

IS **GOOGLE** ACTUALLY MAKING US SMARTER?

# *the Atlantic*

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**REJECT**  
HOMELAND  
SECURITY

**REVOKE**  
THE VICE  
PRESIDENCY

**REMAKE**  
THE CLIMATE

**REALIGN**  
THE MIDDLE  
EAST

**REDESIGN**  
THE DOLLAR

**REWRITE**  
DRINKING  
LAWS

**RENT**  
YOUR OWN  
HOME

**THE IDEAS ISSUE**

**HOW TO FIX  
THE WORLD**

PLUS:  
**SANDRA  
TSING LOH**  
THE CASE  
AGAINST  
MARRIAGE

**GARRY WILLS**  
THE GLORY OF  
WILLIAM F. BUCKLEY



**IDEAS SPOTLIGHT:  
INNOVATION IN EDUCATION**

At Altria, we believe that strong educational systems empower students with a sense of pride, civic engagement and the passion to succeed. We're particularly passionate about programs that think beyond the classroom and recognize the important roles that parents, community organizations and policymakers play in preparing young people for success in life and work. That's why we'd like to highlight an innovator in helping community leaders think and act differently—the Ready by 21 Partnership.

The Partnership is implementing new ways to bring leaders together to link the many supports and services children experience throughout their days and years and ultimately surround kids with an environment that challenges and prepares them for the brightest of futures. Philip Morris USA, an Altria company, is proud to be a major sponsor of the Ready by 21 Partnership, and we are excited to have this approach taking hold in our home community of Richmond, Virginia. We encourage leaders from across the country to join in support of the Partnership and this important work.

To learn more, visit [www.altria.com/beyondtheclassroom](http://www.altria.com/beyondtheclassroom).



**POWERFUL SOLUTIONS FOR PASSIONATE LEADERS**

Rebuilding our economy has to include a commitment to prepare our youth for college, work and life. American students are not achieving their full potential. One-third of the students who enter ninth grade do not graduate from high school on time. Four out of ten of the students who do graduate are not ready for work. Only four in ten young adults are doing well—productive, healthy and connected.

The solutions are within our grasp. We know what students need to succeed. By making simple investments, we can dramatically improve the odds for children and youth. Countless education, community, business and government leaders share a common passion to help but need more effective ways to join their efforts. Ready by 21® challenges leaders to turn their passion into practice.

The challenge is not that leaders don't care or don't know about the problem. It is that they don't know how to harness their current efforts to forge a common solution. The Forum for Youth Investment, the creators of the successful Ready by 21 approach, is partnering with seven prominent national organizations whose members touch the lives of more than 100 million children and youth—organizations

such as the United Way of America, Corporate Voices for Working Families and the National Conference of State Legislatures.

**“The Ready by 21 framework is exactly right. It's not just about education. It's about families. It's about community. It's about working together to make sure that young people succeed.”**

Brian Gallagher, President and CEO, United Way of America

Together, these Partners are providing the tools and incentives their members need to change

the way they do business on the ground. This approach is catching on. Dozens of communities and states across the nation are taking on Ready by 21's bold challenge, increasing the quality and reach of learning opportunities in school and out. United in their common mission, these communities are applying the Ready by 21 action-oriented approach so that many more young people are ready for college, work and life.

**Learn how you can help ensure our children and youth are Ready by 21 at [www.readyby21.org](http://www.readyby21.org).**

