

## **Chapter 10**

### **Education, Health Care, Childcare and Social Services:**

#### *Education:*

Pikeville provides comprehensive educational resources and opportunities for citizens from preschool through professional school through the Pikeville Independent School District, the University of Pikeville and the Pikeville campus of the Big Sandy Technical and Community College, as well as satellite programs from other colleges and training programs.

**Pikeville Independent School District:** The Pikeville Independent School District serves approximately 1,240 students in 2013-2014, from preschool through twelfth grade, in two schools, Pikeville Elementary School and Pikeville Junior High/ High School. Performing above state standards in every measure, the district is considered one of the strongest school academically and otherwise in the region, and has continued to attract students from out of the district as tuition-paying students. Approximately one third (33.39% for school year 2011-2012) of students receive free or reduced lunch. The District spends slightly more per student at \$11,614 than the state (which spends \$10,697). Attendance at the Elementary School continues to rise steadily, with a current enrollment of 680 students.

Academic opportunities are ample and expectations are high: For the 2012-2013 school year more than half of the high school students took college level classes, either AP (Advanced Placement) or Dual Credit (offered through local colleges and universities) Courses, or both, and there were 354 AP exams taken by students. The school website reports that more than 25% of the graduating seniors earned a 3.90 GPA or higher. In addition, the Senior Class of 77 students earned over \$2 million dollars in college

scholarships. Other accolades include three students chosen as Governor's Scholars, two Governor's Scholars in Entrepreneurship, a Governor's Cup State Championship for the Pikeville High School Academic Team. In addition, the Superintendent of Schools has been appointed to serve on the Kentucky School Curriculum Assessment and Accountability Council. The system takes its commitment to academic achievement seriously and the district has a higher rate of graduation than the state overall, and in 2011-2012 95.5% of the graduating class was college-bound. Pikeville Independent District has lower rates of retention and drop out than the Commonwealth of Kentucky overall. The State Department of Education Report Card for 2011-2012 classified Pikeville High School as Distinguished academically, and both Pikeville Junior High School (grades 7 and 8) and Pikeville Elementary School as Proficient. The commitment to academics is reflected in the 2012-2013 Comprehensive District Improvement Plan which focuses on academic outcomes and college preparation, but also includes a goal to "facilitate communication among all stakeholders."

The Pikeville Independent School District and the City continue to enjoy a collaborative and mutually beneficial relationship by all accounts. The City provides the District with access to playing fields near the Elementary School, and the District allows the community access to many of the Athletic Facilities, the Gymnasia and the High School Auditorium. The District works closely with the City to address road clearance and safety issues and determine if and when school should be cancelled. City Police and Fire Departments provide security at major school athletic events, and the District in turn brings visitors to the City for these activities.

***Secondary and Post-Secondary Education:*** Founded in 1889 as the Pikeville College Institute, the University of Pikeville has undergone a tremendous expansion since 2005. Beginning in 1997 with the Kentucky School of Osteopathic Medicine, the college expanded beyond solely providing undergraduate education, and in 2011 changed its name to the University of Pikeville and adopted its Vision 2020 goal to be "the leading comprehensive institution of higher learning in the central Appalachian region". The student population has almost doubled over the last eight years, from 1,129 in Fall 2005 to 2,032 in Fall 2012. The increase is attributable to several factors:

- The number of degree seeking undergraduate students increased 47% from 844 in 2005 to 1,245 in 2012
- The number of students at the Kentucky College of Osteopathic Medicine increased by 31% from 285 in 2005 to 373 in 2012
- The addition of two graduate programs beginning in 2011 in Business and Sports Management which added 38 Masters level students for 2012
- The Dual Credit Program providing college credit for classes to eligible high school students enrolled 376 students in 2012

Students hail from both near and far, with little change in the distribution over the years: approximately 80% of undergraduates are Kentucky residents, and of those students from Kentucky, 60% were from the Big Sandy Area District in 2012. This represents a slight downward shift from 2005 when 76% of students were from the Big Sandy region, and 2009 when 79% were from the five county area. In 2012, half of the medical students were from Kentucky, with 17% of them from the Big Sandy region. This, too, represents some change over the last eight years: in 2005 only 42% of medical students were from Kentucky. Almost all undergraduate students receive financial aid, with figures from 97% to 99% between 2005 and 2012. The number of on-campus residential undergraduates has increased by half, from 42% in 2005 to 61% in 2012.

In addition to the students, there has been an increase in employees from 221 in 2005 to 325 in Fall, 2012. This includes a 71% increase in faculty from 83 in 2005 to 325 in Fall 2012, and a 33% increase in staff from 138 to 183 for the same period. Finally, the budget has also increased, demonstrating the enormous economic power of the institution within the City. In 2005, total revenues were \$23 million, while in 2012 revenues had increased by \$14.9 million (65%) for a total of \$38 million in revenues.

As outlined in the strategic plan, Vision 2020, this expansion will continue. UPike set a goal to increase the undergraduate student enrollment by 25% to 1,250, which they will likely meet in the next year. In addition, they are committed to meeting the needs of traditional college students, ages 18 – 24, as well as work with non-traditional students and students who may be transferring from regional community colleges including Big Sandy and Southeast Community and Technical Colleges. A Student Success Center is being developed to facilitate student engagement, centralized advising and promote retention and persistence to increase academic success and graduation. In addition to the two Masters programs in Business and Sports Management, UPike hopes to have an additional three accredited graduate programs by 2020. The medical school is also committed to growth, with a goal of 500 students by 2020. This will also include an additional emphasis on research, and consideration of including additional graduate programs in other health professions in the future. The strategic plan also includes goals for expanding classroom and dormitory facilities, faculty, and creating a “first-rate technology-superior campus infrastructure”.

In keeping with the goals of the Strategic Plan, on July 8, 2013, UPike announced the establishment of the Coleman College of Business and the receipt of a large gift from a local businessman, with the goal of enrolling 220 students in the business program. This announcement was significant in several ways: First a partnership with the City is enabling the Business College to be established in the old Pikeville City Hall. Second, the announcement of a large gift being made by a local resident establishes a new culture of philanthropy within the City. This has already precipitated an additional gift to establish a Center of Entrepreneurship which will serve not only the university population but the community at large.

Commitment to and collaboration with the community appears to be a driving force behind the University of Pikeville as demonstrated in several programs. The College of Osteopathic Medicine was established to educate and provide medical practitioners for underserved areas of eastern Kentucky and it has been successful in doing so, with many of its graduates returning to work in the mountains after residency. Another community-focused program is the new Central Appalachian Institute for Research and Development. This institute is dedicated to facilitated and connecting research on Appalachia to those people who can use it, with a strong emphasis on facilitating the translational elements of research. CAIRD will create institutional collaborations with other universities and research entities, as well as the Appalachian Regional Commission, and establish a data bank and a resource network to facilitate translational research of import to the region.

The University of Pikeville will also benefit from the recent affiliation by Pikeville Medical Center with the Mayo Clinic. This will enhance research opportunities for students and faculty in the College of Osteopathic Medicine, increase credibility of the KYCOM, and improve patient care and patient outcomes.

The partnership between UPike and the City of Pikeville has included collaboration to build the Scholar House which will open in fall, partnering to secure space for the Coleman College of Business, and working together to develop plans for how and where UPike can expand its campus to accommodate additional dormitories and classroom buildings. The college acknowledges that there are some challenges for students in Pikeville: housing options are limited for both undergraduate and graduate students, especially medical students and residents who may have families. In addition, the limited access to shopping, restaurants and entertainment venues can sometimes be a barrier to recruitment of graduate students. The college is pleased with the plans for the Thompson Road development to provide additional shopping, restaurants and housing options that will be appealing to students and faculty, as well as with the construction of the theatre downtown. The University of Pikeville sees itself as a vibrant part of the community, and the presence of the students, faculty and staff, as well as visitors, in the City is a boost for Pikeville. The availability of Booth Auditorium, as well as some athletic facilities are also beneficial to the City.

***Big Sandy Community and Technical College:*** The Big Sandy Community and Technical College System (BSCTCS) extended campus facility in the Riverfill area also provides important and beneficial services to the City. BSCTCS offers a range of academic, vocational and technical certification and Associate Degree programs, and it can provide an array of services to enhance and support businesses and companies moving into the area. These services include preparing, training and screening potential employees; assessing and improving workforce readiness in specific areas; creating certification or credentialing programs in areas of potential employment; and maintaining a ready

network of employees. In addition, BSCTCS students are able to transfer credits to Pike to continue their education towards a Bachelor's Degree.

***Health Care Services:***

***Pikeville Medical Center:*** Health care services continue to be a major factor in the economic and social fabric of the City of Pikeville. Pikeville Medical Center, a 261-bed hospital facility, employs more than 2,300 people making it the largest employer in the City. In addition to employing more than 300 credentialed physicians, other health care professionals, administrators and support staff in the hospital, Pikeville Medical Center has embarked on a series of physical expansions that have been a boost to the local construction business. At present, they are completing a \$150 million expansion to build an 11 story tower and 10-story parking garage to increase outpatient clinic capabilities.

Specialty areas within the hospital include the Leonard Lawson Cancer Center, the Heart and Vascular Institute, a Neonatal Intensive Care Unit, Obstetrics and Gynecology, Bariatric and Weight Loss Surgery, Orthopedic Surgery, Pediatric Endocrinology, Critical Care, a Sleep Laboratory and Lasik Surgery, as well as the usual array of specialties. PMC prides itself on state-of-the-art diagnostic and imaging equipment, a full complement of outpatient chemotherapy and radiation treatments available, and all the support services including Social Work and Pastoral Care, Palliative Care. Clinical trials provide opportunities for state of the art treatment while adding to the medical literature about the effects of treatment in our Appalachian population. At any given time there are around ten trials being conducted through the hospital, and that may increase with the recent Mayo Clinic affiliation. The osteopathic residency program features unique opportunities in neuromuscular medicine, osteopathic manipulative medicine and osteopathic manipulative treatment medicine. In addition, PMC has developed a newspaper, the Medical Leader, to provide the community with information about the hospital as well as community news.

In May, 2013, Pikeville Medical Center announced it was becoming one of nineteen hospital members nationally of the new Mayo Clinic Care Network. This enables PMC to have continuous access to the Mayo Clinic through eConsults, Mayo Clinic resources and peer consultation and mentoring in all areas of health care service and delivery. The new facilities at PMS are being constructed and furnished with equipment and in accordance with Mayo Clinic guidelines to promote the highest standards of care. This affiliation will enhance the level of care available at PMC and increase its role as a tertiary care center and regional center for health care. Additional professional and support staff will likely be hired, and the recruitment of physicians and other professionals from outside the region will likely increase.

Pikeville Medical Center continues to expand physically, recently purchasing additional land along South Mayo Trail including the Landmark Inn properties. This is enabling PMC to provide additional support services such as lodging for families and outpatients. The adaptive reuse of buildings along South Mayo Trail will serve to upgrade this area of town which had begun to suffer as the center of town shifted towards the Riverfill and Downtown District.

***Other Health Care Services:*** Other health care services within the City include independent outpatient physician offices, several home medical equipment providers, physical and occupational therapy providers, behavioral health providers, diagnostic and laboratory services, dentists and orthodontists, speech pathologists, nursing homes and home health agencies. In addition, the Pike County Health Department main clinic and office is within the City of Pikeville and provides citizens of the City as well as the County with access to an array of screening, diagnostic, prevention and intervention services. The role of the Health Department is critical during health emergencies including influenza or other pandemic disease outbreaks. The Health department also serves a critical role in providing immunizations, pediatric screenings and well-child health services to families with limited access to health insurance or services. It also serves as an important conduit for information about health care treatments and preventive measures. The 2005 Comprehensive Plan Update noted that many physician offices and related health care service providers were located outside the City limits. That seems to have changed over the course of the last eight years with more physician offices being located near the hospital and within City limits.

***Other Social Services:***

***Childcare:*** Childcare is an important aspect of quality of life for any community. High quality, stable and reliable providers with modern, clean and well-equipped facilities are critical in recruiting professionals and companies to the area. There are presently six licensed childcare facilities within the City of Pikeville providing a total of 633 child care slots in licensed, free-standing centers, one of which is licensed as a Headstart. Of the five child care programs, four participate in the voluntary STARS for KIDS program, all earning two stars each. These six centers represent half of the licensed centers within Pike County.

***Senior Citizen Services:*** The City of Pikeville provides some support for the Pikeville Senior Center, one center of the Pike County Senior Citizens Centers serving residents age 60 and older. The Pikeville Senior Center serves more than 500 meals per week including 78 meals per day through home delivery Mondays through Thursdays. Friday meal service was discontinued as a result of budget cuts over the last year. An additional 20-25 people are on a waiting list for home delivered meals. The center is open for activities and meals Monday through Thursday from 8:00 a.m. to 4:00p.m. and

provides van pick up service and transportation services for shopping, medical appointments and transportation to the bank or post office. The Center has a suggested donation of \$1.50 per meal and \$1 per van trip but most clients are unable to pay anything at all for these services. The Center is currently staffed by two drivers, one cook and the Center Director. Activities include games, educational classes in nutrition and health, exercise classes, access to the public library and intergenerational activities with the child care center next door. In addition, seniors make things for the nursing home residents in the area. Community collaborations occur with Model City Day Care Center, the Pike County Health Department, Pikeville Medical Center, the University of Kentucky County Extension Office, UPike, the Pikeville Family YMCA and the UMWA. There have been some volunteers from colleges outside the region who send students to volunteer in Appalachia as a service learning project, but no volunteers from local high schools, colleges or churches. Funding is provided through grants from the City of Pikeville, Pike County and through federal Title III funds administered by the Big Sandy Area Development District. Fundraising efforts include road blocks, quilt raffles, soup bean, hot dog and spaghetti dinners, and various fundraising sales. Continued funding cuts could place the services provided by the Pikeville Senior Center in serious jeopardy.

***Other Social Services:*** The City of Pikeville is directly and indirectly involved in the provision of a number of social services for the community including the Emergency/Homeless Shelter, UNITE Pike, and the Pike County Domestic Violence Shelter.

The Pikeville Emergency Shelter is a 36-bed facility offering basic needs to homeless, transient, or otherwise displaced individuals and families. The shelter is operated by WestCare, Inc. and offers housing, substance abuse services, individual living skills, counseling and education. The shelter serves approximately 300 individuals each year, with a maximum stay of 90 days.

Other substance abuse related services within the City include the Community Involvement Center/ Outpatient Program operated by WestCare, Inc. and the Recovery Programs for men and women based in the Pike County Detention Center. Both of these are integral to assisting individuals in Pikeville struggling with substance abuse issues. Mountain Comprehensive Care Center also provides outpatient substance abuse and mental health services, and UNITE Pike facilitates community awareness and assists individuals interested in treatment in securing financial assistance for those services. As noted in the Community Safety chapter, local law enforcement is also involved in substance abuse education, awareness and prevention within the schools and community.

Pikeville Safeplace, a domestic violence shelter operated by the Pike County Domestic Violence Board, continues to operate as an independent shelter. Judi's Place, the child advocacy center provide evaluation and treatment services to child victims of abuse or

neglect. The City continues to support these programs as it can, and to incorporate them as part of the fabric of the community.

*Education, Health Care and Social Services Needs:*

The City of Pikeville should continue to support and foster the growth of both the University of Pikeville and Pikeville Medical Center (PMC), and maintain support for the Pikeville Independent School District and Big Sandy Community and Technical College. Support to UPike and PMC will be most likely to occur through facilitation of the physical expansion of each, ongoing collaborations such as the Scholar House, and working with both institutions to address needs such as parking, traffic flow and zoning as needed. The City of Pikeville can also become involved in the activities of the new Entrepreneurship Center at UPike. As these institutions continue to grow they will be a great benefit to the City.

The City of Pikeville is not in a position to provide financial backing to the myriad social services needed within the community, although it can assist with support in facilitating those services, identifying appropriate locations, and supporting the missions and goals. The City could assist in the development of a local Community Fund to consolidate giving and identify the areas of need in the community. This could be accomplished through affiliation with an umbrella organization such as the Bluegrass Community Foundation which assists in the development and administration of the charitable fund, but leaves governance of the fund to a local board. Community funds have been established in numerous communities throughout the state and are effective in raising community awareness about the needs of local non-profit organizations, reduces competition for funds between those non-profits and fosters a culture of philanthropy and giving within the community. The development of a Community Fund in Pikeville could raise awareness about and provide ongoing support to agencies including the Pikeville Senior Center, Pikeville Safeplace, the Homeless Shelter, Judi's Place and other vital non-profits. Community funds also facilitate increased volunteerism in communities by raising the profile of social service agencies, increasing public confidence in the administration of funds, and maintaining community awareness.

***Education, Health Care, Childcare and Social Services Goals and Objectives:***

*Goal: The City of Pikeville shall support the achievement, maintenance and expansion of the highest level of education, health care, childcare and social services for its citizens and visitors, and promote and support the development of public-private collaborations and partnerships in those areas to maintain the highest quality possible.*

- Pikeville Independent School District:
  - The City should support and assist the Pikeville Independent School District in facilities upgrades and expansions as appropriate
  - The City and the U.S. Army Corps of Engineers should work with the District to resolve any concerns regarding the proposed Floodwall plans
  - The City and the District should continue to collaborate to specify and distinguish school district boundaries within the City
  
- Secondary and Postgraduate Education:
  - The City of Pikeville and the University of Pikeville should continue to cooperate and collaborate to improve the appearance, flow of pedestrian and motor vehicle traffic, and standards of housing in and around the campus area
  - The City should support and facilitate any physical plant and facilities improvements by the University of Pikeville as much as possible
  - The City should support the efforts of the University of Pikeville to increase its undergraduate and graduate offerings
  - The City should support Big Sandy Community and Technical College System to identify new programs and courses to offer on the Pikeville Campus
  
- Health Care:
  - The City of Pikeville should continue to support and facilitate Pikeville Medical Center in completing current construction on the main campus and South Mayo Trail parcels
  - The City of Pikeville should continue to work with Pikeville Medical Center to identify areas in which the City can assist in recruitment and retention of health care professionals
  - The City of Pikeville should continue to build visitor services to support the anticipated increase in out of area patients seeking care at Pikeville Medical Center
  
- Childcare:
  - The City of Pikeville should continue to support the UPike Scholar House and related child care programming

- The City should support and encourage existing childcare centers to pursue the STARS for KIDS NOW state rating system
  
- Social Services:
  - The City should continue to support the operation of the Pikeville Emergency Shelter as managed by WestCare, Inc.
  - The City should continue to support UNITE Pike to provide substance abuse awareness to the community
  - The City of Pikeville should facilitate the establishment of a Pikeville Community Fund to coordinate and promote charitable giving and support to non-profit social service organizations serving residents of the City of Pikeville.

