



**C2ER**

THE COUNCIL FOR COMMUNITY  
AND ECONOMIC RESEARCH

# REGIONAL ECONOMIC RESEARCHERS' ROUNDTABLE

June 6, 2018

Atlanta, GA

# AGENDA

- **8:45 – 9:00**      **Welcome and Around-the-Room Introductions**  
*Bob Ball, Tulsa Regional Chamber*
- **9:00 - 9:15**      **Survey Results and Tools of the Trade Database Update**  
*Angela Ladetto, Detroit Regional Chamber & Erol Yildirim, C2ER*
- **9:15 - 10:15**      **Special Topics in Regional Economic Research**  
*Kate McEnroe, Data Visualization in Economic Development*
- **10:15 – 10:25**                      **Break**
- **10:25 – 11:45**      **Open Roundtable Discussion: Group Therapy**  
*Bob Ball, Tulsa Regional Chamber & Eric Long, Greater Oklahoma City Chamber*
- **Group Therapy**

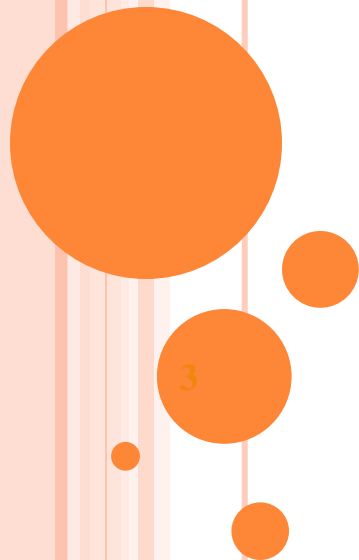


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# 2018 REGIONAL CHAPTER SURVEY RESULTS

Angela Ladetto

*Detroit Regional Chamber*



## BACKGROUND/METHODOLOGY

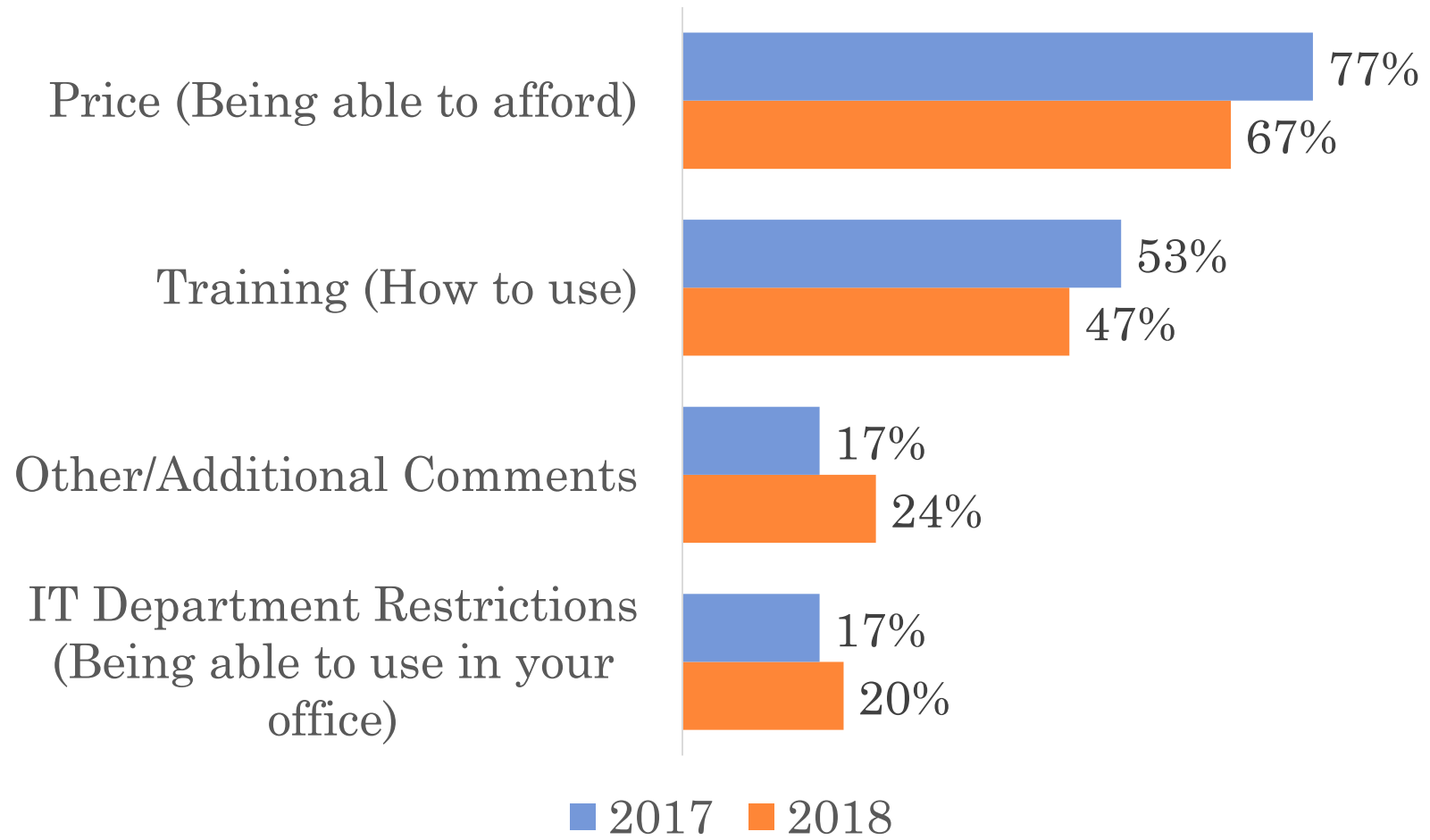
312  
Distribution

51  
Respondents

16%  
Response  
Rate

Survey distributed in Spring 2018

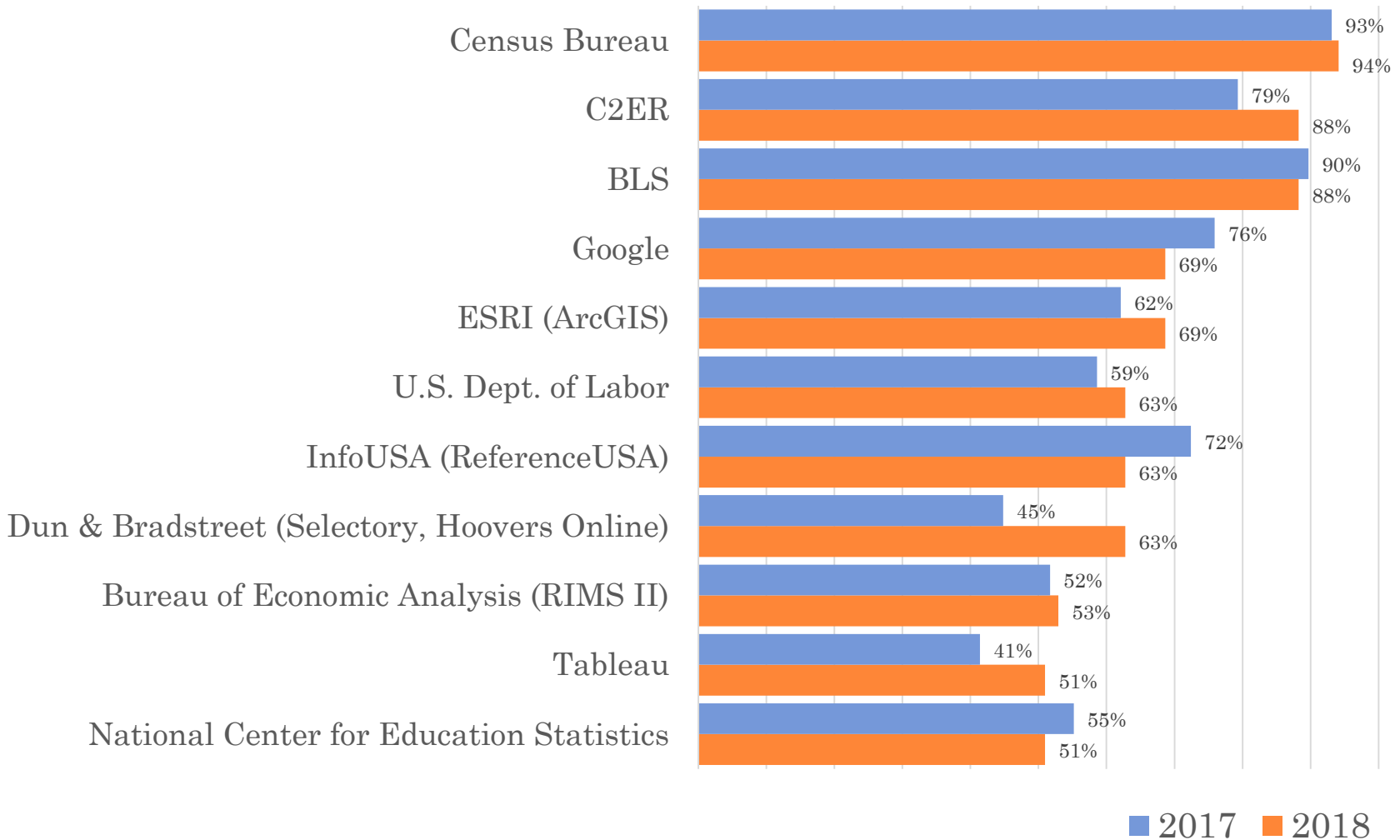
# Q1: WHAT CHALLENGES DO YOU HAVE WITH TECHNOLOGY?



# Q1: WHAT CHALLENGES DO YOU HAVE WITH TECHNOLOGY? (**OTHER RESPONSES**)

- Finding new tools or features.
- Restrictions from IT dept, database capabilities.
- Finding the time to learn and utilize tools.

# Q2: WHICH VENDORS/PRODUCTS DOES YOUR ORGANIZATION USE?

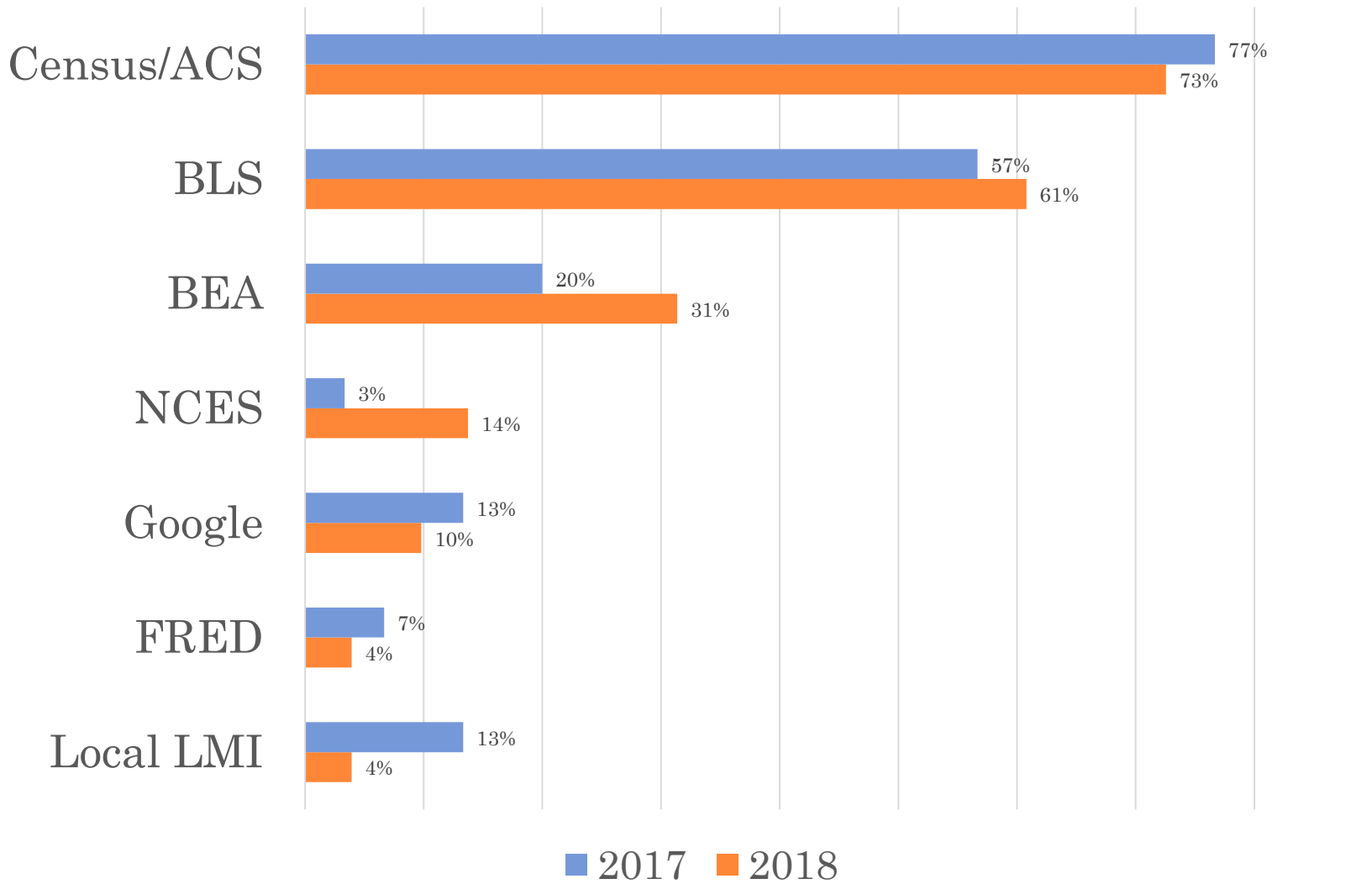


## Q2: WHICH VENDORS/PRODUCTS DOES YOUR ORGANIZATION USE? (**OTHER RESPONSES**)

- Eviews
- Haver Analytics
- Maptitude
- Site to Do Business
- Dodge Data Analytics
- State data sources
- PIERS
- WiserTrade
- Lexis Nexis
- Payscale.com
- NETS
- LMCI
- StatsAmerica
- NOAA
- USGS
- CDFI Fund
- Unionstats
- IDOE Compass

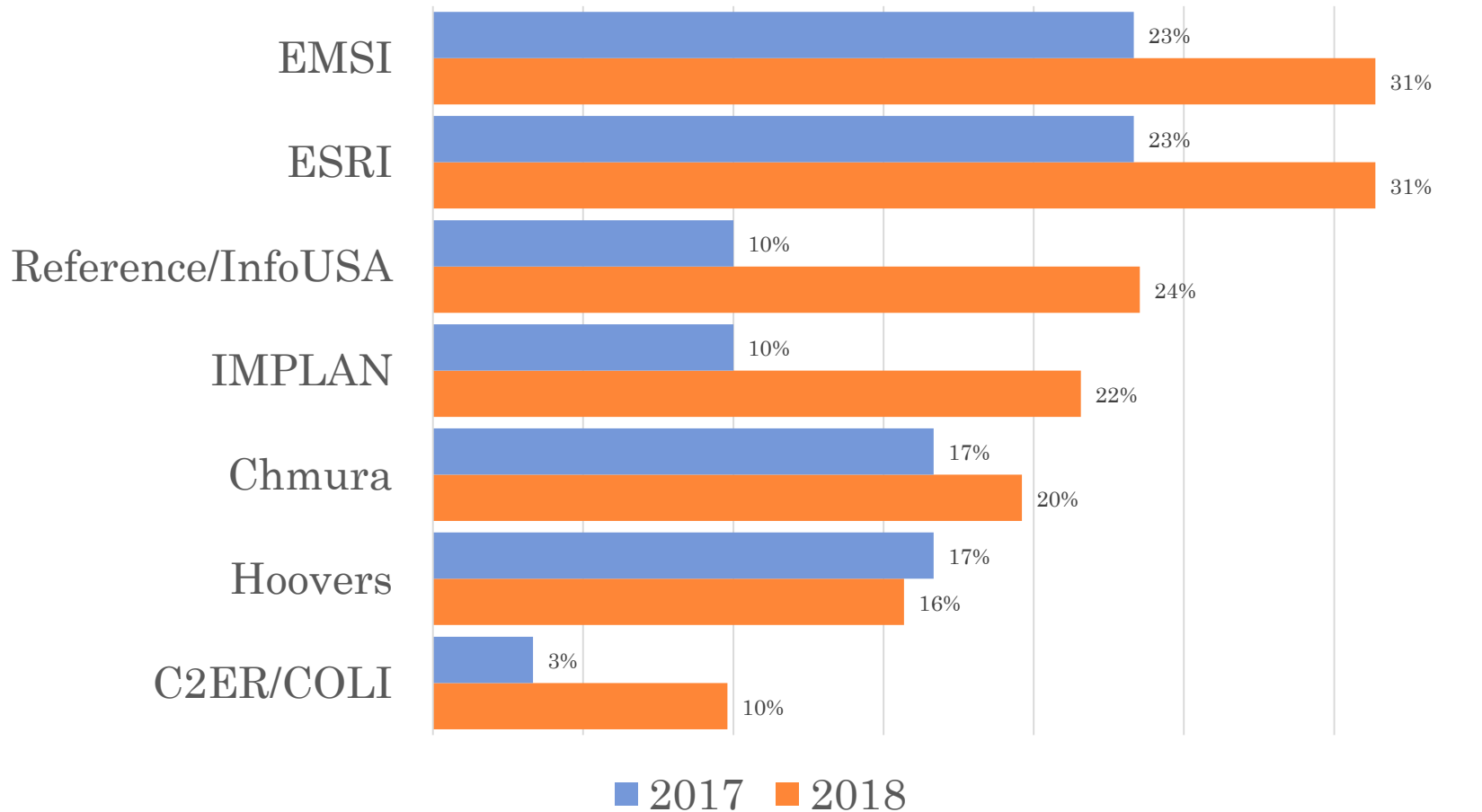


# Q3: WHICH ARE YOUR TOP THREE TO FIVE FAVORITE **FREE** INFORMATION SOURCES?



# Q4: WHICH ARE YOUR TOP THREE TO FIVE FAVORITE **SUBSCRIPTION** BASED INFO SOURCES?

Chart Title



Q5: WHAT ARE THE TOP THREE TO FIVE SUBJECTS YOU HAVE THE MOST DIFFICULTY FINDING GOOD DATA FOR?

- Unionization
- Business listings
- Employee benefits
- Foreign direct investment
- Micro labor market/skill gaps
- Economic impact

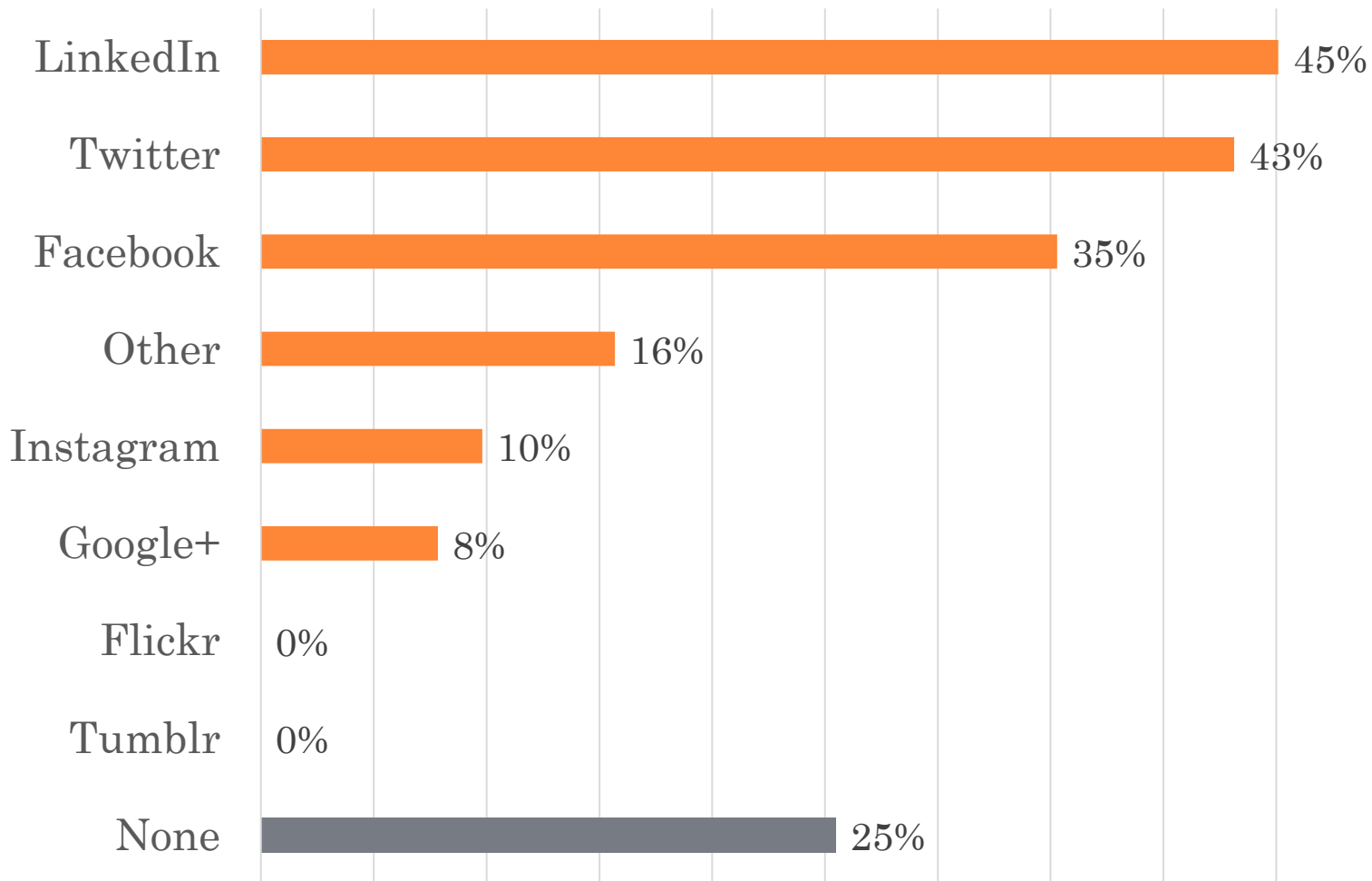
## Q6: HOW CAN C2ER HELP IN CHOOSING OR USING APPROPRIATE SOFTWARE?

- Provide webinars, forum, feedback or reviews on software\*
- Negotiate group or discount rates for software
- Collect information on what software different types of organizations use for different uses
- Share the results of the C2ER Survey
- Software trials

## Q7: WHAT TYPE OF BEST PRACTICES INFORMATION IN ACCESSING OR USING SOFTWARE WOULD BE HELPFUL TO HAVE?

- Examples or testimonials on products and their uses, and how data was collected for them
- Tutorials on how to use different software topics
- Primers on issues with sample size and margin of error
- Guides on data visualization

# Q11: WHAT SOCIAL MEDIA SITES HAVE YOU USED TO DISSEMINATE YOUR DATA OR RESEARCH?





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**THANK YOU**

**ANGELA LADETTO, DETROIT REGIONAL**

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# C2ER TOOLS OF THE TRADE DATABASE

<http://regional.c2er.org>

## C2ER Tools of the Trade Database

Username:

Password:

Remember me

Sign in

2

Sign Up

1

Forgot password?





# GROUP THERAPY TOPICS

## **Pick 3 to discuss at your table**

- Emerging New Tools: Your Latest and Greatest Resources
- How do you use social media to promote your research?
- How can you generate revenue for your organization through your research?
- What commercial real estate sources do you use internally or to populate your website?
- What professional development have you recently completed or plan to do this year? Anything specific that you would recommend?
- Answer the Hard Questions: Ways to Deal with Difficult to Find Data
- Oddball Questions/War Stories

*Please designate one person at your table to take notes. After the session, we'll compile the ideas from every table and email to all Regional Roundtable attendees.*