

Changes of the American Community Survey

State Data Center and Census Information Center Steering Committees

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Budget

- The ACS budget is determined each year by Congress
- Total Allocated for Fiscal Year 2014: \$230.6 million
 - Data Collection Costs: \$174.3 million
 - Internet and Mail - \$38.1 million
 - Telephone Interviews - \$21.5 million
 - Personal Interviews - \$99.4 million
 - Group Quarters - \$15.3 million
- FY 15 President's budget request: \$245.8

Current ACS Challenges

<u>Issue</u>		<u>Congressional Discussion</u>
■ Burden		
■ Intrusiveness	➔	Defund or Eliminate Survey
■ Harassment		
■ Mandatory	➔	Voluntary
■ Penalties	➔	Reduce or Eliminate Survey

Messaging and Mail Package Assessment Research

- Why we started this research
 - Goals of project:
 - Develop and test messages and mail package refinements to increase ACS self-response rates
 - Apply insights from ACS message testing to support general outreach, data dissemination, materials development, and call center and field operations
 - Help inform the 2020 Decennial Census Communications Campaign

Content Review

- Content Review process started in early 2013
- 2014 ACS Content Review builds upon earlier efforts begun during the comprehensive ACS Program Review to...
 - Examine and confirm the value of each ACS question
 - Confirm and update the legal basis for questions
 - Gather input from federal agencies and other data users
 - Analyze data using pre-specified criteria established by the ACS Subcommittee of the Interagency Council on Statistical Policy (ICSP)
 - **Develop recommendations for ACS content that will provide the most useful information with the least amount of burden to the public**
- The public will have the opportunity to respond to the recommendations for removal via the *Federal Register* notice published in October

Follow Up Operations

- Completed research to reduce contacts during telephone follow up
 - Reduced contacts from 25 to 15 calls
- Planning research to explore reducing person follow-up contacts with respondents
 - Effects on the estimates at small levels of geography from having fewer contacts
 - Effects on the CAPI and survey response rates at smaller levels of geography

Products and Materials

- Improving usefulness of our outreach data products and materials
 - Collecting ACS use cases to use as examples to illustrate ways ACS data is used
 - Use lessons learned from MMPAR to develop new ACS outreach materials that resonate with respondents and the public
 - ACS hopes to use Team Reingold to develop their materials in FY 2015

Data Users Group

- Established the ACS Data Users Group
 - Improve understanding of the value and utility of ACS data and to promote information sharing among data users about key ACS data issues and applications
 - Conduct webinars and special sessions at professional meetings
 - Host ACS data users conference
 - Create users group website and online community

Performance Management

- Performance Management is the use of performance measures by managers and leaders to inform decisions about how best to achieve the organization's mission and strategic goals

Benefits of Performance Management for ACS

- Establishes and communicates a baseline view of organizational performance
- Provides an understanding of what the program is doing well
- Identifies potential areas to improve effectiveness and efficiency of current operations
- Improves the program's ability to communicate performance to stakeholders
- Collectively, all benefits above increase the transparency of the program's efforts
- Provides a structure for responding to changes in the environment

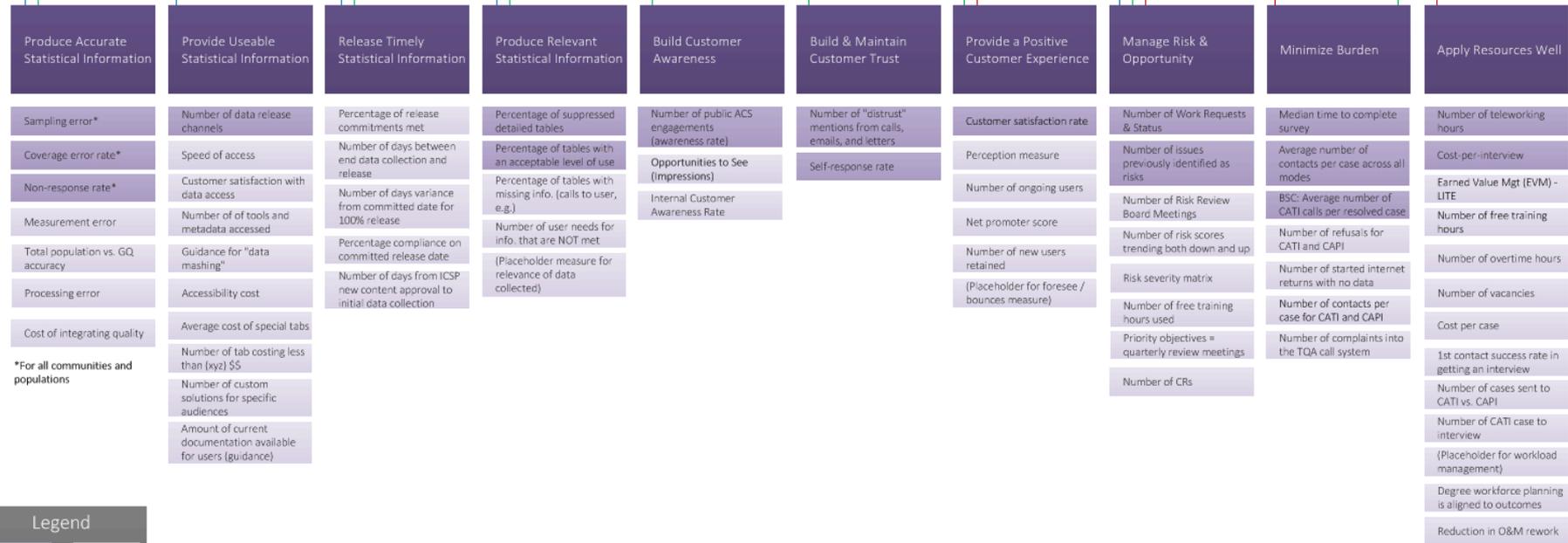
"The American Community Survey collects data and provides quality statistics for America about all its communities."

ACS Performance Management Framework – V14

Mission Goals

Objectives

Measures



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Next Steps for ACS Performance Management

- Continue to refine and iterate ACS Performance Measures as appropriate
- Mature the Performance Management capability
- Document the Performance Management Process
- Initiate an annual Performance Management Framework and Process review (next review – Jan 2015)
- Continue to engage stakeholders interested in ACS program performance
- Establish an annual review of work done in relationship to the program, drawing from both portfolio management and performance management

Stay Involved!

- For the latest ACS updates, visit:

<http://www.census.gov/acs/>

- Sign up for GovDelivery ACS Subscriber Notices:

<https://public.govdelivery.com/accounts/USCENSUS/subscriber/new>

Questions?