

Pam Schenker, Florida

1) Brief biography.

I am currently the Deputy Coordinator for the Florida Legislature's Office of Economic and Demographic Research, which is a coordinating agency of the Florida Census State Data Center. As the office's Census liaison, I am actively preparing for the 2020 Census. My office is expected to be the State's LUCA liaison and will also be involved in Phase 2 of Redistricting Program.

The office prepares economic and demographic forecasts for the state that culminate with a General Revenue forecast which is used for statewide budgeting. My interests and areas of primary research center on both demographic and education data. I have worked both in the public and private sectors, spending almost 40 years working with, training, and promoting Census data and information. In addition, prior to moving to the Florida Legislature, I was the SDC Lead for the State of Florida. I have been honored to serve on the SDC Steering Committee for the past three years and would like the opportunity to continue to represent your interests and needs in order to ensure that the program is vital and successful to everyone.

2) What goals or special perspective would you bring as a Steering Committee member?

Having been affiliated with the State Data Center program for many years and having worked in different private and public roles, I recognize the program's importance at all levels of government. I bring this experience in addition to a commitment to the success of the program to the Steering Committee. A dedication to the program that runs deep and a vision to guarantee that the program continues to evolve such that it is embedded with the Census Bureau. I may sometimes have a different perspective on Census issues and policy impacts, as I currently represent a different level of government from most others in the network and on the Steering Committee.

3) What is your vision for the SDC network and our partnership with the Census Bureau?

It is my vision that the SDC network and our partnership with the Census Bureau continue to evolve, taking advantage of new technology, best practices, and enhancements that ensure the program's success. To be a beneficial partnership, there must be good and open communications, including agreed upon goals and objectives that are advantageous to both parties. This is none too true especially as we approach 2020. The dependence on each other and the free flow of information is essential as we gear up for the 2020 Census. This is true all throughout the decade, but critical now as our partnership continues to be tested. My vision is that the program continue to find ways to add value to the Census Bureau, embedding us in Census programs that help to support the SDC program all throughout the decade. The Census Bureau should look to us first when they think of training, system testing and evaluation, critiquing new websites, etc. We are the Census Bureau's premier local partner and my vision is that this be recognized, not just in the Data Users Branch, but all throughout the Bureau.

4) What can the SDC network do to add value for the data-using public?

The SDC network can continue to provide access to data, information, and training, all of which add value to for the data-using public. In addition, the network can continue to share best practices and

encourage replication of these ideas among ourselves. This also includes sharing website designs, system development, social media techniques, and other avenues that result in the replication of high profile and successful value-added systems. The continued expansion of the Clearinghouse website as the gate-keeper of these ideas, links, and systems would allow for a one-stop shop for the network to ensure that we add the utmost value. The network is also an avenue for data users to find a person that they can talk to, to identify what data they need, understand the caveats of the data, and ensure that they utilize the information properly. This is a major role for the network, and one that only we can provide, as we are locally accessible and offer a local perspective on interpreting the data.