

THE GREATER *good* CAMPAIGN

Investment of tax dollars in our six state universities offers 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 — in real dollars — is lower now than it was 20 years ago. At the same time, the state budget has grown by more than 250%.

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

Faced with the "new reality" of our local, national and world economies, our state is at a critical crossroads. We must reform and reprioritize how limited and shrinking tax revenue is spent so that our future will include a vibrant economy with significant job creation. Continuing on the current destructive path of disinvestment in the foundation of future prosperity — our higher-education system — puts our students and our state's economy at a competitive disadvantage.

To reverse this dangerous trend, a year ago The Seattle Times and six civic-minded organizations launched the Greater good Campaign. Because there is still much work to do, this important public-service effort is being relaunched and refreshed. 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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