Nebraska State Data Center
25th Annual

DATA USERS CONFERENCE

EXPANDED Hands-on computer trainings
SPECIAL FOCUS Aging and Vital Statistics

Tuesday August 19, 2014
8:00 AM to 4:30 PM
In Omaha and by Webcast

Learn about:
- Census data basics
- Powerful online data tools
- The latest population trends
- Poverty and the new poverty measure
- Migration data and brain drain/gain
- Maps and data mapping tools
- Using data to reach your audience or obtain grants

TO BE RELEASED Initial Results from the New Nebraska Metro Poll
POPULAR Facilitated Lunchtime Discussions

United States Census Bureau
Helping You Make Informed Decisions

Learn about the latest data products, methods of access, and applications at this information-filled conference. Attending in person is recommended, but sessions marked 🔊 are available by webcast.

SCHEDULE

8:00   **Registration**
8:30   **Welcome** 🔊
9:00 - 10:15   **Breakout Session #1**
     A. The Far Reaching Impacts of Aging
     B. Census Overview: Basics, ACS, and Estimates 🔊
     C. Intermediate FactFinder Computer Training
10:30 - 11:15 **Plenary Session: Census Data Product Update** 🔊
11:15 - 12:00 **Plenary Session: Initial Metro/Rural Poll Results** 🔊
12:00 - 1:00   **On-site Lunch with Facilitated Discussions**
1:00 - 2:00   **Breakout Session #2**
     A. Library Resources and Understanding the Current Focus on STEM
     B. Poverty Data and the New Supplemental Poverty 🔊 Measure
     C. Basic FactFinder Computer Training
2:15 - 3:15   **Breakout Session #3**
     A. Migration Statistics and Brain Drain/Gain
     B. Information for Grant Writers and Data Users 🔊
     C. Data Websites/Tools and Basic Data Mapping
3:30 - 4:30   **Final Sessions**
     A & B. State/Local Population Trends (most users) 🔊
     C. Online Data Mapping Systems (advanced users)

REGISTER ONLINE!

Go to **www.unomaha.edu/cpar/register.php** to register for either in-person attendance or to participate in the conference by webcast.

QUESTIONS??
University of Nebraska Omaha

On Registration — **Melanie Kiper**:
(402) 554.2133 or mkiper@unomaha.edu
On the Program — **David Drozd**:
(402) 554.2132 or ddrozd@unomaha.edu

CONFERENCE PRESENTER BIOS

Jerry Deichert is the director of the Center for Public Affairs Research at UNO. Jerry helped CPAR organize the first data conference in 1990. Jerry is the expert on Nebraska data and trends and shares this information at conferences across the state. Jerry will present on various topics, including the online data tools from often used websites.

David Drozd has been a research coordinator with CPAR at UNO for 11 years. He is a specialist in data retrieval and analysis, and is often quoted in the media. David works with Nebraska population information and the Census Bureau's American Community Survey (ACS) data extensively, and will lead several sessions throughout the day.

Pauline Nunez is the data dissemination specialist for the Census Bureau's Denver Regional Office. Pauline develops and conducts training programs on a myriad of Census and other data-related topics. She has over 25 years of experience in community development, grant writing, and marketing relating to small businesses and nonprofit management. Pauline will lead two computer trainings on FactFinder and provide the Census data product update.

Randy Cantrell joined the University of Nebraska in 1995 following a 17-year career with Cooperative Extension in Minnesota. Randy is a rural sociologist involved in the Nebraska Rural Futures Institute. He has directed the Rural Poll for several years and will show its initial 2014 results and discuss migration/brain drain.

Frank Shimerdla owns A & O Grant Consulting. In his 14 years in the grants profession, he has obtained over $40 million in awards. Frank serves as president of the Grant Professionals Association - Nebraska Chapter. He has worked for local colleges and the AIM Institute and will lead our session on how to best use data.

Melanie Kiper is the community service associate for CPAR. Melanie manages over 40 websites at UNO and directs the Certificate in Fundraising Management. She will teach about data mapping tools and websites.

Heidi Blackburn recently joined UNO as the STEM librarian after serving as the undergraduate services librarian at Kansas State for five years. She is a library liaison to all UNO STEM departments and will demo library resources available on campus and online.

9:00-10:15

A. The Far Reaching Impacts of Aging

Baby boomers are now turning the key age of 65. How prepared are you or your organization for changes set to occur in the workforce, for service providers, advocacy groups, and even the marketing of products? A panel will discuss these and the overall trends in aging.

B. Census Overview: Basics, ACS, and Estimates 📶

Unfamiliar with Census data? No problem - this session designed for beginners will show Census concepts, geographic types, various data products, and the best uses of the decennial census, American Communtiy Survey (ACS), and Population Estimates Program.

C. Intermediate FactFinder Computer Training [30 people]

Everyone can benefit by learning more about the Census Bureau's main data retrieval tool. We have had such high demand for this session in the past we are offering one to start the day. This training is designed for users with <u>some experience</u> on the online system.

10:30-11:15

Plenary Session: Census Data Product Update 📶

The Census Bureau continuously releases items that are improved, new, or updated. See the redesigned Census website, the latest products including 2012 Economic Census data, new subject areas and summary tables, the release schedule, and ways to access it all.

11:15-12:00

Plenary Session: Initial Metro/Rural Poll Results 📶

For the last 19 years the Nebraska Rural Poll has gathered the opinions of rural residents. In 2014 a Metro Poll was added to give statewide coverage. Find out how these areas are similar or different on items like fear of crime or what makes a community successful as initial results are covered.

1:00-2:00

A. Library Resources and Understanding the Focus on STEM

Libraries offer a wealth of both published and digital resources. See some of the great tools to aid data searches via live demos. The session will highlight resources relating to the push for degrees and high-paying careers in science, technology, engineering and math.

B. Poverty Data and the New Supplemental Poverty Measure 📶

Poverty data are in high demand. The official measure made in the 1960s is not perfect though. An additional measure has been created that better reflects living costs and the impacts of anti-poverty programs. See how the SPM will transform how poverty is viewed.

C. Basic FactFinder Computer Training [30 people]

The Census Bureau's online portal for accessing data continues to be updated after a major redesign. This session will teach how to use the site for common key tasks with examples on age data and the 65+ population as a follow-up to the 9:00 session on aging.

LOCATION

University of Nebraska at Omaha, CPACS Building
6001 Dodge Street - Omaha, Nebraska

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2:15-3:15

A. Migration Statistics and Brain Drain/Gain

Nebraska sees migration shifts as high school graduates head to college. This session will show how many leave as well as return and at what ages that occurs. People often move out-of-state after obtaining their college degree as well. We will show various sources for accessing migration data and provide the latest figures on the net movement of those with degrees--it may surprise you.

B. Information for Grant Writers and Data Users 📶

Statistical information for proposals and projects is often needed. This session is a must for those interested in a broad spectrum of data and other relevant information on how to find, interpret, and display data to support grant applications and other important work.

C. Data Websites/Tools and Basic Data Mapping [30 people]

Most government websites now have online systems for accessing their data. Learn how to obtain data from some often used sources such as the Bureaus of Labor Statistics and Economic Analysis. How to map data on those websites and the Census Bureau's will be covered.

3:30-4:30

A&B. State/Local Population Trends (most participants) 📶

A final popular session will present the latest population trends and quantify changes over time. See state and local data, as well as a special focus on trends in vital statistics given recent economic and demographic changes. Various census data, population projections, and state rankings will be highlighted.

C. Online Data Mapping Systems (advanced users) [30 people]

Data across geographies are often best understood when seen on a map. Learn to use free map-making websites using Census data or your own data. It is true that a picture is worth a thousand words - practice with an instructor at this training for use back at your office.

CHOOSE YOUR SESSIONS When you register online at **www.unomaha.edu/cpar/register.php**

Computer trainings provide more detail in a hands-on format that requires a strict <u>30-person limit</u>. You must register for the computer trainings to attend them. Bring a laptop computer, or we will have some laptops available as well.

Register early for full session options.

COST

Attending in person:

$60 until August 12, 2014; $70 thereafter

Cost includes conference materials, lunch, and morning/afternoon snacks and refreshments.

Webcast:

$50 until August 12, 2014; $70 thereafter

Webcast materials will be placed online. Instructions for viewing the webcast will be sent to participants.

No refunds for cancellations after August 12.

Pay online via **PayPal** or by check (payable to UNO) sent to:

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