

[ Please stand by for realtime captions ] Will all be attached to the page that has the webinar of me talking. These slides are going to be attached to that page so you'll get all of the slides at the end because I've got over 100 links in these slides that I have tested all LAST NIGHT TO MAKE SURE THEY'RE STILL WORKING. SO if you don't have to take notes, feel free. We are librarians. We think copyright we know about derivative works and distribution and attribution and everything else. If you are a government worker if you are a government employee or officer, everything you do is not in copyright. Everything you do is in public domain. So, all the applications that the federal government has made available to the GPO, and some other things there make it available. They are not copyrighted and considered public domain. So most of the sources were talking about are going to be in public domain. If you're ethical, public domain, even though it doesn't have attributions, tell us where you got the information so others can find it. Everything the government does is in public domain but sometimes you can't get it for a variety of reasons. The main reason is the PII that information is not sent to everybody it does not go to everybody you know when you fell of the IRS form it stays in the IRS. This census bureau so there's these agreements of agencies I think that's a very smart move and other reasons why you can't get information is because of that the. And we know as far as FERPA. Were going to talk about what CUI is. These are all set by law for what is held and what is not were going to talk a little bit about that later on. It used to be called official use only it still discoverable through FOIA that's your friend. If you know there's collected information it's your friend you can't get it through FOIA. As a 2007 only journalists could do it but now anybody can ask for it. There's still some problems and it might be a problem getting to FOIA, because you've got to know that it exists. Sometimes it's contract work and grant work and within that contract it says that the work of those contractors are not available or there's also the scenarios -- so were not putting it made available. So if it is not available and it's not being seen or used. Do you think it's going to be funded? So if you find things that are being funded. Make sure that they are getting used. Realize that the retention national archives does not keep everything. Which is one of the reasons why the federal depository program is trying to do a stewardship with different agencies. There's a whole bunch of webinars on the federal depository programs. For everything about what I'm talking about, there's a whole hour of experts out there. Because phoria all these agencies it will play well with open government are open data. Basically this movement of open government is free and out there. Let's make our government more transparent and more accountable. All these other good things but let's say we want more of it to be more open and what's going on. And the last 10 years or so there have been many different acts that have opened up the government by saying you have to release it and make it available. They are coming out of law. Out of Congress. So just last year. Unanimously under this administration passed the Senate and the house came out the open data act. That was signed last January. Basically saying any data that's collected is made available and open and the second part is certain criteria that they set out for privacy and protection that's being collected. There's also regulations that are out there and there's memorandums and common practices being done by the different agencies. All of these links give you more information about all of that. So the federal government is creating policies to make the government more open. We've got the open government which is the philosophy that is licensing of content. If you're talking about government data or federal government data. That's already freely available through public domain. So just remember to cite public domain access for this information. It's available through some national state and cities that also have public domain laws. Some of them have open access laws and then there's also countries with public domains. A lot of them are doing

open public access. So we've talked about government and how policy is structured we talked about open access versus public domain and this is our first break right now to ask some questions. Anything?

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I did post a note on here that most federal websites have phoria instructions and information pages.

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Be sure to fill out your census paperwork and send that in.

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Contact me and talk about what MVR is. But today we don't have time to talk about it. You do not claim pet. I've already asked my husband that when they ask you what country I'm coming from or nationality, I just say California because I'm like 5 different countries. So you don't need to say a country you can say estate. This is not a population census. When a lot of you thought business information from government. Plea a lot of you did think of the population and housing. Because that's it everywhere. If you want to know more about it you can go to the federal library depository program Academy and find other webinars about that. So right now what I want you to do is take a pause and we can do unmindful exercise. Think of a patron who you've tried to help in a situation where you were looking for information. Think of a time when somebody said I need help on this maybe you were scared or flustered or you didn't know where to go. As your thinking of that person, think of the rest of this webinar and have an aha moment. At the end during the last part of the question put that into the chat. To wait to the end and say that this is the source I could've helped that patron. That way it reinforces what you've learned here that it can be applied. Think about that patron and that question. Have that in your mind. As we go forward. Let's move forward now. For all the people who came here if you are thinking about business with the federal government is a new website that is replacing let's remember the catalog of domestic assistance. All of this is rolled in and included in that is a database or catalog for all the other contracts and procurements for disaster grants. Some of us are thinking a lot more about that with this COVID-19. For those who might be feeling the burden of the COVID-19 financial aids . It's also direct link that's there to help you. Sorry that we are all living through this right now. Hopefully all of us will still have jobs and health by the end of this. Now that the emergency is over and that's there to help you, let's talk about what type of information is found in the federal government. There's an awful lot about how businesses are being affected did. As related to an industry or company or region. Things like that. There's interpretation of the laws. So all these types of information are there. But to tell you the truth, most of the information for distances are going to be found in the executive branch through the organizations and the departments and everything else you're going to find data and have press releases you'll have surveys and outlooks. Almost everything you have with data is a link so you can put that in the map. Think about when were looking at these sources, what can my community use what can my state or city use. They do surveys they designed surveys they conduct surveys and as we know it's not in selected pools they are the only one in the world and I don't think I can say that anymore, because credit card companies know a lot about everybody if they use a credit card. And there are other ways to collect data. The federal government has a long-standing good practice that they meet everybody without payment or problems. They are not selling your information they are providing insight for decision-makers. A lot of these sources use data but the data is the material Roth facts that we, the information and the analysis when I'm talking about data. E economic senses. The most recent data available is 2019 data that's when they

collected. They collected it in 2017 and it's still coming out. It will be coming out on till a year from now. If all things are okay and people working from home can control it. They've added states and we will do a map of geography. There's over 200 different data variables that you can get by geography. So nationally for your state or your county or for your place. This is where you might want to go. Normally most of these people know it as the geographic area. It's very much a business pattern. Hopefully hundred and 66 of you are already using the County business pattern. If you're not. They are great. Because they will give you the market size of who's doing what. What companies are out there if you're doing deed research the County business patterns are your friends for establishments out there doing this certain business industry they are not giving you the revenue for that that revenue it comes from the economic senses every five years that business pattern adds the revenue data to it there's more in the economic senses than just the geographic area studies there's this that goes down to the state level I'm going to highlight some of this information in the next few slides. One of the big things today is everybody talking about the big economy. The federal government has been following the economy for a long time with the series called non-employer statistics. These are the people that work for themselves who are having a hard time but there's an awful lot of them. Of all businesses if we just wanted to say how many businesses are out there. 75% of all businesses are classified as without paid employees. So what's the significance of this business? Contributing 3.5% of all sales in the U.S. economy that's the last time it was look that. It affects a lot of people but economically it does not. This link here is a great webinar of if you're interested in working with people if you want to put their company in context with other non-employer statistics it's put out by the Census Bureau at that link. Let's talk a little bit about geographic. We all know about national boundaries and divisional boundaries here you can see the combined metropolitan area in Washington DC these are confined and these green things here are all places. I live in Laurel. Right there in Prince George County. I'm a part of the CMA. One of the good things for this year with the economic senses and going forward. Before geography used to have PDS they were fixed maps that you couldn't put it. With Tiger web you can go in and all of these are bits and pieces there's a lot of GIS type work or if some of you want these you can take 3-D puzzles out of some of these shapes. You can take your metropolitan area or state and say here is the metropolitan area where does that go. Were and how to these places fit in? All of these things are available to you for free. Public domain to the census of euro. This economic senses follows the County and places. There have been a lot of changes in places and counties like this link here if you click on it. Go to that link and go to your state check changes that have gone on in your state in the last five years. In North Carolina, there's 22 known places in North Carolina and six places have gone away because of the population requirement. These population requirements are classified as a space. There's also the census Academy, there's also the federal deposit program Academy which is what I'm doing with you guys. There will be a whole hour-long about geography so there's plenty out there for you to learn. So we talked about the economic senses referred to geography but. For all those people who feel uncomfortable with government or business questions. A lot of that discomfort is because people come up to you and say tell be about this industry. If somebody's asking about an industry then you've got an answer. You can go to the economic senses and give them that information. But they will say tell me about the automobile industry. And I hate those questions it's like tell me about communication or banking. It depends. The first question you should be asking is you know give me an example of the type of situation you're looking for. Because maybe they're talking about the design industry or the material science that goes into it or this supply chain that goes in like car manufacturing. For the dealership. The car

servicing that can be done at the dealership or in your service station you're talking about financing a car. Or aftermarket products that are bought outside the dealership. Don't forget when you're looking at the industry and you want to talk about the whole value changes in an industry. Make sure at this day and age to include what happens if you're talking about a product is it renewable is it reusable. What happens to that product when you're no longer using it when you're in an industry if you ask them what kind of industry the federal government is it a supermarket or a grocery store. What exactly is it. It's actually using the standard industry code. Some of you may be as old as I am and you'll remove the old codes the standard codes. Back in 1997, 20 years ago, they were in the North American industry classification code. It wasn't until last month to this day to this day that the office of management and budget who oversees the statistical collection and statistical operations of the federal government said were going to be no longer supporting SIC code. Everybody has to be using code. Nobody hears from the security if you know anybody there please tell them to stop using [ Indiscernible ] Codes. How do these actually organize? There's some operation there's a NACS ? Code. Who assigns those codes. It's not that easy because those are not assigned when you're doing the census you're saying what code you're doing if you don't know you can call the Census Bureau and they will help you figure out what you're doing. Third-party publishers actually assign NAICS codes but they don't see the operation going on at that location. So finding things by NAICS code in a directory has its own issues. But I won't talk about that today. The next code is hierarchal in 1997 what else is going on. What else goes on in the U.S. when NAFTA was being developed. Somebody had this great idea to say let's make these classification codes, that's the reason why you'll see the tortilla industry defined because this is dealing with all three countries industry and industrial operations. They have the continued correspondence with the code. With this new agreement that those codes will still be corresponding between the two because I know one of you might be interested in those codes and the new NAFTA. I can talk a whole hour. A lot of my research early on was on NAICS codes. This is a very intensive slide don't start reading it right now. Wait until you have the slide deck. There's a new NAPS code . Basically all of these services and products that are being sold. Not the industries selling them but the products being sold, you can get to who is selling that product to selling cigarettes there also being sold in drug stores so much anymore just realized there's a new system in town for they only dealt with products and stuff like that. But this is covering also and library services. Here's an example of those services. So you can go all the way down through the individual service or group it to gather with other products or services that will say who's my competition. What other things are being incorporated in my product. Not just in my industry. My product. Next year you can ask me you can see how you pull out that data. I always go to the merchandise line that's what this will replace. That's the hidden gem in the economic senses. There's other not so friendly things that are going on from the economic senses. There's a new disclosure rule it's for closure disclosure that means if there's three establishments in that industry within that geography if you can't get revenue size. Now you're not going to get that in the establishment with that industry what does that mean? When you get down to smaller places you don't always expect that type of thing. If there's only three places in within three companies or a place can get complicated until you see it. They will talk about their privacy or disclosure rules. It's not going to be made available to you. Manufacturing is going to be really tough to get. In some places so how do you get this data. For all those people who are intimidated go to quick facts. Put in the industry your looking for and if you have the NAICS code for it even better. But we know that the American fact finder is going away their closing the website at the end of the month. It takes some getting used to. Trying to

anticipate your needs but I'd really recommend you take a walk-through on the new data.gov site. They've all got great worksites. All is people who are experts out there. Expert in data and expert on data visualization and anything else. The federal government is also going to be made available through application programming interface. Going into take the data from the census bureau and putting it into tableau or GPS to do some analysis without you ever being the interface other than connecting the two. I'm not talking about API learn about API and anything you can do your guaranteed a job. I guarantee the future of librarianship and data is going to be an API. For understandings of all of that. I need to do the training myself. There are some things not covered in the economic senses that might be covered in the county business pattern. There's also these other things in the economic senses they do an awful lot of information they've got construction put in place and housing they can see and homeownership I think it's going to be relevant for people looking at areas and people moving in their vacancies and all these other things. These are all economic indicators coming into the Census Bureau that you can get for free at any time. The reason I highlighted this is because it goes through our webinar on the census of government that I did for this Academy. So questions on the economic senses?

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We don't really have questions but we have comments.

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There are people signing in here and they might have an opinion on that.

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An example with reference USA.

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Don't default to the SIC code. Reference USA has enhanced codes and extra digits in parentheses. Larry replied rest in peace and

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They are about a month behind. If you've got 27 teen data -- 2017 data it's a survey and more reliable.

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At the end I told you you could have attributions. One of the reasons I thought about you know inking about that user coming in to talk about you. Some of these other sources like I said for the cigarettes were are they being sold. They are sold in gasoline sections so you've got this NAPCS code you can get this code and say where and how much of this is sold and in what NAICS code . Unless you see it, it's not that easy to explain. So hopefully coming out after August 2020. Melissa, I'm going to send you a link for the Academy webinar is where you can find those.

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If you just google Academy. We've done about 10 or 12. So what else.

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Unfortunately if you go to my webinar there will be a link in here the census bureau doesn't have direct conversion that's something you're going to have to do. I'm surprised a publisher has not taken dated to do historical mapping across this data information.

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Passing on to you that we generally have an hour but let's keep going. If anybody has to leave now you can. We will finish the rest of the webinar on a recording that will come out Friday or Monday.

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You'll have these slides available and this presentation. I will not take offense. Hopefully it's Out at the highest number. For the people that came in. Basically thank you for the census Academy and the FP Lieutenant information I'm going to look at this then I will go in and do the last third. My webinar slides are done by historical business collections that don't relate to this right now.

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Jane wants to know how to find all the webinars that they're collecting data you can report these data as. Sometimes they actually generate report. Remember we talked about the new open data loss signed in last year. They've said they've mandated anything by the federal government that has to be in one catalog. That catalog right now, not sure if it's going to continue, the GSA is a catalog called data.gov. If you start there it will tell you where to find more data. It will give you that data but it's usually API or machine-readable access. So it will also link you to the pages where that data is. I have, for your convenience, also put together slides with links if you're looking for mortgage information. If you're looking for government spending information or education information. For telecommunication information, not everything is being done by the Census Bureau. This Census Bureau industry is being done in the economic senses. But if you want more current data if you want different data other than what in the economic senses. Then this is the place that you want to go to. I was going to go through here to say who puts out the mortgage data who puts out the telecom data. Because there's some people here who know all this stuff but we don't have time for that. So just realize that there are links here for all of these types of things. There's economic links that go to Fred, and economic databases that have great deals for economic indicators. Also if you want to know what's the most current data coming out from the federal government. That's going to be in . Like the weekly data for crude oil prices and things like that. That's all going to be there under the economic. Economic analysis is actually another Department of Commerce, they put together all this stuff if you want to get nerdy. And they already know about FRED. Show them the DE website because the going to be thrilled if there data and are so don't you know this is not the first place to start. The first place to start if they want economic indicators is to go to the FRED. This page is social science. This page is natural sciences. So someone says what's business to you. Business is everything. It's the trees and flowers if I can get revenue from it. If I've got you know fisheries, that's a business. A type of business. So defense. Yes. Selling to the defense department. Knowing about what's blocking or where is the distribution of things in defense it's a part of business. I more of a small business person entrepreneur. So term it. Information. That's more what I'm interested in. Intellectual property is the patent if you want to know what new techniques or products are coming out and what developments are happening in my industry. You can go and look at the patent office and look at their data. Something new I found today is the FDA puts out a good deal of information about trials and where those trials are. It's one of those things you occasionally get is a business library. What's the status of this trial. A lot of that information is in there. And a lot of us, for those feeling intimidated. You already know the weather Channel is getting data from the [ Indiscernible ] Or know what. It's always a good example of for using federally generated data in a commercial environment. There's problems that come with government data that this data is called it takes time to collect. If you look at some of this data being generated by third parties and you say how current does this go to. It might say 2019 on the top but if you look at that data. It might be that old. It's giving you the reference year. So then you've got collection of data and distribution of data. So therefore government data is old. Like I said. If you want to update industry level data. Using the producer price index which is distributed in the Bureau of labor statistics it's not just about labor or people but there's also some industry there that is amazingly

wonderful. This Academy has workshops if you don't find what you're looking for submit a FOIA. You've got the right to ask for it and to get it. Maybe before you do that. Be government workers that I know are the sweetest people in the world. One is my husband. They'd love to know that the work doing matters to somebody. At the bottom of the page for the bottom, it gives you a phone number that you can use to contact the next person. These people will be thrilled to let you know that somebody is using it. They are not being charged by the hour. They are experts in their field and with love to know if somebody is using their data. So call them if something is not current enough or if you don't understand. Sometimes they will just send you the data in the mail without going through a request but I can't guarantee that. Census bureau people usually always answer the phone. I know this is all about the federal government and were supposed to be talking about federal government but I would be remiss to my colleagues to say that there's the federal government but don't forget that some industries are regulated by this date. Through licensing or through regulation that they are done for the states. A lot of states actually have public domain laws or some have open access principles in place. They go to the state and find out with that information not all states are public domain not all dates of the general open access law. If you ever want to have a fantasy there's other ways to make cities [ Indiscernible ] You can sell these visualizations to publishers a lot of other people are doing it. Please use attribution where you're getting the data from. Your creative decisions are making that visualization it's copyrighted by you and it's up to you to do whatever you want to do with it. We talked about these sub nationals so let's talk about the nationals. This international data is at the national level not the subnational level. But here you can see economics about what's going on. Is hands down one of the best sources if it's a developed country then OCD also has the principle of open access. They own it and they created but they've made available to you through open access. United States is the only country in the world that has or does not have a national physical office. I strongly support that concept. I've got a slide about final questions and why I don't think the office [ Indiscernible ] Even though there is talk about trying to get one. There's reasons for that that I can explain later. If you want to do subnational for any country or Canada, Mexico, the I e.g. something rather. You can go to a national statistic office and get subnational data. It might have some economic developments available. Available in English. There's the depositories and archives. If you want and you're already through this you're going to apply that information that I had you think about in the beginning. This is a great example on how you can do a test analysis that was first thought of and how do you use an industry analysis only using public domain sources you could use this slide and if you're a business library and if you want to teach you can use the slide to talk about how you find information on the economics or on the technology or political aspects of your industry. Social economics which is about that company. What is a common NAICS driven industry what's a common tax return look like for that industry. It might be a little old stuff is out there for you to read.

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If you have created for the entrepreneurs and put the county business builder on that website and had a whole link for a bunch of other statistical information's for entrepreneurs. That was one of the questions I had before. Anticipating that entrepreneurial need that the federal government is

trying to help entrepreneurs as much as possible. What I'd like you to do as we go in to our final time here., Think about what you've learned in here in our time together that you think would apply to that patron you have seen. Go into the chat and type in how you could use what we've learned today with the patron when they come in. And the went to that. Talk about getting more information where you go to find more about open government. The actual government agencies talking about open government and international agencies. International this includes the United States as well as everybody else in the world. Were do you learn more. I cannot believe I didn't put in the census Academy. This is my third talk to them. There's hundreds of generous people like you who have taken the passion to share about this. I encourage [ Indiscernible ] This talks about government information and other principles. The federal innovation and statistics if you click there in the register you'll get this book for free so you can read about at. If I spur your interest or if you didn't already know about it. There's friendly of avenues happy to have you as a member for the data. There's the ISS group. If you're an academic library and and the majority of you are. There's the a CRL discussion group geospatial data it's not just geospatial but it's all data and spark. More power to them

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