



OPPORTUNITY SCAN™:
FEATURE ORIENTATION AND USER GUIDE

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OPPORTUNITY SCAN

What it Does

Opportunity Scan is designed specifically to assist school administrators, grant writers and planners scan large or small geographic areas looking for a specific demographic variable. For example, suppose there is an initiative to develop an adult education high school completion program for persons without a high school diploma. The district would want to be able to find geographic areas that have persons whose educational attainment is less than a high school diploma. With Opportunity Scan one can scan the entire region within the district's bounds and find high concentration areas that match the search variable. Scans be conducted by county, zip code, census tract or census blockgroup, allowing one to zoom right in on particular neighborhoods. Within 15 minutes of work, one can have developed a very targeted strategy based upon identified potential opportunity.

Glossary of Terms

Opportunity Scan uses some specific terms to mean specific things. Use this simply glossary to keep track.

Scan Area: This is the total geographic area to be scanned. It can be the entire district, a state, a zip code or a custom drawn polygon.

Scan Geography: Opportunity Scan allows the user to scan different geographies. Users can scan any of these geographies which are listed in order of size: states, counties, zip codes, census tracts or blockgroups. The scan geography should correlate to the size of the scan area. For example, if one wants to scan a state, then the best scan geography would be counties. This will highlight counties where a high presence of a desired variable may be found. As one zeroes in on smaller scan areas, the scan geography should get smaller.

Preset Geography: A geographic area that is already set in the DI System. These would include states, counties, zip codes, district boundaries, school attendance areas, cities, etc.

Custom Geography: Users can define a custom geographic Scan Area using the custom tools. The most often used is the polygon tool to define a custom scan area.

Features

Scanning Capability

- Scan any geography large or small, preset such as a district boundary or custom areas such as a polygon around a portion of a city
- Scan by state, county, zip code, census tract, census block group
- Scan by most demographic variables in the DI System
- Scan by percentages, indexes or raw numbers

Ranking Scans

- Rank scans by Index, Current Year Population, Percent of population change or the Scan Variable itself
- Rank results by any of the table fields

Scan Results Table

Scan results are returned in a table ranked according to the Scan Rank setting. In this example, the scan was ranked by the actual numbers of Hispanic/Latino persons in the scan area. Note the green arrow.

Scan Variable: Racial/Ethnic Trends Asian (Non-Hisp) Base Area: CA Percent of State Racial/Ethnic Trends: 12.24%

Generate Excel File

ID #	Census Tract	Near Zip	Scan Variable (P)	Variable %	Index	2008 Pop	2013 Pop	% Pop Change	2008 HH	2013 HH	% HH Change
45	063908	92626	1,131	20.8	170	5,430	5,466	0.7	2,388	2,386	-0.1
40	063903	92626	796	19.4	158	4,113	4,033	-1.9	1,123	1,086	-3.3
2	062610	92612	7	19.4	158	36	47	30.6	22	28	27.3
4	062643	92657	886	18.9	154	4,681	5,456	16.6	1,719	1,962	14.1
44	063907	92626	1,307	17.1	140	7,640	8,882	16.3	3,449	4,014	16.4
41	063904	92626	898	16.7	136	5,381	5,461	1.5	1,379	1,385	0.4
39	063902	92626	1,072	16.1	132	6,674	6,505	-2.5	2,531	2,431	-4.0

- Scan results can also be sorted by each column in the table. In this example, the table has been sorted by 2008 Estimated Population per census tract.

Scan Variable: Racial/Ethnic Trends Asian (Non-Hisp) Base Area: CA Percent of State Racial/Ethnic Trends: 12.24%

Generate Excel File

ID #	Census Tract	Near Zip	Scan Variable (P)	Variable %	Index	2008 Pop	2013 Pop	% Pop Change	2008 HH	2013 HH	% HH Change
5	062644	92660	718	8.9	73	8,026	8,756	9.1	3,012	3,256	8.1
44	063907	92626	1,307	17.1	140	7,640	8,882	16.3	3,449	4,014	16.4
43	063906	92627	570	7.7	63	7,402	7,601	2.7	2,534	2,574	1.6
6	062645	92657	7	19.4	158	36	47	30.6	22	28	27.3
19	063102	92627	426	5.9	48	7,277	7,793	7.1	3,060	3,226	5.4
11	063004	92660	475	6.9	56	6,840	7,386	8.0	3,678	3,951	7.4
39	063902	92626	1,072	16.1	132	6,674	6,505	-2.5	2,531	2,431	-4.0
14	063007	92660	563	8.5	69	6,588	6,806	3.3	3,052	3,133	2.7
38	063808	92627	392	6.0	49	6,520	6,340	-2.8	1,422	1,358	-4.5

Resort table
Example sorts by 2008 Pop.
To sort click on any table header to activate sort function.
Then sort from low to high or high to low.
(Note the green arrow.)

Generate Excel File

- Create excel files from scan tables
- Manipulate the data in Excel
- Create data graphs in Excel

Scan Variable: Racial/Ethnic Trends Asian (Non-Hisp) Base Area: CA Percent of State Racial/Ethnic Trends: 12.24%

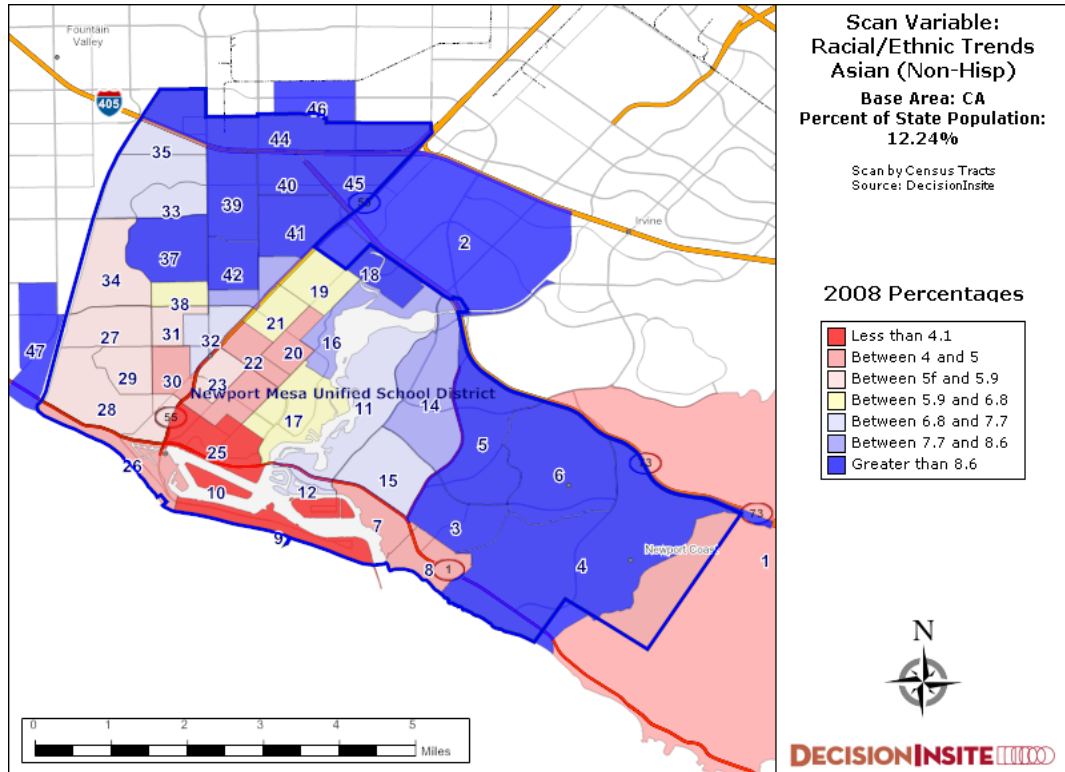
Generate Excel File

ID #	Census Tract	Near Zip	Scan Variable (P)	Variable %	Index	2008 Pop	2013 Pop	% Pop Change	2008 HH	2013 HH	% HH Change
5	062644	92660	718	8.9	73	8,026	8,756	9.1	3,012	3,256	8.1
44	063907	92626	1,307	17.1	140	7,640	8,882	16.3	3,449	4,014	16.4
43	063906	92627	570	7.7	63	7,402	7,601	2.7	2,534	2,574	1.6
6	062645	92657	7	19.4	158	36	47	30.6	22	28	27.3
19	063102	92627	426	5.9	48	7,277	7,793	7.1	3,060	3,226	5.4
11	063004	92660	475	6.9	56	6,840	7,386	8.0	3,678	3,951	7.4
39	063902	92626	1,072	16.1	132	6,674	6,505	-2.5	2,531	2,431	-4.0
14	063007	92660	563	8.5	69	6,588	6,806	3.3	3,052	3,133	2.7
38	063808	92627	392	6.0	49	6,520	6,340	-2.8	1,422	1,358	-4.5

Export table to Excel for further analysis.

Map the Scan

- Each scan also produces a thematic map showing the geographic areas by concentration
- Each geographic unit in the table is hyperlinked to the map. Click on the ID number and that particular geographic unit is highlighted on the map.
- Each scan map can also be instantly turned into a presentation quality map.

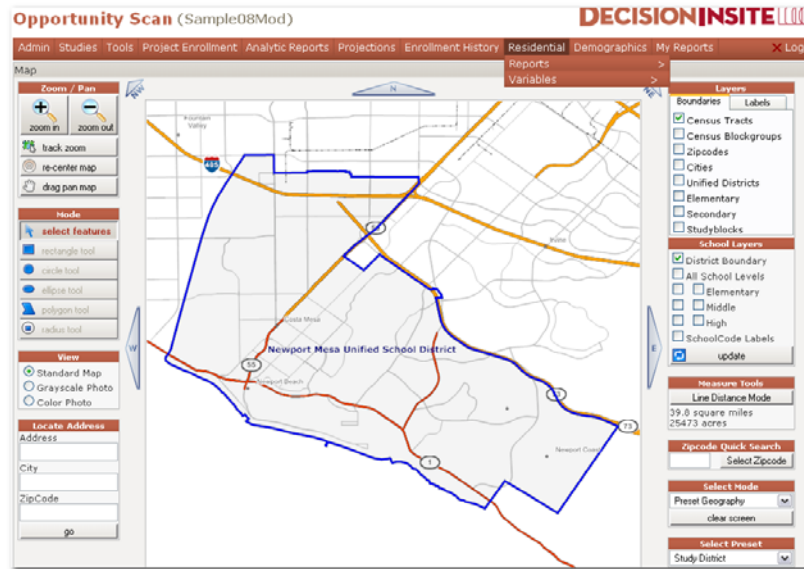


Conducting a Scan—Targeting at the District Level

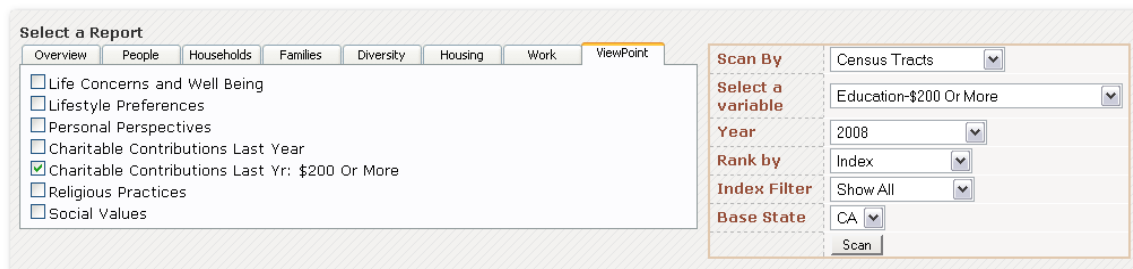
Task—District Wide Scan: Find areas within the bounds of the district with a significant more likely to give to education. Use the ViewPoint Variable “Charitable Contributions Last Yr: \$200 Or More”.

Set up the Scan

Step one: Select the district as the preset geography

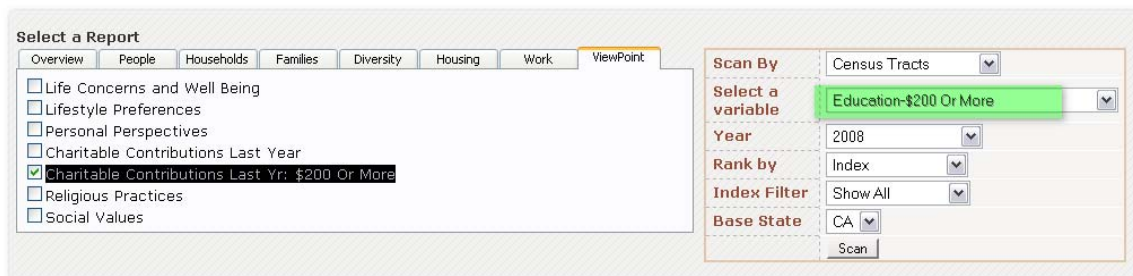


Step two: Select ‘Charitable Contributions Last Yr: \$200 Or More.’



Step three: Determine your Scan by geography. Most districts will want to start at a zip code level or lower. Census tract level will be good starting point for many.

Step four: Select variable. Having chosen the ‘Charitable Contributions Last Yr: \$200 Or More’, now select ‘Education--\$200 or More.’



Step five: Select year and/or year percentage

Step six: Determine what you want to rank by. Your choices are

- Index
- Current year total population
- Percentage of population
- The Scan Variable itself

Step seven: Set the index filter. This filter will remove geographies that do not meet certain index thresholds. Use this to remove of non-significant geographies and therefore make the data output more manageable. If you want all geographies select 'Show All.'

Step eight: Click the scan button. NOTE Opportunity Scan is a sophisticated database query and if you have set it to scan a large area, like an entire district, it make take a few moments to complete.

Review the Scan

- When the scan is complete, the map interface will display colors for the geographies scanned by a value.
- The results table will display below the map.

To Interpret the Table

- The table will be ranked by the variable selected as the 'Rank by' filter. In this example, it was scanned by the 'Scan Variable %.' Notice the green down arrow. This indicates the column that ranked the table.

Scan Variable: Charitable Contributions Last Yr: \$200 Or More Education-\$200 Or More Base Area: CA Percent of State Charitable Contributions Last Yr \$200 Or More: 9.08%

Generate Excel File

ID #	Census Tract	Near Zip	Scan Variable (P)	Variable %	Index	2008 Pop	2013 Pop	% Pop Change	2008 HH	2013 HH	% HH Change
3	062643	92657	390	15.1	166	4,681	5,456	16.6	1,719	1,962	14.1
11	063005	92660	149	15.1	166	1,629	1,745	7.1	924	982	6.3
15	063007	92660	106	15.1	166	1,659	1,610	-3.0	691	661	-4.3
1	062643	92657	54	15.1	166	800	1,044	30.5	309	397	28.5
2	062643	92657	217	15.0	165	3,288	3,239	-1.5	1,301	1,256	-3.5
9	063007	92660	149	15.0	165	1,931	1,958	1.4	855	856	0.1
24	063400	92663	319	14.0	154	5,848	6,310	7.9	2,379	2,538	6.7
5	062645	92657	427	13.8	152	7,297	8,548	17.1	3,145	3,664	16.5
13	063007	92660	401	13.6	150	6,588	6,806	3.3	3,052	3,133	2.7
19	063103	92627	124	13.4	148	2,611	2,577	-1.3	1,056	1,027	-2.7
7	062702	92625	316	13.4	148	4,813	4,782	-0.6	2,481	2,433	-1.9
16	063010	92660	282	13.3	146	6,033	5,859	-2.9	2,599	2,485	-4.4
35	063806	92626	128	13.3	146	3,622	3,513	-3.0	1,355	1,296	-4.4

- Each column heading, once the table is generated, can resort the table. The column headings are hyperlinks. To resort by a column heading, follow these steps
 - Click on any column heading label. This will select it. It will also resort from smallest value to highest.
 - To resort again—from highest to lowest—click the heading label again

In the next example, the table has been resorted by 2013 population from smallest population to largest. Notice the arrow change to up meaning from smallest up.

Scan Variable: Charitable Contributions Last Yr: \$200 Or More Education-\$200 Or More Base Area: CA Percent of State Charitable Contributions Last Yr \$200 Or More: 9.08%

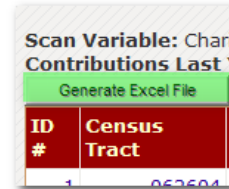
Generate Excel File

ID #	Census Tract	Near Zip	Scan Variable (P)	Variable	Index	2008 Pop	2013 Pop ↑	% Pop Change	2008 HH	2013 HH	% HH Change
1	062604	92603		54	15.1	800	1,044	30.5	309	397	28.5
17	063101	92627		54	15.1	1,185	1,147	-3.2	492	468	-4.9
14	063008	92660		54	15.1	1,184	1,336	12.8	739	823	11.4
15	063009	92660		100	15.1	1,659	1,610	-3.0	691	661	-4.3
11	063005	92660		149	15.1	1,629	1,745	7.1	924	982	6.3
9	062900	92663		149	15.0	1,931	1,958	1.4	855	856	0.1
34	063805	92626		86	12.5	2,306	2,236	-3.0	858	820	-4.4
12	063006	92662		149	12.4	2,663	2,576	-3.3	1,446	1,380	-4.6
19	063103	92627		124	13.4	2,611	2,577	-1.3	1,056	1,027	-2.7
32	063802	92626		100	11.6	2,883	2,807	-2.6	1,025	982	-4.2
22	063301	92627		33	8.2	3,098	3,048	-1.6	1,527	1,481	-3.0
6	062701	92625		169	12.6	3,050	3,056	0.2	1,547	1,528	-1.2
2	062642	92625		217	15.0	3,288	3,239	-1.5	1,301	1,256	-3.5

To Generate an Excel Table

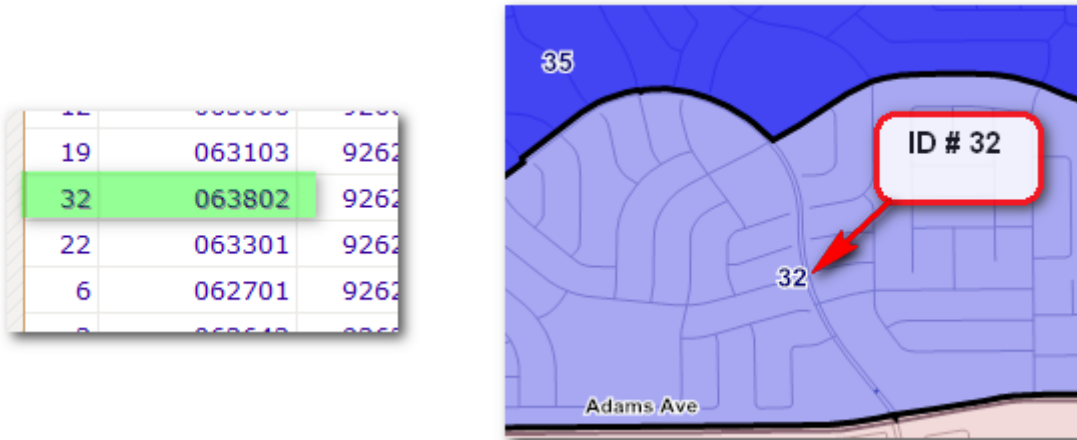
Once a scan result table has been produced, a user can generate an excel file of the table. This is helpful if one wants to do additional analysis in a spreadsheet format or to make some special graphs.

To generate the excel table click the 'Generate Excel File' button.



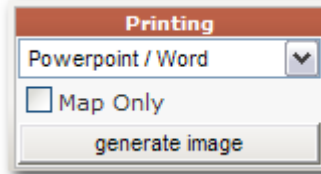
To Correlate a Geography to the Map Above

Each ID # is a link to its corollary on the map. Click on the ID # and the System will shift to the map. Notice the highlighted area.

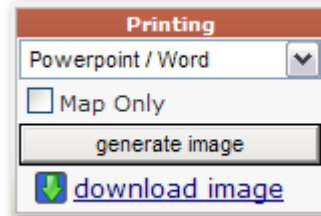


To Create a Presentation Map

Step one: To generate a presentation map ready for PowerPoint, click the generate image button.



Step two: When the download link displays, click it and a presentation quality map will open in a new window.



Step three: Review map image. The highest presence is in the blue areas.

