



CHARLOTTE DATA DAY

Using Data for Community Development

University of North Carolina at Charlotte
City Center Building

March 26, 2013

AGENDA

8:30 a.m. Registration and continental breakfast
Exhibits will be open.

9:00 **Welcome**

- Jeff Michael, Director, UNC Charlotte Urban Institute
- Matthew Martin, Senior Vice President and Regional Executive, Federal Reserve Bank of Richmond, Charlotte Branch
- Tom Warshauer, Community & Commerce Manager, Neighborhood & Business Services, City of Charlotte
- Timmothy Tibbs, Assistant to the County Manager, Mecklenburg County

9:15 **Kick-off: The Data-Driven Community**

This session will consider how data has been used to measure community assets and needs, choose strategies, monitor activity, assess outcomes, evaluate results, tell stories, and mobilize resources.

- Ira Goldstein, President, Policy Solutions, The Reinvestment Fund

9:45 **The Strategic Use of Data**

This series of presentations and discussions will explore how data can be used to answer key community questions. Presenters will outline proven, new and emerging, local, regional and national, information and technology resources.

- Mary Newsom, Associate Director, Urban & Regional Affairs, UNC Charlotte Urban Institute

How can Charlotte-Mecklenburg communities use data to better understand neighborhood dynamics?

Focus will be on the Charlotte-Mecklenburg Neighborhood Quality of Life study.

- Owen Furuseth, Associate Provost for Metropolitan Studies and Extended Academic Programs, UNC Charlotte

10:30 **Break**

10:45 **Is there a disconnect between evidence and policy?**

When it comes to meaningful community development, we're not lacking for solutions. To be successful, however, we need to overcome some not-so-obvious barriers to how we gather data and cultivate insights that inform our policy decisions.

- Amy Hawn Nelson, Director, Institute for Social Capital, UNC Charlotte Urban Institute

11:30 **How can Charlotte-Mecklenburg's nonprofit organizations use data to best deploy limited resources and maximize success?**

Focus will be on data-driven nonprofit efforts and the Federal Reserve's community data and analysis.

- Laura Clark, Director, The Larry King Center, Council for Children's Rights
- Shannon McKay, Research Analyst, Federal Reserve Bank of Richmond

12:15 **Lunch**

Visualizing Information (TBA)

Concurrent Workshops

These 45-minute workshops will enable participants to test an array of information tools. Workshops will focus on practical applications useful to data novices as well as experts. Each workshop will be offered twice. Participants may use UNC Charlotte's computers or bring their own.

1. Community Resources Workshop

Quality of Life Dashboard
Charlotte Regional Indicators

2. National Resources Workshop

American Community Survey / FactFinder
Federal Reserve Bank of Richmond / HMDA

3. Sifting Through Sources Workshop

This workshop will focus on effectively using publicly available data sources. Emphasis will be on preventing common methodological errors when analyzing data. Education data will be the starting point, with additional topics being included based on participant interest.

1:30 **First Round of Workshops**

- 2:20 **Second Round of Workshops**
- 3:10 **Wrap-up and Discussion of Next Steps**
- 3:30 **Adjourn**