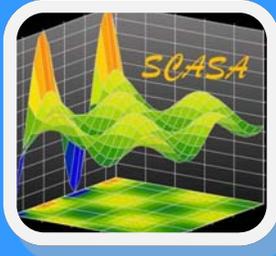


SCASA: SOUTHERN
CALIFORNIA CHAPTER
OF THE AMERICAN
STATISTICAL
ASSOCIATION



E-Tidings Newsletter

SCASA Events and News



VOLUME 6, ISSUE 12

DECEMBER 2017

VOLUNTEER OPPORTUNITY

The Applied Statistics Workshop (ASW) Organizing Committee is seeking nominations to serve as the Treasurer, replacing Harold Dyck, of CSUSB. We greatly appreciate the work that Harold has been faithfully doing in this capacity for many years, but we respect his decision of gradual retirement.

Position description: We are looking for a reliable treasurer to manage the ASW finances. We need someone with a long-term commitment. The person will have a full control of the bank account. The duties consist of setting up

123signup.com page for registration, collecting all payments (through the site and at the door), providing receipts to participants upon their request, providing reimbursement for all incurred expenses, and balancing the checkbook. We also expect the treasurer to be proactive and to reach out to companies and seek their donations to defray the event registration cost.

If interested, email to Olga.Korosteleva@csulb.edu

VOLUNTEER

All that's missing is U!



2018 APRIL						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27 ✓	28 ✓
29 ✓	30					

2018 ASA DataFest in Southern California

Chapman University & UCLA

April 27-29, 2018

By Madeline Bauer, USC (retired)

DataFest is a celebration of data in which teams of undergraduates work around the clock to find and share meaning in a large, rich, and complex data set.

Professor Rob Gould started DataFest in 2011 at UCLA with 30 students. ASA DataFest is now sponsored by the American Statistical Association and hosted by some of the most prestigious colleges and universities in the country. More than 500 students took part in 2017. The event has become so popular in Southern California that a second SoCal site was hosted at Chapman University for the 2017 Datafest.

A key feature of ASA DataFest is that it brings together the data science community: Undergraduate students do the work, but they are assisted by roving consultants who are graduate students, faculty, and industry professionals. Many professionals find DataFest to be a great recruiting opportunity—they get to watch talented undergraduate students work under pressure in a team and examine their thinking processes.

After two days of intense data wrangling, analysis, and presentation design, each team is allowed a few minutes and no more than two slides to impress a panel of judges. Prizes are given for Best in Show, Best Visualization, and Best Use of External Data.

There is something for everyone at DataFest – Encourage your undergraduate students to compete; Encourage your graduate students and fellow professional statisticians and data scientists to participate as consultants to the students during the weekend; Participate as a judge for the final presentations on Sunday; Sponsor or recruit sponsors to support both events; Contribute prizes which are awarded as “midnight raffles” during the competition.

Registration for students and for consultants/V.I.P.s for the Chapman event is open now at <http://www.chapman.edu/datafest>.

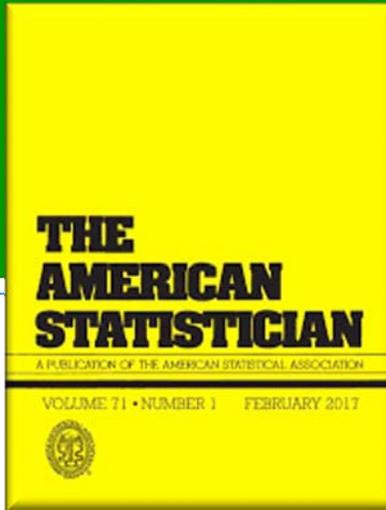
Registration for students for the UCLA event will be open soon at DataFest.stat.ucla.edu.

To register for V.I.P.s for the UCLA event, contact Rob Gould at rgould@stat.ucla.edu.

Or, to volunteer to serve to judge the final presentations on Sunday afternoon, contact Michael Fahy at fahy@chapman.edu or Rob Gould. For more information on sponsoring either event, contact Michael Fahy or Rob Gould. See you at ASA DataFest!

CALL FOR SUBMISSIONS

ASA DataFest in Southern California



The American Statistician

By Daniel Jeske, UCR

Dear Colleagues,



On January 1, 2018 I will be the new Editor-in-Chief of The American Statistician (TAS). Since August 2017 I have been handling all the new submissions as Editor-elect. I want to reach out to both remind and encourage you to consider TAS when you are ready to submit your current and future creative work.

As you know, TAS attracts a broad readership and solicits contributions in diverse areas that address statistical practice, teaching, computing and graphics, and the history of probability and statistics. Novelty is a big plus, but papers that uniquely clarify how things work (or don't work) are also valuable. Short technical notes that lead to an interesting conclusion are welcome. Papers that have a tutorial flavor can be attractive. In sum, a good TAS contribution typically covers a topic that our readers might put to use either in practice, teaching or research, or alternatively, just feel glad to have read about.

Please help TAS attract good submissions by sharing this call with colleagues who you know could make strong contributions as well.

My sincere best wishes for 2018!

Daniel R. Jeske

Editor-in-Chief, TAS

Professor

Department of Statistics

The American Statistician is a quarterly peer-reviewed scientific journal published by Taylor & Francis on behalf of the American Statistical Association. It was established in 1947. It welcomes submissions at [this](#) page.

A Look Back, A Look Ahead: A Message From Our President-elect



By James Joseph, President-elect of SCASA

Dear All,

I hope your holiday season has afforded you and your family refreshing R&R: rest and relaxation. In 2018, I would like us to focus on another "R&R": Recruitment and Retention.

As many of you already know, the Southern California Chapter of the ASA (SCASA) is the second-oldest ASA chapter, after Washington, DC. Established in 1925, participation burgeoned and spun off into San Diego (SDASA) in 1999 and Long Beach (OCLBASA) in 2012.

Our mission follows from the national organization: first, to **support** statistical practice, research, and meetings. To do so, we host a Career Day early in the year, an Applied Statistics Workshop in the Spring, and a Kick-off meeting in the Fall, respectively. Our second mission is to **improve** statistical education, in which we take an active part by hosting an AP Stat Poster competition in early Summer. Finally, we are called upon to **promote** proper statistics. In addition to our long-running newsletter, we recently introduced a initiative in the form of our SCASACAST Book Club.

But we must ask, can we expand our progress? Are we falling short on our potential to do good? Can we raise the bar? I know we can.

SCASA has three key challenges:

1. Membership non-representative of the local population of statisticians, data scientists, and statistical programmers
2. Waning event attendance
3. Poor student-to-member conversion

To overcome these challenges, we should consider leveraging the unique strengths of the ASA. Ronald L. Wasserstein gathered in "ASA at 175 - Big Tent for Statistics, part 1":

"ASA is more inclusive of the entire statistical community, including government, applied statisticians, liberal arts colleges, high school teachers, and research universities."

"ASA is broader in coverage of the discipline, since it includes a larger number of non-academic statisticians and biostatisticians."

While there were other areas of uniqueness mentioned by respondents, ASA's inclusiveness was the area most cited. This defining characteristic of being both broad and inclusive is echoed by ASA Presidents from throughout the years:

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A Look Back, A Look Ahead: A Message From Our President-elect

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"Members of the ASA presumably have this in common: they recognize in ...our very complex world ...a statistical aspect." 39th ASA Presidential Address: The Role of the American Statistical Association, **Helen M. Walker , 1944**



The "interest in many phenomena and the sense that mathematics by itself is intellectually confining – ... [sharpening] the mind by narrowing it - is characteristic of many statisticians." 69th ASA Presidential Address: A Statistician's Apology, **Jerome Cornfield, 1974**

"Statistics improves human welfare...by its contributions in all fields." 108th ASA Presidential Address: Building the Big Tent for Statistics **Robert N. Rodriguez, 2013**



So how do we play on this strength more fully within our own professional community, here in Southern California? To begin the discussion, lets review our present recruitment and retention strategy: **Inherent "Member Get a Member" campaign**

PRO:	Colleague-to-colleague outreach
CON:	May fail to attract statisticians from new industries



Long-running Newsletter

PRO:	Member-to-member sharing
CON:	May fail to attract statisticians from new industries

Annual Events

PRO:	Peer-to-Peer Interaction
PRO:	Ability to attract student through affordable rates and benefits
CON:	Limited retention in-between and year-over-year, within events

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A Look Back, A Look Ahead: A Message From Our President-elect

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Not to forget the exciting new initiatives we've recently launched:

SCASACAST Book Club

PRO:	Lively Book Club inspires new, marketable content
PRO:	Promises to engages members between events. More P2P interaction!

meetup.com/sc-asa

PRO:	Localized platform to promote annual events to non-members
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Now, let's reconsider **The Big Question: How can optimize our Recruitment and Retention?** As we tackle this question, I want to call into attention THE GOLDEN RULE, which I adapted to address our challenges: ***If we want non-/members to engage us, we must engage them!*** With this in mind alongside our chapter's mission to support, improve and promote statistics in our Southern California region, please consider the following initiatives.

Proposed Initiative 1	Facebook Landing Page
------------------------------	-----------------------

PRO:	Promote our rich history by backdating significant events onto the public Timeline
PRO:	Enables leveraged "Member Get a Member" reward campaign: Member's engagement promoted to friends-of-friends, esp. non-members
PRO:	No need for regularly scheduled updates
PRO:	No need for a Facebook username to access public page
PRO:	Cheap, targeted marketing available to amplify current offerings, such as our annual events or our new SCASACAST Book Club

Proposed Initiative 2	Twitter/RSS #statjobs Campaign
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PRO:	Promote local, entry-level job listings under #statjobs to gain target audience (i.e. Career Day attendees)
PRO:	Develops SC-ASA brand as a "Big Tent" being a one-stop source for Southern California's statistical jobs.
PRO:	#statjobs feed will serve as proxy for actual, local stat practices
PRO:	May be able to one day generate revenue by featuring custom job listings
PRO:	#statjobs feed normally reveals geo-located results, enabling other chapters to join in our 'Big Tent' mission
CON:	Requires scheduling weekly updates (however , the process can be largely automated)

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A Look Back, A Look Ahead: A Message From Our President-elect

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Likewise, we might consider two other local hashtag campaigns:

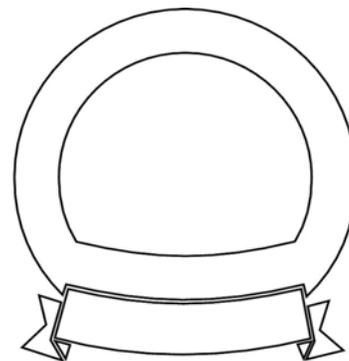
#statnews	Promote news that features local statisticians, data scientists, and other statistical topics
#statchat	Promote local meet-ups, podcasts, bookclubs

Proposed Initiative 3	SCASA Online Gift Shop
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PRO:	Promotional items for sale may generate revenue at minimal expense...
PRO:	Drop shipping method requires no inventory: when a product is sold, it is purchased from a third party and shipped directly to the customer
PRO:	Readily available, tangible rewards for promotional campaigns

Proposed Initiative 4	Logo Re-Design
------------------------------	----------------

PRO:	Chance to establish SC-ASA brand identity with every announcement, internal and/or external
PRO:	Chance to re-align SC-ASA brand with modern statistical practice
PRO:	Re-design contest may engage membership and cue them to watch for breadth of new initiatives



Templates can be provided. For example, Winning designs can be forwarded to a professional graphics designer.

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A Look Back, A Look Ahead: A Message From Our President-elect

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Here is how I envision rolling-out these initiatives:

Proposed Timelines

Jan 15: Review all feedback

Jan 21: Announce findings and refine initiatives

Jan 31: Define Roles and Key Process Indicators, for example:

Attendance, Membership and Participation Rates for each of our offerings

Feb-Mar: Launch initiatives, for example:

Promote local job listings under #statjobs

Document chapter history on public timeline via Facebook

Announce logo redesign contest

Open online gift shop

Amplify SCASA's offerings

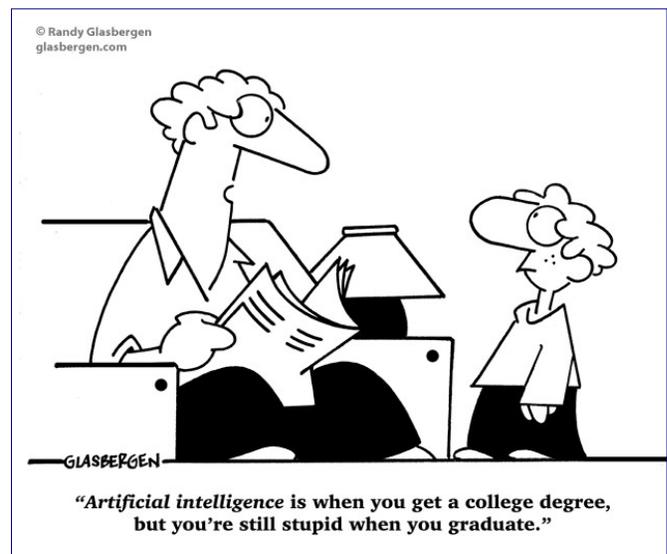
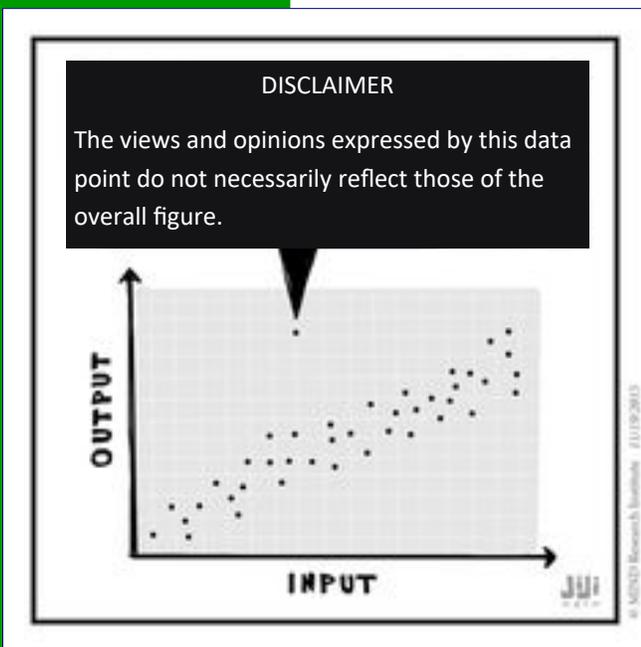
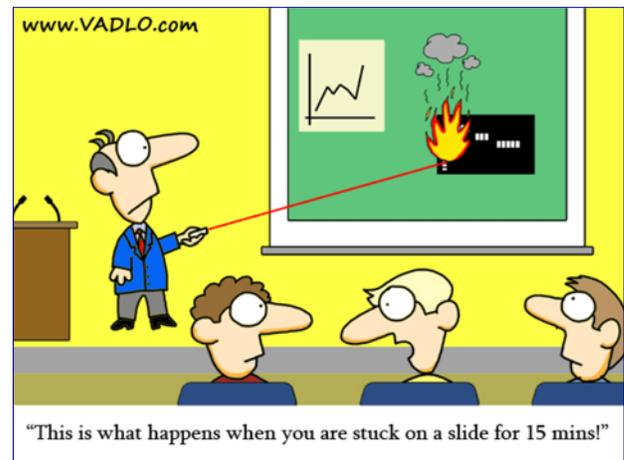
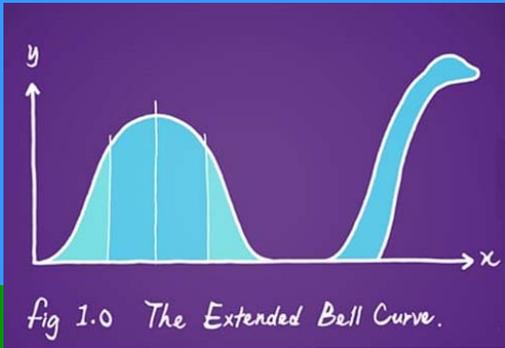
Dec 31: Review and Report on Initiatives

Olga reminded me of this Ancient Chinese proverb: "***Make happy those who are near and those who are far will come.***" As you may know, I am relatively new to the Southern California Chapter despite having been an ASA volunteer since 2011-2012, first at the Philadelphia Chapter where I introduced the Student Representative role, then briefly as a Secretary on the Council of Sections. Now, although I find myself at home here in Los Angeles having lived here since 2014, I *really* need the input of local, seasoned statisticians *and* other newcomers! So, please, feel free to share your thoughts regarding these proposals using our anonymous feedback form. www.tinyurl.com/scasasurvey. People who want to get on board and help with any of these initiatives are welcome to write to me directly at **stat@jamesajoseph.com**.

Thank you for your attention!

James A. Joseph

Dr. Normalcurvesaurus, Ph.D. proudly presents



If you would like to submit an entry to the next issue, please contact me at Olga.Korosteleva@csulb.edu.
Yours Truly, *Olga Korosteleva*,
Your Editor-in-Chief