



**Basic Economy Security Tables™ (BEST) Report
Community Forum Summary
June 23 and 27, 2011
Metro United Way**

The following summary is feedback captured from two community forums, where attendees were broken into small groups to discuss and answer the questions below. A spokesperson from each group scribed their respective answers on flipcharts and presented them to the entire group of attendees.

Table Discussions:

1. What is important about the KY BEST Report?

- Focus and talking points for W4W
- Concrete description of economic security vs. poverty / “at risk”
- Disturbing reality of the challenges of hardworking families
- Great tool for counseling and budget planning
- The data is in the public eye again
- Shifts language from “anti-poverty” to “financial security”
- Attracting employers that can provide good wages
- Creates awareness
- True “picture” of stakeholder goals
- Workforce development
- Post-secondary education
- Measurable data
- Realistic, interpretable, thorough comparisons
- Covers county by county
- Breaks down into categories (housing, food, etc.)
- Dispels myth that earning above poverty line is adequate
- Wake up call to economic reality
- Talking points for new Women 4 Women Champions 4 Her members
- Highlights need for future investments
- Shift in language

2. What does it mean for you and your family (or a family you serve or program you fund)?

- Family job loss impact – need for budgeting
- Parenting and guidance
- Policy challenges are bigger than jobs
- There is a starting point to share with stakeholders
- Emphasis on post-secondary education; includes savings and asset development
- Gives families and college students a goal for career/salary to allow for self-sufficiency
- Gives stakeholders data to help advocate for funding
- Motivational tool for young adults
- Shows clients they are not alone with financial issues
- Better insight to help agencies direct people to resources

- New quantitative standard for everyone's future
- Provides realistic goals regarding career planning
- Childcare cost data
- Encourages people to advocate for broader economic access and support for women
- Enables us to focus on how different sectors affect economic opportunities: education, transportation, housing, etc.

3. Who is the first person you will share this information with and who else should know?

- Single moms
- Low income workers
- Students
- Donors and fundraisers for supplemental programs
- Corporations
- Business owners
- KY Economic Development Council
- State Chamber of Commerce
- Media throughout the state
- Policy makers
- Family
- Advocacy groups
- College counselors
- Kentucky Association of Counties (KACO)
- Greater Louisville, Inc.
- Legislators
- Community
- Family
- Staff
- Board
- Educators
- Those directly impacted; those who work with those who are directly impacted

4. What is your biggest concern about this new information?

- That the data sits on the shelf
- What does "pro- active" look like?
- What it requires for children to have financial security
- The types of jobs being attracted
- Breaking the cycle for the future
- Jobs that we are preparing our kids for
- It will be seen as a "women's issue", and it's a community and family issue
- It is a lot to digest and it's dry
- Jobs don't meet need and people don't match jobs
- Does not include education loans
- People may not believe the numbers
- Pay scales of current jobs
- How to address student loans and their impact
- Promotes marriage as a way to achieve self-sufficiency
- Information overload
- Getting people to find data credible and accurate

- Subject of this data is often marginalized
- How to recover from recession and gain momentum
- “Next Degree” does not always apply
- Continued loss of government support
- Lack of sufficient, economically secure jobs
- Getting the data to the right advocates who will act on it
- The Male/Female age gap
- Lack of resources within KY to move families forward; how to fill need gaps
- The information may not be used or paid attention to in government documents

5. What can you do to spread the word about KY BEST Report information?

- Tell business owners and corporations
- Bring the data to meetings, outings, events
- Put it on websites
- Send it to the cabinet of health and family services
- Write to your Congress person
- Network it
- Use it to inform career development programs