

# AGENDA

OCTOBER 23RD, 2024

## Morning Sessions

**8:30AM**

### Registration

**9:00AM**

### Welcome

- Mayor Cavalier Johnson
- Milwaukee County Executive David Crowley
- 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*

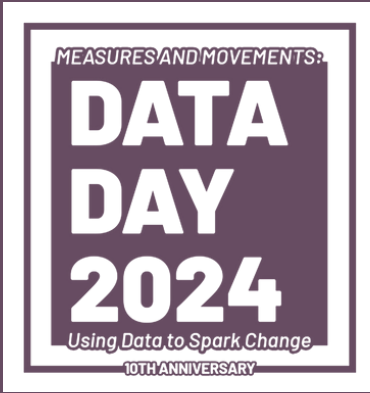
- Clean Wisconsin
- My Way Out
- Plastic-Free MKE
- Sherman Phoenix

**12:10PM**

### Lunch & Data Walks

DATA YOU CAN USE





# AGENDA

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**

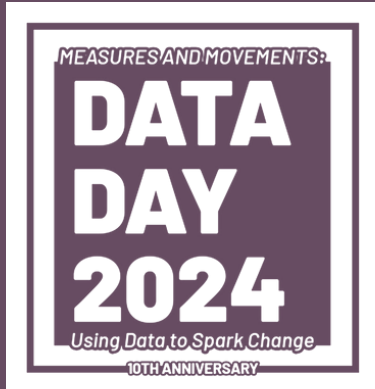
### **Data Dream Winners Announcement**

**3:30PM**

### **Closing and Happy Hour**

DATA YOU CAN USE





# THANK YOU!

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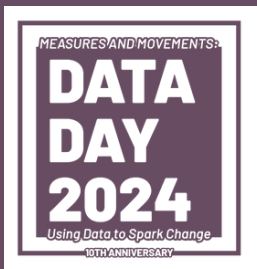


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# PRESENTATIONS

## Session descriptions & presenter bios

### KEYNOTE ADDRESS

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“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**



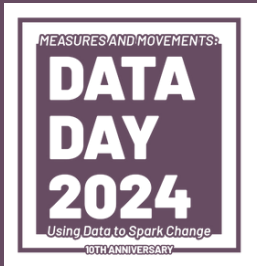
Gregory M. Wesley, JD, became president and CEO of the Greater Milwaukee Foundation in 2024. Prior to this, he served on the Foundation's Board of Directors and co-chaired the ThriveOn Collaboration, representing the Medical College of Wisconsin (MCW), where he spent eight years as senior VP for strategic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







# PRESENTATIONS

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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 in public and community health, focusing on improving the health and well-being of Wisconsin residents. She is the Executive Director of the Milwaukee Health Care Partnership, where she leads efforts to improve health equity and healthcare access for low-income and vulnerable populations in Milwaukee County. Previously, she was Vice President of Community Health in Wisconsin at Advocate Health and served as Director/Health Officer for the North Shore Health Department, where she managed the COVID-19 response. She also worked as Assistant Director at the Comprehensive Injury Center at the Medical College of Wisconsin. Ann has published extensively on public health topics and has served on various state and local boards. She is a Milwaukee native, a graduate of the Milwaukee High School of the Arts, and currently resides in Wauwatosa, WI, with her husband and three children.





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### **PANELIST**

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



Stephanie Maney-Hartlaub, PhD, has over twenty years of experience as an educational leader and views her role as Executive Director as an opportunity to enhance student academic outcomes through strategic support and mentorship provided by Corps Members. She believes in the power of education to advance communities and describes the work of Corps Members as enthusiastic and trustworthy. As a leader, Stephanie values communication, innovation, transparency, and humility. She focuses on building a strong organizational culture by fostering integrity, authenticity, and trust, creating an environment where staff feel connected, are encouraged to be themselves, take risks, and reach their full potential. Stephanie also sees communication as essential for talent development and believes a strong organizational culture and climate are crucial for achieving goals.

### **PANELIST**

#### **Teig Whaley-Smith, Executive Director, Community Development Alliance**



Teig Whaley-Smith is dedicated to building collaborative teams to enhance Milwaukee. He believes in focusing on marginalized communities to help Milwaukee reach its full potential. Raised in the Sherman Park neighborhood and a Milwaukee Public Schools alumnus and parent, he became the Chief Alliance Executive for the Community Development Alliance (CDA) in 2022. CDA aims to advance racial equity through Milwaukee's first Collective Affordable Housing Plan, which seeks to create homes for underserved communities. Previously, Whaley-Smith was Milwaukee County's Chief Operating Officer, managing a \$1.2 billion budget and leading initiatives on mental health, homelessness, and racial equity. He also served as the county's Economic Development Director, leading projects like the Fiserv Forum. In the private sector, he developed \$60 million worth of affordable housing and main street development projects.







# PRESENTATIONS

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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**

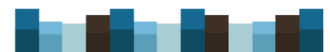
Jessica Thompson (she/her) is the Community Engagement Manager for the Milwaukee Food Council, providing backbone support for Milwaukee food systems change in the form of supporting collaborative spaces for food systems actors such as farmers market managers, food pantry managers, food entrepreneurs, 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.

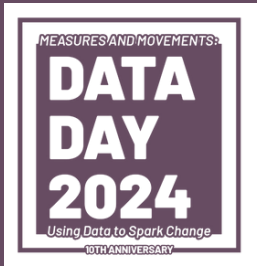


#### **PRESENTER**

**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.





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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.

### ***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.

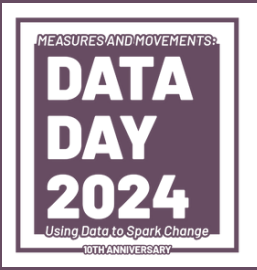


#### **PRESENTER**

**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](http://matimm.com).





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### ***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.



#### **PRESENTER**

**Samantha Reynoso, Early Childhood Education Data Analyst, Milwaukee Succeeds**

Samantha is an Early Childhood Education Data Analyst at Milwaukee Succeeds, committed to using data, research, and evaluation to drive systems change through collective impact. She focuses 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.







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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**

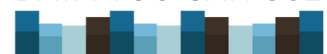
Kristen joined SecureFutures in 2017. As Vice President of Programs, she provides strategic direction for the program and marketing and communications teams. She is continually inspired by the students she has met through SecureFutures and the great heights they have reached as a result of becoming financially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







# PRESENTATIONS

## Session descriptions & presenter bios

### DATA DREAM FINALISTS

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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. My Way Out, Inc. purports that early and long-term interventions with justice-impacted individuals over a 3-year period delivered by individuals with lived experience from underserved communities brings credibility and competencies that address criminogenic needs and risks past the typical recidivism period and accelerating successful reentry to the community, family, and the workforce therein eliminating recidivism.





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### DATA DREAM FINALISTS

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**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

