

Action Plan  
(Version 1.0)

Census Information Centers (CICs)  
and  
Customer Liaison and Marketing Services Office (CLMSO)

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### **Census Information Center Mission**

To provide access and dissemination of Census Bureau and related data to underserved communities to help our diverse communities achieve their goals.

### **Census Information Center Vision**

To facilitate community empowerment through sustainable data access, analysis, and education.

### **Census Bureau Mission**

The Census Bureau serves as the leading source of quality data about the nation's people and economy. We honor privacy, protect confidentiality, share our expertise globally, and conduct our work openly. We are guided on this mission by scientific objectivity, our strong and capable workforce, our devotion to research-based innovation, and our abiding commitment to our customers.

## **GOALS, OBJECTIVES, AND MEASURES**

**A. DATA DISSEMINATION GOAL:** Improve knowledge of, access to, and usage of census data among their stakeholders and underserved and hard-to-enumerate communities.

### **A1. CIC OBJECTIVES**

**A.1.a. CIC Dissemination Objective:** Disseminate relevant data and materials received from the Census Bureau to stakeholders, the underserved and hard-to-enumerate communities via various methods (e.g., email, newsletters, social media, etc.).

**A.1.a.1. Measure** – Report the total number and methods of data disseminated by your CIC. Activities will be documented in the CIC annual report.

**A.1.b. CIC Dissemination Objective:** Respond to data requests from stakeholders, the underserved and hard-to-enumerate communities via various methods (e.g., email, newsletters, social media, etc.).

**A.1.b.1. Measure** – Report the total number of data requests responded to by your CIC. Activities will be documented in the CIC annual report.

**A.1.b.2. Measure** – Report the total number of data requests passed on to your CIC from the Census Bureau. Activities will be documented in the CIC annual report.

**A.1.c. CIC Dissemination Objective:** Develop and share value-added products and reports with the CIC network, CLMSO, stakeholders, and the underserved and hard-to-enumerate populations.

**A.1.c.1. Measure** – Provide updates on products/reports developed by your CIC to CLMSO. Activities will be documented in the CIC annual report.

**A.1.c.2. Measure** – Report the total number of data products your CIC created. Activities will be documented in the CIC annual report.

### **A.2. CENSUS OBJECTIVES**

**A.2.a. Census Dissemination Objective:** Ensure that the CICs have access to and are informed about data releases, products, and materials including but not limited to areas of interest such as demographic, economic, and social statistics.

**A.2.a.1. Measure** – Update the calendar of events on a weekly basis to include impending data releases. Send information to the CICs as soon as possible upon receipt (and no later than one business day).

**A.2.b. Census Dissemination Objective:** Enable the CICs to serve their stakeholders, the underserved and hard-to-enumerate populations by providing embargo access to approved CICs for data releases.

A.2.b.1. Measure – Maintain a current list of CICs who have embargo access and a second list of CICs who are eligible for embargo access.

A.2.b.2. Measure – Notify the embargo-eligible CICs of embargo release dates/times at least two days in advance of the embargo.

**B. TRAINING AND EDUCATION GOAL:** Provide instruction to the CICs to ensure Census Bureau data are used innovatively, effectively, and appropriately.

### **B.1. CIC OBJECTIVES**

B.1.a. CIC Training and Education Objective: Provide training/assistance to data users/stakeholders on how to access, use, and interpret data.

B.1.a.1. Measure – Report total number of training sessions, participants, and other assistance provided on the use of Census Bureau data. Activities will be documented in the CIC annual report.

B.1.b. CIC Training and Education Objective: Assist stakeholders and the underserved and hard-to-enumerate communities on how to use data, tools, and various technologies correctly.

B.1.b.1. Measure – Report the total number and type of requests (e.g., data, tools, technologies etc.) your CIC received. Activities will be documented in the CIC annual report.

B.1.c. CIC Training and Education Objective: Share skills and best practices within the CIC network.

B.1.c.1. Measure – Collaborate and share best practices within the CIC network using agreed upon processes, technologies, and reporting intervals. Activities will be documented in the CIC annual report.

### **B.2. CENSUS OBJECTIVES**

B.2.a. Census Training and Education Objective: Ensure that the CICs have timely and targeted training on Census Bureau products, programs, and initiatives.

B.2.a.1. Measure – Provide webinars based on data releases and on an as-needed basis on how to access, use, and interpret data.

B.2.b. Census Training and Education Objective: Encourage sharing of instructional products and best practices within the CIC network through various platforms.

B.2.b.1. Measure – Provide various platforms, such as IdeaScale, listserv, website, etc., for collaboration and sharing ideas.

B.2.c. Census Training and Education Objective: Assist the CICs with knowledge of how to use data, tools, and various technologies correctly.

B.2.c.1. Measure – Provide the CICs with training on how to use data, tools, and various technologies correctly.

B.2.d. Census Training and Education Objective: Provide access to tools (e.g., via webex.com, mymeetings.com) to assist the CICs with community stakeholder and data user training.

B.2.d.1. Measure – Provide the electronic meeting platform/resource for training sessions conducted by CICs (may be partnering with Regional Office Information Specialists and/or SDCs) to stakeholders in communities, hard-to-enumerate populations, and underserved populations (e.g., mymeetings.com, webex.com.).

**C. COMMUNICATION GOAL**: Improve the channels of communication between the CICs and the Census Bureau.

### **C.1. CIC OBJECTIVES**

C.1.a. CIC Communication Objective: Communicate accomplishments to the Census Bureau beyond the annual report.

C.1.a.1. Measure – Provide accomplishments upon completion to CLMSO. This includes but is not limited to meetings, webinars, training sessions, publications, photos etc.

C.1.b. CIC Communication Objective: Respond to email and phone requests in a timely manner.

C.1.b.1. Measure – Respond to email and phone requests by CLMSO in a timely manner or per the deadline.

### **C.2. CENSUS OBJECTIVES**

C.2.a. Census Communication Objective: Embed CIC website within the census.gov website infrastructure and through coordination with staff and the CIC Steering Committee communications/website designated member.

C.2.a.1. Measure – Maintain relevance and such activities shall be reported during Steering Committee meetings with CLMSO-DUB staff and Communications Staff.

C.2.b. Census Communication Objective: Alert the CICs to the availability of products and materials from the Census Bureau, and ensure that helpful and important information is included in these alerts.

C.2.b.1. Measure – Send out alerts as soon as possible upon receipt (and no later than one business day).

C.2.c. Census Communication Objective: Allow adequate time for responses (via email and/or phone) from the CIC network.

C.2.c.1. Measure – Provide adequate time (when appropriate) for responses to email and phone requests by CLMSO.

C.2.d. Census Communication Objective: Inform CICs of any improvements made to Census Bureau products, tools, services etc. based on their feedback.

C.2.d.1. Measure – Send out notifications to the CICs of improvements made to products, tools and services.

**D. FEEDBACK GOAL**: Provide Census Bureau with feedback on Bureau data, tools and services.

### **D.1. CIC OBJECTIVES**

D.1.a. CIC Feedback Objective: Provide feedback and recommendations to CLMSO regarding Bureau data, tools, and services.

D.1.a.1. Measure – Provide feedback as appropriate to CLMSO on Census Bureau data and developments.

D.1.b. CIC Feedback Objective: Assist in usability testing of census products and applications.

D.1.b.1. Measure – Participate in testing and provide feedback regarding census products and applications.

### **D.2. CENSUS OBJECTIVES**

D.2.a. Census Feedback Objective: Inform CICs of opportunities to provide input, feedback, and testing to Census Bureau tools, products, and services.

D.2.a.1. Measure – Inform the CICs of various opportunities to provide input and feedback.

D.2.b. Census Feedback Objective: Collect feedback from CICs and forward it to the appropriate parties.

D.2.b.1. Measure – Forward and follow-up with the appropriate parties on CIC provided feedback.

**E. PROMOTION, RECRUITMENT AND OUTREACH GOAL**: Encourage the use of Census Bureau products and programs.

### **E.1. CIC OBJECTIVES**

E.1.a. CIC Promotion, Recruitment and Outreach Objective: Work with the Census Bureau to help with the promotion, recruitment, and outreach efforts of the Census Bureau for censuses and surveys.

E.1.a.1. Measure – Participate in the promotion, recruitment, and outreach of Census Bureau censuses and surveys as appropriate. Activities will be documented in the CIC annual report. ▸

E.1.a.2. Measure – Encourage stakeholders to participate in censuses and surveys conducted by the Census Bureau through efforts such as community outreach, publications, media, etc. as appropriate. Activities will be documented in the CIC annual report.

E.1.b. CIC Promotion, Recruitment and Outreach Objective: Promote upcoming events conducted by the Census Bureau and other Bureau partners about Census Bureau products.

E.1.b.1. Measure – Provide updates on how your CIC participated in promoting upcoming events conducted by the Census Bureau and other Bureau partners. Activities will be documented in the CIC annual report.

## **E.2. CENSUS OBJECTIVES**

E.2.a. Census Promotion, Recruitment and Outreach Objective: Provide promotional materials to the CICs in a timely manner.

E.2.a.1. Measure – Alerts are sent to the CICs within one business day of materials being made available.

E.2.a.2. Measure – Coordinate with the regional offices to assist with promotional materials in their region.

E.2.b. Census Promotion, Recruitment and Outreach Objective: Promote value-added products of the CICs.

E.2.b.1. Measure – Create a website to showcase CIC value-added products and provide links to individual CIC websites with products and presentations.

**F. BUILD A THRIVING NETWORK GOAL**: Enhance the partnership between the CICs and the Census Bureau to accomplish common goals and objectives.

## **F.1. CIC OBJECTIVES**

F.1.a. CIC Network Objective: Elect Steering Committee Members who will work to strengthen the CIC network and facilitate communication between the CICs and the Census Bureau.

F.1.a.1. Measure – Participate in the election process. Each CIC organization must participate.

F.1.b. CIC Network Objective: Collaborate and communicate with other CICs, SDCs, and regional offices.

F.1.b.1. Measure – Report the total number of collaborative activities between CICs, SDCs, and regional offices. Activities will be documented in the CIC annual report.

F.1.c. CIC Network Objective: Provide a CIC representative or designee to participate in the annual meeting.

F.1.c.1. Measure – Provide representation (primary or designee) to participate in the annual meeting.

F.1.d. CIC Network Objective: Provide a CIC representative or designee to participate in various methods of training (e.g., webinars, virtual conferences, and conference calls).

F.1.d.1. Measure – Provide representative or designee to participate in at least one training session per quarter beyond the annual conference (e.g., webinars, virtual conferences and conference calls). Activities will be documented in the CIC annual report.

## **F.2. CENSUS OBJECTIVES**

F.2.a. Census Network Objective: Host and provide funding for a representative from each CIC lead agency to attend the annual training meeting.

F.2.a.1. Measure – Host one representative or designee from each CIC lead agency for the annual training meeting.

F.2.a.2. Measure – Develop alternative/interactive formats for training, such as virtual meetings, conference calls, and webinars at least once a quarter.

F.2.b. Census Network Objective: Reinforce the ongoing work within the CICs for the Census Bureau.

F.2.b.1. Measure – Host webinars, virtual meetings, and collaboration platforms on an as needed basis to keep the Census Bureau informed about the work of the CICs.

**G. ADMINISTRATIVE GOAL**: Serve as active and responsive partners by meeting the program obligations.

## **G.1. CIC OBJECTIVES**

G.1.a. CIC Administrative Objective: Approve/sign a Memorandum of Agreement (MOA).

G.1.a.1. Measure – Executive representatives of the organization will sign the MOA per the date in the document.

G.1.b. CIC Administrative Objective: Complete an annual report.

G.1.b.1. Measure – Complete annual report, which will document activities by each CIC organization for the calendar year.

G.1.c. CIC Administrative Objective: Provide current contact information and inform CLMSO of CIC contact changes.

G.1.c.1. Measure – Update CLMSO with the current organization contacts and/or replacement contacts on an as-needed basis.

G.1.d. CIC Administrative Objective: Provide analysis from the previous year's annual report to measure goals met/unmet during the previous year.

G.1.d.1. Measure – Collaborate with CLMSO to provide analysis of the previous year's annual report results and share with the CIC network.

## **G.2. CENSUS OBJECTIVES**

G.2.a. Census Administrative Objective: Maintain an up-to-date MOA.

G.2.a.1. Measure – Ensure that the MOA is approved/signed by all appropriate parties by designated due dates.

G.2.b. Census Administrative Objective: Distribute the annual report.

G.2.b.1. Measure – Work with the CIC Steering Committee to update and distribute the annual report to each CIC organization for the calendar year (January 1 through December 31).

G.2.c. Census Administrative Objective: Maintain a detailed profile of the current CIC network members.

G.2.c.1. Measure – Update the current profile of CIC network members on an as-needed basis, including contact information and platforms/software used.

G.2.d. Census Administrative Objective: Provide completed CIC Annual Reports to designated CIC Steering Committee members in a timely manner to be analyzed and presented at the CIC Annual Training Conference.

G.2.d.1. Measure – Assist CICs and act as a data warehouse by maintaining previous years CIC Annual Reports whereby 1-yr, 3-yr and 5-yr comparisons/analysis can be achieved.