Alabama State Data Center

1st Annual Data Conference

Thursday, May 26, 2016

Room 20, Alston Hall
The University of Alabama
Tuscaloosa, Alabama

Detailed Agenda and Presenter Biographies

9:00 a.m. – 9:15 a.m.
Meeting Check-in

9:15 a.m. – 9:30 a.m.
Welcome and Introductions

9:30 a.m. – 10:30 a.m.
Andrew W. Hait

Accessing Census Bureau Data: Introducing Census Business Builder, Small Business Edition and Regional Analyst
The Census Bureau produces a wealth of demographic and business data that can be useful to business owners and economic development staff, but access to these data can often be difficult if you don't know where to go to access them. Enter - Census Business Builder. This workshop will profile the latest updates to this suite of tools which present key Census demographic and economic data tailored to small business owners (and the staff who help them) as well as regional economic development and planning staff.

10:30 a.m. – 10:45 a.m.
Break

10:45 a.m. – 11:45 a.m.
Earlene K.P. Dowell

Local Employment Dynamics: Getting in Touch with Your Local Workforce from a National Point of View
This workshop is designed for businesses, local planners and other data users who want to research local workforce and employment trends. The course content will include training on navigating the Local Employment Dynamics website and explore LED products including: QWI Explorer, the LED Extraction Tool, OnTheMap, and OnTheMap for Emergency Management. The training provides users access to a wealth of time series data pertinent to understanding the local labor market, planning, managing and thriving in a competitive business environment.

11:45 a.m. – 12:45 p.m.
Lunch on Site

12:45 p.m. – 1:45 p.m.
Michael Ratcliffe

The History Behind Census Geography

There is history embedded within the geographic areas used to tabulate and present Census Bureau data. The various types of geographic areas reflect the ways in which Americans have organized their landscapes for governmental and administrative purposes as well as the ways in which they have perceived and described settlement. In this presentation I discuss the historical basis for many of the Census Bureau's geographic areas as well as how census geographic areas have changed over time in response to changes to data user expectations, technology, and theoretical approaches to understanding and describing settlement patterns.

1:45 p.m. – 2:45 p.m.
Bernard Bundy, Jr.

Geographic Partnership Programs

The mission of the Geography Division (GEO) within the Census Bureau is to plan, coordinate, and administer all geographic and cartographic activities needed to facilitate Census Bureau statistical programs throughout the United States and its territories. GEO manages programs to continuously update geographic data including addresses, spatial features, boundaries, and geographic entities in the Master Address File/Topologically Integrated Geographic Encoding and Referencing (MAF/TIGER) System. This presentation will provide an overview of various core Geographic Partnership Programs, including the Boundary and Annexation Survey (BAS), the Local Update of Census Addresses (LUCA), and the Participant Statistical Areas Program (PSAP).

2:45 p.m. – 3:00 p.m.
Break

3:00 p.m. – 4:00 p.m.
Frank McPhillips

The 2020 Census: A New Design for the 21st Century

 The U.S. Census Bureau is researching modern and cost-efficient methods for the population to exercise its civic obligation to be counted in the 2020 Census. Whether through the Internet, telephone or traditional paper questionnaires, the Census Bureau is committed to making the mandatory once-a-decade headcount quick, easy and safe for all to participate. This presentation will provide an overview of our current plans for the 2020 Census and where we are headed in the next few years.

4:00 p.m. – 4:15 p.m.
Break

4:15 p.m. – 4:30 p.m.
Alabama State Data Center Update and Business Meeting

Presenter Biographies:

Andrew W. Hait is an Economist and serves as the Data Product and Data User Liaison in the Economy-Wide Statistics Division at the U.S. Census Bureau. With over 28 years of service at the Bureau, Andy advises on Economic data products and conducts data user training for the Economic Census and the Census Bureau's other monthly, quarterly, and annual economic survey programs. He also coordinates the development of innovative new data tools, including the new *Census Business Builder* suite that presents selected demographic and economic data in a user-friendly, map-based interface. Andy is also the lead geographic specialist in the Economic Programs directorate at the Census Bureau. Mr. Hait holds a bachelor's degree in Economics from Syracuse University and has a Masters Certificate in Project Management from George Washington University.

Earlene K.P. Dowell is the Outreach/Education Specialist, for the Longitudinal-Employer Household Dynamics Program for the Center for Economic Studies of the U.S. Census Bureau. Earlene travels across the nation promoting and training people on Local Employment Dynamics (LED) data products. LEHD makes available several online applications for dissemination and visualization to the public, which include, OnTheMap, OnTheMap for Emergency Management, LED Extraction Tool, and QWI Explorer. Earlene received her master's degree in communication and a bachelor's degree in public relations from Hawaii Pacific University. Prior to joining the LEHD Program Earlene played a key role during the 2010 Census in the public information office and taught communication courses at the College of Southern Maryland.

Michael Ratcliffe is Assistant Division Chief for Geographic Standards, Criteria, Research, and Quality in the Geography Division, US Census Bureau, where he is responsible for the development of address and geographic area concepts, standards, and criteria; quality assurance of address and geospatial data; and coordination of research and innovation activities within Geography Division. Mr. Ratcliffe's work at the Census Bureau has focused primarily on urban, rural, metropolitan, and micropolitan area concepts as well as place definitions. Mr. Ratcliffe holds degrees in geography from the University of Maryland and the University of Oxford.

Bernard Bundy, Jr. has over 10 years of experience executing various Geographic Partnership Programs to support tribal, state, and local governments to enhance data quality in the Census Bureau's MAF/TIGER System.

Frank McPhillips is currently Chief of the 2020 Non-ID Processing Branch in the Decennial Census Management Division at the U.S. Census Bureau. His over twenty years of service at the Census Bureau started in its Field Division, implementing decennial census geographic partnership programs with tribal, state and local governments, and later managing field data collection for reimbursable Census surveys. Later, he served as a subject matter expert in the Geography Division for address processing and products from the MAF/TIGER database. For the past ten years, he has served in the Decennial Census Management Division as a team lead or project manager for a number of census research projects and operations. Mr. McPhillips holds a bachelor's degree with a double major in Communication and Geography from the University of Colorado, Boulder. He also has a Masters Certificate in Project Management from George Washington University.