



U.S. Census Bureau Los Angeles Region Partnership and Data Services Program

Workshop Menu

Navigating the American FactFinder Website

This training is very useful for any data user, from student to business owner to researcher. The course content will include an overview of the new American FactFinder, a brief overview of data collection methods, and how they relate to the American FactFinder navigation, training on how to retrieve specific information on topics such as demographics, social characteristics, housing information, economic census and business survey results.

Community /Neighborhood Data Workshop / Creating community/neighborhood profiles

The Community /Neighborhood Analysis workshop is designed for data users seeking to understand elements of their Community and Neighborhoods. Specific Topics include uses of Census Data for Community Analysis, examining small area geography, data items used in community analysis and using American FactFinder to navigate Census products. Attendees will go online to learn to access community profiles, tables, maps and other surveys.

Census Data for Grant Writers

The Census Data for Grant Writers workshop is geared towards grant writing professionals and the novice data user. This workshop reviews the basics of using census data in grant proposal writing. Learn where to locate census demographics to help build an effective case for project funding. Some of the topics covered are the new American Fact Finder website tool, Decennial Census products, American Community Survey, Population Estimates Program and other surveys. Attendees will go on line and learn to access mapping tools, tables and other government grant writing resources.

Media Workshop (Putting the Census into Context: An Interactive Workshop for Journalists)

The Media workshop is designed to give reporters an overview of the power of census data. Reporters will learn how to navigate the American FactFinder and census website. Some of the topics include how to use American Community Survey estimates to support your stories, Decennial census products, Populations Estimates program (PEP), The Economic Census, mapping tools, and the Census Bureau's "Newsroom" support for reporters.

How Your Business Can Profit From Census Information

This presentation is designed for business people interested in growing their business, raising their awareness of the local community and local competition and researching site locations, among many other uses. The course content will include training on basic navigation of the Census website, including an introduction to American FactFinder and the portal to Census data, a brief overview of data collection methods, an overview of data available from the Economic Census, Survey of Business Owners, Local Employment Dynamics and other business tools pertinent to marketing, managing and growing your business.

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Local Employment Dynamics

This workshop is designed for businesses, local planners and other data users who want to research local trends. The course content will include training on navigating the Local Employment Dynamics website and explore LED products include: **Quarterly workforce Indicators (QWI)**, a tool to analyze employment, hiring, job creation, destruction and earnings ; **OntheMap**; a Map and reporting tool displaying employment and home locations of workers; **Industry Focus**, a tool to identify hot industries in a local economy and **CED HotReports** for analysis of key social and economic information for all counties in the U.S. The workshop provides users with access to a wealth of time series data pertinent to planning, managing and thriving in a competitive business environment.

Survey of Business Owners (SBO) and Nonemployer Statistics

This workshop is designed for businesses and data users who want to research the diverse landscape of Small Businesses in the U.S., states, counties and metropolitan areas. About three quarters of all U.S. business firms have no payroll. Most are self-employed persons operating unincorporated businesses. Nonemployers account for only about 3.4 percent of business receipts. This workshop navigates the Business and Industry portal of www.census.gov and American Factfinder to access annual Nonemployer statistics, current Survey of Business Owners and the Economic Census.

Race and Ethnic Studies

Race has been asked as part of the Census since 1790 and Ethnicity since 1970. This workshop provides an overview of the race and ethnic categories as mandated by the Office of Management and Budget. Race is key in implementing many federal laws and is needed to monitor compliance with the Voting Rights Act and Civil Rights Act. Race and Ethnicity data is used to assess fairness of employment practices and to monitor racial disparities in characteristics such as health and education. Specific Topics include why race data is required, census race and ethnic categories, and accessing race, ethnicity and ancestry data on American FactFinder.

American Indian and Alaskan Native Statistics Workshop

The purpose of the AIAN workshop is to empower tribal populations and urban Indian populations when using Census data. These tailored workshops will assist the novice data user as well as grant writing staff, to navigate and use Census products. One goal is to help tribes visualize and illustrate how census numbers and demographics can be used to boost grant writing, and be used as a tool for planning purposes. Some of the topics covered will be the new American FactFinder (AFF), Decennial Census Products, Population Estimates Program (PEP), The Economic Census, and mapping tool and tips.

2000 2010 /Census: How to Track the Trends

This presentation will provide training in ways to determine changes in data over time; and is useful for research and planning purposes. The training will include a basic overview of navigating American FactFinder and Census website, a brief review of data collection methods, defining and locating time periods for comparison, and creating tables to track the results.

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