We at the APL have been spending a lot of time working on rebranding. This is an attempt to provide cohesion to a center that offers such a diverse array of services. While some of the rebranding effort concentrated on details like redesigning the website (continue to “On the Web” to learn more), logo, and brochures, the heart of our rebranding effort focused on creating well-defined descriptions of what it is that we offer. These descriptions come in two forms: Areas of Expertise and Services.

Areas of Expertise generally includes our philosophy and approach to problems, research methodologies, and examples of past projects. We showcase seven Areas of Expertise: Community Development; Demographic Profiles; Education Outreach; Estimates and Projections; Information Systems; Research; and Spatial Information. Please see page 2 for an in-depth account of Spatial Information.

Additionally, we have described in detail the various services that we offer. The services included are Business Services; Data and Information Access; Large Format Printing Service; Mapping and Spatial Analysis; Presentations and Workshops; School Enrollment Projections; and Website and Information Systems. Please see page 2 for a closer look at Communications, one of our offered services.

Finally, we have spent some time updating our Staff page to include descriptive biographies as well as current resumes or curriculum vitae.

We are preparing a few opportunities for us to show off our recent efforts. We will present at the University of Wisconsin--Madison’s Center for Demography and Ecology’s weekly DemSem brownbag on March 24, 2009. Richelle Winkler will present our recent work with the Wisconsin Department of Natural Resources in a talk titled, “New Work in Applied Demography: Exploration of an Age-Period-Cohort Approach for Population Projections.” David Long will also present some of his work related to the City of Madison Neighborhood Indicators project titled, “Building Tools for Geographically Informed Research.”

Additionally, we are inviting our colleagues to visit us during one of two open houses. The first open house will give the Department of Rural Sociology an opportunity to rediscover our lab. The second open house will offer a chance to connect with our extended community of colleagues. We hope to see you there. Exact details are given on page 4 of the newsletter.
**AREAS OF EXPERTISE IN-DEPTH: Spatial Information**

Overview: The Applied Population Laboratory offers expertise in spatial analysis, spatial statistics, geographic information systems, and cartography. APL researchers leverage spatial data to aid the geographic study of a diverse range of subjects, from population characteristics to medical patient populations to the analysis of environmental impacts on watersheds. The APL’s application of spatial information methodologies is limited only by the ability of a dataset to be referenced to a geographic location or mapped.

Our Approach: Our team of spatial information experts works with researchers and clients to develop innovative mapping and visualization tools to highlight data in new and creative ways. These visual representations are enhanced through the APL’s experience with spatial statistical methods and spatial analysis which provide rigorous examinations of relationships between variables within and across space. Extensive expertise in geocoding allows APL staff to add a spatial component to any address level data – which can then be aggregated to census geographies and compared and analyzed with the demographic information from the decennial censuses and the American Community Survey. Our backgrounds in geography, sociology, and demography enable us to approach spatial information from a diverse set of methodologies to best fit the needs of the project. Learn more here: [http://www.apl.wisc.edu/spatial_information.html](http://www.apl.wisc.edu/spatial_information.html)

**SERVICES IN-DEPTH: Communications**

We at the APL offer two forms of communication. A simple form is our service of printing large-format items, such as posters or maps. We also offer Presentations, Workshops, and Trainings, described below.

Overview: APL staff offer invited presentations to audiences of all sizes including community groups, campus and state agency groups, statewide professional or governmental associations, and UW Extension educators. The APL can also design and teach workshops on a wide range of topics (for instance, how to access and use demographic data or how to use data from the American Community Survey) to suit the educational needs and goals of any audience. In addition, APL staff regularly provide instruction through the University of Wisconsin’s Social Science Computing Cooperative (SSCC). These trainings generally focus on using ArcGIS with demographic data or on spatial data analysis and spatial regression modeling using spatial statistical software.

Costs and Timeline: We generally charge a small speaker’s fee and ask for reimbursement of travel and other incidental costs. Generally, we like to schedule our participation in presentations and workshops several months in advance. See the full description here: [http://www.apl.wisc.edu/train.html](http://www.apl.wisc.edu/train.html).

**APL TRIVIA**

The APL has a rich history within the Department of Rural Sociology at the University of Wisconsin-Madison. The Dept. of Rural Sociology was not always known as such. In its early days, the “Rural Life” program was tied to Agricultural Economics and did not become a separate department until 1930. In later years, Douglas G. Marshall, a Canadian with one-room school teaching experience, brought expertise in population analysis and connected the state to US Census and similar data. Marshall conducted various studies of state and local population trends, including population projections. In 1959, his work, along with the work of Hazel H. Reinhardt and Glenn V. Fuguitt, was brought together under the heading of the “Laboratory of Applied Population and Community Analysis.” Even in its early days, the Applied Population Laboratory was a useful link between academic research and extension activities related to population issues.

ON THE WEB: Applied Population Lab Website Revamped

The APL website has a brand-new design that we are sure you will enjoy navigating. First and foremost, the new version of the website is easier to navigate than the older version. The clean look and easy-to-use tabs at the top of the page add functionality. The front page now features “Recent Projects” and “Upcoming Events.” This allows us to highlight the activities of the APL and offers users an easy way to explore the most recent goings-on of the Lab. The “About Us” section details our “Areas of Expertise” (as noted in the feature article), staff, faculty and institutional affiliations. The “Services” area offers a comprehensive description of the varied services we provide, including population projections and mapping. The “Publications” section features updated reports on which we have recently worked, including Population Notes. You can still find the handy tools GetFacts and WisStat in the “Data” section.

The photo featured on the banner is an image of the “W” that is located just above the main entrance to Agricultural Hall, the building in which we are located. In addition to being a lovely example of the adornments on our historical building, we believe that this image represents our ties to the University of Wisconsin-Madison, the Department of Rural Sociology, and even the physical space that we have occupied for decades. It’s a bit of history that connects our new look with our long history as being a center for applied population studies.

Please visit our website here: http://www.apl.wisc.edu/.

ON THE HORIZON

Wisconsin American Planning Association (WAPA) Conference, March 26-27, Sheboygan, WI.

Association of American Geographers (AAG) Annual Meeting, March 22-27, Las Vegas, NV.

Population Association of America (PAA) Annual Meeting, April 30 - May 2, Detroit, MI.

American Planning Association (APA) Annual Meeting, April 25-29, Minneapolis, MN.

Wisconsin Association of School District Administrators (WASDA) Annual Education Conference, April 29 - May 1, Appleton, WI.

Wisconsin Association of School Business Officials (WASBO) Spring Conference, May 26-29, Green Bay, WI.
STAFF SPOTLIGHT: Richelle Winkler

Richelle Winkler has worked as a demographer and sociologist at the APL since completing a M.S. in Sociology at UW-Madison in 2004. Richelle brings skills in demographic methods, statistical analysis, geographic information systems (GIS) and spatial data analysis to the APL. Her areas of expertise include: population estimates and projections (including school demography), internal migration, demographic profiling of regions and communities, analysis of community well-being, and integrating geospatial and sociological research. In particular, Richelle is interested in studies regarding the interaction of environment, natural resources, and population change; community-based participatory research projects with local community groups; issues surrounding rural schools and community; and patterns of rural migration in the United States.

In addition to her work at the APL, Richelle has been working toward her PhD in Sociology from UW-Madison (expected 2009) with emphasis in demography, environmental sociology, and community. She is currently working on a dissertation about rural communities that serve as amenity destinations for in-migrants and seasonal/weekend residents and how being a destination impacts social inequality and community well-being.

In her free time, Richelle enjoys coaching volleyball at Sauk Prairie high school, playing volleyball, hiking with her Nova Scotian duck tolling retriever, and being a mom to her new son Samuel.

FROM THE DIRECTOR’S DESK

Spring is around the corner and with it, thoughts of rejuvenation and growth and fresh approaches. Over the last six months or so, the Applied Population Laboratory has done a lot of work to articulate and reaffirm the research, education and outreach activities that are at the heart of what we do. So, we have updated our website and many of the other ways that we present our work in publications, presentations, and promotional materials and this issue of Population Notes offers a first glimpse of our new “look and feel.” We will be hosting a kick off event in April (see the inset above for more details) and we hope that many of you will be able stop by our offices to learn more about the APL.

Regards, Dan

SAVE THE DATE: APL Open House and DemSem Presentation

We invite you to join us for an Open House that we will host on April 23 in 354 Ag Hall. Please join us for one of two time slots that day.

• Dept. of Rural Sociology: 11am-1pm
• Campus and Community: 2-6pm

We will also present at CDE’s DemSem on Tues., March 24 at 12:20pm. Hope to see you there.

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