

**18TH ANNUAL INDICATORS EVENT**  
**MAY 3, 2023**  
**8:30 -10:30AM THE WOODLANDS INN**  
**1:00—2:30 PM VIRTUAL**

# The Institute

*Turning Information into Insight*

*The Institute is a partnership among Geisinger Commonwealth School of Medicine, Johnson College, Keystone College, King's College, Lackawanna College, Luzerne County Community College, Marywood University, Misericordia University, Penn State Scranton, Penn State Wilkes-Barre, The Wright Center for Graduate Medical Education, University of Scranton, Wilkes University, and the business community*

## **What are our region's most important challenges and how can we address them?**

*Join fellow community and business leaders and influencers at the Indicators event for a report on the economic, demographic, and quality of life trends critical to the future of our region. Be part of the conversation as Institute research helps drive discussion and inform decisions. Discover how community, business, government, and non-profit leaders are using data to spark initiatives that are improving the economy, businesses, and quality of life in our region.*

The Indicators Initiative includes the annual Indicators Report, the Indicators event, convening and facilitation of eight subject matter focused volunteer task forces producing research on an annual basis, quarterly economy and policy trackers, and our internship and college polling programs.

The report benchmarks the region on 120 metrics trended over time and has been presented to the community in the annual forum each May since 2006. This project's purpose includes building consensus by regional leadership on which indicators are considered high priority and capturing new measures to ensure future success. The true goal of indicators is to provide balanced, reliable measurements of the driving forces that contribute to sustainable community vitality. This report accomplishes this goal by providing a clear picture of the region's economic, social, and environmental health. Another way to look at the usefulness of this report is as a gauge to tell the region where it is making good progress, or conversely, as a warning light in areas where additional attention may be warranted. Indicators should identify and highlight new and ongoing trends that may impact the region's future . . . an early warning system. This allows the region to actively intervene in natural market forces with new initiatives or policies to direct or redirect the counties' future. We aim to improve the quality of life for all residents in the region - especially the underserved. Much of our research focuses on identifying gaps in healthcare, business growth and development, workforce, education, housing, transportation, and public safety. the task force to deploy the research to the stakeholders that will benefit from the information, as well as the leaders who can produce policy or other solutions to solve the challenges.

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- 1 ticket to event\*

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- 1/2 page ad in program
- Recognition in newsletter to over 1,000 community leaders
- Recognition in all event materials including slide deck
- Website and social media recognition
- 2 tickets to event\*

*Task Force Reports—Education & Workforce; Energy; Jobs, Economy & Economic Development; Housing; Planning, Land Use, Transportation & Infrastructure; Health & Health Care; and Regional Competitiveness*

For more information, contact Teri Ooms at ooms@institutepea.org or 570-408-4950. ACH payments available or checks payable to The Institute , 85 S Main St, W-B, PA 18701

*Yes, I believe in the mission of The Institute and will support the Indicators Event.*

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