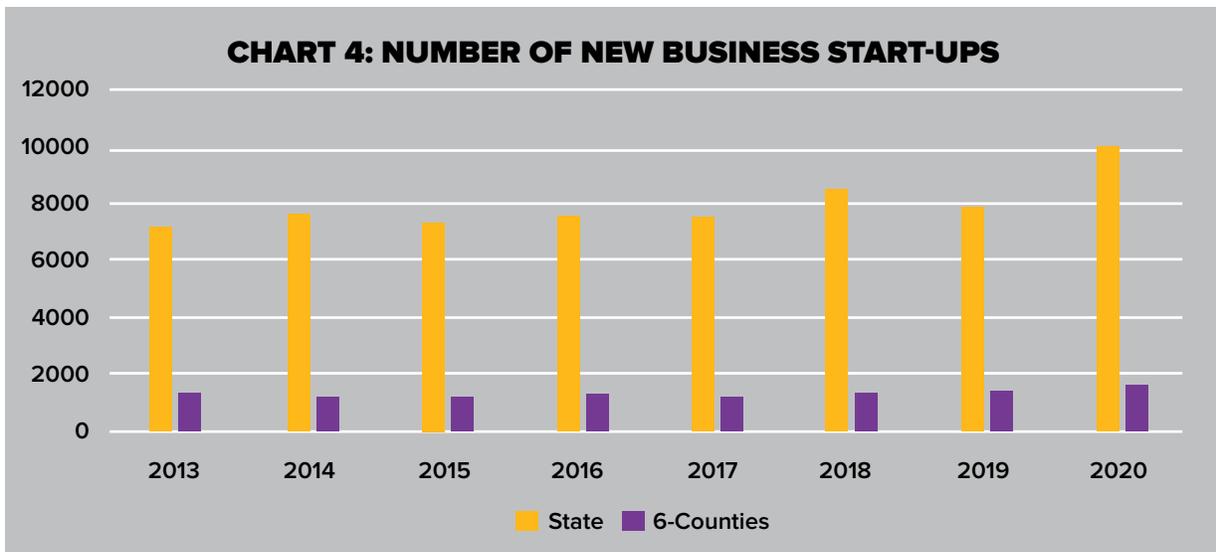


While the national number of employees increased from 2017 to 2019, that was not the case for the six counties, whom all experienced a slight decrease in the number of employees.

Kanawha county experienced the highest decrease in number of employees during this time. A drop in number of employees can be observed at both the state and county level since 2013.

Number of New Start Ups Added (Table 4)

In this indicator, we see an overview of the number of new business startups added, as reflected by the number of active businesses registered with the West Virginia Secretary of State.



Compared to 2016, the number of new business startups increased in the six-county area in 2020.

Overall

There have been consistent decreases in unemployment and an increase in business startups, for the six counties served by TGKVF. The labor participation, household income, and number of employees indicators are areas in which improvement is needed.

POINTS OF DISCUSSION

Clay and Lincoln Counties: TGKVF has an obligation to all the counties in its catchment area, and to that end the data presented above focused primarily on the “big picture” of how this six-county area fared compared to state and national averages. However, even a cursory examination of this data clearly indicates that the level of need (averaged on per person basis) and severity of challenges are not equal in the six counties. Clay and Lincoln counties are consistently at the worst end of every indicator ranking within the data in this and the full report.

For example:

- In 2020 Clay County’s rate at which adults have some postsecondary (31%) was less than half of the national average (65%).
- In 2020 Clay County’s rate of broadband access was dramatically lower, at 28.8% compared to the six-counties average in 2020 of 90%.
- In terms of premature mortality in 2020 Lincoln County had the greatest number of potential years of life lost at 14,300.
- In 2020 the counties with the highest food insecurity rates in were Clay County and Lincoln County at 16% each.
- In regard to median household income in 2020 Clay County’s median income was the lowest, at almost half of the national median income, at \$34,300 and Lincoln was second lowest (\$36,100) in the six-county area.
- In 2020 Clay County had the highest unemployment rate (10.6%), and Lincoln had the second highest (9.4%).

Given these across-the-board disparities TGKVF and other aligned organizations may want to consider what efforts or initiatives might be focused on that could address these areas with the greatest need.

Education and Exit Migration: If education is the path out of poverty and to a better life, then the six-county area supported by TGKVF is well on its way to a better future with a foundation of high rates of high school graduation. However, much work remains to be done to translate that (high school) level of success into postsecondary educational achievement and increased employment and income. For individuals successful in achieving educational goals, the economic forces may pull them out of the area and out of the state to find employment that utilizes that educational achievement. This appears to currently be the case as overall population and number of jobs in the state decrease, with the largest decreases in population being in the working aged adults – particularly those with postsecondary education. This “brain-drain” is likely the result of and a contributing factor to the stagnant economy and a limited number of jobs. It will be important in any long-term planning for TGKVF and collaborative partners to find ways to allow people to productively live and work in the communities they are raised in to reduce or even reverse the exit migration.



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