

# NATIONAL STATE DATA CENTER STEERING COMMITTEE

Bob Coats (NC), *Chair*  
 Mary Craigle (MT), *Vice Chair*  
 Terry Jackson (GA), *Co-Secretary*  
 Charles Rynerson (OR), *Co-Secretary*

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

Allen Barnes (AZ)  
 Amy Bittner (WY)  
 Sue Copella (PA)  
 Cliff Holley (MS)  
 Dan Veroff (WI)

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

---

## State Data Center (SDC) Steering Committee Conference Call Wednesday, November 20, 2013 2:00 pm EST

**Participants:**

<b>Steering Committee:</b>	<b>Customer Liaison and Marketing Services Office (CLMSO):</b>	<b>Special Guests from Census Bureau:</b>	<b>Census Information Centers (CIC) Liason:</b>
Allen Barnes Amy Bittner Bob Coats Charles Rynerson Mary Craigle Sue Copella Todd Graham (member-elect)	Janice Valdisera Samantha Proctor Terri Nelson Ti Anna May Tom Edwards	Shelly Hedrick, Special Assistant, PIO	Melanie Poulter

The meeting was postponed from the original date of Tuesday, November 12<sup>th</sup>. Due to the change, Dan and Terry were unable to attend.

The meeting began at 2:05 PM EST, slightly later than scheduled as we waited for Bob to return from a fire drill at his office.

Vice-chair Mary began the meeting in his absence. There was a general discussion of AFF being down, and concern about the extent and nature of the Bureau's notification to data users.

Bob joined the call at about 2:12. Shelly Hedrick of the PIO office joined at about the same time, and CLMSO staff joined a few minutes later.

Annual Meeting

- Allen reported what he learned from the CIC Steering Committee call, that tentative dates are February 25-28 for the Steering Committee, and the week of March 31 – April 4 for the virtual national meeting. It is not certain yet whether the Steering Committee meeting will be in person.
- Janice reports that there is nothing definite yet about the meetings, though they are planning on the first week of April for the annual meeting. The Feb 25-28 Steering Committee dates may not work for Momi (CIC SC Chair), so it may be possible to have the SDC SC meeting on those dates, and the CIC SC meeting in the first week of March.

- Mary suggests that the SDC Steering Committee meeting could also be the first week of March, that it may be more efficient for the Bureau to have both groups at the same time, especially if they are in-person meetings. There was general agreement among the Steering Committee members on the call.

#### Webinars

- Tom reported that Andy Hait has expressed an interest in doing a four part series on the 2012 Economic Census.
- Janice feels that the currently scheduled webinars are enough for the month of December, given the holiday season, and that we could schedule additional ones beginning in January. She asked about our priorities, and wondered if the Clearinghouse webinar should come first. Mary said she would be happy to do it sometime in January.
- Bob said that there was no preferred order to the remaining webinars, except that the conversation with Director Thompson would be a priority. Given his busy schedule, we will be glad to have him whenever he is available. Janice agreed that, yes, they will schedule him based on his availability.

#### SDC Clearinghouse

- Mary has made many revisions to the site; everything has been reworked. However, the list of network members may only be updated by Rachel in Indiana, who is now on maternity leave. Amy has been collecting updates to the network list.
- The CICs want to do something similar to the Clearinghouse, including the examples of value-added products and presentations. Ultimately, they could link to the SDC list, and the SDCs could link to the CIC list.

#### Shelly Hedrick, ACSO: recap of 3 year ACS release

- The ACSO was pleased with the coverage of the 3 year ACS estimates released last week. They documented 53 articles, and there were others as well, so they will say between 50 and 100.
- There were 22 SDCs that participated in the webinar. CLMSO sent a note to those 22, and seven responded. They were MT, MA, UT (these three distributed news releases to the media), and AZ, NJ, TN, HI (posted the release on their web site).
- ACSO was also pleased with the social media. On Twitter there were 127 mentions by 119 users and a total of 615,000 impressions [Charles' note: impressions are an estimate of the total possible number of times someone could have viewed a tweet, based on the number of followers of users who tweeted or retweeted]. Users included Trulia, Zillow, National Association of Realtors, and Latino Elected Officials.
- Mary gave feedback about her success in MT. They got more coverage than expected, and spoke with about eight reporters on the day of the release, including TV and radio. Seth Amgott of PIO called Mary's boss, Andy, to thank him for their work.
- Bob said the template worked well, allowing for customization of geography. The policy people in NC wanted to craft a somewhat different message, focusing on income and poverty.

- Amy questioned the characterization of “recession” vs. “post-recession” since home values and home ownership were generally lower in 2010-12, post-recession.
- Charles agreed that the emphasis on “post-recession” was unfortunate, and the focus on housing statistics in this release made the data look somewhat stale, since they show a drop in values, while 2013 home sales data showing a strong recovery in home prices has been published from other sources.
- Sue said that PA customizes all of the releases, using the national release as a template. There was an issue this time with her not getting the Word document template that most of us got, so she had to use the national release from the Bureau’s web site as a template.
- Charles would have liked to include a link to the housing and homeownership brief, but the one linked in the national release was on the embargo site, so he figured it would not have worked for users without embargo access. Shelly agreed that was a problem, and that they should provide the actual URL.

Shelly Hedrick, ACSO: preview of 5 year ACS release

- Bob brought up the lack of an embargo for the 5 year ACS release. Amy wondered why there was no embargo, and what the “other tools” were that she heard about.
- Shelly thought that the lack of embargo was a workload decision, but she will check to see if there were other issues. As for the other tools, she reported that ACSO is working with Social Explorer to put together several variables for embeddable maps. The variables are: Age 65+, % foreign-born, % high school graduate and above, % in labor force, homeownership, and median household income.
- The developers at Social Explorer will not have advance access to the data either. They will be programming the tool to use the API, and it will go public at about 10 or 11 am EST on Dec. 17th.

Request for 10 year ACS tabulations

- David Drozd in Nebraska, one of Amy’s tree states, proposes that the Bureau do a once every decade tabulation of 10 year ACS estimates, providing more reliable estimates for small areas and/or population groups. We will discuss the proposal on the December conference call, when the subject matter expert, Mark Asiala, can join the call.

CIC Report, Melanie Poulter

- The CIC will vote for officers at the annual meeting.
- We have discussed developing an independent clearinghouse web site.
- We plan to showcase the top CICs with quarterly webinars. The webinars would be open to SDCs as well.
- We plan to beef up our use of the CIC listserv.

The meeting ended at 3:03 PM EDT.