



# TEXAS 2020 AND BEYOND

Demographic Trends  
and Policy Implications  
for the Decade

TEXAS   
DEMOGRAPHIC CENTER

## 2023 Texas Demographic Conference

Robert E. Johnson Conference Center  
Austin, TX

**MAY 23 - 24, 2023**

# Conference Agenda

Day 1: Tuesday, May 23, 2023		<a href="#">View Presentations</a>
11am - 1:00pm	Affiliates meeting (invitation only)	
12:30 - 2:00pm	Registration	
2:00 - 3:00pm	Conference Opening and Welcome Remarks <b>Keynote: Robert Santos, Director, U.S. Census Bureau</b>	
3:00 - 4:00pm	State of the State: Texas Demographic Trends and Characteristics <b>Dr. Lloyd Potter, Texas State Demographer</b>	
4:00 - 5:00pm	Reception	

# Conference Agenda

Day 2: Wednesday, May 24, 2023		<a href="#">View Presentations</a>
8:00 - 9:00am	Registration and Continental Breakfast	
9:00 - 10:15am <b>Concurrent Sessions I</b>	<p>1) Population Estimates from the U.S. Census Bureau (<b>Central Room</b>) Population Estimates and Projections for Texas <b>Speakers:</b> Kevin Barragan-Smith, U.S. Census Bureau Helen You, Texas Demographic Center</p> <p>2) An Introduction to the Texas Open Data Portal (<b>South Room</b>) <b>Speaker:</b> Stacey Lewis, Texas Department of Information Resources</p>	
10:15 - 10:30am	Break	
10:30 - 11:45am <b>Concurrent Sessions II</b>	<p>1) Disclosure Avoidance and the 2020 Demographic and Housing Characteristics File (DHC) (<b>Central Room</b>) <b>Speaker:</b> Michael Hawes, U.S. Census Bureau</p> <p>2) 2020 U.S. Census Undercount: Engaging Texas Communities for Stronger Data (<b>South Room</b>) <b>Speakers:</b> Francisco Castellanos-Sosa and Regina Nippert, Texas Census Institute</p>	
11:45am- 1:00pm	Lunch (Box lunch provided)	
1:00- 2:15pm <b>Concurrent Sessions III</b>	<p>1) 2020 Census Urban Areas: Considerations, Delineations, and Trends (<b>Central Room</b>) <b>Speaker:</b> April Avnayim, U.S. Census Bureau</p> <p><del>2) Mortality Patterns and Trends during the COVID-19 Pandemic (<b>South Room</b>) <b>Cancelled</b></del> <del><b>Speaker:</b> Robert Anderson, National Center for Health Statistics</del></p>	
2:15- 2:45pm	Dessert Break	
2:45- 4:00pm <b>Concurrent Sessions IV</b>	<p>1) U.S. Economic Census Update and a Look at Texas (<b>Central Room</b>) <b>Speaker:</b> Nidaal Jubran, U.S. Census Bureau</p> <p>2) Texas Natural Resources Information System (TxGIO) - Making Data Count (<b>South Room</b>) <b>Speakers:</b> Richard Wade, Gayla Mullins and Joseph Sepulveda, Texas Natural Resources Information System</p>	
4:00pm	Closing Remarks/Adjourn	

# About our Speakers



**Robert Santos**  
Director, U.S. Census Bureau

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Robert L. Santos is the 26th director of the U.S. Census Bureau.

His career spans over 40 years in survey research, statistical design and analysis and executive-level management. He previously served as vice president and chief methodologist at the Urban Institute where he directed its Statistical Methods Group.

Santos has held leadership positions at top survey research organizations, including the University of Chicago's National Opinion Research Center; the University of Michigan's Institute for Social Research; and Temple University's Institute for Survey Research. His research interests include quantitative and qualitative research design like program evaluation, needs assessments, survey methodology and survey operations. He also has expertise in demographic and administrative data, decennial censuses, social policy research and research equity issues.

Santos received the American Statistical Association's Founder's Award (2006); American Association for Public Opinion Research Award for Exceptionally Distinguished Achievement (2021); Mexico's Ohtli Award (2022) recognizing contributions to the Mexican community; and the Mexican American Legal Defense and Educational Fund's Excellence in Community Service Award (2023).

He has a bachelor's in mathematics from Trinity University in San Antonio and a master's in statistics from the University of Michigan. He also holds an honorary Doctorate of Sciences from North Carolina State University.



**Dr. Lloyd Potter**  
Texas State Demographer

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Lloyd Potter was appointed State Demographer on June 4, 2010. Dr. Potter 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. He is a professor in the Department of Demography at The University of Texas at San Antonio where he also serves as the director of the Institute for Demographic and Socioeconomic Research (IDSER). He has extensive experience working as an applied demographer in several settings.

**Kevin Barragan-Smith**  
Demographer, U.S. Census Bureau

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Kevin Barragan-Smith is a demographer in the Population Estimates and Projections area of the U.S. Census Bureau. Kevin leads teams tasked with producing and disseminating estimates files for data users via the Population and Housing Unit Estimates website, the Census Bureau's Application Programming Interface (API), and special tabulations program. Throughout his career, Kevin has dedicated himself to cultivating relationships with external stakeholders as a means to promote continual improvement of the estimates production and dissemination processes.

### **Xiuhong “Helen” You**

Associate Director, Texas Demographic Center

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Xiuhong “Helen” You is Associate Director and Senior Demographer at the Texas Demographic Center at the University of Texas at San Antonio. She oversees the Center’s Population Estimates and Projections Program. Dr. You is also a state representative to the Census Bureau’s Federal State Cooperative for Population Estimates, and she served as Chair to the Research Subcommittee. With a general interest in demography and public policy in Texas, her works cover a wide range of topics including population, welfare, education, migration, health, and health care in Texas.

### **Stacey Lewis**

Open Data Portal Administrator, Texas Department of Information Resources (DIR)

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Stacey has 15 years of experience in information technology, library science, nonprofit development and coordination of academics and adult continuing education programs. As the Open Data Portal Administrator, Stacey is responsible for the daily operations of the Texas Open Data Portal (ODP), onboarding new and supporting existing ODP customers, and supporting the data sharing capabilities of the Texas Closed Data Portal (CDP).

### **Michael Hawes**

Senior Survey Statistician for Scientific Communication, U.S. Census Bureau

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Michael Hawes is a senior advisor in the Census Bureau’s Research and Methodology directorate. His responsibilities include engagement with external data users and other stakeholders on the impact of confidentiality protections on their use of Census Bureau data.

### **Francisco A. Castellanos-Sosa**

Research Associate, Texas Census Institute

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Dr. Castellanos-Sosa leads the Research Department at the Texas Census Institute. His current research relies on estimating the Texas undercount and its economic impact on demographic groups and regions. Over his career, his work has focused on applying economic theory in academic and government settings.

### **Regina Nippert**

Human Systems Design Strategist, Texas Census Institute

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Mrs. Nippert is a process-design consultant with extensive experience in community-based design and interventions. She is co-founder of The Budd Center: Engaging Communities in Education at Southern Methodist University, where she created and led its keystone project, The School Zone, for more than a decade. In addition to her work at SMU with the Annette Caldwell Simmons School of Education and Human Development, Mrs. Nippert has more than thirty years of experience in a variety of community development settings, including the practice of architecture, K-12 education, and economic development and micro-lending.

### **April Avnayim**

Geographic Specialist, U.S. Census Bureau

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April Avnayim is the program manager for the 2020 Census Urban Area delineation. In her 20 years working at the Census Bureau, April has managed numerous geographic programs and operations, including the Participant Statistical Areas Program and components of the Reengineered Address Canvassing Operation.

### **Robert Anderson**

**Chief, Mortality Statistics Branch at National Center for Health Statistics**

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Robert Anderson is Chief of the Mortality Statistics Branch at CDC's National Center for Health Statistics and has served in that capacity for the past 19 years. He oversees and is responsible for the production, analysis and dissemination of national mortality statistics. In addition to his supervisory duties, he has also worked on issues related to disease classification, cause-of-death certification, improvements in data quality and timeliness, and most recently quantifying the effect of the COVID-19 pandemic on mortality in the United States.

### **Nidaal Jubran**

**Supervisory Survey Statistician, U.S. Census Bureau**

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Nidaal Jubran is a survey statistician with the Economic Management Division's Data User and Trade Outreach Branch. He has worked with the Census Bureau for over 15 years, serving in areas such as project management, data collection, and recently in data user outreach.

### **Richard Wade**

**Deputy Executive Administrator / GIO - TNRIS**

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Richard Wade is the Deputy Executive Administrator at the Texas Natural Resources Information System (TNRIS), a division of the Texas Water Development Board (TWDB). Richard provides oversight, direction, and management for all TNRIS-related activities and programs and serves as the Geographic Information Officer for Texas. Richard is also President-elect of the National States Geographic Information Council (NSGIC) which is an organization of State Geographic Leaders from around the country to help coordinate geographic data and activities at the national level. Richard has over 35 years of experience in GIS technology and computer mapping and has worked both in the public and private sectors. Richard holds a Bachelor of Science degree in Computer Science from Texas State University.

### **Gayla Mullins**

**Director of Geographic Information Services, TNRIS**

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Gayla Mullins is the Director of Geographic Information Services at the Texas Natural Resources Information System (TNRIS), a division of the Texas Water Development Board (TWDB). She leads teams dedicated to the acquisition and development of statewide Geographic Information Systems (GIS) datasets and the advancement of this technology in the Texas GIS Community through engagement, promotion, and education. Gayla works with the State Geographic Information Officer, housed at TNRIS, to build and maintain relationships with public agencies, institutes of higher education, and private sector trade associations to encourage cooperation among stakeholders and maximize the value of GIS data and services in Texas. Gayla holds a Master of Applied Geography degree and a Bachelor of Science degree in Geography, both from Texas State University.

### **Joseph Sepulveda**

**Director of Geographic Infrastructure and Technology, TNRIS**

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Joe Sepulveda is the Director of Geographic Infrastructure and Technology at the Texas Geographic Information Office (GIO), a division of the Texas Water Development Board (TWDB). In this role, Joe supports a team of application developers, system administrators, and project managers to meet the geospatial technology needs the TWDB and the GIO. He has been helping organizations maximize their GIS since 2008. Joe grew up in suburban Chicago and holds a bachelor's and master's degree in Geography from Northern Illinois University and is currently pursuing his Master's in Business Administration. He is a certified Project Management Professional and Scrum Master.



# Remembering Dr. Steven Murdock

It is with great sadness we share the news of the passing of Dr. Steven Harold Murdock, former State Demographer and founder of the Texas Demographic Center (previously the Texas State Data Center).

Dr. Murdock served as the inaugural state demographer of Texas from 2001 to 2007 and also served as the Director of the U.S. Census Bureau during the George W. Bush Administration. As the state demographer, he headed the Texas State Data Center, a network of 45 university, state, regional and municipal agencies that provide access to demographic information about the socioeconomic characteristics of Texas. Dr. Murdock also served as the Lutcher Brown Distinguished Chair in Management Science and Statistics at the University of Texas at San Antonio and created the Institute for Demographic and Socioeconomic Research (IDSER). In addition to his position at UTSA, he held named professorships in sociology at Texas A&M University and Rice University and authored 11 books and more than 150 articles and technical reports on the implications of current and future demographic and socioeconomic change.

Current Texas State Demographer Dr. Lloyd Potter shared his reflection on Dr. Murdock's leadership. "His style was to speak clearly and to engage with facts. He worked effectively with politicians regardless of party, providing them with data and with simple and straight forward interpretations to facilitate data driven policy. His contributions to a better Texas and to the field of applied demography are difficult to quantify, but there are few who have done more."

We mourn the loss of this Census Bureau leader and share our sorrow at his passing with his wife Mary Zey and the rest of his family.

# About TDC

The Texas Demographic Center (TDC) functions as a focal point for the distribution of Census Bureau information for Texas.

The TDC is part of the national State Data Center (SDC) partnership program and supports the Census Bureau's efforts in the areas of geography, product testing, survey participation, community partnership building, and other programs.

Housed within The University of Texas at San Antonio and the Stephen F. Austin building in the Capitol Complex, the TDC serves as the lead state data center and coordinates a network consisting of four coordinating agencies, eight state affiliates, 25 local affiliates, and 10 Business and Industry Data Centers.

## TDC Team

Lloyd B. Potter, Ph.D.  
*Texas State Demographer*

Saloni Rajput, Ph.D.  
*Research Data Analyst*

Monica Cruz, Ph.D.  
*State Data Center Lead*

Muhammad Salaha Uddin, Ph.D.  
*Special Research Associate*

Janine Geppert, M.S.  
*Research Program Coordinator*

Xiuhong "Helen" You, Ph.D.  
*Associate Director*

Rafael E. González, M.S.  
*Special Research Associate*

Alejandra Leon  
*Sr. Communication Coordinator*

Po-Chun Huang, Ph.D.  
*Special Research Associate*

Valeria Alvarez, M.A.  
*Research Scientist Associate III*

Jeffrey A. Jordan, Ph.D.  
*Special Research Associate*

Alfredo Zavala  
*Sr. Systems Administrator*

Jeongsoo Kim, Ph.D.  
*Research Data Analyst*

Lisa Espinoza  
*Administration Services Officer II*



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