Census Data Literacy

Building Business Know-How through Data Literacy

June 16, 2021
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The Census Data Literacy project is an initiative of PLA in partnership with ALA’s Public Policy and Advocacy Office. It aims to build data literacy skills among library staff to enhance their services, programs, and initiatives with the overall goal of promoting awareness and use of Census data in their communities.

http://www.ala.org/pla/data/census
What is data literacy? Why is it important?
What types of data are available from the U.S. Census Bureau?
Where can I find the data?
How can I learn more about using Census data?
Today’s Presenters

**Adam Grundy**
Supervisor, Data User & Trade Outreach Branch, Economic Management Division, U.S. Census Bureau

**Darrin Conroy**
Library Director, New York Small Business Development Center

**Julie Brophy**
Manager, Adult & Community Engagement, Baltimore County Public Library

**Madeleine Ildefonso**
Managing Librarian, Office of Civics & Community Services, Los Angeles Public Library

**Merida Kipp**
Library Administrator, Yakama Nation Library
Libraries Build Business

Connecting Small Businesses and Entrepreneurs with the Library

- Baltimore County Public Library
- Los Angeles Public Library
- Yakama Nation Library
Thank you!

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