

# MEASURE FOR CHANGE

A newsletter of the Community Indicators Consortium  
[www.communityindicators.net](http://www.communityindicators.net)  
February, 2007



## **HOLD THE DATE!**

**Next CIC Conference to be held March 7-9, 2007 in Jacksonville, Florida**

**Conference Theme: *Connection: Building Bridges, Networks, and a Community of Practice***

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### **Dear Friends of the Community Indicators Consortium:**

We're still a few weeks away from the conference, but the excitement is already building. We've been fielding calls from people from every continent except Antarctica who want to join in the networking, learning, sharing, and good times of the Fifth International Conference of the Community Indicators Consortium in Jacksonville, Florida, USA. (March 7-9, 2007 - have you registered? Booked your hotel room? Do so now - [www.communityindicators.net](http://www.communityindicators.net)).

The presenters for this conference promise to be incredible. Great work is happening in communities all over the world, and the lessons learned from those experiences should help create better indicator sets, more effective presentation of indicators, stronger connections between indicator systems and community change, and broader networks of friends and colleagues to call on for answers to vexing questions. For those of us excited about data, an entire track devoted to data systems and opportunities for web-based deployment is a tremendous opportunity to move an indicator project forward. For those working with children's issues, the sessions in the track sponsored by the Annie E. Casey Foundation provide an opportunity to link with others to transform your community's responses to the needs of children and create a national network of data-based child advocates.

Many of us want to be part of the Key National Indicators Initiative in the U.S. The conference will let us join in the discussion and help shape the future of this important issue. Others are concerned about how to link community indicators and government performance benchmarks. There's a track at the conference devoted to that topic. And for those who find the greatest conversations and best networking happens in the hallways and over drinks at a conference, we've created an entire Open Space track to allow those conversations to flourish.

Keynoters will bring us in to the latest happenings in indicators in Europe and in the U.S. We'll also have a unique opportunity to see how to partner with the media on indicator efforts. And because we're in Jacksonville, we'll hear from government, nonprofit, business, and community leaders about how 22 years of annual community indicators reports have helped the community. Hearing from Jacksonville's mistakes and successes may save you two decades of trial-and-error. They

<p><b>Anindita Mitra, AICP</b> CREA Affiliates</p> <p><b>Don Rahtz, Ph.D.</b> College of William and Mary</p> <p><b>Gary Yakimov</b> Corporation for a Skilled Workforce</p> <p><b>Chantal Stevens</b> Sustainable Seattle</p> <p><b>Cheryle Broom</b> King County, Washington</p>	<p>will answer the question – “We’ve created an indicators report. So what?”</p> <p>We’ll also hear from the winners of the CIC Innovation Awards sponsored by the Urban Markets Initiative at the Brookings Institution. I don’t know who the winners are yet, but the applications that came in were amazing. So many of you are doing such incredible work. We need to be learning from each other, and I personally thank you for sharing your stories.</p> <p>There’s so much happening you’ll want to bring several people from your community to join in the conversation. Don’t miss the opportunity! (Plus we’ll be right on the St. Johns River, with weather that promises to be pleasant, and for those who are interested drop me an e-mail and I’ll get you hooked up with some of the greatest golf courses this country has to offer. You know you want to feel the sunshine right about now!)</p> <p>Thank you, all of you, for your interest in presenting at the conference and for your offers to help. This has been an incredible organizational year for CIC, and the fruits of that hard work will be on display in March. I hope you’re there to see it.</p> <p>Ben Warner President Community Indicators Consortium</p>
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**Time’s running out to register for the CIC conference.** Go to [www.communityindicators.net](http://www.communityindicators.net) to register today. If you’re already registered, invite a friend to attend. A primary goal of this conference is to build bridges, networks, and a community of practice, and we need your help to ensure everyone’s invited to attend.

Make sure you’ve reserved your hotel room by calling 1-866-845-8862 and identifying yourself as part of the Community Indicators Consortium conference. The number of hotel rooms are limited as we get closer to the event; if you don’t get your hotel reservation in on time before the hotel reaches capacity, e-mail [ben@jcci.org](mailto:ben@jcci.org) for other local hotel options.

**It’s not too late to join CIC.** Members receive conference registration discounts, and more – see <http://www.communityindicators.net/joincic.html> for details. Even if (or especially if) you can’t join us at the conference, please consider becoming a member to ensure you’re included as we grow this network of community indicator practitioners and advance the art and science of community indicators.

<p><b>FIFTH INTERNATIONAL CONFERENCE ON INDICATORS COMING UP MARCH 7 – 9 JACKSONVILLE, FL</b></p> <p>Have you registered yet for “Connection: Building Bridges, Networks, and a Community of Practice”? If not, you still have time, and here are just a few of the reasons you should join us.</p> <p><b>MEET OUR PLENARY SPEAKERS</b></p> <p><b>LISA BLUMERMAN, DEPUTY DIVISION CHIEF, AMERICAN COMMUNITY SURVEY (ACS)</b></p>	<p><b>PLENARY SPEAKERS, Continued</b></p> <p><b>ENRICO GIOVANNINI, CHIEF STATISTICIAN, ORGANISATION FOR ECONOMIC COOPERATION AND DEVELOPMENT (OECD)</b></p> <p>Enrico was a leader in Paris-based OECD’s World Forum on Indicators held in Palermo in November 2004, and is again for the upcoming Second World Forum on Indicators to be held in Istanbul in June 2007. OECD has 30 member countries and 70 other active relationships with countries and economies, NGO’s, and civil society. It plays a prominent role in fostering good governance in the public service and corporate sectors and is well known for its individual country surveys and reviews, and its work on</p>
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Lisa is regarded as one of the premier experts on Federal Data. In her current role, she is helping to guide a major change in the way Federal data is collected, reported, and made available to communities. The every ten year data we are accustomed to receiving is often outdated enough for it to be difficult to make effective and informed changes in our communities. ACS will provide yearly data on the same topics—social, economic, housing, and demographic data—which will enable better decision making and more timely judgments and changes. An employee of the Census Bureau since 1997, Lisa has been part of the Policy Office and served as Chief of the Population Estimates Branch. Lisa is an engaging speaker who will take your questions and give you a rare opportunity to learn first-hand about the reporting and availability of the data so important to indicator projects.

economic and social issues ranging from macroeconomics to trade, education, and development and science and innovation. Interested in a charming and highly regarded speaker who can tell you all you'd like to know about indicators across the world? Come to Jacksonville and hear Enrico Giovannini.

**JOHN CRAIG, Jr., FORMER EDITOR OF THE PITTSBURGH POST-GAZETTE AND NOW HEAD OF PITTSBURGHTODAY.ORG.**

Would you like to know more about attracting the media to the important indicator work you do? Then come hear John Craig. John began his indicators career while leading the Post-Gazette to develop benchmark reports comparing Pittsburgh to 14 similarly sized cities throughout the year. Those guidelines and measures have served as a model helping other cities bring more precision to public debate on policy alternatives. Mr. Craig was head of the Southwestern Pennsylvania Regional Indicators Consortium and led the effort to create PittsburghToday.org., dedicated to improving public discourse and improving the region. A newspaper man and media executive, John is an authority on building connections between indicators and the media.

**TRACKS AND TOPICS OF INTEREST TO YOU**

This year's tracks, each with four interactive sessions, cover a broad range of subjects of interest to CIC's members and friends. You'll have a challenge deciding among:

\* Using Data to Measure and Improve Child Well-being

\* The Good, the Bad, and the Funny: Tales of Community Indicator Projects, Sharing Lessons Learned

\* The Twain Shall Meet: Bridging Community Indicators and Government Performance Measures

\* We the People: Key National Indicators

\* Of Breakdowns and Breakthroughs: Data Systems to Link and Support Community Indicators Projects

But don't just take our word for what's important to you, visit the **OPEN SPACE TRACK**. You will choose the topics for discussion and have the chance to talk in small groups about specific issues and problems of mutual interest.

Visit our website at [www.communityindicators.net](http://www.communityindicators.net) for more detailed information about the tracks, speakers, and networking opportunities.

**AND DID WE MENTION BEAUTIFUL JACKSONVILLE?**

A modern, growing, waterfront city, Jacksonville boasts one of the oldest indicator projects in the country. It also will give you an average daily temperature of 72 Fahrenheit / 22 Celsius and over 250 sunny days a year. Our hotel, the Wyndham Riverwalk sits right on the St. John River. You will have a chance to chat with colleagues at the opening reception from the roof-deck overlooking the water.

What a way to get started!

**Check our website for registration information and JOIN US. You'll go home informed, refreshed, and enlightened with Connections made and Bridges Built.**

## Consortium Member News and Events:

### MEASURING COMMUNITY

Regional Conference on Community Indicators  
April 18, 2007 ~ Spokane, Washington

What are indicators and why are they important?

Learn how nonprofit, business, advocacy, and government groups use indicators to inform public policy and community decision-making. Join the effort to use indicators for positive change in your work and community. The Community Indicators Initiative of Spokane County is bringing local, regional and national speakers for a one-day event to showcase indicators in action.

To learn more, visit:

<http://www.communityindicators.ewu.edu/conference.cfm>

### CIC Purpose

To promote communication among and help integrate the efforts of various networks, organizations and individuals involved in community indicators work in the U.S. and around the world. The ultimate goal of the Consortium is to enhance the effectiveness of these networks, organizations and individuals in advancing the art, science, and impact of indicators for improving the health, quality of life and sustainability of communities.

### CIC Contact Information:

Interim Executive Director  
Lynda Fairbanks Atkins  
PO Box 8222  
Lynn, MA 01904  
[ed@communityindicators.net](mailto:ed@communityindicators.net)