

**NATIONAL
STATE DATA CENTER
STEERING COMMITTEE**

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*Representing a Network of 1,800
SDC/BIDC Data Centers and Affiliates Nationwide*

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We Bring Value-Added Census Data and Education to the User

**State Data Center Annual Committee Meeting
October 12-14, 2011 – Suitland, MD**

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Agenda, PowerPoint (PPT) presentations, and handouts are located on the SDC website,
<http://www.census.gov/sdc/11octmtg.html>

Wednesday, October 12, 2011

Welcome, Introductions, and Safety/Emergency Procedures – *Kendall Johnson – Chief, Customer Liaison and Marketing Services Office (CLMSO)*

Opening Remarks from the Steering Committee Chairs – *Rudy Wilson, Census Information Center (CIC) and Pam Schenker (SDC)*

- CICs – There are currently 57 CICs. Many CICs are working with underserved communities.
- SDCs – The SDCs are looking for a lot of discussion during the meeting.

Discussion with the Associate Director for Communications on the Census Bureau's New Investment in Data Dissemination- *Steven Jost, Associate Director for Communications (PPT, <http://www.census.gov/sdc/jost.pdf>)*

- The Census Bureau is reorganizing the Communications Directorate (ADCOM). The reason behind the reorganization of the Communications Directorate is the fiscal climate.
- After the decennial census, the other nine years of the decade is a challenge for census surveys.
- The Census Bureau wants to be the destination for demographic and economic data.
- All other surveys benefit from decennial experience, such as the American Community Survey (ACS). Civic engagement is higher. How to continue effort throughout the rest of the decade? Higher response rates equal lower costs and higher quality data.
- The Census Bureau started a new center for communications.
- The Census Bureau is not immune to the Federal budget cuts. There is a concern that if budget cuts do happen, the Economic Census could be eliminated. The situation is dire.
- Investment in a larger data dissemination effort.
- The face presented to public is a confusing one due to the things the Census Bureau does the other nine years of the decade. Also, redefining the notion of the data user. The Census Bureau does a good job with the hard-core data users like researchers, but they feel like they have not done a good job with reaching the casual data user.
- Trying to build a model where the Census Bureau is the go-to destination for data.
- There is a new Census Bureau logo.
- Preparing ADCOM for the future: expanding trust in the Census Bureau, making data more accessible, leading innovation on data animation, visualization, and integration. Exploiting new communication mediums such as social media.
- Looking towards mobilization of data, having websites be mobile-accessible.
- Asked Census Bureau employees to submit ideas on cost-saving ideas.
- The data dissemination effort has been beefed up, new full-time positions in Regional offices - 24 data dissemination specialists.
- Data visualization is another effort the Census Bureau is looking towards, such as interactive mapping tools.

Discussion with the Chief of the Center for New Media and Promotions on census.gov/Web Transformation – *Stephen Buckner, Center for New Media & Promotions (PPT, <http://www.census.gov/sdc/steve.pdf>)*

- Post-decennial census response rates for other surveys decline. Respondents feel that they already filled out the census form.
- The Census Bureau wants to maintain a presence with new corporate branding. The Center for New Media Promotions is undertaking this effort. There is a new Census logo.
- Economic statistics: The Economic Directorate houses 50% of Census Bureau staff. Will launch a campaign around how the Census Bureau collects economic statistics and measures the U.S. economy. SDCs have a role in this awareness campaign.
- Integrating communications for outreach efforts.

- There are opportunities to expand knowledge and awareness of what the Census Bureau does.
- The census.gov website has 1.3 million URLs.
- Transforming census.gov: the current website reflects more of an organizational chart. It does not follow topics that data users are looking for. Census.gov research looked at expert, sophisticated, and casual data users.
- Build APIs to encourage access. (APIs – Application Programming Interface). For example an API for American FactFinder (AFF).
- The new website is going to have themes such as economic and education pages.
- By 2013 it is predicted that mobile devices will outnumber desktop computers. The Census Bureau needs to think about mobile-friendly websites. More people are buying mobile devices. Research shows that the hard-to-count (HTC) population accesses the internet via mobile phone instead of desktop computer. Also looking towards Apps for mobile phones because they are more responsive and have better user experience than a mobile websites.
- Optimize search engines, want census data to be at the top of Google searches. Enhance navigation on census.gov
- The Census Bureau needs to engage the audience with personal stories, why census data is relevant.
- Interactive data tools: explore ACS questionnaire (similar to what was done with the decennial questionnaire), the apportionment data tool, and interactive population map. Launching a mash up of County Business Patterns on interactive population map.
- Data visualization: Economic Indicator dashboard, a visualization of the day or week, Small Area Income and Poverty Estimates (SAIPE) map, Data Ferrett.
- The Census Bureau is looking to social media to engage and reach out to consumers. The Census Bureau has one of the largest Facebook fan bases in Federal government. Also using UStream and blogs such as the Director's blog for outreach.
- Expanding outreach and partnerships: national and regional partnerships, data dissemination specialist, SDCs, CICs, and Business and Industry Data Centers (BIDCs).
- The Census Bureau will be rolling out Tiger web. It is in its infancy and beta testing will be done in-house.
- What is the SDCs role in all this? It is to provide feedback.
- Is there a data dissemination template?
- Comment: the Census Bureau may disseminate the data, but the SDCs produce localized content.

Vision of Change Discussion with the Census Bureau Director – Dr. Robert Groves (PPT, http://www.census.gov/sdc/groves_presentation.pdf)

- The work that the Census Bureau is doing is getting more expensive. There are difficulties in measuring American society and the economy each year. The costs to do so are going up.
- FY 2012 budget: large cuts are proposed in periodic programs.
- Current Census Bureau practices are unsustainable due to higher cost, more demand, new technologies, new data sources, and decreased budgets.
- Recent changes at the Census Bureau: Research Directorate, 2020 Directorate (ACS will be part of this structuring), and restructuring Regional Offices.
- Looking for operational efficiencies through proposals sought from Census Bureau staff.
- Consolidating hardware for IT.
- Want evergreen partnerships, not just partnerships for once a decade.
- Partnerships with academia. Research Data Centers provide secure access to confidential Federal statistics to authorized researchers.
- 2020 Vision: cost is the focus in the planning.
- Regional office restructuring: no change in responsibilities, a \$15-18 million savings in FY14. The Census Bureau has tightened the filling of job vacancies.
- ACS update: increased the sample size in June.

- The Census Bureau needs SDCs' help on ACS: getting in public's mind about how ACS can be used for day-to-day uses.
- The Census Bureau is still looking for ACS stories, contact Steve Jost about them.
- Q&A: SDCs work with and love small area data, want it timely and trustworthy.
- Island areas want ACS and short-form for decennial.
- What about an Advanced Query-type program for ACS?

Working Lunch with Regional Office Staff – SDCs and CICs met with staff from the newly structured Regional Offices

Count Question Resolution (CQR) – *Sharon Boyer*

- List of CQR challenges is available online, <http://2010.census.gov/2010census/about/cqr.php>
The list is updated weekly.
- There will be links to 2010 data notes on CQR website.
- For CQR, if there is a coverage issue detected, then the population data will be imputed.
- What about listing the date that each CQR was submitted?
- What about notification of a CQR change?

Discussion of Special Tabs – *Dave Raglin, Allison Fields, Alexa Kennedy Jones-Puthoff, and Jennifer Cheeseman-Day* (PPT, <http://www.census.gov/sdc/raglin.pdf>)

- ACS flow data: AFF does not support flow products.
- Migration flow data shows current state of residence from one year ago. This data has no characteristics. County-to-county flow data will be 2005-2009 ACS data available in January 2012.
- Standard migration products that are in AFF include in-migration and out-migration.
- Migration issues: smaller sample size, large Margins of Error (MOEs), new data each year, disclosure issues, and overlapping data sets.
- 5-year ACS migration data, and at some point flow data with characteristics.
- Census Transportation Planning Products (CTPP): 2006-2008 ACS data available now for areas with population of 20,000 or more.
- 2006-2010 5-year CTPP plan: estimated 2013 release and similar tables to 3-year 2006-2008 CTPP.
- Proposed new commuting flow products include counties and Minor Civil Divisions (MCDs). Basic characteristics will be reported.
- Equal Employment Opportunity (EEO) special tab: civilian labor force, place-of-residence, place-of-work, worksite, occupation, race, ethnicity, education, and earnings. EEO tab will be 2006-2010 ACS data. Will use 2010 population base, 2010 Standard Occupational Classification (SOC) categories, citizenship and will be available through AFF for U.S., all states, Core Based Statistical Areas (CBSAs), counties, and places with population of 50,000 or more. There will be 12 sets of tables. Citizenship threshold of 100,000 or more.
- Occupation listings and cross-walk posted on AFF end of 2011.
- December 2012: EEO tables on AFF.
- Large Federal tabulations: Housing and Urban Development (HUD) fair markets rent tab including median rent by number of bedrooms. Administration on Aging – characteristics of population 60 years and over. National Center for Education Statistics (NCES). The Census Bureau creates these tabulations for these agencies, therefore, data users would have to contact Federal agency to get the data in these special tabulations.
- The American Community Survey Office (ACSO) has been building up special tabs because of the interest.
- What about unemployment rates by block group for a special tab? Looking into it.
- ACS migration is different from decennial because it asks residence 1 year ago where Census 2000 asked 5 years ago.

Modified Age Race Sex (MARS) tab – *Alexa Kennedy Jones-Puthoff*

- MARS is created for population estimates and projections, a base file.
- Modified Race Summary File: 2010 Census data will be released April 2012.
- Research through 2014: age - look at under 10 years population.
- Race modification: responses that include Some Other Race.
- Using Local Employment Dynamics (LED) data vs. commuting data. LED data disadvantage because of synthetic data aspects.
- It has not been decided if EEO will be every 5 or 10 years.

Small Area Health Insurance Estimates (SAHIE) – *Wes Basel and Bethany DeSalvo – Social, Housing, and Economic Statistics Division* (PPT, http://www.census.gov/sdc/sahie_presentation.pdf)

- 2008 and 2009 SAHIE data released in October 2011.
- Stakeholders, Center for Disease Control (CDC) National Breast and Cervical Cancer Early Detection Program
- Model-based estimate for counties, states, U.S. and is consistent with ACS - single-year estimates of health insurance coverage.
- Data inputs: ACS, population estimates, IRS, Supplemental Nutrition Assistance Program (SNAP), County Business Patterns, Medicaid Children's Health Insurance Program (CHIP), and Census 2000.
- What is uninsured? Difference between ACS and Current Population Survey (CPS).
- Guidance is going to be given for the October SAHIE release on how to compare statistics.
- SAHIE interactive map.
- SAHIE does not produce data on underinsured.
- 2010 SAHIE release in summer 2012.
- SAHIE does not have data on type of health insurance.
- Only compare 2008 to 2009 SAHIE data due to changes in methodology.

Thursday, October 13, 2011

Social Collaboration- *Sam Aherrera and Tom Edwards, CLMSO* (PPT, <http://www.census.gov/sdc/sam.pdf>)

- CLMSO is rolling out a new online collaboration tool. It will be used to track discussions and hot topics.
- End of October roll out. CLMSO will have the SDC Steering Committee test it out first.
- The objective is collaboration among networks, a platform to share and discuss ideas.
- Limited on what can be discussed?
- Can also directly contact users.
- Used for tracking ideas.
- Portal allows users to customize settings for different types of alerts.
- SDCs will be looked to for testing
- Looking into search of names versus acronyms. For example, if user types in ACS, will program know that is the same as American Community Survey?
- Could there be a RSS feed for it?

Public Use Microdata Area (PUMA) Delineation Training – *Aaron Basler and Nick Moebius, Geography (GEO)*

- Excel files are available for reference. They are located in the same place where PUMA files are downloaded.
- Presentation from PUMA webinar is on web, same place as the shapefiles. Webinar and presentation are also posted to the SDC Clearinghouse website.

- If a state has multiple participants working on PUMA Delineation, the participants should forward the information to SDC and then SDC will submit to Census Bureau. Local participants shouldn't send information to the Census Bureau, only SDCs should submit file.
- Cannot use Tiger shapefiles for PUMA Delineation, have to use MAF/Tiger Partnership Software (MTPS).
- CBSAs are important reference layers to have up when performing Delineation.
- Examine verification checks.
- Try to avoid splitting CBSAs.
- MTPS does have option to open a single file, so SDCs can look at what local participants have done without having to wait for all files to be returned to them.
- 2010 benchmark for future PUMA Delineation.
- SDCs will receive no official verification of 2010 PUMAs. Census Bureau Headquarters (HQ) will look at what changes have been supplied by PUMA SDC participant. The Census Bureau will make an informal verification if they see something that can be done differently.
- Can import non-MTPS files, import other data file formats.
- No intercensal updates are planned as of now.
- What types of groups should SDCs be looking to for input on PUMAs. Metropolitan Planning Organizations (MPOs), regional planning groups, SDC affiliates, transportation groups, Departments of Transportation (DOT).
- Is there a PUMA listserv? Not at the moment. GEO does have other listserves that information goes out through.
- Fast Facts, FAQs and will publish questions from today and webinar on website.
- Excel file available: 2010 Count applied 2000 PUMAs. A suggestion was made to add a column with 2000 population for 2000 PUMAs.

Geographic Support System (GSS) Initiative Update – *Tim Trainor, Chief, GEO (PPT,*
<http://www.census.gov/sdc/train.pdf>)

- GSS will concentrate on group quarters and addresses in rural areas and Puerto Rico.
- Looking for improved address coverage, spatial feature updates, and enhanced quality assessment and measurement.
- Geography: traditional branch structure.
- Progress on working groups: FY11 efforts were spent on research and development. This will carry over to FY12.
- Working groups comprised of Census Bureau and other Federal agencies' staff are developing standards, evaluating data, and technology.
- Address coverage and sources group: review geographic standards and develop address guide for partners.
- Tiger web: a new web map service within the Census Bureau. Soon it will be available publicly online. It is not a download service.
- Geocoding: effort to resolve ungeocoded addresses. GEO is looking into why they are ungeocoded.
- Title 13 issues: GEO is reviewing current law. What information can be shared with partners? What are the constraints? They are in the beginning stages of this.
- The Census Bureau hosted an address summit in September. 44 address experts from around the country were brought in.
- Research reports are available online.
- GEO is also looking at parcel data too.
- Two internal summits: address and spatial.
- Pilot projects will be coming out of the address summit.
- GEO wants to keep the partnerships it developed from the last decennial. Continued partnership is needed.
- Puerto Rico is a difficult area due to the addresses.
- Next steps: address summit webpage and development of pilot projects.

American FactFinder (AFF) – Robert Chestnut, Decennial System & Contract Management Office (DSCMO)

- There is now an expanded download threshold.
- County Business Patterns (CBP) and nonemployers statistics are on the new AFF.
- Island areas data is available on AFF.
- Upcoming data releases include SF1 national data, October and November (2 phases), SF1 Puerto Rico, and December SF2 start to release (December-April).
- AFF Legacy will shutdown the end of November. *Post meeting: this date has been pushed to December 31 and AFF shutdown for good on January 20.*
- Looking at quarterly release for enhancements to AFF.
- Top usability issues: geography overlay and performance,
- Want to get SDCs involved in usability testing.
- What about having a *What's New* feature for the quarterly updates? This way SDCs can know what changes have been made to AFF.

2010 Census Data Engine – William Savino and Barbara LaFleur (PPT)

- There was a Census 2000 Data Engine and there will be one for 2010 data.
- The 2010 Census Data Engine is improved with faster retrieval, GIS data output, increased number of file formats, and will also work with Census 2000 data sets.
- Will have several types of report output: preformatted quick tables, user defined reports over geographies and multiple variables, create ranking reports, formats in PDF, HTML, Word, and Excel.
- New legislative districts will be available in the Data Engine.
- There are planning videos and tutorials available.
- There was a Census Data Engine demonstration during the session.
- Prototype version will be available in late October 2011. SDCs will have a chance to beta test the Data Engine. *Post meeting: an e-mail was sent out requesting SDC volunteers to beta test.*
- There is also a radius function in the program.

SDC Business Meeting

- The new Steering Committee officers were announced: Lenny Gaines, Chair; Bob Coats, Vice Chair; Cliff Holley and Randy Gustafson, Co-Secretaries.
- The SDC Memorandum (MOA) is set to expire at the end of 2011. The current MOA will be extended to June 2012. CLMSO will send an extension/amendment to the current agreement for SDCs to sign. The proposed changes to the MOA could not be cleared and incorporated in a new MOA by the end of the year. The time period from now until June 2012 will be used to develop a new MOA.
- There has been discussion amongst the Steering Committee about proposed changes to the Steering Committee bylaws. The consensus was that wording should be prepared to show state affiliation on ballots and limit one state on the Steering Committee at a time. Discussion felt that two bylaws should be drafted covering the Steering Committee ballot and attrition issues on the Steering Committee. Annette Watters (AL), Jerry Deichert (NE), and Sue Ebetsch (IL) were volunteered to serve on a bylaw drafting committee.
- There was a demonstration of the SDC Clearinghouse website. Items posted to the Clearinghouse website include meeting notes, data release calendar, and files to share amongst the SDC network. Items that need to be added to the Clearinghouse calendar should be sent to Amy Bittner. Revised SDC contact information should be sent to Rachel Justis in Indiana.
- CLMSO wants SDCs to start using a group e-mail address to correspond with CLMSO, the new e-mail is clmso.dub.office.group.list@census.gov This e-mail address will also be posted to the SDC Clearinghouse website.

- Some attendees did not know how to connect or subscribe to various census notices. The Census Bureau steered anyone wanting to subscribe to notices to the subscription area on the left side of the PIO newsroom website, <http://www.census.gov/newsroom/>
- The metrics obtained from the annual report data collection were discussed. It was proposed that the FTE question on the annual report be separated into a question on FTEs at the lead organization and a question on FTEs at the rest of the network.

Friday, October 14, 2011

2012 Economic Statistics Conversation – Victor Romero, Andy Hait, Laurie Torene, and Robert Marske (PPT, <http://www.census.gov/sdc/economicstat.pdf> and handout)

- The Census Bureau is gearing up for the 2012 Economic Census.
- How to get the message out about the 2012 Economic Census? The Census Bureau is hoping the SDCs and CICs can help.
- The Economic Census is the foundation for measuring businesses.
- The Census Bureau produces a variety of data on the U.S. economy.
- Conducting workshops to raise awareness about economic programs.
- Through the 2012 Economic Census, the Census Bureau hopes to publish more small area data.
- Data users like predefined summaries such as Hot Reports. There are proposed industry and community profiles.
- Data user training will include webinars, fact sheets, and data user conferences.
- Economic Census form: 500 versions. The form is tailored to industry.
- Fall 2012: awareness campaign for Economic Census.
- The challenge with conducting the Economic Census is limited awareness and small budget.
- The Census Bureau will depend on SDCs for local outreach.
- The session included a panel of SDCs and CICs: issues include data being suppressed for small areas if there are only a few businesses. Timeliness of data is also an issue.
- The Census Bureau has competition in the production of economic statistics. How is the Census Bureau going to differentiate its economic data from others? Promoting the fact that Economic Census data is the gold standard. It will be all about messaging.
- Data is collected via survey and administrative records.
- A mini-workshop was held during the session: SDCs and CICs answered questions regarding general awareness, targeted messaging, what the Economic Census does for data users? Also, the dollar figures tied to the Economic Census.
- Plan on using templates.
- The businesses that are getting Economic Census forms are employer businesses.

American Community Survey (ACS) – Burton Reist, Shelly Hedrick (ADCOM), and Trent Alexander (ACSO) (PPT, http://www.census.gov/sdc/acs_alexander_final2.pdf)

- The Census Bureau Director authorized a comprehensive program review. The review started April 2011 and will be completed December 2012. There are internal and external review elements. The PPT outlines the different facets of the program review.
- There have been some big improvements to ACS: Increase in sample size in June 2011. Sample reallocation to improve small area estimates, which is part of sample in 2011. Using 2010 boundaries and 2010 base population controls.
- Possible new improvements include new topics, revised topics. Potential new topics include parental place-of-birth, computer and internet access. Also testing an internet response mode to survey. The possible internet response mode would be implemented January 2013 or later.
- There was also an ACS panel of SDCs and CICs for this session. One of the issues discussed is the ongoing concerns with ACS such as timely data versus accurate data.
- External Review: how are SDCs and CICs involved?