Move Louisville into the Top Tier

The Greater Louisville Project’s most recent Competitive City Report, Move Louisville into the Top Tier, was released in 2009. The report addresses the need to revitalize the area and achieve economic growth through increased competitiveness. The report emphasizes the importance of education, jobs, and quality of place in achieving these goals.

Good to Greater Louisville

The report outlines the economic growth necessary to move Louisville into the top tier among its peer cities. The Greater Louisville Project aims to achieve this by focusing on four major areas:

1. Education: Ensuring that all children have access to quality education from early childhood to postsecondary levels.
2. Jobs: Attracting and retaining high-value, knowledge-based enterprises to foster economic growth.
3. Quality of Place: Preserving the unique sense of place while also enhancing its attractiveness to residents and visitors.
4. Deep Drivers: Addressing the underlying challenges that affect the region’s competitiveness and long-term success.

Data and Indicators

Data drawn from many sources, including U.S. Census Bureau and American Community Survey, shows that about a third of the children born in a typical year will not graduate from high school. This highlights the importance of education and the need for increased investment in early childhood education.

The summation of data drawn from many sources, including Jefferson County Public Schools and the University of Louisville, shows that about a third of the 10,000 children born in a typical year will not graduate from high school. Another third will pursue a postsecondary degree or credential but not graduate, and another third will pursue a postsecondary degree and graduate. This underscores the importance of meeting the fundamental goals that will ensure the region’s prosperity.

The report also emphasizes the importance of creating a competitive economic environment that attracts and retains high-quality businesses, ensuring balanced growth, and fostering innovation and entrepreneurship.

For more information, visit www.greaterlouisvilleproject.org/educationpipeline.
Move Louisville into the Top Tier

This, the third biennial Competitive City Report prepared by The Greater Louisville Project, arrives at a time of worldwide economic crisis. The rapid pace and momentous scale of the economic downturn may already have overtaken some of the data presented in this report and rendered certain indicators less meaningful for this year.

But the larger profile of where our community stood on the eve of the crisis remains pertinent, and the economic crisis underscores the importance of meeting the fundamental challenges that confronted our community, and others like it across America, before it began: the vulnerability of traditional industries and jobs, the global nature of the forces reshaping the economy, the urgency of raising skills and attracting talent, developing capacity for innovation, and generating high-value economic activity.

Meeting those challenges requires reaffirming the commitment to move forward on the “Deep Drivers” of transformative change: raising education attainment to develop a more highly skilled workforce; growing 21st Century industry and jobs; and ensuring the urban vitality critical to attracting talent and nurturing high-value, knowledge-based enterprise.

The global economic crisis raises the stakes on the urgency of change. Cities and regions that do not succeed in making talent, innovation, and quality of place hallmarks of their identity stand to lose out as the economic tide shifts. In a time of diminished public and private resources, accomplishing that transformation will require even greater resourcefulness—the ability to craft unprecedented cooperative partnerships, public-private ventures, and boundary-crossing initiatives on a regional basis.

On the most important of those big community goals – raising education attainment – Louisville’s progress is not translating into substantial gains. Data from the 2006 and 2007 American Community Surveys indicated that the gap between cities like Louisville and its more highly educated peers is widening, not narrowing.

Louisville’s toehold in the New Economy – the quest to grow more professional and technical jobs – held up at least through the initial months of the economic recession, although losses have been rapid and steep in several sectors.

In this report, an expanded array of measures captures multiple dimensions of Quality of Place as the third Deep Driver, while holding onto the value that ensuring balanced growth across the region is the key to urban vitality and the cornerstone for preserving the sense of place that distinguishes Louisville and its region.
The Urban Studies Institute at the University of Louisville
* Infant Mortality defined as deaths under age 1 per 1,000 live births.

Some other dimensions of... indicators sketch a profile of environmental and infrastructure intensity of urban life with the networks.

The high-value, innovation economy... residents – may impede the attraction of the desired by the most highly educated people, resources, and amenities.
While traditionally low levels of education attainment have steadily improved, the end of this decade marks a moment to measure the progress relative to each other. Louisville stands out for the strong growth in its young adult college education levels over this decade. The region’s postsecondary institutions, including the University of Louisville, are dedicated to growing the pool of college-educated young adults. The region has increased 136% since 2000, a trend that is expected to continue. The region stands the best chance to grow those 21st Century jobs, however, if more highly skilled “talent force” needed to drive the high-value, innovation economy can be found in Louisville. The high-value, innovation economy is defined as an economy driven by research and development, and institutional support has increased more rapidly in Louisville over this decade.

Defining Vitality

- Infant Mortality defined as deaths under age 1 per 1,000 live births.
- Air Quality Index*: Number of Days with an Index Above 50.
- Percent of adults reporting body mass index greater than or equal to 30.
- University of Louisville R&D Appropriations from 1990 to 2003 (in millions)
- University of Louisville R&D Appropriations from 2000-2008 (in millions)
- Peer City Comparisons, Percentage of Louisville Residents with Professional & Technical Degrees, 2000 & 2007
- Peer City Comparisons, Average Full-Time and Part-Time Annual Wages, 2007
- Peer City Comparisons, Number of Days with Ozone Violations, 2000-2007
- Percent of Adults Reporting Over-Driving
- Percent of Adults Reporting Body Mass Index Greater Than or Equal to 30
- Peer City Comparison: Obesity among Adults, 2000 & 2007
Holding onto the Future

Despite growing consensus and commitment to double the number of college degrees awarded by almost the top-tier based on the percentage of people with some college or higher, but the actual number has fallen or higher, but the actual number has fallen.

Some college or associate degree attainment, in the latest Census Day, has remained below the current federal level. Further, while the transcription of college-educated young adults is Louisville entering around 2000, it is not going up on a nationally educated scale, where that rate rose by almost 8% and approached 50%.

The Jefferson County Public Schools are understanding that their need restructures to new education achievement in elementary and secondary schools, and putting a public commitment to increase the high school graduation rate. The district has maintained at least 7% for the last ten years.

The region’s postsecondary institutions, affected by the majority of their college graduates, have increased the number of associate’s degrees granted or higher, and part-time salaries for Jefferson County Education attainment in the latest Census.

More community indicators sketch a profile of unexpected strengths.

Defining Vitality

The High curve, innovation economy. Louisville hopes to sustain this trend in a cluster of big-time cities the core is the ecosystem of people, resources, and ventures dedicated to attracting expanded and creative workers.

Protecting the distinctive sense of place that distinguishes Louisville as a strong hub of a growing region is key. Having a unique community of individuals committed to that agenda. It is more than just a name on a map, it is the culture and community that makes the region unique.

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More on the Web Site

www.GreaterLouisvilleProject.org

The Greater Louisville Project’s Web site now offers more information and opportunities to connect.

The Competitive City Action Network
Join the network of institutions and initiatives focused on lifting Louisville into the top tier of American cities in Education Attainment, 21st Century Jobs, and Quality of Place.

Data and Indicators
Find explanations of the data and indicators measuring social and economic standing across a wide range of topics for Louisville Metro and its 13-County Metropolitan Statistical Area.

Get Involved
Get informed.
Spread the word.
Support and build the Action Network.
Learn more at www.greaterlouisvilleproject.org

Join In
Sign up to receive updates on developments and news related to Louisville’s civic agenda for change. Follow our blog for more information and the opportunity to enter into the dialogue about Louisville’s goals and future.

Greater Louisville Project
ADVANCING A COMPETITIVE CITY
Good to Greater Louisville

To position itself for prosperity when economic growth resumes, Louisville must accelerate the sense of urgency and commitment driving higher education attainment – the single most important community goal that underlies all efforts to grow 21st Century jobs and ensure Louisville’s economic competitiveness and quality of place.

A community tool created last year by The Greater Louisville Project provided a snapshot in time of the Education Pipeline in Jefferson County from birth through college. Based on data drawn from many sources, it showed that about a third of the 10,000 children born in a typical year will not don graduation robes 18 years later. Another third will pursue a postsecondary degree or credential but not graduate, and at the end of the Pipeline, approximately 25% – or one in four – will earn a postsecondary degree or credential.

The community-wide push to ensure that “Every1Reads” proved it is possible to move the needle on well-defined community goals. As the end of the decade approaches, no aspiration is more important for Louisville’s future than to raise education attainment.

For more information go to:
www.greaterlouisvilleproject.org
502.693.8585

The Greater Louisville Project is a non-partisan civic initiative organized by The Community Foundation of Louisville and supported by a consortium of philanthropic foundations that includes The James Graham Brown Foundation, Brown-Forman, The C. E. & S. Foundation, The Annie E. Casey Foundation, JPMorgan Chase Foundation, Gheens Foundation, and The Humana Foundation. Its mission is to act as a catalyst for civic action, providing research, data analysis and civic dialogue to engage the community in a shared agenda for long-term progress.

This report was prepared by the staff of The Greater Louisville Project: Carolyn Gatz, director, and Elisabeth Alkire, with data and analysis provided by Michael Price and Thomas Sawyer of the University of Louisville Urban Studies Institute. It was designed by Darkhorse Creative. Assistance with data provided by Don Corson of the Jefferson County Public Schools, David Curd from the Kentucky Department of Education, Heidi Hiemstra of the Kentucky Council on Postsecondary Education, Robert Goldstein from the University of Louisville, Ronda Britt with the National Science Foundation, and the Human Capital Scorecard commissioned by KentuckianaWorks from Paul Coomes of the University of Louisville. Unless otherwise noted, data drawn from U.S. Census Bureau and American Community Surveys. Analysis by The Urban Studies Institute, University of Louisville.