As you enter...

Please go to a table that describes the community you are from:

Urban Area  |  Midsize City  |  Smaller Town/Rural
Opportunity Index:
How Data and Stories can Help Galvanize Action around Equity

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Opportunity Nation

Opportunity Nation is a bipartisan, national campaign comprised of more than 350 cross-sector organizations working together to expand economic and social mobility and close the opportunity gap in America. Opportunity Nation envisions the United States as a nation where everyone – regardless of where they were born – has equal access to opportunity, economic mobility, and success at all stages of life.

Mission

Through the efforts of our Coalition and findings from our Opportunity Index, Opportunity Nation works to combat inequality and ensure that people of all ages can thrive and succeed. We take a data-driven, bipartisan, cross-sector approach to ensuring America’s young people have a strong foundation towards future success.
Our Approach

Measure Access to Opportunity
Our annual Opportunity Index measures economic, educational and civic factors that foster economic mobility at both the county and state levels.

Advance Bipartisan Legislation
We promote common-sense, bipartisan approaches to increase access to education, tackle the skills gap and expand opportunity for young adults.

Convene Cross-Sector Groups
We convene diverse groups through the National Opportunity Summit, Opportunity Index updates, policy briefings, and other events across the country that lead to innovative collaborations and partnerships.
The Opportunity Index

The Opportunity Index, and the indicators that comprise it, aim to measure what opportunity looks like in the United States. Since 2011, the Index has provided a snapshot of conditions that can be used to identify and improve access to opportunity—in comprehensive terms—for residents and their communities. Opportunity Scores are provided for all 50 states plus the District of Columbia and for nearly 2,100 counties, which together represent 97 percent of the U.S. population.

Many factors influence the kinds of opportunity people have, starting with unchangeable characteristics such as gender, race and ethnicity, genetic factors and family background. Home life, a family’s income and individual health as well as the health and safety of neighborhoods, the quality of schools and the inclusiveness of one’s community—all of these can respond to improvement efforts at personal, institutional and societal levels. These conditions vary from place to place, as well as over time, and that is why these conditions are the focus of the Opportunity Index.

Because the Opportunity Index is multidimensional, it paints a broad picture of opportunity that goes beyond economics alone. The 2017 Index includes indicators within four dimensions of community well-being:

- Economy
- Education
- Health
- Community
Starting with the end in mind . . .

Getting specific about community context

Leader CAPACITY

Community CONTEXT

Population-Level OUTCOMES

The small gear makes a big difference
How do we know if we are making a difference?

Who have we engaged? (coalitions? providers? youth? the broader community?)
Where are our efforts focused? (specific geographies, age groups, issues?)
How well are we managing the community change process? Taking actions that:
- Align with our goals?
- Implement a powerful set of strategies?
- Address priority populations & communities?

Where are the supports located?
How well are these supports being provided?
- How accessible?
- How effective?
- How well-used?
- What is the quality of these supports?

Who are the youth in our community? (what descriptors? age? family status? special needs?)
Where do these young people and their families live, learn, work?
How well are the youth in our community doing:
- Academically & Vocationally?
- Emotionally & Physically?
- Socially & Civicly?
Addressing Equity through Engagement

Tips and Techniques for:

A: CLARIFYING YOUR STARTING POINTS

B: UNDERSTANDING YOUR LOCAL CONTEXT

C: IDENTIFYING AREAS FOR JOINT ACTION

D: MAKING THE CASE
A: CLARIFYING YOUR STARTING POINTS

STEP ONE: CHOOSE YOUR FOCUS

1. AS TABLES: Agree upon initial geographic focus – which county?

2. FORM PAIRS: Select FOCUS (quickly!) – see facilitation guide
   – Form Pairs re: Education, Economy, Health, Community

3. AS PAIRS:
   Agree on ONE indicator to explore. See handout for counties detail
   Discuss the root causes and local conditions, writing each one on a separate
   color strip using bold, block lettering.

   BLUE – Education  GREEN – Economy  YELLOW – Community  ORANGE – Health

4. With your partner, explore the root causes and local conditions
A: UNDERSTANDING LOCAL CONTEXTS

STEP TWO:

ROOT CAUSES
&
LOCAL CONDITIONS

ANALYSIS TECHNIQUES
Get specific about our community context

A.

YOUR SPECIFIC OUTCOME

WHY is it happening

BRAINSTORM
8-10 WHYs?

FOR YOUR SPECIFIC OUTCOME
B.

YOUR SPECIFIC OUTCOME

WHY is it happening?

WHY is it happening?

WHY is it happening?

WHY is it happening?

...and WHY HERE?

...and WHY HERE?

WHY?

WHY?

WHY?

WHY?

WHY?

WHY?

WHY?

WHY?

PICK ONE

GO DEEP

REPEAT
YOUR SPECIFIC OUTCOME

WHY is it happening?

WHY is it happening?

WHY is it happening?

WHY? and WHY HERE?

WHY? and WHY HERE?

WHY? and WHY HERE?

WHY? and WHY HERE?

WHY? and WHY HERE?

WHY? and WHY HERE?

WHY? and WHY HERE?

WHY? and WHY HERE?

WHY? and WHY HERE?

WHY? and WHY HERE?

WHY? and WHY HERE?

WHY? and WHY HERE?

WHY? and WHY HERE?

WHY? and WHY HERE?
Why are we seeing these results? . . . and why here in Bartholomew County?
3 Identified “Common Causes” through clustering the underlying causes/conditions

- Lack of Parent & Family Supports
- Education & Training Opportunities Don’t Connect to Available Careers
- Transport options are insufficient
B: IDENTIFYING AREAS FOR JOINT ACTION 15 min

STEP THREE: CONTINUE AS PAIRS

AS PAIRS: Mark your top three with #1, #2, #3 by answering the question: If we could address this, we would really make a difference in our indicator.

AS TABLES: Identify areas of “common cause” – What could you tackle together? See instructions page 3
C: ADVOCATING FOR ACTION 15 min

STEP FOUR:

IN PAIRS: Now that you have explored the data, imagine you are about to make a 2-3 minute invite (pitch) to your local chamber of commerce to be involved in your work. As you prep, tap into your empathy and creativity. Consider the following:

FRAME & CONNECT: Why would they care about these issues?

INFORM: What do you want them to know? How can you use the Opportunity Index to engage them? How does your issue relate to other issues? How does it relate to different needs and realities across the Baltimore region? What reference, if any, would you make to other regions?

SHARE: What story could you combine with the data to help it connect?

ASK / ACT: What action do you want them to take and/or support? Think back to the “common cause” clusters for areas of joint action.
C: ADVOCATING FOR ACTION

ASSIGN A TIMEKEEPER – 3 minutes max

Each pair presents to the table.

After each presentation, give feedback.
• What worked well?
• What could be clearer or more compelling?
Accessing Opportunity Index Data

1. Go to www.opportunityindex.org
Get your community’s data by entering its name in the search bar here:
Once you hit enter, an overview of your county’s data will appear. From here you can compare 1) by year and 2) by county.
For a complete listing of your community’s data, click “See More Data.”

### Economy

<table>
<thead>
<tr>
<th>Indicator</th>
<th>King County</th>
<th>Cluster</th>
<th>Washington</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unemployment Rate (%)</td>
<td>2.8%</td>
<td>3.0%</td>
<td>4.3%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Median Household Income ($)</td>
<td>$70,931</td>
<td>$60,329</td>
<td>$59,640</td>
<td>$51,671</td>
</tr>
<tr>
<td>Poverty (% of population below poverty line)</td>
<td>11.2%</td>
<td>12.4%</td>
<td>12.2%</td>
<td>14.7%</td>
</tr>
<tr>
<td>60/20 Ratio (Ratio of household income at the 80th percentile to that of the 20th percentile)</td>
<td>4.7</td>
<td>4.8</td>
<td>4.4</td>
<td>4.9</td>
</tr>
<tr>
<td>Access to Banking Services (per 10,000 residents)</td>
<td>3.6</td>
<td>4.6</td>
<td>3.6</td>
<td>3.7</td>
</tr>
<tr>
<td>Households Spending Less than 30% of Household Income on Housing Costs (%)</td>
<td>63.2%</td>
<td>65.0%</td>
<td>67.1%</td>
<td>66.7%</td>
</tr>
<tr>
<td>Broadband Internet Subscription (% of households)</td>
<td>88.8%</td>
<td>82.7%</td>
<td>83.9%</td>
<td>76.7%</td>
</tr>
</tbody>
</table>

### Education

<table>
<thead>
<tr>
<th>Indicator</th>
<th>King County</th>
<th>Cluster</th>
<th>Washington</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preschool (% ages 3 and 4 in school)</td>
<td>48.9%</td>
<td>55.4%</td>
<td>42.0%</td>
<td>47.6%</td>
</tr>
<tr>
<td>On-Time High School Graduation (% of freshmen who graduate in four years)</td>
<td>81.6%</td>
<td>85.2%</td>
<td>81.4%</td>
<td>83.7%</td>
</tr>
<tr>
<td>Associate Degree or Higher (% of adults 25 and older)</td>
<td>56.2%</td>
<td>53.1%</td>
<td>43.8%</td>
<td>38.6%</td>
</tr>
</tbody>
</table>

### Community

<table>
<thead>
<tr>
<th>Indicator</th>
<th>King County</th>
<th>Cluster</th>
<th>Washington</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth Not in School and Not Working (% ages 16-24)</td>
<td>10.4%</td>
<td>5.3%</td>
<td>12.2%</td>
<td>12.3%</td>
</tr>
<tr>
<td>Youth Not in School and Not Working (number ages 16-24)</td>
<td>23,600</td>
<td>5,867</td>
<td>102,753</td>
<td>4,081,522</td>
</tr>
<tr>
<td>Volunteering (% of adults ages 18 and older)</td>
<td>0.0%</td>
<td>-</td>
<td>29.2%</td>
<td>24.9%</td>
</tr>
<tr>
<td>Voter Registration (% of population 18 and older eligible to vote)</td>
<td>0.0%</td>
<td>-</td>
<td>65.7%</td>
<td>61.7%</td>
</tr>
<tr>
<td>Violent Crime (per 100,000 population)</td>
<td>332.1</td>
<td>262.2</td>
<td>284.4</td>
<td>372.6</td>
</tr>
<tr>
<td>Medical Doctors (per 100,000 population)</td>
<td>118.8</td>
<td>112.5</td>
<td>83.3</td>
<td>75.5</td>
</tr>
<tr>
<td>Grocery Stores and Produce Vendors (per 10,000 population)</td>
<td>2.7</td>
<td>2.6</td>
<td>2.3</td>
<td>2.2</td>
</tr>
</tbody>
</table>
**Take Home…**

Then ask: What can we do as leaders?

1. What is the “common cause” condition that we can tackle together?

   Brainstorm Solutions!!

2. What needs to happen to make a real difference?

   Once you get a range of ideas, ask: “Who Could Do This”??

3. **WHO?**
   - Are there key community partners? Name them!
   - Can young people & families work on this?
   - Does BGCMR have a part to play?

4. **Action:**
   - Off the Wall Solution == OTW
   - Lowest Cost Solution == ↓ $
   - Most Impactful Solution == ↑ Impact
   - A solution I could do today == TODAY!

**#rb21**

all youth ready for college work and life
Our goals for young people

Our community context

What we can do as leaders
Stay Connected

• To learn more about Opportunity Nation, contact Michelle Massie, michellem@forumfyi.org

• To learn more about Big Picture Approach trainings and facilitations, contact Laura Jahromi at laura@forumfyi.org

• Presentation materials will be posted online at http://www.readyby21.org/nmagenda

• Tweet about your session! #rb21

• Find resources and tools at the new forumfyi.org!