



**Intel Corporation**  
**Robert Noyce Building - Front Desk Lobby**  
**2200 Mission College Blvd.,**  
**Santa Clara, CA 95054**  
**July 30, 2015**

*(All times in Pacific Time Zone)*

## **I. MEMBER WELCOME**

**9:00 AM - 9:05 AM**

### **WELCOME/OPENING OF CDAC MEETING**

*Presenter:* Burton Reist, Designated Federal Official (DFO), CDAC

**9:05 AM - 9:15 AM**

### **OPENING ADDRESS & AGENDA REVIEW CDAC CO-CHAIRS**

*Presenters:* Kim Stevenson, CIO, Intel Corporation  
Daniel Castro, Director, Center for Data Innovation

**9:15 AM - 9:30 AM**

### **BRIEF ON RESPONSES TO ACTION ITEMS FROM LAST MEETING**

*Presenter:* Ian Kalin, Co-Chair, CDAC and Chief Data Officer, U.S. Department of Commerce  
-Confirm process to measure effectiveness of CDAC recommendations

## **II. INCOME DATA**

**OBJECTIVE:** Following a recommendation from previous CDAC meeting, Department of Commerce (DOC) is starting to organize around "data themes".

**GOAL:** Solicit and document feedback while also allowing stakeholders to receive advice on specific products and initiatives.

*Representative Discussion Questions:*

1. Has the DOC defined the problem accurately? Do the products-in-development have a clear user in mind?
2. What are some of the takeaways the DOC should take from previous experiences releasing income-related data?
3. What new things should the DOC consider as it continues with its product development?



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### III. INCOME DATA (CONT.)

- 9:30 AM – 9:40 AM**      **PRESENTATION OF "INCOME DISTRIBUTION" AS A CENTRAL DATA PRODUCT "THEME"**  
*Presenter:* John Thompson, Director, U.S. Census Bureau
- 9:40 AM - 10:00 AM**      **COMMERCE'S INCOME DATA RESOURCES**  
*Presenters:* Enrique Lamas, Associate Director for Demographic Programs, U.S. Census Bureau  
Trudi Renwick, U.S. Census Bureau
- 10:15 AM - 10:30 AM**      **OUTLINE FOR NEW INCOME DATA PRODUCT**  
*Presenter:* Lisa Wolfisch, Census Bureau
- 10:30 AM - 10:45 AM**      **BREAK**
- 10:45 AM - 11:15 PM**      **DISCUSSION ON INCOME DATA & PROPOSED PRODUCT**  
GOAL: Clearly capture feedback, action items and next steps.  
*Moderator:* Ian Kalin, Co-Chair, CDAC and Chief Data Officer, U.S. Department of Commerce

### IV. PATENT & TRADEMARK DATA

**OBJECTIVE:** With a deep-dive in to Patent and Trademark data, the goal is to solicit and document feedback while also allowing stakeholders to receive advice on specific products and initiatives.

*Representative Discussion Questions:*

1. What are some of the takeaways the DOC should take from previous experiences releasing patent and trademark-related data?
2. What new things should the DOC consider as it continues with its data product development?

- 11:15 AM - 11:25 AM**      **OPEN DATA ROADMAP**  
*Presenter:* Thomas Beach, Senior Advisor, U.S. Patent & Trademark Office (USPTO)
- 11:25 AM - 11:35 AM**      **ACCELERATING OUR ACTION PLAN**  
*Presenters:* Thomas Beach, Senior Advisor, USPTO  
Ajay Kundaria, Senior Advisors, USPTO
- 11:35 AM - 11:55 AM**      **KEYNOTE PRESENTATION**  
Michelle Lee, Under Secretary of Commerce for Intellectual Property and Director, USPTO
- 11:55 AM - 12:15 PM**      **CDAC FEEDBACK ON PTO DATA OPERATIONS & OPEN DATA PLAN**  
GOAL: Clearly capture feedback, action items and next steps.  
*Moderator:* Ian Kalin, Co-Chair, CDAC and Chief Data Officer, U.S. Department of Commerce

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## V. WORKING LUNCH

12:15 PM - 12:40 PM

### **WORKING LUNCH & TEAM-BUILDING EXERCISE: COMMERCE DATA TRIVIA**

*Moderator:* Ian Kalin, Co-Chair, CDAC and Chief Data Officer, U.S. Department of Commerce

## VI. WORKFORCE & SKILLS

**OBJECTIVE:** DOC is seeking to empower its employees with skills for modern workforce demands.

**GOAL:** Solicit and document feedback on how DOC can improve talent recruitment, retention and development.

*Representative Discussion Questions:*

1. How severe and probable are the legal and regulatory constraints that government managers feel?
2. What examples of private sector talent-management should the government integrate?
3. Are the examples of new talent acquisition within Federal government headed in the right direction?

12:40 PM - 12:50 PM

### **CASE STUDY: 18F & THE U.S. DIGITAL SERVICE**

*Presenter:* Hillary Hartley, 18F Co-Founder

12:50 PM - 1:00 PM

### **REPORT: LAUNCH OF THE COMMERCE DATA SERVICE**

*Presenter:* Ian Kalin, Co-Chair, CDAC and Chief Data Officer, U.S. Department of Commerce

1:00 PM - 1:45 PM

### **CDAC DISCUSSION : TALENT MANAGEMENT & RECRUITING WITHIN GOVERNMENT**

**GOAL:** Clearly capture feedback, action items and next steps.

*Moderator:* Jen Pahlka, Executive Director and Founder, Code for America

1:45 PM - 2:00 PM

### **BREAK**

## VII. PUBLIC-PRIVATE PARTNERSHIPS

**OBJECTIVE:** Solicit and document feedback on recent examples of public-private partnerships on data are advancing the goals of the CDAC.

*Representative Discussion Questions:*

2. Is the example partnership something that can be repeated with other governments and/or companies?
3. Is there anything the DOC should be doing to approach partnerships in a more fair, equitable and effective manner?
4. What else should the DOC be considering in order to promote its data strategy and improve user engagement?

2:00 PM - 3:00 PM

### **PUBLIC-PRIVATE PARTNERSHIPS WORKING GROUP REPORT**

*Presenter:* Alan Davidson, Director of Digital Economy, U.S. Department of Commerce

3:00 PM - 3:15 PM

### **BREAK**



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## VIII. PUBLIC COMMENT & FEEDBACK

OBJECTIVE: Solicit and document feedback from CDAC members and the general public on the Department of Commerce's data strategy and operations.

- 3:15 AM - 4:15 PM**      **MEMBER PRESENTATIONS**  
- Short presentations from members on what they are seeing in the data sector.  
- *Presenter:* Stan Humphries, Chief Economist, Zillow
- 4:15 PM - 4:40 PM**      **CDAC ROUNDTABLE: DISCUSSION ON NEW BUSINESS & IDEAS**  
*Moderator:* Ian Kalin, Chief Data Office, Department of Commerce
- 4:40 PM - 4:50 PM**      **PUBLIC COMMENT**  
*Moderator:* Burton Reist, DFO, CDAC
- 4:50 PM - 5:00 PM**      **CLOSING REMARKS**  
Kim Stevenson, CIO, Intel Corporation  
Daniel Castro, Director, Center for Data Innovation  
Ian Kalin, Chief Data Office, Department of Commerce
- 5:00 PM**      **MEETING ADJOURNS**  
*Burton Reist, DFO, CDAC*



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