Unique Partnership

Proven Model

Advisory Board

Town Hall Meetings

Polling

Final Report and Recommendations
The Partnership

Founded in 1983, the Council is a non-profit, non-partisan organization committed to;

- Encourage innovation and results-oriented performance in government;
- Connect citizens to their government and encourage citizen participation;
- Attract and develop talented people for public service; and
- Promote the use of technology as a powerful resource for excellence in government.

The Global Markets Institute's scholarship, events and thought leadership seek to address three public policy platforms on a global scale:

- Security: enhance individual, national and international financial security
- Opportunity: develop infrastructure and innovation
- Prosperity: foster capital market access and development
The Model

*Homeland Security from the Citizens’ Perspective*

- Launched in the Fall of 2003
- Redefined the Town Hall Meeting with a 7 city tour
- Combined National Polling Data with Live Interactive Polling from the Town Hall Meetings
- Utilized Expert Working Groups and Advisory Board Members
- Produced the groundbreaking report “We the People: Homeland Security from the Citizens’ Perspective”, which provided detailed recommendations for action at all levels.
The Advisory Board

Co-Chairs
Alexis Herman and Stephen Goldsmith
The Town Hall Meetings
Town Hall Snapshot: San Antonio, TX

Date: November 23, 2004
Location: University of Texas at San Antonio

Henry Cisneros
Chairman
American CityVista

Roel C. Campos
Commissioner
U.S. Securities and Exchange Commission

Nelson Wolfe
Bexar County Judge

Dr. Lynda de la Vina
Dean
UTSA College of Business
Town Hall Snapshot: Baltimore, MD

Date: February 10, 2005
Location: Johns Hopkins University

Martin O’Malley
Mayor

Aris Melissaratos
Secretary MD Dept. of Business and Economic Development

Diane Bell
President and CEO Empower Baltimore Management Corp.

Joseph Haskins, Jr.
CEO Harbor Bank of Maryland

Kevin Plank
Founder and President Under Armour

Dr. Ed Montgomery
Dean College of Behavioral & Social Sciences University of Maryland

Community Partners:

Global Markets Institute
Goldman Sachs

American Jobs: A National Conversation

The Council for Excellence in Government

Johns Hopkins Business Journal
Town Hall Snapshot: Cleveland, OH

Date: March 29, 2005
Location: Cleveland State University

Jane Campbell
Mayor

Bruce Johnson
Lt. Governor
Ohio

Stephanie McHenry
President and CEO
ShoreBank

John Ryan
Executive Secretary
Cleveland AFL-CIO

A.J. Hyland
President and CEO
Hyland Software, Inc.

Myron F. Robinson
President and CEO
Urban League of Greater Cleveland
Town Hall Snapshot: Baton Rouge, LA

Date: August 2, 2005
Location: Louisiana State University

Richard Baker
Congressman
Louisiana 6th District

Melvin “Kip” Holden
Mayor-President
Baton Rouge

Madhu Beriwal
President and CEO
Innovative Emergency Management, Inc.

Bill Borne
CEO
Amedisys

Dr. Myrtle Dorsey
Chancellor
Baton Rouge Community College

Bruce March
Manager
ExxonMobil Refining & Supply Company
Town Hall Snapshot: Fresno, CA

Date: October 19, 2005
Location: California State University, Fresno

Alan Autry
Mayor
Fresno

Carol Chandler
Partner
Chandler Farms

Curt Madden
CEO
One by One
Leadership

David L. McDonald
President and CEO
Pelco

Frederick R. Ruiz
Co-Founder and Chairman
Ruiz Foods, Inc.
Town Hall Snapshot: Kansas City, MO

Date: November 17, 2005
Location: The Kauffman Foundation

Kay Barnes
Mayor
Kansas City, MO

Mark Ernst
Chairman, President and CEO
H&R Block, Inc.

Dr. Elson Floyd
President
University of Missouri

Carol Marinovich
Vice-President
Fleishman-Hillard

Neal Paterson
Chairman and CEO
Cerner Corp.

Community Partners:

- Ewing Marion Kauffman Foundation
- KCNO 710
- KANSAS CITY BUSINESS JOURNAL
- UMKC
- FOX 4
American Jobs: A National Conversation

The Town Hall Meetings

The Audience
The Town Hall Meetings
Polling

What is a good job?

How important is access to capital in creating jobs?

Who is responsible for creating good jobs?

What is the role of government?

What is the role of the private sector?

What is the role of the individual?

San Antonio * Baltimore * Cleveland * Baton Rouge * Fresno * Kansas City
The Final Report and Recommendations

Five Major Themes Emerged

• Education is the most important key to developing the economy and creating and retaining good jobs.

• Collaboration between the public and private sectors is imperative for growth.

• Strategies and mechanisms for accessing investment capital need to be established and well-communicated to enhance business formation and growth.

• Beyond obtaining and continuously upgrading basic skills, individuals need to demonstrate the will to work.

• Adaptation at institutional and personal levels is vital to creating good jobs in a competitive
The Final Report and Recommendations

Theme 1: *Education is the most important key to developing the economy and creating and retaining good jobs.*

High Quality Public Schools

<table>
<thead>
<tr>
<th>How high a priority should public schools be in creating a good environment for jobs?</th>
<th>Ratings of the quality of local public schools (ratings on a zero-to-10 scale: 0=very weak, 10=very strong)</th>
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</thead>
<tbody>
<tr>
<td>Absolutely top priority</td>
<td>38%</td>
</tr>
<tr>
<td>High/not top priority</td>
<td>77%</td>
</tr>
<tr>
<td>Medium priority</td>
<td>22%</td>
</tr>
<tr>
<td>Lower priority</td>
<td></td>
</tr>
</tbody>
</table>

Strong | Neutral | Weak
The Final Report and Recommendations

Theme 2: Collaboration between the public and private sectors is imperative for growth.

Private Sector’s Role In Job Creation
Which one of the following is the best way for private businesses to ensure that there are enough workers available with the skills they need?

- Offer on-the-job training to employees: 45%
- Work with colleges & universities to improve the transition from school to work: 28%
- Work with local public schools to improve transition from school to work: 24%

Government’s Role In Job Creation
Which one of the following is the best way for government to ensure that there are enough workers available with the skills they need?

- Government should ensure that infrastructure business needs are in place: transportation, schools, safe neighborhoods: 50%
- Government should be active in attracting new business by aggressively offering lower taxes and other incentives: 36%
- Government can do very little to attract business and create jobs because creating jobs is the role of private business: 13%
Theme 3: Strategies and mechanisms for accessing investment capital need to be established and well-communicated to enhance business formation and growth.

### Importance of Investment Capital

*How important is access to investment capital in creating jobs?*

<table>
<thead>
<tr>
<th>Importance</th>
<th>Baton Rouge</th>
<th>Cleveland</th>
<th>Kansas City</th>
<th>San Antonio</th>
<th>National Poll</th>
<th>Fresno</th>
<th>Baltimore</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very / fairly important</td>
<td>87%</td>
<td>80%</td>
<td>79%</td>
<td>79%</td>
<td>75%</td>
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<td>Important</td>
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<tr>
<td>Fairly important</td>
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<td>Very important</td>
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<tr>
<td>Not imp.</td>
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</tbody>
</table>
The Final Report and Recommendations

Theme 4: Beyond obtaining and continuously upgrading basic skills, individuals need to demonstrate the will to work.
The Final Report and Recommendations

Theme 5: Adaptation at institutional and personal levels is vital to creating good jobs in a competitive global economy.
The Final Report and Recommendations

**Old View**

- Job security is the most important quality of a good job.
- The public is looking for instant ways to create jobs.
- The best way to attract new jobs is to offer incentives to companies.
- There is not enough investment capital to start new businesses that can spark job creation.
- America’s work ethic is unparalleled.

**New Understanding**

- Wages and health insurance are the most important qualities of a good job.
- The long-term approach of investing in education is the most important way to develop a skilled, globally competitive workforce.
- Long-term investments in infrastructure and education are more important than short-term enticements.
- There is plenty of capital available, but there are not enough mechanisms to connect capital with business ventures.
- The U.S. may be falling behind other countries in terms of its work ethic.
- Americans prefer to reward corporations
The Final Report and Recommendations

Recommendations

Invest in Education

Promote innovative public-private partnerships to leverage the strengths of government, business and the community.

Create innovative approaches to link capital with local entrepreneurs.

Focus on skill and will.

Continue this conversation between the private and public sectors, and with the community at large.
American Jobs: A National Conversation