CHARLOTTE DATA DAY
Using Data for Community Development
University of North Carolina at Charlotte
Center City Building
March 26, 2013

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

9:00 a.m.  Welcome
• Jeff Michael, Director, UNC Charlotte Urban Institute
• Tom Warshauer, Community Engagement Manager, Neighborhood & Business Services, City of Charlotte
• Timmothy Tibbs, Assistant to the County Manager, Mecklenburg County
• Matthew Martin, Regional Executive, Federal Reserve Bank of Richmond, Charlotte Branch

9:15 a.m.  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.

Presenter: Ira Goldstein, President, Policy Solutions, The Reinvestment Fund

10:00 a.m.  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.

Moderator: Amy Hawn Nelson, Director, Institute for Social Capital, UNC Charlotte Urban Institute
Panelists:
• Shannon Binns, Executive Director, Sustain Charlotte
• Katie Benston, Chief Program Officer, Care Ring
• Eric Guckian, Executive Director, New Leaders for New Schools
• Mary Klenz, Chair, Mixed Income Housing Coalition
10:45 a.m. Break

11:00 a.m. How can Charlotte-Mecklenburg communities use data to better understand neighborhood dynamics?
For 20 years, residents, service providers, government agencies, real estate agents, and universities have relied on the Charlotte-Mecklenburg Quality of Life study to understand the dynamics of local neighborhoods. This session will provide an overview of the newly released 2012 study, which includes a wealth of new data, geographies, and analytical capabilities.

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

11:30 a.m. How can Charlotte-Mecklenburg’s nonprofit organizations use data to best deploy limited resources and maximize success?
The emphasis on the use of data by non-profits has reached new heights, but push back to this trend persists. While many non-profits see this as a positive direction, others are concerned about diverting valuable resources away from activities that carry out their organization’s mission. How do we reconcile data-driven and passionate commitment to the mission to do good?

  Moderator: Bill McCoy, Consultant, UNC Charlotte Urban Institute
  Panelists:
  Laura Clark, Director, The Larry King Center, Council for Children’s Rights
  Jerri Haigler, Vice President of Education, Engagement, and Communications, United Way of Central Carolinas
  Raquel Lynch, Director of Strategic Initiatives, Crisis Assistance Ministry
  Matt Noonkester, Principal, Seven Hills Town Planning Group

12:15 p.m. Lunch

Visual Story-telling with Data
Our lunchtime speakers have developed and launched this fall the Nation’s first master’s degree program in Visualizing Information offered at an art school. They will share compelling examples of visual story-telling and advice on how to use similar methods to make community data meaningful to broader audiences.

  Heather Bradbury, Manager of Professional Studies Programs, School for Professional and Continuing Studies, Maryland Institute College of Art
  Bryan Connor, Consultant and Professor, School for Professional and Continuing Studies, Maryland Institute College of Art

1:30 p.m. First Round of Concurrent Workshops

2:30 p.m. Second Round of Concurrent Workshops
Concurrent Workshops
These 60-minute workshops will introduce participants to an array of informational tools. Workshops will focus on practical applications useful to data novices as well as experts. Each workshop will be offered twice. Participants are encouraged to bring their own laptop or tablet to test out these tools.

1. Community Resources Workshop
Quality of Life Dashboard
   John Howard, Project Manager, Neighborhood & Business Services, City of Charlotte
   Timmothy Tibbs, Assistant to the County Manager, Mecklenburg County

Charlotte Regional Indicators
   Laura Simmons, Social Research Specialist, UNC Charlotte Urban Institute

2. National Resources Workshop
Federal Reserve Bank of Richmond
   Shannon McKay, Research Analyst, Federal Reserve Bank of Richmond

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

American Community Survey / FactFinder
   Kelly Karres, Data Dissemination Specialist for North/South Carolina, US Census Bureau

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.

   Amy Hawn Nelson, Director, Institute for Social Capital, UNC Charlotte Urban Institute
   Claire Apaliski, Social Research Specialist, UNC Charlotte Urban Institute

3:30 p.m. Adjourn