

## About the Presenter

Warren Glimpse is an econometrician and founder of ProximityOne. While with the Census Bureau, he developed the State Data Census Program to facilitate access to Census-sourced geographic, demographic and economic data.

Glimpse is developer of the CommunityViewer software and many other desktop and web-based data access, integration and analysis tools that facilitate use of the decennial census, ACS and TIGER/Line data with other wide-ranging data in applications such as pattern/trend analysis, geospatial processing and location-based operations.

He developed the Columbia, MD GBF/DIME file used as the prototype for the Census Bureau TIGER/Line program. Glimpse worked with hundreds of government agencies on the Census 2010 LUCA program to improve the coverage and content of the TIGER/Line files and quality and coverage of Census 2010.

He is a pioneer in working with school districts to develop and maintain school district decision-making information resources to facilitate strategic planning and analysis.

## Registration

To register, please contact:

**Phone:** 315-361-2700

**Email:** [helpdesk@moric.org](mailto:helpdesk@moric.org)

**Web:** [www.modelschools.org/msponline](http://www.modelschools.org/msponline)



## Using GeoDemographics for Strategic Planning & Analysis

### Focus

K-12 Education & School District Community  
Accessing and Using New Demographics



### Target Audience

District Leaders, Analysts and Vision Developers

### Overview

Participants will learn about:

- ◆ Review of new GeoDemographic data resources
- ◆ What the new Census 2010 & ACS<sub>1</sub> can tell us
- ◆ How your school district community has changed since 2000
- ◆ Using the Census 2010 TIGER/Line geographic data
- ◆ Examining student data in context of related demographics
- ◆ Assessing demographic composition of attendance zones
- ◆ How to visualize these data for your school district
- ◆ How to integrate these data into your strategic planning

<sup>1</sup>ACS: American Community Survey

### Dates/Locations/Times

March 17th, Costello Center, Oneida NY, 9:00am - 3:00pm

### Presenter

Warren Glimpse, ProximityOne



# Agenda Items

## 9:00am - 10:00am

*What Census 2010 and the American Community Survey are Telling Us*

- Scope
- Importance
- Regional Impact: Counties, Cities, Your District
- Conveying this information to your stakeholders

## 10:00am - 12:00pm

*Accessing and Using the Data*

- Census 2000, Census 2010, ACS, GeoBase
- Live computer-based examples; how-to

*Integration via MORIC/ProximityOne & CommunityViewer*

- Live computer-based examples; how-to
- Turning data into action

*Getting Basic Data for Your District/Community*

- Initial start-up of computer applications
- Interpreting the basic data

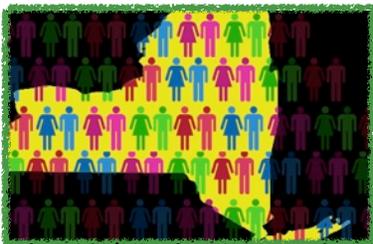
## 12:00pm - 1:00pm

Working lunch (Optional additional laptop time)

## 1:00pm - 3:00pm

*Examining the Data for Your District/Community*

- Hands-on time
- Using CommunityViewer with district data
- Geographic drill down: census blocks; census tracts; attendance zones
  - Tabular & spreadsheet formats
- Mapping applications and pattern analysis
- Integrating your data
  - Students, attendance zones/buildings, tax parcels
- Next Steps



# Resources and Tools

## Census 2010

Census 2010 data still provide very small area demographic data (census block) but for a much more limited set of subject matter compared to Census 2000. Use of the “short form” only results in basic demographics: age, gender, race-ethnicity, household and family composition, and basic housing unit structure and occupancy characteristics. The first census block level data were released by Census in February 2011. Learn exactly what is available, how to access it and how to integrate the data for analysis and decision-making.

## American Community Survey

Richer demographics, such as data on educational attainment, income, employment by occupation and industry and more for small area geography are now available through the annual American Community Survey (ACS). New small area demographic data were released in December 2010, providing the first richer demographic updates since Census 2000 for all school districts. ACS data are now flowing on an annual basis; updates annually rather than every 10 years. Learn more about accessing and using these data and how to knit them together with Census 2010 data and your data.

## GeoBase & Census 2010 TIGER/Line geographic database

The Census 2010 TIGER/Line shapefiles, released in January 2011, provide the geography boundary data for statistical (e.g., census blocks, tracts, etc.) and political (e.g., cities, towns, school districts, legislative districts, etc.) tabulation areas – and much more. The boundary shapefiles, water and other area feature boundary files, together with road and linear segment data/shapefiles and point shapefiles, help you bring the data to life in the context of Geographic Information System (GIS) applications. Use the intersection to intersection road segments, with geocodes and address ranges on right-left sides, to help with logistical analyses – even independent of the demographic data.

## CommunityViewer GIS and Analysis

The three data resources above have limited value when accessed independently and in a tabular manner. Analysis of data for strategic planning requires knitting these data together, with your data, in ways that support holistic uses of the data – seeing the roads and water, cities, in context with demographic pattern views conveyed by a thematic maps of your attendance zones. The ProximityOne CommunityViewer GIS is a software tool that brings these data together for flexible, wide-ranging analysis.