Dan Veroff

Brief Description

I am acting director of the Applied Population Laboratory (APL) at the University of Wisconsin, Madison and a Demographic Specialist with University of Wisconsin Cooperative Extension. I have been with the APL and the Wisconsin State Data Center for more than 17 years and, along with my current three year term (2013-2016), I've had the honor of serving two prior stints on the SDC Steering Committee, the first from 2003 to 2006, and the second from 2007 to 2010. I served as chair of the SDC Steering Committee from 2008 to 2009. On both a personal and professional level, it has been a very rewarding experience for me to be a member of the Steering Committee and to serve the SDC network.

1. **What do you think the primary role of the Steering Committee is or should be?**

I think the primary role of the Steering Committee is to influence the U.S. Census Bureau to provide high quality service and products to the SDC network and ultimately, to data users. The expertise and skills of the SDC network can help shape the way the U.S. Census Bureau makes data available, establishes other local partnerships, and carries out ongoing and future endeavors. The Steering Committee should continue to provide leadership in this process and represent the entire SDC network in providing guidance and consultation to the Census Bureau.

2. **What would your primary goal(s) be as a member?**

I think that my experience and perspectives in community development, along with my advocacy for "democratization" of data would be valuable assets to the Steering Committee. As a member of the Steering Committee, I would see myself working towards the following goals:

A) Continuing to convey an end user's perspective to the U.S. Census Bureau and working with them on programs that provide data and services that are easily accessible (even to novice users), understandable, and relevant. I would like to see more emphasis on the role of the SDC and the U.S. Census Bureau as educators and community partners, particularly surrounding the American Community Survey and LED/LEHD.

B) Strengthening SDC and U.S. Census Bureau efforts in building community partnerships and developing clear lines of communication with local governments. The success and local use of the American Community Survey, address and boundary updating and other geographic programs can be greatly enhanced by helping the Census Bureau develop better methods and programs for "doing" community partnerships.

3. **What is your vision for the SDC network for 2017 and beyond?**

Part of my vision for the SDC network for 2017 and beyond is that it will continue to mature and strengthen as a true partner organization of the U.S. Census Bureau. That means that the network will have continued on the path of building "capital" with the Census Bureau by providing expert advice, local connectivity for partnership programs, and adding value to census programs and data. Along the way, I believe that the network has to continue the transformation from "data provider" to "data facilitator" by making the highest and best use of technology, distance education, and leveraged local resources.

4. **What do you think the SDC network can do to add value to Census data?**

The SDC network can add value to census data in a number of ways but three rise to the top in my opinion. First, one of the great strengths of the SDC network is that it has "local knowledge." The network can do a lot to enrich census data by blending it with local knowledge and administrative/programmatic data. Second, the network can continue good practices in packaging census data so that it can be used across the range of expertise levels of data users. Topical profiles, data visualization tools, dashboards for data access, and flowing census data to social media sites are all examples of packaging that the network has produced and can share. Third, the network can make good use of analytic skills and tools to translate and interpret data so that it can help inform policy making, programming, and planning for our various partner organizations and constituencies.