

Kentucky State Data Center
Affiliate Meeting Agenda
Urban Studies Institute, Belknap Campus
University of Louisville, Louisville, Kentucky
August 7, 2015

- 9:00 a.m. **Registration and Networking with Continental Breakfast**
- 10:00 a.m. **Welcome, SDC Updates, and Introduction to New KSDC Website**
Sarah Ehresman, Research Coordinator
Kentucky State Data Center
- 10:30 a.m. **Using Census Data to Spur Economic Development**
Andrew Hait, Data Product and Data User Liaison
Economic Planning & Coordination Division, U.S. Census Bureau
An overview of selected economic and demographic programs from the Census Bureau will be discussed. Data for Kentucky will be presented that can help planners and researchers better understand local area conditions.
- 12:00 p.m. **Lunch (served on site)**
- 1:00 p.m. **Measuring Economic Activity with Census Data: A Toyota Case Study**
Erran Persley, Data Dissemination Specialist
Kentucky & Tennessee, U.S. Census Bureau
The Census Bureau Toyota Case Study will use various data tools to examine and discuss employment trends, income trends, worker migration, population growth and other changes in Scott County, and consider the possible impact of the Toyota Manufacturing Plants on these trends.
- 2:30 p.m. **Workshop Option #1:**
Using Census Data in a Business Plan
Andrew Hait, Data Product and Data User Liaison
Economic Planning & Coordination Division, U.S. Census Bureau
This workshop will provide an overview of selected, key Census Bureau demographic and economic programs, and how the information from these programs can be used by entrepreneurs in a business plan and loan application. Local area data for Kentucky will be discussed that can help businesses better understand their customers and market, their competitors and industry, and their suppliers and complementary businesses. The presentation will profile these data following a real-life scenario of an entrepreneur who's interested in opening their first business.
- Workshop Option #2:**
Introduction to the ACS Public Use Microdata Sample and Access through Data Ferrett
Sarah Ehresman, Research Coordinator
Kentucky State Data Center
This workshop will provide an overview of the Public Use Microdata Sample (PUMS) data, the geographic units in which PUMS data are published, and how to access PUMS data through the Census Bureau's Data Ferrett.
- 4:00 p.m. **Adjournment**