

**NATIONAL
STATE DATA CENTER
STEERING COMMITTEE**

Bob Coats (NC), *Chair*
 Dan Veroff (WI), *Vice Chair*
 Suzan Reagan (NM), *Co-Secretary*
 Charles Rynerson (OR), *Co-Secretary*

Allen Barnes (AZ)
 Gregg Bell (AL)
 Mary Craige (MT)
 Todd Graham (MN)
 Pam Schenker (FL)

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

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

**State Data Center (SDC)
 Steering Committee Meeting, April 4, 2016
 Census Bureau Headquarters, Suitland Maryland**

Meeting participants referred to in notes listed below.

<i>Steering Committee (SC)</i>	<i>Customer Liaison and Marketing Services Office (CLMSO):</i>
Allen Barnes Amy Bittner (term ending) Bob Coats Charles Rynerson Dan Veroff Gregg Bell (term beginning) Mary Craige Pam Schenker Suzan Reagan Todd Graham	Kim Leonard, CLMSO Acting Chief Lakiva Pullins, Data Users Branch (DUB) Chief Tom Edwards, DUB Deputy Branch Chief Barbara LaFleur, SDC Program Coordinator

Steering Committee Officers and Tree States

- Welcome to new Steering Committee member Gregg Bell, Alabama, who was elected to the Steering Committee.
- Farewell to Amy Bittner, Wyoming, who served two consecutive three year terms. Under the Steering Committee bylaws she is ineligible to run again for a two year period.
- Nominations and elections for Steering Committee officers resulted in no change from last year. Bob Coats, chair; Dan Veroff, Vice Chair; Charles Rynerson and Suzan Reagan, co-secretaries. Allen will continue to represent the SDCs on the Census Information Centers (CICs) Steering Committee conference calls.
- Proposal to realign tree states into regional groupings discussed. Do we keep the status quo or go regional? It may be beneficial to keep in touch with what is going on in states around us.
- Pam: Regional structure could cause silos. What about an alternate grouping by size of state? Big states may have much in common.
- Mary: Having an in-person meeting may reinvigorate connections with tree states. Maybe we keep things like they are for one year.
- Bob: Let's bring it up Friday at the business meeting, and take a vote. If there is a change we can work it out at the next conference call.

- Draft of potential tree state realignment will be circulated at the business meeting.
- Dan: What about states where there is a change in the lead agency? Can we be kept in the loop?
- Barb: I will let the Steering Committee know, to the best of my ability.

Stakeholder Group Coordination

- Discussion of SDC involvement with other external stakeholder groups including ACS Data Users Group (ACS DUG), ACS Data Product Redesign Group (ACS DPRG), Council for Community and Economic Research (C2ER), Association of Public Data Users (APDU), Population Association of America (PAA). Also internal groups including the CICs and Federal-State Cooperative for Population Estimates (FSCPE).
- Mary: Are there SDCs on each [external] group?
- Yes.
- Mary: What can we do to promote the SDC network within each group?
- Todd: Is there an SDC presence at the PAA meeting this week? The C2ER annual conference is in Minnesota June 5-8. A local SDC could partner with the Census Bureau to have a booth at the conference.
- Bob: The SDC and CIC Steering Committee meetings are tentatively scheduled for July 18-20 at the North Carolina Innovation Center in Raleigh, NC.

Conversation with Kim Leonard, Acting Chief, CLMSO

- To whom should we address concerns that we want to reach upper management?
- Kim: We should be your starting point for anything you need. You can address the Director, with the knowledge that it will be disseminated throughout the Bureau.
- Discussion of partnerships with other federal agency data providers, i.e. bringing them to a panel during future annual meetings.
- Kim: There is a national partnership program that I am a part of. As long as there are no costs to the Bureau, and they are discussing our data, it shouldn't be a problem.
- Discussion of SDC-led panels at future annual meetings.

Communications Working Groups

- There are three general areas that we have laid out for a Communications Working Group, which would be better addressed by three groups.
- Steering Committee discussed the three groups, with members committing to each group. At Friday's business meeting we will encourage other meeting attendees to commit. There may be great expertise in the network on some of the topics.

- Working Group: Creating a structure for addressing communication between the SDCs and the Census Bureau. Initial members Dan, Bob, Pam.
- Working Group: Improving the Clearinghouse. Initial members Mary, Charles, Todd.
- Working Group: Improving our social media presence. Initial members Gregg, Todd.
- Accountability and follow through: All Steering Committee members.

External SharePoint Site - SDC User Forum and Discussion of Clearinghouse

- Lakiva: The Bureau has set up a SharePoint site for the SDCs. We had training on it last week. I am hoping to give access to you and have a webinar by June 1st.
- CRM (customer relationship management) is a different system still under development.
- Barb: The Clearinghouse is not known by the Census call center.
- The Annual Report could be used to capture new SDC products to include on the Clearinghouse.
- Other issues to address include where to host it, how to update it, how many users have write access, whether to include a listserv archive.
- Todd: The Clearinghouse needs improved access by SDC members/steering committee to keep it updated.
- Mary: The Clearinghouse site is hosted for free in WordPress, with the network list stored on Indiana SDC's servers. The history of which was to provide the SDC network a way to post information important for the network with network oversight but outside the Census Bureau bureaucracy. We should consider the functionality of a paid version and possibly moving from the current servers to a situation which will allow better access for SDC members to keep it current.
- Webpages should have hash tags so web crawlers are able to index them providing better search ability, rankings and web hits.
- To populate the website, ask for content from network. But, then Steering Committee should be responsible for entering submission from tree states.

SDC Annual Report

- Collaboration between the Steering Committee and Census Bureau.
- Lakiva: We have a meeting with Francine at the end of this month to talk about improving the annual report.
- The 2015 annual report will be sent soon; improvements will be for the 2016 annual report.
- Dan: Can one or two Steering Committee members be involved in the redesign?
- There may be 4 to 6 meetings. It could be a topic for the July Steering Committee meeting.
- Dan, Pam, Mary, and Gregg expressed interest.

Data Access Developments

- The CEDSCI team is looking at feedback and making tweaks.
- A margin of error calculator is not a top priority for the CEDSCI team. It is still there but probably in the 5th or 6th generation.

SDC Branding

- Every state's lead agency should have a web site, with a link to the Census Bureau web site. Are there any that are not compliant? Barb reviewed during the discussion, concluding that this is not an issue.
- During a discussion of the need for an SDC logo, Mary created one. She will post it in different formats (JPG and PNG), color & BW, and share at Friday's business meeting.

Other Potential Issues

- It would be helpful to have templates with FAQs supporting various Census Bureau programs (Redistricting, Boundary and Annexation Survey, Local Update of Census Addresses, Geographic Support System Initiative, and Participant Statistical Areas Program).
- There is great interest in the ramp-up to 2020, but the Program Management Review (PMR) meetings are too long.
- Tom: Would it be a good idea to do a 10 minute summary of PMR on the [regional] quarterly conference calls?
- Yes.
- Lakiva: We will revisit the embargo access, possibly expanding it to up to five affiliates per state designated by the lead with a need to speak with media.
- SDC Coordination with COM and CLMSO/DDS for the 2020 Ramp-Up.
- Business and Industry Data Center role: Promotion of Economic Census data / application for economic development activities (Director's priority).