2011 APDU Annual Conference
“The Census Bureau’s Partnership with the State Data Centers and Census Information Centers”
September 21, 2011

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SDC & CIC Networks
SDC Network

• State Agencies
• Universities
• Libraries
• Regional/Local Governments
CIC Network

- Chambers of Commerce
- Minority-Serving Colleges and Universities
- Civil Rights, Social Justice and Social Service Groups
- Think Tanks
- Research Organizations
SDC Core Competencies

- Program Administration
- Data Dissemination
- Data Analysis, Technical Assistance and Consultation
- Customized Programming/Product Development
- Education and Promotion of Censuses
- Training
SDC Core Competencies (cont.)

• Assistance with Census Operations
• Web Presence
• Participation in Mid-Year or Annual National Training Meetings
Ongoing/Current Projects/2010 Census Efforts

- Rural Statistical Areas Project
- Boundary and Annexation Survey (BAS) Non-response Follow-up
- Building Permits Survey Non-response Follow-up
- Local Update of Census Addresses
- 2010 Census Count Question Resolution Program
Ongoing/Current Projects/2010 Census Efforts (cont.)

- Service-Based Enumeration
- Public Use Microdata Area (PUMA) Delineation
SDC/CIC 2010 Census Promotional Activities Support

- 24 SDCs/CICs created/maintained Complete Count Committees, 11 SDCs/CICs were members of statewide CCCs, and 35 participated in local CCCs.
- 28 SDCs/CICs held a 2010 Census Kick-Off Event.
- SDCs/CICs made over 1,700 speeches on various 2010 Census messages and wrote over 2,000 articles.
State Data Center Census 2010 Redistricting Media Contacts - Traditional

- Total # of traditional contacts, 418; 100%
- # Print, 293; 70.10%
- # Radio, 98; 23.44%
- # TV, 27; 6.46%

February
State Data Center Census 2010 Redistricting Media Contacts - Traditional

- Total # of traditional contacts, 610; 100%
- # Print, 482; 81.07%
- # Radio, 74; 10.88%
- # TV, 54; 8.05%

March
State Data Center Census 2010 Redistricting Media Contacts - Traditional

- # Print, 302; 86.04%
- # Radio, 29; 8.26%
- # TV, 20; 5.70%
- Total # contacts, 351, 100%

April
SDC/CIC Networks Challenges

- Staff turnover
- Funding and resource issues
- Advising data users on the use of data with increasingly large margins of error
- Continuous changes in technology and the need for staff training who lack skills to tweet and etc. Some employers do not allow.
Future of Census Bureau and SDC/CIC Partnership

• The Census Bureau through the Customer Liaison & Marketing Services Office will continue to work with the SDCs and CICs to strengthen the programs.

• Plan to leverage new technologies to enhance our collaborative work in between the face-to-face meetings through webinars, u-stream, and other social collaboration tools.
QUESTIONS?