



## Indiana Business Alliance for Civics

Across Indiana, business leaders recognize that our state is a better place to be when Hoosiers know, care about, and are invested in how our government works at every level.

Unfortunately, when it comes to even basic metrics of civic engagement, we're struggling. The [2021 Indiana Civic Health Index](#) ranks our state among the bottom nationally in both voter registration and voter turnout. Nationwide, less than a third of Americans can [name](#) all three branches of the federal government.

To help address this critical issue, Business for America, a national nonprofit and nonpartisan organization with expertise in this area, has stepped in to lead the Indiana Business Alliance for Civics, operating under the umbrella of the recently announced [Indiana Civics Coalition](#).

**The Indiana Business Alliance for Civics (IBAC)** exists to help every Hoosier business — from large corporations to small businesses and solo entrepreneurs — increase civic engagement and improve civic education amongst their workforce and within the communities they serve.

The IBAC is nonpartisan, non-political, and free for any Indiana business, chamber of commerce, or trade association to join, regardless of size. Its members receive assistance and support in three key areas:

1. **Voter registration of employees.** The IBAC helps members get their employees registered to vote through multiple means. This includes providing a list of best practices and connecting them with nonpartisan partners who will come on-site to assist team members directly with voter registration.
2. **Voter education in the workplace.** There has been a surge in employees expressing an interest in foundational civics education over the past few years. The IBAC supplies its members a variety of curriculum resources — including real-time, in person as well as self-directed, on-demand learning — to enable them to address this need directly.
3. **Next generation of voters.** The IBAC provides proposals and materials to members who wish to get more involved in the civic education offerings of their local schools and school districts. This includes one-day programming, multi-week modules (similar to Junior Achievement) as well as semester-long curriculum from nationally-recognized partners.

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In partnership with the Indiana Chamber of Commerce, the IBAC will officially launch on September 18, 2023 at the Benjamin Harrison Presidential Site's Citizenship Plaza. This is *Constitution Day*, a federally recognized holiday commemorating the formal signing of the United States Constitution in 1787.

We're proud to report that Eli Lilly and Company, Cummins, Salesforce, and Powers & Sons Construction are among those that have already signed on as IBAC charter members. In fact, membership is now open to any Indiana business, chamber of commerce, or trade association as we begin to beta test the IBAC offerings in advance of our fall rollout. Join today at [bfa.us/indiana](https://bfa.us/indiana).

Questions? Contact Nathan Gotsch, Business for America's Indiana State Director, at [nathan@bfa.us](mailto:nathan@bfa.us).