



UPWARD MOBILITY INITIATIVE



TOOLKIT FOR INCREASING UPWARD MOBILITY IN YOUR COMMUNITY

Selecting Headline Indicators That Communicate Your Priorities and Impact

This worksheet is part of the Upward Mobility Initiative's [Toolkit for Increasing Upward Mobility in Your Community](#). Use it to aid in your selection of headline indicators that can serve as focal points for your work and help you communicate your coalition's priorities and impact.

Evaluate each of your candidate measures along the four factors of communication power, proxy power, data power, and equity on a scale of High – Medium – Low. You may wish to ask each team member to complete their ranking separately and then review as a group. Prioritize indicators that most align with as many factors as possible.

- **Communication power:** Does the indicator communicate to a broad range of audiences? Could you stand in a public square and explain this indicator to your neighbors?
- **Proxy power:** Does the indicator say something of central importance about one of your coalition's desired outcomes? Can this measure stand as a proxy for a statement of well-being?
- **Data power:** Are high-quality and timely data available for this indicator?
- **Equity:** Does this indicator account for disparities or inequities in outcomes across different demographic groups or neighborhoods?

Potential headline indicators	Desired long-term outcome from your logic model (for example, <i>greater health and well-being for all residents</i>)			
	Factors to Consider			
	Communication power	Proxy power	Data power	Equity