

Texas Demographic Conference



TEXAS DEMOGRAPHICS: BRIDGING GAPS, BUILDING FUTURES



MAY 29 - 30, 2024


Barbara Jordan Building | Austin, TX



Conference Agenda

Day 1: Wednesday, May 29, 2024		View Presentations
8:30am - 5:00pm	Registration	
9:30am - 12:00pm	Texas Demographic Center Affiliates Meeting (invitation only) - Room 2.013	
1:00pm - 2:00pm 	<p>What's New with the American Community Survey? - Room 2.034</p> <p>Join the Census Bureau and the Population Reference Bureau for an important discussion on the American Community Survey (ACS) and its implications for policy development and funding at the local level.</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> • Donna Daily, Division Chief, American Community Survey Office (ACSO) • Tyson Weister, Survey Statistician, Dissemination Outreach Branch, Center for Enterprise Dissemination (CED) • Lacey E. Loftin, Data Dissemination Specialist, Data Dissemination Branch, Customer Liaison & Marketing Services Office 	
2:00pm - 3:30pm 	<p>ACS in Texas - Room 2.034</p> <p>Hear from individuals and organizations who use ACS data to inform policymaking, housing, and economic development in their communities and throughout the state.</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> • Angela Broyles, Director, Texas Census Institute (Moderator) • Awais Azhar, Executive Director, HousingWorks Austin • Holly Heard, Vice President, Data and Analytics, Texas 2036 • Lonnie Hunt, Executive Director, Deep East Texas Council of Governments • Patrick Jankowski, Senior Vice President and Chief Economist, Greater Houston Partnership 	
3:30pm - 3:45pm	Break	
3:45pm - 4:45pm	<p>ACS Breakout Sessions</p> <p>Participants will divide alphabetically by last name and report to the assigned room. These groups are an opportunity for data users to share with Census Bureau staff how they use the ACS and areas where they need additional support.</p> <p>Report to room assigned by last name:</p> <p>A - C: Room 2.027 D - Ge: Room 2.013A Go - J: Room 2:013 B K - Mc: Room 2.029 Me - R: Room 2.034 S - Z: Room 2.035A</p>	
5:00pm - 6:00pm	Reception	

Day 2: Thursday, May 30, 2024		View Presentations
8:00am - 12:00pm	Registration	
8:00am - 9:00pm	Continental Breakfast	
9:00am - 10:00am 	<p>State of the State: Texas Demographic Trends and Characteristics - <u>Room 2.034</u></p> <p>Discover the trends emerging from Texas, spanning population dynamics, demographic composition, migration patterns, and beyond.</p> <p><i>Presenter:</i></p> <ul style="list-style-type: none"> • Lloyd Potter Ph.D., Texas State Demographer 	
10:00am - 10:45am 	<p>Texas Talent Trajectory - <u>Room 2.034</u></p> <p>The Texas Talent Trajectory (T3) leverages data collected across the Tri-Agency Workforce Initiative (Texas Education Agency, Texas Higher Education Coordinating Board, and Texas Workforce Commission) to provide insights into Texas students' educational pathways from 8th grade into Texas higher education and beyond. The T3 tool allows high school and college administrators and policymakers to explore whether trends in enrollments and completions are consistent for students in their region, school district, or campus. These data can be used to help focus resources to help more Texas students participate in and benefit from the value of higher education. The Texas Higher Education Coordinating Board is committed to serving as a resource, partner, and advocate to advance the state's strategic plan, Building a Talent Strong Texas.</p> <p><i>Presenter:</i></p> <ul style="list-style-type: none"> • David Troutman, Ph.D., Deputy Commissioner for Academic Affairs at the Texas Higher Education Coordinating Board (THECB) 	
10:45am - 11:00am	Break	
11:00am - 12:00pm (Breakout Sessions)	<p>Data Tools in Higher Education: Measuring Progress in Texas - <u>Room 2.035A</u></p> <p>Learn about the cutting-edge data tools the Texas Higher Education Coordinating Board has developed to help educators, policymakers and local leaders focus resources that will expand opportunities for all Texas students.</p> <p><i>Presenter:</i></p> <ul style="list-style-type: none"> • Christina Zavala, Director of Student Success, Texas Higher Education Coordinating Board • Torca Bunton, Director of Education Data Center, Texas Higher Education Coordinating Board 	
	<p>Population Projections for Texas - <u>Room 2.034</u></p> <p>Learn about how the Texas Demographic Center generates population projections for the state and its counties by age, gender, and race/ethnicity.</p> <p><i>Presenter:</i></p> <ul style="list-style-type: none"> • Helen You, Ph.D., Associate Director and Senior Demographer, Texas Demographic Center 	
	<p>Texas Progress: A Look at Economic Initiatives - <u>Room 2.013</u></p> <p>Learn about the latest economic projects, industry updates and workforce initiatives that are contributing to Texas' strong economy.</p> <p><i>Presenter:</i></p> <ul style="list-style-type: none"> • Stephen Davis, Ph.D., Research & Economic Analysis Program Manager Office of the Governor 	

12:00pm - 1:15pm	Lunch Break (box lunch provided)
1:15pm - 2:15pm (Plenary Session) 	<p>Texas Broadband Development Office: Addressing the Digital Divide in Texas - <u>Room 2.034</u></p> <p>Learn how the Texas Broadband Office is addressing the digital divide through infrastructure programs, funding opportunities and public engagement efforts.</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> • Andrea Pacheco, Broadband Development Outreach Coordinator • Lauren Weber, Digital Opportunity Outreach Coordinator
2:30pm - 03:30pm (Breakout Sessions)	<p>Integrating Population Projections into Travel Demand Modeling - <u>Room 2.013</u></p> <p>This session will focus on the innovative integration of population projections into travel demand models, enhancing the decision-making process for transportation investments and forecasting. This integration is crucial as it guides not only policymakers but also impacts everyday choices for individuals and families regarding residence, commuting, and employment opportunities.</p> <p><i>Presenter:</i></p> <ul style="list-style-type: none"> • Rafael Gonzalez, Special Research Associate, Texas Demographic Center
	<p>Planning for Water Challenges in Texas - <u>Room 2.034</u></p> <p>Learn about the challenges the changing demographics of Texas presents for enabling a secure water future for all.</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> • Sarah Schlessinger, CEO, Texas Water Foundation • Kathleen Ligon, Associate Executive Administrator, Texas Water Development Board • Kelty Garbee, Ph.D., Executive Director, Texas Rural Funders • Sarah Kirkle, Director of Policy and Legislative Affairs, Texas Water Conservation Association
	<p>Crib Notes: An Overview of Texas Fertility Trends - <u>Room 2.035A</u></p> <p>This presentation will describe fertility trends in Texas in recent years, including the remarkable decline in teen birth rates. Data overviews will be provided at the national, state, and county levels. We'll examine causal factors for changing birth rates, as well as impacts on local governments.</p> <p><i>Presenter:</i></p> <ul style="list-style-type: none"> • Jen Biundo, Senior Director of Policy and Research, Healthy Futures of Texas
	<p>Using the Data.Census.Gov Platform to find the Data You Need - <u>Room 2.027</u></p> <p>This hands-on workshop (laptop required) will teach the basics on how to get started with your Census Bureau data search on data.census.gov, including downloading data, using the map feature, and customizing table views. Our presenters will take participants on a walk-through of the data tool with in-class exercises, share helpful learning resources, and address the most commonly asked questions.</p> <p><i>Presenter:</i></p> <ul style="list-style-type: none"> • Tyson Weister, Survey Statistician, U.S. Census Bureau <p>Note: This is a 2-hour hands-on workshop (beginner level)</p> <ul style="list-style-type: none"> • Participants must sign up in advance and bring their laptops. • Sign up at the registration desk if you are interested.

3:30pm - 4:00pm	Dessert Break
4:00pm - 5:00pm (Breakout Sessions)	<p>Measuring Community Resiliency Equitably: A Tool for Local Leaders - Room 2.034</p> <p>This presentation will show the utility of the Community Resilience Estimates, describing how the estimates were created and explaining why this has great value. - live demonstration will be provided.</p> <p><i>Presenter:</i></p> <ul style="list-style-type: none"> • Bethany DeSalvo, Ph.D., Senior Demographic Statistician, U.S. Census Bureau
	<p>Economic Impact of the 2020 Census Undercount in Texas: Opportunities for 2030 - Room 2.035A</p> <p>Texas had the second-largest undercount in the 2020 Census, affecting 547,968 individuals. However, the economic impact remains poorly understood. Our analysis estimates the overall effect on Texas' economy, including output, GDP, labor income, and jobs, with a breakdown by industry. By classifying federal funds allocated to Texas by industry, we identify sectors most vulnerable to inaccuracies, highlighting the potential benefits of an accurate 2030 Census.</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> • Francisco Castellanos-Sosa Ph.D., Senior Research Associate, Texas Census Institute • Amy Desler, Chief Strategist, Texas Census Institute

About our Speakers



David Troutman, Ph.D.

Deputy Commissioner, Academic Affairs, Texas Higher Education Coordinating Board

Dr. David Troutman serves as the Deputy Commissioner of the Texas Higher Education Coordinating Board (THECB), leading divisions for academic and health affairs, college and career advising, student success, digital learning, and data management and research. With nearly twenty years dedicated to Texas higher education, Dr. Troutman has played a key role in advancing THECB's Building a Talent Strong Texas strategic plan and the Governor's Tri-Agency Workforce Initiative. His previous tenure as Chief Data Officer and Associate Vice Chancellor for Institutional Research and Analysis at the University of Texas System, along with collaborations with the Institute for Higher Education Policy (IHEP) and the Bill and Melinda Gates Foundation for the Postsecondary Value Commission, have been foundational to his current successes. Nationally recognized, Dr. Troutman has made significant contributions to higher education policy and data analysis. His collaborative initiatives, especially the founding of the Postsecondary Employment Outcomes Coalition, unite over 30 states in evaluating the economic impact of postsecondary education. His expertise is further acknowledged through advisory roles with the National Student Clearinghouse Research Board and the Carnegie Classification Technical Review Panel, under the American Council on Education (ACE).



Dr. Lloyd Potter

Texas State Demographer

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.



Jen Biundo

Senior Director of Policy and Research, Healthy Futures of Texas

Jen Biundo is the Senior Director of Policy and Research for Healthy Futures of Texas, where she works to support access to sexual health information and services for Texas youth. She earned her master's degree in Public Affairs from the LBJ School of Public Affairs at the University of Texas at Austin, and holds a Certification in Public Health. She previously served as an analyst on the Texas Legislative Budget Board, working on public health and public education policy. She's the proud mom of two school-aged boys, including a high schooler who kind of wishes his mom had a normal job that didn't involve sex education.



Torca Bunton

Director of Educational Data Center, Texas Higher Education Coordinating Board

Torca Bunton, is currently the Director of the Educational Data Center at Texas Higher Education Coordinating Board, bringing experience from previous roles at Texas Higher Education Coordinating Board. Torca Bunton holds a Doctor of Education - EdD in Educational Leadership @ Northcentral University. With a robust skill set that includes Data Management, Teradata, SQL and more, Torca Bunton contributes valuable insights to the industry.



Francisco Castellanos-Sosa, Ph.D.

Senior Research Associate, Texas Census Institute

Dr. Castellanos-Sosa leads the Research Department at the Texas Census Institute. His current research relies on estimating the Texas undercount, its economic impact, and implications, on demographic groups and regions. Over his career, his work has focused on applying economic theory in academic and government settings. Before joining the institute, Dr. Castellanos-Sosa was a Lecturer at the Bush School of Government & Public Service at Texas A&M University. In Mexico, he worked on evaluating public and budget programs, constructing economic development plans, designing competitiveness public agendas, creating indexes, and identifying strategic economic sectors. He has taught several undergraduate and graduate courses at Universidad del Valle de Mexico and the EGADE Business School. Francisco also holds a B.A. in Economics from the Universidad Autonoma de Nuevo Leon and an M.A. in Economy and Public Policy from the Tecnologico de Monterrey.



Stephen Davis

Research & Economic Analysis Program Manager Economic Development & Tourism Office

Stephen Davis has over 15 years of research experience. He has been with the Economic Development and Tourism Office within the Office of the Texas Governor for over five years. He currently serves as the Research and Economic Analysis Program Manager. He also works with the National Semiconductor Centers Texas Task Force and the Texas Semiconductor Innovation Consortium and its Executive Committee. Prior to being with the Governor's Office, he worked for Texas Tech University and Texas A&M University and with projects associated with the Rand Corporation, the U.S. Department of Defense, and the Nuclear Security Science and Policy Institute (NSSPI). He received a PhD in Political Science and an MBA from TexasTech University and a Master's Degree in International Affairs and a Bachelor's Degree in History from Texas A&M University.



Bethany DeSalvo, Ph.D.

Senior Demographic Statistician, U.S. Census Bureau

Dr. Bethany DeSalvo is a Senior Demographic Statistician in the Small Area and Longitudinal Estimates area of the Social, Economic and Housing Statistics Division. Her area provides technical assistance, project planning and measurement expertise on the feasibility and development of modeled products. Bethany works with stakeholders through direct engagement and Interagency Working Groups on outreach for modeled products. She also leads SEHSD's portfolio on community resilience. She received her PhD from Texas A&M University.



Amy Desler

Chief Strategist, Texas Census Institute

Amy is the Founder and Principal of B. Partners, a consulting group that specializes in strategy, fundraising, communications and events. Her passion is helping organizations optimize resource development by leveraging unique communications, technology and marketing strategies while streamlining processes to accelerate impact.

Passionate about the importance of the census, Amy works to connect and align the Texas Census Institute with stakeholders across the state and nation.



Dr. Kelty Garbee

Executive Director, Texas Rural Funders

Dr. Kelty Garbee is the Executive Director of Texas Rural Funders with 20 years of experience in non-profits, state government, and philanthropy. She previously directed Postsecondary Programs at Educate Texas and Early College High Schools at the Texas Education Agency, managing statewide networks with budgets over \$7 million. She also worked at the John F. Kennedy Center for the Performing Arts. Dr. Garbee holds degrees from the University of Virginia, LBJ School of Public Affairs, and University of Texas-Austin. Her commitment to equity in rural Texas is inspired by her upbringing in the Blue Ridge Mountains and her work across Texas.



Rafael E. González, M.S.

Special Research Associate, Texas Demographic Center

Mr. González is responsible for managing an interagency cooperation contract between the Institute for Demographic and Socioeconomic Research at UTSA and the Texas Department of Transportation (TxDOT) providing demographic data assistance to Metropolitan Planning Organizations (MPOs) across the state. He has over 10 years of applied demographic data analysis experience at the state government level and previously worked at the Office of the Texas Governor where he was involved in developing, implementing, and monitoring specialized demographic research projects for the Texas Workforce Investment Council.



Sarah Kirkle

Director of Policy and Legislative Affairs, Texas Water Conservation

Sarah comes to TWCA from Texas 2036, where she was the director of policy and planning and focused on education, infrastructure, health, and natural resources policy. Previously, Sarah spent 13 years at the Sunset Advisory Commission, where she was a member of the agency's executive management team and became an expert on the legal and regulatory structures of water policy and water district operations in Texas. Sarah also has extensive experience with state agencies, including TWDB, TCEQ, and TDLR.



Kathleen Ligon

Interim Assistant Executive Administrator, Texas Water Development Board

Kathleen Ligon joined the Texas Water Development Board in August 2006. She was named Interim Assistant Executive Administrator effective April 1, 2024. She joined the Executive office in 2019 to serve as the agency's lead on implementing flood mitigation planning and funding legislation from the 88th Texas Legislative Session; later she was named Associate Executive Administrator. Previously, Kathleen served as senior policy analyst in Government Relations for three legislative sessions and served as a planner and special assistant to the Deputy Executive Administrator of the agency's planning office. Kathleen has prior public service experience with the Lower Colorado River Authority and the Texas Department of Transportation. She is a graduate of the University of Texas at Austin.



Andrea Pacheco

Broadband Development Outreach Coordinator, Texas Broadband Development Office

Andrea Pacheco is the outreach coordinator for the state's Broadband Development Office within the Texas Comptroller's Office, which is focused on closing the digital divide by expanding broadband access, adoption and digital literacy to all Texans. She was born and raised in El Paso, Texas, moving to Austin to attend the University of Texas, where she earned her bachelor's degree. Andrea was a public school teacher for 22 years in the Austin area, where she experienced the digital divide firsthand. The disparities she experienced were magnified during the pandemic while trying to educate her students with varying broadband access, digital knowledge and support. Andrea hopes her community engagement efforts will give every Texan a voice regarding broadband expansion in this state.



Sarah Schlessinger

CEO, Texas Water Foundation

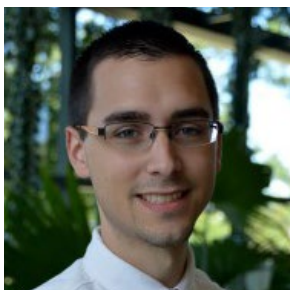
Sarah Rountree Schlessinger is the CEO of Texas Water Foundation. She previously worked in groundwater policy and regulation and has experience with international nonprofits and disaster response. Sarah currently serves as an appointed member of the Water Conservation Advisory Council, the Texas + Water Advisory Council, and as a board member for Texas Water Trade. Sarah holds a Master of Science in water science, policy and management from the University of Oxford.



Lauren Weber

Digital Opportunity Outreach Coordinator, Broadband Development Office

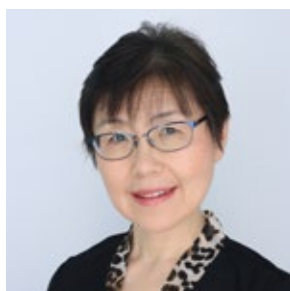
Lauren Weber is the Digital Opportunity Outreach Coordinator for the state's Broadband Development Office under the Texas Comptroller's Office. The BDO is focused on closing the digital divide by expanding broadband access, adoption, and digital literacy across the state of Texas. Lauren joined the BDO with a background in education, most recently as a public school teacher in Austin ISD. Through that work, she saw the systemic inequities of the digital divide on her students and their families and she is working to help Texans bridge that gap. Lauren was raised in Hollywood, Florida and received her bachelor's degree from Florida Gulf Coast University.



Tyson Weister

Survey Statistician, Center for Enterprise Dissemination, U.S. Census Bureau

Tyson Weister is a survey statistician on the U.S. Census Bureau's communications team for centralized data dissemination. In this role, he engages data users and helps them navigate <data.census.gov>, Microdata Access, and the application programming interface (API). Weister holds bachelor's degrees in economics and public affairs from Indiana University, and a master's degree in communication from Purdue University.



Xiuhong "Helen" You, Ph.D.

Associate Director and Senior Demographer, Texas Demographic Center

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.



Christina Zavala, Ph.D.

Director of Student Success, Texas Higher Education Coordinating Board

Dr. Christina Zavala holds a PhD in Higher Education and Organizational Change from UCLA's School of Education and Information Studies, a master's in Student Affairs in Higher Education from Texas State University, and a bachelors in Psychology and Spanish from the University of Texas at Austin. In her role as a program director at the Texas Higher Education Coordinating Board, Christina currently leads and provides support on a number of research and policy related efforts to improve the educational opportunities and outcomes for Texans.

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.

Our Team

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

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Research Data Analyst

Monica Cruz, Ph.D.
State Data Center Lead

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Janine Geppert, M.S.
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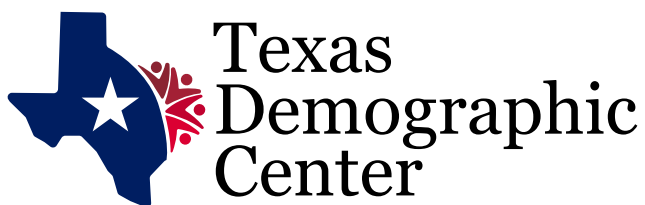
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