



*Navigating the Public Data Landscape. Realizing the Potential of Public Data. Deploying Data to Inform Decisions*

# 2018 APDU Annual Conference

July 17-18, 2018

Residence Inn Pentagon City

Arlington, VA

## DAY 1 – JULY 17, 2018

8:00 am – 8:45 am      **Registration**

### *Plenary Session*

8:45 am – 9:00 am      **Welcome**

### *Plenary Panel Discussion*

9:00 am – 10:00 am      **The Future of Evidence-based Policymaking**

Congress demonstrated the bipartisan appeal of evidence-based policymaking with the passage of Foundations for Evidence-Based Policymaking Act in November 2017. Will the Senate take this legislation up? What other legislative action is in the works? Meanwhile, what have the agencies been doing to respond to the 2017 Commission on Evidence-based Policy work? Learn more about how this initiative may dramatically change the landscape for public data users.

**Moderator:** Kevin McAvey, Senior Manager, Manatt Health

#### **Speakers:**

- Nancy Potok, Chief Statistician of the United States, US Office of Management and Budget
- Nick Hart, Director, Evidence-Based Policymaking Initiative, Bipartisan Policy Center

### *Plenary Panel Discussion*

10:00 am – 10:30 am      **Data Agency Headliners**

Meet the leaders from several major federal statistical agencies. These leaders will discuss the future of public data in an era of uncertainty.

**Moderator:** Ken Poole, Chief Executive Officer, Executive Center for Regional Economic Competitiveness

#### **Speakers:**

- Bill Wiatrowski, Acting Commissioner, Bureau of Labor Statistics
- Mary Bohman, Administrator, USDA Economic Research Service

**#APDU2018**



*Navigating the Public Data Landscape. Realizing the Potential of Public Data. Deploying Data to Inform Decisions*

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

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

### *Realizing*

#### **Making Connections: Linking Data to Solve Public Problems**

Private and administrative data can supplement or enhance nationally collected public data. How are different organizations building new datasets by linking them to available public data to solve important problems? What are the barriers and opportunities that could change the future of how we collect and disseminate public data?

**Moderator:** Pratima Damani, Chief Executive Officer, SP Group

#### **Speakers:**

- Aaron Klein, Former Deputy Assistant Secretary for Economic Policy, US Department of the Treasury
- James Gray, Business Development and Data Partnerships, data.world
- Jim Demarke, Senior Data Engineer, Experian

### *Deploying*

#### **Lessons from the Data Visualization Process**

Images are quickly replacing data tables and narrative to summarize data in meaningful ways. Done effectively, they can capture the public's imagination in understanding information and shaping decisions. What are good strategies for developing new visualizations? This session will examine various aspects of the process: identifying appropriate analytic techniques, examining both public need and policy objectives, preparing data, using alternative methods and tools including Tableau, and conducting user outreach.

**Moderator:** Cliff Cook, Senior Planning Information Manager, City of Cambridge (MA)

#### **Speakers:**

- Annemarie Kuhns, Economist, USDA Economic Research Service
- Sam Keathley, Workforce Research Analyst, Kentucky Center for Education and Workforce Statistics
- Devin McGhee, Data Scientist, Kentucky Center for Education and Workforce Statistics



*Navigating the Public Data Landscape. Realizing the Potential of Public Data. Deploying Data to Inform Decisions*

*Navigating*

**Building a Platform to Present Data: Lessons from a Tool to Monitor Children’s Health and Well-Being**

Rigorous information can drive policymaking in many areas, including efforts to improve children’s health and well-being. California has built a comprehensive platform (Kidsdata.org) of facts to facilitate action towards healthy and well children. The resource combines more than 35 trusted public data sources with some 600 measures of child health and well-being. How was this tool pulled together, and what can it teach others creating similar platforms?

**Moderator:** Mauricio Ortiz, Economist, Bureau of Economic Analysis

**Speakers:**

- Lori Turk-Bicakci, Senior Manager, Lucile Packard Foundation for Children’s Health
- Beth Jarosz, Senior Research Associate, Population Reference Bureau
- Samantha Sangenito, Data Science and Sustainability Lead, ACEs Connection

**Plenary Session: Keynote**

12:15 pm - 1:45 pm **Keynote and Networking Lunch: Chris Hooton, Chief Economist, Internet Association**

**Introduction:** Kevin McAvey, Manatt Health

1:45 pm – 2:15 pm **Exhibit Hall Break**

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



*Navigating the Public Data Landscape. Realizing the Potential of Public Data. Deploying Data to Inform Decisions*

*Realizing*

**Preserving 'Born-digital' Public Data: A Key Role for Librarians**

Data stewards – producers, data centers, and archivists – have grappled for decades with the challenges of preserving and providing access to born-digital government information. Librarians have been at the center of this effort, creating new partnerships and developing new practices to ensure continued access to public data that may not be archived systematically. Librarians from universities across the country will talk about their successes and challenges in this fight.

**Moderator:** Margaret Janz, Data Curation Librarian, University of Pennsylvania

**Speakers:**

- James Jacobs, US Government Information Librarian, Stanford University
- Deborah Caldwell, Data Librarian, University of North Texas
- Shari Laster, Head, Open Stacks, Arizona State University

*Deploying*

**Innovations in Indicators in Housing, Consumer Credit, Labor Markets**

People across sectors are developing creative indicators and tools that deliver new insights for more informed decision-making at the local and national levels. Three presenters will describe projects that are breaking new ground in the areas of consumer credit, community development, and labor markets. Learn about creative strategies being used to develop indexes that can provide users with new ways of understanding available public data.

**Moderator:** Kathy Pettit, Senior Research Associate, Urban Institute

**Speakers:**

- Justin D. Fleming, Director of Real Estate, Cleveland Neighborhood Progress
- Brad Hershbein, Economist, W.E. Upjohn Institute for Employment Research
- Cheryl Cooper, Program Lead, Household Balance Sheet Research Agenda, Consumer Financial Protection Bureau



*Navigating the Public Data Landscape. Realizing the Potential of Public Data. Deploying Data to Inform Decisions*

*Navigating*

**Communicating about Privacy Concerns Around Public Data**

A primary concern around public data involves privacy and ethical concerns. How can we responsibly improve data accessibility while accounting for these issues? Experts will discuss lessons learned and best practices for communicating about privacy and building trust in public data.

**Speakers:**

- Kelsey Finch, Senior Counsel, Future of Privacy Forum
- Dennis Culhane, Professor, University of Pennsylvania
- Paige Kowalski, Executive Vice President, Data Quality Campaign

3:30 pm – 3:45 pm     *Exhibit Hall Break*

*Plenary Session*

3:45 pm – 4:30 pm     **Public Data University Presents: The 2018 Data Viz Awards**

Award winners will provide a brief overview of their award-winning projects. Identify creative approaches that others have used to visualize their data. Discover innovative ideas that you can adopt and make your own.

4:30 pm – 6:00 pm     **Happy Hour – Join Us for an off-site Networking Event**

Stick around and join your peers for an informal exchange at a nearby locale (to be announced).



*Navigating the Public Data Landscape. Realizing the Potential of Public Data. Deploying Data to Inform Decisions*

**DAY 2 – JULY 18, 2018**

8:30 am – 9:30 am      ***Breakfast (Continental)***

***Plenary Session***

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

Learn more about the issues and challenges facing key federal statistical programs (e.g., Census, BLS, BEA, NCHS, and others). This session will also examine key concerns among stakeholders and how to talk about them to political leaders and other decision makers.

**Moderator:** Mary Jo Hoeksema, Public Affairs Specialist, Population Association of America

**Speaker:**

- James Dyer, Senior Advisor, Baker Donelson

***Plenary Session and Workshop***

9:45 am – 10:15 am      **#IgniteAPDU Talks (An APDU Public Data University Presentation)**

Learn about hot trends and topics through 5-minute presentations from conference participants.

**Moderator:** Kathy Pettit, Urban Institute

**Speakers:**

- Andrew Hait, Economist, US Census Bureau
- Theresa White, Public Affairs Specialist, USDA National Agricultural Statistics Service
- KaNin Reese, Survey Statistician, US Census Bureau
- Dr. Mehdi Hashemipour, Data Scientist, US Department of Transportation
- Laura McKieran, Executive Director, CI:Now



*Navigating the Public Data Landscape. Realizing the Potential of Public Data. Deploying Data to Inform Decisions*

*Building the Case for Public Statistics*

**Understanding How Legislators Make Policy and Budget Decisions**

Data advocates have limited time and so do policymakers. How do data users educate policymakers as efficiently as possible? What is legislative decision-making process, and when are interactions with decision makers most likely to have an impact? This session provides a primer on the federal budget appropriations process and insights about how congressional offices process information.

**Moderator:** Mary Jo Hoeksema, Public Affairs Specialist, Population Association of America

- Emily Holubowich, Senior Vice President, CRD Associates
- Dale Oak, President, Oak Federal Solutions

10:15 am – 10:45 am *Exhibit Hall Break*

10:45 am – 12:00 pm *Breakout Sessions and Workshop*

*Realizing*

**Best Practices in Linking Administrative and Survey Data for Policymaking**

Linking administrative and survey data can create powerful new insights that drive public policy measures. In this session, speakers will report on unique projects underway for Health and Human Services, Census Bureau, National Science Foundation and Small Business Administration that illustrate how to overcome barriers to linking administrative and survey data to drive policymaking.

**Moderator:** Warren Brown, Research Faculty, Cornell Institute for Social and Economic Research (CISER)

**Speakers:**

- Scott Boggess, Chief, Evidence Building Staff, US Census Bureau
- Andrew Reamer, Research Professor, GW Institute of Public Policy
- Richard Hendra, Senior Research Associate, MDRC



*Navigating the Public Data Landscape. Realizing the Potential of Public Data. Deploying Data to Inform Decisions*

### *Deploying*

#### **Lessons from Leveraging Available Data to Enhance a National Household Survey**

Survey managers are increasingly using external data to enrich their results. One example is the National Household Food Acquisition and Purchase Survey (FoodAPS), an ambitious survey of food purchases and acquisitions. What can you learn from this effort about creating linkages that enhance data collection, data analysis, and predictive capabilities?

**Moderator:** Mark Denalby, Deputy Director for Food Economics Data, USDA Economic Research Service

#### **Speakers:**

- Elina Page, Economist, USDA Economic Research Service
- John Kirlin, President, Kirlin Analytics Services
- Xingyou Zhang, Mathematical Statistician, USDA Economic Research Service

### *Navigating*

#### **Comparing Federal, State, and Private-sector Data Production and Governance Approaches**

Data collection and aggregation is happening in a wide variety of environments; federal, state, and private sector actors are creating new datasets – by merging surveys, aggregating data sets, and developing new avenues for data access. Learn more about how different actors are addressing these issues, using both similar and different approaches based on their respective values and priorities.

**Moderator:** Sue Copella, Director, The Pennsylvania State Data Center

#### **Speakers:**

- Patrice Norman, Branch Chief Island Areas and Business Owners, US Census Bureau
- Collin McCarter, Data Scientist, Nielsen





*Navigating the Public Data Landscape. Realizing the Potential of Public Data. Deploying Data to Inform Decisions*

*Building the Case for Public Statistics*

**Understanding How Legislators Make Policy and Budget Decisions**

Data advocates have limited time and so do policymakers. How do data users educate policymakers as efficiently as possible? What is legislative decision-making process, and when are interactions with decision makers most likely to have an impact? How can engaging a coalition of grass roots supporters help to nurture policy champions in both the legislative and executive branches? This session provides a primer on the federal budget appropriations process, insights about how congressional offices process information, and a hands-on learning opportunity for stakeholders seeking to communicate with one voice to policy leaders about the value of public statistics.

**Moderator:** Mary Jo Hoeksema, Public Affairs Specialist, Population Association of America

**Speakers:**

- Emily Holubowich, Senior Vice President, CRD Associates
- Dale Oak, President, Oak Federal Solutions

**Plenary Session: Keynote**

12:00 pm – 1:30 pm **Keynote and Networking Lunch: Mark Schneider, Director, Institute of Education Sciences**

**Introduction:** Cliff Cook, City of Cambridge (MA)

1:30 pm – 2:00 pm **Exhibit Hall Break**

2:00 pm – 3:15 pm **Breakout Sessions and Workshop**



*Navigating the Public Data Landscape. Realizing the Potential of Public Data. Deploying Data to Inform Decisions*

### *Realizing*

#### **How Administrative Data are Used to Inform Decisions**

This panel will explore how states, academic institutions and the Census Bureau are linking, aggregating, and using administrative records. How is this new data being used to support research that influences policymaking and solves public problems? How are emerging new integrated data systems, data intermediaries and chief data officers stepping up to improve data governance and management? What challenges and related solutions are these intermediaries finding as they increase the use of administrative data?

**Moderator:** Warren Brown, Cornell Institute for Social and Economic Research (CISER)

#### **Speakers:**

- Amber Ivey, Senior Associate, Pew Charitable Trusts
- Della Jenkins, Executive Director, Actionable Intelligence for Social Policy (AISP)
- Sandra Clark, Survey Statistician, US Census Bureau

### *Deploying*

#### **How New Policy Approaches Can Redefine Data Needs: An Example from State Health Spending**

Optimizing healthcare spending is a task that is top of mind for many policy makers and program administrators as policy shifts to states, budgets tighten, and leaders strive to accomplish more with less. At the state level, data advocates have been making progress through a variety of different approaches. This session will highlight on the ground efforts from a variety of perspectives to collect and analyze data for healthcare value-based purchasing initiatives. Speakers will discuss case studies that illustrate the ways in which data was used to optimize spending and improve patient care.

**Moderator:** Anthony Curcio, Partner, Summit Consulting LLC

#### **Speakers:**

- Nora Hoban, Senior Vice President, Maryland Hospital Association
- Deb Schiel, Senior Director of Analytics, Massachusetts Center for Health Information and Analysis
- Denise Love, Executive Director, National Association of Health Data Organizations



*Navigating the Public Data Landscape. Realizing the Potential of Public Data. Deploying Data to Inform Decisions*

*Navigating*

**Innovative Uses of Administrative Records: The TANF Data Innovations Project**

The TANF Data Innovations (TDI) project supports use of administrative records data to improve program performance. TDI aims to have a lasting impact on evidence-based policy by supporting modern approaches to data integration and analysis. The project will catalog and assist states' efforts at data-driven program improvement in TANF and across the human services sector. What lessons can be learned for other policy areas?

**Moderator:** Dennis Culhane, Professor, University of Pennsylvania

**Speakers:**

- Julia Lane, Professor and Provostial Fellow, New York University
- Richard Hendra, Senior Research Associate, MDRC
- Robert George, Senior Research Fellow, Chapin Hall

*Building the Case for Public Statistics*

**Creating an Effective Communications Strategy**

Even the Census, the largest of the statistical agencies, rarely get attention outside of a small circle. That's because statistical programs are relatively small agencies when compared with domestic program agencies. This session participants with hands-on experience in developing messages for policymakers. With the help from expert facilitators, participants will work with peers to create messages about problems that data helps to solve or questions it helps to answer in a safe environment that allows for critiques about what makes the message compelling.

**Moderator:** Mary Jo Hoeksema, Public Affairs Specialist, Population Association of America

**Speakers:**

- Emily Holubowich, Senior Vice President, CRD Associates
- Dale Oak, President, Oak Federal Solutions



*Navigating the Public Data Landscape. Realizing the Potential of Public Data. Deploying Data to Inform Decisions*

**Plenary Session**

3:15 pm – 4:00 pm      **Shaping the Future of Census**

The Census Bureau has been headline grabbing in 2018. The end-to-end pilot test, debate over future budgets, the Economic Census delays, and the ruckus over a new question. Learn from Census leadership about how the Census Bureau is managing in a time of uncertainty while also leading the way in shaping the future of federal statistics.

**Moderator:** Ken Poole, Chief Executive Officer, Center for Regional Economic Competitiveness

**Speaker:**

- Enrique Lamas, Performing the non-exclusive duties and functions of the Deputy Director and Chief Operating Officer, US Census Bureau

4:00 pm      **Conference adjourns**