



Indiana Business Alliance for Civics

The Challenge. The [2021 Indiana Civic Health Index](#) ranks Hoosiers among the bottom nationally when it comes to voter registration and turnout. For Indiana to become a more attractive place to live and work, civic education and participation metrics must improve. The Indiana Civics Coalition, led by the Indiana Bar Foundation, needs allies to help close this gap — and the business community can help.

Why Businesses Care. Research shows that many young people lack a basic understanding of government, the Bill of Rights, and the responsibilities of a citizen. Civic education produces a better informed and more engaged citizenry, which leads to a better educated workforce and stronger business climate. Continued neglect of civic education will weaken our communities, democratic institutions, and economic competitiveness.

The Role of Business. Business leaders can play an essential role in addressing Indiana's civic education gap by stepping outside the partisan fray and promoting constructive bipartisan dialogue. The state's economy will benefit as a result of business support for civic education and a more civically engaged workforce.

The Indiana Business Alliance for Civics. As part of the Indiana Civics Coalition, [Business for America](#) (BFA), a national nonpartisan nonprofit organization, will mobilize Indiana businesses, business groups, and individual business leaders to speak out in support of K–12 civic education. The alliance will also promote building civic knowledge among the state's workforce, highlighting the economic reasons for investing in civic education.

How It Works. Members will help recruit additional businesses representing diverse industries and locations, speak at events, participate in earned media, build school partnerships, and help develop various programs. Companies including Cummins, Elanco, Emmis Communications, Powers & Sons, and Salesforce have committed to participate.

What the Alliance Will Do

1. Build a coalition of Indiana business leaders
2. Organize educational programs on the business case for civic education
3. Engage business leaders, lawmakers, and educators
4. Advocate for bipartisan support for civic education across the state
5. Establish and grow partnerships between businesses and schools
6. Explore employee civics programming for Indiana companies

“Workforce development is a critical issue in Indiana. The business community is concerned that the college attendance rate has dropped 12% over the past five years, and that civic literacy among young people is low. In a competitive economy, we need to invest more in nurturing a more active sense of citizenship.”

Jeff Smulyan

Founder and CEO, Emmis Communications

Join the Alliance

We invite Indiana businesses, business groups, and individual business leaders to join the alliance. Please contact Richard Eidlin, BFA's National Policy Director at richard@bfa.us.