

# Unleashing the Power of Census Bureau Content

Center for Enterprise Dissemination Services  
and Consumer Innovation  
(CEDSCI)

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# Executive Summary

- Today there is a higher public expectation for information that is easy to access and understand
- CEDSCI will establish a modernized technology platform that leverages existing innovations to provide a set of shared data dissemination services that enable consumers to do more with the massive amounts of valuable content we publish year round
- The CEDSCI vision aligns with the core principles of the Federal Digital Strategy, the goals of the U.S. Census Bureau strategic plan, and the priorities set forth in the Department of Commerce strategic plan
- The CEDSCI initiative aims to create long-term operational and cost efficiencies through the consolidation of data dissemination tools and systems

# CEDSCI Strategy

We will follow an iterative process to modernize our data dissemination platform seeking feedback from both internal and external stakeholder to drive continuous improvements along the way.

- 1 Engage stakeholders early and often to understand their business and data needs
- 2 Develop in an iterative process that includes continuous stakeholder feedback
- 3 Leverage existing data dissemination investments
- 4 Create a modernized platform through a shared service operating model
- 5 Consolidate, streamline, and eliminate the current “siloes” approach

# CEDSCI Goals & Benefits

CEDSCI is an innovative effort to transform and expand the dissemination of Census content to seize the digital opportunity and better serve our internal and external customers.

## Improve Customer Satisfaction

The CEDSCI program allows for increased customer satisfaction through standardizing and normalizing Census content.



## Personalized Experience

The U.S. Census has an opportunity to drive a personalized customer experience, providing customers with access to improved web features, self-service data capabilities, and omni-channel integration.



## Public Perception

Public opinion and perceived value of the Census Bureau is directly tied to customer experience. An enhanced experience would benefit public perception.



## Reduce IT Costs

The consolidation of data dissemination systems, processes, and tools saves costs by eliminating duplicate systems and processes while using existing tools better and by making the workplace more efficient and effective.



## Strategic Planning

A unified, analytics-driven, actionable and highly understandable model that provides a single consumer-centric planning framework. Supports more effective strategic decision-making gather customer insights, develop analytics, and drive behavior.



## Grow our Audience

Building an enhanced digital platform will better serve the American people to help grow the Census audience.



## Efficient Operations

A shared service operating model for enterprise-wide dissemination provides operational efficiencies.



# Integration with Search

Customers are able to search directly from Census.gov and get relevant content, data tables, statistics, videos, publications, and images.

The topic, geography, year and survey/program selection areas are filtered to only include values that are applicable to the search term.

Displays a list of tables that match the search term.

Business rules will determine the appropriate values to return.

The screenshot shows the Census.gov search interface. At the top, the search bar contains 'Plumber, DC, MD, VA'. Below the search bar, there is a 'Facts at a Glance' section with a 'Plumbing, Heating, and Air-Conditioning Contractors' header. It displays 'Average Income: \$43,562' and 'Number of Establishments: 25,719'. A map of the United States highlights the search area, and a line chart shows 'Number Employed Over Time' for VA, DC, and MD. Below this, the 'Filter Results' section shows 'Showing 80 results' and 'Search Results for... "Plumber"'. The results are categorized by 'Occupation' and include filters for 'All', 'Tables', 'Statistics', 'Publications', 'Videos', and 'Images'. A list of search results is shown, including 'B24124. Detailed Occupation by Median Earnings in the past 12 months', 'B24124. Detailed Occupation for the Full-Time, Year-Round Civilian Employed Population 16 Years and Older', 'B24047. Plumbing Facilities for All Housing Units', 'B24028. Plumbing Facilities for Occupied Housing Units', and 'B08124. Means of Transportation to Work by Occupation'. At the bottom, there is a navigation bar with icons for 'All', 'Tables', 'Statistics', 'Publications', 'Videos', and 'Images'.