



**APDU 2015 Annual Conference:
Innovating with Public Data**

September 1-2, 2015
DoubleTree by Hilton – Crystal City
300 Army Navy Drive, Arlington, VA

DAY 1 – SEPTEMBER 1, 2015

8:00 am – 8:45 am *Breakfast and Registration*
Room: Salon A/B/C/D/E

Plenary Session

8:45 am – 9:00 am **Welcome and Introduction**
Room: Salon A/B

Introduction: Warren Brown, President, Association of Public Data Users

9:00 am – 10:00 am **Innovating with Public Data**
Room: Salon A/B

This panel will focus on setting up the theme of the conference, emphasizing approaches to using public data in new or interesting ways or in responding to the continued budget pressures that are making it increasingly difficult to deliver public data.

Moderator: Kitty Smith, Executive Director, Council of Professional Associations for Statistics

Speakers:

- Niall Brennan, Director, Office of Enterprise Data and Analysis, Centers for Medicare and Medicaid Services
- Connie Citro, Director, Committee on National Statistics
- Daniel Castro, Vice President, Information Technology and Innovation Foundation
- Ana Aizcorbe, Research Professor, Social and Decision Analytics Laboratory (SDAL), Virginia Bioinformatics Institute, Virginia Tech

10:00 – 10:30 am ***Data Agency Headliners/Part 1 (An APDU Public Data University Presentation):
Round Robin Update from the Statistical Agencies Focused on Demographics, Health, and the Natural Environment***
Room: Salon A/B

Moderator: Cliff Cook, Planning Information Manager, City of Cambridge

Speakers:

- Bonnie Nichols, Program Analyst, National Archive of Data on Arts & Culture, National Endowment for the Arts
- Todd McNeil, Geographer, eGIS Portal, Department of Housing and Urban Development,
- Jennifer H. Madans, Ph.D., Associate Director for Science & Co-Acting Deputy Director, National Center for Health Statistics
- Mark Corrales, Senior Analyst, Environmental Protection Agency

10:30 am – 11:00 am ***Exhibit Hall Break***
Room: Salon C/D/E



11:00 am – 12:15 pm **Breakout Sessions**

1. New Products and Tools Track

Developing New Tools for Local Actors: Lessons from the Field

Room: Salon A/B

This session will review the steps involved in developing new tools for local users and the lessons that can be learned from that process. Government innovators that recently created new tools will share their thought process behind creating the tool, how they overcame any challenges in the process, and advice they have for other organizations interested in building tools to better serve their own audiences.

Moderator: Kathy Pettit, Senior Research Associate, Metropolitan Housing and Communities Policy Center, Urban Institute

Speakers:

- Mark Corrales, Senior Analyst, Environmental Protection Agency
- Kate Brett, Infant, Child and Women's Health Statistics Branch Chief, National Center for Health Statistics
- George "Chip" Walker, IV, Special Assistant to Associate Director for Economic Programs, Census Bureau

2. Using Administrative Records to Enhance Available Data

Data Mashups: Emerging Opportunities for Public and Private Data

Room: Jackson

Increasingly, “open data” is seen as a critical approach for reducing the cost of federal data collection activities and as a resource for users seeking to answer policy questions from administrative records. The challenge is that access to administrative records are limited by a number of factors. What do we know about the process of putting together a data sharing agreement? How can we make this process easier and how can we reduce the transaction costs associated with instituting data agreements? What are the barriers and what are successful examples at the Federal and state level. This session will feature research on data sharing as well as lessons learned from organizations that manage data sharing agreements.

Moderator: Erin Holve, Senior Director, Electronic Data Methods Forum, AcademyHealth

Speakers:

- Lesley Hirsch, Director, New York City Labor Market Information Service, Center for Urban Research, City University of New York
- David Newman, CEO, Health Care Cost Institute
- Robert Avery, Project Director, National Mortgage Database, Federal Housing Finance Agency



3. *New Ways to Share Data* **How Publicly Available Data Is Being Used Alongside Private Sector Information**

Room: Madison

While a rich resource for data users, publicly available data is not always adequate or accessible to meet user needs. How are public data champions leveraging private sector data to enhance their work with public data? What is the value proposition in terms of currency, format, or availability for users that opt to tap private or proprietary tools to complement public data? The goal of this session is to frame our thinking about what the private sector contributes to users of public and private data sets.

Moderator: Elizabeth Nash, Director of Data and Product Development, PolicyMap

Speakers:

- Keith Wardrip, Community Development Research Manager, Community Development Studies and Education Dept., Federal Reserve Bank of Philadelphia
- Nima Nattagh, Analytics Manager, Verisk Analytics
- David Norris, Senior Researcher, The Kirwan Institute for the Study of Race and Ethnicity, Ohio State University

12:30 pm – 1:15 pm *Lunch*

Room: Salon A/B/C/D/E

1:15 pm – 2:00 pm **Keynote**

Innovations in Public Data

Robert M. Groves, Provost, Georgetown University

Room: Salon A/B

Introduction: Warren Brown, President, Association of Public Data Users

2:15 pm – 3:30 pm **Breakout Sessions**

1. New Products and Tools Track

International Data: Tools for Enhancing Access for Researchers

Room: Madison

Official statistical agencies around the world are opening up access to their official microdata, enabling researchers to engage in comparative analysis. Opportunities are available for researchers, research centers, and data libraries to gain access to an increasing array of demographic and economic microdata. This session will feature examples drawn from Europe, Asia and North America.

Moderator: A. Michelle Edwards, Data Librarian, Cornell Institute for Social and Economic Research, Cornell University

Speakers:

- Joerg Heining, Senior Researcher at the Research Data Centre (FDZ), German Institute for Employment Research (IAB)
- David Price, Chief, Federal Data Research Centre (FDRC), Statistics Canada
- Patricia Kelly Hall, Research Associate, IPUMS / NAPP International Census Projects, Minnesota Population Center, University of Minnesota



2. *Using Administrative Records to Enhance Available Data*

Reducing Respondent Burden: Integrating Administrative Records with the American Community Survey

Room: Salon A/B

There is tremendous concern in political circles about the ACS. Are there other ways to collect the data required for the ACS that does not require a survey? As the Census explores design options for the ACS, what nontraditional data collection strategies might Census employ? What are the challenges and opportunities? What administrative data sources might prove most fruitful to supplement and strengthen the ACS?

Moderator: Ken Hodges, Demographer, Nielsen

Speakers:

- Deb Stempowski, Chief, American Community Survey
- Amy O'Hara, Chief, Center for Administrative Records Research and Applications, Census Bureau
- Sharon Ennis, Researcher, Center for Administrative Records Research and Applications, Census Bureau

3. *New Ways to Share Data*

The Emergence of Regional Collaboratives

Room: Jackson

All over the nation, groups of data users are coming together to break down data silos in an effort to gain greater access to administrative records and other data. These regional user groups, both informal and formal, are playing much more active roles in fostering innovation than anyone imagined. This session will highlight several examples to illustrate the possibilities and power born of collaboration.

Moderator: Cliff Cook, Planning Information Manager, City of Cambridge

Speakers:

- Bob Gradeck, Research Manager, University Center for Social and Urban Research, University of Pittsburgh
- Michele Riordan-Nold, Executive Director, Connecticut Data Collaborative, Rocky Hill, CT
- Adam Heckman, Director of Technology and Civic Innovation, Microsoft Chicago

3:30 pm – 4:00 pm ***Exhibit Hall Break***

Room: Salon C/D/E

Plenary Session

4:00 pm – 5:00 pm **Finding New Ways to Answer Old Questions: The Case of Workforce Training and Credentials**
Sharon Boivin, Chair, Interagency Working Group on Expanded Measures of Enrollment and Attainment, National Center for Education Statistics

Room: Salon A/B

Introduction: Warren Brown, President, Association of Public Data Users

5:00 – 6:00 pm ***Reception***

Room: Salon C/D/E



DAY 2 – SEPTEMBER 2, 2015

8:30 am – 9:30 am

Breakfast

Room: Salon A/B/C/D/E

Plenary Session

9:00 am – 9:45 am **Washington Briefing**

Room: Salon A/B

APDU has been working with many other organizations to educate policymakers on Capitol Hill and in the agencies about user needs, the critical challenges facing federal statistics, and the resources the agencies require to respond. Learn more about the current challenges, our advocacy network and its efforts, and plans for 2015.

Moderator: Steve Pierson, Director of Science Policy, American Statistical Association

Speakers:

- Shelly Martinez, Statistician, Statistical and Science Policy Branch, Office of Management and Budget
- Ken Simonson, Chief Economist, Associated General Contractors of America

9:45 am – 10:30 am ***#IgniteAPDU Talks (An APDU Public Data University Presentation)***

Various speakers present 5-minute talks on hot trends and topics.

Room: Salon A/B

Moderator: Kathy Pettit, Senior Research Associate, Metropolitan Housing and Communities Policy Center, Urban Institute

Speakers:

- Elina Bravve, Senior Research Analyst, National Low-Income Housing Coalition
- Jonathan Marks, Cofounder, Quorum.us
- Richard Auxier, Research Associate II, Urban Institute-Brookings Tax Policy Center
- Michael Bader, Assistant Professor, Department of Sociology, American University
- Timothy F. Slaper, Director of Economic Analysis, Indiana Business Research Center
- Beth Jarosz, Research Associate, Population Reference Bureau
- Nancy Jones, Data Manager, Baltimore Neighborhood Indicators Alliance

10:30 am – 11:00 am ***Exhibit Hall Break***

Room: Salon C/D/E

11:00 am – 12:15 pm **Breakout Sessions**

1. New Products and Tools Track **Rolling Out the Latest Products: A Survey of Cool New Tools**

Room: Salon A/B

This session will showcase a variety of new data products and web tools, with a focus on regional economic and socioeconomic data.



Moderator: Brian Maisano, Economist, Bureau of Economic Analysis

Speakers:

- Shannon Guzman, Policy Research Senior Analyst, AARP Public Policy Institute
- Nicholas Empey, Chief, DAS Group, Regional Economics Directorate, Bureau of Economic Analysis
- Ray Rasker, Executive Director, Headwaters Economics

2. Using Administrative Records to Enhance Available Data
Linking Federal and State Administrative Records: Lessons from Workforce and Education

Room: Jackson

States have a plethora of data that could be aggregated with available Federal data to create new products. Linking administrative records with traditional statistics represents an important next generation for the Federal statistical system. In the education space, the Student Longitudinal Data System is seeking to link up K-12 and postsecondary data to help track student outcomes. In the workforce development space, state and federal partners are linking employment and wage records with those student records to monitor both education and training outcomes. Census has also tapped employment and wage records, linking them with Federal employment records, to create demographic and industry detail about workers and commuters for small geographies that is being used in transportation planning and emergency management. What have we learned from these experiences? How do we overcome challenges and take advantage of huge opportunities for enhancing our data systems?

Moderator: Cliff Cook, Planning Information Manager, City of Cambridge

Speakers:

- Rob Sienkiewicz, Assistant Center Chief for LEHD Program, Center for Economic Studies, Census Bureau
- Rachel Zinn, Director, Workforce Data Quality Campaign
- Chris Kingsley, Associate Director, Local Policy & Advocacy, Data Quality Campaign

3. New Ways to Share Data
Emerging Trends Impacting Data Sharing

Room: Madison

With customer online expectations rising each year, statistical agencies are rethinking how to provide their data to the public through a wide array of tools and technologies. What are customers demanding and expecting, and what are the best avenues for providing data access to expert, sophisticated and casual users? What are the factors that influence different data dissemination approaches? In designing a sustainability strategy, how do innovations in information technology tools help make the process simpler or more complex? This session focuses on how technology and new ways of thinking about user and customer needs are transforming the basic philosophies of data dissemination.

Moderator: Steve Pierson, Director of Science Policy, American Statistical Association

Speakers:

- Rebecca Blash, Chief, Center for Enterprise Dissemination Services & Consumer Innovation, Census Bureau
- Stephen Buckner, Assistant Division Chief, Public Information Office, Census Bureau
- Michael D. Levi, Associate Commissioner for Publications and Special Studies, U.S. Bureau of Labor Statistics
- Haden Springer, Manager of Technical Assistance and Training, Center for Regional Economic Competitiveness



12:15 pm – 1:00 pm
Networking Lunch

Plenary Session

1:00 pm – 1:30 pm **#IgniteAPDU Keynote**
Making the Case for Public Data in a “Big Data” World

Room: Salon A/B

Scott Orr, Federal Legislative Affairs Manager, Georgia Power

Introduction: Warren Brown, President, Association of Public Data Users

This presentation will focus on the challenges that public data is encountering in getting the attention it deserves from policy makers. Big data options, open data silos, and concerns about privacy and fiscal restraint are combining to squeeze the public data system. What are the compelling messages that will help to ensure that Congress and the Administration continue to appreciate the importance of the Federal statistical system?

1:30 – 2:15 pm **Data Agency Headliners/Part 2 (An APDU Public Data University Presentation):**
Round Robin Update from the Statistical Agencies

Room: Salon A/B

Moderator: Cliff Cook, Planning Information Manager, City of Cambridge

Speakers:

- Carlos Manjarrez, Director of Planning, Research and Evaluation, IMLS Data Catalog
- Ross Santy, Associate Commissioner, Administrative Data Division, National Center for Education Statistics
- Emilda Rivers, Program Director, National Center for Science and Engineering Statistics
- George "Chip" Walker, IV, Special Assistant to Associate Director for Economic Programs, Census Bureau
- Mary Bohman, Administrator, USDA Economic Research Service
- Kevin Pierce, Economist, Statistics of Income, Internal Revenue Service
- Brent Mast, Social Science Analyst, Department of Housing and Urban Development

2:15 pm – 2:45 pm **Exhibit Hall Break**

Room: Salon C/D/E

Plenary Session

2:45 pm – 4:00 pm **The Future of Innovation in Public Data (Panel on Federal Statistics)**

Room: Salon A/B

This session is a moderated Q&A discussion among selected experts about their perspectives of the state of public data, the value of external stakeholders, and the opportunities that stakeholders see in moving the public data system forward in a time of severe budget constraints and calls for change.



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

Speakers:

- Kathy Pettit, Senior Research Associate, Metropolitan Housing and Communities Policy Center, Urban Institute
- Ken Poole, Executive Director, Council for Community and Economic Research/Association of Public Data Users
- Iris Palmer, Senior Policy Analyst, Education, New America Foundation
- Adie Tomer, Fellow, Metropolitan Policy Program, Brookings Institution
- Erin Holve, Senior Director, Electronic Data Methods Forum, AcademyHealth

4:00 pm

Conference adjourns

Sponsors:

- *U.S. Census Bureau*
- *U.S. Bureau of Economic Analysis*
- *InfoGroup*
- *National Endowment for the Arts*
- *PolicyMap*
- *Socrata*
- *Arnold Foundation*