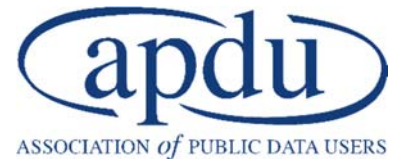


**Candidate Statement**  
**2014 APDU Board of Directors elections**



**Position:**  
**Vice President of the Board**

[Detailed Bio available on LinkedIn](#)



*Clifford Cook*  
*Manager, Planning Information*  
*Community Development Department*  
*City of Cambridge, Massachusetts*

When I first ran for a seat on the APDU board a year ago my candidate statement posed these three questions:

- *What does APDU do that other organizations cannot or do not?*
- *How can we strengthen our current programs to address this role?*
- *What new opportunities might that unique role offer?*

I believe that APDU's activities over the past several months have brought a sharper focus to the organization. During 2014 the organization has taken substantial strides toward building its role as the key organization for users of federal data. We have delivered meaningful services to our membership through the annual conference, the Public Data University webinar series and the weekly newsletter, while addressing the needs of the generalist data user.

If elected, over the coming term I hope to work on the following initiatives:

- *Organization of the 2015 Annual Conference:* Coming off our success in 2014, develop an exciting conference program that builds off this year's focus on big, open and public data.
- *Marketing campaign:* In 2014 APDU changed its membership structure to provide more affordable student and associate memberships and to encourage different levels of organizational memberships and affiliations with federal agencies. We now need to place more focus on marketing and outreach to different types of constituencies, particularly those located outside the Washington, D. C. area.
- *Public Data University:* The webinar series is one our best tools for educating members and building a presence in various communities. We will wrap up the initial series of 101 level seminars over the coming months and move on to higher level topics. We need a plan in place to ensure that the Data University remains a long term enterprise that addresses the needs of data users at different levels of experience and knowledge.
- *Advocate:* Continue speaking up on behalf of the data user. An office in the Washington area places APDU at the center of the federal statistical universe, and physical proximity to decision makers offer opportunities for advice and consultation that those of us elsewhere in the country do not have. The next two

years are likely to be rocky ones for domestic programs. Funding for 2020 Census preparation is a particular concern. There is a continuing need to work with the Census Bureau to improve the methods and modes of distribution of key data sets.

If elected as a Vice President of APDU I will always be open to hearing ideas and discussing issues with members. Thank you for your consideration.