AGENDA
20th Annual New Mexico Data Users Conference 2018

Thursday, November 15, 2018
CNM Workforce Training Center
5600 Eagle Rock Ave. NE
Albuquerque, New Mexico 87113

Room 101

7:45 – 8:15   Registration and continental breakfast

8:15 – 8:30   Welcome and Opening Remarks (*Suzan Reagan, UNM Bureau of Business and Economic Research; Tim Harjo, Albuquerque Small Business Development Center; Ryan Eustice, Economic Development Department; and Norbert Nez, Census Information Center, Navajo Nation*)

Plenary Session

8:30 – 8:45   Overview of 2020 Preparations (*Veronica Arzate De Reyes, Partnership Program, US Census Bureau*) - In 2020, the Census Bureau is implementing innovations to make it easier than ever to respond to the Census. For the first time, the public will be able to participate in the Census online, by phone, or on paper. And what to expect based on the 2020 Census timeline.

8:45 – 9:00   New from the US Census Bureau (*Eric Coyle, Data Dissemination Specialist, US Census Bureau*) – A lot is going on. Update on new products and tools.

9:00 – 9:15   Statistics In Schools (*Victoria Glasier, US Census Bureau*) - Statistics in Schools provides activities and resources to enhance learning and teaching about statistics.

9:15 – 9:25   *Break*

9:25 – 9:35   Rural Geographies (*Jennifer Zanoni, US Census*) - The census bureau releases data products including rural and urban tabulations. What is new for 2020 data releases.

9:35 – 9:45   Tribal Decennial Census Participation (*Tim Harjo, Albuquerque SBDC*)— Race and Ethnicity Questions and the impact on tribal response to the Decennial Census and it's implication.

9:45 – 10:30 New Mexico Census Preparations, Population Estimates and Population Projections (*Robert Rhatigan, UNM Geospatial Population Studies*)— The UNM GPS Department is working with the US Census Bureau and other state agencies to prepare New Mexico for Census 2020. Robert will present an overview of these efforts and the challenges that are being faced.

10:30 – 10:40 *Break*

10:40 – 11:50 *Breakout Sessions*:

Room 101   **What is Your "Street Race"? Leveraging Multidimensional Measures of Race and Intersectionality for Examining Physical and Mental Health Status among Latinxs.** (*Nancy López, UNM-Sociology*) **-** This is a look at the conceptual basis of Hispanic origin and ethnicity measurements and the value-added by intersectionality or attention to the simultaneity of race,

gender, class, ethnicity as systems of inequality and resistance. It also underscores the importance of not flattening the difference between Hispanic origin and race for examining the color line and social inequalities in the opportunity structure. This research has implications for current and future local, state, and federal data collection, including the Census 2020.

Room 207   **Rural Geographies** (*Jennifer Zanoni, US Census*) - An overview of the important geography programs that lead up to the 2020 Census tabulations and their importance for New Mexico and will touch on the research into urban and rural status determination.

Room 138   **Stats in Schools (***Victoria Glasier, US Census Bureau*) - The Statistics in Schools program provides resources for teaching and learning with real life data. Explore the site for standards-aligned, classroom-ready activities.

Room 235   **Mobilizing NM Communities for the 2020 Census** (*Veronica Arzate De Reyes, Partnership Program, US Census Bureau*) – This breakout session invites NM to learn about outreach strategies planned for the 2020 Census. One of the major strategies presented will be the Complete Count Committee (CCC) for tribal, city, and county governments. Each participant will receive CCC materials as well as a demonstration on the Response Area Outreach Mapper (ROAM). ROAM is an interactive web mapping application that allows NM users to visualize areas by predicted mail non-response rates to determine the location of harder to count areas. This breakout is planned to be interactive with opportunities for questions and dialogue.

11:50 – 2:10   *Lunch*

The New Mexico Economy: Recent History and Outlook (*Jeffrey Mitchell, Director, UNM-Bureau of Business and Economic Research*) —A summary of recent events in and performance of the New Mexico economy, along with an economic outlook for the coming two years.

The 2017 Economic Census and Tools (*Andy Hait, Economic Census, US Census Bureau*) – This presentation will provide a brief summary of the business data available from the Census Bureau, and will provide an update on the 2017 Economic Census, including what you can do to help closeout the response phase of this benchmark program. Also, provide a preview of some of the latest Census tools to access these business data that will be covered in the afternoon breakout session.

2:10 – 3:20   *Breakout Sessions:*

Room 101   **American Indian & Alaska Native (AIAN): The Presentation and Use of Data For a Population On the Move** (*Tim Harjo, Albuquerque SBDC*)— An analysis of summarized data from the AIAN question on race. The second part focuses on the use of census data by state, federal, and non-profit sector organizations concerning the AIAN population.

Room 207   **Finding Economic Targets in the US Patents Database** (*David Irwin, NMSU Library*) –In its 200+ year history, the US Patent and Trademark Office has issued more than 10 million patents, for everything from gadgets to flowers. Each application or patent contains a dense layer of metadata about the inventors, locations, dates, classifications, and much more. New sophisticated data query tools allow researchers to extract and contextualize that data to discover where new technologies are being developed and what companies are involved. This session will explore how economic developers can take advantage of this information to find new business prospects.

Room 138   **Hack the Census: Census Tools for Developers** (*Eric Coyle, Data Dissemination Specialist, US Census Bureau*) — Learn about the Census Bureau's machine-readable dataset discovery

service for Developers. The Census Bureau's Application Programming Interface (API) lets developers create custom apps to reach new users and makes key demographic, socio-economic and housing statistics more accessible than ever before. The Census Bureau's API allows developers to design web and mobile apps to explore or learn more about America's changing population and economy.

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3:20 – 3:30   *Break* (refreshments in Room 101)

3:30 – 4:40   *Breakout Sessions*:

Room 101   **Hispanics by the Numbers** (*Eric Coyle, Data Dissemination Specialist, US Census Bureau*) – Learn how the Census Bureau collects, tabulates and publishes data on Hispanics in the U.S. The Hispanic by the Numbers workshop will cover numerous topics, including but not limited to, the history of the Hispanic population in the U.S., growth, top states and top percentage changes, as well as the top percentage of Hispanic ethnicities. This information will show comparisons within the U.S., along with the Hispanic population projections for the U.S. all the way to 2060.

Room 207   **Labor Market Data for New Mexico: Tools, Resources, and Research** (*Rachel Moskowitz, Bureau Chief, NM Dept. of Workforce Solutions; Ashley Leach, Economist, NM Dept. of Workforce Solutions*)— This session will showcase labor market data produced by the New Mexico Department of Workforce Solutions, with extra focus given to the newly released employment projections. The session will also highlight new products and tools, including interactive data dashboards that provide you with the most relevant labor market data quickly and in an easy-to-use format.

Room 138   **RGIS & QGIS Mapping Data** (*Laura Gleasner, Clearinghouse Services Manager, UNM Earth Data Analysis Center*) - Hands on for data users, the process of downloading NM data and mapping it. This session will use QGIS an open source mapping tool to download shape files and data from RGIS.

Room 235   **Accessing Census Business Data** (*Andy Hait*,) - This session will feature a demo of some of the latest tools at Census that provide access to not only demographic data but business data too. These tools will include the latest updates to QuickFacts as well as both editions of Census Business Builder.

Adjourn

<p align="center">Save the Date for Next Year: November 14, 2019</p>