

Building the Case for Public Statistics

Special APDU Workshop, July 18, 2018

Residence Inn Pentagon City, Arlington, VA

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

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.

9:45 am – 10:15 am **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.

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

10:45 am – 12:00 pm **Engaging Allies for Public Data**

How can engaging a coalition of grass roots supporters help to nurture policy champions in both the legislative and executive branches? This session will provide a hands-on learning opportunity for stakeholders seeking to communicate with one voice to policy leaders about the value of public statistics.

12:00 pm – 1:30 pm ***APDU Conference Keynote and Networking Lunch***

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

2:00 pm – 3:15 pm **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.

3:15 pm – 4:00 pm **Count Everyone Once and Only Once...Preparing for the 2020 Census**

The lead-up to the 2020 Decennial Census has been headline grabbing. 2018 is a watershed year with the end-to-end pilot test and the debate over future budgets. Learn from Census leadership about the status of the Decennial as well as other efforts at Census as the agency leads the way in shaping the future of federal statistics.

4:00 pm ***Adjourns***