

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*

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

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

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

State Data Center (SDC) Steering Committee Meeting, October 19-21, 2016 Census Bureau Headquarters, Suitland Maryland

Meeting participants from the Steering Committee and CLMSO listed below are referred to by first name in the notes. Other participants are introduced in the notes by first and last name and title.

<i>Steering Committee (SC)</i>	<i>Customer Liaison and Marketing Services Office (CLMSO):</i>
Allen Barnes Bob Coats Charles Rynerson Dan Veroff Gregg Bell Mary Craigle Pam Schenker Suzan Reagan Todd Graham	Kim Leonard, CLMSO Acting Chief Lakiva Pullins, Data Users Branch (DUB) Chief Barbara LaFleur,

DAY 1

Welcome

- Welcome from Lakiva, Kim, and Stephen Buckner, Assistant Director for Communications.
- Stephen: We are trying to link dissemination to the survey life cycle, so that people can see tangible benefits in their communities.
- We are becoming more of a content provider, adding blogs and visualizations to tell the stories. Response rates have been down; we [Communications] are partnering with ACS to increase response rates through targeted advertising, delivering prescriptive ads to respondents.
- Just yesterday we got authority to operate our new CRM (Customer Relationship Management) software.
- We hired Michelle Bartram as Customer Experience Officer.
- Mary: Please keep creating templates for data releases. Also, when you refer to “partners,” who are the partners?
- Stephen: There is a National Partnership Program. We are going to be hiring Partnership Specialists. Maybe we should refer to “stakeholders” and “partners.”
- Mary: Or “stakeholders” and “champions.” SDCs and CICs are champions of census data.

Meeting with Director John Thompson

- On my blog yesterday we announced that we stopped work on the field components of the 2017 test census. We can't spend money that we don't know whether we have. We will still be testing the self-response in 2017 and carry everything out in the 2018 test.
- We have completed analysis of the national content test. There will be a detailed briefing next Friday in the content management meeting. The detailed race/ethnic check box has been working well.
- The Commerce Department has approved an advisory committee of organizations and stakeholders for the 2020 Census. A Federal Register notice will be coming out. *[note: information about the Census 2020 Advisory Committee is at <https://www.census.gov/about/cac/2020ac.html>]*

2020 Census Integrated Communications Contract

Laura Sewell, Contract Manager, 2020 Census Integrated Communications Office

- The contract has been awarded to Team Y&R (Young and Rubicon).
- Representatives of Y&R and their partner team joined Laura for this session and discussed their partners who will be working in areas including media buying, PR and crisis management, ethnic outreach, creative technology, and translation into 200 languages.
- Suzan: Were you aware of the SDC program? What's your perception of it? How might you include us in your strategy?
- Alex (of Y&R): We know it by name.
- Mary: What about rural folks who still aren't connected?
- Reingold guy: We will be meeting with each Regional Office. We welcome your feedback. The power of the internet response is that we can take completed responses out early and concentrate on non-response.
- Alex: We also have traditional advertising capabilities on our team.

The New Mid-Eastern North African (MENA) Classification

Merarys Rios, Chief, Ethnicity and Ancestry Branch, Population Division

- Key dimensions are: having a combined race/ethnicity question vs. separate questions, the new MENA category, instruction wording, and web based design.
- Groups are ordered by population size (white ... Pacific Islander).
- Different race/ethnic classification systems are used by government agencies, NGOs (non-government organizations), and research centers, including as few as 12 and as many as 29 categories.

- The Census Bureau is including 19 nationalities and 11 ethnicities.
- When there is no MENA category, most respond as white, many respond as “some other race.”
- Our preliminary recommendation is to include a dedicated MENA response category for the 2018 end-to-end test census.
- It will be up to OMB (Office of Management and Budget) to include MENA in the 2020 Census.

Visual and Social Media

Haya El Nasser, Digital Content Strategist, Communications Directorate

- We are working on producing a content, or “story” hub that will look more like a news site. We want to include SDCs and CICs as local voices telling the stories.
- Mary: Maybe some guidelines for contributions could be developed.
- Melanie Poulter (CIC Steering Committee): When will this be up?
- Haya: I’m hoping within a month. This is all very new to the Census Bureau, but we are getting close.
- Melanie: When will you be asking for contributions from us?
- Haya: I’ll take them now, but be patient [for seeing them published].
- Mary: Throw us some topics. And can we throw you topics?
- Haya: Definitely. We are going to live on your suggestions. We can’t come up with everything.

Discussion of the DDS Program

Tomás Encarnacion, Chief, Data Dissemination Branch

- We are developing a promotional video for internal use.
- There are six Regional Offices (ROs), with six DDSs (Data Dissemination Specialists) in each RO. We are trying to spread them around. We are national but work locally.
- When the DDSs moved to CLMSO, that left a vacuum in the ROs, because many of the DDSs also filled partnership roles.
- This past summer’s webinar series featured 87 webinars, for which there were 10,000 registrations. There were 4,000 attendees.
- Each of the DDSs has an individual work plan.
- We have a single toll free number that we are testing now (1-844-ASK-DATA), and we will have a single email address.
- The DDS SharePoint site lists the skills and expertise, languages spoken, etc., of each DDS.

How CEDSCI is Moving Forward

Rob Chestnut, Assistant Division Chief, Center for Enterprise Dissemination Services and Consumer Innovation

Russell Lyons, Senior Interaction Designer, Accenture Federal Services Digital Studio

- There will be drastic changes in the next release. We will be rolling out new features every three months, at data.census.gov/preview.
- For most of this session, the SDC and CIC Steering Committee members split into three small groups to give feedback to the CEDSCI team about what we'd like to see in the tools.

2017 Economic Census and Promoting it to Business

Chuck Brady, Chief, Respondent Outreach and Promotion Branch, Economic Management Division

- The 2017 Economic Census response will be all electronic — no more paper.
- It will be mailed out later than ever, at the end of January [2018].
- The deadline for response will be March 15th.
- “How you can help” slide:
 - Utilize provided messaging to reach out to local stakeholders
 - Leverage meetings and events as opportunities to communicate with respondents
 - Maintaining feedback loop through open communications.
- The business community will be targeted for promotion.
- Dan Ichinose (CIC Steering Committee): How will you do outreach to minority businesses?
- Chuck: We will be scheduling evening meetings for the convenience of small business owners.

Local Update on Census Addresses (LUCA)

Brian Timko, Branch Chief, Address Data Collection and Products Branch, Geography Division

- The New Construction Program will fill the gap between address canvassing and the census date [note: see https://www.census.gov/geo/partnerships/newcon_overview.html]
- A handout shows the address list layout, including new fields:
 - The address list now has GEOID as a join field.
 - Concatenated street name fields.
 - Group Quarters (GQ) name (e.g. U of Maryland).
 - Facility name (e.g. dormitory name)
 - Address Use: M(ailing), L(ocation), B(oth).
- Data will be shipped in March 2018; the response period will be 120 days.

- We are looking for the SDCs to be the gatekeepers of the process; we may be able to send you daily status updates.
- There will be promotional training, and then technical training once people are registered.
- Pam: We need to know the schedule so that we can budget.
- Brian: The schedule will be locked up on Monday.
- We will be asking for testers in February for a LUCA module of GUPS (Geographic Update Partnership Software).

Boundary and Annexation Survey (BAS)

Michael Clements, Supervisory Geographer, Spatial Data Collection and Products Branch, Geography Division

- The first step is the annual response letter to highest elected officials. We are shooting for the week of December 15th.
- We will be collecting annexations with effective dates through January 1st.
- The BAS submission deadline is March 1, 2017.
- We will be asking SDCs to help with non-response follow-up in March and April. Those late responses won't be included in the 2017 BAS, but will be included in the 2018 BAS materials.
- Short video tutorials are now available for training. [<https://www.census.gov/programs-surveys/bas/library/videos/digital-bas.html>]. There will also be on-site trainings.
- Bob: It would be helpful to have a paragraph to drop into a newsletter along with the BAS flyer.
- In 2017 there will only be follow-up for cities of 2,500 and larger. All places will be followed up in the 2018, 2019, and 2020 BAS.
- The Boundary Quality Assessment and Review Program (BQARP) is a pilot project comparing locally sourced data to adjust Census Bureau boundaries, where necessary.

Participant Statistical Areas Program (PSAP)

Joshua Coutts, Geographer, Geography Division

- A letter will go to the Governor's Liaisons (GLs) asking if there are any state-recognized tribes.
- We will contact the 2010 participants first.
- The December letter to GLs only pertains to tribal areas.
- Mary: suggestion that the PSAP team join the Regional Office calls.
- The GUPS software will include a suggested plan. Locals can update the plan, or roll back to 2010 boundaries and start from there.
- The software mail-out will be in December 2018.

Redistricting

James Whitehorne, Chief, Census Redistricting & Voting Rights Data Office

- 36 states participated in Phase 1.
- We have had really good feedback on the GUPS software.
- Verification will take place between December, 2016 and May, 2017.
- There will be webinar training in January 2017.
- Phase 2 is the Voting District Project (VTDP), occurring December, 2017 to May, 2018.
- P.L. 94-171 redistricting data including population, population 18 and older, race, group quarters, and total and occupied housing units, will be released in February and March 2021.
- Section 203 language determination can be found at census.gov/rdo. Select Data ... Voting Rights Determination. The new determination will be published in December 2016, based on the 2010-14 ACS.

DAY 2

Discussion of BIDC Program

- Are there states with a strong BIDC program that is administered separately from the SDC program? In many states the BIDCs are part of the SDC network.
- Could the BIDC program simply be considered part of the SDC program?
- Texas and Indiana are examples of states where the programs are run separately.

Embargo Access

- Lakiva: We need to all be on the same page before Michael Cook gets here.
- If embargo access is expanded to include up to 5 additional SDC network members per Steering Committee member, how would that work? Would they be vetted and recommended by their state lead; would the entire Steering Committee need to approve each addition? These questions were not resolved during the discussion.
- When we talk with a reporter, how can we be sure that they are authorized to have embargo access? Should we call CLMSO?

Administrative Records – Discussion on State Acquisition

Mike Berning, Assistant Center Chief for Infrastructure, Center for Administrative Records Research and Applications

- Mike oversees staff that are gathering administrative records. They are working with 2020 decennial staff, the Department of Agriculture (USDA), and the Department of Health and Human Services (HHS) to “see how successful we can be” in gathering SNAP, WIC, and TANF records.
- There are two purposes for this work. One involves a joint statistical project with the Department of Agriculture. The other is to assist the 2020 Census non-response follow-up (NRFU).
- There are 15 states with agreements in place to provide records.
- The next phase will be visits with Governors offices. We will meet with their chief of staff or special assistant. When we make the visit we will let the SDC and FSCPE leads know. Arrangements are being made by the Office of Congressional and Intergovernmental Affairs (OCIA). Our conduit is the GL.
- We are currently targeting 10 states. We have visited GA, PA, IN, and OH. The SDC in Ohio, Steve Kelley, was very helpful.
- The reason for contacting the Governor is the impact on the 2020 count.
- Unlike the Bureau of Labor Statistics (ES 202 data), the USDA doesn’t get microdata from the states.
- Mike listed agencies that share their data with the Bureau, and added “we are constantly looking for new federal datasets.”
- Colorado has signed agreements to provide all datasets, and has sent all data except TANF.
- A benefit to the states is that the Census Bureau provides tables and visualizations of summarized data.

Discussions on Plan to Plan Webinar

- There will be 2020 planning visits by the Denver Regional Office (RO) in January-April 2017. It is unknown whether and when the other ROs will schedule similar visits.
- After the initial Plan to Plan webinar we will conduct individual webinars on specific 2020 programs. The goal is to make the SDCs aware of each program, and that they or someone in their network may be asked to help.
- Pam suggests a regular schedule for the webinars.

Discussion on FSCPE, SDC and CIC Working Together

- Bob has been communicating with the FSCPE and CIC Chairs.
- Are there other groups that we should be working with?
- Steering Committee members mention the ACSDUG, C2ER, NNIP, URISA, NSGIC, the Federal Depository Library Association, the National Librarians Association.
- Lakiva: We are going to try to have the 2018 SDC and FSCPE meetings overlap.

Discussions on April, 2017 Annual Meeting Agenda

- Steering Committee members contribute the following potential items for the April meeting:
 - o Partnership/DDS overlap Wednesday
 - o Working with Haya on guidelines, style, voice, for digital content.
 - o Transportation planning (CTPP)
 - o Housing statistics (AHS, CHAS, ACS, CPS)
 - o Economic development applications
 - o How to create a 3 year ACS
 - o Presentation from the Island Areas
 - o Field and DDS partners
 - o Plan to Plan follow-up roundtable
 - o Best practices on running an SDC roundtable
 - o Poster session, publications, photos
 - o Y&R Integrated Communication Plan (is due in April)
 - o Rural statistical areas
 - o BIDC
 - o By-laws and strategic plan
 - o Stephen Buckner report on how things are coming together for 2020
 - o Differences in population estimates (ACS, PEP, decennial, state estimates)
 - o Advice on margins of error
 - o ACS Data Products Redesign Group (DPRG)
 - o Infographics – how to do them
 - o Planning database
 - o Redistricting
 - o 2020 Planning – 15 minute segments on each program
 - o Census Business Builder

- Todd suggests that about one third of the agenda should be on applications of data, rather than procedures.
- Lakiva asks Steering Committee for input on when the twice a year in-person Steering Committee meetings should be held. General consensus is February and July/August.

Discussion with Stephen Buckner

- Stephen asks how the SDCs can be involved, or how we are already planning for Complete County Committees and other 2020 partnerships.
- The CRM will help us understand who is connecting with whom and help us maintain relationships.
- Lists of key events in our states pertaining to our issues should be shared with our DDSs.
- Mary: What should be included in the lists?
- Stephen: It should include how you are approaching [complete count] in your state. Who are those people you would want us to contact. It could be a road map for us.

DAY 3

Rural Area Statistics

Michael Ratcliffe, Assistant Division Chief, Geographic Standards, Criteria, Research, and Quality Geography Division

Jeff Sisson, Assistant Division Chief, American Community Survey Office

- The [current] discussion of rural area statistics began as a follow up to the ACS DPRG. The previous Rural Statistical Areas project was shelved because of a lack of consistency between states in defining areas. An objective process is needed for grouping sub-state areas that are comparable from state to state.
- The USDA uses 60 different rural definitions.
- There is a great paper on rurality written by John Cromartie.
- Mike tried four potential methods for grouping areas based on Rural-Urban Continuum Codes (RUCCs), also known as "Beale Codes." Counties are classified as one through nine, with 1-3 being metro counties and 4-9 being non-metro counties. *[note: codes may be found at <https://www.ers.usda.gov/data-products/rural-urban-continuum-codes/>]*
- Mary suggests looking at journey to work and the Economic Census when grouping rural areas.
- Bob suggests not creating single county rural areas for counties that have reached the 65,000 threshold.

- Dan points out that there may be disclosure issues if a large county is attached to a small county.
- Mike developed a “rurality index” as percent rural population divided by percent rural land area. When a county is entirely rural, the value of the index is 1.00.
- Charles: Whether rural areas cross state boundaries is something we’ll have to grapple with. In my state, some of our rural counties have much in common with adjacent counties in bordering states.
- Bob discusses the timeline for creating these areas, pointing out that metro areas will be redefined in 2023.
- Mike will write a criteria document to bring to the entire SDC network.
- Maybe a post-2020 implementation would be best.
- In an unrelated matter, Jeff Sisson says that feedback on the newly released ACS replicate weights would be appreciated.

Update on the Reorganization of the Economic Division and how to promote the use of International Trade Data to all States

Omari Wooden, Assistant Division Chief, Trade Outreach and Regulations, International Trade Management Division

Kyle Vezina, Survey Statistician, Economic Indicators Division

- The new environment includes:
 - Portfolio Management Governing Board
 - ECON HUB
 - MATRIX Management
 - Employee Engagement Strategies
 - GS15 Advisory Board
- Public sector statistics are now in the International Trade Management Division (“we will have to work on the name”).
- Data resources are on the Data tab at census.gov/foreign-trade. They include traditional press releases such as the Latest U.S International Trade in Goods and Services Report (FT900), and the international trade database, USA Trade Online [<https://usatrade.census.gov/>].
- USA Trade Online is free, but an account is required, which allows the user to save reports.
- Outreach and training includes:
 - Export compliance seminars

- o Domestic and international trade shows
 - o Training federal agencies
- There is an outreach tab on the web site; users can call 800-549-0595.
- We can also do a state-specific webinar on request.

2017 Planning Calendar for Webinars, Train-the trainers, in person Trainings for 2020

- Suggested topics include:
 - o International trade
 - o Rural area designations
 - o Accessing tribal data [*note: a webinar has been scheduled for November 8th 2017 following the release of the 2011-2015 ACS 5-year Selected Population Tables and AIAN Tables. <https://www.census.gov/programs-surveys/acs/news/events/detailed-population-2017.html>].*]
 - o 2020 planning updates
 - o Working with data for areas with changing boundaries