



The U.S. Census Bureau's
Premier Local Partner

STATE DATA CENTERS NEW LEADS WEBINAR

Developed and Presented by the SDC Steering Committee

Today's Agenda

- Introductions
- About the SDC Steering Committee & Network
- Program Expectations & Core Competencies
- Potential SDC Activities
- Resources
- Q&A

THE STATE DATA CENTERS NETWORK STEERING COMMITTEE

- **Monica Cruz** (Texas)- Chair
- **Leslie Reynolds** (New York)- Vice Chair
- **Susannah Robichaux** (Alabama)- Co-Secretary
- **John Quinterno** (North Carolina) – Co-Secretary
- **Jeff Howison** (Minnesota)
- **Katie Springer** (Indiana)
- **Denise St. Peter** (Maine)
- **Alfred Sundara** (Maryland)
- **Matt Ruther** (Kentucky)

Basics

Nine elected members

Annual elections

SDC Leads & Coordinating Agencies are eligible

Terms

Three-year terms

Limit of 2 consecutive terms

Role + Duties

SDC network liaisons

Monthly coordination meetings with Census Partners

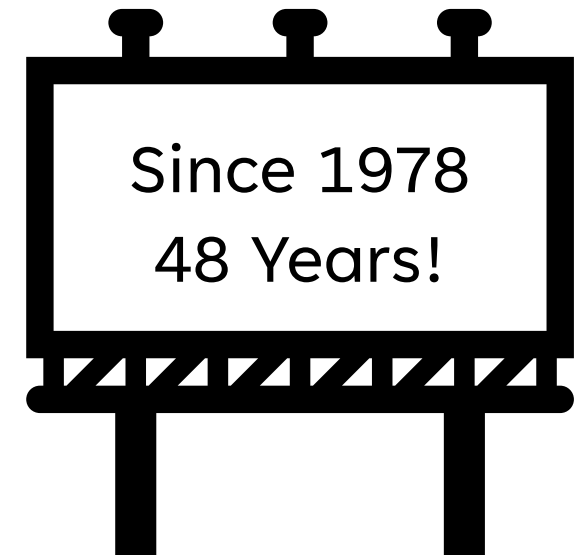
Materials and messaging development

Network development and feedback

- SDC/CIC brown bag webinars and SDC office hours!

ABOUT THE NETWORK

- “One of the Census Bureau’s longest and most successful partnerships.”
- ~1,800 members Comprised of Leads, their Coordinating Agencies and Affiliates
- One Lead from every State and Territory, including D.C. (~56)
- Leads are housed in:
 - **State Governments** (60%),
 - **Academic Institutions** (40% research centers and libraries),
 - and in one **non-profit organization**.
- No Leads receive general funding from the Census Bureau
- About half of Leads exist without specified SDC funding



THE SDC NETWORK AT THE CENSUS BUREAU

- The SDC Network Program sits within the Communications Directorate
- And is located at the Census' Customer Liaison and Marketing Services Office (CLMSO) at the Data Users Branch (DUB)

Other Partnership Programs

- **The Census Information Centers (CICs)** - network is comprised of entities focuses on specific populations
- **The Federal-State Cooperative for Population Estimates partners (FSCPE)** - work in cooperation with the Census Bureau's Program Branches to produce population estimates.

PILLARS OF THE PROGRAM

Memorandum of Agreement	Annual Report	Affiliates	Host an Annual Meeting	Attend an Annual Meeting
A multi-year, no cost contract establishing SDC-CB partnership. Formalize the work of the local SDC.	Dissemination metrics gathered from SDC lead and their affiliates. Enable impact assessment at the CB and local reporting levels.	Develop and maintain a local affiliate network. Increase outreach capacity and generate knowledge of data user needs.	Host an affiliates' meeting one time per year. Develop local Census data user expertise and generate feedback.	The CB supports a full network meeting once a year. Learn from colleagues and directly from Census experts.

The SDC network disseminates information and data produced by the Census Bureau to state and local governments and the data user community and provides user feedback to the Census Bureau on data use and operations.



NETWORK GOALS

- **Program Management**
 - Enable a productive, efficient partnership between the CB and SDC network
- **Data Dissemination**
 - Improve knowledge of, access to, and use of CB data
- **Local Expert**
 - Be recognized as the local expert in data analysis, technical assistance and custom product development
- **Promotion**
 - Encourage use of Census Bureau products and programs
- **Training and Education**
 - Provide instruction to ensure Census Bureau data are used in innovative, effective and appropriate ways
- **Programs Assistance**
 - Enhance the quality of Census Bureau's surveys and products
- **Network Development**
 - Capitalize on the long-term partnership between the SDCs and the Census Bureau to accomplish common goals and objectives



OPPORTUNITIES FOR CENSUS BUREAU PROGRAM PARTICIPATION

Annual Opportunities

- Boundary and Annexation Survey (BAS),
- Building Permits Survey (BPS)

Decennial-related Opportunities:

- Participant Statistical Areas Program (PSAP)
- Public Use Microdata Areas (PUMAs) Delineations
- Local Update of Census Addresses (LUCA)
- Count Review
- Complete Count Committees

Engagement Opportunities:

- Conduct outreach and training on CB programs/activities/data/products
- Bring feedback on CB programs/activities/data/products back to the CB

RESOURCES

SDC Network Specific

- SDC Program Guidelines Document
- [SDC Welcome Packet](#)
- CB-SDC Lead Memorandum of Agreement
- [Census Bureau Acronyms Explained](#)
- [SDC Listserv](#)
- [SDC Clearinghouse-](#) network website

Census Bureau Resources

- [Census Academy](#)- Data Gems
- data.census.gov
- Census Bureau's [Advisors, Centers and Research Programs page](#)
- [Embargo Access](#)

An abstract graphic on the left side of the slide consists of several thin white lines of varying lengths and orientations that intersect to form a series of overlapping, irregular geometric shapes, resembling a stylized map or a network diagram.

THANK YOU

Your SDC Steering Committee