MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

111 Liberty St., Suite 100
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www.morpc.org

NOTICE OF A MEETING
DATA DAY WORKING GROUP
MID-OHIO REGIONAL PLANNING COMMISSION
REMOTE MEETING

May 14, 2025, 10:00 am – 11:00 am

AGENDA

1. **Welcome & Introductions**

2. **Finalize new venue**
Staff reported that they visited a venue in Upper Arlington recently, but found it unsuitable due to its single conference room setup. It is staff's opinion that Columbus State is still the best option for the event, as it better meets the need for space and breakout rooms. Members agreed.

3. **Discuss sponsorship packages**
Members and staff discussed creating sponsorship packages based on specific items like coffee or breakfast. They considered how to make these packages more appealing and tangible to sponsors. Item-based sponsorships could provide more value to sponsors by allowing them to see a direct connection between their contribution and the event's offerings, such as having their name associated with providing coffee.

4. **Discuss theme, tracks, keynotes**
User Personas
Members and staff discussed the relevance of user personas in the call for proposals. They considered whether to include them and how much explanation they require. Member Stein suggested simplifying the process for applicants by allowing applicants to describe the session audience in simpler terms and then converting that information into personas later, possibly using AI tools to reduce the burden on applicants.

Staff suggested including additional categories such as "student" or "novice" to make the form more inclusive and better capture the range of potential audiences. Staff also proposed adding a slider or scale to the proposal form to indicate the required technical skill level for sessions. This would help attendees understand the technical demands of each session.

Member Ash shared her experience with using categories such as "beginner," "experienced," and "advanced" to indicate the level of technical expertise required for sessions. This approach was found to be effective in her conference planning.

Sessions

Member Stein found the session impacts question (on the proposal form) vague and suggested it might be the last one filled out by applicants. The Group considered making the question optional to help with decision-making if there are more proposals than space.

Staff and Members reviewed other changes to the proposal form, including making applicant name and contact more explicit and imposing strict word limits. The aim is to avoid summarizing descriptions or titles. Staff clarified the distinction between the session description, which will be included in the brochure, and the abstract, which will be used for judging proposals. This distinction aims to ensure that the correct details are included in the appropriate sections.

Keynote Speaker

Members and staff discussed reaching out to Salima to see if she would be interested in delivering the lunch keynote. They considered her previous involvement and current availability.

Theme Considerations

Members and staff brainstormed potential themes for the event but decided to hold off on finalizing the theme until they could gather more input and ideas, particularly from Salima. The Group also discussed the prevalence of AI in current proposals and sessions. While acknowledging its importance, they decided against making AI the central theme of the Data Day Event.

Student Outreach

Member Stein offered to reach out to Otterbein for student engagement. The Group discussed involving professors and institutions to make the event more applicable to students.

Lunch Panel / Future of Data

Staff and Members brainstormed ideas for a lunch panel on in-demand skills in data analysis and the future of the profession. They considered focusing on student outreach and the next generation of data.

5. **Next Steps**
   Staff will:
   - Discuss the validity and usefulness of user personas for the session audience with Dave Dixon
   - Include a slider or scale in the proposal form to indicate the required technical skill level for sessions.
   - Revise the proposal form to include a section where presenters can list up to three objectives or takeaways for their session.
   - Finalize Columbus State as the venue for the event and confirm the second week of February as the date.
   - Reach out to Salima regarding being the lunch keynote speaker and discuss potential themes for her presentation.

6. **Adjourn**

Please notify Lynn Kaufman at 614-233-4189 or 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 June 4, 2025, at 10:00 am
This Meeting will be held remotely; details to follow.

Members Present   Staff Present
Megan Ash, ESCCO   Jordan Inskeep
Jonathan Miller, Burgess & Niple   Lynn Kaufman
Rick Stein, Urban Decision Group