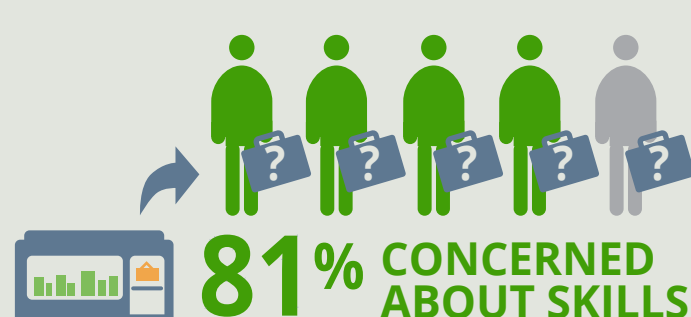


SMALL BUSINESSES NEED HIGH ACADEMIC STANDARDS

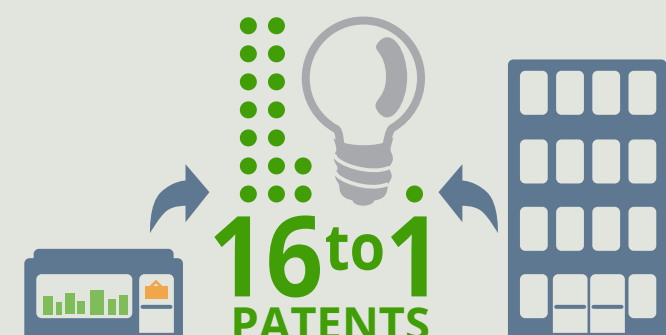
Small businesses are **DISPROPORTIONATELY IMPACTED** by the lack of a skilled workforce. Without the resources of larger companies, small businesses depend on employees who are **CREATORS, INNOVATORS, AND PROBLEM SOLVERS**.



60% of small businesses say it takes **A MONTH OR MORE TO FILL OPEN POSITIONS**, resulting in lost productivity and revenue.



81% of small businesses report concerns about the **SHORTAGE OF REQUIRED SKILLS** available in the labor pool.



Small businesses **OUTPACE LARGER FIRMS IN PATENTS** per employee by 16 to 1.

WHY WE NEED HIGH STANDARDS:

With today's mobile workforce, employers need to be sure a high school diploma from Alaska means the same thing as one from Alabama.



When students graduate without basic skills such as **MANAGING MONEY** or **WRITING CLEARLY**, they and their employers suffer.



CURRENTLY NEED TO TAKE REMEDIAL COURSES

HOW COMMON CORE BRIDGES THE GAP:



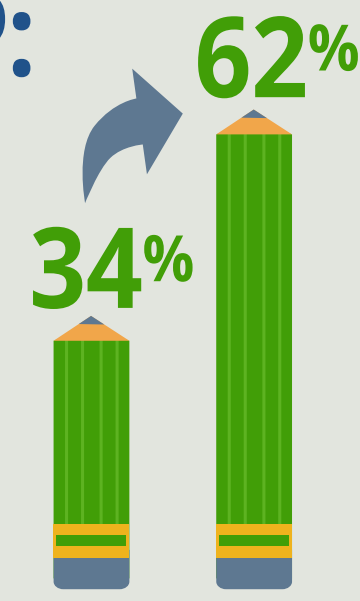
Common Core are state-led K-12 academic guidelines that set **CONSISTENT, HIGH GOALS** for students in math and English language arts.



Common Core asks students to master the skills that colleges and employers deem most essential for **SUCCESS AFTER GRADUATION**.



New, better assessments aligned to Common Core help to **MEASURE PROGRESS** and provide actionable information to help students.



Common Core is **ALREADY WORKING FOR STUDENTS AND FUTURE EMPLOYERS**. In Kentucky, the percentage of high school graduates ready for college and careers increased from 34% to 62% in four years.

HOW YOU CAN SUPPORT COMMON CORE:

VISIT BusinessForCore.org to learn more about the standards and assessments in your state and to see why business leaders and teachers support them.

WRITE to or talk with your local legislators to tell them why you support Common Core for students in your community.

SHOW your support by signing up for updates at BusinessForCore.org

SHARE what you've learned with other members of your local chamber of commerce.

WORK with public schools in your district to provide real-world learning opportunities that will help students gain the skills to succeed in college and careers.