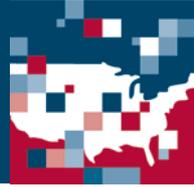


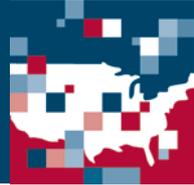
**A Key National Indicator System  
for the United States**



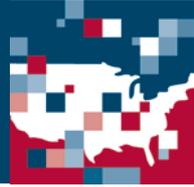
“If we could first know where we are and  
whither we are tending, we would better  
judge what to do, and how to do it ...”

Abraham Lincoln

# What Problem Are We Trying to Solve and Why?

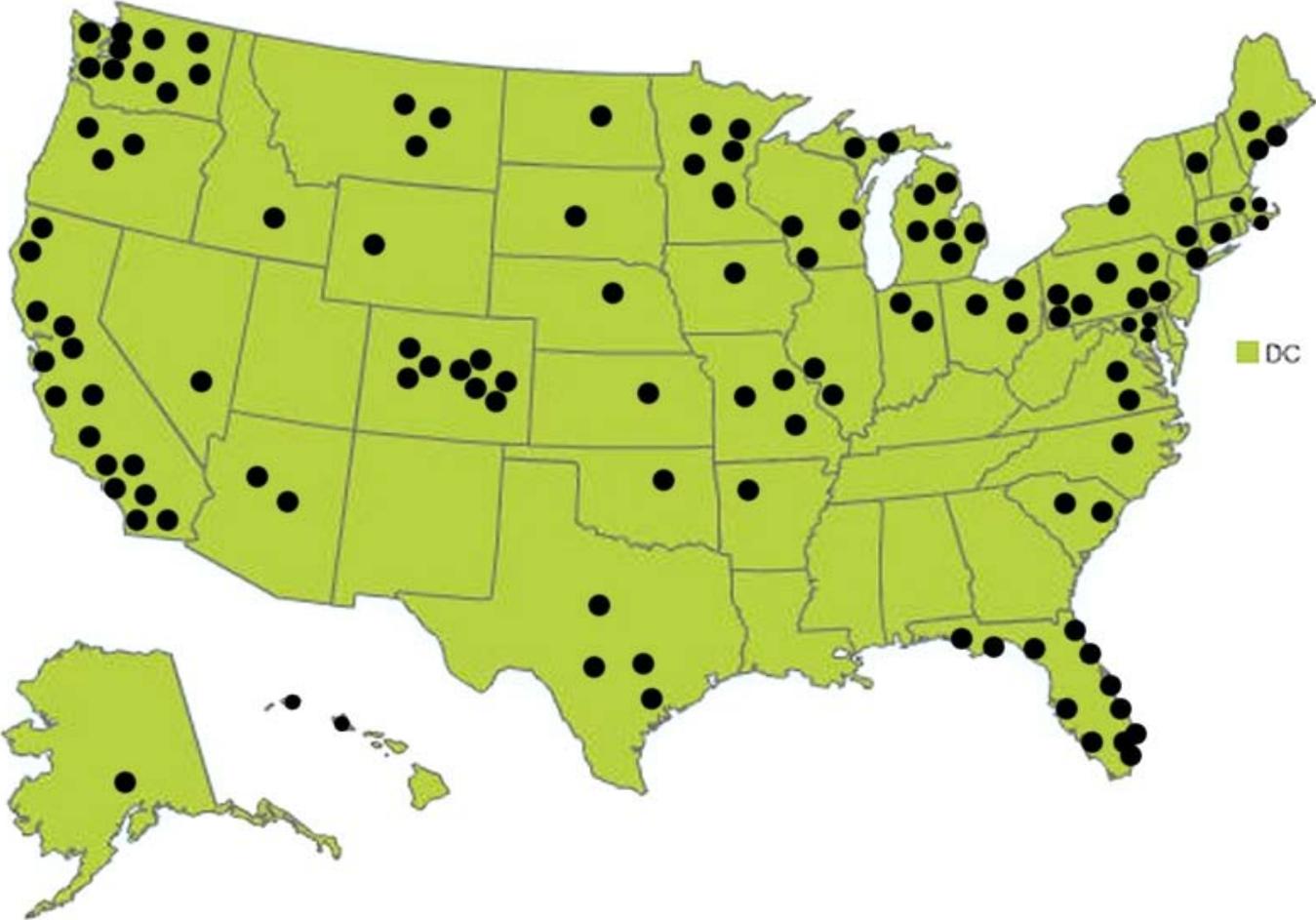


- Problem** America faces multiple systemic issues, but we have no systemic way to measure and manage the progress of our society and government performance in context
- Solution** Create a single web-based "scorecard" – free and easily usable for millions – of the highest quality measures and data on the nation's major issues: a key national indicator system
- 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

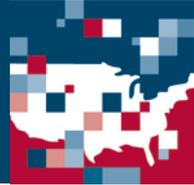


To help all Americans better define, assess and communicate about national progress for themselves, with the best quality measures and data on the most important issues facing the country.

# Key Indicator Systems in the United States

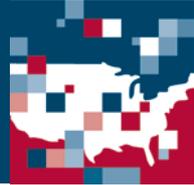


# Key Indicator Systems Worldwide



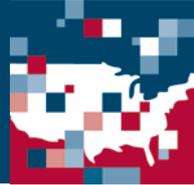
- Australia
- Bhutan
- Canada
- European Union
- France
- Germany
- Hungary
- India
- Ireland
- Israel
- Italy
- IMF
- Luxembourg
- Mexico
- OECD
- Philippines
- South Africa
- Spain
- UN
- United Kingdom
- United States
- World Bank

# 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

# Defining a Key National Indicator System



## KEY

---

Selective

Comprehensive

## NATIONAL

---

A public good

Multi-level

Multi-sector

## INDICATOR

---

Issues

Measures

Data

## SYSTEM

---

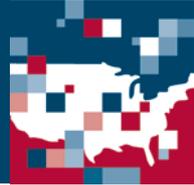
Web-based

Adaptive

Open

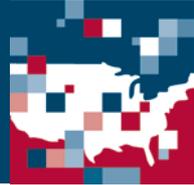
Transparent

# Faster, Better Answers to Important Questions



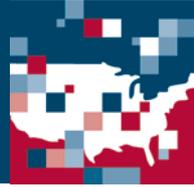
- What key measures indicate national progress?
- According to whom?
- How can you tell quality facts when you see them?
- What's going well and what isn't?
- Who is being affected and how?
- Compared to what? Compared to when?

# The History of A Key National Indicator System



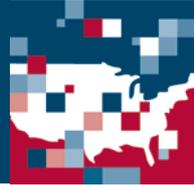
- **Research for the U.S. Congress (2003-2004)**  
Government Accountability Office (GAO) pursues study for Senate Committee on Commerce and Science
- **Feasibility Testing (2005-2006)**  
National Academy of Sciences (NAS) tests feasibility
- **Private and Public Efforts (2007-2009)**  
The State of the USA founded; bi-partisan legislation introduced; GAO supports with recommendation
- **Public/Private Partnership (2010 - 2018)**  
P.L. 111-148 establishes Key National Indicator System (KNIS)  
Key National Indicator Commission Appointments  
NAS designates State of the USA as partner institute

# Why a Public/Private Partnership?



- America's best has always come from a combination of public and private efforts.
- Embodied in the legislative language and originally recommended by the GAO based on research of the field.
- Clear and transparent public dialogue on national progress should be supported by private and public sectors at all levels of society.
- All forms of public and private capital can leverage and balance one another in the national interest.

# A National Public – Private Partnership



## PUBLIC

**Bi-Partisan Key National Indicators Commission**

**\$7.5 Million/year**

**Access to Federal Statistical System Data**

**Checks and balances with oversight by GAO/Congress**

**Provide a public service, free-of-charge, to all Americans**

**Rigor of Government data quality standards**

## PRIVATE

**National Academy of Sciences, and Non-Profit State of the USA**

**\$7.5 Million/year**

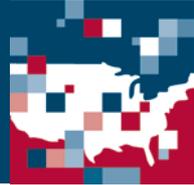
**Integrate public/private data sources from all sectors on single website**

**Openness and transparency to private Media and individuals**

**Provide additional specialized value-added services over time**

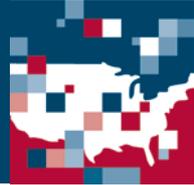
**Innovative, flexible and responsive website design**

# Four Core Audiences are a Likely Initial Focus



<b>Deep</b>	<p><b>Policy Shapers:</b> (3 million)</p> <ul style="list-style-type: none"> <li>• Rely on data to draw conclusions and make policy recommendations</li> <li>• Examples:                             <ul style="list-style-type: none"> <li>– Government officials</li> <li>– Journalists</li> <li>– Non-profit staff</li> </ul> </li> </ul>	<p><b>Influential Intermediaries:</b> (3 million)</p> <ul style="list-style-type: none"> <li>• Use data to persuade others to their points of view</li> <li>• Examples:                             <ul style="list-style-type: none"> <li>– Issue advocates</li> <li>– Non-profit and think tank analysts</li> <li>– Bloggers</li> </ul> </li> </ul>
	<b>Shallow</b>	<p><b>Engaged Public:</b> (16 million)</p> <ul style="list-style-type: none"> <li>• Seek and use information and data to guide personal acts</li> <li>• Examples:                             <ul style="list-style-type: none"> <li>– Science and data interested</li> <li>– Community leaders</li> <li>– Voters</li> </ul> </li> </ul>
<p><b>Shallow      Interactivity with KNIS Site      Deep</b></p>		

# Limits, Openness, Checks and Balances

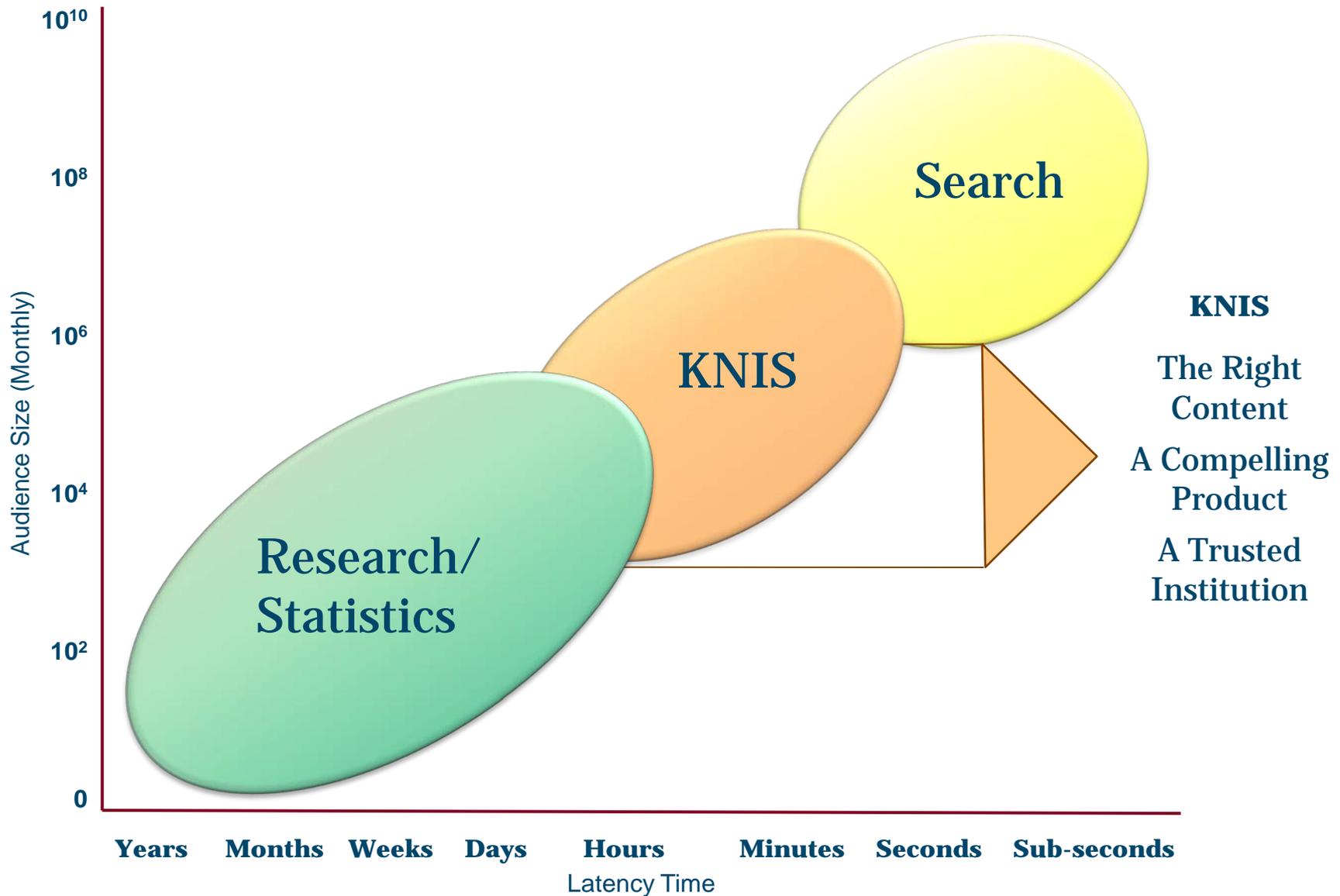


## A KNIS WILL:

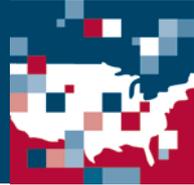
## A KNIS WILL NOT:

Aggregate	Collect
Display, disseminate, and explain information	Interpret
Enable analysis and discussion about progress	Not analyze or assess progress
Provide relevant measures	Set goals or targets
Provide a free service	Have a political agenda or commercial interest
Focus on small sets of key indicators	Compete with existing encyclopedic databases
Identify gaps in knowledge	Fill gaps in knowledge
Pursue openness, diverse viewpoints and oversight	Attempt to create a single source of truth

# Strategic Positioning and Value: Filling the Void Between Search and Research



# At the KNIS's Core is a Set of Issues Supported by Key Indicators and Data Sources



## Issues

Identified as critically important to Nation by the American public and the country's most knowledgeable experts. Relevant to the larger question of our nation's progress.

**Example:** Education

## Key Indicators

Identified as a primary means to assess trends on an issue. Evaluated and validated by the National Academy of Sciences. Placed in context of the larger key issue.

**Example:** 4<sup>th</sup>, 8<sup>th</sup>, and 12<sup>th</sup> grade math achievement

## Data Sources

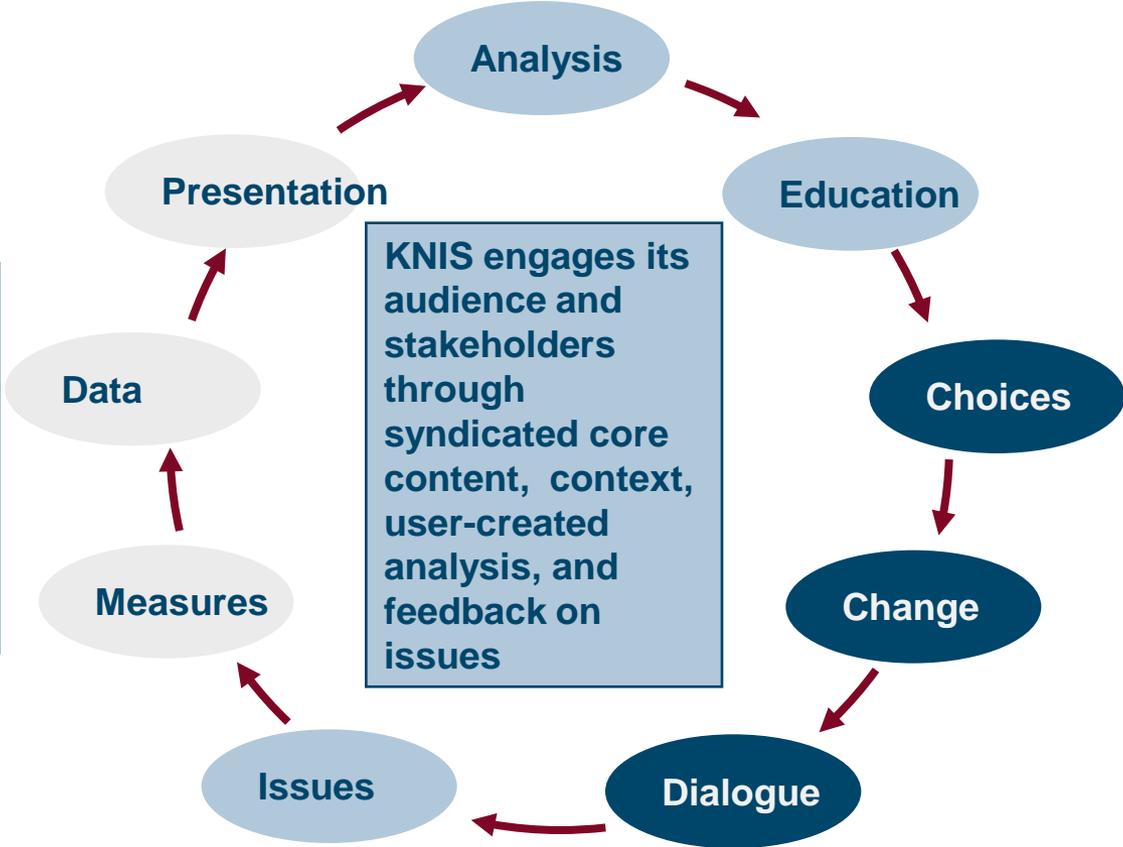
Most reliable sources for data selected. SUSA sources datasets from original provider. Providers partner with SUSA to ensure information is presented accurately.

**Example:** National Center for Educational Statistics

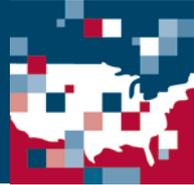
# A KNIS Will Have a Tightly Focused Competence



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

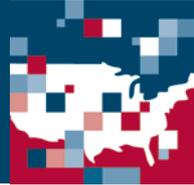


The KNIS audience injects facts into civic **dialogue**, links information to public/private **choices**



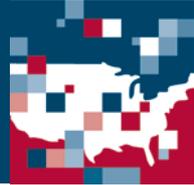
- The National Academy of Sciences, National Academy of Engineering, Institute of Medicine
- The State of the USA
- The Federal Statistical community
- The Organization for Economic Cooperation and Development (OECD)
- The U. S. Federal Government (Legislative and Executive Branches)
- Intergovernmental: 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



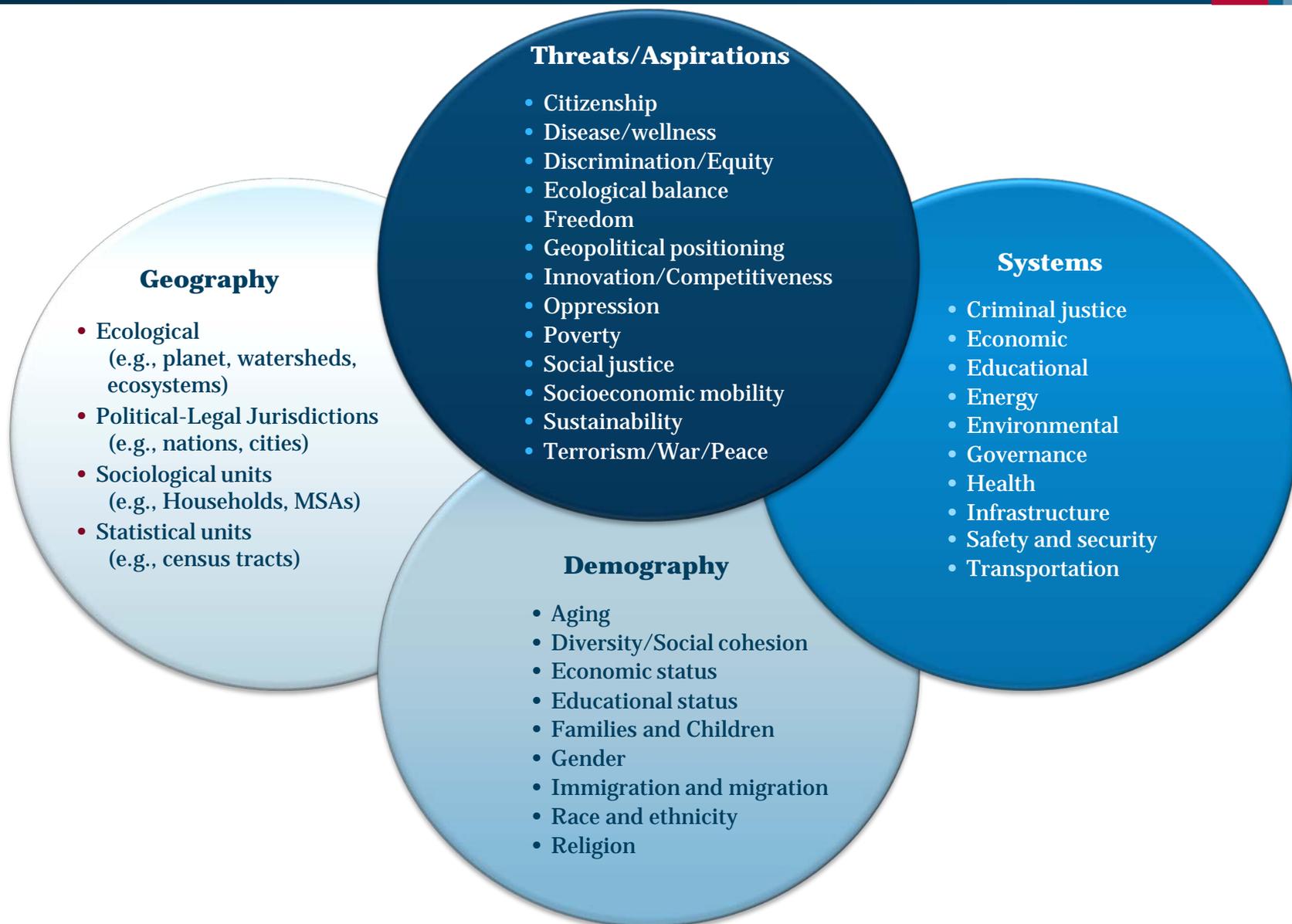
- The William and Flora Hewlett Foundation
- The Rockefeller Foundation
- The Carnegie Corporation of New York
- The John D. and Catherine T. MacArthur Foundation
- The F.B. Heron Foundation
- The Peter G. Peterson Foundation
- The Bill and Melinda Gates Foundation
- The Charles H. Revson Foundation
- The Atlantic Philanthropies

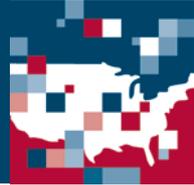
# KNIS will Cover a Wide Range of Major Issues



- Aging
- Civic and Cultural Life
- Crime and Justice
- Economy
- Education
- Energy
- Environment
- Families & Children
- Governance
- Health
- Housing
- Infrastructure
- Innovation
- Safety and Security

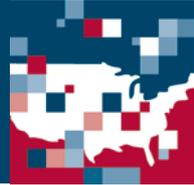
# The Domains Overlay a More Complex Reality





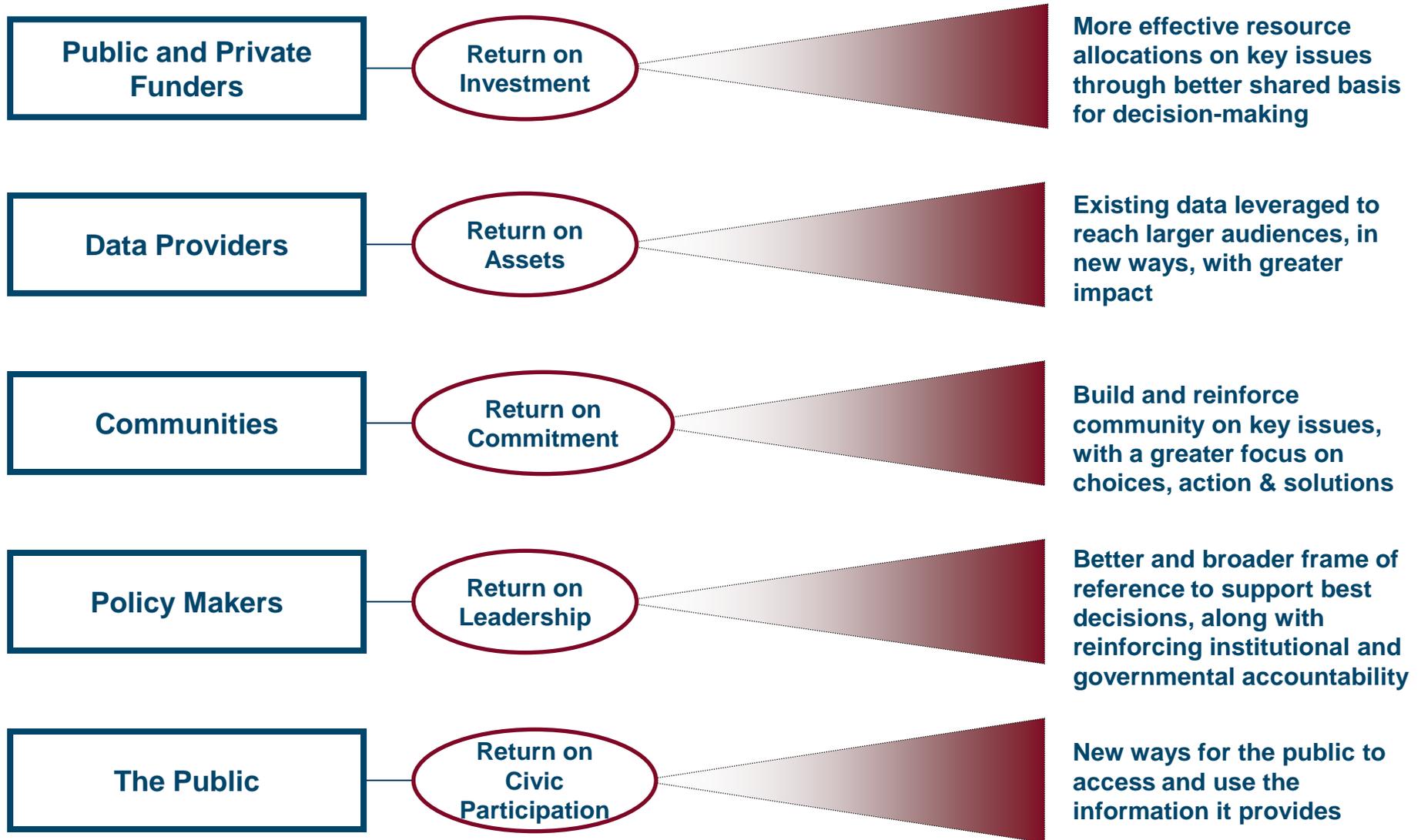
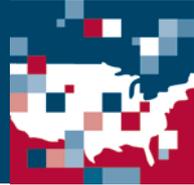
- Large-scale audience understanding of changing conditions
- Improved base of shared factual knowledge
- Enriched civic dialogue
- More informed choices
- Enhanced collaboration and problem solving
- Evidence-based decision making
- Transparency and accountability

# Impact and Value – Illustrations by Audience

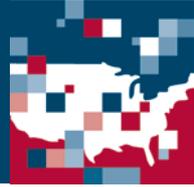


- **Governments and Non-Profits** – Better strategies & resource allocation choices on investments in complex issues
- **Media** – New information and tools that improve productivity, depth of coverage and accuracy
- **Business** – Better insight into broad societal patterns and trends for planning, investment and product/service creation
- **Education** – Improved quality of curricula, increased numeracy, better understanding of public issues, and increased levels of meaningful civic engagement
- **Citizens and Interest Groups** – Increased confidence and better understanding of issues and how they are affecting their interests

# KNIS Stakeholders, Audiences and Partners Can Realize Significant Benefits

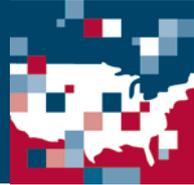






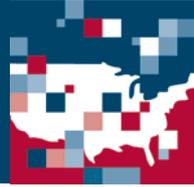
## Version 1.0 beta

# A Potentially Historic Moment

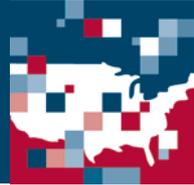


- Significance of national and global challenges
- Information technology's impact on political process
- Emergence of new generation of citizens, policy makers
- High levels of civic engagement
- Demand for transparency and accountability

# An Opportunity for 21<sup>st</sup> Century Leadership



- An opportunity to find common ground
- A steady dose of reality on the state of America
- Enable a more results-oriented society
- Increased information for setting major priorities
- A model for the world



# Thank You

Christopher Hoenig  
Senior Adviser to the Presidents  
The National Academies

[choenig@nas.edu](mailto:choenig@nas.edu)

&

President and CEO  
The State of the USA, Inc.  
[choenig@stateoftheusa.org](mailto:choenig@stateoftheusa.org)