



Research Brief

The Commonwealth's Official Source for Population and Economic Statistics

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2011 Annual Data User Conference to Address New 2010 Census Data and Much More

PENN STATE HARRISBURG – Data users from across the Commonwealth are set to gather at the Holiday Inn Harrisburg/Hershey for the Pennsylvania State Data Center's 2011 Annual Data User Conference on September 15, 2011. The Annual Data User Conference serves as Pennsylvania's most comprehensive single-day forum for research and development in demographic data.

This year's conference entitled, *What Data Can Teach Us*, will focus on trends and lessons Pennsylvania communities can learn from the wealth of new data available from the U.S. Census Bureau, including the latest releases from the 2010 Census. Experts from around the state will address a variety of topics, ranging from Pennsylvania's changing population and demographics to an analysis of the latest research available on the impact of the Marcellus Shale activities on the community, environment and economy.

Director of U.S. Census Bureau to Deliver Keynote Address

Dr. Robert M. Groves began his tenure as U.S. Census Bureau Director on July 15, 2009. Since taking the reins at the Bureau, Dr. Groves has overseen all aspects of the 2010 Census, including the final planning stages, census implication and now evaluation of 2010 Census operations.

Dr. Groves has a decorated history in survey research, including his time as a professor at the University of Michigan and director of its Survey Research Center. He has authored or co-authored seven books and scores of scientific articles. His 1989 book, *Survey Errors and Survey Costs*, was named one of the 50 most influential books in survey research by the American Association of Public Opinion Research (AAPOR).

Penn State University Professor to Discuss Marcellus Shale Impact

Dr. Timothy Kelsey, Professor of Agricultural Economics and Rural Sociology at Penn State will serve as the conference's plenary speaker. Dr. Kelsey will discuss how data from a survey of the Marcellus Shale region can be used to study, understand and mitigate the ever-evolving economic and community impacts of Marcellus Shale gas drilling.

As State Program Leader of Economic and Community Development with Penn State Cooperative Extension, he helps provide statewide leadership for Cooperative Extension programs focused on Marcellus Shale and natural gas development and economic and community development. He has

produced and co-authored several studies relating to the Marcellus Shale, such as “Economic Implications of Natural Gas Drilling in the Marcellus Shale Region” and “Marcellus Shale: What Local Government Officials Need to Know.”

In-depth Breakout and Training Sessions

The 2011 Annual Data User Conference offers breakout sessions from state agency professionals, university researchers, and U.S. Census Bureau to cover various data-related topics. Many of the day’s speakers will be available throughout the day to address questions and discuss topics relating to their area of expertise. Breakout session topics include:

- Kids Count Data Center
 - *Sandy Moore, Pennsylvania Partnerships for Children*
- Congressional and Legislative Redistricting Update
 - *Cathy McCully, U.S. Census Bureau*
- Using GIS and Neighborhood Information for Community Development
 - *Chris Briem Sabina Deitrick and Robert Gradeck, University of Pittsburgh*
- Center for Workforce Analysis
 - *Randy Murphy, PA Department of Labor and Industry*
- Beyond the City Limits: Rural Pennsylvania and the 2010 Census
 - *Jonathan Johnson, The Center for Rural Pennsylvania*

Similar to past conferences, this year’s event provides data users the opportunity to get up-to-speed on the latest data dissemination technologies and procedures available to locate and make use of the new data products. PaSDC staff as well as representatives from the U.S. Census Bureau will be on-hand to provide information to prepare attendees for the approaching changes in the data world, including the Bureau’s complete transition to the New American FactFinder. Training sessions include:

- New Allocate Software
 - *Barbara LeFleur, U.S. Census Bureau*
- Update on the American Community Survey
 - *Whittona Burrell, U.S. Census Bureau*
- How to Use the New American FactFinder
 - *Jeremy Melissari, U.S. Census Bureau*

Registering for the Conference

Participants may register for the conference online with a credit card or check using our secure transaction server. Online registration for the Annual Data User Conference is now available at <http://pasdcconference.org>. Attendees may also register over the phone by calling the Pennsylvania State Data Center at (717) 948-6336. Register before September 1st and receive the early-bird registration rate of \$120. Speakers and sessions are still being added; check the conference web site often for the most up-to-date details.

The Pennsylvania State Data Center is the commonwealth’s official source for population and economic statistics. It is based at Penn State Harrisburg’s Institute of State and Regional Affairs. The Pennsylvania State Data Center is part of the U.S. Census Bureau’s National State Data Center Program.

Editors: For additional data, contact the Pennsylvania State Data Center’s State Capital Office at 717.772.2710 or for faculty comment on this topic, contact Penn State Harrisburg’s Public Information Office at 717.948.6029.

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