PROGRESS REPORT: Community Data Generation and Diffusion: An Integrated Project

Objectives

1. Community Data Generation:
   a. To identify gaps created by budgetary cuts and retirements among faculty and staff needed to generate and share community related data.
   b. To identify emerging research and outreach needs and opportunities through the blending big data, demographic data, retail data analysis, community economic research, primary community data collection, and analysis of secondary sources such as community health, municipal finances, population trends, and natural resource and recreation trends.

2. Community Data Diffusion:
   a. To develop and utilize Web portal, database, visualization and mapping technologies to share interactive and up-to-date information and resources with ISU staff in the form of community, economic and demographic indicators.

3. Extension Program Planning and Professional Development:
   a. To provide Extension educators with the training necessary to access local decision making information available from the Web data portal and other sources.
   b. To expand availability of materials and data for use in presentations on changing economic and social trends for every county in Iowa.

Funding Awarded $400,582 (plus $270,985 match from CED)

Funding Expended to Date $53,900.41 of award – 13.5%

Progress to Date

1. An assessment of data needs has been collected or in progress via interview or survey from: CED, Administration, Youth/4H, Regional Directors, Human Sciences, CIRAS.
2. Generalized Overview of Data Needs and Uses to Date (from surveys/discussions):
   - demographic/census data; age, sex, race/Hispanic - All Groups
   - income, poverty, individual, household, family economic data - All Groups
   - school enrollment, youth, education, school district related data - All Groups
   - retail trade, businesses, economic growth, investment - CED, REED
   - workforce, employment, unemployment, wages, occupations - CED, REED
   - agriculture production, pricing, income data - REED
   - housing, availability, costs rent/mortgage, utilities - HS, CED, REED
3. Annual Financial Reports Data for FYE 10-12 collected from 65 cities, thus allowing for short-term trend analysis. For FYE 14 there is a mandatory State filing, therefore ISU will have access to data for all Iowa cities for the financial year, 2013.
4. In July during a session of the Municipal Clerks Academy 56 City Clerks completed a brief questionnaire that helped identify how cities are dealing with fiscal stress and what type of information and assistance they would like to receive from ISUEO. Pilot cities are being identified to partner with for the initial round of analysis and report generation, to seek feedback on the content to be included in the fiscal situation and trend reports.
This information will also be used to develop the web-based version of the reporting/analytical tools.

5. Developing architecture framework and testing several technologies for the data portal.
6. Purchased subscription to DataZoa to acquire series data from Federal sources. Worked with vendor to provide data in JSONP format, thus it can now be more easily consumed and developed into charts, maps and PDF report templates for use in the data portal.

Next Steps
1. Gap analysis interviews with faculty, departments and leadership.
2. Analyze assessment of data needs collected to date and use this information to prioritize data implementation into Web portal.
   a. Conduct Human Sciences survey; send and analyze
   b. Regional Directors in-service; CED in-service retail trade data training
3. Develop user interface for Data Portal
4. Load in initial data sets for limited beta release of Portal Spring 2014
5. ISU IT Service will develop portions of the report-building tool (PDF’s) component beginning early 2014.
6. Collect AFR data from State Auditor’s office and load information into SQL database in preparation of data analysis.