

The New Jersey Big Data Alliance's
8th Annual Symposium
**Smart State:
Big Data for Community Impact**
Princeton University
April 29-30, 2021

Agenda

Day 1, Thursday April 29

- 9:00 – 9:15 **Welcome**
Dr. Peggy Brennan-Tonetta, President, NJBDA; Director, Resource and Economic Development, NJAES, Rutgers University
Dr. Andrea Goldsmith, Dean, School of Engineering & Applied Science, Princeton University
Beth Noveck, Chief Innovation Officer, State of New Jersey
- 9:15 – 10:00 **Keynote Address – Steven Goldsmith, Derek Bok Professor of the Practice of Urban Policy and the Director of Innovations in Government Program, Kennedy School of Government, Harvard University**

New Tools and New Frontiers for Community Impact through Data
- 10:00 – 11:00 **Panel Discussion – Smart Data for Communities: Vision and Implementation**
Municipalities and states are leveraging data for community impact in myriad ways, often within a vision or framework providing context and priorities. This session will explore several municipal cases, and how the vision of data-enabled government co-evolves with the implementation, to address opportunities and challenges. **Moderator: E. Steven Emmanuel**, CGI Consulting; Former CIO, State of New Jersey; Former CIO, City of Newark; **Panelists: Bernadette Kurcharczuk**, Jersey City; **Tim Moreland**, Chattanooga; **Ruthbea Yessner**, IDC
- 11:00 – 12:30 **Workshops (Two concurrent tracks)**

Smart Cities practitioners track
Big Data Workshop: Using COVID Data Intelligence Programs to make critical decisions in NJ cities and counties

This workshop will exemplify academic-industry partnerships. It will focus on the use of data intelligence in providing states, counties, and cities with critical tools during disasters and will be run roughly in two parts. First, demonstrate the use of data intelligence in helping counties and municipalities to model morbidity, mortality,

hospitalization and ICU bed rates, transience, vaccinations and school openings/closings. Second we will look at socioeconomic, structural, and environmental factors that explain the varying impact of COVID-19 to different communities separated by location. We will inspect how these factors have common threads that run across communities and make some more vulnerable than others to various natural disasters including COVID-19. **Workshop leaders:** **Dr. George Avirappattu**, Kean University; **Madhu Chandran Sreekumuran Nair** and **E. Steven Emmanuel**, CGI.

Experiential Learning thru Capstones: Opportunities and Challenges

The workshop will highlight the partnership between universities and industry necessary to provide experiential opportunities to the students in the form of Capstone courses. Capstone courses are an integral part of the culminating experience of academic programs. These are immensely helpful opportunities for the students to prepare for careers in the industry. Experiential learning is learning by doing. Doing high-impact learning practices requires substantial student participation and effective faculty advising. Employers and hiring managers value college candidates with experiential learning across individual disciplines in real or very like real-world settings. An approach that has worked effectively is to involve the industry stakeholders in defining the problem scope and working closely with them for the accomplishment of the students' deliverables.

The workshop will cover research on experiential learning and how its unique characteristics lends itself for capstone courses in business. We will share experiences of successful partnerships, what works and what does not, issues and challenges, and lessons learned. The role and responsibilities of the students in deriving the best out of such experiences will also be covered. **Workshop leaders:** **Dr. Rashmi Jain**, Montclair State University; **Adam Spunberg**, AB InBev

Student Projects track

Any current undergraduate or graduate students attending an institution of higher education may submit a project proposal to be featured during this workshop track. More information can be found on the Student Research page and the communication server on Discord. Project proposals are due on April 5.

12:30

End of Day 1

Day 2, Friday April 30

- 9:00 – 9:15 **Welcome**
Dr. Peggy Brennan-Tonetta, President, NJBDA; Director, Resource and Economic Development, NJAES, Rutgers University
Dr. Piyushimita (Vonu) Thakuriah, Dean, Bloustein School of Planning and Public Policy, Rutgers University
- 9:15 – 10:00 **Keynote Address – Tara Dawson McGuinness, Fellow and Senior Adviser of the New Practice Lab, New America**

Power to the Public: The Promise of Public Interest Technology
- 10:00 – 11:00 **Panel Discussion – Smart Data to Illuminate Community Grand Challenges**
What are the grand challenges of urban communities today, and what are the key dynamics within these challenges? This session will explore the innovative ways that university research faculty are using big data to understand these challenges, and point the way to effective and efficient solutions. **Moderator: Dr. Piyushimita (Vonu) Thakuriah**, Rutgers University; **Faculty Panelists** to be announced
- 11:00 – 12:30 **Academic Research Tracks (two concurrent tracks)**

Big Data for municipal/community application track (5 flash talks)

Other topics in Big Data – open category (5 flash talks)
- 12:30 **End of Day 2**

[Registration and more information at njbda.org](http://njbda.org)