Training Course Descriptions

Accessing Census Bureau Statistics 1-Day Course
Explore the more prominent programs and products of the U.S. Census Bureau. You will access and use Census Bureau data through hands-on exercises and instruction using online data tools. This course includes an overview of our following core topics: Introduction to the U.S. Census Bureau, How to Navigate American FactFinder, Understanding Census Geography, Introduction to the American Community Survey and The Economic Census and Other Economic Programs.

Accessing Census Bureau Statistics 3-Day Course
Take an in-depth look at U.S. Census Bureau programs and products through hands-on exercises and instruction using DataFerrett, USA Counties, State and County QuickFacts, and American FactFinder online data tools. This course includes an overview of our following core topics:
- Introduction to the U.S. Census Bureau
- How to Navigate American FactFinder,
- Using Census Data to Apply for a Grant,
- Understanding Census Geography,
- Accessing and Using 2010 Census Statistics,
- Population Estimates and Projections,
- Government Statistics,
- Introduction to the American Community Survey,
- The Economic Census and Other Economic Programs,
- The Current Population Survey & Survey of Income and Program Participation, and
- Customized Searching Through DataFerrett.

Uncover a wealth of information available on U.S. workers in an overview of this online mapping and reporting application. See where they are employed and where they live with companion reports on worker characteristics and optional filtering by age, earnings, or industry groups.

Accessing and Using 2010 Census Statistics
Become familiar with population and housing statistics from the 2010 Census, plus various interactive data visualization tools. You will learn how to access related statistics from our Web site as well as get tips on how to use the statistics.
Advanced Searching Through DataFerrett
Gain more knowledge of DataFerrett’s formula, mapping and graphing functions. You will learn how to integrate data from multiple data sets; use advanced spreadsheet functions; create multi-variable recodes using microdata and aggregate data; create multi-instance tabulations averaging across time; create formulas including computational calculations, sums, ranks, and conditions; calculate medians and percentiles on the fly; navigate hierarchical variables; create complex graphs and tables; and add points to a thematic map.

The Current Population Survey & Survey of Income and Program Participation
Listen to an overview of the Current Population Survey (CPS) and the Survey of Income and Program Participation (SIPP). Attendees will be encouraged to access related data using the Internet, and will learn about the strengths of these two household surveys.

Customized Searching Through DataFerrett

The Economic Census and Other Economic Programs
Find out how the Census Bureau measures key information about U.S. business and industry in this overview of the Economic Census and other economic programs. You will learn how to access statistics on the characteristics of business owners, the number of businesses in a given industry, sales, receipts, payroll, and much more using our online data dissemination tool(s. Plus we give you tips in how to use the data.

Governments Statistics
Learn about the Census Bureau's definition of a government, the organization and different types of state and local governments, and some of the employment and financial information collected and disseminated by the Census of Governments program. You will be encouraged to access related information in the Build-a-Table tool on census.gov.
How to Navigate American FactFinder
Gain experience using the American FactFinder data access tool. Learn how to use the search and navigation features to access some of the Census Bureau’s programs, datasets and topics.

Introduction to the American Community Survey
Discover the detailed social, economic and housing statistics that the American Community Survey (ACS) provides for every community every year. You will learn about the yearly estimates and datasets produced from the ACS, resources available on our Web site (census.gov/acs), and how to access our statistical products via American FactFinder.

Introduction to the U.S. Census Bureau
Learn about the range of tools and features on census.gov that provide quick and easy access to information about people, businesses, geographies and households.

Population Estimates and Projections
Explore the U.S. Census Bureau’s population and housing estimates and projections at the national, state and county levels of geography. You will survey what data are available, how they are produced, when they are released, and how to access them on the Web.

Understanding Census Geography
Understand geographic areas, terms, concepts, products and mapping tools that are associated with Census Bureau statistics.

Using Census Bureau Data Tools
Learn about the most frequently used data tools and their features on census.gov site. Attendees will learn which data and geographies they can access and extract from the various tools, such as American FactFinder, Interactive Maps, State and County QuickFacts, Population Finder, DataFerrett and County Business Patterns.

Using Census Data to Apply for a Grant
Practice accessing statistics from the decennial census, the American Community Survey and economic information from American FactFinder in order to complete a grant scenario.
Go Global Webinar Series: Where to Get Started
International Trade Administration (ITA), Trade Promotion Coordination Committee (TPCC)

Gain a solid understanding of exporting and the assistance available, start by visiting Export.gov and reading *A Basic Guide to Exporting*. Export.gov has resources from across the U.S. Government that help your business grow and develop in an international market. *A Basic Guide to Exporting* is a manual filled with information of how to export. For more than 70 years, businesses have turned to the Guide for answers to how to establish and grow overseas markets.

Go Global Webinar Series: Preparing Your Business to Export
Small Business Administration (SBA)

Develop an export business plan to expand your business abroad. To help you do this, the SBA and the Small Business Development Centers (SBDC) offer customized counseling, technical assistance, and training. This network has expertise in both business counseling and trade.

SBA also offers you a free interactive Export Business Planner. You can customize this document to suit your needs. The Planner helps you identify target markets, understand financial options, and calculate sales forecasts. Together, you and an SBDC counselor can use the Planner to build your Export Business and Marketing Plan.

Go Global Webinar Series: Picking Your Market / Trade Research
US Census Bureau, Foreign Trade Division

Find out where your products can excel overseas. The Foreign Trade Division’s detailed and timely trade statistics provide you with information to find international markets for your product. Learn about the dynamic international trade tool USA Trade *Online*, which provides information on over 9,000 export commodities and 18,000 import commodities.

Go Global Webinar Series: Finding Buyers and Making Contacts
US Commercial Service

Ready to meet foreign buyers? The U.S. Commercial Service can help. They have over 1,400+ trade professionals in 109 domestic offices and 128 U.S. Embassies and Consulates to help you connect with high quality foreign buyers through customized trade counseling, business matchmaking, and market intelligence. You can also participate in trade events as a cost-effective, high-
impact way to find new customers. Events include trade missions accompanied by foreign buyer delegations and major foreign trade shows.

**Go Global Webinar Series: Finding Buyers and Making Contacts**  
Foreign Agricultural Service (FAS)

Learn about services for the export of food or agricultural products. Take advantage of the FAS’s services, which include:

- Customized export assistance
- Cost-share export promotion funding
- Trade show exhibit support
- Training and trade missions

FAS collaborates with 75 groups in the industry, manages a toolkit of market development programs, and provides credit guarantee programs. They also provide unique market intelligence on foreign market opportunities, online databases of foreign buyers, U.S. suppliers, and trade leads.

**Go Global Webinar Series: Financing**  
Export-Import Bank

Ready to export, but looking for financing and credit? The U.S. Export-Import Bank of the United States (Ex-Im Bank) provides you with:

- Working capital guarantees (pre-export financing)
- Export credit insurance
- Loan guarantees
- Direct loans (buyer financing)

No transaction is too large or too small. On average, 85% of Ex-Im Bank transactions directly benefit U.S. small businesses. The Ex-Im Bank is dedicated to assisting in financing exports of U.S. goods and services exports. Ex-Im provides products that fill gaps in trade financing assuming credit and country risks that the private sector is unable or unwilling to accept.

**Go Global Webinar Series: Financing**  
Small Business Administration (SBA)

Get into the export game with SBA’s trade finance programs. They provide you a competitive edge in negotiating payment terms or modernizing facilities. The Export Express Program can provide you financing up to $500,000 to support:

- Export-related activities
- Participation in foreign trade shows
- Translations of product literature
Finance export orders

SBA’s Export Working Capital Program (EWCP) provides you up to a 90% guarantee on export loans of up to $5 million and greater flexibility negotiating export payment terms. That way you can modernize or expand facilities to meet export demand or maintain production in the face of competition.

Go Global Webinar Series: Documentation and shipping
US Census Bureau, Foreign Trade Division

Easily manage your export reporting by learning the do’s and don’ts of the Automated Export System (AES). Did you know that you must report information regarding export shipments valued at over $2500 (or requiring a license) to the AES. Efficiently manage your export reporting by learning the features and tools of the AES.

Go Global Webinar Series: Understanding export regulations
US Census Bureau, Foreign Trade Division

Save time and money by learning the rules and responsibilities for all parties involved in an export transaction. You must follow the Foreign Trade Regulations before you export your goods from the US. Learn more to avoid common mistakes by making the right decisions regarding your export shipments from day one.

Go Global Webinar Series: Understanding export regulations
Bureau of Industry and Security

An essential part of exporting is determining which U.S. export regulation applies to you. While a freight forwarder or delivery service can point you in the right direction, you are ultimately responsible. This is your opportunity to learn directly from the experts. The Bureau of Industry and Security (BIS) regulates the export and re-export of commodities, software, and technology, commercial and military in nature. Learn more about dual use items, the Commerce Control List and licensing policies.
Go Global Webinar Series: Avoiding and resolving problems
International Trade Administration

Need help resolving foreign trade barriers or unfair situations in foreign markets? You can get help directly at the border with Foreign Service Officers of the Commerce, State, and Agriculture Departments.

If you face persistent trade barrier, the Trade Agreements Compliance Program can quickly pull together teams of experts to work on the problem. If you suspect unfair foreign competition on a foreign government procurement, the Advocacy Center can weigh in to help level the playing field.