Center for the Future of Arizona (CFA) is a nonprofit, nonpartisan “do-tank” that brings Arizonans together to create a stronger and brighter future for our state. Through survey research & reports, Arizona Progress Meters, and impact initiatives & programs, CFA listens to Arizonans to learn what matters most, shares trusted data about how Arizona is doing in those priority areas, brings critical issues to public attention, and works with communities and leaders to solve public problems.

Mission
Bringing Arizonans together to create a stronger and brighter future for our state.

Vision
Achieve The Arizona We Want, where all Arizonans, now and in the future, thrive and enjoy sustained prosperity, unmatched quality of life, and real opportunity.

Values
- Equity
- Inclusion
- Guided by What Matters to Arizonans
- Collaboration
- Impact
- Innovation
- Joy in the Journey
From Our Chair, President & CEO

Dear Friends,

I want to thank all of you for supporting Center for the Future of Arizona (CFA). Reflecting on a momentous year, I am filled with an overwhelming sense of pride and gratitude. I am thrilled to share the enclosed annual report with you, highlighting CFA’s impact and the incredible progress made in advancing The Arizona We Want during the 2022 fiscal year.

At CFA, we believe in the boundless potential of Arizona, and our mission is always to inspire hope, ignite imaginations, and amplify the voices of our fellow Arizonans in ways that lead to real positive change. Throughout 2022, CFA leveraged research, data, and initiatives to create data-informed action on Arizona’s shared public values to build The Arizona We Want.

One of our most significant ambitions is to center the voices of Arizonans in all that we do. We are changing the way we see ourselves, awakening a newfound consciousness about who we are as Arizonans and what can be achieved when we recognize what brings us together.

We are especially excited and encouraged by the success of our innovative Arizona Voters’ Agenda initiative, an unprecedented effort to center the voices and priorities of Arizonans in elections and governance of the state. The survey results of voters of all political affiliations across the state were heartening. The results showed that Arizonans believe our election processes work well. But they also made very clear that our partisan elections are not designed to translate what the majority of Arizonans want into our politics and policies in the legislature or elsewhere.

CFA stands firm as a beacon of hope, leading the charge to demonstrate that Arizonans are more united than divided. The polarization narrative may loom, but we are persistent in changing this conversation. We haven’t wavered in pursuit of the profound truth – that our shared interests can bridge divides and advance Arizona.

Our CFA team brought our data-driven message of hope to leaders and communities across the state, instilled a deeper understanding of the significance Arizonans hold in shaping the future, and galvanized action around what we can achieve today and what we can create for generations to come.

With deep expertise in education, workforce development, and civic health, CFA’s impact initiatives & programs advanced promising solutions to the state’s most pressing needs. We expanded critical efforts, convened more partnerships and collaborations, and improved hundreds of thousands of lives.

In our work with Arizonans across the state, we have seen what is possible when Arizonans come together around shared public values to build a brighter future. We are all capable of more than dreaming; we are visionaries, architects of a brighter and more prosperous future for all. This is The Arizona We Want.

CFA’s success in 2022 would not have been possible without your unwavering support. Your partnership propelled CFA forward, drove us to seek out new possibilities, and fostered ambitious growth and impact. Together, we reshaped the trajectory of Arizona’s future, and for that, we are forever grateful.

As we celebrate CFA’s 20 years of impact and look to the future, we will continue to embrace the potential of what unites us and stand resolute in creating a future that reflects the hopes and dreams of all Arizonans.

Thank you for your enduring belief in CFA and for being an invaluable partner in our mission to advance The Arizona We Want.

Sybil Francis, Ph.D.
Chair, President & CEO
The Arizona We Want

Through close listening to communities and leaders across the state, Center for the Future of Arizona created The Arizona We Want, a shared vision of success around what matters most to Arizonans that expresses their highest aspirations and hopes for the future. It comprises seven **Shared Public Values** identified by a broad and representative overwhelming majority of Arizonans.

### Identifying & Amplifying Shared Priorities

CFA has spearheaded groundbreaking survey research to get to the heart of Arizona’s most pressing challenges and discovered valuable insights into critical issues affecting our state. This knowledge empowers us all to develop evidence-based solutions and strategies to address Arizonans’ priorities effectively. This reliable information also contributed to building confidence and trust in ourselves, one another, and leaders in 2022, which is critical to building the resilience and adaptability to achieve our shared aspirations for Arizona.

**Building upon the momentum of the Gallup Arizona Survey report launch** in early 2021, CFA focused this past year’s efforts on further amplifying this survey research and data. Our teams helped organizations and leaders learn, act on the findings, and advance what matters most to their communities.

Additionally, CFA invested in a statewide **strategic communications effort** to disseminate and broadly share our transformative research findings. Through mailing **1,400+ reports** and delivering **60+ presentations**, our team reached more than **2,700 community leaders** throughout Arizona. We engaged **100+ media outlets and reporters** across the state, authored **over a dozen op-eds**, and provided newsroom briefings on the Gallup Arizona Survey. To help frame critical conversations among leading experts and policymakers on the issues, we sponsored three Morning Scoop webinars with the Arizona Capitol Times, which featured CFA research findings prominently.

**1,400+ reports**

**60+ presentations delivered**

**2,700+ community leaders reached**

**100+ media outlets engaged**

Throughout the state, CFA facilitated **community conversations, convenings, and collaborations** to delve into the Gallup Arizona Survey data, generate dialogue, and prompt community-led solution building.

As a result of these efforts, we were thrilled to see Arizonans working together one year after the release of our latest Gallup Arizona Survey report, *The Arizona We Want: The Decade Ahead*. We continued to celebrate and lift up key actions that led to many **meaningful advances and systemic shifts** that Arizonans want, including:

- **Arizona** received more than **$11 million** to pay for new electric vehicle charging stations, which will help improve air quality and support the transition to clean energy.

- Plans are underway to expand broadband connectivity along Interstate 40 West, which will help improve public safety and increase access to education and telemedicine in rural communities.

- A new Arizona law continues expanded telehealth coverage instated during COVID-19, providing greater opportunities for access to safe and reliable medical services.

- **HB 2862** passed to allow schools to adopt new learning models, giving schools flexibility in tailoring learning to meet the needs of individual students.

### For more:

Explore and share stories of the people and efforts creating The Arizona We Want on CFA’s website: The Arizona We Want in Action.
The First-Ever Arizona Voters’ Agenda

Every election is consequential to the future of Arizona, as voters consider — every two years — whether to retain or elect new leaders to offices obligated to serve the interests of our state and its people. To center the voices and priorities of Arizonans during the 2022 midterm election, CFA created the first-ever Arizona Voters’ Agenda, a data-driven look at what a majority of Arizona Republican, Democratic, and independent/unaffiliated voters across the state care about and want from their leaders. For elected officials, the insightful research also served as an informed road map for the future.

The results revealed that Arizona voters — across all demographics and party affiliations — agree on more issues than they disagree:

- Despite polarized political dialogue, there is significant agreement and common ground among voters on many issues, including education, economy, environment, elections, and immigration.
- Nearly two-thirds of all likely voters choose leaders who have clear plans and solutions or based on their positions on the issues. Voters rank ideology much lower among deciding factors.
- Nearly two-thirds of voters prefer leaders who are willing to compromise and work across the aisle to get things done.
- Large majorities of voters think Arizona elections are fair and secure and say they are confident in the accuracy of the results of elections.

By amplifying the data-driven narrative — through more than two billion impressions via press releases, media coverage, advertising, social media, toolkits and collateral, mailings, presentations, and meetings — we countered the political rhetoric of polarization and division and, in the process, created space for positive change.

Our efforts also underscored what brings us together as Arizonans, encouraged voter engagement, and reinvigorated the development of solutions-focused actions designed to benefit every Arizonan. CFA is committed to continuing this vital work and keeping elected leaders accountable to the vast majority of Arizonans.
Arizona Progress Meters

To measure our collective progress in areas critical to achieving The Arizona We Want, CFA created the Arizona Progress Meters, which include 80+ metrics to support policymakers’ and other leaders’ data-driven dialogue, decision-making, and action. In 2022, CFA continued to build out and evolve the Arizona Progress Meters, ensuring they remained responsive to what matters most to Arizonans. Ongoing enhancements make the tools more accessible so leaders across the state can utilize them to drive community-relevant action on Arizonans’ priorities. Combined with survey research insights, data from the Arizona Progress Meters also contributed to productive community conversations, helped inform evidence-based policies and action, and led to expanded partnerships this past year.
State of Black Arizona Volume V: Driving Local Investment in Black Arizonans Report – CFA is proud to have been a lead partner in developing the State of Black Arizona’s (SBAZ) Volume V Report, Driving Local Investment in Black Arizonans, a holistic view of economics, healthcare, and employment among the Black community in Arizona to help lawmakers and community leaders see the gaps in resources and where further action and investment are needed. CFA closely collaborated with the State of Black Arizona on the report’s development, provided Arizona Progress Meter data, and supported community outreach activities.

WESTMARC Quality-of-Life Wheel – CFA was instrumental in providing regional-specific data to inform the narrative and visualization of WESTMARC’s Quality-of-Life Wheel, which represents a strong example of where CFA’s Gallup Arizona Survey findings on what Arizonans want and Arizona Progress Meter data on where Arizona stands are deeply embedded in a geographic community to achieve The Arizona We Want.

Arizona Civic Life Partnership – Established through a partnership with the Arizona Center for Civic Leadership (ACCL) at the Flinn Foundation, the Arizona Civic Life Partnership brings organizations together statewide to strengthen civic life in Arizona. In 2022, the Arizona Civic Life Partnership collaborated with Philanthropy for Active Civic Engagement (PACE) on a national Civic Language Perceptions research project. Using findings from Arizona, it explored how various civic life terms are perceived and shed light on where language can bring us together.

League of Arizona Cities and Towns Pre-Conference Session – CFA brought together more than 100 leaders from across the state, explored CFA’s latest survey research and data, and discussed how various communities are successfully using the data to inform policy, practice, and investments to ensure action that supports what Arizonans want.

Data to Action Resource Guide – CFA’s statewide partnerships informed the publication, The Arizona We Want: A Guide for Using Data to Drive Community-Led Action. CFA created this data to action resource guide to equip and empower more community leaders and organizations across the state with data and best practices to advance The Arizona We Want.
CFA is committed to advancing prosperity, quality of life, and opportunity for all Arizonans. As a self-defined “do tank,” our goal has always been to take promising ideas and put them into action for the betterment of Arizona and all who call our state home.

We leverage deep expertise in education, workforce, and civic engagement in more than a dozen impact initiatives & programs statewide that are improving the future for all Arizonans and actively contributing to realizing The Arizona We Want.
Shared Public Value:
A highly educated and skilled population is good for Arizona

What Arizonans Want:
A quality education system that is both excellent and equitable – preparing every child to succeed and thrive

Education
Transforming education in Arizona has always been at the forefront of CFA’s efforts, as the success of young Arizonans is critical to the future of our state. Our programs prepare great school leaders, create career-connected pathways, and reimagine learning so schools can support every child.

“Having a shared experience with a cohort of colleagues in my community made my participation in BTO Academy more effective and meaningful. BTO Academy allowed me to plan, brainstorm, collaborate with others, and see what was happening at other schools. The strategic planning process I learned through BTO Academy became crucial when I was appointed to serve in my new role as Assistant Principal of Mount Elden Middle School.”

– Lawrence Watson, Assistant Principal, Mount Elden Middle School (MEMS), Flagstaff Unified School District BTO Academy Cohort #2
Since 2016, CFA has provided executive leadership training to current and aspiring school and district leaders across Arizona through the Beat the Odds School Leadership Academy (BTO Academy). CFA continues to expand the BTO Academy to serve more school leaders across the state, focusing on helping schools experiencing significant impacts from the COVID-19 pandemic. Over the past year, CFA led five cohorts in Coconino, Maricopa, Mohave, Pima, Pinal, and Yuma counties, serving over 190 participants. Since 2020, the BTO Academy has experienced a year-over-year participant increase of 39%, impacting an additional 90,000 students across the state.

Nearly a decade ago, CFA was selected to lead Arizona Pathways to Prosperity (APTP), which aims to establish early college career pathways for K-14 students that include quality career exploration, opportunities to earn college credit while in high school toward credentials needed for high-demand sectors, and work-based learning programs like internships and apprenticeships. In addition to strengthening Arizona’s future workforce, APTP increases educational attainment by accelerating academic success and supporting students in critical transition periods, especially for our most vulnerable student populations. In Fall 2021, CFA significantly expanded APTP’s quality career exploration tools and curriculum. In collaboration with Jobs for the Future and with input from educators and students, CFA redesigned the Possible Futures Career Exploration Curriculum, adding over 70 new digital career literacy lessons tied to high-demand workforce sectors. CFA also partnered with the Arizona Department of Education, Pipeline AZ, and the Arizona Business Education Coalition to launch My Future AZ, a career exploration and education planning tool, which is being used by over 60,000 K-12 students statewide. As part of CFA’s United States Department of Education – Education Innovation Research grant, CFA led a partnership with 12 high schools and four community college systems to develop an innovative Co-Advising Framework, which is serving as a resource for secondary and postsecondary educators, advisors, and staff to collaborate and co-advice nearly 7,000 high-need students as they transition from high school to college and careers. With its recent statewide expansion, APTP now serves 70+ school partners in Maricopa, Pima, Pinal, and Yuma Counties, impacting over 100,000 students.

Since 2019, CFA’s Arizona Personalized Learning Network (APLN) has provided support and training to school districts and charter networks committed to developing transformational personalized, competency-based learning practices. This work was vital in 2022, as educators and families grappled with addressing unfinished learning following the COVID-19 pandemic, providing high-quality learning for all children, and attending to students’ overall well-being. Through APLN’s Transform Pathway, designed for districts/charter networks ready to shift policies and practices in support of personalized learning across their entire system, CFA served four school districts based in Maricopa, Pima, Santa Cruz, and Yuma Counties, impacting more than 55,000 students. In Spring 2022, CFA expanded APLN to provide schools with new ways to engage in personalized learning and introduced the Launch Pathway, which provided targeted, in-depth technical assistance for 150 educators on 28 school teams ready to shift traditional teaching and learning practices to improve outcomes for all students.
Workforce Development

Workforce initiatives are crucial to empowering individuals in securing meaningful employment opportunities and helping businesses succeed and contribute to Arizona’s economic growth in a rapidly evolving job market. CFA combines education, training, and support to strengthen Arizona’s workforce development system and help workers build skills to benefit them throughout their careers.

“*The Workforce Leadership Academy has been one of the best experiences I’ve had within workforce development in my 12 years in this industry. The Academy unlocks the code for workforce development and provides each Fellow with the tools and knowledge to transform this region.*”

— James Montoya, Workforce Project Manager, Arizona@Work

**SHARED PUBLIC VALUE:**
Good-paying jobs and the education and training needed for all Arizonans to fully participate in a vibrant economy

**WHAT ARIZONANS WANT:**
Opportunities for career advancement and economic mobility that lead to improved quality of life
Creating The Arizona We Want

“We are thrilled to partner with Center for the Future of Arizona to support the retail workforce through programs like Bashas’ English at Work that support employees with industry-contextualized English training. Working together—employers, employees, and the community—helps build strong retail career pathways and experiences, and ultimately strengthens our state.”

– Trey Basha, Former President and CEO, Bashas’ Family of Stores

Highlights of Our Impact in Workforce Development

CFA is critical in strengthening the network of leaders guiding workforce development in our state by providing the prestigious Workforce Leadership Academy in partnership with the Aspen Institute. With the support of Walmart and in collaboration with the Aspen Institute, CFA successfully launched the first-ever Greater Phoenix Workforce Leadership Academy (Academy) in 2021. Twenty workforce development professionals across Greater Phoenix were selected as Academy Fellows (pictured right). Over the course of 10 months, Fellows participated in a leadership development experience aimed at improving economic mobility and creating innovative solutions to address workforce challenges in Arizona, including youth workforce navigation, improving job quality to address the Great Resignation and the unemployment gap, supporting diversity, equity, and inclusion in the workplace, and collaboration. At the culmination of their fellowship, the Fellows unveiled their innovations and recommendations developed through their experience at an event designed to spur dialogue, input, and action among stakeholders and leaders in the state and ultimately work collaboratively to benefit Arizona’s workforce development ecosystem.

Employing more than 320,000 Arizonans, the retail sector is the fourth largest workforce sector in the state. In 2017, CFA launched RetailWorks AZ, a first-of-its-kind initiative, to support retail workers in reaching their full potential and build a pipeline of skilled talent for the state. Since then, CFA has upskilled over 500 job seekers and incumbent workers by bringing the National Retail Federation (NRF)’s industry-recognized credential to Arizona. Through this effort, CFA partners with major retailers and workforce development partners to bring innovative employment practices, wraparound supports, and skills and training to communities across the state.

In 2022, CFA expanded its RetailWorks AZ initiative outside of Maricopa County to Eager, Flagstaff, Globe, Payson, Sahuarita, Show Low, Springerville, Winslow, and Yuma, working with partners such as:

- **WinCo Foods** – piloted a frontline virtual mentoring program for employee-owners.

- **Sahuarita Food Bank & Community Resource Center** – provided the NRF RISE Up Credential to local high school youth, Cyclebreaker (Juvenile Detention) program participants, and Sahuarita/South Tucson community adults.

- **Bashas’ Family of Stores** – trained employees for promotion into supervisory roles, supported front-line employees in pursuing additional professional development, and launched the English at Work pilot.

RetailWorks AZ team attended the National Retail Federation (NRF) Foundation’s Honors Dinner event to celebrate the 2022 NRF RISE Up Partner of the Year, Phoenix Union High School District’s Trevor G. Browne High School. Pictured left to right: John Martin Rigsby, Teacher at RISE Up Partner of the Year Trevor G. Browne High School, Kate Fessler, NRF Foundation Director of Outreach, and Orlando Cazares, CFA Sr. Program Manager of Workforce Development.
Civic Health

CFA is committed to improving Arizona’s civic health by strengthening civic engagement and empowering leaders to shape their communities and the state’s future.
Highlights of Our Impact in Civic Health

In 2016, CFA partnered with Phoenix Union High School District, ASU Participatory Governance Initiative (PGI), and the national Participatory Budgeting Project to launch the nation’s first school district-level School Participatory Budgeting (SPB) program. Under CFA’s leadership, SPB now serves more than 60 schools in Maricopa and Pima Counties, impacting over 70,000 students. In 2021, CFA expanded its partnership with Queen Creek Unified School District to bring the SPB model district-wide, and in 2022, CFA launched a new partnership with Emerson Elementary School in Phoenix to continue expanding SPB to elementary schools. CFA also continued its innovative partnership with ASU Participatory Governance Initiative (PGI) and the Arizona Development Disabilities Planning Council to pilot and develop tools and resources for the field on inclusive approaches to the SPB model, in which students with disabilities engage in every aspect of the process. Working with Carson Junior High School in Mesa and two high schools in Tucson’s Sunnyside Unified School District to further expand the inclusive approach, the project has demonstrated significant potential to increase the self-advocacy and self-efficacy of students with disabilities while also building a more inclusive and connected school community.

Every day throughout Arizona, nonelected public servants contribute to their communities and civic life, working collectively to build a stronger and brighter future for our state. Named in honor of Gabrielle Giffords’ community outreach director, who lost his life in 2011 while serving the citizens of Arizona, the Gabe Zimmerman Public Service Awards recognize individuals that exemplify the impact Gabe had in connecting communities and engaging Arizonans. CFA presented the 2022 awards at the annual Arizona City/County Management Association Summer Conference Luncheon in Tucson.

Community Builder Award, Large City/Town: John Osgood, Public Works Director for Navajo County

Community Builder Award, Small City/Town: Sandy Lopez, Senior Services Manager for the City of Avondale

Emerging Leader Award: Patrick Robles, Community Outreach Coordinator for Pima County Attorney’s Office

Civic Leader Award: Jenna Lyon, Deputy Sergeant at Arms / Constituent Services Liaison at the Arizona State Senate

From left to right: Melissa Van Hook (ADDPC), Marcella Crane (ADDPC), Kristi Tate (CFA), Daniel Schugurensky (PGI), Tara Bartlett (PGI), Madison Rock (CFA)

Students submitting project ideas as part of School Participatory Budgeting at Emerson Elementary School

From left to right: In September 2021, CFA and PGI were honored with the Arizona State University President’s Medal for Social Embeddedness, recognizing recipients for designing and facilitating new models for positive university-community collaborations.
In Spring 2022, CFA’s Arizona Pathways to Prosperity and School Participatory Budgeting initiatives were awarded $6.6 million in federal COVID relief funds, marking the largest-ever single investment in CFA. This significant investment supported Arizona schools’ pandemic recovery needs by providing students with inclusive and accessible experiential learning opportunities that build social-emotional well-being and academic achievement.
Help Advance the Arizona We Want

How You Can Help CFA

**Invest in our work**
When you donate, you’re supporting solutions to Arizona’s most pressing challenges. Your contribution is an investment in the future of our state that will make a difference through research, collaborative partnerships, and programs.

**Request a speaker**
Our experts are available to engage in deeper discussions about how research, data, and programs could apply to your community or organization needs and planning.

**Discuss research/data**
Work with CFA to dive deeper into our data, partner with us on future research initiatives, or host community conversations to delve into data and spark action.

**Participate in initiatives**
From making a positive impact in your local schools or communities to creating statewide systems change, get involved in our initiatives to make a positive impact across Arizona.

Learn more and get started at arizonafuture.org/partner
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