NEWS FROM THE WORLD OF STATISTICS

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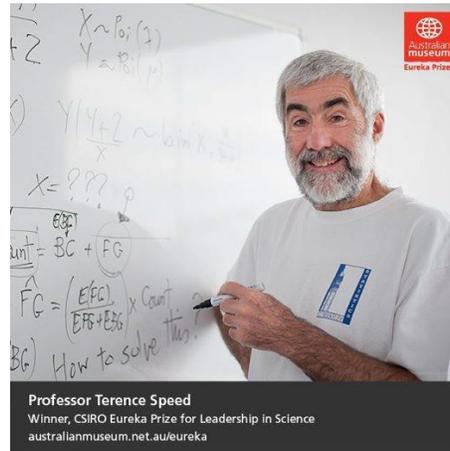- **New Guide to Contributing to The World of Statistics is Available**

TERRY SPEED AWARDED AUSTRALIA'S EUREKA PRIZE FOR SCIENCE LEADERSHIP

Professor Terry Speed accepts he's never going to see the headline "Statistician Cures Cancer."

However, it's a sure bet that every significant triumph we see in the long fight against the Big C has been won on the back of some serious, high-quality number crunching. And there's a good chance Melbourne native Terry Speed helped.

For his superb leadership of the bioinformatics team at the Walter and Eliza Hall Institute of Medical Research and his contributions to the science of bioinformatics, Speed last week was awarded the

Commonwealth Scientific and Industrial Research Organisation-sponsored (CSIRO) Eureka Prize for Leadership in Science.

Professor Terence Speed
Winner, CSIRO Eureka Prize for Leadership in Science
australianmuseum.net.au/eureka

At the Institute, the team that Speed leads uses computational mathematics to help researchers interpret massive amounts of experimental data.

Speed's extraordinary leadership in the field extends well beyond the walls of the Institute. His techniques for improved DNA data analysis are distributed free of charge and used by thousands of researchers around the world. He is one of the world's most-cited scientists—not only in mathematics, but in computer science, biology and biochemistry.

In the fight against cancer, Speed works alongside genetic and molecular biologists, other mathematicians, computer engineers and technicians, and in a 45-year career has also assisted farmers, psychiatrists and diamond miners.

And criminologists, too... famously, he was an expert witness at the Ronald Ryan case and the O.J. Simpson trial.

"Terry was one of the creators of the field of bioinformatics, and is one of the world's leading statisticians," Australian Museum Director and CEO Kim McKay said. "He also devotes tremendous effort to the people he works with. He has supervised more than 60 postgraduate students and mentored dozens of other researchers, many of whom have gone on to important positions within the academic and scientific community."

This prize, recognising leadership, cements Speed's position as one of Australia's most-decorated scientists. He was named a Fellow of the American Statistical Association in 1989, elected as a Fellow of the Australian Academy of Science in 2001, received an Australia Fellowship in 2009, won the Prime Minister's Prize for Science in 2013, and was elected to Fellowship of the Royal Society that same year.
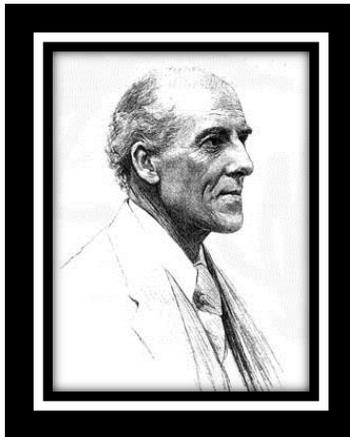
The Australian Museum Eureka Prizes are the country's most comprehensive national science awards. The Eureka Prizes have been rewarding science since 1990 and is celebrating 25 years in 2014. Click here for more about the Eureka Prizes and click here to see a short video presentation about Speed.

ISI ACCEPTING NOMINATIONS FOR ITS KARL PEARSON PRIZE

The International Statistical Institute (ISI) is now accepting nominations for the 2015 Karl Pearson Prize for Contemporary Research Contribution, which will be presented at the ISI World Statistics Congress (WSC) in Rio de Janeiro next July.

Karl Pearson, a mathematician and philosopher, was a key figure in the development of mathematical statistics. His contributions include the correlation coefficient, the Chi-squared statistic for testing goodness-of-fit and for measuring association in contingency tables, the method of moments, the Pearson family of frequency curves, and a flexible class of distributions.

The prize, established by the ISI, recognises a research contribution that has had profound influence on statistical theory, methodology, practice or applications. The contribution must be a research article or book published within the last three decades prior to January 1, 2015.

Karl Pearson (1857-1936)

This biennial prize comprises a cash award of 5,000 euros and the awardee will present the Karl Pearson Lecture at the WSC. If the contribution has multiple authors, the cash amount will be divided equally, and travel support will be provided for one of the authors to attend the WSC and present the lecture.

The inaugural Karl Pearson Prize was awarded in 2013 to Peter McCullagh and the late John Nelder for their monograph *Generalised Linear Models* (1983).

Nominations must be received in the ISI office by November 15. Click here for additional information about the prize, including award criteria and the nomination form.

The ISI is grateful to Elsevier Publishers for sponsoring the prize and for covering travel expenses of the honoree to present the lecture at the WSC.

SHARE YOUR NEWS & EVENTS THROUGH THE WORLD OF STATISTICS

Tell your colleagues in the worldwide statistical community and the public about your organization's events through The World of Statistics 2014 Activities Calendar. Now, you can submit your organization's 2015 events for next year's calendar, which will be posted to the site soon.

Using this brief webform, it's easy to submit information about your 2014 0r 2015 event so it is added to the activities calendar for all to see.

After your event is over, you can send us a story about it for this e-newsletter. We have developed this easy-to-use webform you can use to submit your event stories and other news about your organization's activities to promote and advance the statistical science profession. These event stories and news items will be featured in an upcoming issue of this e-newsletter.

Send us your calendar and news items now!

THE WORLD OF STATISTICS 2014 ACTIVITIES CALENDAR FOR SEPTEMBER TO MID-OCTOBER

Following are The World of Statistics participating organization-sponsored events and activities around the world for the remainder of this month through mid-October. To see the complete list of activities for 2014, click here.

- **September 20-27, 2014** — Maldives Census 2014, Department of National Planning, Male', Republic of Maldives
- **September 21-24, 2014** — Applied Statistics 2014, Statistical Society of Slovenia, Ribno (Bled), Slovenia
- **September 22-24, 2014** — 2014 ASA Biopharmaceutical Section FDA-Industry Statistics Workshop, American Statistical Association Biopharmaceutical Section, Washington, D.C., USA
- **September 22-26, 2014** — XIII CLAPEM (Latin American Congress in Probability and Mathematical Statistics); Bernoulli Society, SLAPEM, National Science Foundation, Universidad Nacional de Colombia, Universidad Antonio Nariño, Universidad Sergio Arboleda, Universidad de Los Andes, EAFIT; Cartagena, Colombia
- **September 25, 2014** — Assessing Quality of a High Throughput Screen, State University of NY at Buffalo, Dept. of Biostatistics, Buffalo, New York, USA
- **September 29-October 3, 2014** — XXIX International Forum on Statistics, Popular Autonomous University of Puebla and Mexican Statistical Association, Puebla, México
- **September 29-October 3, 2014** — Third Annual Global Health Systems Research Symposium, Health Systems Global, Capetown, South Africa
- **October 3, 2014** — XIV Catalonia Statistics Day (XIV Dia de l'Estadística a Catalunya 2014); Catalan Society of Statistics, University of Girona, IDESCAT—Statistical Institute of Catalonia, AGAUR—Government of Catalonia Independent Statistical Service; Girona, Catalonia, Spain
- **October 8-10, 2014** — 2014 IAOS Conference, International Association For Official Statistics, DaNang, Vietnam
- **October 12-15, 2014** — PhUSE Annual Conference 2014, Pharmaceutical Users Software Exchange (PhUSE), London, United Kingdom
- **October 15, 2014** — Towards the Banking Union: Opportunities and Challenges for Statistics; European Central Bank; Frankfurt am Main, Germany

PARTICIPATING ORGANIZATION NEWS & EVENTS

Following is the latest news and information from statistical organizations participating in The World of Statistics:

India—A report written and provided by Pankaj Naithani, the joint director of the Directorate of Economics and Statistics for Uttarakhand state, examines poverty estimates in the state along with figures of its economic growth and per capita income (PCI). The report finds that the economy of the 14-year-old state has grown significantly since its inception in 2000. During the period from 2004-2005 to 2011-2012, the compound annual growth rate has been 13.07%. The state's PCI has been higher than the national figure. On the other hand, there is a decline in the proportion of population living below the poverty line by average annual rate of 3.06% during the aforementioned period; for comparison, the rate is 2.18% for all of India. Thus, there is evidence that growth has percolated and the purpose of creating a smaller state has been met to some extent as the growth rate, PCI and poverty estimates of Uttarakhand also are far better than its former parent state of Uttar Pradesh. Click here to read the complete report.

Ethiopia—The Ethiopian Statistical Association (ESA) invites submission of statistical research papers for its upcoming annual conference. Papers should be limited to the following themes:

- Development of statistical science
- Statistics and evidence-based decision-making
- Statistics and research
- Statistics and development
- National statistics system in view of research development
- Statistics education system in Ethiopia
- Statistics in public & private sectors and official statistics

Papers should adhere to the following guidelines:

- The abstract must not exceed 300 words
- The paper body is limited to a maximum of 15,000 words with single line spacing and single space between paragraphs

All papers must be submitted via email to ethstat@gmail.com by no later than October 31. Approved research papers will be presented at ESA's 24th Annual Conference.

Bangladesh—The International Centre for Diarrhoeal Disease Research, Bangladesh (icddr,b) recently held a Statisticians Forum. Dedicated to saving lives, icddr,b is an international health research organisation located in Bangladesh. Through translation of research into treatment, training and policy advocacy, icddr,b addresses some of the most critical health concerns facing the world today. The

primary focuses of the recent forum were on implementing capacity-building activities for statisticians of the organization and building an effective communication mechanism.

Participants of the icddr,b Statisticians Forum in Dhaka, Bangladesh.

New Zealand—The Department of Statistics at the University of Auckland, under the auspices of [FutureLearn](), will present a free web class titled "Data to Insight: An Introduction to Data Analysis." This course is a hands-on introduction to statistical data analysis that emphasises fundamental concepts and practical skills. It focuses on data exploration and discovery, showing you what to look for in statistical data, however large it may be. It also will teach you some of the limitations of data and what you can do to avoid being misled. The course will use data visualisations designed to teach you these skills quickly, and introduce you to the basic concepts you need to start understanding our world through data. The goal of the course is to help you learn to think like a statistician. [University of Auckland Professor Chris Wild]() will lead this eight-week course that begins October 6. [Click here to learn more about this online class and computer requirements and to register.]()

Sri Lanka—"R Challenge 2014" was held July 23 as an online competition to stimulate interest in R programming among undergraduates at the University of Peradeniya. The event was jointly organized by the Statistical Circle of the University of Peradeniya and R User Group-Sri Lanka. This event was an excellent opportunity for undergraduates to share their knowledge and experiences in R programming with others. More than 25 teams, comprised of three members each, participated in the competition. The winning team was awarded a prize. [Click here to see photos of the event.]()

United States—In response to the significant and steady decrease in the public's participation in surveys over the last 25 years, the American Association for Public Opinion Research (AAPOR) has released "Current Knowledge and Considerations Regarding Survey Refusals," a comprehensive report on current knowledge about refusals in survey research, their impact, techniques to minimize them and ethical considerations for the rights of respondents with regard to survey refusals.

This report details what constitutes a refusal, who refuses, refusal aversion and refusal conversion. It also discusses the rights of respondents. The report is intended to serve as a resource for survey researchers, members of institutional review boards, consumers of research, journalists and the general public who wish to learn more about these important issues.

With few exceptions, participation in a survey in the U.S. is a voluntary act and participation is critical to the success of countless research projects. The persistent trend in increased survey refusals has led to several concerns that motivated the initiation of this report. High-refusal rates potentially undermine the validity of survey results. Of practical concern are the efficacies and cost implications of refusals as well as enhanced efforts to avoid initial refusals. Lastly are the ethical concerns potentially raised by efforts to minimize refusals. An important goal of this document is to foster greater consideration of researchers for the rights of respondents in survey research.

[Download and read the 131-page report by clicking here.](#)

Austria—On June 18 in Salzburg, the [Austrian Statistical Society](#) awarded its 2014 prizes for excellent master's or doctoral theses in statistics. The awards were presented at a ceremony following the Festival Lecture by Professor Dr. Solomon W. Harrar and University-Professor Dr. Arne Bathke. Honorees are:

- Dr. Alexandra Posekaný , Applied Statistics, for her thesis at the Technical University of Vienna titled "Bayesian foundations for improving robustness and reliability of computational biological inference"
- Dr. Nina Senitschnig, Mathematical Statistics, for her dissertation at the University of Vienna titled "Shrinkage methods for prediction out-of-sample: Performance and selection of estimators"
- Dr. Wolfgang Voit, Teaching of Statistics, for his thesis at the University of Salzburg titled "Stochastics in mathematics teaching: Theoretical considerations and empirical studies on the status of statistics and probability in mathematics education at Salzburg's high schools"

India— The Statistics Society of the Department of Statistics at the Institute of Science in Nagpur was inaugurated September 12 by Dr. R.G. Atram, the Institute's director. Atram also formally inaugurated the third batch of the UGC-sponsored Certificate Course in Statistics Package –R. Swamini Gayananda, Acharya, Chinmay Mission, Nagpur Chapter, was the guest of honour while Dr. M. T.Bharambe, former Institute director, presided at the event.

Hatewar is presented the Sundarabai Hege Memorial Scholarship

Third semester master's student Ms. Madhuri Lakhnani and first semester master's student Ms. Shweta Chatur were elected the society's secretary and joint secretary, respectively, for the new school year.

At the event, Swamini Gayananda presented the Sundarabai Hege Memorial Scholarship, which was created in the memory of her late mother, to Mr. Laxmikant Hatewar, who is pursuing a master's in statistics.

Three students—Ms. Apoorva Pali, Ms. Rajinder Kaur Saluja and Ms. Moumita Chakraborty—who completed the master's program securing 'outstanding' grades at the university examination also were recognized at the event.

A series of interesting activities are planned for this school year. Department of Statistics students have started a wall-paper activity, which already is generating a good response.

United States—Statistics and Its Interface (SII) invites submissions for a special issue on "Statistical and Computational Theory and Methodology for Big Data." The integration of computer technology into science and daily life has enabled the collection of Big Data, such as high-throughput biological assay data, large-scale genomic sequencing data, climate data, website transaction logs, and credit card records. Big Data are bringing a revolution in science and technology. It also presents challenges to the current statistical and computational theory and methodology. Thus, we strongly encourage substantive applications and computational developments for analyzing Big Data in all areas of the sciences. High-quality review articles in this emerging new research area are also welcome. Selected papers will appear as invited discussion papers in this special issue.

All submissions must be made online through the website by the submission deadline of November 1. In the box labelled "Comments to the Editors," please indicate that your submission is for the special issue on Big Data. All submissions will undergo the normal review process. The editors for this special issue will manage peer review carefully and in a timely manner. It is hoped this special issue will communicate state-of-art of research from the frontiers of this vital and rapidly developing area.

International— The R language has been called the "lingua franca" of data analysis and statistical computing and is quickly becoming the de facto standard for analytics. A tutorial with a focus on R's recent high-performance extensions, enabled by the "Programming with Big Data in R" (pbdR) Project, will be held at the 2014 International Conference on High Performance Computing, Networking, Storage and Analysis in New Orleans, Louisiana, USA. This half-day tutorial will be led by George Ostrouchov and Drew Schmidt. Ostrouchov is a senior research staff member in the Scientific Data Group of the Computer Science and Mathematics Division at the Oak Ridge National Laboratory; Schmidt is an open-source software developer and with Ostrouchov is a cofounder of the pbdR project. The conference will be held November 16-21 and the R workshop will be conducted November 17. Click here for more information about the conference and click here for information about the R and Big Data workshop.

United States—The Analysis Institute, located in Ithaca, New York, is conducting the following online workshops:

- Analyzing Repeated Measures Data: The GLM and Mixed Model Approaches
- Generalized Linear Models in R Workshop
- Graphics in R base and ggplot2 Workshop: From Basics to Brilliance
- R for SPSS Users: A User Friendly Introduction using RCommander and LessR
- Introduction to the Analysis of Complex Survey Data Using SPSS
- Introduction to Data Analysis with SPSS > Introduction to Data Analysis with R
- Linear Regression in R
- Logistic Regression for Binary, Ordinal, and Multinomial Outcomes
- Principal Component Analysis and Exploratory Factor Analysis with SPSS

The Analysis Institute helps researchers learn and often re-learn statistics and statistical software. It offers workshops, programs and home-study resources on real topics that are often encountered in the course of data analysis. [Click here to enroll in any or all of these great workshops.](#)

Nigeria—The 38th Annual Conference of the Nigerian Statistical Association (NSA) was held in Katsina, September 3-5. The conference was preceded by a two-day workshop that took participants through "An Introduction to Robust Statistical Methods."

The conference's main focus was to create a forum where statisticians and allied professionals from various fields of human endeavour could interact and engage in intellectual discussions on issues relating to statistics and more particularly deliberate on the event theme "Statistics, Democracy and Good Governance" in order to enhance economic development.

Participants included NSA members from academia, research institutions, ministerial departments and agencies, nongovernmental organisations as well as other users of statistics. A total of 281 individuals and two corporate bodies registered to attend the event.

Dignitaries and a packed house await the start of the Nigerian Statistical Association's conference.

The conference was opened by the Executive Governor of Katsina State, His Excellency, Barr. (Dr.) Ibrahim Shehu Shema (Sarkin Fulanin Katsina), represented by the Commissioner of Finance, Budget and Economic Planning of Katsina State Alhaji Mohammed Lawal Jari. The welcome address was delivered by NSA President Dr. Mohammed M. Tumala, while the keynote address was delivered by Lawal Jari.

Dr. Yemi Kale, the statistician general of the federation, delivered a lead paper on "Rebased GDP," while Professor Chika Moore, commissioner of the National Population Commission, delivered a lead paper titled "E-voting: Prospects and Challenges."

United States—Dr. Robert (Bob) Newcomb of the University of California at Irvine, the founding president of Orange County Long Beach Chapter (OCLB) of the American Statistical Association (ASA), passed away July 10. Three regional ASA chapters in southern California—San Diego, Southern California, and OCLB—are organizing a memorial service to celebrate Bob's life, which profoundly influenced the statistical community and the lives of many statisticians. The memorial service will be followed by a seminar with presentations by invited renowned statisticians who also had developed personal and professional relationships with Bob over many years. These talks will be focused on three key areas of Bob's interest: education in statistics, computational and graphical statistics, and clinical research. The memorial service and statistical seminar will be held November 15. All statisticians who are interested in learning or sharing Bob's legend are welcomed to attend. Further announcement of the program in detail will be available in the websites of the three ASA chapters. Donations in Bob's memory can be made to the [Robert Newcomb Fellowship Fund](#).

United States—The Department of Biostatistics and Bioinformatics at Emory University's Rollins School of Public Health will be celebrating its 50th anniversary with an alumni reunion October 17 and 18. All current and former faculty, students and staff are invited to attend.

The event will begin October 17 with a luncheon followed by a session on the history of the department. Next will be a technical session highlighting faculty and former students and culminating with a poster session. A gala banquet will be held that evening with testimonials and awards. The inaugural Mike Kutner Service to the Profession Award for an alumnus of the department will be presented. Ronald L. Wasserstein, executive director of the American Statistical Association, will attend. The following day there will be a wrap-up brunch with additional testimonials. Emory logo gifts will be presented to attendees. All former faculty, students and staff are encouraged to attend this gala celebration. Current

faculty, students and staff are planning to participate in the activities. [Click here for more information about this special event and to register.](#)

United States—There has been considerable interest and an increase in the application of adaptive designs in the pharmaceutical industry, particularly after the 2010 publication of the U.S. Food and Drug Administration's (FDA) Draft Guidance on Adaptive Design. Adaptive design has the potential to reduce the cost and length of drug development and/or improve the probability of success and de-risk drug development. However, there is a lot of uncertainty and questions around the use of adaptive design.

To help pharmaceutical companies adjust, the Drug Information Association (DIA) will present a workshop titled "Adaptive Design in Clinical Trials: When and How to Apply" October 21 and 22 in Philadelphia, Pennsylvania. During this course, DIA will identify opportunities in early- and late-phase development where adaptive design may be applied and will use practical examples to demonstrate how to appropriately design and implement such trials in consensus with FDA guidance. This course is designed for senior management professionals working in the pharmaceutical and biopharmaceutical industry, including regulatory affairs professionals, clinicians, statisticians and program managers. [Click here for more information and to register for the course.](#)

United States—The Drug Information Association (DIA) will host a conference titled "Joint Adaptive Design and Bayesian Statistics Conference: Drivers of Efficiency in Modern Medical Product Development" February 10-12 in Arlington, Virginia.

As the complexity of pharmaceutical development escalates, researchers must leverage increasingly sophisticated statistical tools for design and analysis, including broader use of Bayesian methods and adaptive designs. There has been an upturn in interest and application of adaptive design and Bayesian statistics in part due to their inclusion within the U.S. Food and Drug Administration's Critical Path Opportunities List.

While these methods have already contributed in many ways to reductions in risk, time and cost of medical product development and to overall improvements in decision making, for many drug developers, device and diagnostic manufactures adaptive design and Bayesian statistics are still buzzwords. A recent survey conducted by DIA's Bayesian Scientific Working Group found that education continues to be a significant gap in a broader appropriate uptake of Bayesian methods, including their use in adaptive designs. In order to improve the implementation of adaptive design and Bayesian statistics, we must demystify the practice and application of these proven methodologies.

This conference will present the latest advancements in the application of adaptive design and Bayesian statistics to include critical aspects such as a better understanding of methodologies, identifying opportunities for when to apply them, analysis and improved decision making. Presentations will be

given from statistical, clinical and regulatory viewpoints to provide a more complete picture of appropriate adaptive design and Bayesian statistics implementation.

The conference's program was developed in collaboration with the DIA Adaptive Design Scientific Working Group and the Bayesian Statistics Scientific Working Group.

[Click here for more information about the conference and to register.](#)

United States—About 55 people attended the National Institute of Statistical Sciences and Statistical and Applied Mathematical Sciences Institute Affiliates Dinner at the 2014 Joint Statistical Meetings in Boston last month. Featured speakers were Cliff Spiegelman, Texas A&M University; Beth Chance, California State Polytechnic University; Nicholas Horton, Amherst College; and Keith Soper, Merck. Each talked about new trends in teaching statistics. New colleagues from academia, government and industry were introduced at the event.

NATIONAL STATISTICAL ORGANIZATION: NEWS & EVENTS

Following is the latest news and information from national statistical organizations participating in The World of Statistics:

Nigeria—The National Bureau of Statistics in Abuja has conducted a job creation survey in all 36 states in the country including the federal capital territory of Abuja. The intention of the government's transformation agenda is to improve private- and public-sector participation in economic activities, to create a favourable investment climate, to reduce poverty, to create wealth and to generate employment.

A cause of persistence unemployment in the country is the lack of reliable, current and comprehensive data on employment. This job creation survey will generate—on a quarterly basis—detailed, multi-sector and policy-relevant data on the labour market. The survey's main objectives are:

- To develop a template for tracking variability in the number of jobs created or lost during a given period
- To develop statistically reliable estimates of the number of jobs created or lost in the economy during a given period
- To improve available information and data on the Nigerian labour market such as employment-generation sectors, seasonality in employment, etc.

The three approaches adopted to collect the required information for this survey are:

- Households

- Formal establishments that employ 10 persons or more and formal professional service providers that employ less than 10 persons
- Public institutions, including ministries, departments, agencies, parastatals, academic and research institutions at the federal, state and local government levels

To get to the members of households as a target population, enumeration areas in both urban and rural areas were covered. Formal establishments employing 10 or more persons including professional services that employ less than 10 persons but highly formalized were covered in all areas of the country.

[Results from the recently conducted survey are viewable at the statistics bureau's website.](#)

Malta—The National Statistics Office (NSO) has opened a new branch on the island of Gozo, inaugurated by the Honorable Professor Edward Scicluna, minister for finance, and the Honorable Dr. Anton Refalo, minister for Gozo. H.L. Mgr. Mario Grech, bishop of Gozo, blessed the premises. Professor Albert Leone Ganado, chairman of the Malta Statistics Authority, and Michael Pace Ross, director general of the National Statistics Office, delivered introductory remarks.

The primary objective of the Gozo office, in line with an approved business plan, is to allocate dedicated resources and effort to enhance the collection and compilation of existing and new regional statistics, primarily pertaining to Gozo. Its mandate is to support the outreach of the head office and to accentuate its specialisation on small-area estimation techniques aimed to conduct comparable and efficient statistics in accordance with the standards and procedures required by the Code of Practice of the European Statistical System, which the NSO endorses.

The staff of the new Gozo office poses for a group photo.

Official statistics enable users to capture and compare the prevailing specificities of territories. Improvements at the regional level also will promote compactness in national estimates. Such a focused approach also improves the effective recording of specialised activities and will keep abreast of ongoing developments.

The Gozo office will work to strengthen cooperation with Gozo-based stakeholders and to improve the range and quality of regional statistics. These activities will facilitate a better understanding of the

characteristics of the Maltese Islands. Particular attention will be dedicated to core and distinctive activities prevailing in Gozo and Comino. The office will initially house one unit with a staff of six.

JOIN THE WORLD OF STATISTICS

If your organization or an organization you know of isn't yet part of The World of Statistics, encourage them to join. Joining is easy—just ask a representative of the group go to www.worldofstatistics.org and click on the "Join" icon on the top right-hand side of the homepage to become an official participating organization in The World of Statistics. Participation is valuable and is absolutely free!

THE WORLD OF STATISTICS NEEDS YOUR HELP

Now that the new website for The World of Statistics is up and running, we need your help. You can help move The World of Statistics website up in the list of Internet search results by linking to the new website address—www.worldofstatistics.org—from your organization's website and replacing the old Statistics2013 logo with the new logo for The World of Statistics and linking it to the new website. You can download the new logo here.

See how the United States National Center for Education Statistics is displaying The World of Statistics logo on its website (go to bottom of the homepage). Kudos to Andrew White, NCES Senior Research Statistician Statistical Standards and Data Confidentiality, for sharing the link with us and, more importantly, for posting the logo.

Some other things your organization can do to help the cause include:

1. Update existing links to www.statistics2013.org on your website so that these point to www.worldofstatistics.org
2. Change all references to Statistics2013 on your website to The World of Statistics and link to the new website (www.worldofstatistics.org)
3. Change your Facebook page information, links and logos so that these reference The World of Statistics. Also, share information about and publicize The World of Statistics on your organization's social media accounts, including Facebook and Twitter
4. Post a version of The World of Statistics logo in your language on your organization's website. We currently have nine language versions available for download. To request a language-customized logo, email the following information in a PDF document to Jeff Myers at jeffrey@amstat.org:
   a. The interpretation in your language of: "The World of Statistics"
   b. The interpretation in your language of: "Participating Organization"
5. If you have a linked Statistics2013 banner on your organization's website, please remove it and replace it with a new banner for The World of Statistics and link the new banner to www.worldofstatistics.org. You can download these new banners here.
6. The World of Statistics Twitter account is @astatworld. Start following us today. Be sure to retweet our tweets and also mention The World of Statistics—hashtag #TWOS—in your tweets.

7. If your website has content about Statistics2013, please delete it and replace it with copy about The World of Statistics.
8. As you did with Statistics2013, include mentions of The World of Statistics in all your organization's online communications.

Working together, we'll move up The World of Statistics in all search engine results.

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