

CommunityInfo for Education

Applications

- Devise lesson plans using data for research.
- Perform student marketing analyses assignments.
- Profile current and potential students.
- Target alumni for fund-raising campaigns.



For more information, call ESRI Business Information Solutions at
800-292-2224/East or
800-394-3690/West
Visit our Web site at www.esribis.com.

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What Is CommunityInfo for Education?

CommunityInfo™ related data tables include selected information about the population, labor force, and economic and housing conditions by community. Designed to help consumers and businesses better understand their market area and constituencies, CommunityInfo related data tables are easily integrated into ArcGIS technology. CommunityInfo related data tables are reported at the state, county, ZIP Code, **Core Based Statistical Area (CBSA)**, census tract, and block group geography levels.

CommunityInfo for Education profiles each community with current year data, Census 2000 data, and Community™ Tapestry™ LifeMode groups. CommunityInfo for Education includes current year demographic data for population, households, sex, median age, median household income, and median home value. It also includes Census 2000 demographic data such as age, sex, race, place of birth and citizenship, language spoken at home, family and household types, educational attainment, industry and occupation, household income, poverty-level indicators, and housing data.

ESRI Business Information Solutions (ESRI BIS™) offers the following CommunityInfo industry specific related data tables:

- CommunityInfo for Economic Development
- CommunityInfo for Retail
- CommunityInfo for Financial Services
- CommunityInfo for Restaurants
- CommunityInfo for Health & Human Services
- CommunityInfo for Census 2000
- CommunityInfo for Homeland Security
- CommunityInfo for Insurance

How Can CommunityInfo for Education Help Me?

Colleges, universities, schools, teachers, and students can use CommunityInfo for Education data to

- Devise lesson plans using data for research.
- Perform student marketing analyses assignments.
- Profile current and potential students.
- Target alumni for fund-raising campaigns.

Scenario for Using CommunityInfo for Education Related Data Tables

University marketing students were assigned a research project to define the types of health care services that a new hospital in a mid-sized community should provide. The research was based on the types of people who lived and worked in the community. The students were divided into two teams: Team A researched community residents, and Team B profiled those who worked in the community. Both teams used data from the CommunityInfo for Education related data tables. Team A used demographic, social, and housing data and learned that the community residential population was fairly evenly divided between wealthy young families with small children and older, less affluent retirees. Team A concluded that these two demographic groups needed access to services for the very young and the elderly.

Team B's research using the economic data from CommunityInfo for Education revealed that a large portion of the working population commuted to the community to work in a variety of skilled manufacturing occupations. Team B recommended that the hospital include services such as a trauma unit and physical therapy to handle serious workplace accidents and aftercare. Based on the data from CommunityInfo for Education, the teams produced a report that concluded that the hospital should offer a wide variety of services to serve both the residential and working community. The hospital agreed with the report findings, and the students received a high grade for their project.