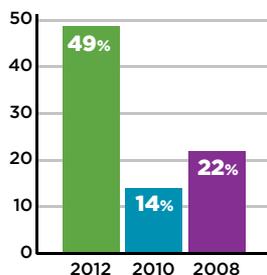


The Problem: The facts are simple. Not enough students graduate from high school. Those who do are unprepared for college and the workforce. Students aren't gaining the critical thinking, communications, and problem-solving skills they need to succeed in the real world.

Percent of businesses who can't find the right talent



Source: Manpower Group, 2012, Talent Shortage Survey

The Solution:

States have recently taken an unprecedented step forward to address these challenges. Nearly every state is building a better and stronger academic foundation to prepare all students for college, careers, and life.

More than 45 states have adopted common standards that spell out the knowledge and skills students need to be successful in life. These new college- and career-ready (CCR) standards raise expectations for all students and provide the academic foundation on which successful STEM, career technical education, and student-support programs should be built. They also bring consistency to our education system and replace 50 different sets of state standards.

These challenges impact U.S. businesses' ability to find qualified talent in an increasingly competitive global economy. Without a strong education system in place, the U.S. will struggle to innovate and out-compete our international peers.

13.0m

Approximate number of people unemployed in the U.S.



3.4m

Approximate jobs unfilled in the U.S.



The Call to Action

The move to CCR standards was a huge step forward. Now the hard work of implementation begins. Lending a business voice to support these efforts — internally in a company or externally with other stakeholders — is critical to ushering in an America that is truly college- and career-ready.

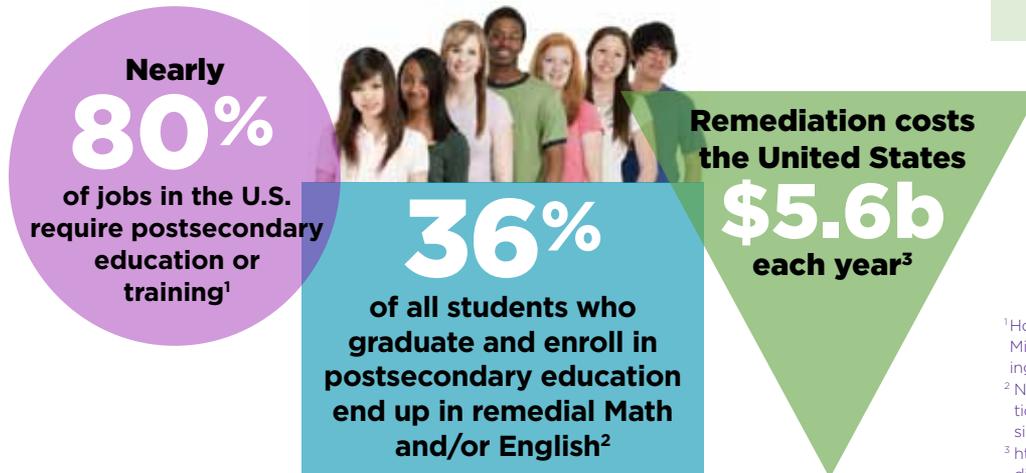
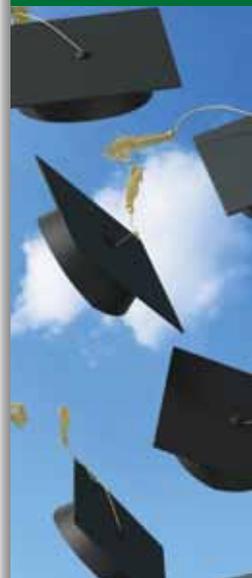
Why College- and Career-Ready Standards?

We can't successfully prepare students for college and careers unless we set the right expectations and goals. Standards provide the necessary foundation upon which the rest of the system can be built.

College- and career-ready standards are simply common sense; they offer opportunities for states to share best practices and ensure all students — in any state and any district — gain the knowledge and skills they need for success. CCR standards allow businesses and employees to move into communities and maintain confidence with the school systems.

Ways the Business Community Can Lend their Voice to Support a College- and Career Ready America:

- Leverage corporate leadership
- Engage the business community
- Engage employees
- Engage the media
- Engage policymakers
- Engage the education community
- Align education strategies



¹ Holzer, Harry & Robert I. Lerman (2009). The Future of Middle-Skill Jobs. Brookings Institution. http://www.brookings.edu/papers/2009/02_middle_skill_jobs_holzer.aspx

² National Center for Education Statistics (2012). The Condition of Education 2012. <http://nces.ed.gov/pubsearch/pubinfo.asp?pubid=2012045>

³ <http://www.all4ed.org/files/SavingNowSavingLaterRemediation.pdf>