

CIC Tracking, Outcomes & Metrics

CIC Steering Committee

The work of CIC's



CIC Annual Reporting

- It is the responsibility of the CIC contact to gather information for the annual report, which is a summary report of the activities performed for the previous year.
- The information in the annual report is used by CLMSO to help justify program resources, including staffing, products, etc. Completing the annual report is essential to the existence of the program.
- **Recommendation:** compile logs and tracking reports throughout the year

Core Goals

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

Goals - continued

- **Promotion, Recruitment, and Outreach:** Encourage the use of Census Bureau products and programs
- **Build a Thriving Network:** Enhance the partnership between the CICs and the Census Bureau to accomplish common goals and objectives.
- **Administration:** Serve as active and responsive partners by meeting the program obligations.

Outcomes

- **Data dissemination**

- Improve knowledge of, access to, and use of census data among stakeholders, the underserved, and hard-to-enumerate communities.
- Most CIC's use community trainings, email/e-blasts, special reports and social media to disseminate information.
- Trainings, emails and social media were the primary techniques used (more than 84,000 times in 2013 and more than 100,000 in 2014).

- **Training & Education**

- Twenty one CIC's reported providing community level training.
 - Overall 283 training sessions were offered in 2013 and 300 in 2014

Outcomes - continued

- **Communication**

- The CICs reported receiving close to **2,000 data requests** in both 2013 and 2014, primarily via emails, social media posts, tweets and via telephone.
- The CICs reported receiving **data requests** from the public, community and non-governmental organizations, non-profit organizations, and students.

- **Feedback to Census Bureau**

- The CICs reported providing feedback to the Census Bureau on data tools, products, and/or services including ACS Content Review, Alternative Question Experiment (AQE) and American FactFinder (AFF) Enhancement.

Outcomes - continued

Promotion, Recruitment, and Outreach - Selected examples:

- The **Asian & Pacific Islander American Health Forum (APIAHF)** submitted two documents supporting the ACS. The first **explained how APIAHF uses ACS data to highlight socio-economic disparities affecting their communities.**
- **The Medgar Evers College, City University of New York, DuBois Bunche Center for Public Policy,** promotes Census data by conducting presentations at academic and community conferences, and making presentations on public affairs radio programs
- **The William C. Velasquez Institute** strives to promote the Census through explaining the changes between Census 2000 and the 2010 Census. It also touts the benefits of American Community Survey data. The WCVI explains to public data users how to use American FactFinder data tool, as well as the data available from this search engine.
- **Asian American Federation** raises the profile of Census Bureau products through citations in the reports and briefs they produce.

Outcomes - continued

- **Promotion continued**

- CICs conducted more than 1,400 Census-related presentations and/or events in 2013 and slightly more 1600, in 2014.
- CICs reported speaking to reporters and/or media organizations (newspapers, magazines or trade journals) close to 700 times in 2013 and 515 times in 2014.

- **Build a Thriving Network:**

- Participation in training conferences, training sessions, webinars,
- Collaborations with other CIC's or Census Regional Offices (39% reported collaborations in 2014)
- CIC staff training – CIC staff have expertise and are willing to share