

THE GREATER *good* CAMPAIGN

Investment of tax dollars in our six state universities has the greatest public return possible. For example, each dollar invested in the University of Washington generates \$1.48 in new tax revenue and \$22 in new economic activity. Yet investment in higher-education funding, in real dollars, is lower now than 20 years ago. At the same time, the state budget has grown more than 250%.

For 60 years, the foundation for the state of Washington's job creation, economic vitality and quality of life has been our public higher-education system. Unfortunately, the state's deep disinvestment in our universities is permanently undermining our state economy and killing job creation.

Faced with the "new reality" of our local, national and world economies, we are at a critical crossroads. We must reform and re-prioritize how we spend limited and shrinking tax revenue so that we can have hope that our future will include a vibrant economy with significant job creation. Or we can continue on the current destructive path of disinvestment in the foundation of future prosperity — our higher-education system.

To reverse this dangerous trend, The Seattle Times and five civic-minded organizations are launching a year-long public service effort — the Greater *good* Campaign.

Throughout the next 12 months, in the pages of The Seattle Times and on seattletimes.com, the campaign will highlight facts illustrating how higher education serves the greater good and why each dollar spent on higher education is the state's best long-term investment in jobs and quality of life.

We believe you will find this campaign interesting and useful. We hope it spurs you to action. Our future depends on a loud and persistent public voice to ensure the state's priority is investment in the things that will give us the greatest public benefit and the best chance to be one of the handful of "winners" in the new national and global reality.

Together we can turn things around — for the greater good.



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