

GENEVA | 2030

Community report

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Dear Geneva Community,

I am pleased to present the *Annual Community Report for 2023*, a testament to the power of collaboration and shared commitment. Our report highlights impactful initiatives that have unfolded within our community over the past year and acknowledges data that continues to be a call to action for systems change.

Guided by a commitment to our Mission Statement: “Geneva 2030 connects and empowers all members of the community to advance equity and support the success of every Geneva child, **cradle to career**, by creating and transforming the systems that shape opportunity.” we are engaged in collaborative efforts specific to our three overarching goals.

Every child enters school ready to learn. Every student is supported and engaged and succeeds in school. Every graduate attains employment or a post-secondary credential.



Through collective initiatives, innovative programs, and a focus on equity, our community is actively transforming the systems that shape opportunities for every child in Geneva.

KINDERGARTEN READINESS: This year we supported the growth and direction of the First 1,000 Day Promise, accomplished by the Boys and Girls Club. We know that through data-driven care and community collaboration, more community partners can support the promise, fostering a foundation that prepares our children for a lifetime of learning.

TUTORING INITIATIVES FOR LITERACY AND MATH: In our commitment to every student’s success, we have continued to work with partners to strengthen tutoring initiatives for literacy and math. These programs are designed to empower our students with the skills and confidence they need to excel academically.

IMPACTFUL COLLEGE EXPOSURE: We are thrilled to share the success of our annual 2nd, 6th, and 9th-grade visits to the Hobart and William Smith Colleges. Exposing students to the college experience at an early age instills a sense of possibility, eliminating perceived limitations.

The impact of these visits reinforces the belief that higher education is an attainable and exciting choice in every child’s future.

COLLEGE AND CAREER READINESS: Built and managed with collaborative effort, the College and Career Center is not just a resource—it is a hub of possibilities. Rooted in data-driven insights, it’s a place where dreams are nurtured, aspirations are supported, and pathways

to success are accessible. With a data-driven approach, coordinators guide and empower students toward post-secondary success, whether through employment or pursuing a credential.

POWER OF COLLECTIVE IMPACT: Central to our success are the seven action teams, where community members actively engage in STEAM, Literacy, Kindergarten Readiness, Parent and Community Connections, Bilingual Education Success, and Food Security. Through collective impact, these teams of dedicated individuals pool their expertise, resources, and passion to drive meaningful change.

DATA-DRIVEN DECISION-MAKING: Our commitment to data-driven decision-making is more critical than ever. By collecting and assessing Geneva specific data, we are empowered to work with the community to develop targeted interventions that address key issues such as absenteeism, graduation rates, and literacy levels. We are working to build a culture where data is collected, valued, and used for intentional change in our community.

As we collectively strive toward our vision of success for every child in Geneva, we must also recognize the challenges that persist. Despite our progress,

Geneva's children continue to face significant challenges. Issues such as kindergarten readiness, absenteeism, graduation rates, and literacy levels demand our urgent attention. The data reflects a reality that cannot be ignored, and Geneva 2030 is committed to addressing these challenges.

Together, as a community, we are changing systems so that every child's potential is recognized, nurtured, and fulfilled from cradle to career.

With heartfelt gratitude,

*Every child enters school
ready to learn.*



*Every student is supported and
engaged and succeeds in school.*



*Every graduate attains employment
or a post-secondary credential.*

Heather Mills
Geneva 2030 Director
March 2024

The Geneva 2030 constellation



History of Geneva 2030

2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
NYS report on academic performance at Geneva HS leads to formation of Geneva 2020.	Launch of College Bound Program.	Initial Geneva 2020 community convening.	Action teams formed. HWS President Mark Gearan highlights G2020 at summit hosted by Obamas.	First staff hired.	Geneva 2020 joins Strive Together.	Funding received from ESL and Farash Foundation.	Foundation support enables part-time program coordinator position to become full-time program manager.	New name of Geneva 2030 adopted.	Inaugural Action Team Summit.	Strive Together and Dr. Phil Breitfeld provide funding.	Geneva City Food Security Task Force transferred to Geneva 2030.	New director Heather Mills begins work.



1400

child contacts



54

organizations



314

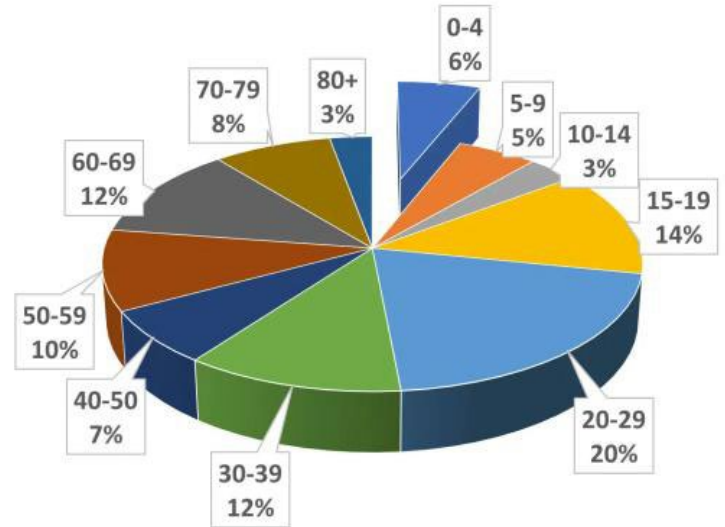
volunteers

COLLECTIVE ACTION

It's Geneva 2030's job to help identify problems, gather data to better understand the causes and potential solutions, bring people and organizations together, and provide vital resources to those providing services. We are committed to helping our youth from cradle to career, with a deep commitment to the following goals:

- **Every child enters school ready to learn**
- **Every student is supported, engaged and succeeds in school**
- **Every graduate attains employment or a post-secondary credential**

Geneva population by age group



SCHOOL READINESS

The [U.S. Census Bureau](#) estimates that there were 753 children under age 5 living in the City of Geneva in 2022. As the pie chart above illustrates, that represents almost 6 percent of the total population.

Our entire community should be invested in the **First 1,000 Day Promise**. As a collaborating partner, Geneva 2030 envisions a future where more community organizations wrap their arms around the initiative that the Boys and Girls Club has so boldly been carrying. Together we can lay the groundwork to ensure that every child in our community receives the support essential for a successful and thriving future. The First 1,000 Day Promise can reach further into the community, providing aligned and collective support inside and outside of **Toddler Time**.

Geneva 2030, aims to unify community partners to consolidate and share their diverse assessments measuring early childhood development and kindergarten readiness. We will utilize shared Geneva-specific data to empower the community and youth organizations to make informed decisions bolstering community impact through shared insights and collaboration.

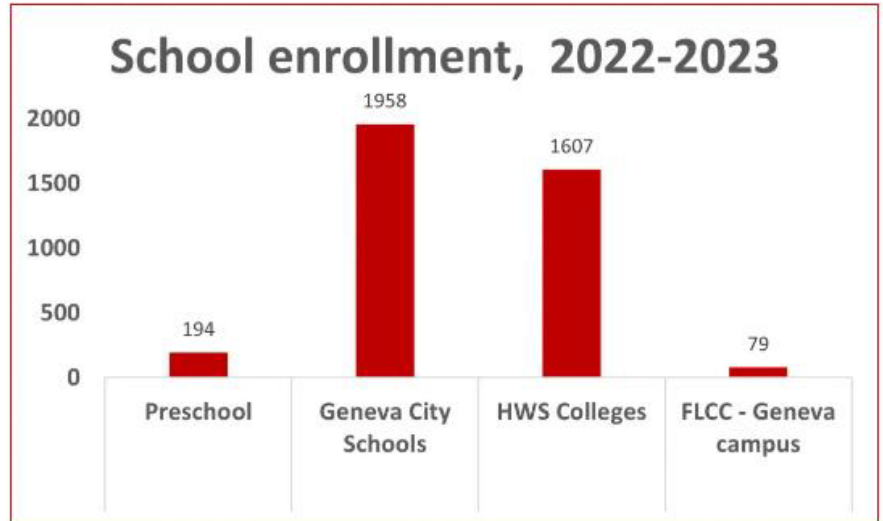
SUPPORTING OUR STUDENTS

Geneva 2030 is mobilizing our community to analyze the risk and protective data of our middle and high school students collaboratively. Through this effort, we aim to uncover underlying root causes, paving the way for data-driven initiatives that mitigate risk factors, uplift our youth, and foster positive change.

Geneva 2030 also is thrilled to receive a grant dedicated to enhancing tutor training, recognizing the critical importance of aligning tutoring practices with district curriculum standards.

Understanding that effective tutoring is indispensable for every

child's success, we are committed to implementing best practices to ensure each student receives the support they need to academically.



COLLEGE AND CAREER

Geneva 2030 is eager to extend the impact of the newly established College and Career Center collaboration by co-creating a structured system, ensuring students have access to enriching internship opportunities within our community. Over the past year, the center has organized trips to six colleges and a college fair, with three more visits planned in the spring of 2024. The center has also sponsored six career chats, with student attendance ranging from 40 to 60 per session.

We are steadfast in our commitment to securing funding and garnering support to sustain the center beyond the conclusion of the three-year VISTA agreement, ensuring a lasting resource for our community's students to thrive in their academic and professional pursuits

GENEVA 2030 ADVISORY BOARD

Show entries

Search:

ADVISORY BOARD MEMBER	AFFILIATION
* executive board member	
Juanita Aikens	Ontario County Justice Coalition
Drea Badger	Finger Lakes Workforce Investment Board
Dr. Betsy Binn	Cornell University, Department of Food Science
Dr. Phil Breitfeld*	Breitfeld Group, LLC
Jerry Buckley*	HWS Colleges, Advancement
Erica Collins*	Geneva City Manager's Office
Juan and Martha Colon	Geneva Hispanic Church of God
Megan Cortese	Family Counseling Service
Dr. Karen Fahy	GCSD
Lynn Freid	Finger Lakes Workforce Investment Board
Jane Gerling	Success for Geneva's Children
Jim Gerling	Success for Geneva's Children
Sage Gerling	Cornell AgriTech
Amie Hendrix*	Geneva City Manager
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Sarah Kirk*	HWS Colleges Provost
Lorraine Kniffley	GCSD Head Start
Chris Lavin	Geneva Community Center/Geneva Boys and Girls Club
Lucile Mallard	NAACP
Vai Mallard	Geneva Housing Authority
Dr. Alejandra Molina	HWS Colleges, Intercultural Affairs
Kelley Monson	GCSD Board of Education
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Chris Smart *	Cornell AgriTech
Frank Sykes	Geneva Public Library

Lara Turbide	Finger Lakes Health
Dr. Carol Urbaitis*	FLCC, Enrollment Management
Mark Venuti*	Town of Geneva, and Heaton and Venuti, LLP
Cathy Williams	HWS Colleges, Communications
Bo Wright*	GCSD Superintendent

Backbone Staff	
Heather Mills	Geneva 2030 Director
Laurie Bennett	Geneva 2030 Data Manager
Peter Budmen	HWS Colleges, CCESL, Geneva 2030 action team support
Katie Flowers*	HWS Colleges, CCESL, Geneva Education Foundation

Action Team Leaders	
Nadia Harvieux	HWS Colleges, Finger Lakes Institute (STEAM Action Team Leader)
May Farnsworth	HWS Colleges, Hispanic Studies (BI-Lingual Education Success Action Team Leader)
Jeanine Eckenrode	FLCC, Geneva Campus (College and Career Action Team Co-leader)
Greg Baker	GCSD, Geneva High School (College and Career Action Team Co-leader)
Jen Morris	Success for Geneva's Children (Birth to Kindergarten Action Team Co-Leader)
Shelle Basilio-Murray	HWS Colleges, Campus Life (Birth to Kindergarten Action Team Co-Leader)
Jackie Augustine	BluePrint Geneva (Food Justice Action Team Leader)
Peter Budmen	HWS Colleges, CCESL (Literacy Action Team Co-Leader)
Kirra Guard	University at Albany, OSE Technical Assistance Partnership for Academics (Literacy Action Team Co-Leader)
Shana Toner	Community Parent (Parent and Community Connections Action Team Leader)

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Geneva City Schools continues to demonstrate progress on our district priorities: safe, positive learning environments; equity and inclusion; and academic achievement.

... We are not where we need to be — behaviors continue to be a challenge, and our test scores will have to keep improving if we intend to follow through on our mission statement — but things are moving in the right direction, and we are committed to the work.

— Bo Wright, GCSD superintendent & Geneva 2030 executive board member

Although I have not lived in Geneva since 1971, a few years back I was inspired to look into ways I could help Geneva continue to thrive. Geneva 2030 caught my attention given its focus on Geneva's youth.



I thought that if the community could focus its collective efforts improving the opportunities for Geneva's youth, the whole community would thrive. And a vision for Geneva started to develop for me. I envisioned a connected community, knitting together the diverse folks that make up Geneva. Individuals and organizations, through Geneva 2030, would have a way to collaborate and work on something bigger than themselves or their organization.

I could see Geneva 2030 playing a key part in the Geneva community, responding to those in need with little opportunity and resources, and committed to the thriving of all youth, regardless of race, ethnicity, gender or socioeconomic status.

— Dr. Phil Breitfeld, donor & Geneva 2030 executive board member



I am glad I got to stay in Geneva because after four years of exploring all that it has to offer and working with community organizations such as the Boys and Girls Club of Geneva, having a student placement at Geneva High School, and getting to know Geneva community members, I grew love for the relationships that were built here.

... I got to discover the gem that Geneva is. I hope that all students get to share their passions and discover who they are meant to become whether they choose their avenue to be higher education or not.

— Jonathan Garcia, HWS graduate, AmeriCorps VISTA, and GCSD math teacher

I chose to stay and teach in Geneva City School District because of the Geneva community. I have been connected to the Geneva community since my first year on Hobart and William Smith's campus, first through Girl Scouts and then through tutoring and teaching.



Furthermore, as someone who speaks Spanish as a second language, I love that there's the chance to connect with such a strong latinx community in Geneva. I happily accepted a job as the 5th grade dual language teacher at North Street and plan to stick around. I hope to strengthen my connection with the community and continue to connect with my students as they discover all the incredible things that they're capable of.

— Karina Connolly, dual-language, Spanish teacher, North Street Elementary School

2023 Financial Report

Description	Details	Initiative or Action Team	Amount
Salaries & Wages	Backbone Staff		\$69,655
Salaries /Wages	Action Team Leaders		\$19,893
Salaries /Wages	Student Employees/Interns/Tutors		\$4,629
Salaries/Wages	Fringe Benefits		\$18,120
Team training and support	Strive Together membership fees		\$2,500
Team training and support	Strive Together network convening		\$180
Team training and support	Geneva 2030 Annual Conference		\$1,415
Community Support	Boys and Girls Club annual Dinner		\$600
Collective Impact Connections	Action team/board and partner meetings		\$717
Engaging the Community in Data	2030/Success Annual Gathering		\$1,183
Engaging the Community in Data	Website and digital storage /technology		\$624
Family and Community Engagement	STEAM night	STEAM	\$63
Family and Community Engagement	Dia de Los Muertos	Vamos Geneva 2030	\$45
Family and Community Engagement	"The Right to Read" community viewing and panel	Literacy	\$250
Family and Community Engagement	DC Central Kitchen - Food Justice community conversation	Food Security	\$500
Family and Community Engagement	Advertisement career chat thanks and senior recognition	College/Career Readiness	\$1,365
Youth Initiative	2nd grade college immersion experience	Literacy	\$2,870
Youth Initiative	6th grade college immersion experience	STEAM	\$1,750
Youth Initiative	9th grade college immersion experience	College/Career Readiness	\$2,031
Youth Initiative	What's next college and career camp	College/Career Readiness	\$222
Youth Initiative	What's next camp- Participant Stipends	College/Career Readiness	\$1,100
Youth Initiative	Saturday Academy Tutoring supplies	Literacy, STEAM	\$166
Youth Initiative	Saturday Academy Tutoring transportation	Literacy, STEAM	\$120
Youth Initiative	College and Career Center at GHS supplies	College/Career Readiness	\$141
Youth Initiative	College and Career Center at GHS staffing	College/Career Readiness	\$5,000
PROJECT TOTAL			\$135,139

Thank you!

We are so grateful to the many parents, families, teachers, school administrators, nonprofit leaders and others who have bolstered our work.

Special thanks go to Strive Together, Dr. Phil Breitfeld, and the Town of Geneva for their financial support over the past year.

We also deeply appreciate Hobart and William Smith Colleges, for their ongoing in-kind support and the invaluable time of the team at the Center for Community Engagement and Service Learning.

Looking for ways to contribute to our efforts?
Please see the [Geneva 2030 support page](#).

THE STAGES OF HULA HOOPING



Learning can be fun at every stage!

