

Program and Policy Advisory Committees

Considerations for Selection of Key Indicators

1. Does the indicator say something of **central importance** about the goal?
2. Does the indicator communicate to a **broad range of audiences**? Is it **easily understood**?
3. Don't be limited by whether this is a goal or indicator that is **beyond First Things First purview**.
4. Do the indicators reflect and support the **decisions of the FTF Taskforce**, as well as the **advisory group's** recommended **policy direction and goals**?
5. **Are baseline data** for each recommended indicator likely to be **available** by early calendar year 2012 for development of benchmarks?
6. How **recently has baseline data for each recommended indicator been collected**? Is it recent enough that the information is useful for planning (5 years old maximum in most cases)?
7. How **often will data for each recommended indicator be available** during the next 5-10 years?
8. Is data for each recommended indicator available for **geographic sub-regions of Arizona**? Is it available in **Arizona statewide or in select Arizona counties only**? (Data at the zip code or census tract level is optimal, county level is good, other sub-statewide areas such as Regional Behavioral Health Authority area can also be used if it is the best data available.)
9. In situations where there is no data currently available to reflect the indicator and/or data is not available at a lower than statewide level, the advisory group may consider recommending to the First Things First Program Committee that **new data collection** be undertaken by First Things First or in collaboration with other parties.
 - Is the selected indicator the best or only way to measure the goal even if no data are available?