



MID-OHIO REGIONAL  
**MORPC**  
PLANNING COMMISSION

111 Liberty St., Suite 100  
Columbus, Ohio 43215  
[www.morpc.org](http://www.morpc.org)

**NOTICE OF A MEETING  
DATA DAY WORKING GROUP  
MID-OHIO REGIONAL PLANNING COMMISSION  
REMOTE MEETING  
April 2, 2025, 10:00 am – 11:00 am  
AGENDA**

**1. Welcome & Introductions**

**2. Review and discuss feedback from RDAC**

[Working Group Updates](#)

Member Stein mentioned that the usefulness of Working Group updates to RDAC varies depending on the Working Group and the perspective of the RDAC Members. He finds some updates useful but others too abstract, especially when discussing topics like security, which can get very detailed and hard to follow without direct involvement. Member Stein also noted that the visibility of Data Day Working Group activities was reflected in the feedback scores from RDAC, which were the highest among all the Working Groups. This indicates that clear and direct activities are more appreciated and easier to evaluate.

**3. Discuss Theme**

Members and staff discussed various potential themes for the event, including "Data in Action," which would focus on a more hands-on approach. They also considered themes that would help clarify the target audience for each session.

**4. Discuss improvements for 2026**

[AICP Credits](#)

[Promotions of Vendor Tables](#)

[Session Identification](#)

Members and staff discussed the need to simplify the identification of target audiences for sessions. Simplifying the [MORPC User Personas](#) into standardized categories for presenters to identify their target audience may make it easier for attendees to choose the right sessions.

[Breakout Session Format](#)

Staff proposed formatting the theme around a title format, such as "Data Practices for Everyone," with breakout session titles indicating the specific focus, like "Data Visualization for Government Officials."

### Lunch Keynote Format

Members and staff discussed having multiple shorter talks or workshops during the lunch keynote session instead of one long talk. This could include lightning talks or interactive sessions to engage the audience more effectively.

### Date/Time

Members and staff discussed and identified the second Tuesday of February, 2026 as a potential date. Staff will coordinate with Amanda McEldowney at MORPC to finalize the date and venue.

### Parking / Venue

Members and staff discussed the parking issues faced during the previous event at Columbus State. They agreed that staff will address these issues by providing clear instructions, promo codes, and better signage for attendees. Members and staff also discussed alternative venues but concluded that Columbus State is the best option within the budget. In past years other prospective venues had higher costs, especially for the required catering,

### Attract Students

Members discussed strategies to engage students and younger participants in the event. They considered offering discounted student registration, reaching out to professors and student groups, and seeking sponsorship from businesses to cover student attendance costs. Professors might offer credit for attending the event, which could incentivize students to attend. Member Ebersole proposed seeking sponsorship from businesses that are data-sensitive and looking for new hires.

### Early Promotion

Staff plan to send out a "Save the Date" announcement with the event theme and keynote speaker details to generate early interest and ensure better attendance. Member Ebersole noted the need to address logistical issues early in the promotion to reassure attendees that previous challenges have been resolved. This includes clear communication about parking, signage, and other logistical details. This would be good information to include in a "Save the Date" notice.

## **5. Tasks for April 2025:**

- Begin identifying potential keynotes – Staff & Members
- Reach out to Salema Rice – Staff  
Member Ebersole suggested asking Salema Rice about the hottest topics in her field to help drive the event theme. Aligning the theme with her expertise could make her keynote more relevant and impactful.

## **6. Adjourn**

**Please notify Lynn Kaufman at 614-233-4189 or [LKaufman@morpc.org](mailto:LKaufman@morpc.org) to confirm your attendance for this meeting or if you require special assistance.**

**The next Data Day Working Group Meeting  
Will be May 7, 2025, at 10:00 am  
This Meeting will be held remotely; details to follow.**