Beyond *the* Numbers

Federal Reserve Bank of St. Louis

November 12-14, 2025

FEDERAL RESERVE BANK of ST. LOUIS

COMMITTED TO A STRONG AND RESILIENT ECONOMY FOR ALL

Agenda

Wednesday, November 12, 2025

1:00 – 4:00 p.m.	**Pre-Conference: Federal Reserve Bank of St. Louis Digital Badge-a-thon** Diego Mendez-Carbajo, Federal Reserve Bank of St. Louis Scott St. Louis, Federal Reserve Bank of St. Louis *(Gateway Auditorium)*
5:00 – 6:30 p.m.	**Opening Reception: Welcome** Adrienne Brennecke, Federal Reserve Bank of St. Louis *(Economy Museum)*

Thursday, November 13, 2025

8:15 – 9:00 a.m.	**Breakfast** *(River Room)*	
9:00 – 9:45 a.m.	**Keynote Address: The Data Economy** Dr. Isaac Baley, Associate Professor, Universitat Pompeu Fabra *(Gateway Auditorium)*	
9:45 – 10:00 a.m.	**Break**	
10:00 – 10:30 a.m. **Breakout 1**	**Session 1A** **The Origin Story of Gross Domestic Product** John Cocklin, University of Virginia **Moderator:** William Judd *(Gateway Auditorium)*	**Session 1B** **Beyond Intuition: Quantifying ROI for Library Commercial Data Acquisitions** Kay Lewandowska, Federal Deposit Insurance Corporation **Moderator:** Teddy Stocking *(Missouri Room)*
10:30 – 10:45 a.m.	**Break**	
10:45 – 11:15 a.m. **Breakout 2**	**Session 2A** **Data Detective: Simple Strategies for Smarter Dataset Selection** Laura Beane, Kennesaw State University **Moderator:** Gwen Gray *(Gateway Auditorium)*	**Session 2B** **Disaggregating Asian American/Pacific Islander Economic and Financial Data One Community at a Time** Jessica Tuwun and Charlotte Owsley, Brigham Young University **Moderator:** Allison Gallaspy *(Missouri Room)*
11:15 a.m. – 12:45 p.m.	**Lunch** *(River Room)*	
	Reading Between the Lines: AI-Driven Approaches to Strengthening Optical Character Recognition Bryan Noeth, Federal Reserve Bank of St. Louis **Moderator:** Scott St. Louis	

Thursday, November 13, 2025, cont.

12:45 – 2:00 p.m.
Breakout 3

Session 3A

Annual Integrated Economic Survey (AIES): Fresh from the Census Bureau

Jennifer Boettcher, Georgetown University

Moderator: Valerie Linsinbigler

(Missouri Room)

Session 3B

Unlocking Insights: Powerful Data Resources for Your Toolbox

15 minutes per presenter, with 15 minutes for questions at the end

Moderators: Mary Austin and Scott St. Louis

(Gateway Auditorium)

3B–1: Are You Familiar with the University of Alabama Culverhouse College of Business's Center for Business & Economic Research (CBER)?

Paul Brothers, University of Alabama

3B–2: All Things Missouri: Exploring Data, Maps, and Applied Research

Jamie Kleinsorge, University of Missouri

3B–3: Getting to Know Your Local Labor Market Information: Making Data Work for You

Nicole Ramos, Oregon Employment Department

3B–4: Why Don't These Numbers Match Those Numbers?

Kristi Smith, Universities of Wisconsin

2:00 - 2:15 p.m. **Break**

2:15 - 3:00 p.m.
Breakout 4

Session 4A

Collaborative Growth: FRED's Expanding Partnerships and Their Impact

Maria Arias and Yvetta Fortova, FRED experts, Federal Reserve Bank of St. Louis

Moderator: Scott St. Louis

(Gateway Auditorium)

Session 4B

Central Bank Independence: Statutes and Norms

Jonathan D. Rose, Federal Reserve System Historian

Moderator: Adrienne Brennecke

(Missouri Room)

3:00 – 3:15 p.m. **Break**

3:15 - 4:00 p.m.
Breakout 5

Session 5A

The Story of Business Research Assistance: An Automated Assessment Approach

Michael Deike, University of Notre Dame

Moderator: Amy Jansen

(Gateway Auditorium)

Session 5B

Scrolling for Cents: Exploring Undergraduate Financial Literacy through Social Media

Georgette Nicolosi, Missouri University of Science and Technology

Moderator: Teddy Stocking

(Missouri Room)

Dinner On Your Own

We warmly encourage conference participants to gather themselves into groups for informal dining and networking.

Friday, November 14, 2025

8:15 – 9:00 a.m.	**Breakfast** *(River Room)*		
9:00 – 9:45 a.m.	**Keynote Address: Building the Largest and Longest Longitudinal Population Dataset in the United States** Dr. Katie Genadek, economist and the director of the Decennial Census Digitization and Linkage (DCDL) project, U.S. Census Bureau *(Gateway Auditorium)*		
9:45 a.m. – 10:00 a.m.	**Break**		
10:00 a.m. – 11:00 a.m. **Breakout 6**	**Session 6A** **Census Bureau's Business Trends and Outlook Survey: "Real Time" Conditions and Predictions** Jennifer Boettcher, Georgetown University **Moderator:** Gwen Gray *(Gateway Auditorium)*	**Session 6B** **Macroeconomic Indicators** Gwyneth Crowley, Yale University **Moderator:** William Judd *(Missouri Room)*	**Session 6B** **A Rapid-Response Approach to Library Resource Justification** Kay Lewandowska and Kate McGovern, Federal Deposit Insurance Corporation **Moderators:** Allison Gallaspy and Valerie Linsinbigler *(Tennessee Room)*
11:00 - 11:15 a.m.	**Break**		
11:15 a.m. - 12:00 p.m.	**Closing Conversation: Insights from Distinguished Careers in Economic Information Services** Jennifer Boettcher, Georgetown University Gwyneth Crowley, Yale University Katrina Stierholz, retired, Federal Reserve Bank of St. Louis **Moderator:** Adrienne Brennecke *(Gateway Auditorium)*		
12:00 - 1:00 p.m.	**Lunch and Closing Remarks (River Room)**		

Conference Organizing Committee

Mary Austin
Senior Librarian for Access and Acquisitions, Federal Reserve Bank of St. Louis

Adrienne Brennecke
Data and Information Services Manager, Federal Reserve Bank of St. Louis

Allison Gallaspy
Librarian for Management, Economics, and Entrepreneurship, Yale University

Amy Jansen
Business Research Librarian, Southern Connecticut State University

Valerie Linsinbigler
Business Librarian and Assistant Professor, James Madison University

Teddy Stocking
Business Librarian, University of Nevada, Reno

Neal Baker
Business Information Specialist and Clinical Assistant Professor, Purdue University

Gwyneth Crowley
Librarian for Government Information and Outreach, Yale University

Gwen Gray
Librarian for Business, Economics, and Entrepreneurship, University of Missouri

William Judd
Instruction & Research Librarian for Business, College of William & Mary

Scott St. Louis
Specialist for Economic Data and Information Services, Federal Reserve Bank of St. Louis

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