PROGRAM OVERVIEW

The National Conference on Citizenship (NCoC) is a congressionally chartered organization dedicated to strengthening civic life in America. We pursue our mission through a nationwide network of partners involved in a cutting-edge civic health initiative, an innovative national service project, and our cross-sector conferences. At the core of our joint efforts is the belief that every person has the ability to help their community and country thrive.

Congress chartered NCoC in 1953 to harness the patriotic energy and civic involvement surrounding World War II. We've been dedicated to this charge ever since. In 2009, Congress named NCoC in the Edward M. Kennedy Serve America Act, once again memorializing our important role. This legislation codified and expanded our Civic Health Initiative (CHI) helping it become the nation’s largest and most definitive measure of civic engagement.

NCoC’s CHI is at the center of our work. Leveraging civic data, we have partnered with dozens of states, cities, and issue groups to draft reports and action plans to strengthen civic life. NCoC works with lead CHI partners to develop a broad network of stakeholders to support a civic health initiative within their state or city. NCoC and partners analyze a variety of measures on civic health. This analysis is packaged into a Civic Health Index Report – a narrative of the key findings and the issues that are most important to the CHI partners. NCoC supports partners to develop strategies and recommendations, and to disseminate the reports widely, to continue dialogue and action around civic life. CHI Partners gain access to a growing network of leading researchers, thought-leaders, practitioners, and institutions on civic life across the country. NCoC convenes our partners regularly to share best practices, resources and models through webinars, conference calls, in-person convening, and online toolkits.

Our CHI partnerships now span across more than 35 states and cities within the US, and over 90 partner institutions. Our goal is to integrate this pioneering initiative into ongoing partnerships in all 50 states and the District of Columbia. We are now recruiting new State and Local Partners to join in this effort for 2023.

IMPACT OF CIVIC HEALTH INITIATIVES

Civic health is defined by the degree to which people trust each other, help their neighbors, serve their communities, and interact with their government. Communities with strong civic health have higher employment rates, stronger schools, better physical health, and more responsive governments.

By using data-driven approaches to strengthen civic health, NCoC’s partnerships have contributed to the following successes:

- **Civic education reform (e.g. the Sandra Day O’Connor Civic Education Act in Florida)**
- **Voter participation and community involvement promotion championed by Secretaries of State nationwide**
- **Strategic shift in focus on civic health in higher education through the American Democracy Project Campus & Community Civic Health Initiative**
- **Greater investments in community civic infrastructure through partnerships with city and state governments**
- **New investments in and emphasis on civic engagement through foundations like the Atlanta Community Foundation, Miami Foundation and McCormick Foundation**
- **Development of citizen-centered engagement initiatives such as “The Arizona We Want”**
By using data-driven approaches to strengthen civic health, NCoC’s partnerships have contributed to the following successes in community problem-solving:

- **Public Health**: Initiatives and grantmaking programs that recognize the link between public health and civic health and incorporate civic health into measures of community well-being and foundation investments.

- **Economy**: Stronger evidence and greater emphasis on links between civic health and economic resilience which have led to new community programs, business advisory councils, and investments in community civic infrastructure.

- **Education**: Data demonstrating the need for stronger civic education which has supported civic education reform efforts in Florida, Illinois, Colorado, and Connecticut and led to a strategic shift in focus on civic health among higher education institutions.

- **Public Safety**: Partnerships with local police departments to encourage safer, more neighborly communities and citizen engagement in important decisions like the selection of the new police chief.

NCoC supports CHI partners to develop research, strategies, and initiatives to increase civic participation in their communities. CHI Partners gain access to a growing network of leading researchers, thought-leaders, practitioners, and institutions on civic life across the country. NCoC convenes our partners regularly to share best practices, resources and models through webinars, conference calls, in-person convening, and online toolkits.

NCoC supports CHI partners to develop research, strategies, and initiatives to increase civic participation in their communities. CHI Partners gain access to a growing network of leading researchers, thought-leaders, practitioners, and institutions on civic life across the country. NCoC convenes our partners regularly to share best practices, resources and models through webinars, conference calls, in-person convening, and online toolkits.

### WHAT OUR PARTNERS ARE SAYING

“In this rapidly changing world, understanding how to connect and engage as citizens in all aspects of our lives is essential to our democracy. The Oklahoma Civic Health Index gives us a baseline and common language to explore the opportunities for Oklahomans of all ages to become full participants in their civic health and education.”


“Florida’s participation in the Civic Health Index is helping to change the state’s civic culture. Perhaps most importantly, Florida’s CHI has played an important role in passing the Sandra Day O’Connor Civics Education Act which adds civics to the state’s K-12 Accountability system.”

– Doug Dobson, Executive Director, Florida Joint Center for Citizenship

“These findings are a reminder of the importance of civic education and engagement, particularly as we face national challenges that impact the lives of every citizen. We can and must do better.”

– Edward Rendell, Former Governor of Pennsylvania

“The Civic Health Index that NCoC does is incredibly important to America.”

– Rick Stengel, Managing Editor, TIME Magazine

“We have used the civic data for three years now to set major goals for improving civic engagement and community involvement throughout Arizona. Other Arizona organizations are also using the data to set their own strategic goals. For example, the O’Connor House, an organization established and led by Justice O’Connor, is using CHI indicators as their baseline and has set an ambitious goal adopted by more than 100 organizations – make Arizona a top 10 state on every indicator measured by CHI. Their efforts, and ours, are dependent on having consistent, reliable data. I cannot emphasize too strongly the importance of maintaining this valuable resource.”

– Lattie Coor, Chairman & CEO, Center for the Future of Arizona
CIVIC HEALTH BACKGROUND AND DATA AVAILABILITY

NCoC began America’s Civic Health Index in 2006, alongside leading experts and advisors, with the realization that there was very little information available about the civic vitality of our communities. To measure how our businesses were doing, we could look to Wall Street, our GDP, and other metrics. To see how our schools were performing, there were assessment tests and educational standards and measurements. But, there was no measure of how our communities were doing — no one was tracking our civic stock. This was a significant problem, as a lack of information meant a lack of ability to fully measure, understand and shape how our communities and our democracy are functioning.

The National Conference on Citizenship (NCoC) began convening a civic indicators working group comprised of some of the leading thinkers in this area, including Robert Putnam, Presidential Advisors Bill Galston and John Bridgeland, Peter Levine of CIRCLE, and others to explore what a civic index might look like. A set of indicators was developed to include measurements on family ties, social connectedness, volunteerism, community involvement, political participation, social trust and confidence in institutions. In 2006, the results of this survey were published in the first America’s Civic Health Index.

In 2009, NCoC was incorporated into the Edward M. Kennedy Serve America Act, and directed to expand the civic health assessment in partnership with the Corporation for National & Community Service (CNCS) and the US Census Bureau. This partnership built upon volunteerism data that CNCS had been collecting since 2002 to generate the largest and most definitive civic data set in the country. Today, the Civic Health Index draws upon data from the Census’ Current Population Survey’s Voting, Volunteering, and Civic Engagement supplements. This partnership between NCoC and CNCS, now called Volunteering and Civic Life in America, ensures that the national findings on civic health are made available each year through an interactive website: volunteeringinamerica.gov. Additional details on the Current Population Survey and Civic Health Indicators are available for download at www.NCoC.org/CHI.

While our civic health research has been conducted annually ever since 2006 on a national level, we quickly realized that we are not the experts on the ground. In order for the data to have the most impact, it really needs to be localized. Our goal is to facilitate civic movements by bringing together key stakeholders in the community to identify and address the issues they care about. In 2008, we began working in collaboration with partners in 3 states to produce local Civic Health Index reports.

These partnerships have grown exponentially over the past few years, and we now work in over 30 communities nationwide.
Responsibilities Overview

We don’t purport to know all the answers, nor do we assert that we are the best tellers of these local stories. That’s why we partner with organizations throughout the country who can tell the local story about the data, give context to the findings, and suggest recommendations on what can be done to strengthen civic life. We rely on our local partners and community leaders to make the data come alive.

In our typical partnership model, NCoC takes the lead on the following:

- **Strategy:** Supporting partners through the project development process by supporting fundraising, identifying local stakeholders, developing strategy, helping determine goals, and creating timelines and expectations to meet those objectives.

- **Research:** Managing the national research partnerships with CNCS, US Census, and our Civic Indicators Working Group to establish survey questions, advocate for the data collection and manage preliminary analysis.

- **Data:** Providing our local partners with preliminary findings and ongoing consulting on data analysis, research questions, and narrative.

- **Design:** Leading the report production process from copy editing through layout, design, printing, and shipping.

- **Communications:** Supporting our partners through their communications and dissemination efforts by drafting press releases, outreach to the media, advising on and attending launch events, and consulting on follow up efforts.

- **Sharing Models and Resources:** Convening our partners regularly to share best practices, resources, and models through webinars, conference calls, in-person convening, and online toolkits.

NCoC’s partners take the lead on the following:

- **Fundraising:** Leading the process to identify funders and secure the resources to bring the CHI to each new community.

- **Authorship:** Creating a narrative that gives life to data and findings, providing critical context for the research, developing graph content, and preparing recommendations for next steps.

- **Dialogue & Action:** Leading a communications and dissemination strategy in partnership with NCoC. Our partners ensure that our reports reach key decision makers and stakeholders and inform policy, practice, and investments.

Our reports are joint products of NCoC and our partners, and we come to full editorial agreement before the publication of the report.
Timeline

NCoC and our partners work on a rolling basis to create new Civic Health Index reports and initiatives. We have partnered with AmeriCorps on the latest data from 2020 and 2021.

We work closely with our partners to develop project timelines that meet their needs and objectives. Some partners produce reports on ambitious timelines and complete production within 12 weeks. Many partners take closer to 8-12 months. This varies process widely depending on partner capacity, staff time, resource allocation, and objectives. In general, the production process includes the following steps:

- Goal setting, partnership development, and timeline development
- Initial data analysis and consultation with NCoC
- Follow-up data queries and initial drafting
- Editing and feedback in consultation with NCoC
- Finalization of draft
- Copy editing, design and layout
- Final approval by all partners
- Communications strategy and materials development
- Launch event and dissemination strategy development

NCoC and our partners work closely together to determine a timeline and release date that will meet the objectives for the report.

Budget

The costs to NCoC for the typical CHI, with responsibilities as outlined above, are $35,000. This budget includes the following:

- Research management and data analysis
- Planning and project management
- Strategic partnership development
- Graphic design and editing
- Access to partner community trainings and resources (via webinars, convenings and online toolkits)
- Communications strategy and media outreach
- Printing of 250 copies for partners
- Travel to attend launch events

Costs to partners vary depending on objectives for the report, staff capacity and resource allocation. NCoC can work with partners to determine a budget that reflects their needs.
Fundraising

NCoC supports fundraising efforts, but we follow our partners’ lead to identify funding and secure resources to bring the CHI to each new community. Partners may either appropriate funds from internal budgets or commit to raising them from other sources.

In many states, a single institution funds the project, authors the report and leads the dissemination efforts. Some states form coalition-based approaches to divide the budget and partnership roles among the participating institutions. In other states, NCoC takes the lead on writing proposals and engaging external funders identified by the partner.

NCoC is flexible and receptive to alternative approaches, as long as one institution assumes responsibility of project management and assumes a liaison role with NCoC staff.

Report Length

While length, structure, and style will vary on a state-by-state basis due to findings, objectives, and recommendations, Partners should anticipate a Civic Health Index report to be anywhere from 24 to 32 pages.

NCoC also offers partners the opportunity to collaborate on shorter issue briefs and infographics at reduced costs.

Report Launch and Follow Up Effort

Partners take the lead on developing a communication and action strategy for each report, with support from NCoC. This process begins with launch events which may include press conferences, legislative briefings, and roundtable discussions to announce the findings.

NCoC hosts each state report on NCoC.org, promotes each report to our nation-wide network of civic engagement professionals, elected leaders, and reporters. We also assist in cataloging media mentions and related commentary articles. NCoC attends and supports launch events through offering remarks, press interviews, or quotes for the media.

CHI partnerships and initiatives are most successful when the report is shared consistently and broadly. Partners ensure ongoing use of the data to inform policy, practice and investment. CHI partners have used the reports to develop strategic initiatives, craft civic legislation, change grant making processes, and host statewide forums.

NCoC consults regularly on outreach and engagement efforts, and provides access to a community of partners across the country to support in these efforts through webinars, convenings and online resources.

NEXT STEPS

NCoC invites interested partners to contact Jeff Coates at JCoates@NCoC.org for more information.
NCoC began America’s Civic Health Index in 2006 to measure the level of civic engagement and health of our democracy. In 2009, NCoC was incorporated into the Edward M. Kennedy Serve America Act and directed to expand this civic health assessment in partnership with the Corporation for National and Community Service and the US Census Bureau.

NCoC now works with partners in more than 30 communities nationwide to use civic data to lead and inspire a public dialogue about the future of citizenship in America and to drive sustainable civic strategies.

### States

<table>
<thead>
<tr>
<th>Alabama</th>
<th>Illinois</th>
<th>University of Missouri Kansas City</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Alabama</td>
<td>McCormick Foundation</td>
<td>University of Missouri Saint Louis</td>
</tr>
<tr>
<td>David Mathews Center for Civic Life</td>
<td>Indiana University Center on Representative Government</td>
<td>Washington University</td>
</tr>
<tr>
<td>Auburn University</td>
<td>Indiana Bar Foundation</td>
<td>Nebraska</td>
</tr>
<tr>
<td>Arizona</td>
<td>Indiana Supreme Court</td>
<td>Nebraskans for Civic Reform</td>
</tr>
<tr>
<td>Center for the Future of Arizona</td>
<td>Indiana University Northwest</td>
<td>New Hampshire</td>
</tr>
<tr>
<td>California</td>
<td>IU Center for Civic Literacy</td>
<td>Carsey Institute</td>
</tr>
<tr>
<td>California Forward</td>
<td>Kentucky</td>
<td>Campus Compact of New Hampshire</td>
</tr>
<tr>
<td>Center for Civic Education</td>
<td>Commonwealth of Kentucky,</td>
<td>University of New Hampshire</td>
</tr>
<tr>
<td>Center for Individual and</td>
<td>Secretary of State’s Office</td>
<td>College &amp; University Council</td>
</tr>
<tr>
<td>Institutional Renewal</td>
<td>Institute for Citizenship &amp; Social Responsibility,</td>
<td>New York</td>
</tr>
<tr>
<td>Davenport Institute</td>
<td>Western Kentucky University</td>
<td>Institute for Emerging Issues</td>
</tr>
<tr>
<td>Colorado</td>
<td>Kentucky Advocates for Civic Education</td>
<td>Ohio</td>
</tr>
<tr>
<td>Metropolitan State University of Denver</td>
<td>McConnell Center, University of Louisville</td>
<td>Miami University Hamilton Center for Civic Engagement</td>
</tr>
<tr>
<td>The Civic Canopy</td>
<td>Maryland</td>
<td>Oklahoma</td>
</tr>
<tr>
<td>Denver Metro Chamber Leadership</td>
<td>Mannakee Circle Group</td>
<td>University of Central Oklahoma</td>
</tr>
<tr>
<td>Campus Compact of Mountain West</td>
<td>Center for Civic Education</td>
<td>Oklahoma Campus Compact</td>
</tr>
<tr>
<td>History Colorado</td>
<td>Common Cause-Maryland</td>
<td>Pennsylvania</td>
</tr>
<tr>
<td>Institute on Common Good</td>
<td>Maryland Civic Literacy Commission</td>
<td>Center for Democratic Deliberation</td>
</tr>
<tr>
<td>Connecticut</td>
<td>Massachusetts</td>
<td>National Constitution Center</td>
</tr>
<tr>
<td>Everyday Democracy</td>
<td>Harvard Institute of Politics</td>
<td>South Carolina</td>
</tr>
<tr>
<td>Secretary of the State of Connecticut</td>
<td>Michigan</td>
<td>University of South Carolina Upstate</td>
</tr>
<tr>
<td>DataHaven</td>
<td>Michigan Nonprofit Association</td>
<td>Texas</td>
</tr>
<tr>
<td>Connecticut Humanities</td>
<td>Michigan Campus Compact</td>
<td>The University of Texas at Austin</td>
</tr>
<tr>
<td>Connecticut Campus Compact</td>
<td>Michigan Community Service Commission</td>
<td>The Annette Strauss Institute for Civic Life</td>
</tr>
<tr>
<td>The Fund for Greater Hartford</td>
<td>Volunteer Centers of Michigan</td>
<td>RGK Center for Philanthropy &amp; Community Service</td>
</tr>
<tr>
<td>William Caspar Graustein Memorial Fund</td>
<td>Council of Michigan Foundations</td>
<td>Virginia</td>
</tr>
<tr>
<td>Wesleyan University</td>
<td>Center for Study of Citizenship at Wayne State University</td>
<td>Center for the Constitution at James Madison’s Montpelier</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>Minnesota</td>
<td>Colonial Williamsburg Foundation</td>
</tr>
<tr>
<td>ServeDC</td>
<td>Center for Democracy and Citizenship</td>
<td></td>
</tr>
<tr>
<td>Florida</td>
<td>Missouri</td>
<td></td>
</tr>
<tr>
<td>Florida Joint Center for Citizenship</td>
<td>Missouri State University</td>
<td></td>
</tr>
<tr>
<td>Bob Graham Center for Public Service</td>
<td>Park University</td>
<td></td>
</tr>
<tr>
<td>Lou Frey Institute of Politics and Government</td>
<td>Saint Louis University</td>
<td></td>
</tr>
<tr>
<td>Georgia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GeorgiaForward</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carl Vinson Institute of Government, The University of Georgia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Georgia Family Connection Partnership</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Issue Specific

<table>
<thead>
<tr>
<th>Latinos Civic Health Index</th>
<th>Millennials Civic Health Index</th>
<th>Economic Health</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carnegie Corporation</td>
<td>Mobilize.org</td>
<td>Knight Foundation</td>
</tr>
<tr>
<td>Veterans Civic Health Index</td>
<td>Harvard Institute of Politics</td>
<td>Corporation for National &amp; Community Service (CNCS)</td>
</tr>
<tr>
<td>Got Your 6</td>
<td>CIRCLE</td>
<td>CIRCLE</td>
</tr>
</tbody>
</table>
Atlanta
Community Foundation of Greater Atlanta

Greater Austin
The University of Texas at Austin
RGK Center for Philanthropy and Community Service
Annette Strauss Institute for Civic Life
Leadership Austin
Austin Community Foundation
KLRU-TV, Austin PBS
KUT News

Kansas City & Saint Louis
Missouri State University
Park University
Washington University

Miami
Florida Joint Center for Citizenship
John S. and James L. Knight Foundation
Miami Foundation

CIVIC HEALTH ADVISORY GROUP

John Bridgeland
CEO, Civic Enterprises
Chairman, Board of Advisors, National Conference on Citizenship
Former Assistant to the President of the United States & Director, Domestic Policy Council & US Freedom Corps

Kristen Cambell
Executive Director, PACE

Jeff Coates
Research and Evaluation Director, National Conference on Citizenship

Lattie Coor
Chairman & CEO, Center for the Future of Arizona

Nathan Dietz
Senior Research Associate, The Urban Institute

Doug Dobson
Executive Director, Florida Joint Center for Citizenship

Jennifer Domagal-Goldman
National Manager, American Democracy Project

Diane Douglas
Executive Director, Seattle CityClub

Paula Ellis
Former Vice President, Strategic Initiatives, John S. and James L. Knight Foundation

William Galston
Senior Fellow, Brookings Institution
Former Deputy Assistant to the President of the United States for Domestic Policy

Hon. Bob Graham
Former Senator of Florida
Former Governor of Florida

Robert Grimm, Jr.
Director of the Center for Philanthropy and Nonprofit Leadership, University of Maryland

Shawn Healy
Program Director, McCormick Foundation
Chair, Illinois Civic Mission Coalition

Kel Kawashima-Ginsberg
Director, Center for Information and Research on Civic Learning and Engagement (CIRCLE) at the Jonathan M. Tisch College of Citizenship and Public Service at Tufts University

Peter Levine
Director, Center for Information and Research on Civic Learning and Engagement (CIRCLE) at the Jonathan M. Tisch College of Citizenship and Public Service at Tufts University

Mark Hugo Lopez
Director of Hispanic Research, Pew Research Center

Lisa Matthews
Program Director, National Conference on Citizenship

Ted McConnell
Executive Director, Campaign for the Civic Mission of Schools

Martha McCoy
Everyday Democracy

Kenneth Prewitt
Former Director of the United States Census Bureau
Carnegie Professor of Public Affairs and the Vice-President for Global Centers at Columbia University

Robert Putnam
Peter and Isabel Malkin Professor of Public Policy, Kennedy School of Government at Harvard University
Founder, Saguaro Seminar
Author of Bowling Alone: The Collapse and Revival of American Community

Stella M. Rouse
Director, Center for American Politics and Citizenship

Shirley Sagawa
CEO, Service Year Alliance
Co-founder, Sagawa/Jospin, LLP.

Thomas Sander
Executive Director, the Saguaro Seminar, Harvard University

David B. Smith
Former Managing Director of Presidio Institute
Former Executive Director, National Conference on Citizenship

Sterling K. Speirn
Chief Executive Officer, National Conference on Citizenship

Drew Steijles
Assistant Vice President for Student Engagement and Leadership and Director Office of Community Engagement, College of William & Mary

Michael Stout
Associate Professor of Sociology, Missouri State University

Kristi Tate
Senior Advisor, Civic & Community Engagement Initiatives Center for Future of Arizona

Michael Weiser
Chairman Emeritus, National Conference on Citizenship