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**For Immediate Release**

*Licking County United Way Announces Web-Based Common Good Forecaster™*

**Newark** – Licking County United Way announces that [United Way of America](#) and [American Human Development Project \(AHDP\)](#) have created the [Common Good Forecaster™](#) at [www.liveunited.org/forecaster](http://www.liveunited.org/forecaster). The Web-based tool forecasts how conditions might change in a community if educational outcomes were to improve. The tool can drill down to the county level for communities across the country.

The *Common Good Forecaster™* illustrates that if all adults in Licking County moved up one education level (those without high school would graduate, those with a high school degree would get some college and those with some college would earn a four-year diploma), life expectancy would increase by 1.8 years, median personal earnings would increase by \$8,447 (or 24% over current earnings); 4,170 fewer people would be living in poverty; and the percentage of the voting age population who vote would increase by 12.4%.

“The Common Good Forecaster is a great tool to illustrate the connections between education and a quality life here in Licking County – healthier individuals, kids who are more fit, reduced crime and brighter futures for our young people,” said Donna L. Carpenter, Executive Director. “If we take decisive action to make sustainable progress in education a priority, we will advance the common good for everyone in our community.”

Last year, United Way of America announced a bold goal to cut high school dropout rates in half by 2018. The [Common Good Forecaster™](#), which will help United Way mobilize communities to action by demonstrating the future impact of improving education today, is part of United Way’s new plan for making progress toward the 10-year goal. Strategies employed here in Licking County include engaging parents and caregivers in preparing young children for school; providing after-school, summer camp, mentoring, leadership,

wellness, financial responsibility and tutoring programs; training to increase quality childcare; promoting and re-engaging youth in education and job skills development.

For further information on the [Common Good Forecaster](#)<sup>™</sup>, contact Sylvia Friel, Community Impact Director for Licking County United Way, at 345-9861 or visit [www.lcuw.net](http://www.lcuw.net)

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