**Purpose and Goals.** The Geodemographics: Data Integration and Analysis program is focused on Census 2000, GIS applications and geodemographic analysis, and integrating these and related resources in decision making information applications. The program will be conducted by Warren Glimpse, specialist in the development and use of geodemographic decision-making information.

The goal of the program is to help further empower participants to develop, use, and analyze internal and external data and use data to better understand the community infrastructure in a way that can help identify strengths and weaknesses, develop school improvement strategies, and assess trends in meeting your organization's goals.

**Attendees.** The program is designed for researchers, analysts, program/product managers, and other data users in business, government, associations, and K-12 school systems and higher education institutions.

**Benefits.** Effective use of the procedures and resources reviewed in these sessions can save you many hours and make your work more productive. The typical attendee can save thousands of dollars from knowledge derived in these sessions. More than money, see how your school system can take advantage of these data driven resources to plan, analyze, and evaluate in ways that contribute to better decisions and school system improvement.

Learn about integrating your internal data with decennial census data and other secondary data resources.

**Personalization.** Receive GIS/analytical software and data resources to take home. You will have the opportunity to use these resources in the session; ask questions; insure that you can use the materials. You will pre-identify geographic areas of interest in advance of the session.

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**Importance of this Program to You**

Over the next few years, the Census Bureau will release thousands of important demographic data from Census 2000 for more than 8 million census blocks and a myriad of other geographic areas. Much of this data will be used as "benchmark" data throughout the decade ahead. The demographic subject matter for most of these geographic areas will not be available from any other source.

In this program, you will learn about what data might be available in this database that you need, but might not know exists (or even be able to find out). You will be better able to sift through, select, and access the relevant parts of these data to meet your needs. You will be better able to determine the most cost and time effective ways to link these data with your data.

You will learn about key geographic and demographic data that will soon be available from Census 2000. You will learn about the potentials and limitations of the Census 2000 data. Find out about which of these data will be updated and when and how updates will be available to you. This unique program is presented in the context of analyzing "small area" (census tract, block group, neighborhood, etc.) geographic data.

Importance of access to and use of these data ...

The importance of relevant, high quality, usable geographic and demographic data for successful business management and decisionmaking can hardly be overstated. Having the best and most comprehensive data enable you to have a competitive advantage and reach your goals and objectives with more certainty.

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**GeoDemographics: Data Integration and Analysis**

Census 2000 Geodemographics/ GIS Computer-Based Hand-On Seminar/ Workshop

A program for

Researchers, Analysts, Managers

Location:
UCLA Campus
Los Angeles, CA

Date:
July 25, 2001

Conducted by
Warren Glimpse
Proximity
Alexandria, VA

Additional Information
http://proximityone.com/geodemo1.htm
(703) 256-9850
How to Register

The registration fee for the program is $335. Checks and purchase orders are accepted. A $30 discount is given to registrants who prepay by check. In either case, payment must be received by July 13, 2001.

Checks should be made payable to Proximity and mailed to Proximity, P.O. Box 3565, Alexandria, VA 22302-3565.

Register online at: http://proximityone.com/geodemo1.htm

or by telephone: (703) 256-9850

Agenda Overview

July 25, 2001 -- 8:30 a.m. to 5:00 p.m.

GeoDemographic Infrastructure Topics and Overview

- Geodemographic Concepts and Issues
- Census 2000 Products: content, schedule, access
- Demographic Data and Analysis
- Mapping and GIS Applications with Census 2000
- Access: Files and Data Now Available; Schedule
- Application Scenarios

Using the Summary Files and Summary File Derived Data

- Hands-on review of access options and procedures
- Using Census Factfinder; advantages/limitations
- ASC2DBF software applications
- Cen2Shp software applications
- DataView software applications
- Interactive Analysis System for Display and Analysis
- Interactive Geodemographic Mapping System Use

Role and Use of Maps/GIS Applications

- Mapping and GIS Basics
- Boundary and Cartographic Files
- TIGER Files
- Shape Files from TIGER Files

Building and Using Maps

- Making a maps using TIGER derived map files
- Map properties (projections, points, media, etc.)
- Orienteering versus thematic maps
- Interpreting maps (legends, themes, intervals, etc.)
- Presenting maps
- Software nomenclature and use
- Data nomenclature and use
- Mapping/GIS software alternatives and platforms

Address-Matching and Geocoding Applications

GeoDemographics Applications – Integrating/Analysis

Discussion

See details on Internet site
http://proximityone.com/geodemo1.htm

About the Program Leader

The program leader is Warren Glimpse, leading expert on Federal statistical information and geodemographic data for decision-making, and founder of Proximity.

Glimpse is a Ph.D. econometrician and former Census Bureau official, responsible for Census Bureau data access and user services programs. Glimpse established the Census Bureau State Data Center Program based in part on his own experiences in Missouri.

- Demographer in the Census Federal State Cooperative Program for Population Estimates
- Developer of the Columbia, MO GBF/DIME which became the prototype for the TIGER system.
- Served as associate director of the U.S. Office of Federal Statistical Policy and Standards, developing a framework data access and user services for Federal statistical programs
- Founding member of the Association of Public Data Users.
- Developer of wide-ranging regional and business-oriented demographic and economic forecasting models.
- Developed the School District Data Book for the National Center for Education Statistics (NCES), for the 1990 Census
- Serves as advisor/developer to NCES for Census 2000 school district data resources.
- Developed the first national scope set of Census 2000 (1999-2000 school year) school district boundary files and demographic data and makes these available through the Proximity web site.
- Applied researcher, integrating geographic and demographic data resources to analyze wide-ranging K-12 education issues.

Proximity develops software and database tools focused on integrating multi-sourced data resources in modeling applications to develop, access, and use decision-making information. Glimpse is actively involved in developing demographic and geographic data resources for various businesses; Federal, state and local government agencies; universities; and associations.