

Census Information Center (CIC)

2013 Annual Report

Covering Calendar Year 2012

Submitted to the
Census Information Center Network
By
Data Users Branch
Customer Liaison and Marketing Services Office

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Acknowledgement

The 2013 Annual Report was created in the Customer Liaison and Marketing Services Office, under the direction of Kendall Johnson, Chief, by the Data Users Branch under the direction of Tom Edwards, Acting Branch Chief. Toni Hall prepared, and Tom Edwards edited, the report for the Census Information Center (CIC) Program.

The Customer Liaison and Marketing Services Office is located in the U.S. Census Bureau's Communications Directorate, which comes under the leadership of Sonja Steptoe, Associate Director for Communications.

FACTS ABOUT THE CENSUS INFORMATION CENTER PROGRAM

- The Census Bureau's Customer Liaison and Marketing Services Office (CLMSO) administers the CIC Program. CLMSO is a division within the Census Bureau's Communication Directorate.
- The CIC program was established in 1988, when the U.S. Census Bureau and the National Urban League entered into a joint agreement to create a pilot project to make Census data and information available to minority communities. Over the next two years, the Census Bureau added four additional organizations to the pilot program: the National Council of La Raza, the Asian and Pacific Islander American Health Forum, Americans for Indian Opportunity, and the Southwest Voter Research Institute (now the William C. Velasquez Institute).
- In 2000, the CIC network became an official Census Bureau program. That year, the Bureau expanded the network to a total of 59 organizations. Both the Census Bureau and each of the organizations in the CIC network signed a Memorandum of Agreement (MOA). The MOA is a legal document approved by the Department of Commerce that explains the cooperative agreement between the organization and the U.S. Census Bureau. In addition, it outlines the responsibilities of both the CIC and the Bureau. The terms of the MOA are effective for three years. However, the latest MOA will be expanded for six years (January 1, 2014 - December 31, 2020) which will include activities for the 2020 Census.
- As of May 2014, the network consists of 52 non-profit groups, a mix of national and community-based organizations. The network is comprised of colleges and universities, research groups, minority chambers of commerce, civil rights organizations serving children, the aging, rural populations, indigenous populations and tribal governments. The CICs are represented in 20 states, the District of Columbia and Puerto Rico across the country.
- The CIC network's vision for the program is to facilitate community empowerment through sustainable data access, analysis and education.
- The program's mission is to provide access to, dissemination of, and education regarding Census Bureau data, products and services to underserved populations to empower the communities.
- The Core Requirements for the CIC Program are:
 - A signed Memorandum of Agreement (MOA)
 - Submitting an Annual Report
 - Participation in the Annual Training Conference
 - Participation in other Census-offered trainings

- The CIC network and the Census Bureau have adopted seven core goals to measure the effectiveness of the program. These goals define a minimum level of participation for each organization:
 - **Data Dissemination:** Improve knowledge of, access to, and use of census data among stakeholders, the underserved, and the hard-to-enumerate communities.
 - **Training and Education:** Provide training and education to enhance the CICs skill set in to use of Census Bureau data, tools and services.
 - **Communication:** Improve the channels of communication between the CICs and the Census Bureau.
 - **Feedback:** Provide the Census Bureau with feedback on Bureau data, tools and services.
 - **Promotion, Recruitment, and Outreach:** Encourage the use of Census Bureau products and programs
 - **Build a Thriving Network:** Enhance the partnership among the CICs and the Census Bureau to accomplish common goals and objectives.
 - **Administration:** Serve as active and responsive partners by meeting the program obligations.

**Census Information Center
2012 Annual Report
Executive Summary**

Below are highlights from the 2012 CIC annual report. The annual report was revised in 2012 to include six of the seven (not including the communication goal) program goals identified in the CIC Action Plan.

- Among the 54 CICs, 41 (76%) submitted their annual report. This average represents a decline in the percentage of organizations that turned in their 2011 annual report (83.9%). However, this average is consistent with the number of CICs who do not have a contact, have a new representative or have an inactive representative.
- About half of the CICs reported having only one person working on Census activities.
- There were no changes in the organizations' demographic, geographic, and topic focus.

PROGRAM CORE GOALS

1. Data Dissemination

Improve knowledge of, access to, and use of census data among stakeholders, the underserved, and hard-to-enumerate communities.

- The CICs reported their data dissemination activities reached close to 2,700,000 people.
- The CICs reported using a mix of methods to disseminate data: email/e-blasts, followed by social media, and workshops and training sessions remain their primary means of disseminating data.
- The CICs reported receiving 4,575 data requests. This is a significant increase from what was reported in the 2011 annual report (3,000 data requests). The CICs reported that they received data requests from the general public, community and non-governmental organizations, non-profit organizations, and students. They also reported receiving more than 300 data requests from the Census Bureau.
- Twenty-seven of the 41 respondents reported producing more than 400 data products in the forms of e-blasts, newsletters, reports, factsheets and tool kits, along with other customized tools. For example, Goodwill Industries International, Inc. reported producing a "Community Needs Assessment" data book using ACS 5-year data. The CICs reported disseminating their products through email, at events, and during presentations.

2. Training and Education

Provide instruction to ensure Census Bureau data are used innovatively, effectively, and appropriately.

- More than half (23) of the 41 respondents reported providing a total of 114 training sessions in the past year. Training sessions included Census 101, Understanding ACS, and Using AFF. This is an increase from the 102 training sessions reported in the 2011 annual report. The CICs are providing training to the general public, community/non-governmental, political and other community leaders, researchers, and non-profit organizations.
- Of the 41 respondents, six reported developing and offering data tools which included on-line databases, on-line or mobile apps, and others. The Chinese American Voters Education Committee reported developing a mobile app to disaggregate Asian data. However, half (20 CICs) of the respondents reported they would like to develop and offer data tools. They suggested that CLMSO staff could assist them with training in this area. Secondly, they would like to see developed a resource portal where all relevant apps could be found easily and downloaded. Further, they suggested it would be useful if they could embed the Census Bureau links within their Website, Facebook, blogs, etc. Lastly, they would like to see a webinar provided about America's Economy & On-The-Map applications.

3. Feedback

Provide Census Bureau with feedback on Bureau data, tools and services.

- Seven CICs had the opportunity to participate in usability/beta testing in the past year.
- About one-third of the CICs (18) reported providing feedback to the Census Bureau on tools, products, and/or services for a total of 53 responses from the CICs.

4. Promotion, Recruitment, and Outreach

Encourage the use of Census Bureau products and programs

Below are a couple of examples of how the CICs provided outreach and promotion of Census Bureau censuses and surveys.

- The Asian American Pacific Islander Community Development CIC, forwarded emails about the Economic Census to email listserves, reaching more than 2,000 individuals. They also forwarded announcements about webinar trainings regarding the Survey of Income and Program Participation (SIPP),

the Current Population Survey (CPS), the American Community Survey (ACS), and other census-related information to faculty and students at UCLA and all the Asian American and Pacific Islander Studies Programs/Departments throughout the country.

- The Asian American Advancing Justice-LA - Partnered with the Census Bureau's Population Division (Racial Statistics Branch) to hold a forum on Asian Americans (May 2, 2012, Washington DC).
- The Interdisciplinary Research Institute at the University of Puerto Rico in Cayey (UPR-Cayey) - provides regional demographic and socioeconomic data through the CIC. Their mission is to disseminate census data in order to promote and support research and community initiatives that contribute to the general well-being of communities from the UPR-C service region.

Based on these ideals, the organization strives to explain the changes between Census 2000 and the 2010 Census, as well as the benefits of the American Community Survey. The Institute also explains to the public how to use the new format of the American FactFinder as well as the available data from this census search engine. The American Factfinder contains the best tools to explain and present the utility of census data, particularly for the American Community Survey. Also, we explain why the American Community Survey is so important to the community and why we advocate to the U.S. Congress to continue to fund it.

- The National Congress of American Indians (NCAI) is a member of the Census Project (<http://www.thecensusproject.org/Stakeholderlist.htm>) and the Leadership Conference on Civil and Human Rights Census Taskforce. These two groups provide education to policy makers and constituents on the importance of census data to governance and decision-making. NCAI submitted testimony to the Joint Economic Committee for their hearing: "The Economic Impact of Ending or Reducing Funding for the American Community Survey and Other Government Statistics" and showed the practical effects of reducing resources for the ACS on Indian Country.
- The National Urban League (NUL) co-hosted an event with the Census Bureau on the African American population at Black Entertainment Television (BET) studios. The Urban League also issued a press release for the 2010 population estimates.
- CICs conducted more than 200 Census-related presentations and/or events in 2012. The respondents reported presenting on the following topics
 - Demographic and socioeconomic changes in the various populations
 - How to access data with American Factfinder
 - How to use the Census for genealogy research
 - Data on housing values in the region

- Population estimates
- Voter registration
- CICs reported speaking to the reporters and/or media organizations via newspapers, magazines or trade journals 1,837 times.

5. Build a Thriving Network

Enhance the partnership between the CICs and the Census Bureau to accomplish common goals and objectives.

- 75% of the of the responding CICs (31 of 41), reported attending or sending a designee to participate in the 2012 Annual Training Conference.
- On average, the CICs reported participating in 1-3 training sessions/webinars in 2012.
- The majority of responding CICs (27 of 41) reported collaborating with other CICs, SDCs, and Census Bureau Regional Office staff.
- CICs reported collaborating with SDCs from New York, Oklahoma, Mississippi, Texas, and Hawaii. In addition, they reported collaborating with Census Regional office staff in Atlanta, New York, Denver, Los Angeles and Chicago.

Training is essential to building and sustaining a thriving network. The CIC members are as diverse as the organizations they represent. They represent novice, intermediate and advanced data users. Understanding training levels are equally important to better support the CIC program. Below are highlights of the CIC training needs reported by the respondents in their annual report.

- Alteryx
 - 21 do not use; but are interested in learning more; 7 request basic training
- American Community Survey (ACS)
 - 23 currently use; 13 request advance training
- American FactFinder2
 - 22 currently use; 8 request advance training
- Application Program Interface (API)
 - 19 do not use, but are interested in learning more; 10 request basic training
- Arcview/GIS
 - 12 currently use; 12 request basic training; 9 request advance training
- Census.gov website
 - 25 currently use; 11 request advance training
- DataFerrett

- 14 request advance training; 10 request basic training
- iPUMS
 - 11 do not use, but interested in learning more; 8 request basic training; 8 request advance training. (This is not a Census product.)
- LED (OnTheMap)
 - 11 do not use, but interested in learning more; 9 request advance training, 6 request basic training
- SPSS/SAS
 - 9 do not use, but are interested in learning more; 10 request advance training; 9 request basic training. (This is not a census product.)
- Tiger Maps
 - 8 currently use; 9 request basic training; 6 request advance training
- QuickFacts
 - 20 currently use; 8 do not use, but interested in learning more
- Community Organizing
 - 11 currently use; 7 request basic training; 5 request advance training
- Media Training
 - 8 currently use; 9 request advance training; 7 do not use, but interested in learning more; 6 request basic training
- Topical/Subject-Area data
 - 8 currently use; 7 request basic training; and 9 do not use, but interested in learning more; 5 request advance training

SUMMARY OF KEY ACTIVITIES IN 2012

In calendar year 2012, the CIC network had many accomplishments. Below are several examples taken from the 2012 annual report.

- The CIC Steering Committee and the Data Users Branch (DUB) within CLMSO collaborated on the creation of an action plan. The action plan formed the basis for the revision of the CIC MOA. The new MOA was approved by the Commerce Department in the summer of 2013.
- The American Community Survey Office (ACSO), CLMSO and the CIC Steering Committee worked together to produce a stakeholder engagement plan, which provides the framework for engagement between the CIC network and ACSO.
- The Data Users Branch (DUB) with input from the CIC Steering Committee developed a CIC Welcome/Orientation Booklet, which helps new members become acquainted with the CIC program and the numerous resources available to them.
- The Northeast Council of Governments used census data to assist numerous grant seekers. All applications rely heavily on census data for justification. As a result, in excess of \$23.7 million dollars in grant and loan funding was received in their region in 2012. Also, staff provided census information and responded to various data requests for information.
- The National Council of La Raza (NCLR) launched its Latino Kids Data Explorer, a user-friendly tool that enables data users to access Census statistics quickly and effectively. Between September (when the tool was launched) and December 2012, the tool received 38,576 hits. In addition, a data visualization graphic developed to promote this new data tool attracted about 3,000 additional hits. This data visualization graphic can be accessed here - http://www.nclr.org/index.php/issues_and_programs/research/childrensresearch/latino_kids_data_visualization/.

The data tool has been introduced to a broad range of audiences including community-based organizations, advocates, policy makers, researchers, academics and others. NCLR hopes to develop more tools such as this one to facilitate access to important data on the growing Latino population.

- The Joint Center for Political and Economic Studies published a series of Community Health Equity Reports that explored the relationship between where people live and their health. These reports relied heavily on census data.

Place Matters for Health in the South Delta: Ensuring Opportunities for Good Health for All
Place Matters for Health in Baltimore: Ensuring Opportunities for Good Health for All
Place Matters for Health in Bernalillo County: Ensuring Opportunities for Good Health for All

Place Matters: Ensuring Opportunities for Good Health for All
Place Matters for Health in Cook County: Ensuring Opportunities for Good Health for All
Place Matters for Health in Orleans Parish: Ensuring Opportunities for Good Health for All
Place Matters for Health in the San Joaquin Valley (Spanish summary)
Place Matters for Health in the San Joaquin Valley (summary)

NETWORK MEMBERSHIP IN 2012

In 2012, the CIC program was comprised of 55 organizations (as of March 2014 there are 51). Since 2000, the program's membership has fluctuated between 54 to 59. Also, individual organizations have experienced some personnel changes over time. The following organizations either currently do not have a representative, have a new representative, or their representative is inactive/non-responsive.

Organizations with no representation

- Child Welfare League of America
- Metropolitan Center of Florida International University
- Vanderbilt University

Organizations with new representation

- Children's Defense Fund
- First Alaskans Institute
- Latin American and Latino Studies/ Inter-University for Latino Americans
- National Council for Aging

Organizations with inactive/non-responsive representation

- Bayamon College
- NAACP
- The Navajo Nation

Census Information Center 2012 Annual Report Comments:

- Please continue to offer the annual in-person training. This gives us an invaluable opportunity to learn directly from staff at the Census Bureau and from each other.
- We are most eager and willing to participate in disseminating Census news and data to our communities. We really need to make an effort to increase our efforts to network within the CIC and SDC communities - with Web conferences and other new media such as Skype. But, an annual face-to-face conference with the entire network is important and necessary.
- Update websites of different CICs, and if possible to have information of the work of the CIC in a common area. Some of these websites only have information about the institutions that they are a part of and not the work they do as CICs.
- We are basically a one person CIC operation. It would be a tremendous help if the Census Bureau would continue sharing news, information, descriptions, and examples of what other CICs and SDCs are doing, and "how" they have accomplished those tasks... in other words, sharing best practices.
- My biggest problem is having no money to hire students to help. Many students have become interested in the Census Information Center program, and the GIS trainings have been a big hit, but other funded projects have become more attractive to them because they get paid. Also, collaboration between us, the CIC and the SDC in our state, is non-existent. Perhaps you can help foster this relationship.

Finally, we are still interested in creating a separate category for Continental Africans in the U.S. for the 2020 Census. So many projects can emerge from this effort. Please help connect us to those planning the 2020 Census. Thank you for the tremendous work you do. It is amazing how you put together everything you do.

- The CIC program is so valuable in disseminating census data to the local regions, but the Bureau is not seeing that importance. In general, the CIC organizations are acting as the voice for the Census Bureau in local communities and have helped make data accessible to everyone for the betterment of the community. Helping the Census Bureau to connect with vast populations in a very reachable manner, as well as providing guidance and knowledge about local culture and community at large, is what the CICs do best.
- As it did with the ACS Data Users Group, Census should find ways to provide financial support for independent CIC work. The Census Bureau should find ways to certify CIC participation in the program through continuing education credits and issuing certificates, such as for ArcGIS. The Census Bureau should

find ways to secure free or low cost software programs, such as SPSS and SAS, for the CICs.

- The Census Bureau should provide support and guidance to grow the CIC network; continue to help the network meet training requests; extend more assistance to make sure we don't lose additional CICs; keep communications open re: CICs in trouble/lack because of leadership. The CICs are still interested in getting restructuring of CIC affiliates program considered by DUB/CLSMSO, documented and approved through the process. Initiate the Tier I and Tier II programs that we proposed last year.
- Hamtramck, MI and its environs (central Detroit) is as widely diverse as perhaps any community in the North America. Twenty different languages are spoken in our public schools; The majority of our population is first or second-generation American. More than half the city's residents are Muslim; more than twenty percent of Hamtramck is African American; more than twenty percent are of Middle Eastern descent and more than twenty percent are Asian. Our mission as a CIC extends well beyond serving what was traditionally a Polish and Polish American community. We are, therefore, somewhat unique among CIC's in that we are working to find ways to serve a community in which no one ethnic or ancestry group represents a majority.
- Our program is proud to be a part of the CIC program.
- The Leadership Conference is a multi-issue organization and does not have the resources available to devote a full-time employee to work on CIC activities. However, the access to Census Bureau data products, information, and services continues to be an important way we can support the work of our 200+ member organizations.
- Keep up the good work! We know your budget is tight but we would like you to know your work is top notch! We appreciate you!