

NATIONAL STATE DATA CENTER STEERING COMMITTEE

Todd Graham (MN), *Chair*
Suzan Reagan (NM), *Vice Chair*
Pam Schenker (FL), *Co-Secretary*
Melissa Stefanini (TN), *Co-Secretary*

*Representing a Network of 1,800
State Data Centers and Affiliates Nationwide*

Allen Barnes (AZ)
Gregg Bell (AL)
Michael Moser (VT)
Jennifer Shultz (PA)
Dan Veroff (WI)

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

State Data Center (SDC) Steering Committee Business Meeting, February 5-6, 2018

State Data Center Steering Committee (SC)	Customer Liaison and Marketing Services Office (CLMSO):	Census Information Centers (CIC) SC:
Allen Barnes Dan Veroff Gregg Bell Pam Schenker Suzan Reagan Todd Graham Melissa Stefanini Michael Moser	Barbara LaFleur Lakiva Pullins Karen Haugen Misty Reed	Melanie Poulter Sai Mullapudi Norbert Nez Bruce Wade Dan Ichinose Margaret Lowry

Monday, February 5, 2018

Meeting began at 8:40 am EST

Welcome

Lakiva: Welcome, safety notes and comments.

Misty: Acting Assistant Division Chief of Stakeholders Branch - welcome and opening comments

Jeff Meisel: Welcome, budget is being spent at a higher rate to keep activities on timeline but there is a downside which could be a possibility. Currently no named director or deputy. Hiring is minimal only 16 out of 92 positions for FY19. So while on schedule there is no slack in the communication plan. Bare bones funding.

- The survey for the communications plan will cover 50,000 households for quality testing. Inform marketing based on survey.
- Some states have already formed complete count commissions and some have not. Commitments on things partners will do.
- Department of Justice sent a request to add the Citizenship question on the Decennial Census. Citizenship was asked on the 1950 Census and is in the American Community Survey.

Steven Buckner: Welcome.

- Working closely with Department of Commerce.
- Ethnicity and origin and citizenship. Citizenship question was asked in 1950 but haven't since then
- Census question suggestions being submitted in March
- Follow OMB's guidelines for race and ethnicity – last updated 1997
 - Looked at ways to change

- o Lots of results from research and looked at combined question
 - o Same as 2010 because we needed to test in 2018
 - o Ultimately decision has to be made by print date
 - o As long as question has been researched
- Questions:
 - o Melanie: When survey on peoples opinion will occur.
 - o Dan: Question about the Census Funders

Todd: SDCs are a partnership with the Census. SDCs working on the ground – retailers of Census data. Welcome Michael Moser to SC. Priorities - how to think about national partnership and needs, not just within the State SDC networks. SC has minimal resources. What is our support role and best practices. Set up of the work group on 2020 preparations.

Melanie: CIC's news – looking at how CICs can aid in 2020. Play a vital and unique role in promoting the 2020 Census. Lots of new reps.

2020 Census Languages Servicing Update

Jennifer Kim {PowerPoint presentation}

- Joined the bureau in 2007 - now working in language program –
- Significant expansion over 2010.
 - o In 2010 you had to request the material in other language on the phone support and libraries. In 2020, improved translations – centralized translation services so all materials are in one voice.
 - o Researched using cognitive testing. Whole translation branch. 2014 testing.
 - o Internet access in 2020 with 12 different languages.
 - o Questionnaire in 12 languages as opposed to 5 in 2010. **TTD** available.
 - o Enumerators now have English and Spanish.
 - o There will be a language glossary so individual can pick out their language covering 59 different languages.
- Also, Video's on YouTube which include sign language.
- Language instruments use on ACS 5 year 2016.
- Partnerships can cover up to 156 languages.
- Denver Regional Office is partnering with tribal councils.

Questions:

Gregg: Language within the communities; Kendal: partnership programs though regional office for spot translations

Todd: Household identifiers for language; Jennifer - in the mailing material there is a flyer to request translations

Dan: person-to-person structure of interpretations effective.

Administrative Records Update

Michael Bering {PowerPoint presentation}

Realignment to be a data curating office, and not data analysis. Allows them to focus on quality.

List of states handout to show who is participating in datasharing of WIC, SNAP, TANF program data. Note the check mark means they are participating. 28 states. Generally, to begin participating in the Administrative records program take 7 months to set up for the 5 year data sharing agreement and confidentiality assurances. Late states have time to sign up. Other agencies use this data such as Department of Ag to determine eligibility by county level and for Decennial Census non response follow up so any time is good to join.

Victoria Velkoff: American Community Survey

- What we value - quality respondent experience
- Internet; telephone has been eliminated.
- Agility in Action 2.0 report
 - o Will send out in May to test in ACS packet/brochure/doc to see if it increases response rate
- Suzan: don't give up on data wheel
 - o Victoria: Data wheels in mailing did bad things in the machine. So developed data slides to go in the questionnaire to increase participation.
- Todd: how far along is ACSO in property parcels
 - o Victoria: third party vendor for testing purposes, but data from state is the objective.

Matt: quick question while you are here. Using the summary file on FTP, what are your difficulties?

- Suzan: Never sure I have what I want/need.
- Todd: Use to put in our own database. Takes about 2 hours to get each new release. The organization of base tables in sequence files can change every time, so the most time-consuming task is verifying table and file changes in our ETL programming.

New Rural Geography Discussion

Mike Ratcliff {PowerPoint presentation}:

- Urban and rural. What is left over is Rural definition.
- Have not done much since we last met.
- There is some discussion on a worldwide definition with the UN.
- All blocks are designated urban or rural following decennial. Most rural block populations are within metro areas.
- National Cancer Research study for characteristics of cancer in rural areas. Characteristics to determine rural. Goal for a rural area to sum up to 65,000 for 1 year estimate release. State based or cross states. USDA distance and time from urban center.
- FAR's zip codes - easy to tabulate as people know their zip but not their census tract. ERSI has a rural definition page that is extensive. Population base vs land area. USDA - atlas of rural areas. Economic Rurality - Economic Census.

Lakiva: Annual Conference should happen but separately again – SDCs in Rhode Island in April; CICs in Atlanta again in August – SDC SC meeting will also be Atlanta in August.

WORKING LUNCH

Under Count of Children

Eric Jensen & Scott Konicki {PowerPoint presentation}

- Family Types are key!
- Nuclear Family (Dad, Mom & children), Single Parent Family, Multi Generation, Blended (step children), Non-related. New report coming out this summer.
- Lessons learned
- 2013 task force
- 2015 Research Series of reports and 1 more coming out.
- 2017 Implementation of lessons learned.
- Partnership communication and outreach.
- Language change to include all persons, adult, child, and babies.
- Debriefing on interpretations of household for enumerators.

Update on 2020 Communications Contract

Kendall Johnson and Kaile Bower {PowerPoint presentation}

Kaile:

- Anticipated update to the 2020 Census Communications Research and Analytics Roadmap in April 2018 or Quarter 2
- Using ACS data for which modes of responses are most likely.
- Focus groups - Y&R contract- These groups to give quality responses on Census Bureau Attitudes and motivations for the survey response. Presentation listed all areas where focus groups will be held.
- Quantity responses the survey of 50,000 houses is CBAMS... pretesting 2 languages English & Spanish. Similar to the 2015 test. Survey question is available so that others can do a similar design, sample size.

Census Solutions Workshop

Lorena Molina-Irizarry {PowerPoint presentation}

Facilitated guidance of groups in design-thinking, and design-thinking approach to the questions of how communities can promote 2020 Census, who's ready to be local partners, what resources and actions can those local partners offer and bring.

Steering Committee likes this approach. Some questions from us about whether Census is prepared, resource-wise, to deliver this across the country.

SDCs and CICs Working Towards 2020

Conversation led by Todd and Melanie

Dan V: A more formal sharing of work which could help with CIC eyes to the informal.

Sai: Conference calls, Quarterly Calls have been so helpful to be on.

Margaret: Informal listserv

During conference do a panel on what CIC's are doing.

CIC's are not geographically based. So complete Count Committees not as much with the Commissions (government based).

Basically CIC & SDC's need to educate each other on what each program does. The two groups have different perspectives.

Case Study Books - posted and shared web based.

Lakiva: Haya is doing the story behind the numbers.

Gregg: On the Census website need to add three sentences as a description on what CIC's and SDC's are do so that we can recognize which agencies would be a resource for our needs.

Norbert: Share calendar?

Barb: There is already one on Sharepoint. Add local events to calendar? How do we get people to use it?

Todd: SDC clearinghouse also has a google calendar, which should be more accessible to everyone, but does anyone use it? The website as-is does not get a whole lot of traffic.

Meeting adjourned at 4:30 pm

Tuesday, February 6, 2018

Meeting began at 8:30 am EST

Agenda change/compression due to weather and travel issues. Prioritize items on the agenda.

Participant Statistical Areas Program (PSAP) Discussion

Sara Cassidy presented {PowerPoint presentation} The presentation is on the sharepoint site. Email Sara at sara.b.cassidy@census.gov for flyers. She will print and mail them.

- Nationwide webinars will happen in January 2019
- OTSA Oklahoma Tribal Statistical Areas
- Use Block groups, County Divisions, Census Tracts, Places to define the new CDP.
- Look for Federal Register Notice and Information package and Invites out in July.
- SDCs: Please send back preliminary PSAP contact lists by mid-February.
- To apply should go through a governmental agency such as the County, Council of Governments, or Regional Development Organizations do the application.

Question was asked about program that will be used to participate. GUPS will be available for this.

Gregg: will there be GUPS training videos? Sara: They will be available on the 2020 PSAP website but are also available on Boundary and Annexation Survey (BAS) and Local Update of Census Addresses (LUCA) websites now.

Question: will you accept submissions via GIS. Sara: not at this time but could use a shape file and bring into GUPS.

Todd: can you limit CDPs that are not requested by metro government? They are not legally recognized in Minnesota. Sara: good question. Suzan: Can you remove CDPs? Sara: Yes. Vince: Don't like to remove but if causing an issue we can – want to get them out there so locals can review.

Sara: please update the PSAP contacts list that was emailed out by February 16. If you need a couple of extra days, let us know. We do not have much wiggle room though.

Sara: Participants will have their materials before webinars begin so they can come with specific questions.

Todd: Who is eligible for PSAP participation? We sent a letter requesting regional development offices that are non-governmental. Vince: I don't see why not. Main thing is that we have coverage.

SDC SC Business Meeting

Working Group Updates

Social Media:

- Melissa, Todd and Gregg
- Implementing strategy put together years ago: Auto-populating Facebook and twitter
- Hit milestone in January – 1,000th twitter follower
- Gregg – would like to start sending weekly emails again now that he is in new position. This leads back to the Facebook page. Raise the knowledge of SDC click through.
- 2 others with rights to the twitter account – Sarah Ehresman from KY and David Egan Robertson in WI.
- SDC generates content
 - o Barb: Census Bureau staff ask if we retweet CB content.
 - o Todd: Yes, but mostly our focus is what products are coming out of our states
- Melissa: should we recirculate the excel file that contains the states' social media accounts and other information for updates? Make into a google doc? Or a surveymonkey?
 - o Gregg: yes
 - o Todd: we could additionally approach states individually using tree states.
 - o Melissa will put together an email ask for who has social media that is new.

Clearinghouse:

- This workgroup was most active in summer 2016- 2017. All the recommended improvements successfully incorporated into site.
- Form to tell us about SDC work-automatically builds the pages!
- Todd: This workgroup was led by Todd and Charles. Need new leader following Charles' departure. Suzan sign up to the workgroup. Allen too.
- Not getting much traffic
- Michael: is there a reason there are two different committees for the clearinghouse and social media?

2020 Preparedness:

- Dan and Jenn
- Dan: Good representation so far
 - o Members: Dan Veroff (WI), Jenn Shultz (PA), Katie Springer (IN), Liz Brooks (AK), Jan Vink (NY), Karen Louie (CA), Maria & Susan Bower (MN), Kathy Hale (PA)
 - o Jenn send out an email asking for volunteers
 - o May add partnership specialists from other regions
 - o Maybe include an SDC that isn't an obvious choice – no big budget, not very involved
 - Would provide a different perspective
 - Suggestions: Oklahoma, Florida, Georgia, or South Carolina.
 - Barb: maybe Georgia
 - o 2020 provide a link to a separate page – separate category from clearinghouse?
 - o Todd: could create separate subsite within Clearinghouse
 - Search bar – can pull up all 2020 related
 - There is a blizzard of 2020 stuff – can we break into tasks/make digestible for SDC newcomers
 - o Dan: suggesting a cookbook in addition to good practices?
 - o Todd: Newer SDCs want a tipsheet or guide to what they need to be doing and state needs to be doing
 - o Dan: definitely some organizing needs to be done. Maybe avoid guide because some states can't use it – one size doesn't fit all
 - Maybe a case study basis – large budget state did this....
 - o Gregg: states that don't have resources or support
 - o Suzan: SDC timeline versus Census timeline – they are different
 - o Barb: Census Bureau timeline is background
 - Maybe break down into a series
 - o Mike: learned these things from network
 - Would have been nice to have information at hand. Should be having conversations at this time for this...
 - o Dan – ideate things for training
 - Feels right to put together series or timeline or guide
 - Also feels like a big ask
 - Examples
 - o Jeff Meisel: What do you want (SDC's) in training video's? Maybe this is a question for the Tree states?
 - o Barb: like PSAP questions coming in
 - Overview as a starter then drill down
 - o Barb: like LUCA – so much explaining
 - A 2 minute video on what is LUCA
 - o Mike: more of a simple one-pager – timeline for each program with links to resources
 - Conceptualize/visualize different 2020 programs
 - o Dan: how do you as SDC get involved in 2020 – could go off in many directions
 - No shortage of things to talk about
 - o Barb: 2020 acronyms sheet glossary – good for general public and leads

Steering Committee Election

Todd: Bylaws have been revised. Election of officers is now done at February meeting. We will be electing a chair, vice chair, and co-secretaries and appointing a CIC person.

- Chairperson involves: putting together monthly agenda for conference calls; work with Barb and Lakiva; make sure things get handled – awards, elections, etc.; (Dan; different level of interaction with the CLMSO staff; formal letters); cheerleader and complaint box for network.
 - Todd: Full disclosure: Chairperson role more than doubled the amount of time I spend on Steering Cmte work.
- Vice chair – individual who would take over if chair left by end of year; prepared to take over if need be; complaint box, cheerleader, and time
- Nominations open for chair
 - Todd nominated self
 - Michael, Allen and Gregg seconded
 - Other nominations?
 - None
 - All in favor, say aye
 - Voice vote unanimous
 - Todd elected
- Nominations for vice chair
 - Todd nominates Suzan
 - Gregg seconded
 - Other nominations?
 - None
 - All in favor, say aye
 - Voice vote unanimous
 - Suzan elected
- Co-secretaries – keeping all official minutes
 - Sad to see Charles leave committee
 - In bylaws we have 2
 - Nominations?
 - Melissa nominated self
 - Dan seconded
 - Todd nominates Pam and has spoken with her
 - Allen seconded
 - Todd nominates Jenn and has spoken with her
 - Michael seconded
 - Everyone votes for two
 - Pam and Melissa elected
- CIC liaison
 - Todd: Allen, are you willing to continue?
 - Allen: Yes
 - Todd: reappointed

15 min Break

Tree States

Todd and Barb work through all the new tree states. There will be new tree states for Michael, Suzan, Allen, and Dan. Same states for other members.

[Note: New Tree States list posted to SDCClearinghouse on Feb 12.]

Annual Training Conference

Lakiva: 90 percent sure this is happening. Census managements supports. (The 10 percent uncertainty: factors beyond the Bureau's control.)

2 ½ day conference, April 9-11, in Providence, Rhode Island.

This will be the 40th Anniversary of the SDC network. Have a celebration on Wednesday.

Other items Monday night reception.

Breakouts Data Dissemination Specialists (DDS), New SDC's.

Life time awards possibility discussed; no decision.

Topics:

Monday, April 9

Regional breakout sessions, led by DDSs

2020 Communication Plan with Kaile Bower, 30 min

2020 Redistricting (phase II), 30 minutes

2020 Residence Rule

Dan and Jen Workgroup What SDC's are doing for 2020, 75 minutes?

PSAP

Census Solution Pop Up - 2 hours

Tuesday, April 10

~~2018 test site update~~ or What did we learn from 2016 Census tests

2020 Complete Count Committees

2020 Questions that were forwarded to Congress

Geog. Update Mike Ratcliffe 1 hour

CEDSCI – what's new? Timeline for end of beta and full implementation, 45 min

Administrative Records – 30-60 min

2017 Economic Census

Wednesday, April 11

CIS representative to talk about CIC activities and mission

SDC Business meeting

[Note: Following the Steering Committee meeting, Lakiva arranged for Todd to talk with Dave Raglin of ACSO, discussing what the Admin Records presentation should contain. Todd offered that we want to hear more about the identification, arrangement and negotiation of agreements with states or local data stewards; what help SDCs can offer to the process; and ACSO's plan for using property parcels data to either replace or validate ACS collection of housing characteristics: acreage, year built, property taxes paid, etc.]

Other:

No LUCA program session: April is too late to be useful.

2020 media training is still of interest, but better included to 2019 training conference.

Pam joined meeting 11:50am

12:00 pm EST Adjourn to leave early due to weather.