



Data User's Conference

October 23rd – 24th, 2012

301 S. Park Ave.
Helena, Montana

Cost: **Free***

The Census & Economic Information Center (CEIC) at the Montana Department of Commerce (MDOC) is hosting a one and a half day Census Data User's Conference with an optional hands-on half day introduction to Esri's new ArcGIS Online cloud-based interactive mapping tool.

The two day conference has two tracks:

TRACK 1 - Geared toward people who use data from the Census Bureau such as the 2010 Census and the American Community Survey along with other federal data providers. Learn about the latest data products, methods of access, and applications for the respective data products.

TRACK 2 - Geared toward GIS professionals who use Census Bureau data such as the American Community Survey data with Esri products. Learn about Census geography, selecting data sources, and joining Census data within ArcMap.

* Although attendance is free of charge, there is a limited number of spots available do to the hands-on nature of some sessions.

Hotel rooms and food accommodations are not provided and will have to be reserved and taken care of by those attending.

To reserve your spot please email Leslie Zolman at lzolman@mt.gov.

CONFERENCE PRESENTER BIOS

Jerry O'Donnell is the Public Information Officer for the Denver Regional Census Center at the US Department of Commerce. Jerry travels throughout the 12-state region speaking on a myriad of Census and other data-related topics. Jerry has been a data conference icon for the Census Bureau State Data Centers for nearly two decades.

Jim Castagneri is a Geographer at the Denver Regional Census Center with the US Department of Commerce, Census Bureau.

Mary Craigle is the Bureau Chief for the Census & Economic Information Center (CEIC) at the Montana Department of Commerce (MDOC). She has been working in economics and research for more than 25 years. Her career includes several research manager positions with the state and running her own market research company for 12 years.

Leslie Zolman is the GIS Specialist for the Census & Economic Information Center (CEIC) at the Montana Department of Commerce (MDOC). Leslie is a GISP and holds a Master of Geographic Information Systems from Pennsylvania State University and is the Professional Development Committee chair for the Montana Association of Geographic Information Professionals.

Joe Ramler is the Senior Economist for the Census & Economic Information Center (CEIC) at the Montana Department of Commerce (MDOC), providing research, information, and data on Montana's economy to policy makers, media, and the public. Joe has been with CEIC for a little over a year after completing his MA in Economics at the University of Montana, Missoula.

Barb Wagner is the Senior Economist for the Montana Department of Labor and Industry, providing research and information on Montana's labor market to policy makers, media, and the public. Her research includes diverse topics such as green jobs, the job retention of newly hired workers, the aging workforce, and the economic impacts of restoration. She received her MS in Applied Economics at the University of Minnesota. Barb's published research on the healthiness of school meals won the Outstanding RAE Article award from the Agricultural and Applied Economics Association, and she has also won regional awards for her labor market publications. Barb also serves as Race Chair for the Montana Race for the Cure, is a founder and officer of the Helena Young Professionals, and serves as a board member on the Employee Investment Advisory Board for the state retirement systems.

Scott Moore is a Solution Engineer at Esri in Olympia, Washington.

Media Representative – TBA

CEIC Data User's Conference – Track 1 Agenda

Day 1 – Tuesday October 23rd, 2012

- 8:00 – 8:30 a.m.** **Room 504**
Registration
- 8:45 – 10:15 a.m.** **Room 504**
Key Sources of Census Bureau Economic, Business & Industry Data
Presenter: Jerry O'Donnell
This session will build a solid foundation of economic data knowledge, covering Montana data sets like county and zip code business patterns, the Economic Census, and Local Employment Dynamics (LED).
- 10:30 – 11:15 a.m.** **Room 504**
Working with the Media – IR and Television Reporters
Presenter: TBA
- 11:30 a.m. – 12:00 p.m.** **Room 504**
Update on Economic Trends in Montana
Presenters: Joe Ramler & Barb Wagner
Joe and Barb will give a presentation on current and historic trends in Montana's economic growth measures using analyzed data from the US Department of Labor, US Bureau of Economic Analysis, the US Census Bureau, and other sources to assess how Montana compares with the region and the rest of the Nation.
- 12:00 – 1:30 p.m.**
Lunch – On your own
A list of local restaurants and food options will be provided.
- 1:30 – 3:30 p.m.** **Room 504**
Discussion – Key Topics from the State Data Center Annual Meeting with the US Census Bureau
Presenters: Jerry O'Donnell & Mary Craige
- 3:45 – 4:00 p.m.** **Room 504**
Day's End Wrap Up

Day 2 – Wednesday October 24th, 2012

9:00 – 9:15 a.m. **Room 226**
Morning Greetings

9:30 – 11:30 a.m. **Room 226**
Census Bureau Data for Community Analysis – Hands on Workshop

Presenter: Jerry O'Donnell

Wanting to know more about your community or county? Then join this session on the Census Bureau's online features and other tools for small geographic areas. This session will cover how to obtain Montana community/county data and how to create a profile of commonly used statistics for your area.

11:45 a.m. – 12:00 p.m. **Room 226**
Conference Wrap Up

Post Conference Workshop - Optional

1:30 – 4:00 p.m. **Room 226**
ArcGIS Online Hands-On Workshop

Presenter: Leslie Zolman & Scott Moore

This hands-on workshop will focus on Esri's new ArcGIS Online cloud based mapping tool. Learn how to create free interactive maps and share them with others through email, blogs, and social networks. Use American Community Survey and other Census Bureau datasets that CEIC has published to investigate spatial patterns and gain insight into Montana datasets.

Data User's Conference – Track 2 Agenda

Day 1 – Tuesday October 23rd, 2012

8:00 – 8:30 a.m.

Room 226

Registration

8:45 a.m. – 12:00 p.m.

Room 226

Part 1 - Analyzing Census & American Community Survey Data

Presenter: Jim Castageneri

Explore Census geography basics, political versus statistical geography, and TIGER/Line shapefiles as the source for analysis. We will discuss selecting the proper data, the sources for American Community Survey and other Census Bureau data, and preprocessing issues.

12:00 – 1:30 p.m.

Lunch – On your own

A list of local restaurants and food options will be provided.

1:30 – 4:30 p.m.

Room 226

Part 2* - Analyzing Census & American Community Survey Data

* only open to those who participated in the morning session (Part 1)

Presenter: Jim Castageneri

The second half will feature demonstrations of live census data in ArcGIS. We'll explore joining census data within GIS, conducting proximity analysis using block-level population counts, and thematic map representation of census variables.

4:30 – 4:45 p.m.

Room 226

Day's End Wrap Up

Day 2 – Wednesday October 24th, 2012

Post Conference Workshop - Optional

1:30 – 4:00 p.m.

Room 226

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