
County Profiles

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Purpose talk

- Start a discussion about working together on the production of County profiles



Characteristics

- Data driven
 - Snapshot
 - Trends over time
 - Compare with others
- Objective
- Comprehensive

Elements

Data presentation

- Tables
- Charts
 - Trends
 - Breakdowns
 - Comparisons
- Maps

Textual context

- Topic introductions
- Data driven conclusions
- Source description

Purpose profile

- SWAT analyses
- Planning
- Policy making
- Marketing
- History
- Primary purpose
 - Primary audience
- Other uses
 - Other audiences

Publication

- Frequency
 - Up-to-date vs. frozen in time
- Offline vs online
 - Printable vs interactive

Examples from PAD

- Trends page
- 2013 County profiles

Others

- [Census Bureau Quickfacts](#)
- [Center Governmental Research](#)
- [Headwaters](#)
- [Stats Indiana](#)
- [New York Statistical Yearbook](#)
- [Census Reporter](#)
- [Pennsylvania State Data Center](#)

Process

- Identifying subjects table of content
- Identifying metrics for each subject
- Finding and selecting data sources
- Download and select rows/columns
- Additional computations
- Reformatting for publication (tables and charts)
- Creation of maps
- Generating text
 - General
 - Data driven

Reducing collective workload

Centralization

- One organization making profiles or profile elements for many areas

Crowd sourcing

- Sharing knowledge, e.g.
 - What metrics work
 - Where to find the data
 - How to calculate the metrics
- Sharing products
 - Metrics calculations for many areas
 - General pieces of text



Discussion points

- What do you currently do?
- What are your challenges?
- What is most time consuming?
- How might collaboration or sharing help?
- Is there a role for SDC/affiliates network?
- What topics and indicators need to be included in a profile?