



**Foundations of Applied Economic Development Research
November 4-6, 2013**

**Innovative Technology Enterprises at the University of Missouri-St. Louis
4633 World Parkway Circle
Berkeley, MO 63134**

Draft Agenda

Day 1 (8.30 to 4.00)

- Introductions and Agenda
- Defining your region (or regions)
- Analyzing your region's population
 - Accessing Census Data
 - Understanding demographic trends and projections
- *Lunch (12.00-1.15) – Lunch on your own*
- Understanding your regional economy
 - Employment data
 - Industry data sources
 - Basic industry trend analysis
- Exercise: Creating a regional profile

Day 2 (8.30 to 4.00)

- Available GIS Resources
- Identifying your regional economic drivers
 - Calculating location quotients
 - Determining your economic base
 - Basics about industry clusters
- *Lunch (12.00-1.15) – Lunch on your own*

- Assessing the capacity of your workforce
 - Linking industries to occupations
 - O*Net
 - Occupational projections
 - Real-time LMI
 - Education data

- Using Local Employment Dynamics Data
 - Quarterly Workforce Indicators
 - OnTheMap

Day 3 (8.30 to 12.00)

- Answering custom workforce questions

- Comparing your region to other places
 - Understanding rankings
 - Benchmarking your region

- Key customers and their information needs
 - Identifying customers and their needs
 - Presenting data effectively

- Questions, other issues