The Data Driven conference is the “must-attend” event for all data users and decision makers. Participants from across the state represent private, public, and non-profit sector organizations. Attendees gain relevant knowledge and tools for data use and accessibility in their day-to-day work.

You will leave the conference empowered to use data to:

- Improve your programs
- Establish effective policy
- Tell your story
- Understand the community
- Secure funding
- Plan for the future
- DRIVE CHANGE
REGISTRATION

Registration deadline: SEPTEMBER 16, 2013

To register, go to www.researchpartners.org and click on the Data Driven logo.

Conference fee includes a sit-down, served lunch during the keynote presentation: $90

Conference Agenda

8:00 a.m. – 9:00 a.m.
Registration and Continental Breakfast

9:00 a.m. – 9:30 a.m.
Welcome and Opening Remarks

9:30 a.m. – 10:40 a.m.
Concurrent Breakout Sessions

10:50 a.m. – Noon
Concurrent Breakout Sessions

Noon – 1:15 p.m.
Lunch and Keynote Presentation

1:30 p.m. – 2:40 p.m.
Concurrent Breakout Sessions

2:50 p.m. – 4:00 p.m.
Concurrent Breakout Sessions

KEYNOTE PRESENTATION

featuring

BARBARA POPPE

"Surprise! How Data Can Be a Force for Change."

Barbara Poppe is the Executive Director of the United States Interagency Council on Homelessness. In this role, Barbara oversees the Federal response to homelessness by working with 19 Federal agencies to create a national partnership at every level of government and with the private sector to reduce and end homelessness. In June 2010, Barbara and four Cabinet Secretaries announced Opening Doors, the nation’s first-ever comprehensive Federal plan to prevent and end homelessness. Barbara Poppe has more than 25 years of non-profit experience working on homelessness with housing-related organizations. Ms. Poppe served as executive director of the Columbus, Ohio-based Community Shelter Board (CSB) from October 1995 to November 2009. CSB is a nationally recognized non-profit organization that creates collaborations, innovative solutions, and invests in quality programs to end homelessness in Columbus and Franklin County, Ohio.

Community Research Partners is a nonprofit research center based in Columbus that strengthens communities through data, information, and knowledge.

Questions: Visit www.researchpartners.org or contact datadriven@researchpartners.org
Journalists' Advice on Communicating Statistics to the Public
Learn how to make data and policy-rich reports important to journalists and, by extension, to the public. Participants will discover how reporters identify potential stories from reports and data that cross their desk.

MARK WILLIAMS
Business Reporter, The Columbus Dispatch

JENNIFER SMITH RICHARDS
Reporter, The Columbus Dispatch

Using Workforce Data to Encourage Engagement, Document Impact, and Demonstrate Value
Learn how two major workforce initiatives in Ohio (Cleveland and Cincinnati) have used data to engage employers. This session will explore the critical steps of using data to document the impact of that service delivery and sharing value to assure ongoing employer participation.

CHRISTOPHER SPENCE
Principal, New Growth Group, LLC

ROSS MEYER
Executive Director, Partners for a Competitive Workforce

REBECCA KUSNER
Director, WorkAdvance, Towards Employment

Research and Data Tools from Your Library
A demonstration of some of the more than 60 free online research tools – available to all Ohioans at www.columbuslibrary.org – including tools that provide local, state, and national business and consumer data.

JENNIFER BAUMANN
Information Services Manager, Columbus Metropolitan Library

ERICA CHERUP
Information Services Manager, Columbus Metropolitan Library

Forecasting Workforce Supply and Demand
Learn how the Northeast Ohio Nursing Workforce Forecast is developed, the applicability of the predictive model to other industry sectors, and the importance of workforce forecasting to local economic development.

PAM WAITE
Director of Healthcare Workforce/NEONI, The Center for Health Affairs

PAT CIRILLO, PH.D.
President, Cypress Research

Empowering Residents to Improve Neighborhoods
Learn how the Community-Driven Crime Control program collects and uses neighborhood-level data to engage and empower residents, decrease crime and improve safety, and improve the physical environment and public perceptions of neighborhoods.

DR. KAM C. WONG, J.D., PH.D.
Professor of Criminal Justice, Xavier University

CHRISTOPHER KEARNEY
Volunteer Coordinator, Community-Driven Crime Control, Xavier University

Using Data to Build 21st Century Schools
This session will take an in-depth look at the Ohio School Facilities Commission (OSFC) data collection and management systems. OSFC's award-winning construction management website serves as a model for other states. OSFC administers the state's comprehensive public school construction program disbursing more than $8.3 billion for school construction, resulting in the occupancy of 760 buildings serving approximately 423,000 children.

TRACY HEALY
President, FutureThink

MELANIE DRERUP
K-12 Planning Manager, Ohio School Facilities Commission

What's My Point and Why Does It Matter?
If your audience can only remember one thing, what do you want it to be? Through the use of storytelling, simple imagery, and compelling messaging, anyone can improve their ability to publish and present materials that people will actually read.

SARA LOKEN
Chief of Staff, Community Shelter Board

Merging Data and Policy to Analyze Issues and Plan for Success
Measuring local, state and federal data sources against published local policy objectives from available sources (City Master Plan, HUD Consolidated Plan) to analyze current conditions and plan for future policy objectives with measurable goals and time tables.

DOUG ADKINS
Community Revitalization Director, City of Middletown

Selling Your Data Through Hot Dog Stand Marketing
Marketing Fun With Mike will work with session participants to improve sales and presentation skills necessary to help your data have bigger impacts, spread throughout the community, and make your data SING!

MICHAEL RUDI
Owner, Marketing Fun With Mike

Using Census Data Tools to Find Data for Your City, Town or Neighborhood
An overview of a variety of data products available from the Census Bureau, including a demonstration of American FactFinder and Local Employment Dynamics. The presentation will concentrate on finding data on employees and employers in the Columbus area and Ohio, painting a picture of the workforce and industries in which they work.

TIM SARKO
Data Dissemination Specialist, U.S. Census Bureau

Using Data to Drive Student Success
Learn how to quantify the impact of early college credit on student success. The session will include an overview of the data and analytical methods used to study the difference in degree attainment between students who did and did not earn early college credit during high school. 300,000 Ohio public college student enrollment records were studied for this retrospective analysis.

DR. ROBERT HAAS
Associate Dean, Business and IT, Marion Technical College

Register now at www.researchpartners.org
Building Community Connections through Neighborhood Asset-Mapping

This session will showcase The Neighborhood Asset-mapping Tool (N.A.T.), an online resource for all neighborhoods throughout the Greater Cincinnati Area to map the assets in their communities. Neighborhood Asset-Mapping creates a picture of resources, both institutional and individual present in every neighborhood, which can serve as an engagement and marketing tool for communities.

Trina L. Jackson
Program Director, Community Building Institute

Douglas C. Ruschman
Executive Director for University Communications, Xavier University

You’re Closer than You Think: Finding Evaluation and Impact Data Among Existing Organizational Data

This presentation explores how many organizations already have data at their disposal to develop a successful performance and outcomes management system. You will learn about low-cost and pre-existing data sources accessible to most organizations and the strategies to transform these into successful measurement programs.

Kathryn VanDixhorn
Research Associate, Measurement Resources Company

Tiffany Lewis
Associate, Measurement Resources Company

Taking Mapping Indoors

Geographic Information Systems (GIS) was developed for use across relatively large, outdoor spaces to help practitioners better understand geographic data relevant to their trade. You will learn how GIS also can be a powerful tool within relatively small, indoor spaces to achieve the same goal of enhanced end-user data comprehension. Participants will discover the tools and processes required to generate a similar report.

Scott Leopold
GIS Analyst and Project Director, DeJong-Richter

Using Opportunity Mapping to Plan for Regional Equity and Sustainability

Presenters will provide an overview of the Sustainable Communities Initiative, which is a regional sustainability planning grant program administered through a partnership between HUD, EPA, and DOT. Participants will learn specifically about the Fair Housing and Equity Analysis portion of the grant program, and how Opportunity Mapping is being used to assess equity across regions.

Jillian Olmiger
Research Associate, The Kirwan Institute for the Study of Race and Ethnicity, The Ohio State University

Matt Martin
Research Associate, The Kirwan Institute for the Study of Race and Ethnicity, The Ohio State University

Measuring Strategic Goals & Outcomes Using Data

This session will share how the library is taking stock of its strategic goals and building measurement tools to track progress and community impact. Participants will learn about the tools available to them that will help to measure results.

Andrew Minister
Director of Business Development, OrangeBoy, Inc.

Alison Circle
Chief Experience Officer, Columbus Metropolitan Library

Sandra Swanson
President & CEO, OrangeBoy, Inc.

Maximizing Opportunities with Longitudinal Data

Learn about longitudinal data systems which track quantitative information on individuals, over time and often across data sets, in order to determine correlation. The Ohio Longitudinal Data Archive (OLDA), a new, innovative, large-scale data collection for the social sciences, education and human resources provides linked administrative data on a variety of topics including education, workforce development, health and mental health.

Sunny Munn
Post-Doctoral Researcher and Project Manager
The Ohio Education Research Center, The Ohio State University

Josh Hawley
Director, The Ohio Education Research Center, The Ohio State University

Lisa Neilson
Post-Doctoral Researcher, Center for Human Resources Research,
The Ohio State University

Driving Change at the Neighborhood Level

This session examines how in-depth data and research have leveraged government resources to kick-start neighborhood revitalization and attract private investment. Weinland Park, a Columbus neighborhood will be used as a case study.

Bill Lafayette, Ph.D.
Owner, Regionomics LLC

Michael Wilkos
Senior Community Research and Grants Management Officer,
The Columbus Foundation

Lavea Brachman, J.D., M.C.P.
Executive Director, Greater Ohio Policy Center

Database Conversions: The Fun of it All

This session will explore the important elements, best timing, and specific reasons for database conversion. Participants will learn how to be more effective in managing the information needed for the organization or company to grow.

Andrea Albanese Denning
VP of Advancement, LifeCare Alliance

Charity Blair
Administrative Coordinator, LifeCare Alliance

Using Simple Graphics to Communicate Complex Data

Learn how to increase the odds that your data will be noticed. This session will focus on how to effectively use visual graphics as a tool to get your data to rise to the surface instead of being swept away in the flood of information we see each day.

Zachary Crafton
Research Associate, Community Research Partners