

## NEWS FROM THE PRESIDENT. . .

### WHY WE VISIT WASHINGTON

Every few years, the Executive Committee debates the virtues of the Spring meeting and the reasons for holding that meeting in Washington as opposed to some other locale. Fortunately, the forces of reason prevail; the Spring meetings continue and they are held in Washington.

Only in Washington can we enjoy the excitement of proximity to the leading scandal instigators and investigators. Only in Washington do we have access to the distinctive intellectual resources that constitute that network of policy formation and implementation that is our nation's capital. Only in Washington can our plane land at an airport named for two presidents.

*Morton J. Marcus*  
*1997-98 AUBER President*

Our annual Spring meeting in Washington this year will feature neither Kenneth Starr nor a napping tour of the Lincoln bedroom. It will, however, continue an important AUBER tradition: meeting in Washington in the Spring. There are three important benefits of that tradition:

1. We have an outstanding schedule of events (detailed elsewhere in these pages) that will provide us with valuable information and ideas. These may be taken back to our respective campuses and used as our own, without footnotes or attribution. Purloined insights from the Spring meetings have boosted the careers of many AUBERites during delicate salary negotiations also occurring at this time of the year.
2. The AUBER Spring meetings provide us with an opportunity to renew friendships and develop new relationships with many key contacts in Washington. It is amazing how AUBER directors, editors, and staff have used their Washington network over the years. Several of us have been able to impress deans, chancellors, mayors and governors with references to "my sources in the Administration" and choice attributions of wild guesses to "well-placed friends in key government positions."
3. Spring in Washington is a great time to visit the nation's cultural treasures and buy gifts from the Smithsonian stores for distribution to friends, family, and other significant recipients at a later date --- without incurring the burden of shipping and handling charges. With careful planning, you could have a major part of your Christmas shopping done when you return home. Experienced AUBERites bring an extra, empty suitcase with them.

I look forward to seeing you in Washington.

*Morton J. Marcus, AUBER President*

## FALL CONFERENCE 1998... A NOTE FROM SEMOON

Thanks to the hard work by Lorena Akioka and Bill Strang, we seem to have another strong program for the AUBER Spring meeting in Washington and I am hoping that all of us can be in attendance. We are also preparing a strong program for the Fall Conference in Portland, Maine. (An abbreviated version of the program is printed on a special insert of this newsletter.)

A formal letter of invitation was mailed out to all session chairs who were previously contacted in Monroe, LA, and Chicago, while copies of the draft program were mailed to all names appearing on the program so far. More names will be filled by session chairs. Anyone with suggestions, problems, volunteer papers, and volunteer entertainers are strongly encouraged to contact Semoon Chang and session chairs.

schang@jaguar1.usouthal.edu

The  
Editor's  
Edge



None of the editors in AUBER are just editors. We all have other tasks--organizing conferences, maintaining Web sites, designing and producing publications, managing mailing databases. In the end though, most of us are in charge of getting our publications "out the door." And mailing is a very important--if mundane--part of that process.

In recent years there have been technological advances in the postal service that affect our *First-Class* and *Bulk* mailing: barcoding, ZIP+4 code, and changes in terminology mean better service (hopefully), but also require more attention to detail on our part.

*Standard Mail* is the new name for what we commonly call *Bulk Mail*. We can still use "Bulk Permit" on our permit box or type; we don't need to change it to Standard Mail. With Standard Mail, the postal service wants us to use 9-digit ZIP Codes (ZIP+4). Most universities do not have the capability to barcode individual pieces of mail, just Business Reply Mail, where a single barcode that represents the return address is printed on the envelope. The postal service or mailing service bureaus can do the automated barcoding, but remember that we get the biggest discount for the most digits in the ZIP Code.

Another factor in reducing cost of all classes of mail is the address quality. This requires typing the addresses or using computer-generated labeling. Once again, it includes ZIP+4 codes, and whenever possible, ALL CAPS, and no punctuation. Obviously, the optical scanners can read these addresses more easily than handwritten ones. And leave space below the address for the barcode.

Another important element of address quality is the *read area*, where the optical scanners read the address. Keep the read area clean and white! As our postmaster likes to say, "We like our mail boring." For designers, like myself, this may take some of the fun out of designing the address side of mail. We are not about to give up using color paper, but it will help to keep our design elements outside this read area. The U.S. Postal Service has consultants to help with design issues.

Two other changes involve *Move Update Requirements* (Change of Address) and *Ancillary Service Endorsements*. Move Update Requirements, which have four basic methods, are only used with First-Class Mail. If you use a service bureau, it may have *FASTforward* capabilities that can tie into the post office databases for First-Class Mail.

There are four kinds of Ancillary Service Endorsements (requesting address changes), which are used with both First-Class and Standard Mail. *Address Correction Requested* is no longer valid. The *Quick Service Guide*, published by the U.S. Post Service in August 1997 (Publication #95), contains all this information, including a table on page 14 explaining the four different "service-requested" endorsements. One of the problems with Standard Mail has always been the high cost of forwarding mail. The post office has never charged directly for that service, but the cost is picked up by postal increases. If we don't keep up with address changes, it has to be done at the post office and is labor intensive. So it's very important to keep mailing lists current.

We may see an across-the-board postage increase in June or July, with the highest proposed rate increase in *Non-Profit Mail* (15%), and the cost of a First-Class letter increasing to \$.33. But to end on a positive note, Non-Profit Mail, which many of us qualify for, will almost always still be less expensive than regular Standard Mail.

Keep those cards and letters coming!

Laura Stull, University of Kansas

### THE EDA NEEDS YOUR HELP!!!

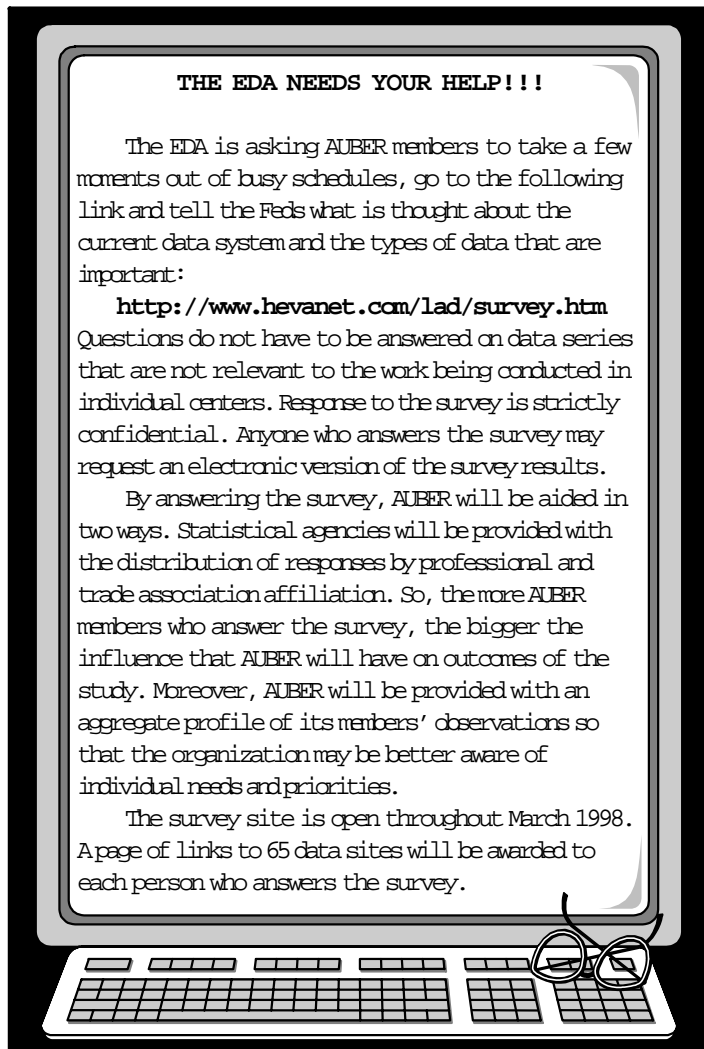
The EDA is asking AUBER members to take a few moments out of busy schedules, go to the following link and tell the Feds what is thought about the current data system and the types of data that are important:

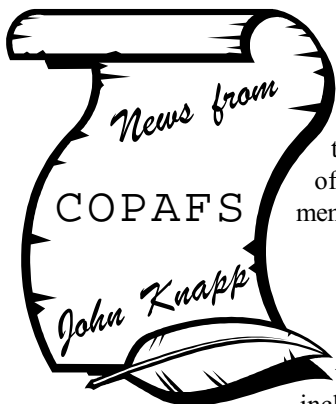
<http://www.hevanet.com/lad/survey.htm>

Questions do not have to be answered on data series that are not relevant to the work being conducted in individual centers. Response to the survey is strictly confidential. Anyone who answers the survey may request an electronic version of the survey results.

By answering the survey, AUBER will be aided in two ways. Statistical agencies will be provided with the distribution of responses by professional and trade association affiliation. So, the more AUBER members who answer the survey, the bigger the influence that AUBER will have on outcomes of the study. Moreover, AUBER will be provided with an aggregate profile of its members' observations so that the organization may be better aware of individual needs and priorities.

The survey site is open throughout March 1998. A page of links to 65 data sites will be awarded to each person who answers the survey.





### **1998 Budgets**

Here are some highlights for the federal statistical agencies of greatest interest to AUBER members.

#### ***Bureau of the Census***

The major FY 1998 expenditures for the Decennial Census include further development of a comprehensive address list, and conduct of a dress rehearsal to test and evaluate new methodologies and systems. The Census Bureau has been given additional funding for the dress rehearsal in order to conduct a test in the Columbia, S.C. area using traditional data collection methods instead of sampling for non-response. The non-response technique will be conducted in the city of Sacramento. Funds are requested for continuing the development of the American Community Survey program which will provide updated data throughout the next decade and for the long range plan to eliminate the long form in 2010. Funding is also available to proceed with the 1997 Economic Censuses.

#### ***Bureau of Labor Statistics***

Funding is available to continue the revision of the CPI. The release of the revised index based upon the new market basket will take place in February 1998 for the January 1998 data. Added funding is also allocated to develop a program to explore improvements to the CPI process that would make it possible to revise the CPI more rapidly; allow BLS to produce alternative measures of change in the cost of living; improve the measurement of changes in the quality of goods and services; and provide a basis to bring new goods into the CPI in a more timely manner. BLS will also begin implementation of the North American Industry Classification System and will develop a "crosswalk" from the old Standard Industrial Classification System. Added funding is also available for work on the Current Population Survey.

#### ***Bureau of Economic Analysis***

BEA did not receive its full funding request. The figures available to date are for all of Economic and Statistical Analysis. Increases were requested to implement the next steps in BEA's Mid-Decade Strategic Plan to improve the quality of the GDP and other economic accounts data; provide better measures of investment, savings, and wealth; and increase coverage of international transactions. We expect that most of these programs will proceed on schedule.

#### ***National Agricultural Statistics Service***

NASS has received full funding to begin the collection of the 1997 Census of Agriculture. This program was transferred from the Census Bureau to NASS in 1997. NASS is also planning to improve agricultural estimating techniques by

improving sample survey designs and procedures and by testing new forecasting and estimating techniques such as the use of satellite data.

ERS plans to improve data collection efforts on farming practices, including management of livestock waste, nutrients, pesticides and irrigation. Using these data, ERS will analyze the practices farmers are adopting and how effective the practices are in achieving United States Department of Agriculture conservation goals. The large increase in the budget is due to the additional funding needed for evaluating food assistance programs.

#### ***Bureau of Transportation Statistics***

BTS has received a six month spending authorization based upon its FY 1997 allocation. The Bureau is awaiting full re-authorization from Congress next year for the Intermodal Surface Transportation Efficiency Act. BTS plans to expand data collection programs, develop analytical tools, and initiate a program of technical assistance to make national data sets more useful to state and local transportation decision makers. BTS also plans to initiate data collections and analyses to improve the interaction of domestic transportation with international systems. BTS has begun releasing data from the 1995 American Travel Survey which will continue throughout 1998.

#### ***COPAF's Table on Statistical Agency Budgets***

For a table showing the current status of the federal statistical agency budgets see:

<http://members.aol.com/copafs/97table.htm>

#### ***Census Bureau Director Resigns***

Martha Farnsworth Riche, Director of the Census Bureau resigned effective January 30, 1998. In her resignation statement she said, "When I came to the Bureau as its Director in 1994, my main objective was to position the Bureau as the nation's pre-eminent collector of demographic and economic data for the Information Age and 21st Century. To accomplish this objective, my primary goal has been to present a plan for Census 2000, which is cheaper, faster and more accurate than the 1990 decennial census. The Bureau has met that goal with a Census 2000 plan which includes scientific sampling to eliminate the persistent problem of undercounting. "I leave with a great deal of respect for the professionalism of the Census Bureau and its staff. I intend to resume my writing and lecturing career on demographic and economic changes." James F. Holmes has been named Acting Director of the Census Bureau. A thirty-year employee of the bureau, he was the director of the Census Bureau's Atlanta regional office prior to his appointment.

#### ***Sampling in the 2000 Census - Legislative Compromises***

Perhaps the one issue that has gotten the most press has been the opposition on the part of Republicans to using sampling in the next census. The argument that has been used by the Republicans is that the Constitution calls for an "actual

enumeration,” therefore making any sampling process which would supplement the count unconstitutional. Others believe that Republicans are attempting to stop sampling for fear of losing two dozen seats in the House once inner city populations, which tend to vote for Democrats, are added to the count.

The President promised to veto any bill that does not allow the Census Bureau to test its sampling procedures in the 1998 Dress Rehearsal. Three sites have been selected for this operation: the city of Sacramento, California; Columbia, South Carolina, along with 11 surrounding counties in north central South Carolina; and the Menominee Indian Reservation in northeastern Wisconsin. The original plan called for using sampling for all three areas. The final compromise calls for a complete count using traditional methods in the Columbia area.

The legislation also establishes an oversight board that will monitor census activities and will stay in existence until 2001. House Speaker Gingrich has made it clear that it is still his intent to kill sampling for the next census. Indeed, the legislation includes language that allows just about anyone to file a civil suit if they believe they have been “aggrieved by the use of any statistical method in violation of the Constitution. . .” It would then be up to the courts to decide if the sampling process could go forward. With any luck this would reach the Supreme Court and finally put the issue to rest. Although dress rehearsals are usually conducted to iron out last minute glitches, this one will be very different. While it is not a comparative test given the differences in the areas, the Census Bureau will have the opportunity - probably its last opportunity - to show that the inclusion of sampling is the preferred method for taking a census. For example, there’s no doubt that the Census Bureau will produce a one number count for Sacramento. However, the real proof will be in how well the pieces fit together and the degree of statistical variability for small areas such as tracts. Also, there’s little doubt that they will have an undercount in the Columbia area, no matter how hard they try. Again, the proof will be in showing that no matter how hard you work at it, you can’t count everyone. We can look forward to intense scrutiny on everyone’s part.

Rep. Dan Miller (R-FL) has been named to chair a new subcommittee of the House Committee on Government Reform and Oversight that will oversee the decennial census. Miller holds a Ph.D. in Marketing and Statistics and has taught statistics at both the undergraduate and graduate levels. The congressman’s biography states that with regard to sampling in the census, “I know enough about statistics to know how many questions this complicated, untested scheme raises.” The new subcommittee, which has not yet been named, reportedly will have three Republican and two Democratic members. Previously, the Subcommittee on National Security, International Affairs and Criminal Justice (chaired by Rep. J. Dennis Hastert of Illinois), was responsible for overseeing the census.

The delay in final action on the FY98 census funding bill has caused a delay in next year’s Census Dress Rehearsal. “Census Day” for the dry run will now be April 18. In addition, the new law gives congressional Republican leaders and the President 60 days to name members to the new Census Monitoring Board. The deadline for appointments was January 25, 1998.

### ***OMB Releases Publication on Statistical Programs of the United States 1998***

The Office of Management and Budget (OMB) has released its Statistical Programs of the United States Government: Fiscal Year 1998. This publication outlines the funding proposed for the federal statistical activities in the President’s budget. The budget requested an estimated \$3.1 billion for statistical work to be carried out in FY 1998. Approximately half of the funding for the statistical system provides resources for eleven agencies that have statistical activities as their principal mission. The remaining funding is spread among sixty agencies that carry out statistical activities in conjunction with other missions, such as providing services or enforcing regulations. The publication also reviews demographic, social, economic, environmental and other programs of the federal government; long range plans for the federal statistical system; direct funding, reimbursable programs, and purchases by federal agencies; a glossary, and selected federal statistical World Wide Web sites. The report is available in both hard copy and electronic form. For the hard copy contact the Office of Statistical Policy at OMB: (202) 395-3093. The electronic version can be accessed on the OMB web site:

**<http://www.whitehouse.gov/WH/EOP/OMB/html/miscdocstat98.pdf>**

### ***NCES Releases The Pocket Condition of Education 1997***

The National Center for Education Statistics (NCES) has released a sample of 60 education indicators as shown in the Pocket Condition of Education 1997. The indicators in this edition are in six sections: 1) access, participation and progress; 2) achievement, attainment and curriculum; 3) economic and other outcomes of education; 4) organization and management of educational institutions; 5) climate and diversity of educational institutions; 6) financial and human resources of education institutions. The indicators in the publication use data from government and private sources. The publication includes overviews on current topics in education and additional tables related to each indicator. Copies of the publication (NCES 97-388) may be obtained free from the National Library of Education at (800) 424-1616 (email: [library-nle@ed.gov](mailto:library-nle@ed.gov)) or the National Data Resource Center at (703) 845-3151 (email: [nedrc@inet.ed.gov](mailto:nedrc@inet.ed.gov)).

### ***BTS Release the 1995 American Travel Survey***

The Bureau of Transportation Statistics has released the 1995 American Travel Survey for the United States as a whole and data for individual states. The survey is the first comprehensive effort since 1977 to determine where, when and how people travel in the United States. The survey also provides information about how people get from their homes to other modes of transportation such as buses, planes and trains. The survey shows that Americans are traveling more and further, and that for economic and social purposes, state lines are becoming a blur. Americans took about 1 billion long distance trips (trips of 100 miles or more) during 1995, which accounts for about 25 percent of all travel in the United States. Other findings include: the average American traveled more than





## R E M E M B E R !!!

Register for the AUBER  
Spring Conference,  
April 23 - 25, 1998!  
Conference hotel is the  
One Washington Circle  
Hotel.

See inside for information  
and registration form.

Center for Business & Economic Research  
Northeast Louisiana University  
700 University Avenue  
Monroe, LA 71209-8046



# AUBER 1998 Spring Conference Registration Form

1998 AUBER Spring Conference  
April 23 - 25, 1998  
One Washington Circle Hotel  
Washington, D.C.

Name: \_\_\_\_\_

University: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Spouse Registration:  NO  YES\* Name of Spouse: \_\_\_\_\_

\*Spouses are invited to the Thursday and Friday evening receptions as guests of AUBER. Please add an additional \$30.00 to your registration fee for the Friday luncheon if your spouse will be joining you.

**Registration Fees:** AUBER Member \$135.00 (\$165.00 with spouse at Friday luncheon)  
Non-AUBER Member \$150.00

\_\_\_\_\_ Payment enclosed \$ \_\_\_\_\_

\_\_\_\_\_ Check to follow \$ \_\_\_\_\_

**Refund Policy:** Cancellations must be received by the Secretary-Treasurer's Office **no later than Friday, April 17<sup>th</sup>** in order to receive a full refund of the conference registration fee. The conference registration includes all conference materials, receptions, lunch, and refreshment breaks. Please make check payable to **AUBER Spring Conference**.

**PLEASE NOTE:** The One Washington Circle Hotel will be accepting reservations for the AUBER Spring Conference at the rate of \$125.00 per night through **March 31<sup>st</sup>**. The room block will be cancelled April 1, 1998. For reservations, call toll-free **800-424-9671** or direct **202-872-1680**. Be sure to mention that you are attending the AUBER Spring Conference and ask for confirmation of the room rate.

In order to get a count for the food arrangements, please mail the registration form before Thursday, April 9, 1998, along with payment to:

AUBER Spring Conference  
c/o Dee Jones  
AUBER Secretary-Treasurer's Office  
Center for Business & Economic Research  
Northeast Louisiana University  
Monroe, LA 71209-0101

**1998 AUBER Spring Conference**  
**REVISED PRELIMINARY Program**  
**April 23 - 25, 1998**  
**One Washington Circle Hotel -- Washington, D.C.**

**Thursday, April 23**

**Afternoon:**

1:00 - 5:00      Executive Committee Meeting  
4:00 - 5:30      Registration  
5:30 - 7:00      Welcoming Reception

**Friday, April 24**

**Morning:**

8:00 - 10:00      Registration  
8:00 - 8:45      Coffee, Rolls  
8:45 - 9:00      Welcome and Opening Comments  
                         **Morton J. Marcus**, AUBER President, Indiana University

9:00 - 10:00      Keynote Address: *Why Business Schools Need to Get Involved in Health and Human Service Issues*  
                         **Speaker: Dr. Margaret Hamburg**, Assistant Secretary of Planning and Evaluation,  
                         U.S. Department of Health and Human Services

10:00 - 10:10      Break

10:10 - 10:55      **Collaborative Research Projects**  
                         Economic Development Contract Research: The KPMG Experience and Potential for Public-Private Collaboration  
                         **Speaker: Peter Stahl**, High-Technology Group Manager, KPMG-Washington, D.C.

11:00 - 11:45      **Economic Forecast Conferences**  
                         Chair: **Carlene Hill**, Wichita State University  
                         **Speakers: Esmael Adibi**, Chapman University; **Tom Witt**, West Virginia University

**Afternoon:**

12:00 - 1:30      Luncheon  
                         Presiding: **Morton J. Marcus**, AUBER President  
                         **Economic Outlook:** (Speaker invited)

1:30 - 1:45      Break

1:45 - 3:00      **Other People's Money**  
                         Chair: **William Strang**, University of Wisconsin-Madison  
                         **Speaker: Peter Barcher**, Associate Dean for Research, University of Wisconsin-Madison

3:00 - 3:15      Break

3:15 - 4:30      **Data Update**  
                         **Speaker(s): John Knapp** and COPAFS Representatives

4:45 - 6:00      Reception

**Saturday, April 25**

**Morning:**

8:30 - 9:00      Coffee, Rolls

9:00 - 11:00      **AUBER Members' Innovative Research Projects**  
                         Chair: **William Huth**, University of Southern Mississippi  
                         **Speakers: Jerry L. Wall**, Northeast Louisiana University; **Tom Witt**, West Virginia University;  
                         **Edward Robb**, University of Missouri; **Rich Wobbekind**, University of Colorado

Closing Comments and Adjournment  
                         **Morton J. Marcus**, AUBER President



1998 AUBER Fall Conference PRELIMINARY Agenda  
October 18-21, 1998  
Portland, Maine  
“Back to the Basics in a Global Environment”



**Sunday, October 18:**

Executive Committee Meeting  
Early Bird Activity  
Registration  
Publications Exhibit  
Welcoming Banquet and Entertainment

**Monday, October 19:**

President's Breakfast for New Members  
Registration  
Keynote Address: **Douglas E. Laube, The WEFA Group**

*Concurrent Sessions:*

Session A: *Local and Regional Forecasting*, **Roy L. Pearson**, College of William & Mary, Chair  
[rlpear@dogwood.tyler.wm.edu]  
Session B: *Survey Research*, **Mark Thompson**, Marshall University, Chair  
Session C: Editor's Session (Planning in progress)

Luncheon  
Boat ride and Lobster feed

**Tuesday, October 20:**

Annual Business Meeting

*Concurrent Sessions:*

Session A: *Data and Database Management for Applied Research*, **Sylvia Cook**, University of Texas-Austin, Chair  
Session B: *Successful Management of AUBER Units*, **Tom Witt**, West Virginia University, Chair  
[twitt@wvu.edu]  
Session C: Editor's Session (Planning in progress)

Special Recognition Luncheon

*Concurrent Sessions:*

Session A: *Dynamics of Global Economy*, **Perry B. Newman**, Executive Director,  
The Maine International Trade Center, Chair  
Session B: Editor's Session (Planning in progress)

*Concurrent Sessions:*

Session A: *Outreach Activities of AUBER Units*, **Carlene Hill**, Wichita State University, Chair  
Session B: *Economic/Fiscal Impact Studies*, **Richard Wobbekind**, University of Colorado, Chair  
[wobbekin@colorado.edu]  
Session C: Editor's Session (Planning in progress)

Reception

**Wednesday, October 21:**

*Editor's Planning Session for 1999*, **Janet Fitch**, University of Illinois, Urbana-Champaign, and  
**Neva Wayman**, University of Arkansas, Little Rock, Co-chairs  
[nfwayman@ualr.edu]

*Technology Workshop*, **Jerry Conover**, Northern Arizona University, Chair  
[jnc2@nauvax.ucc.nau.edu]

Adjournment

