

# Making Sense of the Census: Using Census Data for Local Change

October 26, 2017 | 9:00 a.m. to 4:30 p.m.  
The Frontier at Research Triangle Park

## What Is the Purpose of This Course?

Public, nonprofit, philanthropic, and media organizations seeking to understand and better their communities are awash in data. These organizations are challenged to navigate a flood of facts and figures, determine the best ones to use, and communicate them effectively.

The richest sources of community-level demographic, economic, and housing data are those prepared by the [US Census Bureau](#). Despite their richness, census products are complex and full of concepts that differ markedly from popular understandings. Fortunately, these concepts are accessible to any curious person—even someone with little prior exposure to statistics or quantitative methods.

The key is having a good orientation, which is what this training course from [South by North Strategies, Ltd.](#) offers. This daylong course will prepare people working in any capacity within mission-driven organizations to use census data to guide local change.

## What Will I Learn?

The course provides an introduction to essential census concepts and sources, along with hands-on opportunities to practice local applications. Special attention is given to the [American Community Survey](#). Participants will learn about such topics as the following:

- The [history](#) and [structure](#) of the census
- The basic [geographies](#) used in census products
- The core [demographic variables](#) tracked by the census
- The key [economic variables](#) measured in the census
- Tips for the [effective communication](#) of census data

## How Will This Course Make Me Better at My Job?

Participants will return to their organizations better able to complete tasks like the following:

- Define a local community in a systematic way for analysis
- Locate needed data
- Create a demographic & economic profile of a community
- Incorporate census data into reports, grants, presentations, & work documents
- Communicate data to general audiences like boards of directors & civic leaders

Each participant will receive a certificate of completion at the end of the day.

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## What Is the Schedule?

Below is a tentative class schedule:

- 8:40: Registration & Coffee
- 9:00: Introduction
- 9:10: Topic: Data in Context
- 10:00: Break
- 10:15: Topic: Population Data
- 11:30: Break
- 11:45: Topic: Economic Data
- 12:45: Lunch (on your own)
- 2:00: Group Exercises
- 4:00: Conclusion
- 4:30: Adjourn



## Who Should Attend?

In short, any staff member of a mission-driven organization interested in using data more effectively and persuasively. Executive directors, board members, senior managers, program officers, analysts, grant writers, development associates, and communications personnel—anyone who wants to understand, interpret, use, and talk about data can benefit. And, no prior exposure to statistics and quantitative methods is required or even necessary to benefit!

## Who Is the Instructor?

The instructor is [John Quintero](#), the founder of South by North Strategies, Ltd. Over his career, Quintero has directed numerous applied research projects into labor economics, workforce development, regional economic development, social insurance, postsecondary education, and fiscal policy. His writings on policy issues have appeared in print, online, and broadcast media outlets.

Quintero is the author of the book [Running the Numbers: A Practical Guide to Regional Economic and Social Analysis](#) (New York: Routledge), which is used as a textbook in graduate courses in public policy and urban planning. He also is a visiting lecturer at the Sanford School of Public Policy at Duke University, where he teaches graduate-level courses in data analysis and communication.

## Where Is the Course Location?

The course will take place at [The Frontier at Research Triangle Park](#), specifically in “The Bridge” classroom located on the third floor.

The address is 800 Park Offices Drive, Research Triangle Park, NC 27709, which is near exit 280 on Interstate 40. Parking is free.

## Are There More Courses Like This One?

Yes! To learn about the training courses offered by South by North Strategies, visit [www.sbnstrategies.com/courses/about](http://www.sbnstrategies.com/courses/about).

## What Is the Cost?

The registration cost is [\\$195 per person](#). The fee covers all instructional and material costs and includes morning coffee and snacks. Lunch is on your own.

Organizations interested in sending multiple people should e-mail [courses@sbnstrategies.com](mailto:courses@sbnstrategies.com) to discuss group discounts.

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## How Do I Register?

Participants can register with a credit or debit card via a secured Square transaction at [www.sbnstrategies.com/courses/register](http://www.sbnstrategies.com/courses/register).

Registration is on a first-come basis and is capped at [25 people](#). If the course is full, individuals will be added to a waiting list and notified of future sessions.

Registrants who cancel [before October 12, 2017](#), will receive a refund less a \$50 cancellation fee. Cancellations [after October 12](#) will not receive a refund.

If the sponsor cancels the event, registrants can elect to transfer to a future class or receive a refund.

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## Contact Information

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