Visualizing Progress in a Digital Democracy

2014

NORC at the University of Chicago
The State of the USA

Washington, DC

To help all Americans better define, assess and communicate about progress for themselves, with the best quality measures and data on the most important issues and opportunities they face.

What Problem Are We Solving and Why?

Problem   Cities & regions have ambitious goals, but have limited systemic means to engage diverse stakeholder groups at scale in moving the right numbers over time.

Solution   Create a single web-based "scorecard" – free and easily usable for millions – of the highest quality measures and data on a city / region's major issues

Impact   Better framed problems; increased understanding of what we know and of what works; more informed choices; and improved resource allocations

Leaders   A historic moment for Americans to raise the bar for adaptability, problem solving, evidence-based decision-making, and accountability

The History of A Key National Indicator System

- **Research for the U.S. Congress (2003-2004)**
  Government Accountability Office (GAO) pursues study for Senate Committee on Commerce and Science

- **Feasibility Testing (2005-2006)**
  National Academy of Sciences (NAS) tests feasibility

- **Private and Public Efforts (2007-2009)**
  The State of the USA founded; bi-partisan legislation introduced; GAO supports with recommendation

- **Public/Private Partnership (2010 - 2014)**
  P.L. 111-148 establishes Key National Indicator System (KNIS)
  Key National Indicator Commission Appointments
  NAS designates State of the USA as partner institute
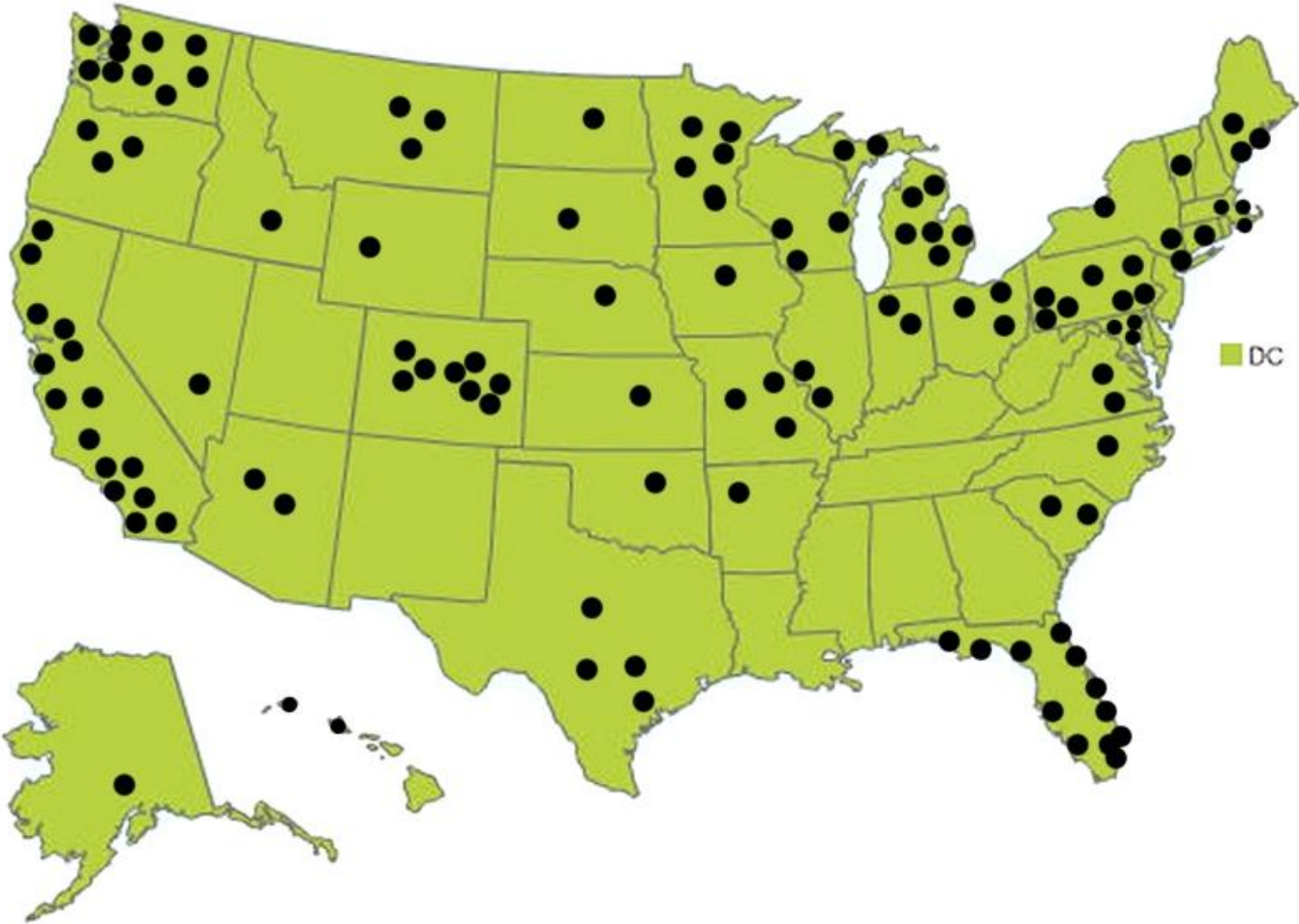
KNIS Strategic Relationships

- The National Academy of Sciences, National Academy of Engineering, Institute of Medicine, the National Research Council

- The State of the USA

- The Federal Statistical community

- The Organization for Economic Cooperation and Development (OECD)

- The U. S. Federal Government (Legislative and Executive Branches)

- Intergovernmental: National League of Cities; Council of State Governments

- Regional & Local: The Community Indicators Consortium

- Analytical: National Opinion Research Center (NORC)

- Sun Microsystems

- Google

- IBM

Private Sector Institutional Supporters

- The William and Flora Hewlett Foundation

- The Rockefeller Foundation

- The Carnegie Corporation of New York

- The John D. and Catherine T. MacArthur Foundation

- The F.B. Heron Foundation

- The Peter G. Peterson Foundation

- The Bill and Melinda Gates Foundation

- The Charles H. Revson Foundation

- The Atlantic Philanthropies
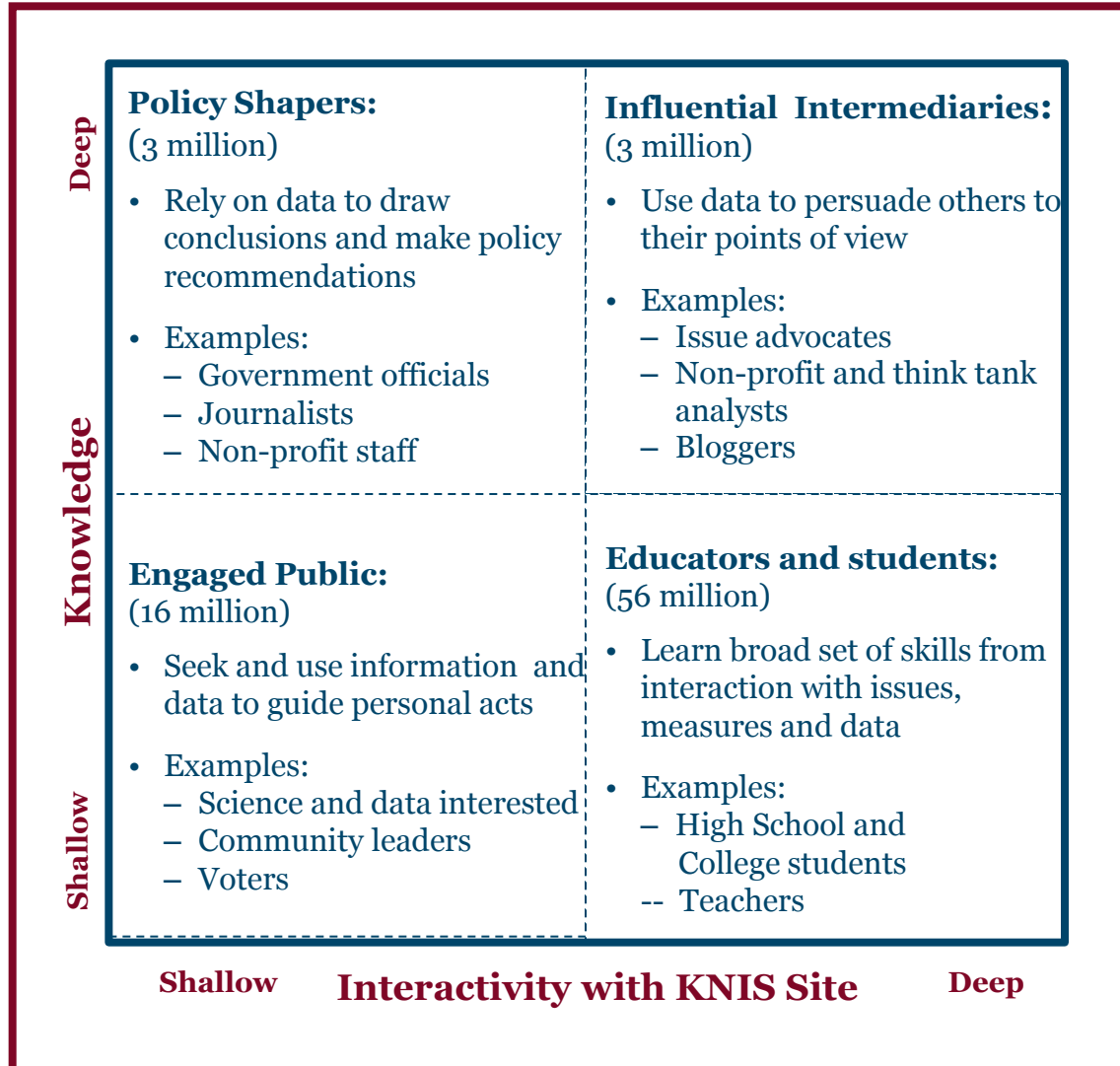
Key Indicator Systems Worldwide

- Australia
- Bhutan
- Canada
- European Union
- France
- Germany
- Hungary
- India
- Ireland
- Israel
- Italy

- IMF
- Luxembourg
- Mexico
- OECD
- Philippines
- South Africa
- Spain
- UN
- United Kingdom
- United States
- World Bank

Lessons from the Laboratories of Democracy

- Citizens can find common ground and care about results

- Diverse points of view can have a shared frame of reference

- Facts and words matter – process can equal substance

- Balance relevance, credibility, and legitimacy

- Increasing utility of measures increases potential impact

- Looking at the whole reveals the parts in new ways

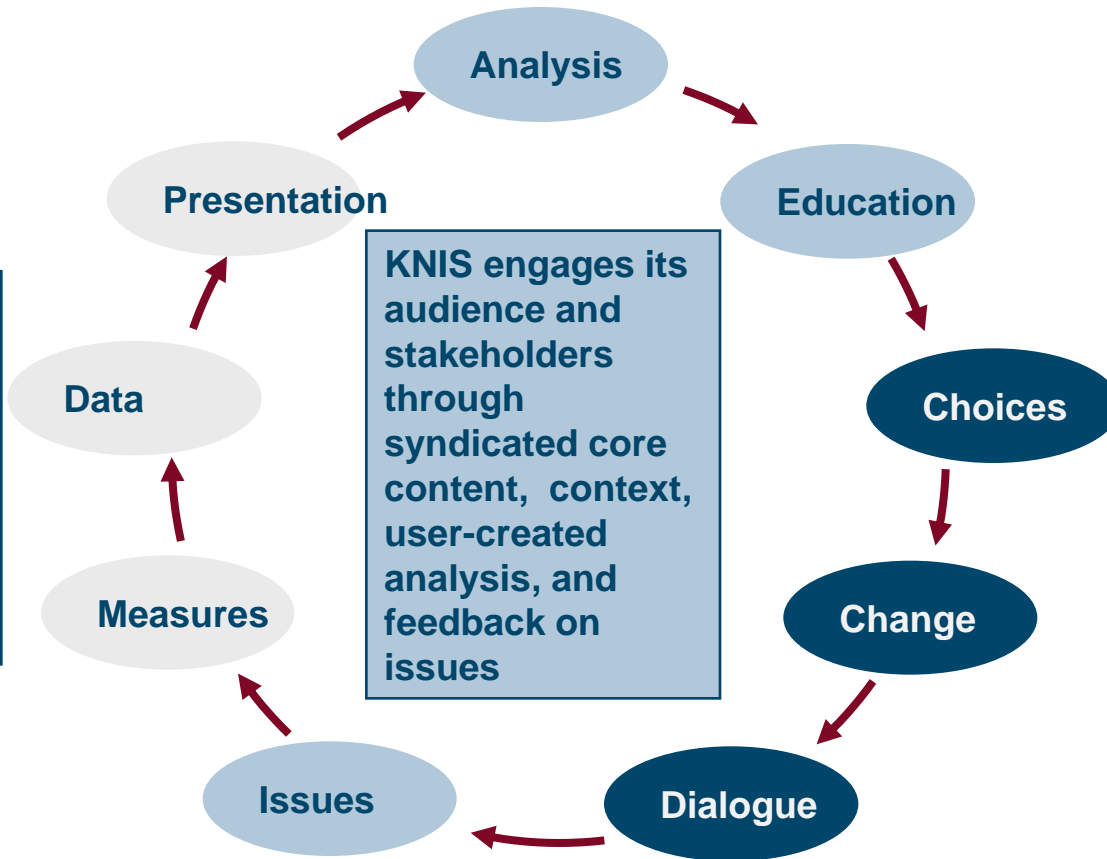- What we don't know is as interesting as what we do

Four Core Audiences are an Initial Focus

Knowledge (vertical axis: Shallow → Deep)

Interactivity with KNIS Site (horizontal axis: Shallow → Deep)

Policy Shapers:
(3 million)

- Rely on data to draw conclusions and make policy recommendations

- Examples:
  – Government officials
  – Journalists
  – Non-profit staff

Influential Intermediaries:
(3 million)

- Use data to persuade others to their points of view

- Examples:
  – Issue advocates
  – Non-profit and think tank analysts
  – Bloggers

Engaged Public:
(16 million)

- Seek and use information and data to guide personal acts

- Examples:
  – Science and data interested
  – Community leaders
  – Voters

Educators and students:
(56 million)

- Learn broad set of skills from interaction with issues, measures and data

- Examples:
  – High School and College students
  -- Teachers

A KNIS Will Have a Tightly Focused Competence

KNIS **presents** scientifically valid **measures** and related **data** from trusted, reliable sources on relevant **issues**

KNIS engages its audience and stakeholders through syndicated core content, context, user-created analysis, and feedback on issues

The KNIS audience injects facts into civic **dialogue**, links information to public/private **choices**

Analysis

Presentation

Education

Data

Choices

Measures

Change

Issues

Dialogue

IMCP Pilot Scorecard: The Tennessee Valley

- Leadership by the University of Tennessee

- Create working pilot of a Tennessee Valley Scorecard

- Customize web tool using SUSA open software as a base

- Test drive key metrics and data sets

- Local, county, and regional level progress

- Partnership with NORC and SUSA

- Kickoff early November and complete late December 2014

THE STATE OF THE USA

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A Key Indicator System for Tennessee Valley

As a nation we face many challenges and opportunities. We can only manage what we can agree to measure. We all have the right and the responsibility to assess progress by helping to define the measures and seeing the data for ourselves with a Key National Indicator System. And the National Academy of Sciences, in partnership with the State of the USA, is now in the process of preparing for one.

» More

STAT OF THE DAY

June 6, 2012

27.5%

Percentage of adults in Washington state reporting a Body Mass Index of 30 or more (NHANES-CDC,NCHS).
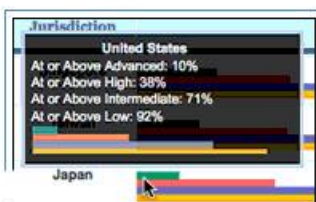
» Obesity

State	All Adults
1 Colorado	19.7
2 Connecticut	21.8
3 Massachusetts	21.8
4 Rhode Island	22
District of Columbia	22.4

Explore Healthy Behavior by State

By SUZETTE LOHMEYER | Forty percent of U.S. deaths can be linked to behaviors such as smoking or lack of exercise. Explore healthy behavior data by state and see how each state ranks -- from highest percentage of the population to lowest -- by behavior compared to the rest.

» More

Featured Measures

» **Infant Mortality**
» for the U.S. over time by demographic subgroups
» with comparisons at the state level
» compared to other countries

» **Obesity**
» for the U.S. over time by demographic subgroups
» with comparisons at the state level
» compared to other countries

» **Chronic Disease Prevalence**
» for the U.S. over time by demographic subgroups
» by the cardiovascular disease component, for the U.S.
» by the diabetes component, for the U.S.

Jurisdiction

United States
At or Above Advanced: 10%
At or Above High: 38%
At or Above Intermediate: 71%
At or Above Low: 92%

Japan

Math Achievement ⊕ Science Achievement

How Do U.S. Students Compare Internationally in Science?

Compare international science achievement among fourth- and eighth-graders in countries and jurisdictions participating in the latest

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High Leverage & Return on Investment, Low Cost

Stakeholder	Return	Benefit
Public and Private Funders	**Return on Investment**	More effective and efficient resource allocations on key issues through tighter focus on high value investments
Data Providers	**Return on Data Assets**	Existing data leveraged to reach larger audiences, in new ways, with greater impact
Business Community	**Return on Investment**	Build and reinforce action on key issues & opportunities, with a greater focus on choices, action & solutions
Policy Makers	**Return on Leadership**	Focused frame of reference to support best decisions, along with reinforcing collective accountability
The Public	**Return on Tax Dollars & Burden**	New ways for the public to use the information it pays for and helps create

Thank You

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