



## Basic Community and Economic Development Analyst Training

March 20-22, 2013  
The Pew Charitable Trusts  
901 E Street, NW  
Washington, DC

Course Objective: The purpose of this training is to enhance the knowledge, skills and abilities of those new to community and economic development research. The training will provide an overview of key data sources and effective techniques to conduct research in support of economic development strategies. Participants will also engage in hands-on exercises to find and analyze data within a framework of answering practical, real-world questions that policymakers and practitioners encounter.

### AGENDA

#### Day 1: March 20

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|-----------------|---|
| 8:30 – 9:30 am  | Introduction <ul style="list-style-type: none"><li>• Objectives for the Course</li><li>• The Importance of Using Data to Drive Decision Making</li><li>• Course Organization</li></ul>  |
| 9:30 – 10:30 am | First Steps In Organizing Data <ul style="list-style-type: none"><li>• Key Customers &amp; Their Information Needs</li><li>• Overview of Key Public &amp; Commercial Data<ul style="list-style-type: none"><li>○ Demographic</li><li>○ Residential &amp; Commercial Real Estate</li></ul></li></ul>   |
| 10:30 – 10:45   | Break   |
| 10:45 – Noon    | First Steps in Organizing Data continued <ul style="list-style-type: none"><li>• Overview of key Public &amp; Commercial Data<ul style="list-style-type: none"><li>○ Business &amp; employment</li><li>○ Consumer activity</li></ul></li><li>• Beginning Regional Data Analysis<ul style="list-style-type: none"><li>○ Establishing Context with Trend Analysis</li><li>○ Computing Indexes</li></ul></li></ul> |
| Noon – 1:15     | Lunch on your own   |



## Basic Community and Economic Development Analyst Training

- 1:15 – 3:15 Exploring Regional Economic Specialization
- Approaching Analysis
    - Competitive Advantage Analysis Framework
    - Enterprise Analysis
  - Identifying Industry Structure
    - North American Industry Classification System (NAICS)
    - Economic Base Theory
  - Principles of Economic & Fiscal Impact Analysis
    - Input-Output Relationships
    - Multiplier Effects
  - Determining Specialization
    - Calculating Location Quotients
    - Interpreting LQs
- 3:15 – 3:30 Break
- 3:30 – 4:30 Learning Lab – Exercises
- 5:00 - ?? Networking Happy Hour (Dutch Treat) – Venue TBD

### **Day 2: March 21**

- 8:30 – 9:30 am Conducting Competitive Market Intelligence
- Business Location Factors
  - Overview Of Key Public & Commercial Data
    - Quality of Life
    - Transportation & Utilities
  - Collecting Your Own Intelligence
    - Primary Data Collection & Survey Methods
    - Maintaining Databases
- 9:30 – 10:30 am Conducting Competitive Market Intelligence continued
- Behind Business Climate & Other Rankings
  - Making the Case for Your Region with Research
- 10:30 – 10:45 Break
- 10:45 – Noon Learning Lab – Exercises



## Basic Community and Economic Development Analyst Training

Noon – 1:15	Lunch on your own
1:15 – 3:15	The “Cluster” Concept <ul style="list-style-type: none"><li>• Why Clusters?</li><li>• Methods for Identifying Clusters</li><li>• Recognizing Inter-Industry Linkages &amp; Value Chains</li><li>• Applying Cluster Analysis in Regional Planning</li></ul>
3:15 – 3:30	Break
3:30 – 4:30	Featured Topic – The Role of Research in Tax Incentive Awards

### Day 3: March 22

8:30 – 9:45 am	Undertaking Labor Market Analysis <ul style="list-style-type: none"><li>• What Do We Need to Understand About Our Labor Market?</li><li>• Overview of Key Public &amp; Commercial Data<ul style="list-style-type: none"><li>○ Workforce</li><li>○ Education</li></ul></li><li>• Elements of a Labor Force Analysis<ul style="list-style-type: none"><li>○ Demand Variables (Generating Data on Occupational Demand)</li><li>○ Supply Variables (Human Capital in the Form of Educational Attainment &amp; Skills Among Working Age Adults)</li></ul></li></ul>
9:45 – 10:45 am	Effectively Communicating Research Findings <ul style="list-style-type: none"><li>• Communication Tips For The Web, Policy Briefs, &amp; Oral Presentations</li><li>• Data Visualization Do’s &amp; Don’ts</li><li>• Is There a Role for Social Media?</li></ul>
10:45 – 11:00	Break
11:00 – Noon	Learning Lab – Researchers Roundtable



## **Basic Community and Economic Development Analyst Training**

Noon – 12:30

Course Wrap-Up