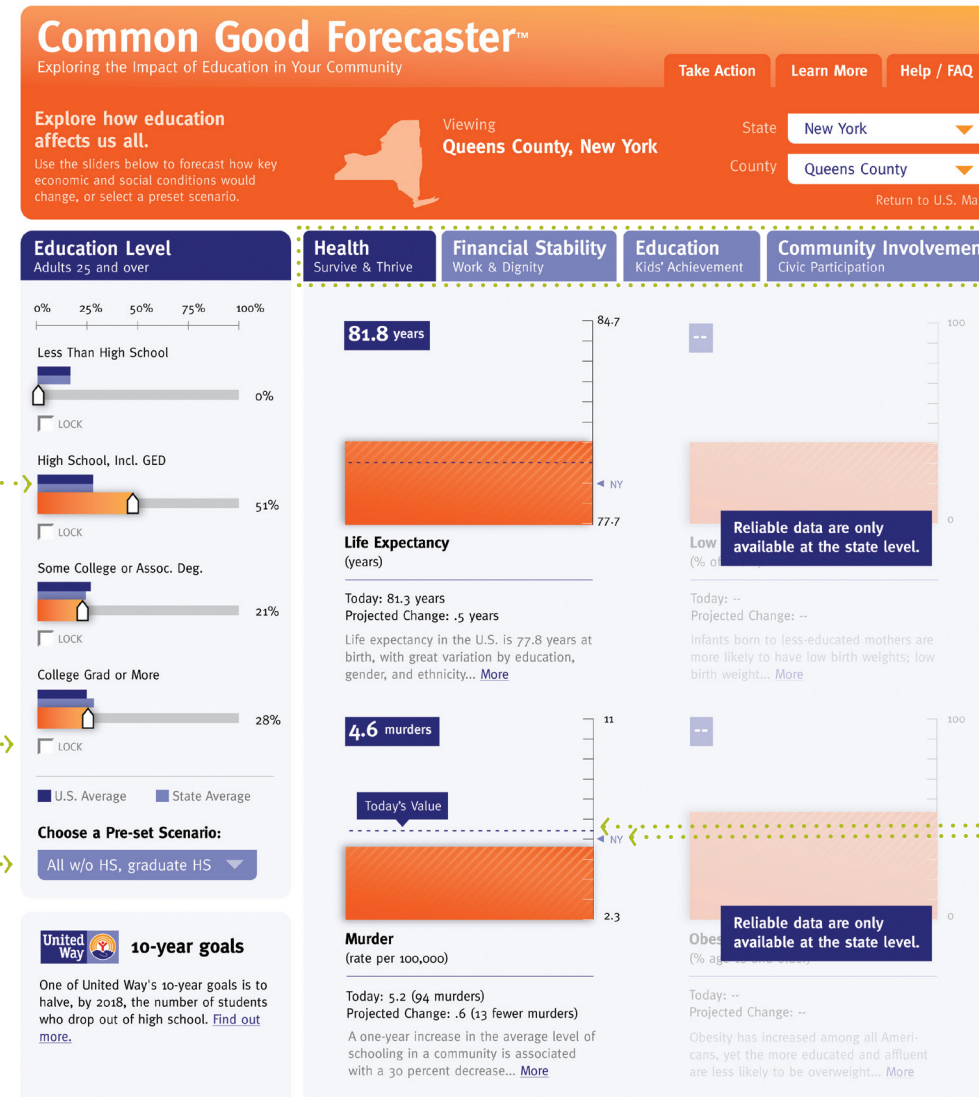


The Common Good Forecaster™ is the first tool of a three-part series designed to illustrate the importance of acquiring a good education, securing financial stability, and having good health.

United Way, a global network of nearly 1,300 local organizations, is dedicated to achieving long-lasting community change by addressing the underlying causes of the most significant local issues. United Way focuses on three key building blocks of a good life: health, education and income. The United Way is grateful to the millions of individuals, corporations and foundations who offer their generous time, talent and support every year.

The American Human Development Project works to stimulate fact-based public debate about and political attention to issues that affect people's well-being and access to opportunity. A hallmark of this work is the American Human Development Index, a measure that paints a portrait of Americans today and empowers communities with a tool to track progress in areas we all care about: health, education, and standard of living. The Project is an initiative of the Social Science Research Council and is funded by the Conrad N. Hilton Foundation.

HOW DO YOU USE IT?



COMMON GOOD FORECASTER™ USER'S GUIDE

EXPLORING THE IMPACT OF EDUCATION In Your Community



STEP-BY-STEP INSTRUCTIONS:

- 1 Pick a place** (county or state).
- 2 Select an action area:** Health, Financial Stability, Education, or Community Involvement.
- 3 Slide** the educational level by moving one of the slider bars – each of which measures four different segments of the population age 25 and older:
 - less than a high school education,
 - a high school diploma or equivalency degree,
 - some college or an associate's degree, or
 - bachelor's degree or higher.

3a The scale also shows values for the U.S. and state to benchmark your community.
- 4 Explore** how this forecasts changes in the selected economic or social indicators on the right.
Compare to values for today **4a** and the US or State **4b**.
- 5 To "lock"** a given educational level at a specific percentage, check the box. When one's locked, only three will move, and so on.
- 6 Test** scenarios. Beneath the sliding scales, select an option from the drop-down menu to explore what would happen if, for example:
 - Half of adults without a high school diploma graduate
 - All adults without a high school diploma graduate
 - All adults moved up one education category

Website: www.measureofamerica.org
Contact: contact@measureofamerica.org



Website: www.liveunited.org
Contact: forecaster@unitedway.org



THE COMMON GOOD FORECASTER™: EXPLORING THE IMPACT OF EDUCATION IN YOUR COMMUNITY

Research links higher levels of education with a host of positive outcomes—outcomes that benefit individuals, communities, and America as a whole. The economic benefits of investing in education are clear—more education is associated with higher incomes, higher levels of employment, and greater potential to achieve financial stability and independence.

But education leads to more than just better jobs and higher wages. More education is also linked to better physical health, a longer life, greater ability to adjust to change, greater self-confidence, greater personal happiness, and more stable relationships. And more education is linked to more community involvement: educated citizens, on average, vote more frequently, volunteer more time, make more charitable contributions, and are more tolerant.

United Way and the **American Human Development Project** (AHDP) joined forces in 2008 to increase national momentum to improve our country's educational outcomes. We are falling behind our peer nations and leaving behind too many of our young people. Both United Way and the American Human Development Project recognize that education is a basic building block for a good life. The two organizations also share a particular concern about the troubling disparities among different population groups in terms of high school graduation rates, which are a sentinel for the health and prospects of a community. A high school diploma is the gateway to higher education, to entry-level jobs, and to military service, and, as such, is a critical step for any young person. United Way has established a 10-year goal for America to cut in half the number of students who drop out from high school.

WHERE CAN YOU FIND IT ONLINE?

- www.measureofamerica.org/forecaster
- www.liveunited.org/forecaster



WHAT IS THE COMMON GOOD FORECASTER™?

Ten critical social and economic indicators are loaded in to help you forecast how changes in the education profile of a place can produce wide-ranging ripple effects. Below you can see the geographic coverage the Common Good Forecaster™ offers by indicator.



WHAT CAN IT TELL YOU?

Together, AHDP and United Way have created an online tool that enables you to forecast how things might change *in your community* if educational outcomes were to improve.

- What might happen to the rate of low birthweight babies if this 10-year goal were to be achieved?
- How might improving high school graduation rates today affect the school performance of their kids in ten or twenty years' time?
- To what degree might higher levels of education in your county lower the poverty and unemployment rates and boost incomes?
- How might changes in the educational level of your state affect the incarceration rate? The percentage of adults who are obese? Voter turnout in the next election?

