

AGENDA

OCTOBER 23RD, 2024

Morning Sessions

8:30AM

Registration

9:00AM

Welcome

- Mayor Cavalier Johnson
- Recognition of Founder, Katie Pritchard

9:15AM

Data You Can Use Presentation

- Dr. Victor Amaya, Executive Director

9:35AM

Keynote

- Presentation: Jesse Van Tol, President and CEO, National Community Reinvestment Coalition
- Response: Greg Wesley, President and CEO, Greater Milwaukee Foundation

11:05AM

Break & Data Walks

11:30AM

Ignite Presentations

- "Mapping Food Systems Change in Milwaukee," Jessica Thompson, Community Engagement Manager, Milwaukee Food Council and Lisa lab Yang, Food Systems Facilitator, Milwaukee Food Council
- "Commercial Tobacco, Cannabis, & Delta-8 Use in the LGBTQI+ Community," Charlie Leonard, City of Milwaukee Tobacco-Free Alliance Coordinator, Community Advocates
- "Unlocking Wisconsin Shares: Insights into the State's Child Care Subsidy," Kristin Kappelman, Director of Research, Milwaukee Succeeds and Samantha Reynoso, Early Childhood Education Data Analyst, Milwaukee Succeeds

11:50AM

Data Dream Finalist Presentations

Introduced by: L'quisha Briggs, Homeownership Manager, Milwaukee Community Land Trust

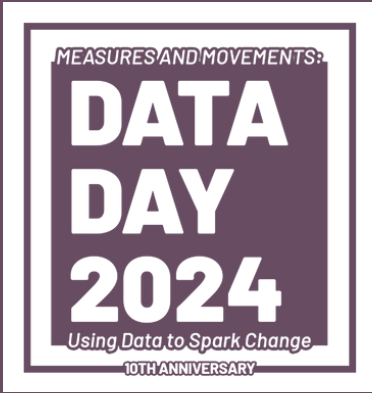
- Clean Wisconsin
- My Way Out
- Plastic-Free MKE
- Sherman Phoenix

12:10PM

Lunch & Data Walks

DATA YOU CAN USE





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OCTOBER 23RD, 2024

Afternoon Sessions

1:00PM

Milwaukee Panel: Social Determinants of Health

- Moderator: Andrés Gonzalez, Vice President of Community Engagement and Chief Diversity Officer at Froedtert ThedaCare Health, Inc.
- Panelist: Antonio Butts, Executive Director, Walnut Way Conservation Corps.
- Panelist: Ann Christiansen, Executive Director, Milwaukee Healthcare Partnership
- Panelist: Stephanie Maney-Hartlaub, PhD, Executive Director, City Year Milwaukee
- Panelist: Tieg Whaley-Smith, Executive Director, Community Development Alliance

2:45PM

Break & Data Walks

3:00PM

Ignite Presentations

- “Hidden Water Stories in the Milwaukee Community Map,” Michael Timm, Milwaukee Water Storyteller, Reflo
- “VIA CDC: Our Journey Becoming a Data Driven Organization,” Patrick Humpal, Data and Logistics Director, VIA CDC
- “Connecting the Dots: Using Money Coach Alumni Data to Strengthen our Mission,” Kristin Ruhl, Vice President of Programs, SecureFutures and Felecia Fluker, Program and Data Success Manager, SecureFutures
- “Health Compass Milwaukee: New and Improved!,” Justin Rivas, Director of Community Health Initiatives, Milwaukee Healthcare Partnership

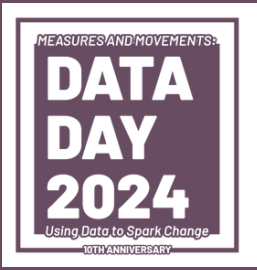
3:20PM

Data Dream Winners Announcement

3:30PM

Closing and Happy Hour





PRESENTATIONS

Session descriptions & presenter bios

KEYNOTE ADDRESS

“Data Drives the Movement” is the mantra of Jesse Van Tol, President and CEO of The National Community Reinvestment Coalition, a network of organizations and individuals dedicated to creating a nation that not only promises but delivers opportunities for all Americans to build wealth and live well. NCRC works with community leaders, policymakers and institutions to advance solutions and build the will to solve America’s persistent racial and socio-economic wealth, income and opportunity divides, and to make a Just Economy a national priority and a local reality.

Van Tol will examine how new data sets can fuel the justice movement. Funded by a grant from the National Institutes of Health (NIH), the National Community Reinvestment Coalition (NCRC) and the Institute for Social Research (ISR) at the University of Michigan, one of the world’s largest academic research organizations, have collaborated to create [the Home Mortgage Disclosure Act Longitudinal Dataset \(HLD\)](#). The data set opens new doors for investigating the historical effects of redlining and disinvestment through new, geographic alignment across multiple decades of mortgage reporting over forty years by census track. Van Tol will also discuss changes to the Community Reinvestment Act and the new Inflation Reduction Act, and how to create action and drive change.

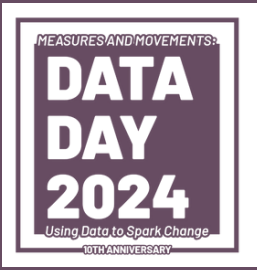


PRESENTER

Jesse Van Tol, President and CEO, National Community Reinvestment Coalition

Jesse Van Tol is NCRC’s President and CEO. He has been with NCRC since 2006 and has held a variety of leadership positions, eventually becoming chief executive in 2018. His work championing fair and responsible banking has resulted in \$580 billion in new investments in low- and moderate-income communities through [Community Benefits Agreements](#) with banking institutions. Through his leadership, NCRC has grown today to an organization with assets of \$176 million and an annual budget of \$35 million.

Jesse is a popular speaker and lecturer, and has testified before Congress, appeared on NPR, Financial Times Films and Bloomberg TV, and been interviewed in the New York Times, the Wall Street Journal, Reuters, Bloomberg, the Financial Times, the AP Newswire, Politico, the American Banker and many other news outlets. He has had opinion pieces published by the Washington Post, the New York Times and the American Banker.



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He also sits on a variety of advisory boards, including the Federal Reserve Board's Consumer Advisory Council, and Fannie Mae and Freddie Mac's Affordable Housing Advisory Councils. He is a member of the consumer advisory councils of Bank of America, JP Morgan Chase, TRUIST, Fifth Third, Huntington National Bank, First Horizon, Quicken Loans, Santander, and numerous others. Jesse was also a Senior Fellow with Humanity in Action, an international human rights group, and a communications institute Fellow with Opportunity Agenda.

Jesse received his bachelor's degree in History and International Studies from the University of Wisconsin-Madison, and received an executive education certificate from the Harvard Kennedy School as part of NeighborWorks' Achieving Excellence.

RESPONDENT

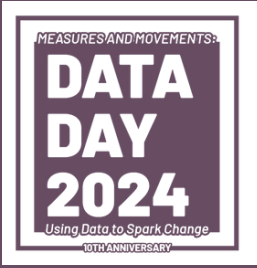
Greg Wesley, President and CEO, Greater Milwaukee Foundation

Gregory M. Wesley, JD, became president and CEO of the Greater Milwaukee Foundation in 2024. Prior to this, he served on the Foundation's Board of Directors and co-chaired the ThriveOn Collaboration, representing the Medical College of Wisconsin (MCW), where he spent eight years as senior VP for strategic alliances and business development.

Wesley, originally from Gary, Indiana, joined Milwaukee's Gonzalez Saggio & Harlan LLP in 1997, advancing to equity partner before moving to MCW in 2016. He is dedicated to fostering a thriving community through collaboration among business, civic, philanthropic, and public sectors. He serves on numerous boards, including Boys and Girls Clubs of Greater Milwaukee (Immediate Past Chair), Teach for America Milwaukee (Chair), Metropolitan Milwaukee Association of Commerce, Greater Milwaukee Committee, Trust for Professional Managers, and others.

Wesley's honors include Milwaukee Business Journal's 40 Under 40 (2007) and Hall of Fame (2019), Wisconsin Law Journal Leader in Law (2016), and the African American Chamber of Commerce's Business Champion Award (2022). He holds a Bachelor of Science from Indiana University-Bloomington and a law degree from the University of Wisconsin-Madison. He and his spouse have two children.





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PANEL DISCUSSION

Milwaukee's Health Equity Journey: A Reflection on Social Determinants of Health, our past and future

Join us for an insightful panel discussion as we delve into the intricacies of health equity in Milwaukee, exploring the powerful influence of Social Determinants of Health (SDH). The evidence is clear: healthcare services and individual lifestyle choices are only a fraction of what determines a community's health. Social Determinants of Health encompass the broader spectrum of conditions in which people live, work, and age, encompassing everything from equitable access to nutritious food and stable housing to employment opportunities, environmental quality, healthcare access, and educational attainment.

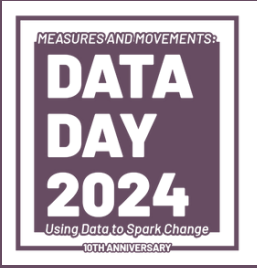
As Data You Can Use commemorates our tenth anniversary, we seize this opportunity to reflect on Milwaukee's journey toward health equity. Has the COVID-19 pandemic widened existing fault lines or sparked unity in addressing health disparities? We invite participants to engage in thought-provoking discussions, exploring both successes and setbacks in our collective quest for a healthier, more equitable Milwaukee.

MODERATOR

Andrés Gonzalez, Vice President of Community Engagement and Chief Diversity at Froedert ThedaCare Health, Inc.



Froedert ThedaCare Health, Inc. includes 11 hospitals, over 2,000 physicians, and more than 45 health centers and clinics in Wisconsin. Gonzalez leads diversity, equity, and inclusion initiatives, such as Business Resource Groups (BRGs), the Community Engagement team, and Diversity Action Teams (DATs), focusing on addressing community needs, reducing health disparities, and improving healthcare access for underserved populations. Gonzalez is also responsible for building community partnerships and expanding the health system's impact on public health. He serves on several local and national boards, including the American Heart/Stroke Association's Diversity Leadership Committee and Health Equity Taskforce, the American Hospital Association Institute for Diversity and Health Equity's Equity of Care Committee, and is a member of the National Association of Latino Healthcare Executives (NALHE). He is on the faculty at Elevate, a partnership with the University of California-San Diego Rady School of Management. Gonzalez holds a bachelor's degree in biology and a master's degree in education with a concentration in community agency counseling from Cleveland State University, as well as a certification as a Cornell Certified Diversity Practitioner/Advanced Practitioner (CCDP/AP).



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PANELIST

Antonio Butts, Executive Director, Walnut Way Conservation Corps.

Antonio Butts is a transformative leader with a profound passion for Milwaukee. In his career, Antonio has been able to effectively engage diverse stakeholders. At Walnut Way, Antonio partners with residents to become agents of change in their community. He is involved in a wide array of activities, from advocating for issues like energy burden, broadband access, and water rights, to transforming residential foreclosures into affordable homeownership opportunities. His focus on individual talent development for economic mobility and support for small businesses is indicative of his commitment to fostering an economically diverse and vibrant community. Antonio's work embodies his faith in community-led change and his dedication to creating a more equitable and sustainable future for all. These efforts contribute to reducing disparities among African Americans, increasing community wealth, enhancing resident wellbeing, and fostering resilient, self-sustaining neighborhoods throughout Milwaukee.



PANELIST

Ann Christiansen, Executive Director, Milwaukee Healthcare Partnership



Ann Christiansen has over 25 years of experience working in various public health and community health sectors to improve the health and well-being of Wisconsin residents. She is the Executive Director of the Milwaukee Health Care Partnership. In this role, she is the mission-bearer, chief strategist, and operations manager for a public-private consortium dedicated to improving health equity and healthcare access for low-income and vulnerable populations in Milwaukee County. Most recently, Ms. Christiansen was Vice President, Community Health– Wisconsin at Advocate Health where she provided executive oversight for Advocate Health's Wisconsin-based Community Health and Community Benefits work. Ms. Christiansen also served as the Director/Health Officer for the North Shore Health Department in Milwaukee County from 2015 to April 2021. She led the health department's response to COVID-19 and served as a Duty Officer for the Unified Emergency Operations Center (UEOC), which is a public health collaborative effort of Milwaukee County municipal health departments, government agencies, health care systems, academic and other response agencies working collectively to implement a coordinated response to COVID-19.



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Ms. Christiansen was the Assistant Director at the Comprehensive Injury Center at the Medical College of Wisconsin (previously the Injury Research Center) for 11 Years. Ms. Christiansen has served on numerous state and local boards and committees throughout her 25-year career and has published numerous articles on topics such as injury prevention, suicide prevention, tobacco control, and fall prevention. She is a native of Milwaukee, a graduate of the Milwaukee High School of the Arts and now lives with her husband and three children in Wauwatosa, WI.

PANELIST

Stephanie Maney-Hartlaub, PhD, Executive Director, City Year Milwaukee

Stephanie Maney-Hartlaub, PhD, is equipped with more than twenty years' experience as an educational leader. Stephanie views the Executive Director role as an opportunity to impact the academic outcomes of students through the strategic, organized support and mentorship that Corps Members provide. The Executive Director role activates her belief system, knowledge base and commitment to educational equity. Stephanie believes that education is a necessary component in driving communities forward and describes the work of the Corps Members as enthusiastic, motivating, and trustworthy. As a leader, Stephanie values communication, innovation, transparency, and humility. She combines these values with culture building and storytelling to foster successful teams. Integrity, authenticity, and trust are key for Stephanie's relationship development style. Stephanie seeks to actively build a culture in which staff feel connected, able to show up as themselves, comfortable to take risks and operate in their fullest potential. Stephanie sees communication as a tool of talent development and works to inform her staff as a means of understanding their own role in organizational vision. Stephanie believes that strong organizational culture and climate are critical components of goal attainment.

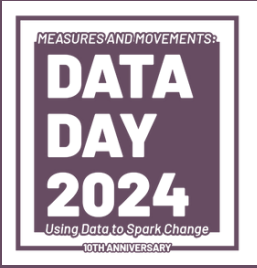


PANELIST

Teig Whaley-Smith, Executive Director, Community Development Alliance

Teig Whaley-Smith's passion is building and leading collaborative teams to make Milwaukee the best place on planet earth. He believes that for Milwaukee to achieve its full potential, there needs to be a focus on the people and neighborhoods that have been left out of the larger political, social, and economic systems.

Whaley-Smith was raised and continues to live in the Sherman Park neighborhood and is a proud Milwaukee Public Schools alumnus and parent.



PRESENTATIONS

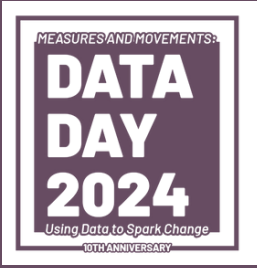
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In 2022, Whaley-Smith was named the Chief Alliance Executive for the Community Development Alliance (CDA). CDA is an affiliation of community development funders and practitioner in the Milwaukee Area that led Milwaukee's first Collective Affordable Housing Plan, with the goal of advancing racial equity by providing a quality affordable home for every Milwaukeean. The plan lays out a transformative road map to support 32,000 new Black and Latino homeowners, and 32,000 homes for families making less than \$15 per hour. CDA continues to successfully bring together funders and partners to implement the innovative approaches within the plan.

Prior to joining CDA, Whaley-Smith served as the chief operating officer of Milwaukee County where he managed a \$1.2 billion annual budget, serving one million residents. He supported the expansion of mental health services, the elimination of chronic homelessness, and was a core member of the leadership team that was the first municipality in the country to declare racism as a public health crisis and develop a strategic plan to combat racism. Whaley-Smith also served as the Economic Development Director of Milwaukee County and led the efforts to develop more than \$1 billion in the former Park East corridor, including Fiserv Forum. In his private sector career, he led a community economic development firm that developed \$60 million of affordable housing and main street development.





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IGNITE PRESENTATIONS

Mapping Food System Change in Milwaukee

The Milwaukee Food Council has been working in partnership with the Institute for Systems Change and Peacebuilding on a Kumu asset map of Milwaukee's food system to better understand how the food system serves the community. This past year, we've worked with Data You Can Use as part of the 2023 Data Dream award to expand the data feeding into the map, and to create a spatial map of the food system to reveal oversaturation and gaps in services in Milwaukee's food system.

PRESENTER

Jessica Thompson, Community Engagement Manager, Milwaukee Food Council

Jessica Thompson (she/her) is the Community Engagement Manager for the Milwaukee Food Council, providing backbone support for Milwaukee food systems change in the form of supporting collaborative spaces for food systems actors such as farmers market managers, food pantry managers, food entrepreneurs, and more. Jessie joined the Milwaukee Food Council in 2022 as a graduate student at UW-Milwaukee studying Sustainable Peacebuilding. Jessie began her work with the Milwaukee Food Council as the Food Systems Facilitator and was tasked with continuing to build an asset map of the actors in Milwaukee's food system. She now works with Lisa to further expand the map to continue to track food systems change in Milwaukee.



PRESENTER

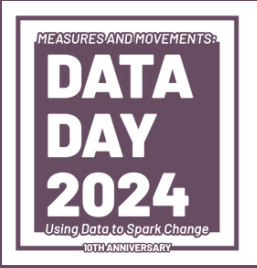
Lisa lab Yang, Food Systems Facilitator, Milwaukee Food Council



Lisa lab Yang (nws/they/she) is the newly hired Food Systems Facilitator for the Milwaukee Food Council and Snap-Ed, a graduate assistant position under the Institute for Systems Change and Peacebuilding. They are supporting the continuing efforts in mapping Milwaukee food systems and collaborating with community members. Lisa is currently a first year Education Psychology graduate student at UW-Milwaukee. They were previously a research intern for the HMoob American College Paj Ntaub Study, engaging in HMoob student narratives and advocacy. Lisa uses their lenses as a Milwaukee local, a storyteller, and a Critical HMoob Studies advocate, to inform how food sovereignty and food justice intertwines into their own youth counseling practices.

DATA YOU CAN USE





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Commercial Tobacco, Cannabis, & Delta-8 Use in the LGBTQI+ Community

Results from surveys conducted at PrideFest 2022 & 2024 gathering information on commercial tobacco, cannabis, & delta-8 use, perception, and cessation resource awareness. Data heavily represents the LGBTQI+ community in Milwaukee and Wisconsin and shows disparities when compared to average state data.

PRESENTER

Charlie Leonard (they/she), City of Milwaukee Tobacco-Free Alliance Coordinator, Community Advocates

Charlie Leonard (they/she) identifies as a member of the LGBTQ+ community and a former smoker of about 12 years. After successfully quitting 5 years ago, they began to look at how deeply commercial tobacco impacts the LGBTQ+ community at the intersection of identity, mental health, access to resources, and coping with chronic stress. Working to support and uplift the Milwaukee LGBTQ+ community continues to drive them in their work and advocacy.



Unlocking Wisconsin Shares: Insights into the State's Child Care Subsidy

Wisconsin Shares is the child care subsidy program for the state of Wisconsin, which allows eligible parents and caregivers to have a part, or all, of their regulated child care costs covered by the state. To better understand barriers that hinder participation in Wisconsin Shares, Milwaukee Succeeds led a survey of parents and caregivers based in Milwaukee related to their use, or lack of use, of Wisconsin Shares.

PRESENTER

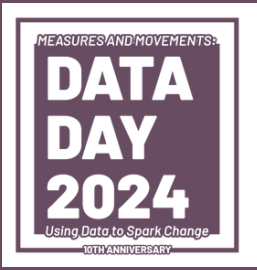
Kristin Kappelman, Director of Research, Milwaukee Succeeds

Kristin Kappelman is the Director of Research for Milwaukee Succeeds, overseeing and guiding the strategic direction and execution of research, data, and evaluation activities to ensure that Milwaukee Succeeds remains a data-driven organization. Kristin has previously worked for the City of Milwaukee and Milwaukee Public Schools.



DATA YOU CAN USE





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PRESENTER

Samantha Reynoso, Early Childhood Education Data Analyst, Milwaukee Succeeds

I'm an Early Childhood Education Data Analyst at Milwaukee Succeeds, committed to using data, research, and evaluation to drive systems change through collective impact. I focus on creating actionable, community-centered insights. I'm currently pursuing an MPH at Zilber College of Public Health and am a proud mother of three.



Hidden Water Stories in the Milwaukee Community Map

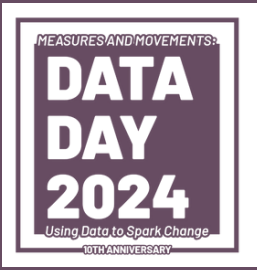
Since 2017, the Milwaukee Community Map has leveraged Google Earth to elevate hidden water stories. Data shared by community partners, presented by public entities, and created to explore different themes is accessible through this free tool hosted by the nonprofit Reflo, whose mission is to support community-based water projects.



PRESENTER

Michael Timm, Milwaukee Water Storyteller, Reflo

Michael is a writer, editor, and designer who curates the Milwaukee Community Map. He holds a master's degree in freshwater sciences and bachelor's in anthropology and English. To learn more about his multifaceted work as a journalist, game designer, librarian, historian, and more, visit matimm.com.



PRESENTATIONS

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Connecting the Dots: Using Money Coach Alumni Data to Strengthen our Mission

Since 2015, SecureFutures has conducted a longitudinal study with the alumni of the Money Coach program, which provides insights into the program's long-term effectiveness. Additionally, the study contributes to the organization's communication and fund development strategies and serves as a meaningful engagement tactic with past participants.

PRESENTER

**Kristin Ruhl, Vice President of Programs,
SecureFutures**

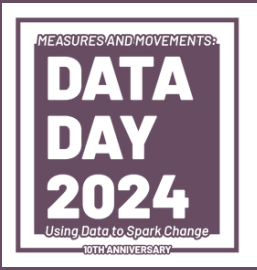
Kristen joined SecureFutures in 2017. As Vice President of Programs, she provides strategic direction for the program and marketing and communications teams. She is continually inspired by the students she has met through SecureFutures and the great heights they have reached as a result of becoming financially capable.



PRESENTER

**Felecia Fluker, Program and Data Success
Manager, SecureFutures**

Felecia joined SecureFutures in late 2018. As the Program and Data Success Manager, she supports various areas of the organization and compiles program data to track goals and results. Felecia is enthusiastic about the positive impact SecureFutures has on so many students in our community.



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VIA CDC: Our Journey Becoming a Data Driven Organization

Over the past few years, VIA CDC has been on a journey to strengthen our culture/infrastructure around data through developing robust data systems and using data to drive our decision making. We hope our process and experience as a small community based nonprofit can provide inspiration and ideas to other organizations as they build out their own data infrastructure.

PRESENTER

Patrick Humpal, Data and Logistics Director, VIA CDC

As VIA CDC's Data and Logistics Director, Patrick uses data to drive decision making and empower our neighbors. He brings experience working in education, immigration, and technology both in the United States and Chile to this role. Patrick holds a Master's Degree in Public Service: Non-Profit Administration from Marquette University.



Health Compass Milwaukee: New and Improved!

Launched in 2019, Health Compass Milwaukee provides a one-stop resource for trusted, comprehensive health-related data about Milwaukee County residents and communities. You'll find up to date demographic, health, and determinants data. In 2024, we are excited to launch a new and improved site with more features, localized data, and increased access to build data literacy in our community.

PRESENTER

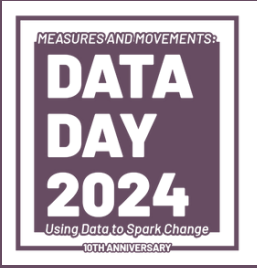
Justin Rivas, Director of Community Health Initiatives, Milwaukee Healthcare Partnership



Justin Rivas leads community health initiatives for the Milwaukee Health Care Partnership, aiming to improve health outcomes and advance health equity through community-wide collaboration. In addition to overseeing the shared Community Health Needs Assessment and [Health Compass Milwaukee](#), Justin supports the Partnership's Racial and Health Equity Council, serves as the program director for the [Milwaukee Enrollment Network](#), and leads projects in health issue areas of housing, violence, lead prevention, substance use disorder, and others.

DATA YOU CAN USE





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DATA DREAM FINALISTS

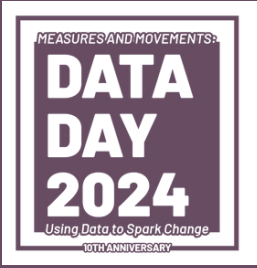


Clean Wisconsin's mission is to combat climate change and pollution in our air, water, and land, and ensure a healthy future for every Wisconsin community. Our Data Dream is to provide a comprehensive, evidence-based evaluation of the local impact of green infrastructure in Milwaukee's northwest side, incorporating an analysis of what environmental determinants of health are driving health inequities among the community and in the state of Wisconsin.



At My Way Out, our mission is to empower and enrich the lives of justice-impacted individuals by bringing together community resources, MWO supportive service providers and employers while reducing recidivism, building strong communities, keeping families together, and bringing hope and prosperity to marginalized individuals. Our big data dream is to provide organizations of the Wisconsin Civic Power Table the ability to effectively reach, motivate, and turn out their base to get engaged in issues that matter to them and affect democracy in our state. While we are currently able to do this for a good portion of our partners, we have some critical gaps in our data that, if met, would empower more of our table partners to connect with some of Wisconsin's most marginalized communities.





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DATA DREAM FINALISTS



**PLASTIC FREE
MKE**

At Plastic-Free MKE, our mission is to reduce the harms that unnecessary plastics have on environmental health, public health, and social justice. We center those most harmed by plastics, build a community around plastics alternatives, advocate for producer and polluter accountability, and use collaborative problem-solving to eliminate plastics in the Milwaukee area. Plastic-Free MKE works with local food service businesses to help them reduce the amount of unnecessary plastics they are using and passing along to their customers. Our Data Dream is to have a simple, yet accurate way of tracking how much plastic usage our program prevents, as well as the long-term cost-savings to our businesses and the carbon emissions reduced as a result.



The mission of the Sherman Phoenix is to revitalize and uplift Milwaukee's community of color through cultural celebration, entrepreneurship support, and wellness resources. There are significant disparities in entrepreneurship opportunities and venture capital funding that disproportionately affect Black and Latinx communities. Sherman Phoenix wishes to employ precise measurement and data collection methods to effectively track the impact of our initiatives and validate the critical role we play in providing essential support to Black and brown small businesses seeking funding and assistance. Our data dream is to identify the key indicators to substantiate our mission and facilitate the continuous improvement of our programs.

DATA YOU CAN USE

