



MEASURE OF AMERICA

of the Social Science Research Council

Measure of America provides easy-to-use yet methodologically sound tools for understanding well-being and opportunity in America and stimulates fact-based dialogue about issues we all care about: health, education, and living standards.

Through hard copy and online reports, interactive “apps,” and custom-built dashboards, Measure of America breathes life into numbers, using data to identify areas of need, pinpoint levers for change, and track progress over time.

Policy-makers, businesses, philanthropists, and nonprofit boards increasingly want an answer to this question: are our efforts translating into social, economic, or environmental impacts on the ground? Several tools for measuring impact exist, but they tend to focus heavily on inputs (such as the number of loans approved or philanthropic dollars delivered) and direct, short-term results. Measure of America moves beyond inputs to identify indicators of community-level change and works with organizations to design performance metrics, monitor progress, and present the results.

PUBLICATIONS



Measure of America’s reports provide authoritative data-based analyses on well-being and access to opportunity at the national, state, and local levels.

Reports are frequently cited by journalists and researchers. Organizations such as Catholic Charities USA and United Way use MOA’s work to evaluate programs, implement policy changes, and more.

INTERACTIVE TOOLS



Measure of America develops innovative and engaging online tools to explore the latest data. They are excellent for classroom use.

In *Mapping the Measure of America*, users can play with over 100 indicators. They can calculate their personal well-being score on the *Well-O-Meter* and delve into the impact of education on communities with *The Common Good Forecaster*.

SERVICES



Need help with data? MOA’s custom services help clients better understand their constituents, measure social impact, and present data in an engaging manner.

We can help you identify the right indicators; analyze, visualize, and communicate data; and write about your findings. Our clients include government, nonprofit, service delivery, and philanthropic organizations.

To obtain copies of reports and use an array of interactive maps and tools, please visit:

www.measureofamerica.org