

COMMUNITY COMMUNICATION

DATA SOURCES

TO SUPPORT COMMUNICATIONS



--- CONTENTS

INTRODUCTION

Public education advocates often need credible statistics to help explain the value of public schools, connect local schools to community priorities, and communicate with families, taxpayers, business leaders, and elected officials. The sources in this document can help districts and communities locate useful data related to education, workforce readiness, local economic development, community change, and school-community partnerships.



01 STUDENT ACHIEVEMENT, GRADUATION, AND READINESS DATA

Ohio School Report Cards

Use this source for: district and school performance data, graduation rates, achievement, early literacy, gap closing, and college, career, workforce, and military readiness.

Where to look:

[Ohio School Report Cards](#)

[Ohio School Report Card Data Downloads](#)

Helpful data points include:

- Graduation rates
- College, Career, Workforce, and Military Readiness indicators
- Industry-recognized credential data
- Advanced coursework and college credit participation
- Career and postsecondary readiness indicators
- Longitudinal district or building trends

How school leaders might use this:

Use report card data to show how the district prepares students for life after high school, including college, careers, military service, apprenticeships, and credential pathways.

02 CAREER-TECHNICAL EDUCATION AND WORKFORCE READINESS

Ohio Department of Education and Workforce: Career-Technical Education

Use this source for: career-tech programming, CTE pathways, industry-recognized credentials, and workforce-aligned education.

Where to look:

[Ohio Career-Technical Education](#)

[Industry-Recognized Credentials](#)

[Industry-Recognized Credentials by Career Field](#)

Helpful data points include:

- Number or percentage of students earning industry-recognized credentials
- Credential pathways connected to healthcare, IT, manufacturing, construction, logistics, education, and other fields
- Student participation in CTE pathways
- Work-based learning participation, if reported locally
- Alignment between school programs and regional workforce needs

How school leaders might use this:

Use CTE and credential data to show that public schools are helping build local talent pipelines and prepare students for high-demand careers.

03 LABOR MARKET AND WORKFORCE DEMAND

Ohio Labor Market Information

Use this source for: county and regional employment data, unemployment, wages, occupations, labor force participation, and industry trends.

Where to look:

[Ohio Labor Market Information](#)

[Ohio LMI Data Search Tool](#)

[Ohio County Economic Profiles](#)

[Employment Projections](#)

Helpful data points include:

- County unemployment rates
- Labor force participation
- Regional wage trends
- High-demand occupations
- Industry employment trends
- Projected job growth
- Local workforce shortages

How school leaders might use this:

Use labor market data to connect district programming to local employer needs. This can be especially helpful when discussing CTE, internships, apprenticeships, “grow your own” programs, and school-business partnerships.

04 LOCAL AND STATEWIDE WORKFORCE PRIORITIES

Governor’s Office of Workforce Transformation

Use this source for: statewide workforce priorities, in-demand jobs, training initiatives, credentialing efforts, and Ohio’s broader workforce strategy.

Where to look:

Business Advisory Councils (Local)

Governor’s Office of Workforce Transformation

2024 Annual Report

Ohio Top Jobs

Helpful data points include:

- In-demand jobs
- State workforce priorities
- Credential and training initiatives
- Regional workforce needs
- Apprenticeship and career pathway initiatives

How school leaders might use this:

Use statewide workforce data to show that public education is not separate from economic development. Schools are part of Ohio’s workforce infrastructure.

05 COMMUNITY AND COUNTY DEMOGRAPHICS

Use these sources for: county-level snapshots of population, income, employment, educational attainment, housing, poverty, and community conditions.

Where to look:

**Ohio Department of
Development County Trends**

[Ohio County Trends](#)

**U.S. Census Bureau and
American Community Survey**

[Census Data](#)

[Census QuickFacts](#)

[Census Reporter](#)

Helpful data points include:

- County or community population change
- Median household income
- Poverty rates
- Educational attainment
- Age distribution
- Family and household composition
- Housing occupancy
- Language, disability, and transportation data

How school leaders might use this:

Use county or census data to describe the community the school district serves. This can help explain changing student needs, family supports, enrollment patterns, workforce issues, or the importance of schools as community hubs. The data can also help show how schools fit into larger trends affecting families, employers, taxpayers, and local governments.

06 SCHOOL ENROLLMENT AND DEMOGRAPHIC TRENDS

Urban Institute Education Data Explorer

Use these sources for: school and district enrollment trends, demographic changes, and long-term education data.

Where to look:

Urban Institute Education Data Explorer
School District Data Documentation

Helpful data points include:

- District enrollment trends over time
- Enrollment by grade level
- Student demographics
- School and district characteristics
- Finance and staffing data, depending on availability

How school leaders might use this:

Use enrollment and demographic trends to help explain why district needs may be changing. This can be useful when discussing facilities, staffing, transportation, programming, family engagement, or community growth and decline.

07 PROPERTY VALUES, HOUSING, AND LOCAL TAX BASE

Cupp Reports and County Auditor Websites

Use this source for: property values, assessed valuation, levy information, tax rates, and housing market trends. The Cupp Reports provide district specific information regarding items such as tax rates and per-pupil expenditures.

Where to look:

[Cupp Reports \(District Profiles\)](#)

Or search online for:

"[Your County] Ohio Auditor property search"

"[Your County] Ohio Auditor tax rates"

"[Your County] Ohio Auditor property values"

Examples:

[Hamilton County Auditor](#)

[Franklin County Auditor](#)

Helpful data points include:

- Property valuation trends
- Residential and commercial tax base
- Levy information
- Tax rate information
- Property sales trends
- Community housing demand

How school leaders might use this:

Use county auditor data carefully to explain the connection between schools, property values, tax base, and community investment. This can be especially useful when discussing levies, school facilities, or the relationship between school quality and community attractiveness.

08 LOCAL SCHOOL AND COMMUNITY HUB DATA

Some of the most powerful data will come from the district itself. These data points may not appear in state or federal databases, but they can help tell the story of schools as community anchors.

Possible local indicators include:

- Number of school-hosted community events
- Attendance at concerts, athletic events, theater performances, 4-H events, family nights, senior events, and community forums
- Number of community organizations using school facilities
- Student Volunteer Hours
- Number of business, nonprofit, university, faith-based, civic, or local government partnerships
- Volunteer hours contributed by families and community members
- Student participation in internships, job shadowing, apprenticeships, or service learning
- Number of adult education, family learning, or grandfamily support events
- Survey data from families, students, staff, alumni, employers, or residents

How school leaders might use this:

Use local data to remind the community that schools are more than instructional sites. They are gathering places, cultural centers, employers, service providers, youth development organizations, and civic institutions.

SUGGESTED DATA-TO-MESSAGE

CONNECTIONS

Message: Public schools are community hubs.

Useful data: number of school events, facility use, attendance at school activities, community partnerships, adult education offerings, family support programs, senior citizen programming, and volunteer hours.

Message: Public schools support local economic development.

Useful data: graduation rates, credential attainment, CTE participation, internships, apprenticeships, local labor market needs, high-demand jobs, and employer partnerships.

Message: Public schools help attract and retain families.

Useful data: enrollment trends, population change, housing demand, property values, family survey data, and community demographic trends.

Message: Public schools are part of Ohio's workforce strategy.

Useful data: industry-recognized credentials, Ohio Top Jobs, labor market projections, CTE pathways, work-based learning, and postsecondary enrollment.

Message: Public schools are anchor institutions in rural communities.

Useful data: school employment numbers, community event participation, facility use, local partnerships, regional labor market data, and county population trends.

A NOTE ON USING DATA RESPONSIBLY

When using statistics in public communication, school leaders should be careful to provide context. A single number rarely tells the whole story. Whenever possible, pair statistics with local stories, examples, and plain-language explanations. The strongest communication often combines credible data with a clear explanation of why the data matters for students, families, taxpayers, employers, and the broader community.

Disclaimer: The Miami CREATED communications toolkit is a publicly available educational resource created to support communication planning and stakeholder engagement. The views, examples, and tools included are intended to promote thoughtful communication practices and do not represent legal advice, official policy guidance, or endorsement of an organization, statement, or political position. Miami University, Miami CREATED, and project contributors do not assume responsibility for how toolkit materials are adapted or used in specific local contexts. Users are encouraged to review all communications for accuracy, accessibility, appropriateness, and compliance with applicable laws, regulations, and organizational policies. Users may not use any of Miami's trademarks, service marks, logos, trade names, names, or brand indicia (collectively, "Miami Marks") without first obtaining the written consent of Miami's Office of Trademarks and Licensing. The use of the Miami CREATED communications toolkit, and all related documents, agreements, or exhibits, and all disputes and other matters arising out of or relating to the toolkit, whether sounding in contract, tort, statute, or otherwise, shall be governed by, and construed in accordance with, the laws of the State of Ohio, without giving effect to any jurisdiction's conflict of laws provisions. Miami's liability shall be subject in all cases to the immunities and limitations of the Ohio Court of Claims Act codified in Chapter 2743 of the Ohio Revised Code and as provided in Ohio R.C. 9.86 and 9.87, as amended. Nothing in the Miami CREATED communications toolkit shall be construed as a waiver of the sovereign or qualified immunity of Miami, Miami's employees, and/or the State of Ohio.