

Steering Committee Call

Attending: *Joe Ward, Tammy Coxen, Erika McEntarfer, Melodee Hagensen, Len Preston, Greg Weeks, Rick Waclawek, Tim Kestner,*

Not attending: *Rich Froeschle, Bruce DeMay, Colleen Flannery,*

Steering Committee vacancy

Joe Ward from SC is replacing Bob Brown on the steering committee.

Longitudinal Employment Systems

Western states have received funding to work on these systems, Greg is proposing incorporating LED. Lots of details to be worked out

Workshop update

Reminder of steering committee meeting times

Joe Ward will not be at the steering committee, not sending a replacement

Request for breakout session moderators (see attached agendas)

See speaker summary

State business meeting agenda and support needs

How to use OTM more effectively

Promoting the innovation network idea

Decide on February call - State members invited to participate

Update on registration and participation of partners

95 people registered so far, only 14 state partners. Need to send out a reminder to state partners in particular.

Census Updates

Starting the OTM Mobile project

Goals

- Optimize current application
- Take advantage of location based services functionality to enhance applications

Plan to have a basic demo at workshop. Heath Hayward and Excensus are working together.

First approach is just to develop a mobile webpage, not an app.

2011 File Submission Schedule

Only 75% of states on time in last quarter.

Carmel-by-the-Sea Geocoding

Extensive discussion on LED listserv. Questions about geo-coding – as steering committee knows, Carl Anderson is working on improving this process in general. Problem stems from Carmel-by-the-Sea not using street numbers for their addresses – this is a good example of the kinds of challenges faced in geo-coding and making OTM as accurate as possible.

Measuring LED Tool Usage

Jeremy got a couple phone calls about whether or not we measure web traffic state-by-state. (Request from Ohio that wanted to know how many people from their state were using the site.) This information is not currently being collected, but could be. Is this of interest to other states, and what kind of interest should be collected?

Census has a lot of restrictions about what they can do (for example, in terms of placing cookies in user's browsers) that limit their ability to collect some data. Matt is looking into web analytics to see what is possible. Could count how many analyses were conducted on a particular state – would have to be pulled from the database, as the website address is the same.

Have problem defining a "session" or repeat users which is important to some of these measures. Cannot use a cookie to define a session.

Not all data is housed on Census servers – users on the VRDC, new Google collaborations, etc. But indication of interest in at least tracking what we can.

Greg – would be really valuable to be able to say how many people accessed the WA state part of the QWI, for instance. Joe – helps promote continued funding for the program.

Jeremy – easier to generate statistics globally than state-by-state, would that still be of value? Yes. Start general and refine as we know what's possible.