

**NATIONAL
STATE DATA CENTER
STEERING COMMITTEE**

Bob Coats (NC), Chair
Mary Craigle (MT), Vice Chair
Amy Bittner (WY) Co-Secretary
Clifford Holley (MS), Co-Secretary

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

Allen Barnes (AZ)
Sue Copella (PA)
Terry Jackson (GA)
Pam Schenker (FL)
Charles Rynerson (OR)

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

**State Data Center (SDC) Annual Training Conference
October 17-19, 2012 – Suitland, MD**

Agenda, PowerPoint (PPT) presentations, and handouts are located on the SDC website,
<http://www.census.gov/sdc/12octmtg.html>

October 17, 2012

Opening Remarks

Janice Valdisera, Branch Chief, Data Users Branch (DUB), Customer Liaison and Marketing Services Office (CLMSO) - Welcoming remarks.

Momi Fernandez, Chair, Census Information Centers (CIC) Steering Committee – Opening remarks about CIC network changes and accomplishments.

Bob Coats, Chair, SDC Steering Committee - There have been some changes on the SDC Steering Committee, new members were introduced and officer positions were announced: Bob Coats, Chair, Mary Craigle, Vice Chair, Terry Jackson, Co-Secretary, and Charles Rynerson, Co-Secretary. The Steering Committee has been working on Strategic Planning. The Steering Committee has also had meetings with Census Bureau divisions on webinars and social media.

Nancy Potok, Deputy Director, U.S. Census Bureau – Thank you for coming. She has been the Deputy Director of the Census Bureau since August. The Census Bureau is looking at “big data” not collected by survey. There are good and bad aspects of this. How can we measure the quality and potentially use it? The Census Bureau is reevaluating current census and surveys to control cost. Problems include less cooperative survey respondents. There is pressure from Congress, proposals to cut funding of the American Community Survey (ACS) and make it a voluntary survey. There is pressure to cut cost per household on decennial census and other surveys. Changes in methodology and structure. Closing 6 Regional Offices in waves to not affect quality of survey collection. Last wave starts in November and closing doors in December. Collected a lot of para-data (i.e. home visits) response rates, to ensure data remains stable. More Regional Office staff are working from home. Reduce the bureaucracy in DC. Restructured based on private company practices. Survey Directors 9 groups redesign of a lot surveys. Study survey throughout survey life. Enrique Lamas is the new head of the Demographic Directorate. How can we improve data products without new surveys? Can we link administrative data to population records? ACS useful in looking at small area estimates, i.e. Small Area Income and Poverty Estimates (SAIPE). Can we do other types of estimates? Adaptive design – save money and be innovative looking at real time data collection. ACS has a specific time frame, how can we reduce cost by working smarter? Making decisions in real time on possible response rates and applying this to economic and decennial censuses. Data dissemination: looking at Google, for example, to see how people use data. Getting simple answers to simple questions for simple minds. Where is the Census Bureau with their budget? Not known, they are under a continuing resolution. Have no idea what Congress will do for the remainder of the year and the Census Bureau needs additional funding for early work for 2020 Census. It is going to be difficult to do what Congress wants for 2020 at current funding levels. Impacts of delaying economic census on recalculating Gross Domestic Product (GDP). Sequestration if Congress does not act

automatic budget cuts. Starting to develop 2014 budget, but not going public until the President releases his budget.

Steve Jost, Associate Director for Communications - Combine workshop with Data Dissemination Specialists (DDS) from Regional Offices, 24 people teaming with Regional Offices and delivering content. "The other nine year challenge" - statistics in schools will be throughout the decade (K thru college), Census site aligns with common core standard with downloadable lesson plans. Mobile is the future of technology. Steve talked about potentially changing the release of embargo data to 6 pm to fit peak time of downloads. Increase downloads will increase participation. Google wants to partner with Census Bureau to produce better data dissemination. Data visualization must be downloadable, shareable, customizable, and embeddable. Pinterest data visualization social media site. Communication Divisions is currently combining call center information, subject matter expert responses, Congressional inquiries and SDC and CIC requests to see what people want from datasets. Wants everyone developing apps. Steve gave green light on the SDC strategic plan. Census Bureau website reorganization "thematic navigation" 13 topic areas such as health, education, poverty.

Mary requested that SDCs be able to "Fill out annual report in real time." How do we maintain our status if no embargo? API's and apps will help disseminate data into smaller communities.

Raul – what type of messages are the Census Bureau sending to Congress. Steve responded that the Census Bureau is not allowed to lobby Congress. The Census Bureau provides information and data to staff members and the general public.

Census of Governments (PPT)

Kimberly Moore, Assistant Division Chief, Recurring Programs, Governments Division

Census of Governments is currently in the field. Main purpose of the Census of Governments is to provide economic statistics about governments. Census of Governments is the public-sector counterpart of economic data of business industry and services. The survey is voluntary, there is no confidentiality restriction. The 10th amendment guarantees states rights. Title 13 protects information of individuals and businesses. Micro data is available because it is a public record. Recently, there have been news stories about public pension programs. Government definitions. The survey is every 5 years, the most recent started in 2012. History of Census of Governments. Maybe SDCs will help in assistance with a non-response follow-up. Governments Division checking state legislation for new governments' information. There are 90,000 governments. There are different types of governments. Why is the list of counties in Governments Division different than total number of counties? Governments' list only includes functioning governments. Highlights from the Census of Governments so far (see PPT). Also collect government employment data. Data will come out in December 2013 on a flow basis. Government finance data does not measure programs or funds. If they don't get response from government, will go through state Comprehensive Annual Financial Reports (CAFR) to get the information. Governments have different fiscal years, which presents challenges to Governments staff. There are some governments' data that releases every month. www.census.gov/govs Other activities related to Census Governments: quality improvement tricks – identifying governments in state, non-response follow-up, form testing for future, employment components response (contacts and how to get in touch).

Questions: How does the Census of Governments differentiate between elected and regularly employed government? How to find out who submitted government for a state? Tribal governments are not included in governments survey. Why? There have been discussions about it.

2012 Economic Census (PPT)

Justin Keller, Survey Statistician, Customer and Respondent Outreach Branch, Economic Planning and Coordination Division

Economic Census forms will be sent out Feb. 2013. Data will start coming out in late 2013. Goals: increase online reporting, maintain 86% response rate, and improve timeliness of data. Focus segments. Economic Census website. Online business tool. Snap shots tool. Local business snapshot available for some areas. Electronic reporting is now available. Where SDCS fit in? Provide SDCs with messaging, templates. Non-profits are included in survey.

BusinessUSA

Willette Allen, Small Business Administration

business.usa.gov is a Presidential initiative that launched October 2011. It focuses on small businesses. Government resources spread out over many divisions. Goal is not to eliminate other websites, but to streamline info for small business. Provide business related data on one website. One call center 1-800-fed-info. Launched in beta mode to get input immediately from small businesses. More intuitive feel, Phase 1 Oct 29 – Patent office, CB, SBA.

Visit business.usa.gov

Willette.Allen@sba.gov 202-205-8520

Overview of Foreign Trade

Omari Wooden, Trade Ombudsman, Foreign Trade Division

Jeffrey McHugh, Statistician, Foreign Trade Division

Overview of Foreign Trade Products and Services. Official source of import export data directly from businesses. Data released 45 days after statistical month. Issues regulations for reporting export data. Foreign Trade Division (FTD).

Data – \$2.1 trillion exports – are we meeting the goal of doubling exports in five years? 95% of consumers live outside the United States. FTD and BEA produce the ft900 – Principle economic indicator US trade data Exports imports and balance of trade.

Ft920 data by method of transportation and port level data.

Other statistical releases consumption of steel, Related Party Profile of Importing and Exporting Companies.

Ownership characteristics of classifiable U.S. minority-owned exporters exports account for 14% but only 5% if non-minority.

Graph of the Month – monthly highlights in colorful display.

Visualize trade data. Monthly top 15 U.S. trading partners.

Country trade balance data plus country groups.

Country and Product Trade Data. census.gov/foreign-trade/statistics/country.

State Data - Harmonized System Commodity Exports and Imports by State.

Historical Data – Annual Trade uscensus.prod.3ceonline.com

Schedule B Search Tool.

FTD References Announcements, Codes Guides, Catalogs.

Data Download –UTO USA Trade Online.

Commodity Classification.

Foreign Trade Regulations (FTR).

Automated Export System (AES) – How we capture information.

Demonstration of America Trade Online. Can search by commodity, country exported to. Can save and export table creation. Can search by NAICS data which includes imports and exports data.

How is trade data captured? Legal requirements: Foreign Trade regulations.

On export side do not capture country of origin.

Business USA has data on non-profits.

Health Statistics Forum

<http://www.census.gov/sdc/health.html>

Stan Rolark, Division Chief, Public Information Office (PIO) – Moderator

Jennifer Cheeseman Day, Assistant Division Chief, Social Economic, and Housing Statistics Division - (PPT) – Health statistics produced by the Census Bureau include needs, finance and medical expenses, and supply of health care workers. Data from CPS and SIPP. Fertility – ACS, June CPS. Disability status – ACS, Current Population Survey (CPS), and Survey of Income and Program Participate (SIPP). Healthcare expenses and financing – SAIPE, ACS, CPS. Disability file with Equal Employment Opportunity (EEO) release.

Aidan Smith, Chief, Services Indicators Branch, Service Sector Statistics Division (SSSD) – Health care topics of interest: spending, utilization, insurance, industries. Quarterly Services Survey, Service Annual Survey – revenue and expenses. Information and Communication Technology Survey – expenditures. County Business Patterns, Non-employers statistics, Economic Census, State and Local Government Finance. Medical Expenditure Panel Survey – Insurance component – private sectors vs. local government.

Rachel Licata, Senior Policy Analyst, Kaiser Family Foundation – Kaiser Commission on Medicaid and the Uninsured. Interactive website. StateHealthFacts.org Limitations of data: survey data, sample-size issues, difference results (ACS vs. CPS), can't trend over time (ACS questions have changed).

Joanna Turner, Senior Research Fellow, State Health Access Data Assistance Center (SHADAC), Located in MN.

October 18, 2012

Training Workshops

In the morning, attendees participated in two workshops, Data Ferrett and TIGERweb and TIGER Maps.

How to Use the Economic Census Statistics for Writing Business Plans

Andrew W. Hait, Data Products and Data User Liaison Branch, Economic Planning & Coordination Division

How to better understand target market, competition, complementary businesses, business suppliers.

Sample 1 Hair salon in D.C.

Decennial only gets population totals and basic demographic variables.

Industry Statistics Sampler accessed off the Business and Industry page.

NAICS code 812112 – Hair Salon.

County Business Patterns (CBP) - down to zip code level, number of business, employment, payroll, employees per establishment, payroll per employee, and population per establishment.

Non-employer statistics - Primarily independent contractors. File form C, significant number, significant in some industries.

Services annual survey - Time series data.

Statistics of U.S. businesses.

Economic census - Statistics on sales are published by industry, geography, and product. These data are used to forecast potential sales. Product lines publications. Broad Product lines - Hair care services - Detailed Hair Care – hair cut services, Hair coloring and tint, hair styling, Permanent hair texture modification and other.

Size of business – optimal size of business.

Franchise status. – determining the effect of franchising on particular industries.

Survey of Business owners publish at the 2 thru 6 digit NAICS Code level.

Complimentary services. Use the same statistics.

Suppliers and employees (cosmetology, and barber schools).

Summary

Target, health of industry, complementary businesses, and suppliers. On the location of a business.

Q/A – CES research data centers. Provides information on business starts and failures. Minimum criteria for economic place 5,000 people working or living there. Reduced to 2,500 adding more places. Only get number of businesses by zip code.

Boundary and Annexation Survey (BAS)

Laura Waggoner, Chief Geographic Areas Branch, Geography Division

Discussed upcoming BAS. Annually, BAS contacts about 39,000 local governments to the 2,500 population level. There's no follow-up on the Census Bureau end. The response rate goal is 85%. The Census Bureau allows for counties to report for their municipalities and for states to report for their local governments, but consolidation agreements must be signed. County and state consolidation agreements

are available through the BAS website. If SDCs want to perform telephone follow-up in early February, they should contact Tammy (Phone: 1-800-972-5651 Email: geo.bas@census.gov). Parcel information was included as a flag on BAS. See page 4 of the Federal Register notice linked from the BAS site for more detail. February will be the initial mailing to participate. SDCs will receive request to follow-up with non-respondents in March. SDCs will need to respond to e-mail request in order to get the list of non-respondents for follow-up

Building Permits Survey (BPS)

Cheryl Cornish, Supervisory Survey Statistician, Residential Construction Branch, Manufacturing and Construction Division

Discussed the BPS and how the SDCs help with non-respondent follow-up. In 2014, BPS will redesign its sample excluding those local governments that have not responded to BPS regularly over the decade. Response to the sample redesign or universe adjustment should be made to Cheryl Cornish or Salenna Nickerson at 301-763-5160. SDCs were asked to assist with annual non-response follow up in February and to raise local awareness in mid-December.

In the past, SDCs helped in two phases: first phase fell in Nov./Dec. During this first phase, BPS staff would send SDCs a list and ask them to provide updated contact information for BPS respondents. The second phase occurs in Feb./Mar. where BPS staff asks SDCs to contact local governments that did not return their BPS. For the upcoming BPS, SDCs will only need to participate in Phase 2. The BPS staff is not doing Phase 1 this time because they are collecting updated contact information as a part of their 2014 sample redesign. A schedule for the 2012 BPS follow-up was given to meeting attendees.

Building permits data is utilized in the creation of city and town population estimates. The data is also being used as a part of the Geographic Support System Initiative (GSSI).

BPS staff also handed out list of local governments that have not responded in the last 10 years to the SDCs and asked for the SDCs to contact these local governments.

Rural Statistical Areas (RSA) Project

Mike Ratcliffe, Assistant Division Chief, Geocartographic Products and Criteria

SDCs participated in a pilot project to look at ACS data for rural areas. It was a multi-year pilot project. Geography is using data from the pilot project to determine the next steps for RSAs. They are applying 2010 Census data to see what RSAs are below the 65,000 population threshold. Review of pilot RSAs showed that most had maintained their 65,000 population thresholds. RSAs that were created using census tract based geography need to be revised because the tracts were Census 2000 tract boundaries. "Rural-centric" approach to defining RSAs was appreciated, but it was not required. Some metro areas used RSAs in an attempt to define neighborhoods. In review among heavy statistical users there was concern over continuity of definition. "Why are some metro areas included in the RSA program?"

There are 3 major concerns for the future of RSAs: 1) Maintaining the RSA geographies and presenting data for them increases census workload while census resources are declining; 2) Lack of broad support outside the Census Bureau because RSAs are not uniform across states; and 3) There's no connection between RSAs and other large area geographies already being used by the Census Bureau and U.S. Department of Agriculture (USDA).

Questions were raised about how RSAs compare to other rural geographies such as USDA rural classifications. It would be nice to have stories about how this data for RSAs are being used. Talk with rural data users. Does there need to be statewide coverage for RSAs? Something to think about. Geography can provide regular updates about the RSA project via the SDC Steering Committee.

October 19, 2012

Business Meeting

Bob – opening remarks, new members, and new officers.

Annual Report

Bob went over annual report statistics.

Steve Jost talked about creating an online annual report that can be used as requests are completed. Steve talked about putting together a working group to create the form. Please let the Steering Committee know if you are interested in helping. The form would be interactive. SDC would also like to see the metric on the number of calls that are forwarded to SDC from CLMSO or the regional offices. Mary Craigle – keep measures in Strategic Plan the same as annual report. Online annual report done in real time. The Steering Committee would like to hear any suggestions for annual report. When reviewing the strategic plan try to think forward to the annual report and the data that needs to be collected for the report. We need to work together in developing the metric. The SDC vision has been changed to reflect us as partners vs. customers. Reflect more to what we really do. Everyone likes the vision. Mission - everyone in agreement that they like the mission.

Memorandum of Agreement (MOA)

Working on brand new MOA. MOA defines partnership with Census Bureau. CLMSO is still working on MOA. Barbara LaFleur will send out email to non-responders for MOA extension.

Embargo Update

Steve Jost envisions the embargo timeframe to be shorter in the future. The SDC are pushing to get access broader. Steve is thinking of getting rid of embargo which could happen in the next year. Bob – embargo we've been pushing for expanded access, media access had 3 breaches. Census Bureau looking into doing away with embargo in the future. What is the vision for the future? SDC needs to start helping each other out. Enhance the Clearinghouse with orientation page, creating affiliates, annual report, and census organizational chart. What areas do we need training? Refresher courses on census topics.

Webinars

The Steering Committee shared the list of webinars developed at the beginning of the week. Please let us know if there are webinars you would like to see.

Higher Priorities for webinars include:

SDC 101

ACS data regarding grants.

Statistical literacy

Special tabs EEO, computing, Census Transportation Planning Products (CTPP)

APIs data visualization

Public Use Microdata Sample (PUMS), data engine, accessing tract and block group level data

Communications/Social Media/SDC Website

The Steering Committee communicates a lot with the Census Bureau on what we are doing, etc. It would be nice to create a social media site to highlight some of the activities that are happening with other SDCs. Andi from Minnesota had her hand up as a social media guru and is willing to help on this effort. We want to enhance the Clearinghouse site. Include a section of things for a new SDC - orientation site.

Tom is then going to send the updated list so we can create a map showing SDC network. Mary has offered her GIS staff to create the map.

Bob created a very basic Facebook page for the SDCs and will put link to Facebook page on Clearinghouse site.

Census Bureau SDC website page is stale. We need to make sure to update the Clearinghouse site. We will send out the link. Have discussion of things people would like to see on Clearinghouse. Looking to update Clearinghouse website. Calendar events, stories or examples. The Steering Committee wants to make the Clearinghouse site more useful. Show the qualitative side of data – impact side of data.

Barb - everyone need to send updated information on affiliate contacts to CLMSO. She will send out a request.

Social media – Many SDCs are not able to access at work. The SDCs support the Census Bureau, but also do not want to fall behind due to a lack of social media access.

Share any activities with other SDC thru the Clearinghouse website. Need an updated affiliate list. For gov delivery systems affiliates are listed by geography and type of organization.

The closing of Regional Offices might mean less support for SDCs. There is a need for more SDC training to supplement.

To contact CLMSO use the e-mail: clmso.dub.office.group.list@census.gov

Island Areas

Frank Mills of the U.S. Virgin Islands talked about Island area issues. There are many differences, political status, and size. Census in Island areas is done through government offices not Regional Offices. Directly involved in collection of data. Not a quick turnaround in data reporting. Only have population, housing units. Still waiting for 2010 data. For Census 2000 it took five years to get data. There is no ACS for Island areas. Not involved in the type of data collected. They will be looking at less data than they received in 2000. PUMS is not split by island in the Virgin Islands. The only other PUMS file is for Guam. Nothing from Data Ferrett.

Monica Guerrero from Guam – limited products. Only decennial data, no SIPP or CES.

Strategic Plan

Everyone should review the Strategic plan and let the Steering Committee know if there are any concerns. Steve Jost said that the strategic plan fits well with the future vision of the Census Bureau. Strategic Plan is vision of SDC direction. It is flexible and needs to be revisited often. All comments and suggestions are welcome. It is not a binding legal document.

The SDCs are premier local partners. Using data more appropriately, modern uses for data. We can't be seen as a threat to Census Bureau. There is discussion about coming up with a premier local partner logo that would be shared with all SDCs. This reinforces the idea that we do more than look up data on the internet. Mary - Change to a much more dynamic type of partnership. Bob – better stating of what we've been doing all along.

Partnership goals from goals comes objectives then measures. Provide training if not hosting a meeting. These are network wide responsibilities not just leads.

Summary of Strategic Plan

PROGRAM MANAGEMENT GOAL: Manage the SDC Program as a productive and efficient partnership between the Census Bureau and the SDC Network.

DATA DISSEMINATION GOAL: Improve knowledge of, access to, and usage of data.

LOCAL EXPERT GOAL: To be recognized as the local expert in data analysis, technical assistance, and custom product development.

PROMOTION GOAL: Encourage use of and cooperation with Census Bureau products and programs.

TRAINING AND EDUCATION GOAL: Provide instruction to ensure (facilitate, assist, etc.) Census Bureau data are used innovatively, effectively and appropriately.

ASSISTANCE with CENSUS PROGRAMS GOAL: Enhance the quality of Census Bureau surveys and products.

BUILD A THRIVING NETWORK GOAL: Capitalize on the long-term partnership between the SDCs and the Census Bureau to accomplish common goals and objectives.

Question – About the measures on page 3. Bob – measures must always have some time component. SDC have contact with affiliates, sometime type of contact including meetings, email, listserv, Skype, whatever works for you.

Question – There is a concern on monthly/quarterly updates. If we don't update monthly what should we do?

Bob – mentoring programs. Should we bring this back? Would it be useful? Experts list – looking for volunteers. DataFerrett – GIS – HOT REPORTS . A suggestion was made to share data not just amongst the SDCs, but also for CICs, Federal State Cooperative for Population Estimates (FSCPE), and any one using census data.