

AGENDA

25th Annual New Mexico Data Users Conference

Wednesday, November 15, 2023
CNM Workforce Training Center
5600 Eagle Rock Ave. NE
Albuquerque, New Mexico 87113

Room 101:

7:45 – 8:15 Registration and continental breakfast

8:15 – 8:45 Welcome and Opening Remarks (*Suzan Reagan, UNM Bureau of Business and Economic Research; Fran Fernandez, Director, SBDC at CNM; Ryan Eustice, Economic Development Department; and Amadeo Shije, Data Dissemination Specialist, US Census Bureau*)

Plenary Session:

8:45 – 9:10 Notes on the Decennial Census (Robert Rhatigan, *Director, UNM Geospatial and Population Studies*) – An update to the ongoing 2020 Census, implications for New Mexico, and plans for the 2030 Census.

9:10 – 9:45 NM Population Estimates and Projections (Jacqueline A. Miller, *UNM Geospatial and Population Studies*) - The UNM GPS Department produces annual population estimates and tri-annual population projections for the state of New Mexico.

9:45 – 10:30 Economic Census (Chuck Brady, *Customer and Respondent Outreach Branch, Economic Planning and Coordination Division, US Census Bureau*) – Update on the Economic Census and Tools.

10:30 – 10:40 Break

10:40 – 11:55 Breakout Sessions:

Room 101 **Population Estimate Program** (Kevin Barragan-Smith, *Demographer/Statistician, US Census Bureau*) – Between the Decennial Census the Population Estimate Program releases the official population counts. Learn the Census Bureau methodologies for these estimates. Find out how to access the releases.

Room 207 **Urban/Rural** (Allison Shafer, *Supervisory Geographer, Geography Division/Statistical Area Boundaries Branch (SABB), US Census Bureau*) - The definition of Urban areas and Rural areas change for the 2020 decade. This designation impacts funding available for Highways and Roads as well as grants from USDA. Learn about Urban and Rural areas in NM.

Room 138 **Census Business Builder (CBB)** (Nidaal Jubran, *US Census Bureau*) – Build custom reports around potential customers and similar businesses by industry. Learn to leverage industry clusters and bivariate Mapping.

12:00 – 2:00 Lunch

Room 101 **The New Mexico Economy: Recent History and Outlook** (Michael O'Donnell, *Director, UNM Bureau of Business and Economic Research*) - A summary of recent events in and performance of the New Mexico economy, along with an economic outlook for the coming two years.

- 2:00 – 3:15 Breakout Sessions:**
Room 101 **NM Labor Market Information** (Rachel Moskowitz and Michelle Doran, *NM Department of Workforce Solutions*) – NMDWS Tools for Accessing Labor Market Information—Dashboards, LASER, Career Solutions, and Why I Work.
- Room 207 **Education Statistics** (Heather Mechler, *Director, Office of Institutional Analytics, University of New Mexico*) – learn about UNM Student Statistics and in general Education Data sources.
- Room 138 **Accessing Census Bureau Micro Data or MDAT** (Samuel Patton, *US Census Bureau Dissemination Outreach Branch, Center for Enterprise Dissemination (CED)*) - The Census Bureau's American Community Survey (ACS) Public Use Microdata Sample (PUMS) files enable data users to create custom estimates and tables that are not available through ACS pre-tabulated data products. This enables researchers to do more detailed analysis.
- 3:15 – 3:30 Break** (refreshments in Room 101)
- 3:30 – 4:45 Breakout Sessions:**
- Room 101 **Using AI to find data** (Todd Quinn, *Associate Professor, Business & Economic Librarian, University Libraries, University of New Mexico*) – Artificial intelligence has had much news lately. Learn about the issues and some practical skill in using AI as a tool in your job and working with data.
- Room 207 **Food Access Research Atlas** (Charis Ahrens, *UNM Bureau of Business and Economic Research*) – Formerly called "food deserts," the Food Access Research Atlas identifies Census tracts that qualify for a low income and low access designation. This report was done to assist the Rail Yards Market with a possible future expansion. A review of data when looking to expand a local business.
- Room 138 **RGIS - New Mexico GIS Data Clearinghouse** (Shawn Penman, *Programmer Analyst, UNM Earth Data Analysis Center*) – One stop shop for New Mexico GIS data and historic imagery.

Alternate presentation (if needed):

Census Basics (Suzan Reagan, *UNM Bureau of Business and Economic Research*) – The session is for those who find using the Census website to locate information difficult. It will cover topics of different survey programs and the tools to download data. Bring your difficult questions to be answered!

Adjourn

Save the Date for Next Year: November 20, 2024



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