



COUNCIL FOR COMMUNITY  
AND ECONOMIC RESEARCH

# 2021 Accomplishments

During the past 12 months, the Council for Community and Economic Research, YOUR professional membership organization, has been hard at work increasing the visibility of economic, workforce, and community research by advocating for higher quality data, promoting more focused public and private investments in local data, and continuing to strengthen C2ER products and services for its ever growing **1,050+ members**. We keep you informed about new data sources, exciting research, and opportunities to learn. We want to say thanks because your membership made it possible to accomplish the following during the past year.

## Communication with Data Users and Producers

### Publications: C2ER/LMI Institute Weekly Update

- Distributed Weekly Update and C2ER Quarterly to more than 9,100 members and targeted stakeholders
- Developed target updates to non-members to encourage membership among current Update readers
- Published blog posts about C2ER events and economic development news and trend analysis (<http://blog.c2er.org/>)
- Placed a “subscribe to our newsletter” button on the home page and started placing them on the top of every newsletter blog post
- Monitored and summarized emerging data issues, relevant events, and recent research

### Annual Conference, Training, and Certification

- Held our second virtual annual conference in partnership with the LMI Institute, attracting more than 290 attendees
- Conducted 17 webinars, reaching 500+ audience members
- Recognized four new Certified Economic Research Professionals (CERPs)
- Launched *Foundations of Economic Development Research Part II: Intro to Data Sources* as self-directed e-learning
- Sponsored the Community Indicators Consortium Annual Impact Summit. C2ER Members received free access to Federal Reserve keynote presentation on economic equity
- Delivered the following instructor-led training courses:
  - *Marketing Essentials to Maximize the Impact of Your Research*
  - *Incentives Compliance Remote Work Roundtable*
  - *Analyzing Sector Skill Needs*
  - *Using State Certifications & Licenses Data to Create Your Own Dashboards Training*
  - *Data Visualization with Tableau*
  - *Instructor-Led Basic LMI Analyst Training*



### Data Advocacy and National Visibility for C2ER Member Efforts

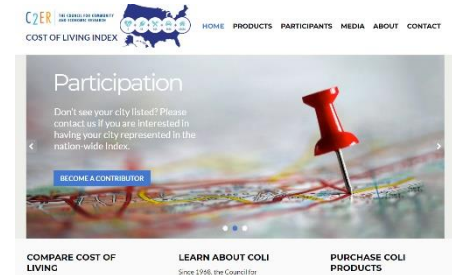
- Produced webinar series about key Federal labor market information data issues:
  - *“The Workforce Information Advisory Council (WIAC): Recommendations on Workforce and Labor Market Information”*
  - *“Emerging Trends on Enhanced Wage Records and the Benefit to Businesses”*
  - *“State LMI Agency Funding: Why It’s Important and How You Can Make an Impact”*
- Met periodically with key Census, BLS, and BEA leaders to improve regional data access.
- Signed on to several letters advocating for proper funding for Census, BLS, and BEA.
- Advocated for additional funding for state Labor Market Information agencies to be included in the Federal Build Back Better legislative proposal.

## Data Collection and Research Activities

### Cost of Living Index – C2ER’s Flagship Data Product Since 1968

<http://www.coli.org>

- Produced quarterly Cost of Living Index publications
- Conducted online data scraping to develop beta versions of pricing data for national housing, grocery, and miscellaneous goods
- Represented C2ER and its products and membership with the Southern Regional Science Association (SRSA) members
- Increased participation in the Cost of Living Index with nine new metros contributing data
- Licensed 21 new online calculators and one Regional Economic Data Toolkit



### C2ER State Business Incentives Database Update

<http://www.stateincentives.org/>

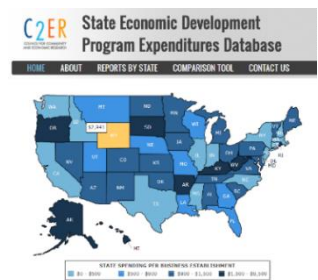
- Maintained and updated a unique summary of 2,300 state programs that help businesses create jobs with 2020-2021 state legislative changes
- Added additional programs for all U.S. states, territories, and D.C.
- Updated the database with SBCI programs and a filter to find these programs
- Renewed the partnership with SelectUSA (the U.S. Department of Commerce) to provide content to international companies seeking U.S. facility locations
- Updated the program manager contact list based on state agency feedback



### C2ER State Economic Development Program Expenditures Database Update

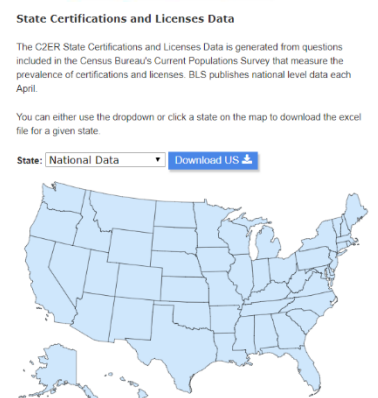
<http://www.stateexpenditures.org>

- Updated a database for FY 2022 proposed spending, as well as FY 2020 actual and FY 2021 appropriated economic development spending for all 50 states in the database
- Updated 3,000 and added 1,500+ more funded state economic dev programs
- Updated map on the State Expenditures website to illustrate FY2021 state spending per private establishment, using QCEW 2020 Q4 Count of Establishment



### Other Policy and Economic Research and Technical Assistance

- Updated the Certifications and Licenses data with the latest 2016-2020 averages
- Produced a monthly series of blog posts sharing key public findings from the Certifications and Licenses data
- Conducted interviews for NASWA regarding a potential job posting data set with potential LMI users and researchers
- Launched a medium-term employment projections module to the Projections Suite software as a companion to 10-year labor force projections
- Conducted preliminary research on automation exposure in different occupations to inform employment projections



### Membership Services and Support

- Formed the Diversity, Equity and Inclusion (DEI) Committee to build the core values of diversity, equity and inclusion into all aspects of C2ER’s member benefits.
- Upgraded the C2ER member area by automating many processes and implementing improvements to data delivery
- Evaluated and optimized the website for customer purchasing behavior throughout the C2ER and COLI site.
- Developed and executed a campaign (in social media, on the website, and in the newsletter) to feature C2ER member testimonials as a way to gain feedback and share how members are using C2ER services.