

TMACOG Economic Development Training

IT'S NOT ABOUT JOBS

It Is Time For Us To Focus On The Right Goal

It's **NOT** About Jobs.

It's About Enabling
Residents To Better
Achieve The
American Dream.



American Dream



WILLIAMS COLLEGE OF BUSINESS

Subscriber Login

THE AMERICAN DREAM Composite Index™

The ADCI | Methodology | FAQs | Contact Us

Welcome to the ADCI

What is the value of the American Dream?



DOWNLOAD THE REPORT ▼



ABOUT THE ADCI

The American Dream Composite Index™ (ADCI) is a unique and robust measure of American sentiment that values the American Dream on a monthly basis. The notion of the American Dream encompasses our behaviors, attitudes and satisfaction with economic conditions, personal well-being, societal and political institutions, cultural diversity, and the physical environment. The ADCI reveals what people living in the United States do, strive for, work for, wish for, and ultimately, hope for as they assume multiple roles, including but not limited to, consumers, parents, children, students, employees, employers, parishioners, voters, etc.

To learn more about the ADCI, click the links below to track the five sub-indices.

- [American Dream Economic Index](#)
- [American Dream Well-Being Index](#)
- [American Dream Societal Index](#)
- [American Dream Diversity Index](#)
- [American Dream Environmental Index](#)

Eye-Opening Results

The ADCI is 64.63 percent of the way to achieving the American Dream with 35.47 percent room to grow.

ADCI Release Schedule

Private Subscriber Release occurs mid-month with the Public Release following 10 days later.

"The American Dream is that dream of a land in which life should be better and richer and fuller for everyone, with opportunity for each according to ability or achievement."

- James Truslow Adams

Collaboration is Mandatory



The Three Moments of Truth

Moment 1

Winning the
opportunity
to compete

Moment 2

Winning the
competition

Moment 3

Winning the
reinvestment

What is a Brand?

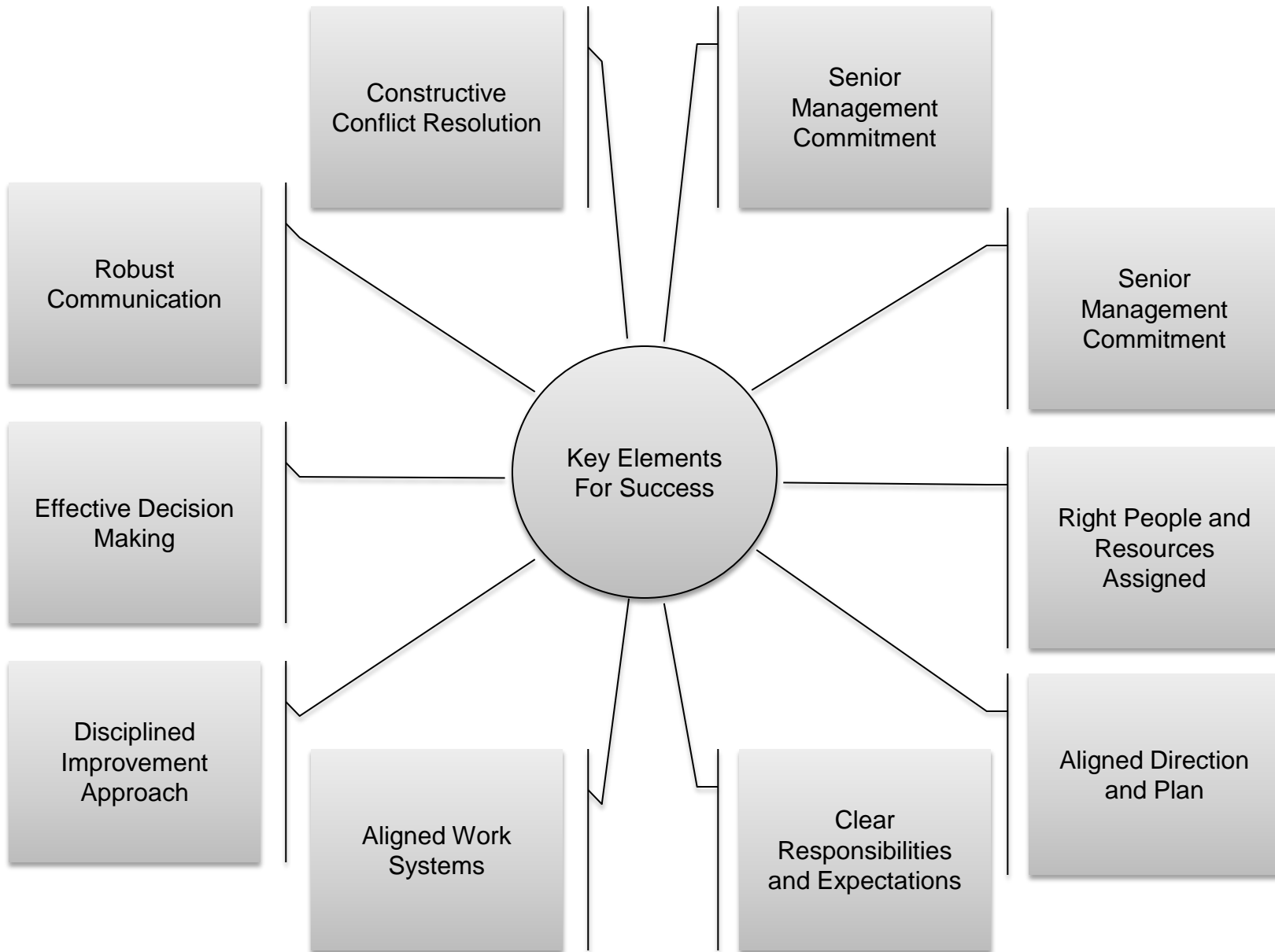
A Promise

It sets an expectation of what will be experienced if a business were to locate, stay or expand in your community.

What is Branding?

Proactively working across a complex delivery system to ensure that promise is realized each and every time.

Includes long-term strategic planning for community development that closes the gap between image and desired identity.



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IF NOT YOU, THEN WHO?



Q&A

