

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

NATIONAL STATE DATA CENTER STEERING COMMITTEE

*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 Conference Call Tuesday, November 15, 2016 2:00 pm EST

Participants:

Steering Committee (SC)	Customer Liaison and Marketing Services Office (CLMSO):	Special Guests from Census Bureau:	Census Information Centers (CIC) Liaison:
Allen Barnes Gregg Bell Bob Coats Todd Graham Suzan Reagan Charles Rynerson Pam Schenker Dan Veroff	Lakiva Pullins	None	None

The meeting started at 2:00 PM EST

- The Steering Committee discussed the possibility of having more than one candidate from a state on the ballot. The by-laws are clear that Committee membership “shall be limited to one representative per member geography.” However, they do not address whether more than one person can be on the ballot.
- Because there is no explicit prohibition on having more than one candidate from a state or area on the ballot, if that were to occur in this election cycle, the Committee decided that if two candidates from a geographic area were to get enough votes to be elected, the runner-up would be passed over for the candidate with the next highest vote total.
- Pam volunteered to lead a working group to review the by-laws to address this and any other issue that may need attention.

Lakiva from CLMSO joined at 2:15 pm

- Regarding elections — the deadline for nominations is December 31st. Encourage your tree states to submit nominations.

ACS Data Products Design Group (DPRG) update: Todd Graham

- The DPRG met by conference call in October. Work on the MAS (Microdata Analysis System) has stopped, and project objectives have been modified. There were too many non-disclosure challenges. A redefined MAS may involve synthetic data. Also, Jeff Sessions reports that MAS is a lower priority; CEDSCI (Center for Enterprise Dissemination Services and Consumer Innovation) competes for resources.
- Charles: Synthetic data could be a good solution.

Plan to Plan for 2020 (P2P) update: Bob Coats

- The webinar had been scheduled for December 14th. Bob suggests moving it up to Tuesday, December 13th, and the Committee agrees. It will be at 3:00 pm EST on the 13th. That is late enough for Hawaii to participate.

Regional Office and Partnership activities

- The Denver Region has been scheduling local 2020 kick-off meetings in major cities throughout the region during January through April.
- Allen and Suzan were contacted by Pauline Nunez and Angeles Ortega to discuss arrangements for meetings in their states.
- Suzan: They are asking for help with contacts and finding space to accommodate 100 people, and inviting people. No money, in kind support.
- Allen: We received an e-mail and made contact with our COGs (Councils of Governments) but don't know anything else.
- Lakiva: We don't know if other regions are scheduling similar meetings. They are just starting with Denver. Tomás works directly with the partnership programs, so he may know.
- Bob: We need basic information to share with the network so they have an expectation of what will be coming.
- Lakiva: I'm going to try and figure that out.
- Bob: Is there any chance that Sidney could be available for our April meeting?
- Lakiva: Absolutely, though it may not be Sidney, it may be the Branch Chief.
- Bob: Has the partnership plan been officially released?
- Lakiva: No, it will be released in spring.
- Bob: What about the Young and Rubicam videos on YouTube? Can they be shared?
- Lakiva: Yes.

Social Media working group: Todd Graham and Gregg Bell

- A webinar on SDC social media presence will happen in January. Todd is going to recruit one or two people to co-present.
- Todd: Pam had the idea that wouldn't it be great to put material on social media for SDCs that don't have a social media presence? This can be automated to a great extent. I created a web crawler that will automatically show new content on our Twitter feed. There are now 24 states whose content gets tweeted this way, including 9 that are not otherwise using social media.
[Note: Twitter followers now total 670.]
- Is this OK without their permission? Yes, it is public if it is on their web site.
- Suzan: It is a good way to generate increased traffic.
- Gregg: Our Facebook followers are up to 137, from about 56 when I started to promote it. People are starting to send me content for the page. I try to post serious content but people seem to like the fun things.
- Bob: Thanks for keeping up. Light hearted every now or then is positive.
- Perhaps we can use the January webinar to get more folks plugged in.

Miscellaneous Topics

- Bob: Regarding overall communication and general sharing of information, working lunches during the April meeting could be organized around specific topics.
- Lakiva: We need to discuss the embargo policy. The Steering Committee needs to come up with a plan by the end of the year, because access would begin in January.
- Bob: Do we need a special conference call to discuss the embargo policy?
- Decision to weigh in on the topic by email and devote the regularly scheduled December conference call to working out the policy.
- Charles: If we do have a February in-person Steering Committee meeting, are there tentative dates? I'd like to hold the dates on my calendar before I commit to other events.
- Lakiva: I will let you know.

The meeting ended at 3:05 pm EST.