“If we plant seeds now and let them grow over time, then we can improve complex systems like the way we educate our children.”

Mark Zuckerberg
CEO and Co-Founder, Facebook
2017-18 Emerging Issue:

Dear Partners of IEI,

This summer, the Institute for Emerging Issues toured North Carolina, bringing together thoughtful leaders and learners to explore responsive workforce development strategies in a state where some 1.2 million jobs may disappear in the face of technological change.

One universal concern rose to the surface:

Will the future be as bright for our children as it was for us?

Business leaders, in particular, expressed concern regarding our state’s ability to field a competitive workforce, given an economy and population demographics that are changing with ever-increasing speed.

Preparing our youth today for the skills they will need tomorrow is crucial to their securing jobs that will allow them to live the life they desire. But when exactly should we begin preparing our kids? There is growing evidence that early childhood is a crucial moment to create a foundation for good health and well-being, and for achieving greater success socially, academically, and in the workforce, but:

- What are the impacts for the wider community?
- How strong is the link between investments in early childhood and a broader set of economic outcomes?
- What’s the opportunity cost if we do not make these investments?
- How important is a commitment to early childhood to North Carolina’s economy?

The Institute for Emerging Issues’ 2017-18 program of work will examine the connections between early childhood investments, North Carolina’s economy, and the development of a well-trained workforce. Understanding these relationships will set the stage for targeted investments that will help position North Carolina at the forefront of the nation. We must craft a vision for economic prosperity and workforce preparedness – one that begins with ensuring success for our kids.

Please join us in this vital mission. To those of you who have supported our work in the past, we thank you for your continued commitment to helping us examine emerging issues critical to North Carolina’s future. For those sponsoring for the first time, we encourage you to take a look at the caliber and leadership of the group you plan to join, and at the critical importance of the work they have supported.

This Sponsorship Guide describes a unique, two-year focus on the economics of early childhood investment, kicking off 2017 with a special Focus Forum in the Hunt Library on NC State University’s Centennial Campus, and culminating in the 2018 Emerging Issues Forum at the Raleigh Convention Center. The Guide also outlines features and benefits of sponsorship support.

To explore these opportunities further, and to confirm your commitment to helping North Carolina secure a prosperous future, please contact IEI's Interim Director of Development, Dr. Tracy Appling, at 919-515-3540, or tracy_appling@ncsu.edu.

John F.A.V. Cecil
Chair, National Advisory Board
President, Biltmore Farms, Inc.
Early childhood is increasingly identified as the most important intervention stage for determining the future potential of children in our society. Developmental outcomes diverge within groups of children even before their first birthdays. Those who fall behind early too often stay that way, entering kindergarten behind their peers and then struggling to catch up through successive grades.

We know reading proficiency in third grade is a predictor of high school graduation, as well as college enrollment and completion. Yet, in North Carolina, only 38 percent of fourth-graders met proficiency standards on the National Assessment of Educational Progress reading test in 2015. Students not reading proficiently by the end of third grade are four times more likely to drop out of high school. Nationally, each high school dropout is estimated to cost his or her community $260,000 in lost earnings, tax revenues and productivity.

Educational achievement gaps today mean economic productivity gaps tomorrow. In a state where 65 percent of all jobs by 2020 will require postsecondary education and training, we have our work cut out for us. This challenge begins with addressing early childhood development and ensuring that kids have what they need to be successful during the first years of life.
2017-18 Emerging Issue: kidonomics

This is a workforce issue, an economic development issue, and a finance issue. For that reason, we’ve adopted “kidonomics” as the brand for our 2017-18 program of work. If we are to be successful in addressing this challenge, and in creating a world-class workforce for the future, it will require some out-of-the-box thinking. In the groundbreaking 2005 book, Freakonomics, economist Steven Levitt and journalist Stephen Dubner challenged the world to rethink how we look at the world, and to upend conventional wisdom. We want to challenge North Carolina to do just that – rethink how we approach early childhood development, with a particular focus on the economics of the issue.

Over a two-year time frame, we will bring together stakeholders working in early childhood development, economic development, K-12 education, workforce development, faith-based communities, and others to foster a new conversation. The goal is to spark a collaborative movement in North Carolina to not only re-imagine early childhood development, but also to guide our state toward an early childhood and educational system that positions our children, communities and economy for long-term success.
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<td>10 complimentary 2017/2018 Forum tickets</td>
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<td>Bronze star sponsor designation in 2018 outbound Forum marketing materials</td>
<td>Supporter star sponsor designation in printed Forum materials</td>
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<td>8 representatives will be included in “Invite Only” events</td>
<td>4 representatives will be invited to participate on stage at the 2017/2018 Forums</td>
<td>Fourth-page print ad in 2018 Forum program</td>
<td>Silver star sponsor designation in 2018 outbound Forum marketing materials</td>
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2017-18 Emerging Issue:
kidonomics

Reserving sponsorship:

To reserve a sponsorship, please contact Dr. Tracy Appling, IEI’s Interim Director of Development

BY PHONE: (919) 515-3540, BY EMAIL: tracy_appling@ncsu.edu, or
BY MAIL: Institute for Emerging Issues / Centennial Campus Box 7406 / Raleigh, NC 27695-7406

Contact Information:

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Please select one of the following opportunities:

- **Platinum Star Sponsor**
  - $100,000 and above
  - 10 Forum Tickets
  - 8 seats to “Invite Only” events

- **Gold Star Sponsor**
  - $50,000 - $99,999.99
  - 6 Forum Tickets
  - 4 seats to “Invite Only” events

- **Silver Star Sponsor**
  - $25,000 - $49,999.99
  - 4 Forum Tickets
  - 2 seats to “Invite Only” events

- **Bronze Star Sponsor**
  - $10,000 - $24,999.99
  - 2 Forum Tickets

- **Supporter Star Sponsor**
  - $5,000 - $9,999.99
  - Logo on Forum websites

Payment:

Check # (PO#)

Please R.S.V.P. for sponsorships by December 2nd, 2016
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