

2025

DataDay

The Wealth of Data

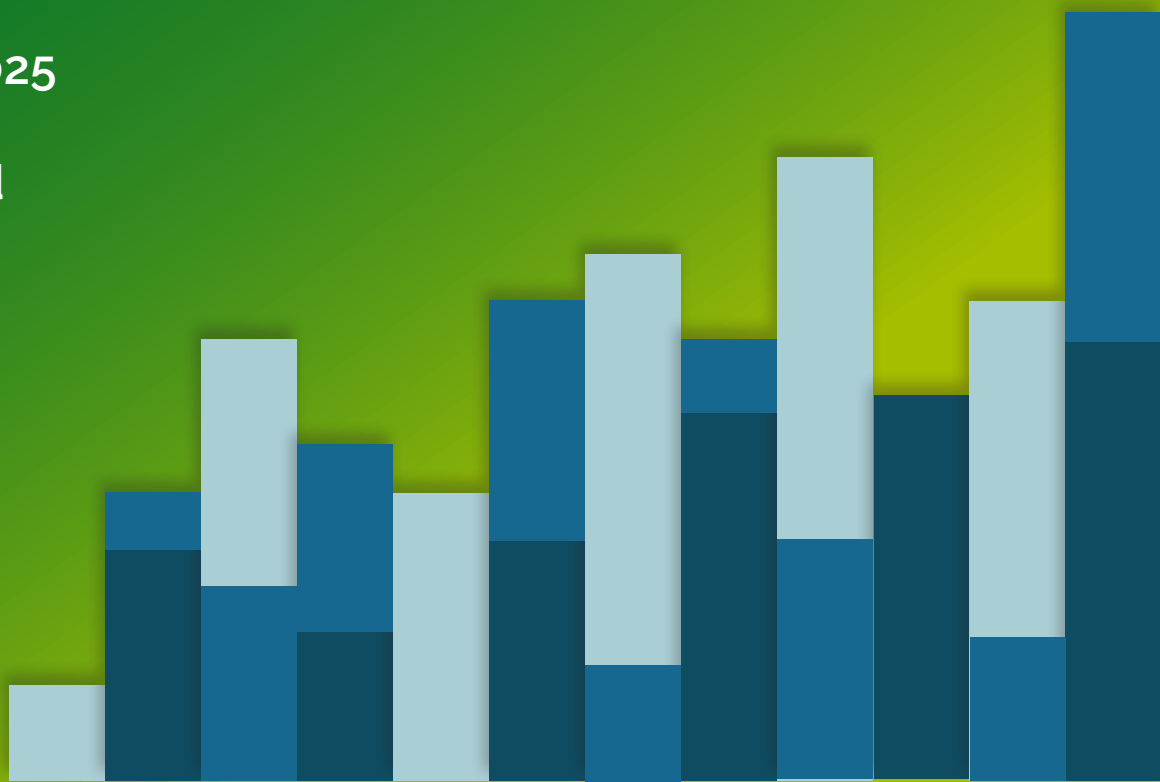
Agenda & Program

October 15th, 2025

Discovery World



DATA YOU CAN USE



2025 Data Day

The Wealth of Data

08:30am **Registration and Breakfast**

09:00am **Welcome Remarks**

- Mayor Cavalier Johnson, City of Milwaukee
- County Executive David Crowley, Milwaukee County

09:15am **Keynote: On Wealth, and Love**

- Lamar Gardere, *The Data Center*, New Orleans, LA
- Moderator: Ian Bautista, *Greater Milwaukee Foundation*

10:15am **Data You Can Use Presentation**

- Andrés E. González, *Froedtert & the Medical College of Wisconsin*
- Victor Amaya, *Data You Can Use*

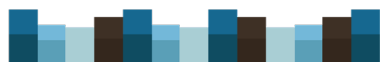
10:45am ***Break & Data Walk***

11:15am **Ignite Presentations**

- Christopher Peters, *UWM School of Nursing*
- Adrian Spencer, *Reclaiming Our Neighborhoods*
- Toriah Haanstad, *UWM Roberto Hernandez Center*
- Emily Sterk & Nickolas Doherty, *Milwaukee Turners*
- Paul Mathewson & Kayla Rinderknecht, *Clean Wisconsin*

11:45am **Data Dream Finalist Presentations**

- *Citizen Action*
- *My Way Out*
- *NourishMKE*
- *Riverworks Financial Clinic*



2025 Data Day

The Wealth of Data

12:00pm **Lunch**

01:00pm **Award Presentation**

01:30pm **Workshops**

- What's YOUR Impact? An Introduction to Measuring the Result of Your Work
- Building and Using the Milwaukee Wealth Index
- Local Data Panel: A Conversation with our Ignite Presenters

03:00pm **Happy Hour**
Featuring live music



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The Wealth of Data

Data Day: The Wealth of Data will explore how data can be harnessed to expose and understand persistent racial disparities in wealth and prosperity. Through dynamic presentations, panels, and workshops, participants will examine how data-driven insights can inform equitable policies, practices, and systems change. Join researchers, practitioners, advocates, and community leaders as we unlock the power of data to drive more just and inclusive economic outcomes.

Event Chair

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

Andrés González leads diversity, equity, and inclusion initiatives at Froedert ThedaCare Health, Inc., a system of 11 hospitals, 2,000+ physicians, and 45 health centers across Wisconsin. He oversees Business Resource Groups, Community Engagement, and Diversity Action Teams, advancing health equity, reducing disparities, and expanding access for underserved communities. Gonzalez also builds community partnerships to strengthen public health. Nationally, he serves on the American Heart/Stroke Association's Diversity Leadership Committee and Health Equity Taskforce, the American Hospital Association's Equity of Care Committee, and is a member of the National Association of Latino Healthcare Executives. He is also on the faculty with Elevate, a leadership program in partnership with the University of California-San Diego Rady School of Management. Gonzalez holds a bachelor's degree in biology and a master's in education with a concentration in community agency counseling from Cleveland State University, and is a Cornell Certified Diversity Advanced Practitioner (CCDP/AP).



Emcees



Marian Jimenez, Co-Founder, The Pink Hustle

Marian is a business leader with over 15 years in the financial industry, currently serving as a Treasury Consultant at BMO. She specializes in commercial business development, helping clients leverage technology to drive growth and maximize cash flow.

Passionate about advancing women in technology, she co-founded The Pink Hustle, an initiative dedicated to creating pathways for women to succeed in tech careers. She also co-chairs

Wisconsin's first Latino ERG HUB (Alianza Latina), in partnership with HPGM, supporting Latino talent development and community growth.

Marian's commitment to mentorship, leadership, and community engagement extends beyond her professional roles. She is an active member of her church where she shares her skills in event planning to uplift her community. A devoted mother, she prioritizes faith, family, and health while continually creating opportunities for others to grow and thrive.



Dr. Shakkiah Curtis, CEO and Founder, The Pink Hustle

Dr. Curtis is a leading voice in personal and professional development, renowned for her expertise in fitness, finances, and emotional intelligence. She has collaborated with numerous prominent companies, helping them build robust frameworks, programs, processes, and growth strategies. Recently, her focus has been on transforming organizational culture and developing leaders both personally and professionally.

A proud graduate of an HBCU and holding a DBA in Business, Dr. Curtis has decades of experience in health and wealth management, entrepreneurship and building generational legacies. As a first-generation wealth builder, her transformative work has led her to partnerships with companies like Starbucks, the Milwaukee Bucks, Boys and Girls Club, Fortune 500 companies, K-12 schools, higher education institutions, and many individuals striving to reach their full potential.

Keynote Address

On Wealth, and Love

New local data on wealth makes conditions in our communities - and their consequences - more clear than ever. It condenses, into a single calculation, the social and economic successes and injustices of the past, uneven opportunities in the present, and hopes for greater shared prosperity in the future. Local wealth data provides unprecedented clarity on the pathways to solutions and guidance on the scale needed to transform our cities and the lives of real people. Knowing the nature of our problems and the level of effort needed to address them, we have the power to apply the same creativity, determination, and skill that generated tremendous wealth in our nation to solving those very problems. The remaining question is: do we have the love necessary to create a nation where all people flourish? Do we have enough love for our city, and love for our people, to do what is necessary to ensure greater prosperity for all?

Keynote Speaker

Lamar Gardere is the executive director of The Data Center – a data intermediary committed to providing objective and well researched data for informed decisionmaking. As executive director, he holds The Data Center's vision of a more prosperous and inclusive region through the democratization of data. Lamar also serves as The Data Center's chief advocate for technology designed to enable greater data sharing and collection and the effective use of advanced statistical methods in New Orleans.



Previously, as the City of New Orleans' Chief Information Officer, he was nationally recognized for working to develop the City's first data policy and the extensive data resources now available through the City's Open Data portal. Earlier years were spent as a researcher with the Georgia Institute of Technology and with Intel Corporation's research division developing solutions for the challenges associated with an increasingly mobile, connected, and computationally rich society.

A New Orleans native, Lamar earned a Master of Science in Computer Science degree in ubiquitous computing from Georgia Tech and a Bachelor of Science degree in computer science from Xavier University of Louisiana.

Q&A Moderator

Ian B. Bautista serves as the Senior Director of Civic Engagement at the Greater Milwaukee Foundation. He has worked his entire career in the nonprofit and public sectors on the local, regional and national levels. Bautista resides in Whitefish Bay with his wife (Elsa) and daughter (Iana). Ian serves as Chair of the Board of Data You Can Use.



Ignite Presentations

Reducing Barriers for Occupational Licensure in Healthcare for Justice Involved Persons

Occupational licensure is on the rise and presents a barrier to education and employment in healthcare for justice-involved persons. I will describe the impact of discrimination against justice involved persons in nursing education and present a tool for objective evaluation of background checks in students.

Presented by Christopher Peters

Spotlighting the Role of the Roberto Hernández Center: Inspiring Identity, Impact, and Institutional Change at an Emerging Hispanic Serving Institution

We share findings from a collaborative, multimodal program evaluation initiative that highlights the critical role of the Roberto Hernández Center (RHC) in supporting Latine students at UWM. These insights inform best practices for enacting servingness at emerging Hispanic Serving Institutions (eHSIs), particularly in regions where Latine students have been historically marginalized and underrepresented, and amid significant sociopolitical change in the higher education landscape.

Presented by Toriah Haanstad

Data-Driven Assessments: Milwaukee's Fire & Police Commission Monitoring Program

This presentation highlights the findings of the Milwaukee Turners' FPC Monitoring Program that occurred during a six-month period from June 2024 to December 2024. Observations and recommendations to enhance the efficacy and transparency of the FPC are grounded in data-driven assessments conducted during biweekly FPC meetings.

Presented by Dr. Emily Sterk and Nickolas X Doherty

Resident-led Data and Action to Improve Housing Conditions

Reclaiming Our Neighborhoods (RON) is harnessing the power of data and grassroots action to improve Milwaukee's housing conditions. In 2024, more than 100 residents completed 35,000 housing condition surveys, shining a light on property conditions and how neighborhood groups use this data to support homeowners and hold neglectful landlords accountable. Learn about RON's key findings and how they put their data into action.

Presented by Adrian Spencer

Examining Environmental Determinants of Health in Milwaukee

Clean Wisconsin partnered with Data You Can Use to develop neighborhood-level environmental health and exposure risk data portraits for Milwaukee. Qualitative data was also collected through data chats, a community conversation technique that centers residents' perspectives and interpretation of the portrait data.

Presented by Paul Mathewson, Ph.D., and Kayla Rinderknecht

Ignite Presenters

Christopher Peters holds a PhD in nursing from the University of Wisconsin – Milwaukee. His research focuses on public protection and access to nursing education for justice-involved persons. Prior to becoming a nurse researcher, he provided nursing care to cardiac patients for nearly 20 years.



Torrah Haanstad is a recent graduate from the Master's in Psychology program at the University of Wisconsin-Milwaukee. She currently works as a research technician in the Nagy Research lab at the University, where she is actively involved in research aiming to examine and mitigate health inequities affecting Latine populations.



Dr. Emily Sterk serves as the Research and Advocacy Associate and the American Council of Learned Societies (ACLS) Leading Edge Fellow at the Milwaukee Turners. As part of the "Confronting Mass Incarceration" team, Dr. Sterk develops and contributes to the Milwaukee Turners' expanding expertise in mass incarceration and provides research-informed policy analysis.



Nickolas X Doherty is the Confronting Mass Incarceration Coordinator at the Milwaukee Turners, focused on grassroots advocacy and social justice. Grounded in lived experience, deep knowledge, and a strong connection to the community, he works to challenge systemic injustice and drive meaningful systems change.



Ignite Presenters



Adrian Spencer is Deputy Director of Rooted and Rising Washington Park, where she leads community-driven initiatives to strengthen housing stability, resident leadership, and neighborhood revitalization. With a passion for equity and grassroots action, Adrian works to build partnerships that help Milwaukee families thrive and neighborhoods reclaim their strength.



Paul Mathewson, Ph.D. serves as the Science Program Director at Clean Wisconsin. Paul received his PhD and law degree from the University of Wisconsin, researching methods to predict the ecological impacts of climate change. At Clean Wisconsin, he uses this scientific expertise to lead the environmental health initiative and conduct research analysis in support of the air, energy and water programs.



Kayla Rinderknecht, MPH is the UW-Madison Population Health Service Fellow at Clean Wisconsin, where her role is to help build an environmental health initiative that centers public health in the organization's environmental advocacy efforts and reduces health disparities throughout the state. She is focused on developing a comprehensive understanding of how pollution and climate change impact public health in Wisconsin.



**CITIZEN
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Community Food Centers



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Jasmin Treske, Bader Philanthropies
Jonathan Stark, Northwestern Mutual
Katie Polace, MGIC
Mari Almanza, DYCU Board Member
Erin Frederick, Zilber Family Foundation
LaTisha Franklin, Northwestern Mutual
Dr. Stacia Thompson, Sherman Phoenix

Workshop

What is YOUR Impact? ***An Introduction to Measuring the Results of Your Work***

Impact is about more than what you wish for. It's about what's different because of what you've done. Learn the basics of gathering the evidence you need to demonstrate that your work is effective. Walk away with an improved understanding of a theory of change and logic models, and tips of the trade for building a better survey.

Workshop Faciliator



Kathleen (Katie) Pritchard is the founder and former President of Data You Can Use, Inc., a Milwaukee nonprofit helping foundations, government, and community organizations access and apply data to inform decisions and improve neighborhoods. An experienced evaluator, she integrates quantitative and qualitative data to measure success and communicate results, and has led cross-sector initiatives rooted in both theory and lived experience. Katie holds a Ph.D. in Political Science and a Master's in Public Administration, and has served as a policy analyst and consultant for the State of Wisconsin, Milwaukee County, and the City of Milwaukee. She is a former elected President of Whitefish Bay and has held leadership roles at United Way of America and the Planning Council for Health and Human Services. Katie currently consults with the Urban Institute's National Neighborhood Indicators Partnership and hosts a monthly fundraiser benefiting Milwaukee nonprofits.

Workshop

Building and Using the Milwaukee Wealth Index

Building off the keynote, this workshop will take participants deeper into the data and tools behind local wealth measurement. Highlighting the powerful insights about prosperity, opportunity, and equity, this session will walk participants through the technical foundations of creating a Milwaukee Wealth Index. Participants will hear how this partnership came to be, learn the methodology of the index, examine the report findings in detail, engage with a national wealth map, and discuss how this data can be used to inform and drive action.

Workshop Facilitators



Rohan Katti serves as Program Manager for Data Systems at Data You Can Use and leads the technical aspect of the Milwaukee Wealth Index. Leveraging his skills in statistics and data management, Rohan worked with The Data Center to develop the processes that create local wealth estimates in Milwaukee.



Haleigh Tomlin is a Senior Data Analyst at The Data Center in New Orleans. Her skills include data visualization and statistical analysis. Haleigh has been a key member in developing wealth estimates for New Orleans and advising the Data You Can Use staff in the Milwaukee Index's development.

Data Walk Posters

Housing, Race and Equity: Data Driven Community Education

Milwaukee Habitat for Humanity's Housing, Race and Equity Workshop is a 2 hour interactive, discussion based, opportunity to better understand how local history has impacted the Milwaukee metro's housing patterns. By examining primary sources and data maps, attendees seek to understand how segregated housing was a conscious institutional choice and the very real effect these decisions have had on the Milwaukee metro. After looking at recent housing trends, participants have the opportunity to make a commitment to affordable housing and learn a few ways to take informed action.

Beth Van Gorp, *Director of Advocacy & Government Relations*

Helen Reynolds, *Workshop Facilitator*

Latine Youth Achievement Report

In this presentation, we detail the process and findings from our collaborative Latine Youth Achievement report, highlighting how the data chat methodology was used to illuminate key strengths and the experience of challenges for this population. We also integrate the findings from this work with the previous Black Youth Achievement Report. The Latine report was a collaboration between Data You Can Use and the Center for Urban Research, Teaching, and Outreach's (CURTO) Black and Latino/a Ecosystem and Support Transition (BLEST) Hub based in Marquette University.

Dr. Gabriel Velez, *Associate Professor, Education Policy and Foundations Program*

Saúl López, *Graduate Student, Marquette University*

Milwaukee Workforce Planning 2025: Trends, Gaps & AI Readiness

This poster presents a data-driven overview of Milwaukee's evolving workforce landscape, highlighting key employment sectors, unemployment trends from 2015–2025, and the region's readiness for AI integration. Using insights from BLS, Brookings, and regional investment data, it explores how economic shifts, seasonal patterns, and technological transformation are shaping the future of jobs in the Milwaukee area. Designed for workforce planners, educators, and policymakers, the poster offers visualizations and strategic takeaways to support smarter talent planning and regional development.

Ramya Thangavel, *Visiting Scholar, University of Wisconsin-Madison*

BadgeMap

BadgeMap transforms raw data into rocket fuel for youth aspiration . By mapping interests, skills, and local opportunities, it builds dynamic pathways where young people earn badges for real-world achievements—turning creative exploration into credentialed momentum. It's not just data—it's a launchpad for purpose.

Michael Williams, *Founder, BadgeMap*

Data Walk Posters

Equity Patterns in Milwaukee Property Tax Assessments

This project on tax property data analysis investigates racial inequities in Milwaukee's property tax system through analysis of residential parcel-level data from 2015 and 2023. Calculating assessment ratios help explore if homeowners in majority-minority communities are systematically over assessed and paying disproportionately higher taxes. The goal of the project is to shine light on hidden inequities in Milwaukee's tax assessment process and to create a conversation about fairness regarding this process.

Anjal Elnatour, *Graduate Student, Zilber College of Public Health, UWM*

Building a trust-based model - A focus on food security

Bringing people into a relationship can create impact. Research has shown that building trust is key to establishing strong partnership; maintaining them requires strong communication, coordination, and collaboration. Learn about this approach from the FoodCare Coalition, a cross-sector group of Milwaukee-based partners who started learning together in 2021 to working closely together now.

Geeta Wadhvani, *Medical Home and Food Security Program Leader, Children's Health Alliance of Wisconsin*

Lines That Still Divide: Mapping Modern Redlining with Machine Learning and Geographic Disparity Analysis

This project developed a fairness-aware machine learning framework to detect and analyze potential redlining in U.S. mortgage lending using Home Mortgage Disclosure Act (HMDA) data from 2018-2023, enriched with Census, Zillow, and regulatory datasets. The model achieved strong predictive performance while uncovering disparities in approval rates across racial and geographic groups, supported by SHAP explainability and counterfactual analysis. The findings demonstrate how data can better reveal barriers to credit and promote more equitable lending practices.

Charles T. Clark II, *Senior Data Engineer, Western Governors' University*

Data Impact Award

We are proud to present the **Data Impact Award**, which recognizes individuals whose contributions have meaningfully advanced Milwaukee's data ecosystem. This prestigious honor is awarded to those who have demonstrated exceptional leadership and innovation in one or more of the following areas:

1. Creating or providing access to datasets previously unavailable to Milwaukee residents and organizations.
2. Applying data in novel and transformative ways to support improvement efforts across the city.
3. Empowering local residents and communities to effectively engage with and utilize data.

This year, we are honored to recognize John Johnson as the recipient of the Data Impact Award. John's unwavering dedication to making data both accessible and actionable has had a profound impact on Milwaukee. His work—ranging from widely-read journal articles featured in local and national media to his leadership on public data initiatives like the Milwaukee Property Ownership Network Project—has elevated public understanding and use of data in service of community progress.

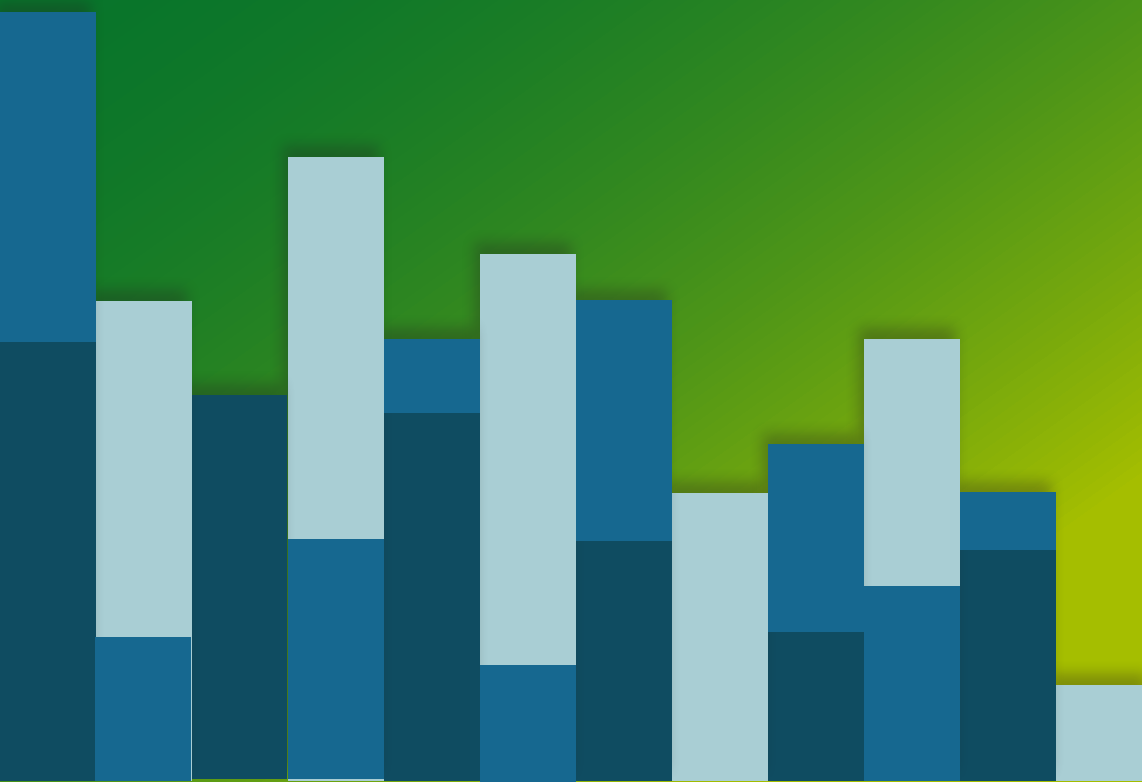
John exemplifies the spirit of this award, and we celebrate his continued commitment to data-driven change in Milwaukee.

John Johnson is a research fellow in the Marquette Law School's Lubar Center for Public Policy Research and Civic Education. His research interests include elections, housing markets, and demographic trends in Wisconsin. Working with one foot in academia and another in journalism, he employs cutting-edge research techniques to answer policy questions of local importance. He writes regularly for the Law School's faculty blog and other outlets. Johnson grew up in rural west central Illinois and attended Western Illinois University before earning a master's degree in political science from the University of Illinois Chicago. He joined the Law School in 2016 and lives in Milwaukee's Washington Heights neighborhood.





THE WEALTH OF DATA



DATA YOU CAN USE

