2011 APDU Annual Conference
Agenda

Public Data on a Budget:
Making Critical Policy Decisions in the Current Fiscal Climate

Cloyd Heck Marvin Center
George Washington University
Continental Ballroom, 3rd Floor
Washington, DC
September 21-22, 2011

Wednesday, September 21st

8:30 am – Welcome and Introductions
Continental Ballroom, 3rd Floor
- *GWU Host Hal Wolman, Director, George Washington Institute of Public Policy*
- *APDU President Bob Scardamalia, CEO, RLS Demographics, Inc.*

9:00 am – Lessons Learned in 2010 for the 2020 Census
This session will explore successes and challenges in the 2010 Census and how those experiences likely will affect planning for 2020.

Moderator:
- *Ken Hodges, Chief Demographer, Nielsen Claritas*

Speakers:
- *Kevin Deardorff, Assistant Division Chief of Decennial Management Division, U.S. Census Bureau*
- *Frank Vitrano, Chief of Decennial Management Division, U.S. Census Bureau*
- *Dan Cork, Senior Progam Officer, Committee on National Statistics, National Research Council*

10:15 am – Morning Networking Break

10:30 am – The Future of Federal Statistical Programs
Speakers in this session will report on what the future might hold for the Federal statistical system, including Federal funding, state and local partnerships, and dissemination.

Moderator:
- *Andrew Reamer, Research Professor, George Washington Institute of Public Policy, George Washington University*

Speakers:
- *Howard Silver, Executive Director, Consortium of Social Science Associations*
- *David Winter, Director, Office of Highway Policy Information, U.S. Federal Highway Administration*
- *Frank Ambrose, Programs Team Leader, Employee Communications Branch, U.S. Census Bureau*

11:40 am – Update from Bureau of Labor Statistics

Moderator:
- *APDU President Bob Scardamalia, CEO, RLS Demographics, Inc.*

Speaker:
- *Keith Hall, Commissioner, U.S. Bureau of Labor Statistics*

12:00 noon – Lunch
Food in Room 311
Seating in Room 307

12:45 pm – Luncheon Keynote Speaker - What Exactly Is Public Data?
Continental Ballroom, 3rd Floor

This presentation will help users better understand the litany of sources that are emerging from an increasingly 'transparent' policy environment. Public and private administrative data combined with Federal and state/local surveys are widening the possibilities of data to be mined. What constitutes "public" data; who are public data users; and what does the future hold?

Moderator:
- *Conference Chair Virginia Carlson, President, Metro Chicago Information Center*

Speaker:
- *Matt Carmichael, Director of Information Projects, Advertising Age*

1:30 pm – Improving the Statistical System: Data Delivery
Exploring Key Census Data Access Tools:
- American Fact Finder (AFF)
- Data Ferrett
- Integrated Public Use Microdata Series

Moderator:
- *Christine Pierce, Vice President, Demographic Research, Nielsen Media Research*

Speakers:
- *Jackie Mommsen, Requirements & Stakeholder Relations Program Analyst, Data Access and Dissemination Systems, U.S. Census Bureau*
- *Cavan Capps, Chief, Data Web Systems/Data Ferrett, U.S. Census Bureau*
- *Katie Genadek, Research Assistant, Minnesota Population Center, University of Minnesota*

2:45 pm – Afternoon Networking Break

3:15 pm – Improving the Statistical System: Data Visualization

Examining Issues in Data Mapping:
- Tapping BEA's interactive data tools
- Leveraging public data with ArcGIS
- Using American FactFinder mapping resources

Moderator:
- *Susan Ockert, Consultant, SO Consulting*

Speakers:
- *Lucas Hitt, Chief, Communications Division, U.S. Bureau of Economic Analysis*
- *Evan Caldwell, Solutions Engineer, Esri*
- *Rob Chestnut, Requirements & Stakeholder Relations Branch Chief, Data Access and Dissemination Systems, U.S. Census Bureau*

Thursday, September 22nd

8:30 am – The Privatization of Public Data

Continental Ballroom, 3rd Floor

As calls for "government transparency" are heard at all levels, government agencies struggle with how to most efficiently make their data available. For many agencies, the solution is to turn to a private sector vendor for data development, cleaning, coding, and eventual sale to the public. Is this the right model? What does it mean for public access to public data?

Moderator:
- *Conference Chair, Virginia Carlson, President, Metro Chicago Information Center*

Speaker:
- *Kevin Webb, Co-Director, OpenPlan*

9:00 am – Tracking Our Nation's Health

Topics to be addressed include tools to monitor health and insurance statistics and efforts to improve health data availability.

Moderator:
- *Jim Scanlon, Deputy Assistant Secretary for Planning and Evaluation (Science and Data Policy), U.S. Department of Health and Human Services*

Speakers:
- *Ed Sondik, Director, National Center for Health Statistics, Centers for Disease Control and Prevention*
- *Brian O'Hara, Chief, Health and Disability Statistics Branch, U.S. Census Bureau*
- *John Marcotte, Archive Director, Health Data at ICPSR, University of Michigan*
- *Erin Holve, Director, AcademyHealth*

10:15 am – Morning Networking Break

10:45 am – Tracking Our Economy

Topics to be addressed include the Job Openings and Labor Turnover Survey and Time-Use Survey, enhancements to the Quarterly Census of Employment and Wages database, and efforts to improve gross domestic product statistics.

Moderator:

- *Dave Talan, Supervisory Economist, U.S. Bureau of Labor Statistics*

Speakers:

- *David Hiles, Supervisory Economist, U.S. Bureau of Labor Statistics*
- *Guy Podgornik, Economist, Job Openings and Labor Turnover Survey, U.S. Bureau of Labor Statistics*
- *Rachel Krantz-Kent, Economist, U.S. Bureau of Labor Statistics*
- *Mauricio Ortiz, Chief of the Regional Income Branch, U.S. Bureau of Economic Analysis*

11:45 am – APDU Business Meeting

12:15 – Lunch
Food in Room 311
Seating in Room 307

1:00 pm – Using Longitudinal Data: Emerging Federal Statistical Series

Join us as we discuss longitudinal data initiatives such as Business Employment Dynamics from the Bureau of Labor Statistics, Statewide Longitudinal Data Systems from the National Center for Education Statistics, and Longitudinal Employment Dynamics from Census and the state labor market information agencies.
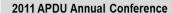
Moderator:

- *Warren Brown, Senior Research Associate, Cornell Institute for Social and Economic Research, Cornell University*

Speakers:

- *Erika McEntarfer, Lead Economist, LEHD Economic Research Group, Center for Economic Studies, U.S. Census Bureau*
- *Rick Clayton, Director, QCEW Program, U.S. Bureau of Labor Statistics*
- *Tate Gould, Research Scientist, National Center for Education Statistics, U.S. Department of Education*

2:15 pm – Afternoon Networking Break

2:45 pm – Enhancing the American Community Survey

The session will examine the current status of the American Community Survey, review the impact of recent budget decisions, and address key operational challenges.

Moderator:
- *Bill O'Hare, Consultant, Annie E. Casey Foundation*

Speakers:
- *Mary Jo Hoeksema, Director of Government Affairs, Population Association of America*
- *Trent Alexander, Chief of Data Analysis and User Education, ACS, U.S. Census Bureau*
- *Rob Chestnut, Requirements & Stakeholder Relations Branch Chief, Data Access and Dissemination Systems, U.S. Census Bureau*
- *Nicole Scanniello, ACS Data Review Coordinator, U.S. Census Bureau*

4:00 pm – Conference Adjourns