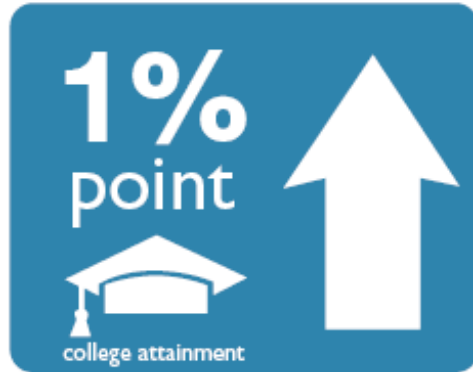


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CEOs for Cities is a civic lab of today's urban leaders catalyzing a movement to advance **the next generation of great American Cities.**

City Dividends



 Talent

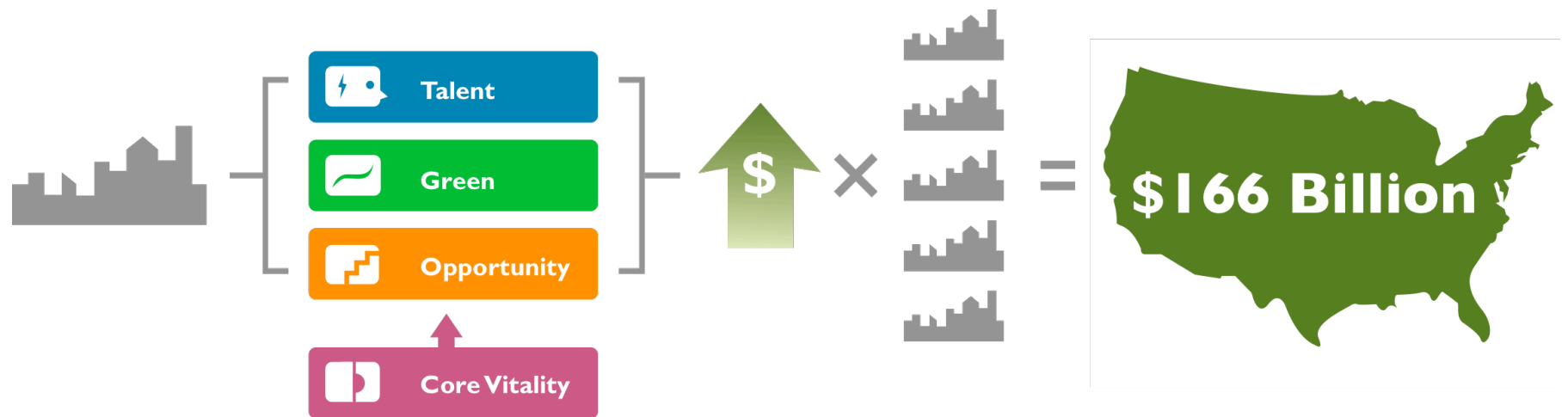


 Green



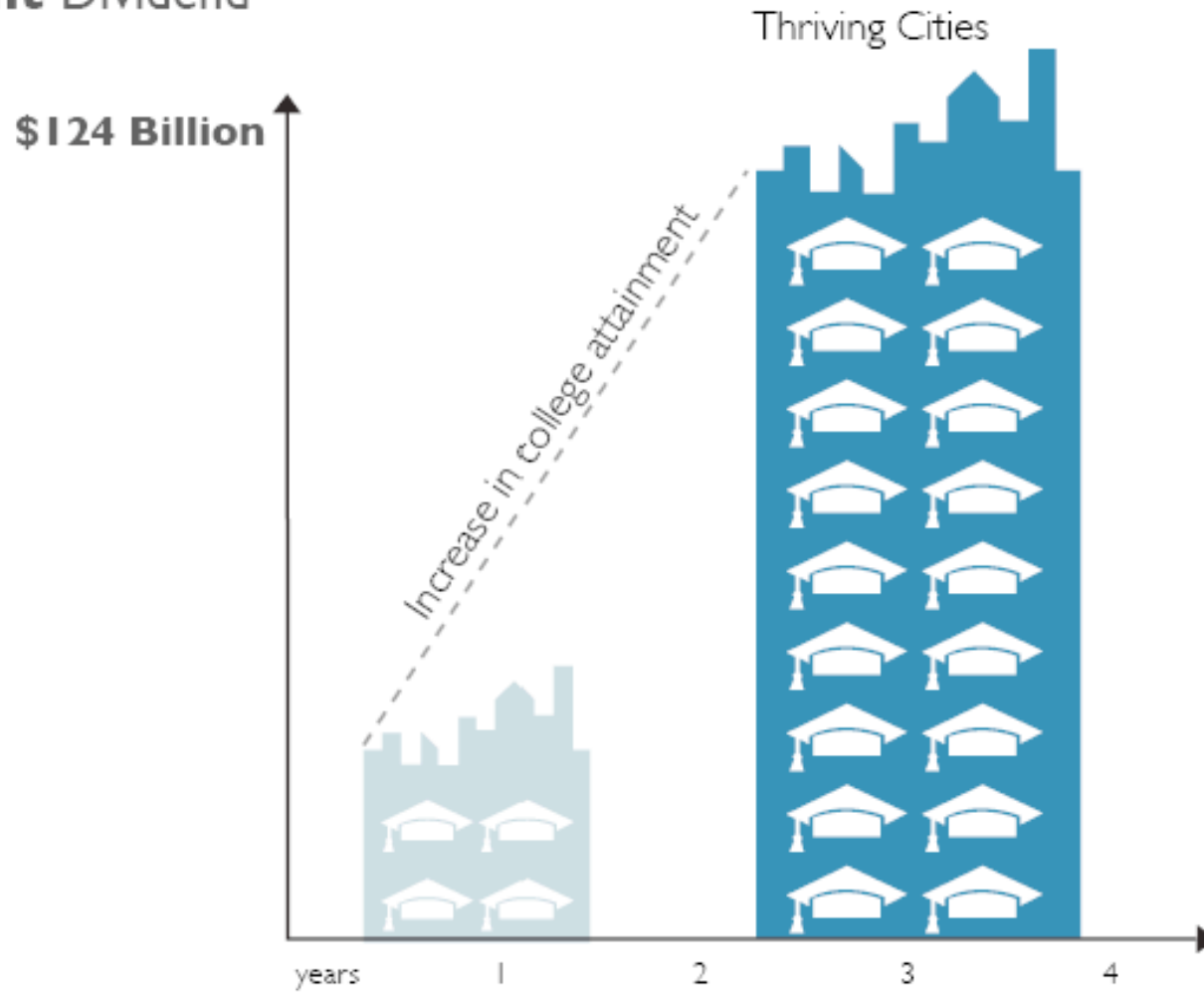
 Opportunity

National Gains



Talent

Talent Dividend



Talent retention is key.

Quality of place

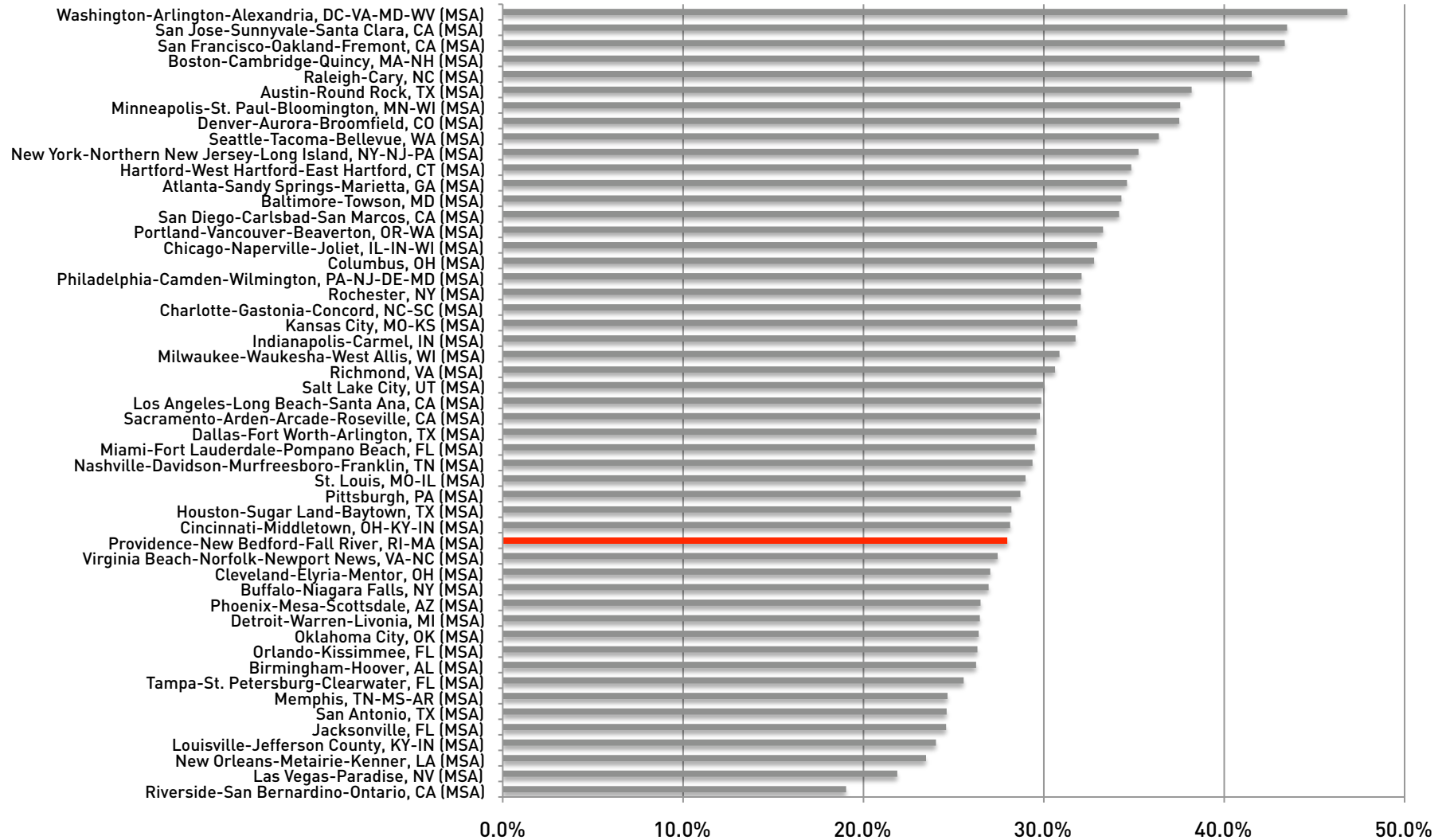
Quality of opportunity

The Approach

- Cities differ in educational attainment
- Differences reveal opportunities for improvement
- Improvement gains estimated from evidence
- Gains represent potential payback from better policies

Metro Variation in College Attainment

Source: 2008 ACS



Note: Red bar indicates Wichita, KS MSA relative college attainment compared to 51 largest US metropolitan areas

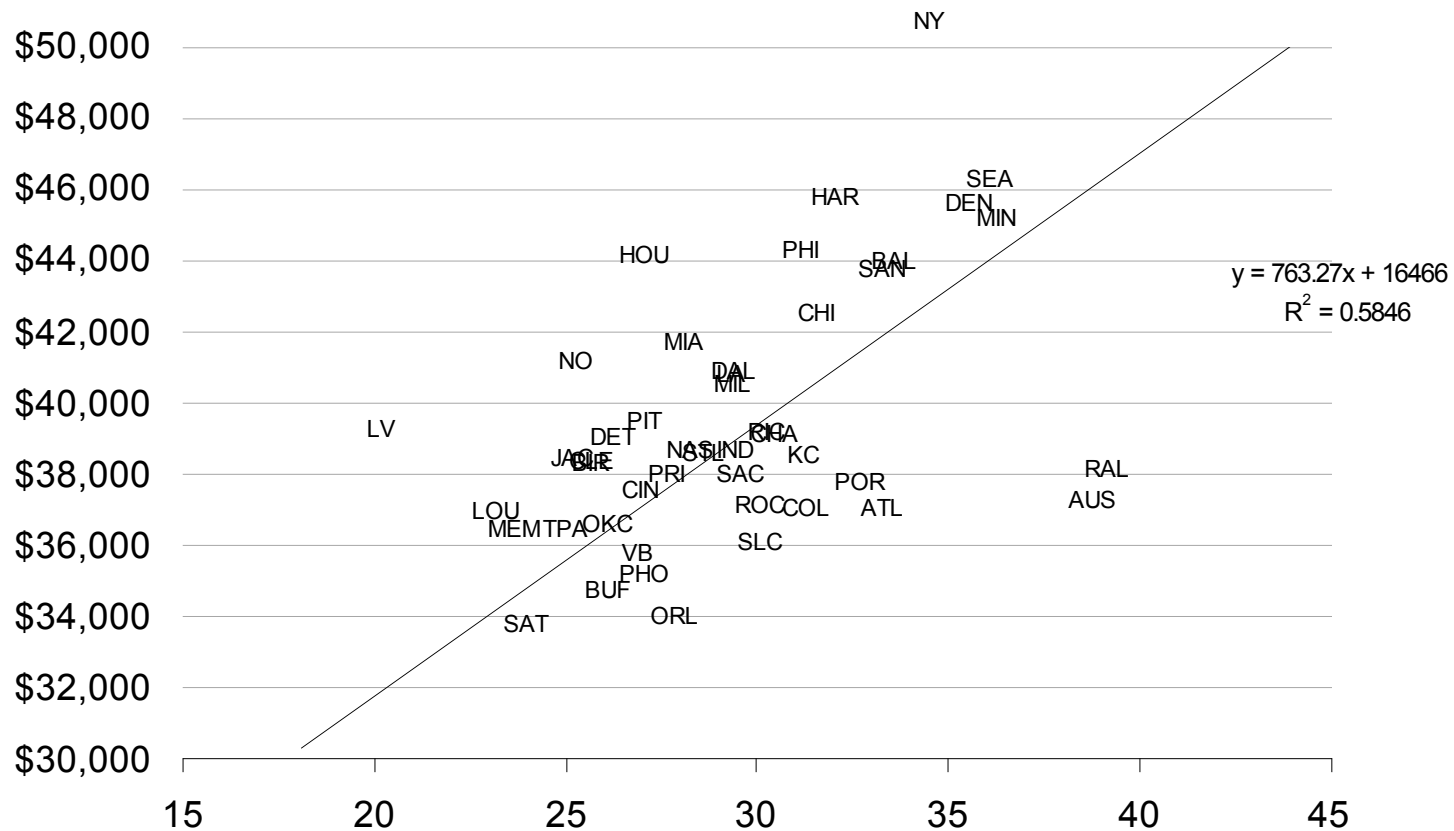
The Hypothesis

- Better-educated = higher incomes
- Better-skilled = more innovation and productivity

The Evidence

Education Explains Most Differences in Metro Income

Annual Per Capita Income, 2005



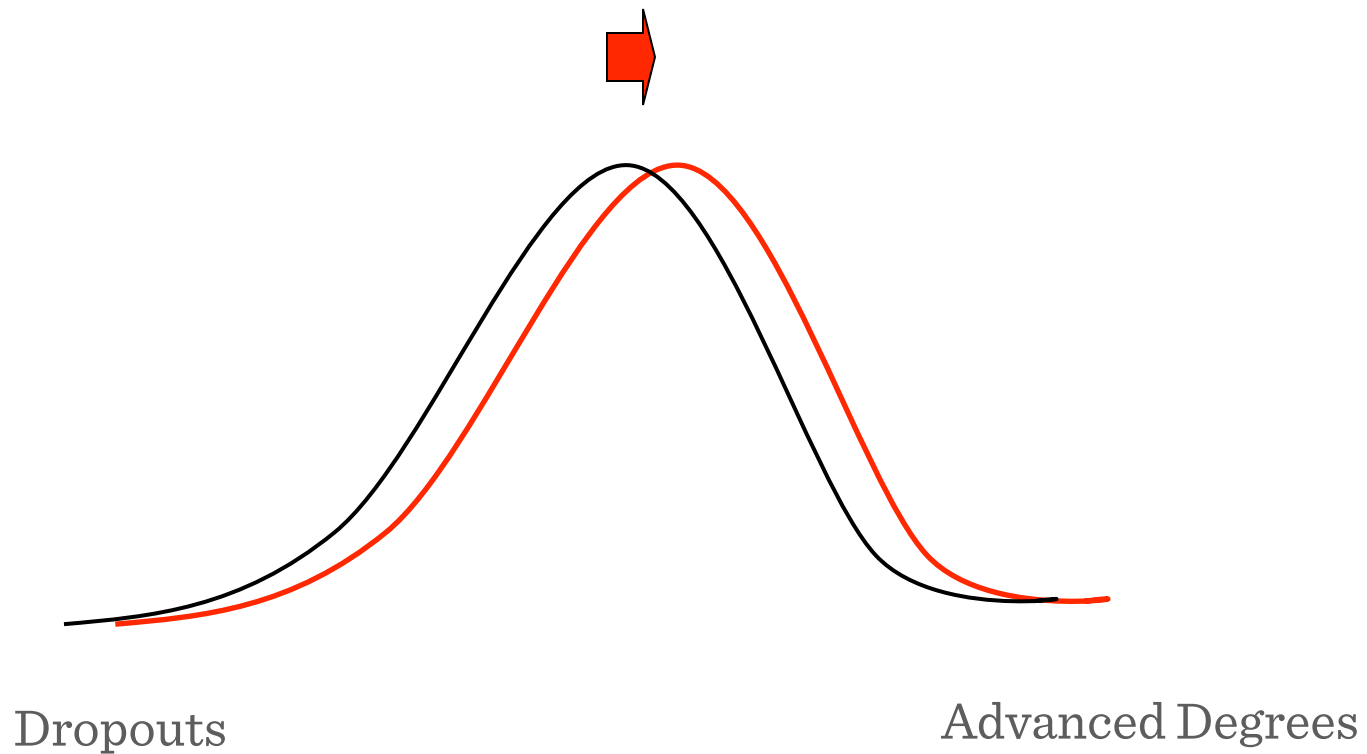
Percent of Population with a 4-Year College Degree, 2006

Sources: BEA (Income), Census (Education)

Estimating the Gain

- Each 1 percentage point increase associated with \$763 increase in per capita income or about \$1,900 to \$2,290 per year for average household (2.5-3 people)
- Important to note: education gains are product of shift in entire skill distribution - not just moving a certain number of people from no degree to college graduation

Shifting the Distribution



Educational Attainment

Talent Measures	%	No. of People
Educational Attainment (Population 25 and Older)		
Less than High School	11.1%	42,545
High School Only	27.1%	104,140
Some College, No Degree	26.9%	103,107
AA Degree	7.2%	27,484
Four-year Degree	27.8%	106,671
Talent Dividend		
Goal	28.8%	
Additional degree holders		3,839

Why Focus on Educational Attainment?

Unemployment by Education Level	
Overall	9.0%
Less than High School	14.2%
High School Only	9.4%
Some College/AA	8.0%
Four-year Degree	4.2%

Source: Bureau of Labor Statistics, January 2011

Three-quarters of the workers that were fired over the last year were let go on a permanent, not a temporary basis.

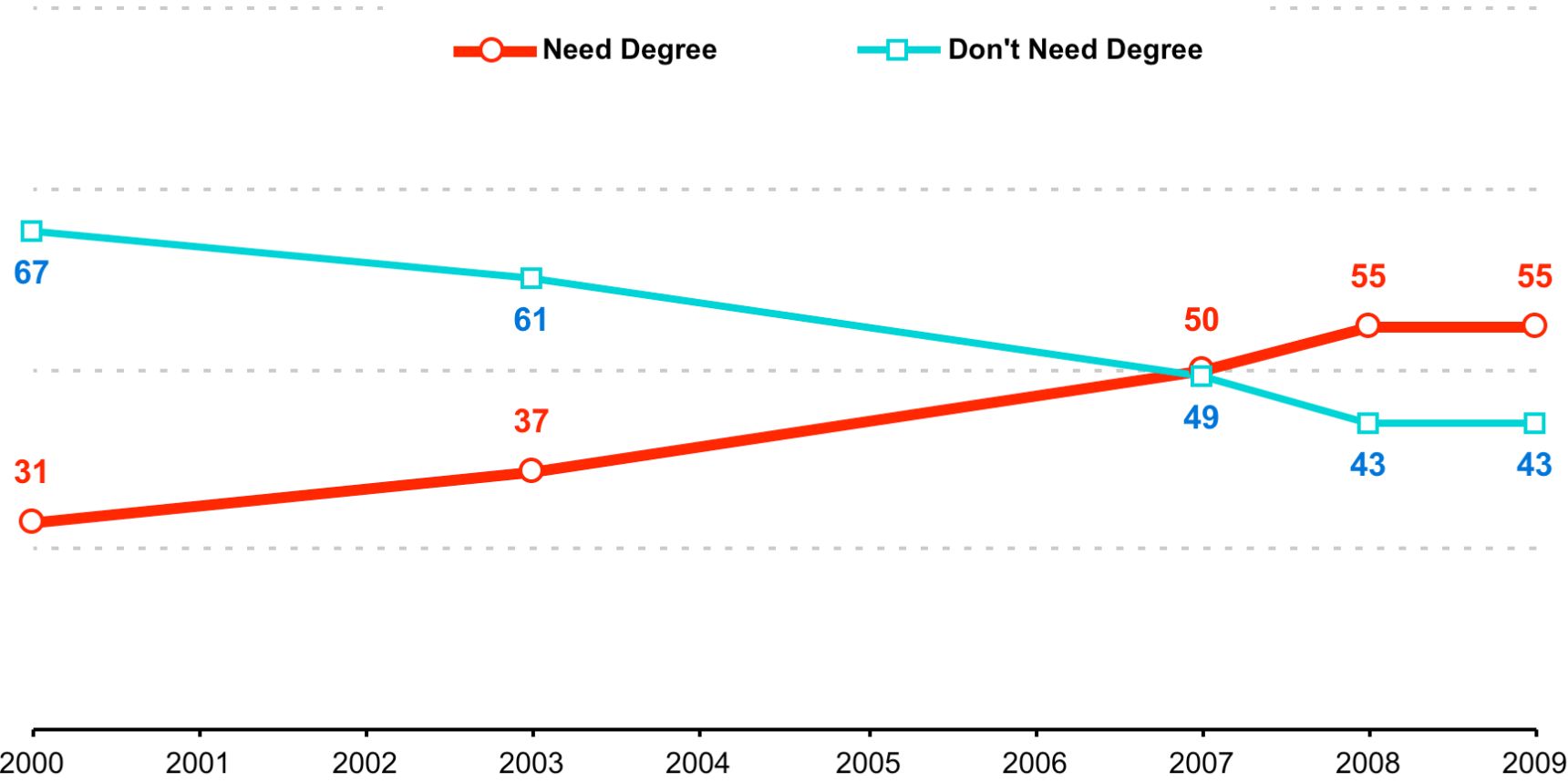
-- David Rosenberg, July 2009

Why Focus on Educational Attainment?

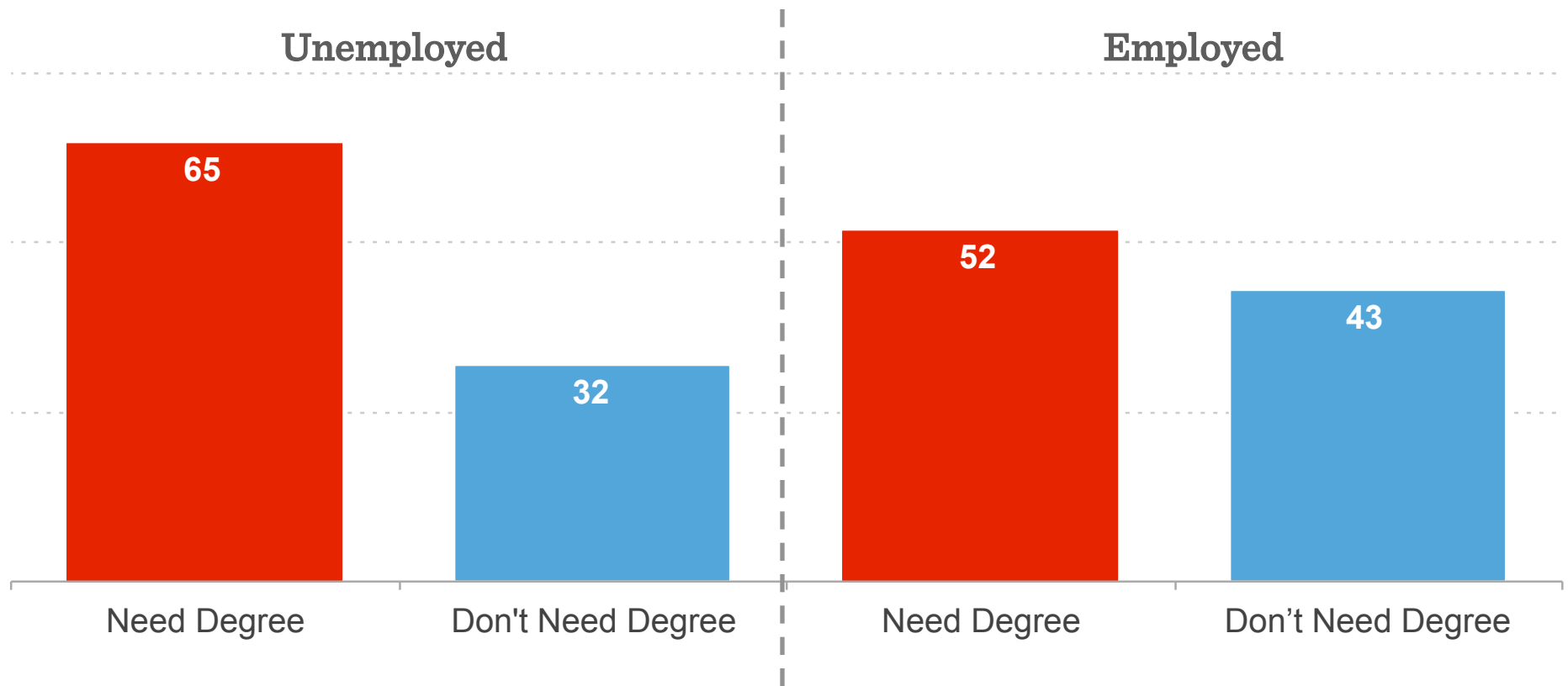
Wages by Education Level	Weekly	Annualized
Less than High School	\$438	\$22,776
High School Only	\$633	\$32,916
Some College/AA	\$727	\$37,804
Four-year Degree	\$1,139	\$59,228

Source: Bureau of Labor Statistics, Fourth Quarter 2010

Belief in Need for College Degree to Be Successful Is on the Rise



Unemployed Americans More Likely to Feel They Need Degree to Succeed



Wichita's Talent Dividend

If we increase Wichita's college attainment rate from 27.8 percent to 28.8 percent (*3,839 additional new grads*)...

The Wichita Talent Dividend =
\$460 million annually

Talent Dividend Metrics

- On-time high school graduation rate
- College continuation rate
- Adult postsecondary participation rate
- College completion rate
- College graduate retention rate

Moving the needle on any one of these while holding the others constant will lead to increasing postsecondary attainment.

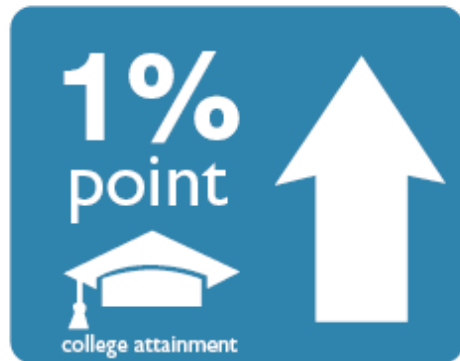
Moving the needle on all five will quickly accelerate cities reaching and surpassing their Talent Dividend goal.

National Talent Dividend Network

- 23 cities committed to achieving the goal
- Cross-sector leadership and participation
- Provide metrics for comparison
- Share learning across cities
- Accelerate local action

**Talent Dividend Prize:
\$1 million for your city.**

Who Needs to Participate in Achieving the Talent Dividend



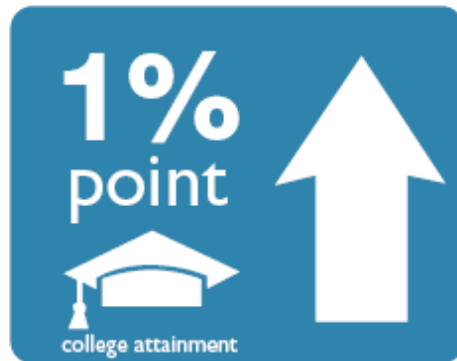
Colleges & Universities – Increase retention and completion rates, increase enrolled adults, retain graduates in city, credits for experiential learning and portfolios

Businesses - Flex time, flex place, classes on corporate campus, open house on occupations, accredited corporate education, identify employees with some college but no completion, tuition reimbursement

Foundations - Align giving to reach goal, hold grantees accountable, measure and report results at key milestones, provide independent advocates

Who Needs to Participate in Achieving the Talent Dividend

K-12 - Increase college-going behavior



Nonprofits - Align programs to reach goal, take responsibility for results

Government - Flex time, classes in city buildings, open house on occupations, identify employees with some college but no completion, tuition reimbursement

Economic Development - Embed talent development and retention as a priority in strategic plan

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www.ceosforcities.org/talentdividendtour