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TexasDemographics
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Please tag any social media posts: #2019TDC  #2020Census
# Conference Agenda

## Day One: Workshops and Training (June 5th)

Participants may bring a laptop to better experience the examples provided in training sessions during both days of the conference. Wireless Internet access is available to all UT campus visitors on the UTGuest network.

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<tr>
<th>Time</th>
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<tr>
<td>7:30 – 8:00 a.m.</td>
<td>Registration (1st Floor Lobby) and Continental Breakfast</td>
<td>2.102</td>
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<tr>
<td>8:00 – 9:50 a.m.</td>
<td>Plenary Session: Census Bureau and TDC Data and Product Updates</td>
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<td>Moderator: Lila Valencia, Texas Demographic Center</td>
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<td>Census 2020 at a Glance</td>
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<td>Lloyd Potter, State Demographer</td>
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<td>Texas Demographic Center Data and Product Update</td>
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<td>KaNin Reese, Dissemination Outreach Branch Chief at Census Bureau</td>
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<td>9:50 – 10:00 a.m.</td>
<td>Break and Networking</td>
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<td>10:00 – 10:50 a.m.</td>
<td>Track 1: Complete Count Committees (2.110)</td>
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<td>12:00 – 12:50 p.m.</td>
<td>Lunch and Lightning Round (2.102)</td>
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<td>Participants are encouraged to share their current products and/or discuss their data needs.</td>
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<tr>
<th>Time</th>
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<th>Track 2: (2.120)</th>
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| 1:00 – 1:50 p.m. | How to Use a Low Response Score to Reach Hard to Count Communities  
                 | Macy Hurwitz, U.S. Census Bureau        | Update on Geographic Area Programs for the 2020 Census  
                 |                                           | Michael Ratcliffe, U.S. Census Bureau    |
|              | Moderator: Janine Geppert                |                  |
| 2:00 – 2:50 p.m. | Census Solutions Workshop, Part 1  
                    | Rebecca Briscoe, U.S. Census Bureau     | Using Census Data to Power Your Visualizations, Part 1  
                    |                                           | Ryan Dolan, U.S. Census Bureau           |
|              | Moderator: Janine Geppert                |                  |
| 2:50 – 3:00 p.m. | Break and Networking – 2.102             |                  |
| 3:00 – 3:50 p.m. | Census Solutions Workshop, Part 2  
                    | Rebecca Briscoe, U.S. Census Bureau     | Using Census Data to Power Your Visualizations, Part 2  
                    |                                           | Ryan Dolan, U.S. Census Bureau           |
|              | Moderator: Janine Geppert                |                  |
| 4:00 – 5:00 p.m. | TDC Affiliates Meeting – 2.120           |                  |
| 6:00 p.m.    | Group Dinner — Meet at hotel lobby or restaurant for a “going Dutch” dinner at Sour Duck. www.sourduckmarket.com |                  |

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| 8:00 – 9:45 a.m. | **Plenary Session** – 2.102  
**Moderator:** Lloyd Potter, Texas State Demographer  
**A Look Ahead: Population Projections for Texas and Its Counties**  
*Helen You,* Senior Demographer, Texas Demographic Center  
**2020 Census: The Texas Count**  
*Cathy Lacy,* Denver Regional Director, U.S. Census Bureau |
| 9:45 - 10:00 a.m. | **Break and Networking** – 2.102                                      |
| 10:00 - 10:50 a.m. | **Track 1** (2.120)  
**Counting All Texas Kids in 2020**  
*Eric Jensen,* U.S. Census Bureau  
*Jose Carrillo,* National Association of Latino Elected and Appointed Officials (NALEO)  
*Frances Deviney,* Center for Public Policy Priorities  
**Moderator:** Lloyd Potter |
| 10:00 - 10:50 a.m. | **Track 2** (2.110)  
**Census Barriers, Attitudes, and Motivators Study Findings**  
*Monica Vines,* U.S. Census Bureau  
**Moderator:** Janine Geppert |
| 11:00 -11:50 a.m. | **Plenary Session** – 2.102  
**Census 2020: What’s at Stake for Texans?**  
Video Introduction by *Cassie Davis,* Center for Public Policy Priorities  
*Cory Green,* Texas Education Agency  
*Suling Homsy,* Health and Human Services Commission  
*Lara Lamprecht,* Department of State Health Services  
*Marc Williams,* Texas Department of Transportation  
**Moderator:** Lila Valencia |
| 12:00 -1:25 p.m. | **Keynote** – 2.102  
**Current and Projected Patterns of Future Population and Related Socioeconomic Change in Texas and the United States**  
Steve Murdock, former U.S. Census Bureau Director and first Texas State Demographer  
**Introduction by Lloyd Potter, Texas State Demographer** |
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| 1:35 - 2:35  p.m. | Plenary Session – 2.102                                                 | **Advancing Efforts Towards a Texas Complete Count**  
*Ann Beeson, Center for Public Policy Priorities*  
*State Representative César Blanco, El Paso House District-76*  
*Lloyd Potter, Texas State Demographer* |
| 2:40 - 3:35  p.m. | **Track 1:**  
(2.120) Texas Demographic Center Projections: State Agency Applications  
Yun Cho, Texas Water Development Board  
Edli Colberg, Department of Health and Human Services  
Rafael Gonzalez, Texas Workforce Investment Council  
Chelsea Moore, Texas Higher Education Coordinating Board  
*Moderator: Helen You* | |
| 2:40 - 3:35  p.m. | **Track 2:**  
(2.110) Census 2020: The Role of the Media  
Ambar Calvillo-Rivera, Voto Latino  
Fely Garcia, Univision  
Ashley Lopez, KUT News  
*Moderator: Pauline Nuñez, U.S. Census Bureau* | |
| 2:40 - 3:35  p.m. | **Track 3:**  
(2.122) Spatial Analysis using GIS  
Invisible Limits? How Federal Affordable Housing Policy Shapes Access to School Quality  
Jennifer Jellison Holme, The University of Texas at Austin  
Joanna D. Sanchez, Excelencia in Education  
Michelle Kennedy, The University of Texas at Austin  
Sarah de la Garza, The University of Texas at Austin  
*Changing Texas: Trends over Time in Rural Populations and Landscapes*  
Matthew Crawford, Texas A&M Natural Resources Institute  
Alison A. Lund, Texas A&M Natural Resources Institute  
*Moderator: Jeff Jordan* | |
<p>| 3:35 - 3:45  p.m. | Break and Networking – 2.102                                          | |</p>
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| 3:45 – 4:40 p.m. | **Counting Texas Communities**  
Bruce Elfant, Travis County  
Robert Heyman, Border Network for Human Rights  
Erika Reyna, Hidalgo County  
Moderator: Lila Valencia | **Counting College Students**  
Christian Botello, The University of Texas at El Paso  
Veronica Gonzales, The University of Texas Rio Grande Valley  
Molly Beth Malcolm, Austin Community College  
Moderator: Paulina Lopez, U.S. Census Bureau |
| 4:45 – 5:00 p.m. | **Meeting Adjournment** – 2.120 |                                                                                   |
In his address, Dr. Murdock will examine current and future demographic change for the future of Texas. This includes an examination and discussion of the challenges and opportunities resulting from such changes both now and in the future.

**Dr. Murdock** is the Allyn and Gladys Cline Professor of Sociology at Rice University. In addition he has served as The Director of the United States Census Bureau, on the faculty at Texas A&M University, the University of Texas at San Antonio, and North Dakota State University. He is the author of 16 books and more than 100 journal articles and numerous reports of the implications of current and future patterns of population change.
Census 2020 at a Glance
Lloyd Potter - Texas State Demographer
The importance of the 2020 Census goes well beyond apportionment and return of federal resources to Texas. Census data are used for redistricting and also serve as the demographic foundation of post-census population estimates and projections. There are a number of changes to how the census will be conducted and will likely be some significant changes in how census data are released. TDC and others have been involved in efforts that include updating address lists and reviewing geographic boundaries for statistical reporting. These and additional topics will be addressed in this session.

Texas Demographic Center Data and Product Updates
Lila Valencia - Senior Demographer, Texas Demographic Center
The Texas Demographic Center processes an average of 600 requests for data, presentations, expert testimony, media interviews, and custom analyses every year. We aim to be the lead demographic data source for the state. To that end, we work diligently to provide you with the best, most accurate, and objective data we can identify. In this session, we will provide information on updates to our core data products from our Population Estimates and Projections Program and complimentary products. We will also present some newly available resources ahead of the 2020 census.

Accessing Census Data in 2019: The Transition to data.census.gov
KaNin Reese - Chief of Dissemination Outreach Branch, U.S. Census Bureau
After continuously developing a new way of accessing data over the past few years, we are now a few months away from the retirement of American FactFinder and official launch of data.census.gov. With no new releases in American FactFinder after June 2019, this platform will be the primary way to access data from the 2018 American Community Survey, 2017 Economic Census, 2020 Census, and more! Join this webinar to see a live demonstration of the latest updates and learn how to access data from the new site.

Introduction to Complete Count Committees
María Isabel Campos - Partnership Specialist, U.S. Census Bureau
The road to a successful Census 2020 starts with complete count committees (CCC). Complete Count Committees are one of the core strategic elements of the Census Bureau’s partnership program for the 2020 census. These committees exist to plan and implement locally based outreach campaigns that raise awareness of the census and increase self response and participation rates. This session will provide an introduction to the background and structure of complete count committees.

Forming a Complete Count Committee in Your Community
María Isabel Campos - Partnership Specialist, U.S. Census Bureau
One of the key reasons Complete Count Committees are effective in raising awareness and participation in the census is because of member’s knowledge, networks, and understanding of what it takes to engage and inspire others within their community. This session will cover how to form a complete count committee, from identifying diverse community leaders and partners to providing an environment that encourages open
communication and brings out members’ unique skills and talents. The CCC’s are especially important in areas that have been historically harder to count due to various barriers that may exist. CCC’s can help to alleviate these barriers to ensure no one is left out of the census.

**IPUMS Data for Population and Policy Research**
Jonathan Schroeder, Ph.D. - Geographer, University of Minnesota
Kari Williams - Senior Data Analyst, University of Minnesota
IPUMS integrates census and survey microdata from around the world across time and space, and offers these data and related IPUMS services to users free of charge. This workshop will describe the data collections and resources available through IPUMS and summarize the topical, temporal, and geographic coverage of the IPUMS data collections. The first half of the workshop will include demonstrations of the IPUMS microdata access system and online analysis tools available at https://ipums.org. The second half of the workshop will cover geographic data resources available in IPUMS collections, including GIS files, summary tables, and specialized microdata products.

**How to Use a Low-Response Score to Reach Hard-to-Count Communities**
Macy D. Hurwitz - Partnership Specialist, U.S. Census Bureau
The Response Outreach Area Mapper, or ROAM, is a tool Complete Count Committees can use to find hard-to-count populations in their communities. This session will explain how the low-response score is calculated and what CCCs can do to target their outreach to the places it is needed most.

**Update on Geographic Area Programs for the 2020 Census**
Michael Ratcliffe - Assistant Division Chief for Geographic Standards, Criteria, Research, and Quality, Geography Division, U.S. Census Bureau
Geography provides relevance and meaning for statistical data. As such, it is important that we update the universe of, and boundaries for, geographic areas prior to each decennial census. In this presentation, I will provide an update on geographic area programs for the 2020 Census, including information about census designated places and colonias. I also will provide an update on research and consultations related to various ways to define rural and urban areas.

**Census Solutions Workshop**
Rebecca Briscoe - Partnership Coordinator, U.S. Census Bureau
A Census Solutions Workshop can help address census challenges in a highly-engaging and innovative format through a series of problem solving exercises. Participants generate new ideas with an approach that emphasizes empathy and is customized to the needs of the real people they are engaging. Those new ideas lead to real, actionable commitments, helps partners to better understand their audience, and forge new public-private partnerships.
Presentation Descriptions

Day One: Workshops and Training (June 5th)

Using Census Data to Power Your Visualizations
Ryan Dolan- Data Visualization Lead, U.S. Census Bureau
Gerson Vasquez - Data Visualization Lead, U.S. Census Bureau

Visualizing data can help you reach a broader audience, more effectively communicate statistical information, and discover hidden patterns. This presentation will cover important Census data access steps, and give examples of good practices when creating your own data visuals. The presenters will also take you behind the scenes on existing visualizations on census.gov, as well as seek your expert input on potential future projects.

This session is designed to be interactive, and will showcase visualization examples within Tableau Software. Attendees may choose to ‘look and learn’ or follow along on their own computer. Those who do not have Tableau Desktop software may choose to download a fully functioning, FREE version of Tableau Public. https://public.tableau.com/en-us/s/download

A Look Ahead: Population Projections for Texas and Its Counties
Helen You - Senior Demographer, Texas Demographic Center

I will provide a brief introduction to the methods and data used in the newly released 2018 TDC population projections. I will also highlight future demographic trends in Texas and its counties summarized from these projections. Future plans for the TDC projection programs will be discussed as well.

2020 Census: The Texas Count
Cathy L. Lacy, Denver Regional Director, U.S. Census Bureau

This plenary will give an update of 2020 Census operations and outreach in the state of Texas. Recent population estimates showed that Texas took four of the top ten spots in numeric growth. Cathy will discuss the first operation of the 2020 Census which begins this fall, recruiting in a prosperous state, and the importance of state and local leaders involvement.

Census Barriers, Attitudes, and Motivators Study Findings
Monica Vines - Lead Researcher for Communications, U.S. Census Bureau

The U.S. Census Bureau conducted the 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS), which consisted of a 61-question survey and 42 focus groups, to understand what might motivate or prevent people from completing the 2020 Census. Results are informing the creative strategy for the 2020 Census Integrated Partnership and Communications Program. The survey, conducted between February 20 and April 17, 2018, was mailed to a sample of 50,000 households across all 50 states and DC. Adults 18 or older were eligible to respond via the internet or mail in either English or Spanish. Approximately 17,500 people responded, resulting in a weighted response rate (AAPOR Response Rate 3) of 39.4 percent. Additionally, we reached several hard-to-count populations through qualitative research within a similar time period to garner actionable insights to guide targeted outreach. This presentation covers the high level findings of both efforts.
Counting All Kids in 2020
Eric Jensen - Senior Technical Expert for Demographic Analysis, Population Division, U.S. Census Bureau
Jose Carrillo - Director of Strategic Initiatives, National Association of Latino Elected and Appointed Officials (NALEO)
Frances Deviney, Ph.D. - Chief Operating Officer, Center for Public Policy Priorities

An estimated 2.2 million children under the age of 5 were not counted in the 2010 census, including about 75,000 Texas children. Our expert panel will discuss the latest research findings that further describe the issue, what the Census and its partners are doing ahead of 2020 to ensure an improved count of young children, and the implications of an undercount of Texas young children.

Census 2020: What’s at Stake for Texas
Cory Green - Associate Commissioner, Contracts, Grants, and Financial Administration, Texas Education Agency
Suling Homsy, Ph.D. - Senior Policy Advisor, Texas Health and Human Services Commission
Lara Lamprecht, Ph.D. - Assistant Deputy Commissioner, Texas Department of State Health Services
Marc Williams - Deputy Executive Director, Texas Department of Transportation

Once each decade, the country comes together to count every person residing in the United States. Data from this count are used in the distribution of over $675 billion in federal funds, grants, and support to states, counties, communities. In this session, we will summarize research by Dr. Andrew Reamer, titled “Counting for Dollars”, that estimates the role the 2020 Census will play in the distribution of federal funding, in particular funding for Texas programs. Our expert panel will describe some of their programs derived from census data, what services these programs provide, and potential implications of an undercount in 2020.

Advancing Efforts Toward a Texas Complete Count
Ann Beeson - Chief Executive Officer, Center for Public Policy Priorities
State Representative César Blanco - El Paso HD-76
Lloyd Potter - Texas State Demographer

Numerous individuals and organizations have an interest in ensuring that we count all people residing in Texas. This session will review complete count efforts in Texas to date, strategies to advance a complete count, and opportunities to become engaged in complete count efforts.

Texas Demographic Center Population Projections: State Agency Applications
Yun Cho - Manager, Economic and Demographic Analysis Section, Texas Water Development Board
Edli Colberg, Ph.D. - Department of State Health Services
Rafael Gonzalez - Research Specialist, Texas Workforce Investment Council, Office of the Governor
Chelsea Moore, Ph.D. - Program Director, Strategic Planning, Texas Higher Education Coordinating Board
Helen You, Ph.D. - Senior Demographer, Texas Demographic Center

In this session, we will showcase works and studies from several state agencies. The panel will then focus on a discussion around the applications of the TDC population projections program, its utility and limits, and provide suggestions for other users as well as for future improvements. Audience participation is encouraged.
**Census 2020: The Role of the Media**
Ambar Calvillo-Rivera - Voto Latino  
Fely Garcia - Community Empowerment, Univision  
Ashley Lopez - KUT News  
Pauline Nuñez - Partnership Coordinator, U.S. Census Bureau

The media have historically played a critical role in education and outreach around the decennial census. There are a number of changes to how the census will be conducted, including allowing online responses for the first time ever. In this session, we will discuss the role the media can play in disseminating information about these changes, reaching hard to count populations, and reporting on potentially critical issues in this census, such as data confidentiality and response options.

**Invisible Limits? How Federal Affordable Housing Policy Shapes Access to School Quality**
Jennifer Jellison Holme, Ph.D - The University of Texas at Austin  
Joanna D. Sánchez, Ph.D. - Excelencia in Education  
Michelle Kennedy, The University of Texas at Austin  
Sarah de la Garza, The University of Texas at Austin

This paper uses GIS to illuminate the relationship between federal housing assistance utilization by families in 5 Texas metro areas and educational opportunity, to better understand the ways in which housing policy shapes access to schools of opportunity for low income families-- schools that are high performing and that are rich in resources for learning. We specifically map the location of Low Income Housing Tax Credit properties and federally funded public housing by school attendance zones, by elementary, middle and high school. To measure school quality, we look not only at proficiency scores, but we also examine school segregation, poverty concentration, and other indicators of educational opportunity, including teacher experience and education levels.

**Changing Texas: Trends over Time in Rural Populations and Landscapes**
Matthew Crawford - GIS Specialist, Texas A&M Natural Resources Institute

*Texas Land Trends* is an ongoing project conducted by the Texas A&M Natural Resources Institute. Every five years, following the availability of the USDA NASS Census of Agriculture data, the Texas Land Trends team combines and analyzes the census results with several important datasets, from sources such as the Texas Comptroller of Public Accounts and the Texas Demographic Center, to describe the status and recent changes in land use, land ownership size and land values of privately owned Texas farms, ranches, and forests, collectively known as working lands. The project also focuses on the state’s growing population and changing rural landowners, highlighting landowner factors such as age, land residency, and land use preferences, all of which can greatly impact the future of our state’s rich open spaces and natural resources for generations to come.
Presentation Descriptions

Day Two: Main Conference (June 6th)

Counting College Students
Christian Botello - President, Student Government Association, The University of Texas at El Paso
Veronica Gonzales - Vice President for Governmental and Community Relations, The University of Texas Rio Grande Valley
Molly Beth Malcolm, Ph.D. - Executive Vice-President for Campus Operations and Public Affairs, Austin Community College
Paulina Lopez - Partnership Specialist, U.S. Census Bureau

College students often share characteristics of a number of hard to count populations identified by Census Bureau research. They are highly mobile, often renters, live in larger, unrelated households, and can often have very low incomes, making census participation a real challenge. In this session, panelists will describe efforts underway at their colleges and universities, and how they plan to take on the challenge of counting this hard to count population.

Counting Texas Communities: Local Complete Count Committees
Bruce Elfant - Tax Assessor, Travis County
Robert Heyman - Border Network for Human Rights
Erika Reyna - Hidalgo County

Local complete count committees are essential in decennial census efforts. Their understanding of the unique challenges and opportunities in their communities makes them valuable partners and effective trusted voices in encouraging census participation. In this session, panelists will describe efforts planned and underway in their local communities.
Speaker Information

Ann Beeson - Chief Executive Officer, Center for Public Policy Priorities

A renowned social justice lawyer, former philanthropy executive, and frequent public speaker and writer, Ann Beeson joined the Center in 2013. She was previously the Executive Director of U.S. Programs at the Open Society Foundations, where she promoted human rights, justice, and accountability nationwide. Beeson was the national Associate Legal Director of the American Civil Liberties Union, where she worked from 1995-2007. She argued twice before the U.S. Supreme Court, litigated numerous cases around the country, and launched groundbreaking programs to stop the erosion of civil liberties in the name of national security and to protect free speech and privacy on the Internet. Beeson has been recognized as one of the nation’s top lawyers by American Lawyer Magazine and the National Law Journal. A proud Texan, Beeson has embraced a wide range of innovative strategies to advance social change. Before joining the Center, she launched a new non-profit to involve the creative sector in social change. In 2012-13, she was a Senior Fellow and Lecturer at the Annette Strauss Institute for Civic Life at the University of Texas, where she co-produced a public media series to inspire more people to get engaged in their communities. She grew up in Dallas, Texas, and received undergraduate and graduate degrees from the University of Texas. Beeson obtained her law degree from Emory University School of Law, and served as law clerk to the Honorable Barefoot Sanders, then chief judge of the Northern District of Texas.

Cristian Botello - President of Student Government Association, The University of Texas at El Paso

Cristian serves as the President of the University of Texas at El Paso Student Government Association where he represents 25,000 students at the university, city, and state level. He has advocated on topics related to access to affordable pharmaceutical drugs on campus and increase utilization of educational technologies from faculty and students.

Through serving on the UT system student advisory council and as a member of the UTEP presidential search committee, Cristian brings a wide range of experiences from higher education. Cristian is earning a Bachelor of Arts in sociology with a minor in general business. Cristian is passionate about serving his home community and hopes to continue doing so by becoming a healthcare administrator and running for office.
César Blanco - State Representative, House District 76 - El Paso

Representative César J. Blanco represents District 76 in El Paso. This is his second term as Chairman of the Texas House Border Caucus and his first term as Whip for the Texas House Democratic Caucus. He was appointed Vice-Chairman of the Defense & Veterans' Affairs Committee and also serves on the Land & Resource Management Committee. Rep. Blanco followed a long family tradition of serving his country in the U.S. Navy. After serving in the Navy, Rep. Blanco earned his degree at UTEP with the help of the G.I. Bill.

Rep. Blanco is currently the Vice President of the Latino Development Program and is the former Political Director for Latino Victory Project. Rep. Blanco was also the Arizona State Director for President Obama’s 2012 Reelection Campaign and has also served as the Chief of Staff for several U.S. Congressman in Washington D.C. Rep. Blanco is a member of the American Legion, and the American G.I. Forum Paso Del Norte Chapter.

He serves on the Executive Committee of the El Paso Metropolitan Planning Organization is a former board member of Big Brothers Big Sisters of El Paso, an honorary board member of the Medical Center of the Americas Foundation in El Paso, and serves on the Executive Committee of the El Paso Metropolitan Planning Organization.

Rep. Blanco advocates for our community's economic security through increased opportunities in workforce development and education. He also supports increasing access to health care and fighting for Veterans rights and benefits.

Rebecca M. Briscoe - Partnership Coordinator, U.S. Census Bureau, Dallas Regional Census Center/Field Division/Denver Region

Rebecca Briscoe is a Partnership Coordinator for the United States Census Bureau-Denver Region. Rebecca is responsible for developing partnerships with state and local governments, community based organizations, faith-based organizations, schools, media outlets, businesses, and grassroots entities.

Rebecca has over a decade of experience working in the public sector as a: public administrator, certified educator in title one schools, and as an adjunct professor in higher education. Rebecca is an avid writer with strong national media affiliations and publicity ties.

She holds a BS in Education from Louisiana State University, a Masters in Public Administration from the Barbara Jordan and Mickey Leland School of Public Affairs at Texas Southern University, and a post-graduate certificate in Homeland Security from the Bush School of Government and Public Service at Texas A&M University.
**Ambar Calvillo-Rivera** - Vice President of Campaigns, Voto Latino

Ambar Calvillo-Rivera is the Vice President of Campaigns at Voto Latino, a pioneering civic media organization shaking up the political establishment to bring Latinx youth voices into the democratic process. Ambar is a native of El Paso, Texas and received her undergraduate degree from the University of Texas at El Paso. She attended the University of New Mexico, earning a master’s degree in Educational Leadership. Prior to joining Voto Latino, she worked on local strategies that invest in the children of El Paso County and their families, as the Director of Community Impact for the United Way of El Paso County. Before moving to El Paso, TX, she served as the Director of Community Engagement and Strategic Partnerships at the Democratic National Committee (DNC) in D.C., where she oversaw the constituency mobilization, national outreach, and engagement in support of Democratic state and local elections. Before that, she worked on health care education by maximizing the number of people that gained healthcare under the Affordable Care Act, as the National Director of Field and Partner Engagement for Enroll America. There she managed a multi-state field team and the national partner engagement program, which was focused on constituency engagement for LGBT, Latinx, African American, faith, women, and youth communities. Prior to her role at Enroll America, she worked to create access to health care for Latino communities at Planned Parenthood Federation of America.

**María Isabel Campos** - Partnership Specialist, U.S. Census Bureau, Dallas Regional Census Center/Field Division/Denver Region

María I. Campos currently serves as Partnership Specialist for the U.S. Census Bureau. María is responsible for developing partnerships with state and local governments, community based organizations, faith-based organizations, schools, media outlets, businesses, and grassroots entities. Prior to her current role, María served as the Program Director for several community based youth programs encompassing youth mentoring and truancy prevention, assisted with research and grant writing, and was responsible for community partnerships, and development. She also developed the database programming that is currently being used nationwide.

María’s entire career has been formed in building community partnerships, program evaluation, data management, legislative policy and social services. She holds a MPA in Non-Profit Management and Public Policy from the CUNY-Baruch College, where she was selected as a National Urban Fellow.
José Carrillo - Director of Strategic Initiatives, National Association of Latino Elected and Appointed Officials

Mr. José Carrillo is the Director of Strategic Initiatives at the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund, the leading organization that empowers Latinos to participate fully in the American political process, from citizenship to public service. In this role, he coordinates the programmatic, strategic, and dignitary components of the NALEO Annual Conference, the largest cross-jurisdictional gathering of Latino elected officials, and manages the organization’s relationships with Latino state legislators, as well as sister national organizations representing elected officials. Mr. Carrillo received his BA from Duke University, and his Masters in Public Affairs from the Lyndon Baines Johnson School of Public Affairs at the University of Texas at Austin.

Yun-Jeong Cho - Manager, Economic and Demographic Analysis Section, Water Use, Projections, and Planning, Texas Water Development Board

Yun-Jeong Cho has over 14 years of experience working with water planning in Texas and currently is the manager of Economic and Demographic Analysis team at the Texas Water Development Board. Her section is responsible for developing population and water demands projections as part of the Regional and State Water Planning. Her section also develops socioeconomic impact analysis of water shortages and conducts research on demographic and water changes in Texas. She has a M.S. in Community and Regional Planning from the University of Texas in Austin.

Matthew Crawford - GIS Specialist, Texas A&M Natural Resources Institute

Matt Crawford is geospatial scientist with the Texas A&M Natural Resources Institute. He is a certified GISP and has been in the geospatial science and technology industry for over 15 years. He received his master’s degree in range science at Texas Tech in 2008.

As part of the Geospatial Analytics Team, Matt works on several projects ranging from natural resource management plans for the military to endangered species status assessments. Some of the work involved includes developing spatial geodatabases, publishing web maps and mobile applications, and administering mapping portals.
Cassie Davis - Research Analyst, State Priorities Partnership Fellow, Center for Public Policy Priorities

Cassie Davis joined the Center as the State Priorities Partnership Fellow in 2018, a two-year fellowship through the Center on Budget and Policy Priorities. She focuses on data-based projects to support the Center’s advocacy work, including 2020 Census, Texas KIDS COUNT and other data-related projects for the Center’s partners. Cassie received a dual-degree from University of Texas’s School of Public Health-Austin and the Lyndon B. Johnson School of Public Affairs for a Master of Public Health and Master of Public Affairs respectively and holds a Bachelor of Arts in Anthropology from the University of Texas at Austin.

Sarah de la Garza - Doctoral Student, The University of Texas at Austin

Sarah De La Garza is a second-year doctoral student in the Educational Leadership and Policy Program at The University of Texas at Austin. Prior to the doctoral program, she has worked as a teacher, campus administrator and district administrator. Her research interests include school-based mental health programs, leadership around mental health, English Language Learners, and Special Education. De La Garza earned her M.Ed in School Leadership from Trinity University and B.A. in Comparative Studies in Race and Ethnicity from Stanford University.

Francis Deviney, Ph.D. - Chief Operating Officer, Center for Public Policy Priorities

Dr. Frances Deviney joined the Center in 2005 as the Director of the Texas KIDS COUNT Project. As she developed both her research and organizational leadership skills, her roles evolved to Program Director for the Research and Planning Team, Associate Director, and now Chief Operating Officer. As COO, she oversees the Research and Planning Team and the grants portfolio in the Development Team. She also leads the Center’s internal work to set biennial work plans, define and track organizational outcome metrics, and implement the 2018-2021 strategic plan. Deviney is a graduate of the Annie E. Casey Foundation’s Leadership Institute for State-based Advocates. She is a skilled, impassioned presenter with approximately 200 speaking engagements under her belt, including dozens of keynotes. Prior to the Center, she conducted education research at the Southwest Educational Development Laboratory, was Legislative Director for a Texas State Representative from the Rio Grande Valley, and conducted primary prevention research with elementary school kids for the Families and Schools Together (FAST Track) Project at Vanderbilt University. She earned her BA in Psychology from Vanderbilt and Doctorate in Developmental Psychology from The University of Utah.
Ryan Dolan - Data Visualization Lead, U.S. Census Bureau

Ryan Dolan is a Data Visualization Lead for the U.S. Census Bureau. In this role, he is working to create a better public understanding of complex demographic and socioeconomic data by the means of data visualization. Dolan has authored several visualizations that appear on Census.gov and has provided significant training and guidance to internal and external Census Bureau customers throughout the country.

Ryan began his career with the Census Bureau in 2009 as a decennial Partnership Specialist in Minneapolis out of the Kansas City Regional Census Center. In that role, he developed and nurtured partnerships with federal, state, local, and tribal governments, and elected officials, throughout the region to increase awareness about the 2010 Census; mobilized community-based organizations, minority and faith-based groups, schools, media outlets, businesses, and other grassroots entities in communities throughout Minnesota. Following the 2010 Census, Ryan became a Data Dissemination Specialist (DDS) housed within the communications directorate. As a DDS, Ryan worked to increase the value of Census Bureau data by optimizing awareness, training, outreach, innovation, and education efforts through an integrative and collaborative approach to providing quality and consistent customer service.

Ryan holds a BA in History and Political Science from the University of Minnesota – Twin Cities and a master’s degree in Management/Organization Development from the College of Saint Scholastica in Duluth, MN. He and his husband live in the Minneapolis suburbs with their daughter (Olivia) and dog (Izzy). In his spare time, you’ll find him on the ice playing hockey, making pickles or pouring over sports statistics.

Bruce Elfant - Tax Assessor-Collector and Voter Registrar, Travis County

Bruce Elfant is Travis County Tax Assessor-Collector and Voter Registrar. He was first elected to the position in 2012 after spending 20 years as the Travis County Precinct 5 Constable. His office annually collects more than $3 billion in property taxes (99 percent of all taxes due), $4.3 million for courts and more than $256 million for motor vehicle-related services. Elfant’s top priority is customer service, which includes continually expanding and upgrading online services for customer convenience, helping struggling property owners set up tax payment plans and initiating public outreach campaigns for consumer education and protection.

As the county’s official Voter Registrar, Elfant’s office has trained more than 4,000 volunteer deputy registrars who speak 61 different languages and represent 252 civic, religious and political organizations. He has seen the total number of registered voters swell to more than 660,000, giving Travis County the distinction of having the highest voter registration rate of any Texas urban county.

Elfant believes it is important to give back to the community where he lives. He has volunteered to serve on numerous committees, many of them dedicated to stopping family violence and helping victims of domestic abuse, including leadership roles on the Austin/Travis County Family Violence Task Force, U. S. Census Complete Count Committee and Community Action Network Community Council.
Fely Garcia Amador - Director, Community Empowerment, Univision Communications, Inc.

Fely has been at Univision Local Media for over 16 years. She is originally from Brownsville, Texas where her family still resides. She is a graduate of the University of Texas in Austin. After graduating from UT she decided to stay as many do in the lovely City of Austin Texas. She has worked closely with the community to find out the needs of Latinos in Central Texas in order to better educate, empower and inform them using the powerful voice of Univision. Working closely with community organizations Fely has been able to put together events that can help our viewers and listeners especially with in Univision's Empowerment Platforms, including, education, health, civic engagement as well as financial information. She connects with the community via one-on-one interactions acting as a bridge between the community and Univision. Fely resides in Pflugerville, Texas and lives there with her husband and 2 children.

Veronica Gonzales - The University of Texas at Rio Grande Valley

Veronica Gonzales is a recognized leader in the public and private sectors, having over 20 years of experience in negotiating and advocating to obtain results – as an attorney, mediator, legislator, fundraiser and now serving as the Vice-President for Governmental and Community Relations at The University of Texas Rio Grande Valley. Veronica’s division oversees local, state and federal governmental relations, signature programs for the university such as HESTEC, FESTIBA, Science Bowl, Science Fair and others, the Office of Community Engagement which includes the Non-Profit Resource Center and The Engagement Zone, a student-volunteer portal, and five offices in Economic Development, including the Small Business Development Center, the Veterans Business Outreach Center and an Entrepreneurship and Commercialization Center among others. Veronica was the first in her family to go to college and credits education for her success and the many opportunities she has received. Veronica holds a Bachelor of Arts degree with honors from Southwest Texas State University and a law degree from The University of Texas at Austin. She is active in her community and sits on the boards of The Edinburg Chamber, Easter Seals RGV, Advocacy Alliance Center of Texas (AACT) and Lone Star National Bank’s Advisory Board.

Rafael Gonzalez - Research Specialist, Texas Workforce Investment Council, Office of the Texas Governor

Mr. Gonzalez is a research specialist with the Texas Workforce Investment Council (TWIC). He has over 10 years’ experience in quantitative and qualitative research. His current work involves conducting research, collecting and analyzing data, and preparing written reports that support policy analysis and the Council’s evaluation of the workforce system. He is also the Council’s liaison to the Apprenticeship and Training Advisory Committee (ATAC).
Cory Green - Associate Commissioner, Texas Education Agency

Mr. Cory Green has worked at the Texas Education Agency for the past 24 years. In his current role as Associate Commissioner for the Department of Contracts, Grants and Financial Administration, he oversees the Federal Program Compliance, Purchasing and Contracts, Grants Administration, Federal Fiscal Compliance and Reporting, and Federal Fiscal Monitoring divisions with approximately 99 staff. His department is responsible for the agency contract management, grant development, funding, fiscal compliance for 400 agency contracts and over 200 state and federal grant programs to school districts, charter schools, education service centers, institutions of higher education, and nonprofit organizations. He also oversees Title I, Part A, Title I, Part D, private school equitable services, federal fiscal compliance determinations and reporting requirements to USDE as well as federal fiscal monitoring activities.

Mr. Green is a graduate of Tarleton State University where he received his Bachelor of Science (BS) and Master of Science Teaching (MST) degrees in Agriculture Education. He has Texas teaching certifications in Agriculture, Ornamental Horticulture, Vocational Education for the Handicapped—Horticulture, Coordinated Vocational Academic Education—Horticulture, Agricultural Cooperative Training, English, Earth Science, Life Science, Language Arts, and Speech Communications. He has served on several CTE committees for his children’s high school and district.

Robert Heyman - Policy Director, Border Network for Human Rights

Robert Heyman is BNHR’s Policy Director and has been with the organization since July 2014. Mr. Heyman is responsible for guiding and planning the day-to-day operations of BNHR’s diverse policy work locally, at the state level in both Texas and New Mexico, and federally. His duties cover policy development, strategizing, and outreach, including work with the 'New Ellis Island' Regional Border Narrative Dialogues and the Reform Immigration for Texas Alliance (RITA). Additionally, Mr. Heyman has overseen past BNHR efforts at promoting voter registration and participation in the 2018 elections, and is currently the campaign manager for BNHR’s ‘We Count Because We Count’ 2020 Census participation efforts. Mr. Heyman has a B.A. in Geography with a minor in Statistics from Macalester College, and an M.A. in Geography from the Ohio State University.

The Border Network for Human Rights (BNHR) is one of the leading border reform and human rights advocacy organizations in the United States. Based in El Paso, Texas, BNHR has a membership of more than 700 families, or close to 7,000 individuals, organized in 34 committees across Far-West Texas and Southern New Mexico. It also helps organize other civic-minded groups along the border and is the force behind the Texas-wide Reform Immigration for Texas Alliance. BNHR’s mission is to support grassroots organizing border communities through human rights education and to mobilize our members to ignite change in policy and practice.
Suling Homsy, Ph.D., MPP - Senior Executive Policy Advisor, Texas Health and Human Services Commission

Dr. Homsy is a senior executive policy advisor at the Texas Health and Human Services Commission. Her areas of focus include Medicaid-related special projects, school health and related services, behavioral health, and mental health parity. Dr. Homsy has over 15 years of experience in management consulting, health analysis, and academia, and has co-authored peer-reviewed papers and Congressional reports in healthcare. Her areas of expertise include policy analysis, operationalizing complex problems, research design, and quantitative and qualitative analyses.

Jennifer Jellison Holme, Ph.D. - Associate Professor of Educational Policy and Planning, The University of Texas at Austin

Jennifer Jellison Holme is an Associate Professor of Educational Policy and Planning in the Department of Educational Leadership and Policy at the University of Texas at Austin. Her research focuses on the politics and implementation of educational policy, with a particular focus on the relationship between school reform, equity, and diversity in schools. Her research interests include school desegregation, school choice, and teacher turnover, and her research has been supported by the Ford Foundation and by the Spencer Foundation. Her work has been published in the field’s top-tier education journals, including Educational Researcher, Review of Research in Education, Teachers College Record, American Educational Research Journal, and Harvard Educational Review. Holme is also co-author of Striving in Common: A regional equity framework for urban schools (2018, Harvard Education Press) and Both Sides Now: The Story of Desegregation Graduates (2009, University of California Press.) Holme earned her Ph.D. in Education Policy (Urban Schooling) from the UCLA Graduate School of Education and Information Studies, her Ed.M. in Administration, Planning and Social Policy from the Harvard University Graduate School of Education, and her B.A. in Sociology from UCLA.

Eric Jensen, Ph.D. - Senior Technical Expert for Demographic Analysis, Population Division, U.S. Census Bureau

Eric Jensen is the Senior Technical Expert for Demographic Analysis in the Population Division of the U.S. Census Bureau. He leads the Demographic Analysis program, which is one of two operations that the Census Bureau uses to measure coverage in the decennial census. His research focuses on census coverage, international migration, refugee statistics, and population estimates. Eric received his Ph.D. in rural sociology and demography from Penn State University. He started at the Census Bureau in the fall of 2009 in the Immigration Statistics Staff of the Population Division.
**Jeff Jordan, Ph.D.** - Research Associate, Institute for Demographics and Socioeconomic Research, The University of Texas at San Antonio

Dr. Jordan has been involved in numerous research projects that investigate the relationship between demography and various other socioeconomic issues in Texas including transportation, energy conservation, labor force, education, criminal justice, and social services. For the past 20 years, he has provided data, programming, and GIS expertise on the various projects he manages and assists with at the Institute for Demographic and Socioeconomic Research and the Texas Demographic Center.

**Michelle Kennedy** - The University of Texas at Austin

Michelle Kennedy is a second-year doctoral student in the Educational Leadership and Policy Program at The University of Texas at Austin. Her research interests include Federal education policy, educational policy networks, the intersection of education/economic/housing policy and its impact on equity. Michelle received her M.A. in Education from Claremont Graduate University and her B.A. in Political Science from California State University, Fullerton.

**Cathy L. Lacy** - Denver Regional Director, U.S. Census Bureau

Cathy L. Lacy is the director of the U.S. Census Bureau’s Denver Regional Office and Dallas Regional Census Center. She manages over 50,000 employees between the two offices. The Denver Regional Office is responsible for Census Bureau data collection activities for 12 states—Arizona, Colorado, Kansas, Montana, Nebraska, New Mexico, North Dakota, Oklahoma, South Dakota, Texas, Utah, and Wyoming. In addition to helping count the population every 10 years, the Census Bureau’s Denver Regional Office is involved in producing key measures of poverty, health and well-being, crime, education, and other social characteristics. It measures the region’s economy through indicators like the Consumer Price Index, monthly unemployment rate, and housing starts data.

Lacy is a 31-year veteran of the Census Bureau. She has worked in several regional office locations as well as headquarters in Suitland, Maryland. She is a member of the Denver Federal Executive Board, which promotes communication and cooperation between government programs at all levels, from federal to local. Lacy received the Census Bureau’s Bronze Medal Award in 1995 and again in 2012 for her contributions to survey operations and to the Census Bureau’s realignment to six regional offices. She earned a bachelor of science in applied mathematics from Auburn University and a master’s degree in project management from George Washington University.
Lara Lamprecht, DrPH - Assistant Deputy Commissioner, Texas Department of State Health Services

Dr. Lamprecht joined the Texas Department of State Health Services (DSHS) in March 2018 as the Assistant Deputy Commissioner. She oversees the Center for Health Policy and Performance, Center for Health Statistics, Office of Academic Affairs, and Office of Science and Population Health. Dr. Lamprecht has been a public servant in local, federal, and state government for over 20 years. Her experience includes policy analysis, long-term planning, evaluation, change management, performance improvement, strategic engagement, program management, and practice-based research.

Dr. Lamprecht earned her Bachelor of Science and Master of Public Health degrees at the University of Minnesota, and her Doctor of Public Health degree at the University of Illinois at Chicago.

Ashley Lopez - Reporter, KUT News

Ashley Lopez joined KUT in January 2016. She covers politics and health care, and is part of the NPR-Kaiser Health News reporting collaborative. Previously she worked as a reporter at public radio stations in Louisville, Ky.; Miami and Fort Myers, Fla., where she won a National Edward R. Murrow Award.

Ashley was also part of NPR's Political Reporting Partnership during the 2016 presidential election. She earned her bachelor’s degree in journalism and political science from the University of North Carolina at Chapel Hill.

Paulina Lopez - Partnership Specialist, U.S. Census Bureau

Paulina Lopez serves as a Partnership Specialist with the U.S. Census Bureau in El Paso, Texas, where she empowers local elected officials, non-profit organizations, and trusted voices in the community to plan, develop, and manage local grassroots efforts to ensure a complete and accurate count of the community in the 2020 Census.

Through her previous work with the Greater El Paso Chamber of Commerce as Director of Policy and Advocacy, and Director of Constituent Services and Binational Affairs for the Office of Texas State Senator Jose Rodriguez, Paulina brings experience in public policy, binational relations, and strategic communication.

Paulina earned a Bachelor of Arts in Organizational and Corporate Communication and a Master of Public Administration with a concentration in Public Policy and Management, both from The University of Texas at El Paso.

Paulina is passionate about the El Paso community and is currently serving as board member of the YWCA El Paso del Norte Region, the United Way Young Leaders Society, and the Women’s Fund of El Paso. She has also been part of the TEDx El Paso planning committee for the past five years.
Molly Beth Malcolm, Ph.D. - Executive Vice President, Campus Operations and Public Affairs, Austin Community College

As Austin Community College District Executive Vice President of Campus Operations and Public Affairs, Dr. Molly Beth Malcolm is a senior member of the President's Cabinet and serves as an advisor on a broad scope of complex issues impacting the college and the communities it serves. She leads the Campus Safety and Operations Department which includes more than a dozen campuses and centers, the Department of Community and Public Affairs, Equity and Inclusion efforts, International Programs, and serves as a key point of contact with business leaders and government officials. She has extensive political experience at the local, state, and national levels in elected and appointed positions and has coordinated various grassroots lobbying efforts at all levels of government. Dr. Malcolm earned her Doctor of Education degree from The University of Texas at Austin.

Chelsea Moore, Ph.D. - Program Director, Texas Higher Education Coordinating Board

Chelsea Moore is a Program Director in the Strategic Planning and Funding division at the Texas Higher Education Coordinating Board (THECB). She joined the agency in 2016, and her work primarily focuses on the transition from higher education to the workforce. She earned her M.A. and Ph.D. in Sociology from the University of Texas at Austin.

Steve Murdock, Ph.D. - Allyn R. and Gladys M. Cline Professor of Sociology, Rice University

Dr. Steve Murdock is the Allyn R. and Gladys M. Cline Professor of Sociology at Rice University. He previously served as Director of the U.S. Bureau of the Census having been nominated for the position by President Bush and unanimously confirmed by the U.S. Senate in 2007 and serving until the change in administration in January of 2009. Prior to his appointment at Rice, he was the Lutcher Brown Distinguished Chair in Demography and Organization Studies at the University of Texas at San Antonio (UTSA) and the Director of the Institute for Demographic and Socioeconomic Research. Before UTSA, Murdock was a Regents Professor and Head of the Department of Rural Sociology at Texas A&M University. He was also the official State Demographer of Texas. He was appointed to this position by Governor Rick Perry and was the first person to occupy this position. Dr. Murdock earned his Ph.D. in demography and sociology from the University of Kentucky and is the author or editor of 15 books and more than 150 articles and technical reports on the implications of current and future demographic and socioeconomic change. He is the recipient of numerous honors and awards. These include the Faculty Distinguished Achievement Award in Research from Texas A&M University, the Excellence in Research Award and the Outstanding Rural Sociologist Award from the Rural Sociological Society, The Distinguished Alumni Award from North Dakota State University and the Distinguished Alumni Award from the Department of Sociology at the University of Kentucky. He was named one of the fifty most influential Texans by Texas Business in 1997 and as one of the twenty-five most influential persons in Texas by Texas Monthly in 2005. He is a member of the Phi Beta Kappa, Phi Kappa Phi, and Phi Eta Epsilon national honor societies.
**Speaker Information**

**Pauline Núñez** - Partnership Coordinator, 2020 Census, U.S. Census Bureau-Denver Region

Pauline Núñez is a Partnership Coordinator, U.S. Census Bureau-Denver Region (West TX, AZ). As Coordinator, she is part of the 2020 Census Community Partnership and Engagement Program (CPEP) leadership team. The CPEP team promotes the 2020 Census by engaging a wide spectrum of Partners including local governments, Congressional district offices, non-profit, corporate and community organizations. She is based at the Denver Regional office in Lakewood, CO.

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**Lloyd Potter, Ph.D., M.P.H.** - State Demographer, Texas Demographic Center, The University of Texas at San Antonio

Lloyd Potter serves as the State Demographer for the state of Texas and is the director of the Texas Demographic Center housed at the University of Texas at San Antonio. The State Demographic Center produces population estimates and projections for the State of Texas, serves as a data archive for Texas, and offers technical expertise in demographic and socioeconomic research.

Dr. Potter is also a professor of Demography at The University of Texas at San Antonio where he serves as the director of the Institute for Demographic and Socioeconomic Research. He holds a Ph.D. in Demography and Sociology from the University of Texas at Austin, a Master of Public Health Degree from Emory University, a Master of Science in Education from the University of Houston at Clear Lake and a Bachelor of Science from Texas A&M University. His current academic work focuses on training applied demographers in the area of public policy; research in public policy and health related topics.

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**Michael Ratcliffe** - Assistant Division Chief, Geography Division, U.S. Census Bureau-Denver Region

Michael Ratcliffe is Assistant Division Chief for Geographic Standards, Criteria, Research, and Quality in the Census Bureau’s Geography Division, where he is responsible for geographic area concepts and criteria, analysis of housing unit coverage, address and geospatial data quality, and research activities. During his tenure at the Census Bureau, he has worked in both the Geography and Population Divisions, on a variety of geographic area programs, including urban and rural areas, metropolitan and micropolitan statistical areas, and other statistical geographic areas.
KaNin L. Reese - Chief of Dissemination Outreach Branch, U.S. Census Bureau

KaNin Reese is the Chief of the Dissemination Outreach Branch at the U.S. Census Bureau, where she engages internal and external stakeholders in the future of data dissemination. KaNin joined the Census Bureau in 2005 as a survey statistician and worked on various surveys and programs including the Survey of Income and Program Participation, the American Community Survey, and the Small Area Estimates Program as an income and poverty analyst. In 2012, she became the Data Products Coordinator representing the demographic subject matter area on ACS data products and web-based and mobile applications. For the past two years, KaNin has been responsible for the communications and outreach efforts for the Census API and the new data dissemination platform, data.census.gov. KaNin has a master’s degree in sociology from University of Mississippi and a bachelor's degree in sociology and psychology from Texas A&M University.

Erika Reyna-Velazquez - Chief of Dissemination Outreach Branch, U.S. Census Bureau

Erika Reyna-Velazquez joined Hidalgo County Government in July 2006. She currently serves as the Assistant Chief of Staff for the Hidalgo County Judge’s Office where she is also managing the 2020 Census efforts United We Count Unidos Contamos Campaign. She formerly served as Hidalgo County Director of Special Projects and was tasked with various policy proposals and financial initiatives. Reyna-Velazquez also served as a Policy Analyst for a public affairs firm engaged in state legislative and administrative issues and prior to that served as a the Economic Development Manager for Hidalgo County. Reyna holds a Masters of Public Administration and a Bachelors Degree with a double major in Political Science and Sociology from the University of Texas - Pan American. She and her husband Alejandro, an information technology security specialist, married in 2006 and reside in Edinburg, Texas with their three year old daughter Emma Regina.

Joanna D. Sanchez, Ph.D. - Program Manager, Excelencia in Education

Joanna D. Sánchez is a Program Manager at Excelencia in Education. She advances the organization’s mission of accelerating Latino student success in higher education through her work with institutions committed to sharing and improving their efforts in SERVING Latino students based on data, practice, and leadership. A first-generation college graduate and Gates Millennium Scholar, Joanna recently completed a postdoctoral research fellowship in STEM at Howard University funded by the National Science Foundation (NSF). Prior to her doctoral work, she served as a Geographic Information Systems (GIS) professional in both the private and public sectors and was an instructor of GIS at South Texas College. Joanna earned her Ph.D. in the Department of Educational Leadership and Policy at the University of Texas at Austin, her M.S. in GIS from the University of Denver, and her B.S. in Geosciences from Trinity University in San Antonio.
Jonathan Schroeder, Ph.D. - Geographer, IPUMS, University of Minnesota

Jonathan Schroeder, Ph.D., (@j_p_schroeder) is a geographer at IPUMS who leads research and development for new U.S. geographic data products. His primary role is to direct metadata harmonization, time series production, and data documentation for the National Historical Geographic Information System (NHGIS). He also contributes to IPUMS USA, leading the development of integrated geographic microdata variables. The overarching aim of his research has been to facilitate and conduct spatio-temporal analyses of U.S. census data. One major focus has been on areal interpolation methods to assemble time series in areas where the boundaries of census reporting areas have changed. He continues seeking out new ways to effectively model, visualize, and analyze population distributions and trends.

Lila Valencia, Ph.D. - Senior Demographer, Texas Demographic Center

Lila Valencia is a senior demographer at the Texas Demographic Center. She oversees product development for the TDC. She also serves as the lead liaison for Texas to the U.S. Census Bureau’s State Data Center Network. She has over 15 years’ experience in quantitative and qualitative research in both the public and private sectors. Her current work focus involves understanding and communicating demographic trends and processes in Texas. She has a diverse research background, including projects focused on migration, aging, energy consumption, transportation, and gender-based violence. Lila holds a Ph.D. in Applied Demography from the University of Texas at San Antonio, a Masters in Psychology from the College of William & Mary in Virginia, and a Bachelors from the University of Texas at Austin.

Gerson Vásquez - Data Visualization Lead, U.S. Census Bureau

Gerson Vásquez is a Data Visualization Lead for the U.S. Census Bureau. In this role, Vásquez is tasked with working on multiple national initiatives involving 2020 Census planning, the web transformation of census.gov, ongoing projects in communications, and innovation using Census API (Application Programming Interface). Vásquez also continues to serve as a bilingual media liaison for the southeastern U.S. Vásquez has collaborated on several visualizations that appear on census.gov, and continues to provide training and guidance to internal and external Census Bureau customers throughout the country.

In addition to his current charge of visualizing Census data, Vásquez continues his focus on the dissemination of data while reporting directly to Census headquarters in Washington, DC. He coordinates and assists in multifaceted outreach approaches in the recently restructured Data Dissemination and Training Branch within the U.S. Census Bureau’s Communications Directorate.

Vásquez attended Georgia State University, graduating in 1998 with concentrations in Communications (Broadcast/Print Journalism) and Foreign Language Studies in Spanish – specializing in business and commerce.
Monica Vines - Lead Researcher for Communications, U.S. Census Bureau

Monica Vines has spent the last 17 years executing the mission of the U.S. Census Bureau, working on communications research since 2009. Monica quickly became fluent in the first iteration of the Census Barriers, Attitudes, and Motivators Survey and other research products including audience segmentation completed in advance of the 2010 Census. In the intercensal years, Monica led projects designed to provide insight into the 2020 Census Integrated Partnership and Communications Campaign. Most notably, she led the test of digital advertising in the Savannah, GA area within the 2015 Census Test. Monica is the co-lead of the 2020 Census Communications Research and Analytics Team, which also includes members of Team Y&R, the 2020 Census communications contractor team. This group diligently designed, executed, and analyzed the 2020 Census Barriers, Attitudes, and Motivators Study, worked on predictive modeling of response timing, and developed both six psychographic mindsets and eight tract level segments based on demographics and response similarities. Monica is eagerly awaiting the implementation of the 2020 Census Communications Campaign as it's built on an unprecedented research foundation.

Kari Williams, Ph.D. - Senior Data Analyst, IPUMS, University of Minnesota

Kari Williams is a senior data analyst at IPUMS who is passionate about increasing the accessibility and expanding the use of public use microdata. She has expertise in the National Health Interview Survey and considerable experience with the Medical Expenditure Panel Survey, in addition to familiarity with all microdata collections available through IPUMS. Her work with IPUMS focuses on harmonizing NHIS and MEPS through the IPUMS Health Surveys project, facilitating outreach and training for all IPUMS datasets, and collaborating to develop features and resources that are used across all IPUMS data collections. Other harmonization work includes defining family interrelationships across IPUMS U.S. microdata collections and rationalizing changes to the occupation coding scheme between 2010 and 1990 for CPS and American Community Survey data.
Marc D. Williams, P.E. - Deputy Executive Director, Texas Department of Transportation

As Deputy Executive Director, Mr. Williams is responsible for assisting the executive director in all phases of directing, managing, and implementing the Department's policies, programs, and operating strategies. He oversees the management of all transportation systems for which the agency is responsible to ensure that systems are adequate, safe, and constructed and maintained for the traveling public in the most cost-effective manner. Mr. Williams assists in directing long-range and short-range planning for the agency including the establishment of overall operating objectives and the technical merits of programs and policies.

Helen You, Ph.D. - Senior Demographer, Texas Demographic Center

Helen You is a senior demographer at the Texas Demographic Center. She is the lead scientist for the Center’s Population Estimates and Projections program. Her works cover a wide range of topics including welfare, education, migration, health and health care in Texas. Some of her recent projects include the Population Estimates for Texas, the Educational Attainment Projections of the Texas Labor Force, Diabetes Projections, and Projections of the Uninsured in Texas. Helen received her Ph.D. in Demography and Sociology from The University of Texas at Austin and her Master’s degree in Demography and Sociology from Texas A&M University.
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