



Research Brief

The Commonwealth's Official Source for Population and Economic Statistics

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2014 Annual Data User Conference to Explore Data Mining Technologies, New Census Bureau Initiatives 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 2014 Annual Data User Conference on September 23, 2014. 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, "Putting Data to Work", will center on various innovations in the data world like cloud based technology and data dashboards. A unique array of sessions by researchers, geographers and state agency personnel will discuss topics like the utilization of these technologies, along with the advantages and challenges of their implementation.

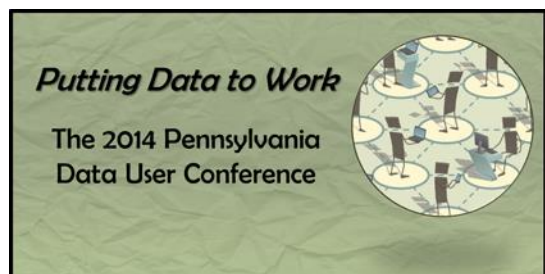
Conference attendees will also be brought up-to-date on the latest from the U.S. Census Bureau, including the release of the 2012 Economic Census data, phase two of the Geographic Support System Initiative (GSS-I) for the 2020 Census, and major new initiatives that will be forthcoming from the U.S. Census Bureau.

New Census Initiatives and the 2020 Census

The Census Bureau is going through changes and creating new initiatives to address new challenges. The Bureau's Deputy Director and Chief Operating Officer, Nancy Potok, will deliver the Keynote Address providing the details on the Bureau's efforts to confront these changes.

Future On, the new strategic plan, and the ten principals that are guiding future operations will be discussed in great detail. Also included in the talk will be how the new initiatives seek to help the Census Bureau address a future with limited resources and still reach its goals. Finally, Nancy will offer an overview of the 2020 Census, discussing its current and future operations.

Dr. Potok has more than 30 years of public, private, and nonprofit senior management experience. Prior to serving in her current position, she was the Chief Operating Officer of McManis & Monsalve Associates and Senior Vice President and Director of the Economic, Labor and Population Studies Department at the University of Chicago National Opinion Research Center (NORC), a social science survey research organization. Her public



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service includes working in the Judicial and Legislative Branches, as well as at the U.S. Department of Transportation and the U.S. Office of Management and Budget.

Dr. Potok is an adjunct professor at The George Washington University, an elected Fellow of the National Academy of Public Administration (NAPA), and a recipient of numerous awards, including The George Washington University Trachtenberg School Distinguished Alumni Award and the Arthur S. Flemming Award.

Hunter Recruitment, Retention and Reactivation; Harnessing the Power of Data

The Chief of the Pennsylvania Game Commission's Hunter Education and Outreach Division, Keith Snyder, is set to present the Commission's experience of developing a data mining machine to make practical use of the organizations hunting and fishing related data. Specifically, Keith will discuss the Hunter Recruitment, Retention & Reactivation (R3) Data Analysis System, which joins millions of customer and event participant records from a variety of databases into a user-friendly analytic tool. The data mining machine is helping the Commission identify those customer traits, characteristics and habits which support active and continuous hunting participation.

Keith began his career with the Pennsylvania Game Commission as a Wildlife Conservation Officer serving in Lackawanna and Dauphin counties. He is currently the Chief of the Hunter Education and Outreach Division in the agency's Bureau of Information and Education. He's a recipient of the PGC's Outstanding Employee Award, the International Hunter Education Association's Executive Vice President Award, and the National Bowhunter Education Foundation's Hunter Education Administrator of the Year Award.

Other In-depth Breakout and Training Sessions

The 2014 Annual Data User Conference offers breakout sessions from state agency professionals, academic researchers, and U.S. Census Bureau staff 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:

- Two-Dimensional Neighborhood Typology: How Westmoreland County's Housing Investment Decisions Consider the Emergent Properties of its Neighborhoods
 - *Brian Lawrence, Westmoreland Development Council*
 - *Jenni Easton, Mullin & Lonergan Associates, Inc.*
- Trends in the Distribution of Income in Pennsylvania: 1917 to 2011
 - *Mark Price, Keystone Research Center*
- Demographic, Educational and Financial Characteristics of Pennsylvania FAFSA applicants: 2010-11
 - *Dr. Esther Prins, Penn State University*
- Geographic Support System Initiative (GSS-I) Phase II
 - *Kevin Holmes, U.S. Census Bureau Philadelphia Office*
- Comprehensive County Planning Profile and Cloud Mapping
 - *Justin Smiley, Chester County Planning Commission*
 - *Steve Cummings, Chester County Planning Commission*
- The 2012 Economic Census
 - *Andrew Hait, U.S. Census Bureau*

Registering for the Conference

Participants may register for the conference online using our secure transaction server. Online registration for the Annual Data User Conference is 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 August 29, 2014 and receive the early-bird registration rate of \$140. Speakers and sessions are still being finalized; 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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