2017 Impact Summit

A	ADM: Advanced Data Methods		B	BotR: Best of the Rest		C	CDW: Community Development / Wealth-Building

F	C&FW: Child and Family Well-Being		P	PBI: Place-Based Initiatives		W	P&E: Power and Equity

L	Plenary Session		R	Pre-conference Workshop

NOVEMBER 15 • WEDNESDAY

9:00am – 12:00pm   R   **Workshop 1A: Indicator 101**   Ocean Room, USC (University Student Center, 2nd Floor)

Speakers: Madeleine deBlois, Ruth Hamberg, Chantal Stevens

Ready to start on an indicator project or interested to take a fledgling project to the next stage? Based on recent research on best practices and innovation from the field and academia, this workshop will give you the tools and resources to move quickly and efficiently from the wishing stage to the implementation of a sustainable community indicators project, without missing crucial steps of community engagement and participation and collaboration, and with access to effective technology that will support the link to the community and their efforts to go from data to action. Take it in concert with Workshop 2A to cover the full breadth of knowledge related to community indicators

Register separately for this workshop
Fee: $75 (member) / $100 (non-member)

12:30pm – 2:45pm   R   **Workshop 2A: Data Methods**   Ocean Room, USC (University Student Center, 2nd Floor)

Speakers: Joe Baldwin

If you are new to community indicators or need a refresher on data and measurement, this workshop is for you. It is designed to be a fast-paced introductory overview of the data, measurement systems, techniques and tools commonly used in the indicator field. The session will position attendees to fully benefit from the conference and increase effectiveness in their respective community indicator projects. The workshop will move from an introduction to basic statistics to data visualization techniques, with an emphasis on sharing tools and resources. Sources of data and how to assess their quality, the relationship between program performance measures and community indicators are just some of the topics to be discussed. The session will be agnostic with respect to frameworks and/or community change philosophies; it will be a practical nuts and bolts introduction on how to democratize data.

Register separetely for this workshop
Fee: $50 (member) / $75 (non-member)

12:30pm – 2:45pm   R   **Workshop 2B: Data Tools for Equity Action**   Coral Room, USC (University Student Center, 2nd Floor)

Speakers: Tim Dutton, Merlande Petit-Bois, Sarah Treuhaft

As America grows more diverse yet racial inequities in health, wealth, and opportunity remain wide and persistent, community action to advance equity – just and fair inclusion – is more critical than ever. Robust data that is disaggregated by race/ethnicity, income, neighborhood, and more plays a key role in supporting community groups, advocates, planners, policymakers, and others understand the state of equity in communities and inform policy solutions. This workshop, designed for anyone interested in producing and using local data tools to advance equity, will introduce equity as a concept, share examples of local and national data tools designed to advance equity, and present a set of principles for designing data tools for health equity action developed by PolicyLink and EcoTrust.

Register separately for this workshop
Fee: $40 (member) / $65 (non-member)

| 3:00pm – 5:00pm | R | **Workshop 3A: Demystifying GIS and Getting Started with Spatial Analysis** |

Speakers: Daniel McGlone, Esther Needham   Coral Room, USC (University Student Center, 2nd Floor)

Take your interest in data visualization to the next level and join us at our workshop to learn more about the latest techniques and tools in spatial analysis that you can leverage to gain insights for your organization and aid in your advocacy efforts. We'll use free and open desktop and web mapping tools, along with open data resources, to get you started with mapping. You'll learn how to import and display data on a map, query data, geocode and merge databases.

Register separately for this workshop
Fee: $50 (member) / $75 (non-member)

| 3:00pm – 6:00pm | R | **CANCELLED - Workshop 3B: An Introduction to Place-Based Initiatives through Lake Maggiore Shores Initiative - CANCELLED** |

Ocean Room, USC (University Student Center, 2nd Floor)

Speakers: Angela Brown, Bernice Darling, Shera McNish, Allison Pinto. Ph.D.

Place-Based Initiatives are developing creative and integrated approaches to bring about community transformation and thriving with significant implications for community data. With an emphasis on place, local context becomes especially important to recognize and understand.

This workshop introduces the Place-Based Initiatives track of the 2017 Impact Summit by grounding participants in the local context of St. Petersburg, Florida through an introduction to Lake Maggiore Shores Initiative. Residents recently established Lake Maggiore Shores Initiative by coming together around "neighborbabies" and promoting readiness for a place-based initiative with the broader community. Workshop participants will be provided with preliminary information about the Lake Maggiore Shores neighborhood and broader St. Petersburg community and developments already underway. There will be an invitation for participants to contribute ideas and strategies, and a tour of the Lake Maggiore Shores neighborhood will be offered following the workshop.

Register separately for this workshop

The workshop will be offered in the Lake Maggiore Shores neighborhood. Transportation will be arranged from the Conference Center to the workshop location.

A	ADM: Advanced Data Methods	
B	BotR: Best of the Rest	
C	CDW: Community Development / Wealth-Building	
F	C&FW: Child and Family Well-Being	
P	PBI: Place-Based Initiatives	
W	P&E: Power and Equity	
L	Plenary Session	
R	Pre-conference Workshop	

NOVEMBER 16 • THURSDAY

Time		Session
8:30am – 9:00am		**Breakfast** USC 2nd Fl. Hallway (University Student Center, 2nd Fl.)
9:00am – 9:30am	L	**Opening Session** Plenary Ballroom, USC (University Student Center, 2nd Floor)

9:45am – 10:50am F **C&FW 1a: From Adversity to Action: Leveraging Local Data to Build Child and Family Resilience**
Speakers: Nathan Porter USC Ballroom 3 (University Student Center, 2nd Floor)
This presentation will highlight a replicable county-level indicator dashboard project incorporating novel data on childhood adversity into a social determinants perspective on health outcomes across the life course. Kidsdata.org, a public service of the Lucile Packard Foundation for Children's Health, makes more than 600 community indicators of child and family well-being easily accessible, understandable, and useable to a wide range of audiences. Participants will learn how national and state survey data were used to develop community-level indicators of childhood adversity that go beyond measures of family dysfunction traditionally associated with the Adverse Childhood Experiences (ACEs) study. The presenter will discuss lessons learned and share tips for partnership building, data acquisition and sharing, and strategic communication. Participants will learn techniques they can use in their local communities.

9:45am – 10:50am F **C&FW 1b: If Data is Truly Sexy- Why Isn't It on the Cover of Cosmo?**
Speakers: Gloria Putiak USC Ballroom 3 (University Student Center, 2nd Floor)
There is not only fake news. There is also fake data. There is discrepant data from different sources because they use different methodologies, time frames, etc. Let's talk about the good, the bad, and the ugly about community data - and how we can make it better, more accurate, more meaningful, more stimulating, not just to us - but to the general public and to elected officials who can use it to make better informed decisions. The most interesting community data is that which is not typically reported. The second half of the presentation will involve selecting a data set, yours or mine, and together creating a story not just with data - but with the human factor of storytelling and fun graphics. We will leave this session with a tangible takeaway: a template we have created together to use with other data sets.

9:45am – 10:50am F **C&FW 1c: Rapid Application Development (RAD) for the collection of point and program data within a County scale.** USC Ballroom 3 (University Student Center, 2nd Floor)
Speakers: Maria Negrón, Jamie Robe
As a taxing authority, the Children's Board of Hillsborough County is accountable to provide support to programs for Children and Families and is concerned with providing transparency to the local community to show how their dollars are working for them. The Children's Board has developed a tool that allows both for program evaluation, and tracking into larger outcome / focus areas that address community needs. The proposed presentation will discuss some of the unique data structures used to hold outcomes as well as how Rapid Application Development (RAD) techniques were instrumental in delivering a good result. The user perspective will also be examined, along with a demonstration of the Analytical Tracking System.

9:45am – 10:50am	C	**CDW 1a: Using Resident Data And Participation To Inform Agency and Broader Community Development**

SLC Conference Room 2101 (Student Life Center, 2nd Floor)

Speakers: Sarah Combs, Mark Sharpe

This presentation will describe the UACDC and Tampa's !p as well as the partnership that has developed for the purpose of lifting the district.They will introduce the concepts behind developing an innovation district in a severely depressed and blighted area using a multifactorial approach that is inclusive of governmental entities, non-profits and private sector partners.Speakers will describe their specific work demonstrating how this is taking place, using the example of the UACDC's door to door survey among other examples. They will provide information regarding how the survey compliments and informs the work at the micro scale of the UACDC agency interests, to the area scale of !p and how in turn this is helping to leverage resources to the area by informing private sector partners and local government.

9:45am – 10:50am	C	**CDW 1b: Employee Ownership as a Model for Building Community Wealth**

Speakers: Jeff Matson　　　　SLC Conference Room 2101 (Student Life Center, 2nd Floor)

Almost half of privately held businesses in the United States are owned by baby boomers and many are facing retirement with little or no succession plans, leading to loss of jobs and tax revenues. Fortunately the coming 'Silver Tsunami' also presents a once in a generation opportunity to restore and accelerate wealth-building, particularly in low income communities of color. One proposed solution is the conversion of privately owned businesses to employee-ownership. Working with Project Equity of Oakland, CA, we have undertaken an analysis to uncover possible solutions to this predicament. This presentation walks through the analysis, describes the indicators of opportunity, and shows how we captured the industries and individual businesses that might be saved through this approach.

9:45am – 10:50am	C	**CDW 1c: Measuring Community Vitality: An Economic of Compassion Initiative's Project**

Speakers: Claver Pashi　　　　SLC Conference Room 2101 (Student Life Center, 2nd Floor)

The Economic of Compassion Initiative (ECI) has grown from the ground up, as more and more groups and individuals indicated strong interest in supporting alternative economic systems, ones in which workers and owners share benefit, in which the community is enhanced. The first step is to develop the community vitality index, which provides measures of well-being and sustainable quality of life, and will be co-produced with the participation of and input from community residents. We will discuss data generated during the first round of the study and explore steps being taken to conduct the second round of data collection. Finally, we will share the results generated and discuss lessons learned and ways to triangulate the data for decision-making that affect children, families and communities in the urban core.

9:45am – 10:50am	W	**P&E 1a: Measuring the Dream: Understanding local equity issues in a national context**

Speakers: Katie OConnell　　　　Davis Hall Room 130 (Davis Hall, 1st Floor)

Nearly 50 years after Dr. Martin Luther King, Jr.'s assassination, what has become of his call for social, political and economic equality for African Americans? A new generation of activists is giving new urgency to the call for racial justice and equality, even as polarization increases. How do we equip them with the knowledge, techniques and strategies needed in the struggle for justice and equality? How do we measure our progress toward a more just and equal society? The Measuring the Dream (MTD) project anticipates where and how communities, decision-makers and institutions can engage to build an equitable future. The project created the MTD Index to calculate changes in equity since the 1950s. This panel will describe the MTD Project, Index, and highlight case studies to chart local progress relative to the national context.

9:45am – 10:50am	W	**P&E 1b: The Economic Impact of Health Inequities and Potential Strategies to Improve the Power Dynamics in West Michigan**

Davis Hall Room 130 (Davis Hall, 1st Floor)

Speakers: Andrae Ivy

The Grand Rapids African American Health Institute (GRAAHI)'s Health Equity Index is a web site that provides data for 52 health indicators at the national, state and local levels, while also providing resources, recommendations and stories on key health equity issues and presents disparity data for 26 indicators in Kent County, Michigan. To capture the economic impact of health inequities in Kent County, MI, GRAAHI conducted and completed a business case study that highlighted the tremendous burden of health inequities for many indicators. Because this appraoch can lead to effective policies to reduce health inequities and save money, GRAAHI desires to disseminate it across public health, so other cities, organizations and citizens can utilize its information to improve the diversity and power dynamics in their regions.

| 9:45am – 10:50am | P | **PBI 1: Building a Measurement System for Place Based Initiatives** |

Speakers: Joyce Bosco, Renee Boynton-Jarrett, M.D., USC Ballroom 1 & 2 (University Student Center, 2nd Floor)
Sam Joo, Alexis Moreno
Discussant: Allison Pinto. Ph.D.

Place-based initiatives are a strategy for community transformation through a combination of efforts relating to improved policy / systems alignment and coordination, community-building and neighborhood improvement strategies, and responsive programs / services for individuals and families. All of these efforts require data for ongoing navigation, monitoring, improvement, and evaluation. Data in the form of community indicators are essential to track changes at a population level across the multiple areas. This panel explores the considerations communities face when developing a Place Based Measurement system, choosing community indicators and creating and a sustaining a learning process to support a local place-based endeavor. Four communities involved in the Population Change Learning Community will share their approach to place based measurement, the use of community indicators within this system, the choices of community indicators they made, and how efforts have developed in relation to their local Place Based Initiative.

| 11:00am – 11:50am | F | **C&FW 2a: Utilizing multidisciplinary teams to address outcomes** |

Speakers: Christine Long, Karrie Roller   USC Ballroom 3 (University Student Center, 2nd Floor)

This presentation will briefly describe the 'First Hug' program, a data driven and research based program for homeless families with young children in Hillsborough County, Florida operated by Metropolitan Ministries in Tampa. The presentation will outline the research related to trauma, the development of the program, the outcomes achieved and the assessments selected to measure those outcomes. Lessons learned using data and outcome analysis during the implementation will be highlighted. This presentation will address how to implement the North Carolina Family Assessment Scale to assess families in a multidisciplinary team and develop a family plan utilizing a Family Team Conference approach. You will see how through data analysis and continuous improvement Metropolitan Ministries was able to meet the needs of homeless families and children and achieve impressive results.

| 11:00am – 11:50am | F | **C&FW 2b: Using Behavioral Health Care Navigators in Home Visiting to Improve Outcomes** |

Speakers: Mary Nash   USC Ballroom 3 (University Student Center, 2nd Floor)

The Healthy Families model is well documented as effective in improving outcomes for children and families through an intensive home visitation model. In serving families, we see areas of need around mental health, substance use/abuse, and domestic violence that continue to be present in the lives of many families we serve. A new model has been implemented over the past year to address these issues in the Healthy Families Jacksonville program and four other Healthy Families sites from around the State of Florida. In this solo presentation, the Healthy Families Jacksonville Program Manager and Behavioral Healthcare Navigator will discuss how this model was developed, how it is being implemented, and how we are using data to track improved treatment outcomes for these families.

| 11:00am – 11:50am | C | **CDWB 2: Housing, Neighborhoods and Health: University-Community Partnerships** |

Speakers: Kip Corriveau, Anne Ray, Geoff Smith   SLC Conference Room 2101 (Student Life Center, 2nd Floor)

In the wake of the housing boom and bust years, communities are facing a complex housing landscape. In some areas, housing markets have roared back stronger than ever while in others, homeowners continue to contend with the lingering effects of foreclosure and vacancy. A growing number of renters struggle to find affordable places to live. This session will highlight university research centers' use of data to tell multifaceted and nuanced housing stories at the local and neighborhood level. The presenters will discuss the utility of a number of housing data sources, including property appraisers' tax roll and sale records, the Census Bureau's American Community Survey and American Housing Survey, Home Mortgage Disclosure Act data, and affordable housing preservation databases.

11:00am – 11:50am	W	**P&E 2: A Framework for Community Collaboration around Data Access, Sharing, and Use to End Health Disparities**

Davis Hall Room 130 (Davis Hall, 1st Floor)

Speakers: Kien Lee, Daniel Pagan, Chantal Stevens, Minh Wendt

Identifying and addressing health issues facing populations experiencing disparities often require the use of local administrative and secondary data to inform community change strategies; however, the process of accessing, sharing, and using such data among community-based organizations is not a straightforward one. This panelists will share a framework for understanding and preparing for community collaboration around data access, sharing, and use, as part of a larger community change effort to end health disparities. The framework identifiesthe stages of collaboration,the potential barriers and solutions of each stage, as well as the situations and processes that are crucial to the effort but typically do not receive sufficient attention.

11:00am – 11:50am	P	**PBI 2a: The Florida Early Childhood Comprehensive Systems (ECCS) Impact Grant: Evaluation Strategies for Place-based Initiatives**

USC Ballroom 1 & 2 (University Student Center, 2nd Floor)

Speakers: Anne Bjoerke, Vashti Ciceron, Jennifer Delva, Marshara Fross, Esther Jean-Baptiste, Jennifer Marshall, Carlos Parra

The aim of the Florida Early Childhood Comprehensive Systems (ECCS) Impact project is to improve early childhood comprehensive systems by enhancing developmental screening and referral efforts through two place-based community initiatives, the Miami Children's Initiative and Jacksonville's New Town Success Zone. Using a multi-site learning collaborative approach, ECCS collaborates with community stakeholders to identify strategies to improve rates of age-appropriate developmental milestones among children ages 0-3 by 2021. The presentation of evaluation methods of the FL ECCS Impact grant demonstrates the potential outcomes of collecting community data to impact collective decision-making to improve the development of children living in limited-resource communities.

11:00am – 11:50am	P	**PBI 2b: Resource Access and Usage: Layering Qualitative & Quantitative Methods to Execute Community-Driven Initiatives around Complex Social Issues**

Speakers: Cassandra Decker USC Ballroom 1 & 2 (University Student Center, 2nd Floor)

Not-for-profits, private institutions, government organizations, and community groups often struggle to provide effective and widespread assistance in areas of highly-concentrated, generational poverty. Historical, cultural, geographic, and socioeconomic factors ensure that those living within the community are often too immersed to recognize structural inequities while those living outside are much too removed to grasp the intricate barriers to resources that could possibly break the cycle of poverty. This presentation will emphasize the use of less common methods to drive community-based research. It will also demonstrate the need to layer qualitative and quantitate data for funders, recipients, and to create models for other place-based initiatives

12:00pm – 12:40pm		**Lunch**

USC 2nd Fl. Hallway (University Student Center, 2nd Fl.)

12:40pm – 1:10pm	L	**CIC Impact Awards**

Plenary Ballroom, USC (University Student Center, 2nd Floor)

Impact Awards: Recognizes indicator projects that demonstrate the power of indicators to drive positive community change. Winning projects use data to analyze, communicate community conditions, and catalyze action for making measurable and sustainable improvements in quality of community life.

Emerging Leader Award: Recognizing leaders under the age of 40 that have demonstrated extraordinary contribution to the indicators field with cutting-edge approaches to improving community conditions and well-being.:

Data Journalism Award: Recognizes a story showing a compelling use of data to tell a news story specifically related to community impact and has the potential to inform positive community change.

| 1:10pm – 2:00pm | L | **Keynote Presentation: Dr. Stephen Ward** | Plenary Ballroom, USC (University Student Center, 2nd Floor) |

Speakers: Stephen J. A. Ward, PhD

Stephen J. A. Ward is an internationally recognized media ethicist whose writings and projects have influenced the development of the field in theory and practice. Ward has extensive experience in media both academically and professionally. He is Honorary Fellow, School of Journalism and Mass Communication at the University of Wisconsin-Madison, Distinguished Lecturer of Ethics at the University of British Columbia, Courtesy Professor at the University of Oregon, and founding director of the Center for Journalism Ethics, University of Wisconsin-Madison. Academically, he helped to create a school of journalism, founded a center for journalism ethics, and directed a center for multi-media journalism and communication. He is the author of the award-winning The Invention of Journalism Ethics: The Path to Objectivity and Beyond, as well as Global Media Ethics: Problems and Perspectives and most recently, Radical Media Ethics. His presentation will explore ethical principles in identifying and trusting data sources, selecting research areas and story-telling.

2:10pm – 3:00pm   F   **C&FW 3a: Incorporating Community Input into a Data-Driven Method for Identifying Community Health Priorities for Children**   USC Ballroom 3 (University Student Center, 2nd Floor)

Speakers: Shannon Maloney, Jeanee Weiss

This presentation reviews a framework for objectively incorporating community input into a data driven process. In the typical community-engaged data-driven process, stakeholders make decisions after data is analyzed. This can lead to a loss of objectivity in decision-making, where stakeholders assert their own priorities and opinions alongside data-driven reports. Our framework incorporates community feedback to guide quantitative analysis of community health data, moving the subjective components - stakeholder priorities and opinions - to come before data analysis. This presentation demonstrates a coalition of community members working together to identify children's health priorities in their community, using a data driven process.

2:10pm – 3:00pm   F   **C&FW 3b: Not your gramma's indicator: evaluating Native children's health**

Speakers: Michelle Gutiérrez, Olivia Roanhorse   USC Ballroom 3 (University Student Center, 2nd Floor)

The NB3 Foundation addresses Native American children's health, specifically through obesity and type 2 diabetes prevention. However, to do this successfully, our approach and measures must be community driven and reflect local values and relationships. NB3 Foundation will share their evaluation indicators through community partner stories that provides a viewpoint so often lacking when reporting to funders or stakeholders and reflect on the unique indigenous factors in better understanding the role and impact of the social determinants of health among Native American people. This overall approach and framework could resonate with many communities, including many communities of color, as it incorporates additional factors that may be overlooked in current evaluation models.

2:10pm – 3:00pm   C   **CDW 3a: A complexity approach to labor dynamics and economic development tools**

Here I present early versions of a suite of economic   SLC Conference Room 2101 (Student Life Center, 2nd Floor) development tools developed in partnership between Arizona State University and local development agencies in the Greater Phoenix, Arizona, region. The goal of these tools is to empower regional economic develop agencies, faced with limited resources, to make better job growth decisions that enhance the well-being of local residents. We first integrate large datasets from the federal government with those of local planning agencies. These include occupational, industry, and skills-based datasets, among others. This presentation details a case study of a highly fruitful collaboration between academics and stakeholders that has documented and overcome many of the barriers to fruitful cross-sector collaborations to develop indicator tools with tremendous impact. Those tools are completely scalable and exportable to any country or region with sufficient data, and we are currently in the early stages of developing similar tools for cities in Canada, Sweden, Germany, and Portugal.

2:10pm – 3:00pm   C   **CDW 3b: Local Hiring to Develop Community based on Anchor Institution Model**

Speakers: Omar Berrios, Cliff McDerment   SLC Conference Room 2101 (Student Life Center, 2nd Floor)

This presentation will show how the existence of an Anchor Institution in a community can help develop and build wealth by showing how Tropicana has partnersed with local organizations to strengthen community employability factors. By analyzing and mapping spending at the local level we determined what opportunities exist. We would also like to look for synergies with other local Anchor Institutions to not only provide employment opportunities, but also to purchase goods and services from local enterprises in order to incubate local businesses.

2:10pm – 3:00pm	W	**P&E 3: Discriminology**	Davis Hall Room 130 (Davis Hall, 1st Floor)

P&E 3: Discriminology

Speakers: DeMar Pitman

Discriminology was founded in 2016 to develop a data-driven approach to establishing excellence through equity in our nation's public schools. More than 60 years after the United States Supreme Court ruling we still have an education system that continues to dramatically disadvantage minority children, families and their communities. Schools are plagued by the same levels of segregation and resource disparity as present in the late 1960s. Our Discriminology equity ratings and scorecards evaluate school districts across 3 broad domains: school discipline, special education placement and gifted/talented identification. By providing parents, educators and policy makers with a universal language for identifying the size and relevance of equity problems, we ignite actionable dialogs among all stakeholders.

2:10pm – 3:00pm **P** **PBI 3: Working with Population Measures and Community Indicators to Improve Early Childhood Outcomes** USC Ballroom 1 & 2 (University Student Center, 2nd Floor)

Speakers: Joyce Bosco, Lila Gurgis, Beverly Pitman, Stacey Rennie, Sebastian Schreiner
Discussant: Allison Pinto. Ph.D.

There is an increasing need for robust approaches to generate and utilize data to track changes in early childhood well-being at the community scale. Yet, understanding the implication of community or "place" when trying to achieve improved child outcomes is challenging. The Early Development Instrument (EDI) is an internationally validated population-based measure of children's well-being that identifies geographic differences in developmental vulnerability in five domains. This panel of Population Change Learning Community members will present the EDI as a valuable tool to link neighborhood and community indicators data to early childhood outcomes both as a population based measure and as an organizing tool.

3:00pm – 3:20pm **Afternoon Break** USC 2nd Fl. Hallway (University Student Center, 2nd Fl.)

3:20pm – 4:10pm **F** **C&FW 4a: Key county-level indicators of early childhood development to guide decisions and action** USC Ballroom 3 (University Student Center, 2nd Floor)

Speakers: Richard Chase

Minnesota Early Childhood Risk & Reach describes 12 indicators of potential economic, family stability, and health risks to the healthy development of young children and the extent of coverage of 8 publicly-funded services to meet their early learning, health, and basic needs. The sets of indicators provide useful county-level information about the development of young children to inform policies and practices that improve child and family well-being, with an eye on inclusive decision-making, racial and economic equity, and supporting community-led change. This presentation will describe 1) the indicators; 2) uses and implications of the set of indicators; and 3) future directions.

3:20pm – 4:10pm **F** **C&FW 4b: Using Indicators to Identify Neighborhoods of Impoverished Families with Children.**

Speakers: Joe Baldwin, Denise Groesbeck, Ashley Wheeler USC Ballroom 3 (University Student Center, 2nd Floor)

The Juvenile Welfare Board of Pinellas County (JWB) recognizes that the well-being of children is positively or negatively influenced by their environments and that those environmental factors can be compounded over time. It also recognizes that neighborhoods are unique. This is why JWB deploys staff to work with grass-roots community members to identify and plan for services in their areas of the county. It is also why JWB has been analyzing community indicator data at smaller levels of geography to support data-driven decision-making. This presentation showcases the benefit of integrating data at small levels of geography to identify areas in our county where children and families may be struggling so that resources can be appropriately targeted to improve their circumstances.

3:20pm – 4:10pm	C	**CDW 4: Community indicators supporting local leaders in tackling challenges in Maine's fisheries communities and sharing their solutions and learning from similar rural communities around the U.S.**

SLC Conference Room 2101 (Student Life Center, 2nd Floor)

Speakers: Heather Deese

The presentation will focus on inter-related community indicator projects of the Island Institute: a data initiative with its set of economic, community and environmental indicators for 120 Maine coastal and island communities; 2) a set of indicators that tracks the impact of community & economic development initiatives in this same geography; and 3) groundwork to identify other rural, natural-resource based communities around the U.S. that share commonalities with our fisheries communities along the coast of Maine. In addition to sharing context about those projects we will solicit input and advice about the types of data and indicators available for regions with similar characteristics.

3:20pm – 4:10pm	W	**P&E 4: Leveraging Partnership, Collaboration and Data to Monitor and Improve Behavioral Healthcare Outcomes**

Davis Hall Room 130 (Davis Hall, 1st Floor)

Speakers: Roslyn Moore, Tonia Schaffer, MPH

Addressing behavioral health disparities related to substance abuse can be challenging since those at highest risk are often hard to reach, making engagement, access to treatment, and data collection difficult. Building on the policy and data framework established by the Action Plan to Reduce Racial and Ethnic Health Disparities released by the Department of Health and Human Services, the Substance Abuse and Mental Health Services Administration (SAMHSA) implemented a Disparity Impact Strategy to monitor the impact of agency investments on behavioral health disparities. This session will describe how grantee disparity impact statements, a core component of the Disparity Impact Strategy, are used to monitor the impact of program implementation on the identified behavioral health disparities.

3:20pm – 4:10pm	P	**PBI 4: Beyond state-level civic health metrics: Gauging local civic health**

Speakers: Rebekah Hudgins, Rebecca Rice, Michael Scuello USC Ballroom 1 & 2 (University Student Center, 2nd Floor)

Georgia Family Connection Partnership (GaFCP), a public-private non-profit that supports a statewide network of Collaboratives in all of Georgia, is working with counties to collect and analyze civic health data, with the goal of using the data to develop strategies aimed at disengaged populations. This effort grew out of the publication of the Georgia Civic Health Index (CHI), spearheaded nationally by the National Conference on Citizenship (NCoC). This Family Connection Network has a shared theory of change focused on ensuring that all children are healthy, primed for school, and succeed when they get there; where families are stable, self-sufficient, and productive; and where communities are vibrant, robust and thriving. This presentation will describe the process of data collection, strategy development, and the beginning implementation of these strategies.

4:20pm – 5:10pm	F	**C&FW 5: Creative approaches to using Early Development Instrument data as a community mobilization tool in Miami-Dade County.**

USC Ballroom 3 (University Student Center, 2nd Floor)

Speakers: Zafreen Jaffery, Samuel McKinnon, Christine Selby

The purpose of this interactive round-table is to educate participants on the content and intent of the Early Childhood Development Instrument (EDI), share the Children's Trust experience of collecting EDI data and concept of utilizing it as an engagement tool, and solicit discussion and feedback regarding various EDI data templates and use of EDI data as an engagement tool. The Children's Trust is an anchor institution in Miami-Dade County on issues of child and family well-being tasked with maintaining insight into the well-being of children and families through new and existing data. The intent is to generate a discussion about root causes, implications, and possible solutions amongst the groups.

4:20pm – 5:10pm	C	**CDW 5a: A Data-Driven Challenge to Get College Aid**

Speakers: Troy Miller, Chuck Tiernan SLC Conference Room 2101 (Student Life Center, 2nd Floor)

Educational Attainment is an Indicator of Stronger Workforce/Healthier Community/Personal Wealth. This presentation focuses on local activities connected to a nationwide movement toward college access as one prime driver for economic development and strengthening communities. Communities have changed the behaviors of students & families by demonstrating with data how they can benefit from college financial aid to address the equity gap as it relates to family incomes.

4:20pm – 5:10pm	C	**CDW 5b: Using Data to Prioritize Community Problem-Solving**

Speakers: Julie Bishop, Erika Rosenberg   SLC Conference Room 2101 (Student Life Center, 2nd Floor)

The Essex County Community Foundation created Impact Essex County to put a spotlight on the pressing problems present, but not always seen, in the community. Essex, just north of Boston, is generally known as a well-to-do county and has some very wealthy areas but is also the home of troubled small cities such as Lynn and Lawrence. The Community Foundation turned to community indicators to help tell the story to the broader community of those disparities and the problems that were out of the view of many. The Data Stories feature looked at issues across indicators and topics to try to highlight the most pressing issues facing the community, such as opioid addiction, affordable housing and transportation. These provided some initial focus areas for the Impact Essex County Advisory Council to discuss further as it worked to prioritize issues for action.

4:20pm – 5:10pm	W	**P&E 5a: Open Government Budget Data in Equity Analysis** Davis Hall Room 130 (Davis Hall, 1st Floor)

Speakers: Jeff Matson

Questions of increasing concern in an era of shrinking budgets and fiscal responsibility are whether tax dollars are being spent effectively, efficiently, and equitably? WIth new wealth of information to shed light on cities' development priorities, the data can further be analyzed within the context of equity and inclusion to see if low-income high-need neighborhood are receiving their fair share of city resources. The project described in this presentation uses publicly available capital improvement budget information from the City of St. Paul to assess the equitable distribution of neighborhood spending and to examine the process by which projects are approved.

4:20pm – 5:10pm	W	**P&E 5b: Racial Equity is a Win-Win** Davis Hall Room 130 (Davis Hall, 1st Floor)

Speakers: Gloria Putiak

Broward County, FL, racial disparities in Quality of Life Indicators both catalyze the racial equity work as well as serve as a tool for measuring success and improvements. The Children's Services Council of Broward County and community partners have educated ourselves on the history and dynamics of racism to identify deeper and healing solutions. The presentation will share data, tools, resources, lessons learned and partnerships being shared in Broward to co-create racial equity. Participants will have an opportunity to reflect on the status of the racial equity building work in their community and potential next steps.

4:20pm – 5:10pm	P	**PBI 5: A Peer Learning Approach to Improving Place Based Initiatives Measurement**

Speakers: Patricia Bowie, Renee Boynton-Jarrett,   USC Ballroom 1 & 2 (University Student Center, 2nd Floor)
M.D., Meg Hargreaves, Sam Joo, Tom Schneider, Liz Welch
Discussant: Allison Pinto. Ph.D.

This presentation highlights the various considerations for place-based initiatives developing measurement and community indicator systems, and the ways in which place-based initiatives can offer support to one another in their efforts. Members of the Population Change Learning Community will offer reflections and insights about the importance of attending to the development of various support functions while simultaneously working to develop community data and indicators systems for place-based efforts. How do we create the conditions that lead to sustained collective action? And, is this getting to better results as seen at the neighborhood level and within our community indicator data?

6:00pm – 8:30pm	**Reception**	Hotel Zamora Rooftop Bar (3701 Gulf Blvd, St Pete Beach)

| A | ADM: Advanced Data Methods | B | BotR: Best of the Rest | C | CDW: Community Development / Wealth-Building |

| F | C&FW: Child and Family Well-Being | P | PBI: Place-Based Initiatives | W | P&E: Power and Equity |

| L | Plenary Session | R | Pre-conference Workshop |

NOVEMBER 17 • FRIDAY

| 8:30am – 9:00am | | **Breakfast** | USC 2nd Fl. Hallway (University Student Center, 2nd Fl.) |

| 9:00am – 9:55am | L | **Plenary Panel: Getting Ready for the 2020 Census and Reflections on Data Collection Activities** |

Moderators: William P. O'Hare   Plenary Ballroom, USC (University Student Center, 2nd Floor)

Speakers: Nancy Bates, Deirdre Bishop, Steven Romalewski

As we move toward the 2020 Census, it is important to remind ourselves of the importance of this data collection activity and some of the major issues surrounding the Census. The decennial census is one of the few places where systematic and comparable neighborhood level data are provided for every neighborhood in the nation. The Census data support our democratic system of government, they are used to distribute over $700 billion each year to states and localities, and Census data are used extensively in community planning. In this session, the audience will learn what will be new in the 2020 Census. The audience will also learn about two new mapping applications that can be used to gain a better understanding of where had-to-count Census tracts are located and who lives in those tracts. Finally, the session will end with a presentation on the undercount of young children in the Census. We anticipate lots of time for questions from the audience.

| 10:00am – 10:50am | A | **ADM 1a: MAP Dashboard: Making Data Assessable Through Visualization** |

Speakers: Jennifer Pullen   USC Ballroom 3 (University Student Center, 2nd Floor)

This presentation will highlight how the Making Action Possible (MAP) Dashboard makes data accessible to the Southern Arizona community. Unlike many other indicator sites found across the country, the award-wining MAP is not a data warehouse. It provides context and engaging visualizations that tell the story of how the region is doing by including narrative analysis on each indicators, dynamic easy to understand visualizations, and interactive graphs that allow the user to compare among geographies. The presentation will discuss this process and our best practices for delivering accurate well-timed data. The presentation will conclude with an example of how the MAP Dashboard tells the story through visualizations.

| 10:00am – 10:50am | A | **ADM 1b: How Maps and Data Analysis Can Help Your Nonprofit Reach Goals** |

Speakers: Dan Ford   USC Ballroom 3 (University Student Center, 2nd Floor)

In this presentation we'll talk about ways that maps and data analysis can help nonprofits accomplish their mission. We'll answer questions such as: Where can my organization find additional data to support their advocacy programs? What tools can help my team complete data analysis and display data visually? We'll get into more detail on topics including: How can your team use spatial data analysis to find more donors? What is a site suitability analysis and how can it help my team prioritize programming? How did maps and data analysis help an advocacy nonprofit win $1 million in funding? Last, we'll cover important resources for nonprofits like relevant professional services and a grant program for nonprofits related to mapping and data analysis.

| 10:00am – 10:50am | B | **BotR 1a: Building Collaborative Approaches to Measuring Community Collaboration** |

Speakers: Frank Ridzi   Davis Hall Room 130 (Davis Hall, 1st Floor)

Explicitly or implicitly, the end game for most Community Indicators projects (CIPs) is to help bring about a noticeable improvement in the quality of life that residents experience. Consequently, CIPs that begin by measuring community well-being often evolve into a phase of mobilizing community stakeholders to attempt to change policy, resources and social capital that will make the CIP that people have rallied around change for the better. In this presentation I focus on the issue of using community indicators to help drive community collaboration and explore some of the common pitfalls including looking at data at too large a scale and data at too small a scale. I then focus on promising practices that have been developing at the meso level in which partners share their data on the census tract level.

| 10:00am – 10:50am | B | **BotR 1b: The use of environmental indicators in U.S. community quality of life studies** |

Speakers: Greg Arthaud   Davis Hall Room 130 (Davis Hall, 1st Floor)

An initial review of U.S. community quality of life indicator projects was completed in 2007. Of the approximately 100 communities evaluated, 34 used environmental indicators. This presentation will follow-up on that work to evaluate the changes made in application and type of environmental indicators. In addition, the connection between ecosystem services and environmental indicators will be discussed. There is an increasing amount of ecosystem services information available to communities, which can supplement current environmental indicators and improve the connection between ecosystems and beneficiaries of ecosystem outputs.

| 10:00am – 10:50am | P | **PBI 6a: Researching the rural-urban divide: Lessons from 'flyover country'** |

Speakers: Craig Helmstetter   USC Ballroom 1 & 2 (University Student Center, 2nd Floor)

The surprising 2016 U.S. presidential election revealed an apparent rural-urban divide. Many Americans wondered: what does the election say about underlying cleavages in our country? And what do they portend for the future of our communities? This presentation will explore answers to those questions, through the results of a survey that the newly formed APM Research Lab have recently completed for Minnesota Public Radio.

| 10:00am – 10:50am | P | **PBI 6bBridging the rural-urban divide: Developing indicators to measure well-being in small areas in rural Minnesota** |

USC Ballroom 1 & 2 (University Student Center, 2nd Floor)

Speakers: Ellen Wolter

As demand for localized data profiles and customizable data tools continues to increase, including in Minnesota's rural communities, Minnesota Compass is expanding small area data profiles across all of Minnesota. However, the small area indicator needs in rural Minnesota differ from those in urban Minnesota areas. In this session, we will describe ways in which we are working to expand our small area data profile offerings for all Minnesota regions, our collaborative process working with rural communities, and detail feedback received from advisors. We will provide examples of small area profiles developed for rural areas and describe how they have value to local communities. Participants who attend this session will gain a better understanding of key issues facing communities in greater Minnesota and the opportunities and challenges that arise when building small area profiles in rural regions.

| 11:00am – 11:50am | A | **ADM 2a: Use of GIS and Crime Analysis to Identify Crime Patterns and Trends, Support Investigations, and Allocate Law Enforcement Resources** |

Speakers: John Chaffin   USC Ballroom 3 (University Student Center, 2nd Floor)

This presentation will examine various methodologies and processes of the Hillsborough County Sheriff's Office (HCSO), Crime Analysis Unit (CAU) to identify patterns and trends of crime, provide investigative support and assist in the allocation of resources to prevent future crime and apprehend offenders. The presentation will also include how the CAU utilizes GIS to assist in the identification of crime hot spots and areas of concern. The CAU analysts develop products that are provided to detectives and commanders for assistance in investigations and the allocation of law enforcement resources to create operational plans aimed at preventing further crime and victimization, and apprehending criminal offenders.

| 11:00am – 11:50am | A | **ADM 2b: Utilizing Data for Measurable Impact** | USC Ballroom 3 (University Student Center, 2nd Floor) |

Speakers: Michael Adrian

Public Sector Professionals are being asked more than ever to report on their efforts and the impact those efforts have on the community. But how can they ensure they are reporting something beneficial? How can they show their contribution to population impact without taking sole responsibility for an entire population? And how can they guarantee they won't spend all of their time collecting and reporting data without ever really utilizing it? In this session, participants will learn about Results-Based Accountability, a proven operating framework that uses data to create measurable improvement in programs, strategies, organizations and communities. Furthermore, they will be given the insight they need to start applying this framework to their own work, helping them utilize data for measurable impact.

Clear Impact provides performance management training, software and services to help government agencies, non-profits and foundations track the performance of their programs, measure the impact of their funding, and report on the progress of their missions to improve the lives of children, families and communities worldwide. Our performance improvement experts work side-by-side with government leaders, executive directors and public-sector professionals to establish measurable performance expectations, identify the right data indicators, and continuously monitor the progress of programs and partners by implementing the proven Results-Based Accountability™ (RBA) framework to deliver long-term, measurable impact.

| 11:00am – 11:50am | B | **BotR 2a: AARP's Livability Index: Neighborhood Data To Make Your Community Better** |

Speakers: Jeff Johnson   Davis Hall Room 130 (Davis Hall, 1st Floor)

Last Spring, AARP's Public Policy Institute released the AARP Livability Index, which gathers publicly available data around Housing, Neighborhood, Transportation, Environment, Health, Engagement and Opportunity. AARP's effort in this area supports the AARP/World Health Organization Age Friendly Network of Communities but is usable by policy makers across the board. Florida has 16 member communities of the Age Friendly Network and is rapidly growing. In this discussion AARP Florida State Director Jeff Johnson will introduce the livability index and discuss how community leaders can use it and the Age-Friendly Network process to improve their community for all ages.

| 11:00am – 11:50am | B | **BotR 2a: Get your Indicators off the Shelf and Into Action** | Davis Hall Room 130 (Davis Hall, 1st Floor) |

Speakers: Ashley Hall

The Capital Region Collaborative (CRC) brings together local government, business, and philanthropic stakeholders to achieve a shared vision for the Richmond Region. Three years into our effort we will walk attendees through the steps we took to develop our indicators, share practical tips to overcome challenges, and demonstrate the tools and products we've created that are key to our success. We'll emphasize the followint poits: 1) Ask the hard questions. 2) Community Engagement is not simply a box to check: it is essential to success. 3) Data only tells half the story. Our success relies on pairing narrative with data in accessible, interactive, interesting ways. 4) If the indicators don't drive decision and action, they don't matter.

| 11:00am – 11:50am | P | **PBI 7: Community connections through illustrated data and demonstrations** |

Speakers: Ogden Clark III, Geri Lopez, David   USC Ballroom 1 & 2 (University Student Center, 2nd Floor)
Morehead

This presentation will discuss a blend of place based action, community economic development and sustainability that incorporate various approaches to using community indicators to engage and inform. This includes Neighborhood Wellness Strategy, a tool for determining differing levels of neighborhood engagement; Southwest District Dashboard, an illustrated Database and a means of capturing outreach efforts in a newly designated County improvement district; Project Management Information Sharing to pull together all the planning and construction efforts into a mapping system with consideration of sea level rise; County progress dashboards, a monthly graphic report delineates the activity of county departments.

| 12:00pm – 12:35pm | | **Lunch** | USC 2nd Fl. Hallway (University Student Center, 2nd Fl.) |
| 12:45pm – 1:15pm | L | **Hall of Heroes Award** | Plenary Ballroom, USC (University Student Center, 2nd Floor) |

| 1:15pm – 2:15pm | L | **Panel: Data to Support Community Change: The Decades-Long Pursuit of Educational Equity in Pinellas County, Florida** TBA |

Panel: Data to Support Community Change: The Decades-Long Pursuit of Educational Equity in Pinellas County, Florida

1:15pm – 2:15pm   L

TBA

Moderators: Allison Pinto. Ph.D.
Speakers: Ricardo Davis D.B.A., Dan Evans Ed.D., Cara Fitzpatrick, Merlande Petit-Bois

For over sixty years, the Black community of Pinellas County has been leading efforts to eliminate racial disparities and achieve educational equity in the Pinellas County public school system, with a growing diversity of individuals, groups and organizations joining in the efforts over time. Since 1964, the use of community data for change has been central in two major lawsuits filed against the Pinellas County School District. In 2015, a team of journalists at the Tampa Bay Times contributed to the collective efforts through the publication of "Failure Factories," a yearlong data-rich investigation revealing that 5 of the 15 lowest performing elementary schools in the state of Florida were those located in the predominantly Black neighborhoods of South St. Petersburg.

With a federal civil rights investigation and a comprehensive plan to close the achievement gap within 10 years, this panel will tell the story of the efforts from multiple perspectives, with an emphasis on recent and present-day developments, and the role of community data in leading change. Implications for communities throughout the United States will be highlighted.

2:15pm – 3:15pm   L   **Funders Panel: Supporting Data-based Community Change**

Moderators: Craig Helmstetter   Plenary Ballroom, USC (University Student Center, 2nd Floor)
Speakers: Maggie Arzdorf-Schubbe, Kimberly Bailey, Rumeli Banik, Tessa Lesage, Richard Sussman

:

3:15pm – 3:30pm   **Afternoon Break**   USC 2nd Fl. Hallway (University Student Center, 2nd Fl.)

3:30pm – 4:30pm   A   **ADM 3a: Using indicators to create influence at a national scale: development of the new Australian Liveability Observatory**   USC Ballroom 3 (University Student Center, 2nd Floor)

Speakers: Melanie Davern, Billie Giles-Corti

The Australian Liveability Observatory has expanded the foundations of Community Indicators Victoria into the first national community indicators system for Australia. The Observatory is also exploring new methods of using data to engage with the community in conversation about the current state of liveability in our cities using indicators to visualise and understand trends and patterns and use evidence to understand how we can build more equitable, liveable and sustainable cities into the future. This presentation describes how a new indicators initiative has been developed for urban centres across Australia to influence the practice of evidence-based planning and community engagement nationally

---

3:30pm – 4:30pm   A   **ADM 3c: Using Mixed Method Evaluation to Drive Community Change**

Speakers: Dawn Helmrich   USC Ballroom 3 (University Student Center, 2nd Floor)

United Way of Greater Milwaukee & Waukesha County (UWGMWC) uses mixed method data collection and analysis in order to provide a greater scope of the landscape in the community. Qualitative data collection and analysis is derived through the lens of Community Conversations. We also use shared measures approach, by collecting outcomes and indicators using the same measurement tool from each one of our issue areas. In this presentation UWGMWC will provide information on how to use both approaches and how to use data visualization tools, town hall meetings and success stories what work still needs to be done in our community. This presentation would provide tools that communities can use to effectively collect data both quantitatively and qualitatively.

3:30pm – 4:30pm   B   **BotR 3a: A Taxonomy for Communities and vision based development**

Speakers: John Lambie   Davis Hall Room 130 (Davis Hall, 1st Floor)

How can each new project in our neighborhood or region incrementally improve the performance of our natural, built, economic, and social environments? Communities can be characterized as complex systems manifesting at multiple scales. This program will present a comprehensive framework for community data, to support place-based planning, community design, and decision-making. We will demonstrate this framework and some collaborative processes to support vision-centered planning and community development as a process of continuous improvement. These processes work in conjunction with GIS and place-based planning and decision support tools to aid communities in developing and implementing consensus-driven sustainable development.

| 3:30pm – 4:35pm | B | **BotR 3b: How Your Community Can Encourage Local Government to Release Open Data with OpenDataVote** |

Davis Hall Room 130 (Davis Hall, 1st Floor)

Speakers: Dan Ford

The start to any data science project is acquiring data, and often times, government data sets are essential to our work. But data that isn't always available to the public. Organized advocacy efforts can enact positive change and encourage government to publish data they already maintain. In Philadelphia, OpenDataVote was a chance for groups to join with the community to encourage local government to release open data. In this talk, you'll learn how you can adapt OpenDataVote to work in your city and how past initiatives paved the way for this effort. We'll also outline how to leverage the needs of the nonprofit sector, how to engage community members, how to coordinate with local government representatives, and how to follow up to achieve results.

3:30pm – 4:35pm B **BotR 3c: The Modernity Index, Arts/Culture, and Community Vitality**

Speakers: Nancy Bertaux, Kaleel Skeirik   Davis Hall Room 130 (Davis Hall, 1st Floor)

Our premise concerns the vital role of the contemporary arts in a community's navigation of complex issues and challenges. This presentation relates an arts index we have created, entitled the Modernity Index (easily calculated with community data) to community vitality and development, with the goal of gauging local, contemporary arts as contributors to dynamic community well-being. This presentation will also discuss the role of artistic complexity in generating community engagement on complex issues such as sustainability and social inequality, using a theoretical framework we have developed.

3:30pm – 4:35pm P **PBI 8:Integrating Health in Transportation**   USC Ballroom 1 & 2 (University Student Center, 2nd Floor)

Speakers: Brandon Berry, Ayesha Johnson, Michele Ogilvie, Lena Young

In Hillsborough County, several community-based initiatives are working across disciplines and with community-based groups to support stronger, sustainable neighborhoods, community well-being, and quality of life. This panel from the perspectives of health, community, and transportation planning, will discuss the use of street-level health and community-collected data, community engagement, and planning as means of determining safe and effective locations for community gardens. We will discuss how these indicators individually inform the support of healthy communities in Hillsborough County, and how they may collectively form the basis for a well-being index to guide our focus in the future.

4:40pm – 5:00pm L **Closing**   USC Ballroom 1 & 2 (University Student Center, 2nd Floor)