

Attendance Distribution Analysis: GIS for Identifying Gaps in Target Markets

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Introduction

- Who are we?
- What do we do?
- Why use GIS?

Why did we choose GIS?



- Because GIS is a flexible system for managing, mapping, and analyzing data.
- Maps are an effective visual communication tool.
- GIS allows the user to create dynamic maps quickly and accurately.



The Project

- **Goal:** to find out how effective the Symposia are at reaching a state-wide audience.
- To meet the needs of Nebraska's rural responders, the Center has 4 Symposia each year in locations throughout Nebraska.
- Attendance has been tracked and charts have been created, but visual enhancement was needed for impact.

Materials & Methods



- Data was collected from Symposia series annually since 2003; data began as Excel spreadsheets.
- Using ArcView, the spreadsheet data was correlated into the geodatabase.
- After the data was tied to a location, the most applicable feature to our project was mapped: attendance by city.

RESULTS

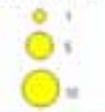
Scottsbluff - 2003

Symposium Attendance - 40

Out of State Attendees - 1 (WY)



Symposium Attendees



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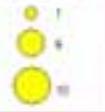
Scottsbluff - 2004

Symposium Attendance - 46

Out of State Attendees - 3 (CO, 1, WY, 2)



Symposium Attendees



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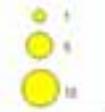
Scottsbluff - 2005

Symposium Attendance - 78

Out of State Attendees - 7 (CO, 1, KS, 1, WY, 5)



Symposium Attendees



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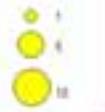
Scottsbluff - 2006

Symposium Attendance - 77

Out of State Attendees - 1 (CO)



Symposium Attendees



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Norfolk - 2003

Symposium Attendance - 63



Out of State Attendees - 1 (A)



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Norfolk - 2004

Symposium Attendance - 64



Out of State Attendees - 0



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Norfolk - 2005

Symposium Attendance - 64



Out of State Attendees - 2 (A)



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Norfolk - 2006

Symposium Attendance - 95



Out of State Attendees - 2 (A-1, MO-1)



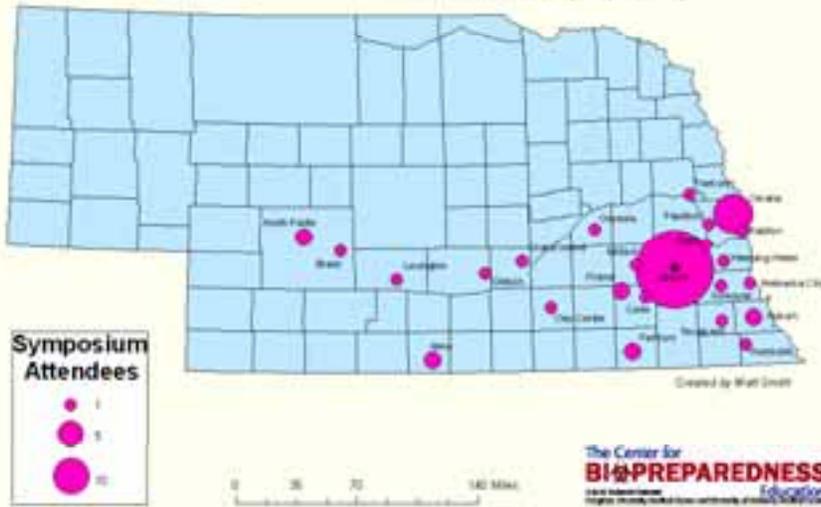
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Education

Lincoln - 2003

Symposium Attendance - 94

Out of State Attendees - 8 (CA-1, IA-5, KS-2)



Omaha - 2004

Symposium Attendance - 146

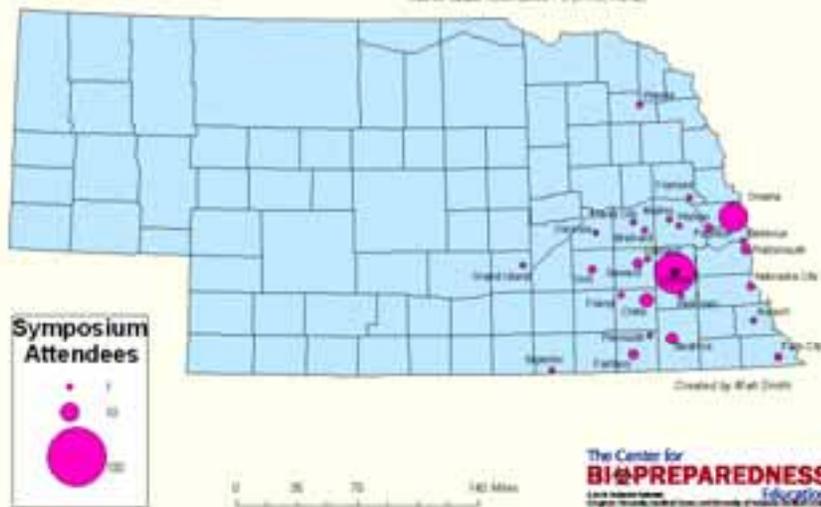
Out of State Attendees - 9 (IA-3, MI-1)



Lincoln - 2005

Symposium Attendance - 127

Out of State Attendees - 2 (IA-1, KS-1)



Omaha - 2006

Symposium Attendance - 216

Out of State Attendees - 15 (IA-11, MO-2)



Discussion

- Quick, Easy Maps
- Information Provided by Mapping
 - Patterns in space and time
 - Information extraction from data
- Raised questions about many activities at the Center
 - “Are our survey methods adequate?”
 - “How can our educational programs reach the rural communities in southwest and north-central Nebraska?”
 - “Who exactly is this ‘other’ category of people who are coming to symposia?”
 - “Are target markets being reached?”
 - “Are any target audiences being neglected?”

Looking into the Future of GIS in Nebraska



- Long-term projects
 - Hospital training in decontamination and incident command
 - Education of hospital staff in preparedness
 - Training nursing homes in influenza preparedness
 - Hands on training coordinating between nursing homes, hospitals, and public health departments
 - Resource analysis
 - Locate state resources for quick emergency use

QUESTIONS?