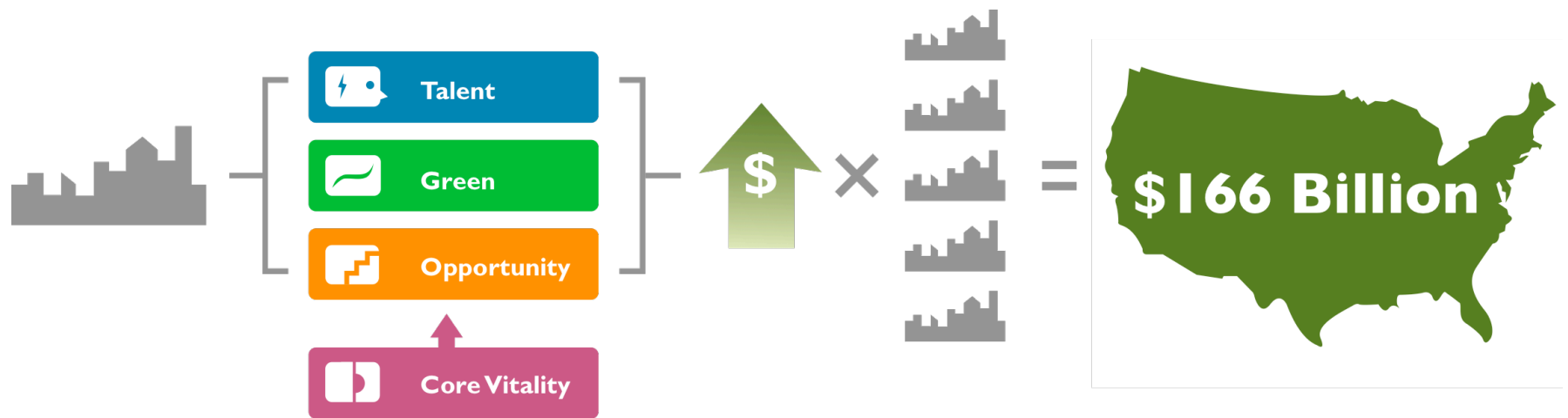


CEOs FOR CITIES

CEOs for Cities is a civic lab of today's urban leaders catalyzing a movement to advance **the next generation of great American Cities.**

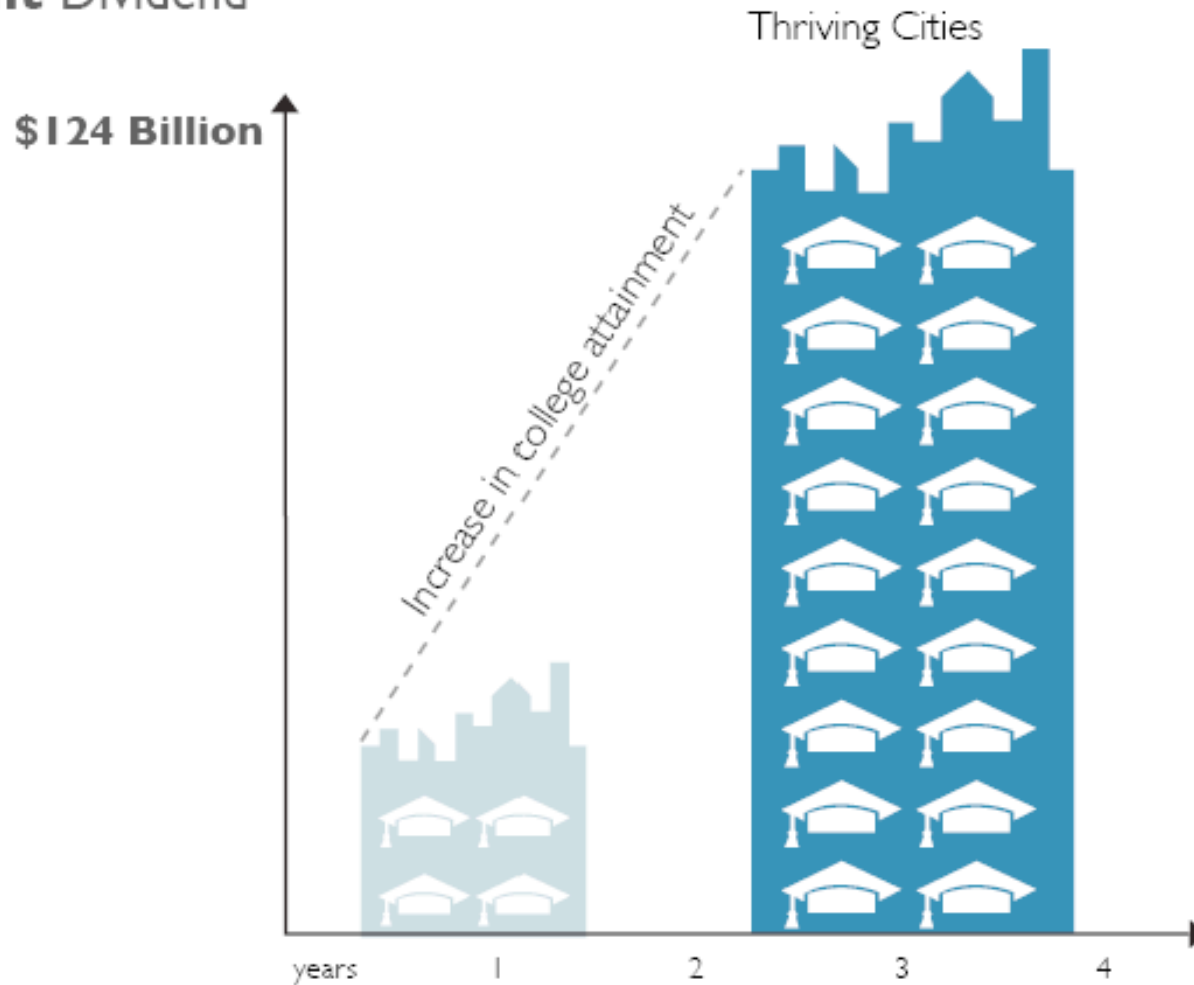
National Gains



Talent

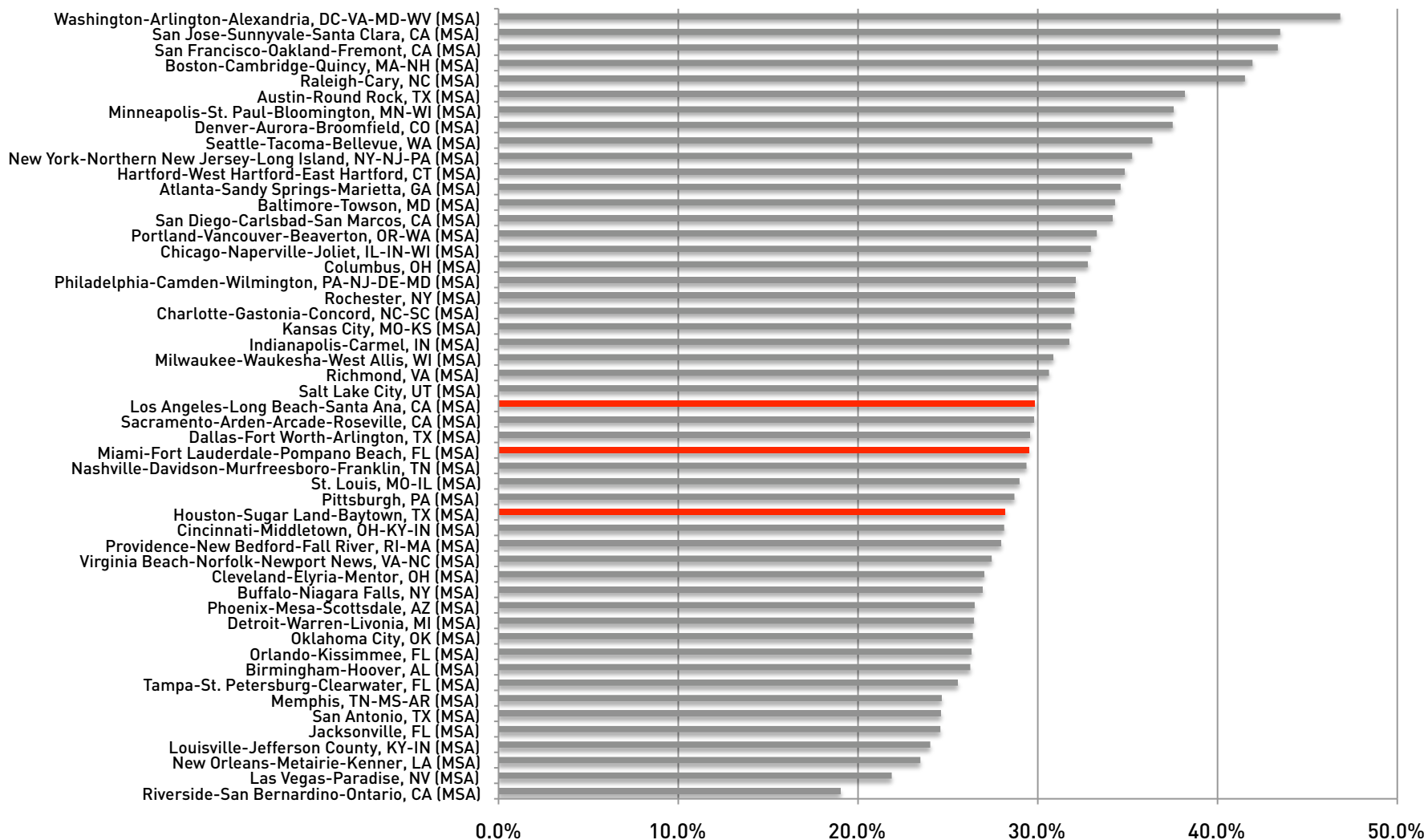


Talent Dividend

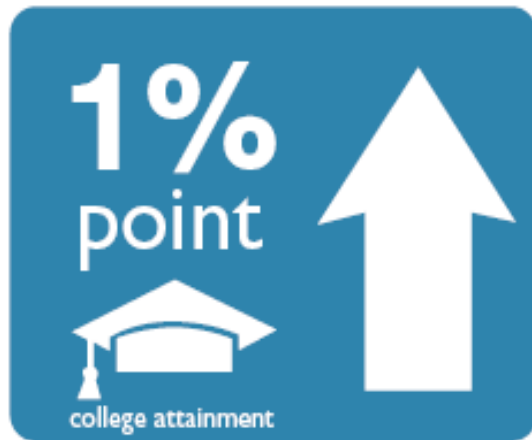


Metro Variation in College Attainment

Source: 2008 ACS



The Talent Dividend



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Talent Dividend Strategies

- On-time high school graduation rate
- College continuation rate
- Adult postsecondary participation rate
- College completion rate
- College graduate retention rate

Moving the needle on any one of these while holding the others constant will lead to increasing postsecondary attainment.

Moving the needle on all five will quickly accelerate cities reaching and surpassing their Talent Dividend goal.

Why Focus on Educational Attainment?

Wages by Education Level	Weekly	Annualized
Less than High School	\$458	\$23,816
High School Only	\$643	\$33,436
Some College/AA	\$743	\$38,636
Four-year Degree	\$1,141	\$59,332

Source: Bureau of Labor Statistics, Second Quarter 2011

Estimating the Gain

1% point increase = \$763 in per capita income

(\$1,900 to \$2,290 per year for average household)

Los Angeles' Talent Dividend

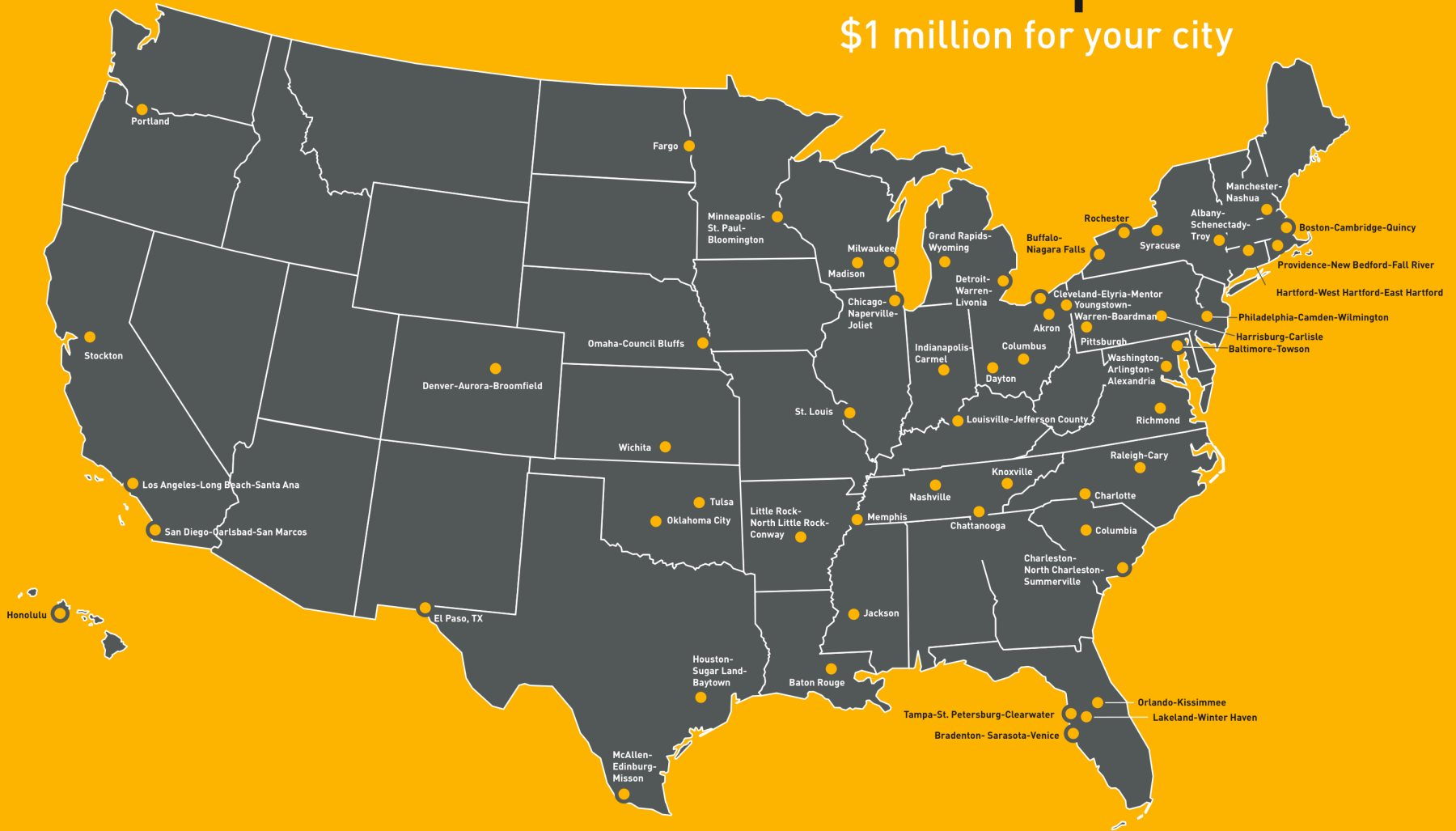
If we increase Los Angeles' college attainment rate:

29.3% → 30.3%
(83,521 additional graduates)

The Talent Dividend = **\$9.8 billion annually**

the talent dividend prize

\$1 million for your city



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