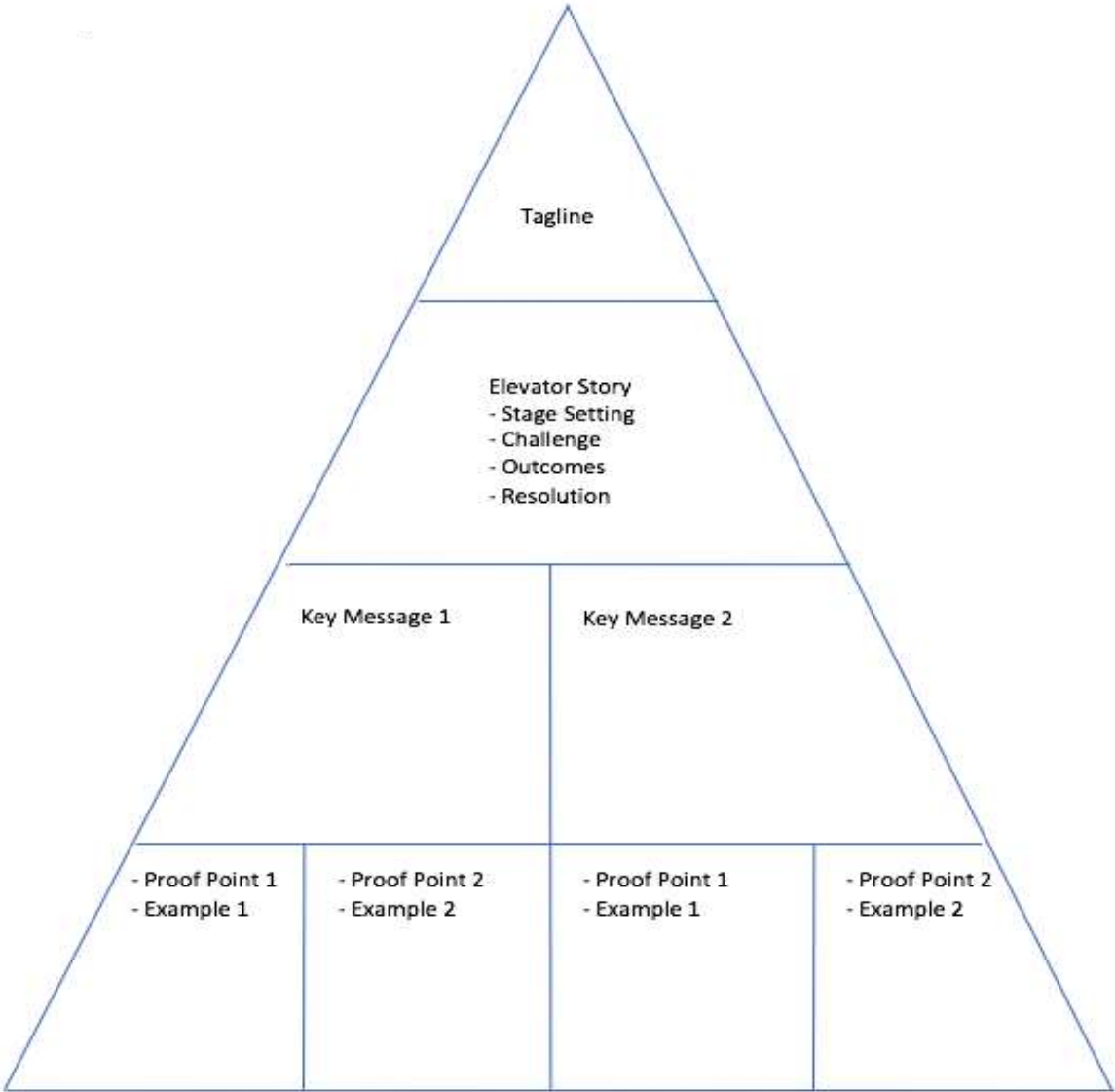


Messaging Pyramid



Messaging Platform: Federal Statistical Agencies

Assumptions in this Assignment

- While we support greater investments in all Federal Statistical Agencies, our focus here is on those investments that most help measure the progress of America's children.
- Four agencies are critical to existing efforts to measure and report on the wellbeing of children: Census, BLS, NCHS and NCES.
- The messaging platform must reflect the current political reality if it is to succeed.
- A unified messaging approach across the coalition will be more effective than a collection of discrete efforts.



Messaging Platform: Federal Statistical Agencies

The Goal

To ensure the most salient points about these federal funding objectives are the most prominent in public and private conversations about appropriations.

- A comprehensive messaging platform will establish a messaging hierarchy.
- From the bank of ready-to-use messages, coalition member organizations and allies can quickly write newsletter copy, update a website, or draft a presentation for a Hill meeting.
- Member organizations will save time, minimize the instances of going off-message when scrambling to meet a tight deadline, and maximize message resonance when responding to information requests.



Messaging Platform: Federal Statistical Agencies

Messaging Platform Name

Investing in America's Data Infrastructure



Messaging Platform: Federal Statistical Agencies

Belief Statements

- Data fuels the national economy and empowers public policy decision making.
- Essential to any effort to advance the wellbeing of our children, families, communities and economies is impartial, accurate and high-quality data.
- The gathering, sharing and expert analysis of trustworthy data enables more favorable and equitable outcomes.
- Today, we fund our Federal Data Infrastructure – the foundation from which every worthy argument and important national or local decision is made – at irresponsibly low levels.



Messaging Platform: Federal Statistical Agencies

Belief Statements continued

- Federal investment in the agencies that gather the most essential data for America's economic and social wellbeing have flatlined.
- We must marshal the forces that support greater funding for key agencies that empower informed decision making, especially about the wellbeing of our nation's children – particularly the U.S. Census Bureau, the BLS, the NCES and the NCHS.
- Robust funding of our Data Infrastructure is essential for a healthy and prosperous future, and to maintain America's position as the world's leading economy.



Messaging Platform: Federal Statistical Agencies

Purpose Statement

Similar to how roads and rails served as the backbone of America's competitiveness in the Industrial Age, impartial and accurate data is the vital infrastructure from which America's economic and social wellbeing is powered today.

For the wellbeing of America's children, families, communities and economy, our purpose is to empower decision making by ensuring the effective gathering, analysis and sharing of trustworthy data.



Messaging Platform: Federal Statistical Agencies

Mission Statement

To improve our nation's health and knowledge, to maintain our position as the global leader, and to measure the progress of our nation and our communities, our mission is to gain robust federal investment in the U.S. Census Bureau, the Bureau of Labor Statistics, the National Center for Health Statistics and the National Center for Education Statistics.



Messaging Platform: Federal Statistical Agencies

Elevator Story

American businesses, non-profits, educational system, community leaders and even moms and dads depend on government statistics to make the best decisions about where, and at what levels, to make investments. Yet, federal spending in four essential agencies core to America's Data Infrastructure have flatlined for over a decade, impeding every region of the country and every sector of our society from getting the impartial and accurate data they need. Now is the time to reinvest in these agencies – which are so vital to our communities, our businesses, and our collective future – and achieve more favorable and equitable outcomes.



Messaging Platform: Federal Statistical Agencies

Overarching Message

Long: To improve the health and knowledge of our children, families and communities, to fuel our economic prosperity, and to measure our progress, we must invest in the U.S. Census Bureau, the Bureau of Labor Statistics, the National Center for Health Statistics and the National Center for Education Statistics. We must make greater investments in America's Data Infrastructure.

Short: To fuel our collective prosperity, we must make greater investment in America's Data Infrastructure.



Messaging Platform: Federal Statistical Agencies

Key Message 1 – Economic Competitiveness

America's reliable and complete education, workforce and economic data is a competitive advantage over our global rivals, but other countries are rapidly catching up.

Proof points

1. According to the NSF's 2018 Science & Engineering Indicators report, the U.S.'s history of investment in research has aided the development of the leading advanced economy, as investment in R&D correlates strongly with growth and with the development of a safe, healthy, well-educated and prosperous society.
2. Recognizing the economic and social benefits of such investment, many other nations have increased their spending on research. China in particular has heavily invested to build their data infrastructure and now competes much more vigorously with the U.S. on a global scale.



Messaging Platform: Federal Statistical Agencies

Key Message 1 – Economic Competitiveness

America's reliable and complete education, workforce and economic data is a competitive advantage over our global rivals, but other countries are rapidly catching up.

Proof points

3. The Census Bureau's broad coverage of rural and urban areas, its quality control processes that ensure fairness, and its long running economic data series uniquely allow us to accurately measure the nation's current economic health.
4. According to the U.S. Small Business Administration, the accurate reporting of population, economic and housing data are essential to the selection of the location of a new small business.
5. Workforce development statistics ensure alignment between America's educational system and the dynamic needs of employers.



Messaging Platform: Federal Statistical Agencies

Key Message 2 – Economic Competitiveness

The data collected and shared via our Federal Data Infrastructure provide a stable foundation for decision making. Urban and rural communities, as well as businesses large and small all rely on federal data to fuel economic development.

Proof points

- 1) The Bureau of Labor Statistics (BLS), which provides timely, national, markets, unemployment and inflation reports on the workforce and measures of employment and inflation, are relied upon by the Federal Reserve, the federal housing finance system, and American businesses to make the short, medium- and long-term investments that fuel America's economy.
- 2) Employers rely on educational attainment and wage data from the BLS and the National Center for Education Statistics to better understand workforce development and hiring issues.
- 3) The consistent and comparable measures across time, geography, and population subgroups are key to sound and effective decision making.



Messaging Platform: Federal Statistical Agencies

Key Message 3a – Health and Wellbeing

Providing public officials and policy advocates with the reliable data and tools needed to advance sound policies is essential for the health and wellbeing of our children, families and communities.

Proof points

- 1) U.S. Census and NCHS data on rates of health insurance coverage are essential to national public policy debates about health care reform.



Messaging Platform: Federal Statistical Agencies

Key Message 3b – Health and Wellbeing

Any lessening in the quality of data collected and shared by the federal government undermines U.S. economic and social objectives. It causes businesses to keep capital on the sidelines, and it undermines sound public policy outcomes.

Proof points

- 1) The National Center for Health Statistics data on life expectancy rates are the absolute cornerstone of the life and health insurance industries, and contribute to other financial services, such as reverse mortgages, retirement annuities and end-of-life services. The U.S. insurance market exceeds \$1.2 trillion.
- 2) Major international corporations such as Google and Amazon rely on government surveys as vital benchmarks for their own data sets.



Messaging Platform: Federal Statistical Agencies

Key Message 4 – Measuring Progress

Measuring the nation's progress through accurate surveys with broad and deep coverage are essential for Congress and policymakers to assess the performance of government programs in this era of evidence-based decision making.

Proof points

- 1) Nation Center for Health Statistics provides the quantifiable insights needed to improve our nation's health and wellbeing.
- 2) The National Center for Education Statistics uses national surveys to measure the effectiveness of our educational system, which is an important indicator for the United States' global competitiveness and is needed to match educational programs with workforce development needs.
- 3) Measuring and comparing national, state and local-level indicators on educational attainment, health and wellness, and economic drivers provides a competitive benchmark, as well as more effective issue prioritization and budgeting.



Messaging Platform: Federal Statistical Agencies

An Adaptable Agency Specific Model

Measuring the nation's progress through accurate surveys with broad and deep coverage are essential for Congress and policymakers to assess the performance of government programs in this era of evidence-based decision making.

Proof points

- 1) Insert specifics about agency of interest
- 2) Insert specifics about agency of interest



Messaging Platform: Federal Statistical Agencies

Conclusion

For More Information, please contact:

(insert contact info TBD in final version)

