

**State Data Center  
&  
Business and Industry Data Center  
Network**

**2012 Annual Report**

**Covering Calendar Year 2011**

Submitted to the  
State Data Center/Business and Industry Data Center Network  
By  
Data User Branch  
Customer Liaison and Marketing Services Office

**October 2012**

## **Acknowledgement**

The 2012 Annual Report was created in the Customer Liaison and Marketing Services Office, under the direction of Kendall Johnson, Chief, by the Data User Branch under the direction of Janice Valdisera, Branch Chief. Barbara LaFleur compiled and edited for the State Data Center Program.

The Customer Liaison and Marketing Services Office are in the U.S. Census Bureau's Communications Directorate, which comes under the leadership of Steve Jost, Associate Director for Communications.

## **FACTS ABOUT THE STATE DATA CENTER PROGRAM**

- The Census Bureau's Customer Liaison and Marketing Services Office (CLMSO) administers the State Data Center Program. CLMSO is in the Census Bureau's Communication Directorate.
- The State Data Center (SDC) program was established in 1978.
- The Business and Industry Data Centers (BIDC) component of the program was added in 1988.
- The SDC/BIDC network includes lead organizations in each of the states, the District of Columbia, Puerto Rico, Guam, the Virgin Islands, the Commonwealth of the Northern Mariana Islands, and American Samoa.
- The SDC/BIDC network and the Census Bureau have adopted core competencies to insure the effective operation of the program. These competencies define a minimum level of participation for each state's network for each of the following program areas:
  - Program Administration
  - Data Dissemination
  - Data Analysis, Technical Assistance, and Consultation
  - Customized Programming and Product Development
  - Education and Promotion of Census Programs
  - Training
  - Assistance with Census Bureau Operations
  - Web Presence
  - Participation in Census Bureau-sponsored Regional or National Meetings

### **Summary of Key Activities in 2011**

In program year 2011, (January 2011 through December 2011) the network handled more than 612,000 requests from local governments, businesses, academia, research organizations, public service and nonprofit organizations, the media, and others. The media requests alone totaled over 132,000 including over 118,000 on-line requests. Their web sites received an excess of 250 million hits. Of these hits, 22 million were user sessions. The network had over 1,000 Full Time Employees working on activities related to Census Bureau activities. The network showed funds expended by the agencies of approximately 17.4 million dollars.

# State Data Center/Business and Industry Data Center 2011 Annual Report

## Executive Summary

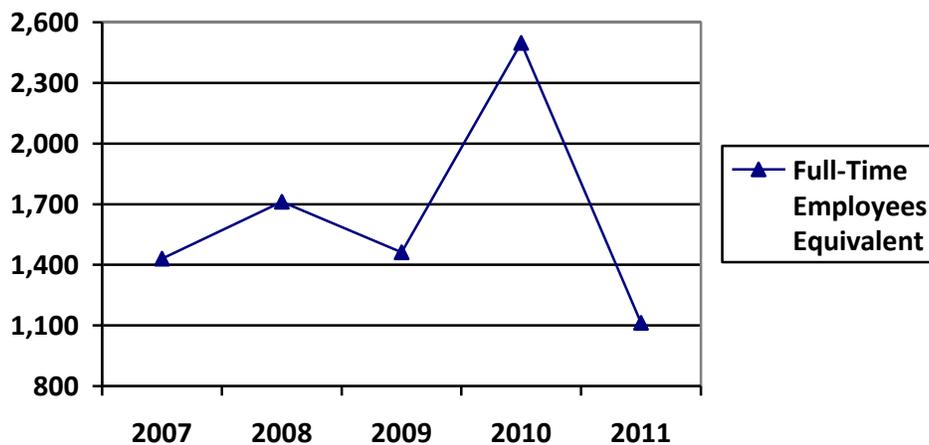
The Census Bureau's State Data Center (SDC) program was created in 1978 to provide an effective vehicle for the dissemination of Census Bureau information and data to state and local governments. The SDC program component, the Business and Industry Data Center (BIDC) Program, was added in 1988 to meet the needs of local business communities for economic data. The Census Bureau's Customer Liaison and Marketing Services Office (CLMSO) administers the SDC/BIDC program through the Data User Branch.

The program's vision is to create a SDC/BIDC program that is a model of Federal-State cooperation by being well managed, providing efficient and timely access to data and meeting the needs of the government partners and the ultimate customer, the data user.

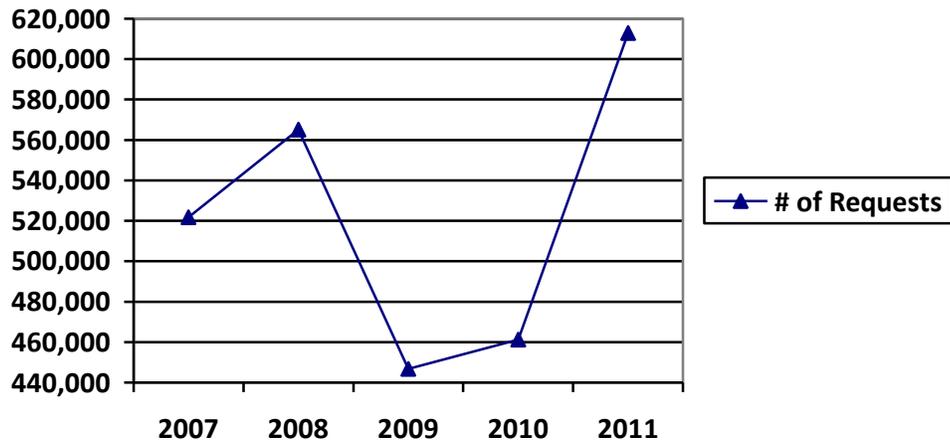
The program's mission is to efficiently provide access to Census Bureau data and data products through a wide network of SDCs and BIDCs. The network consists of lead agencies, (one in each state, the District of Columbia, Puerto Rico, and the outlying areas) that are responsible for their respective state networks. These networks consist of coordinating and affiliate agencies that are located in libraries, planning departments, regional planning councils, universities, etc throughout the leads' state.

The SDC Program Core Competencies (established in 1998) and selected activities for program year 2011 (January 1, 2011 through December 31, 2011) are described below (program year 2011 is the most recent year for which program activity is reported).

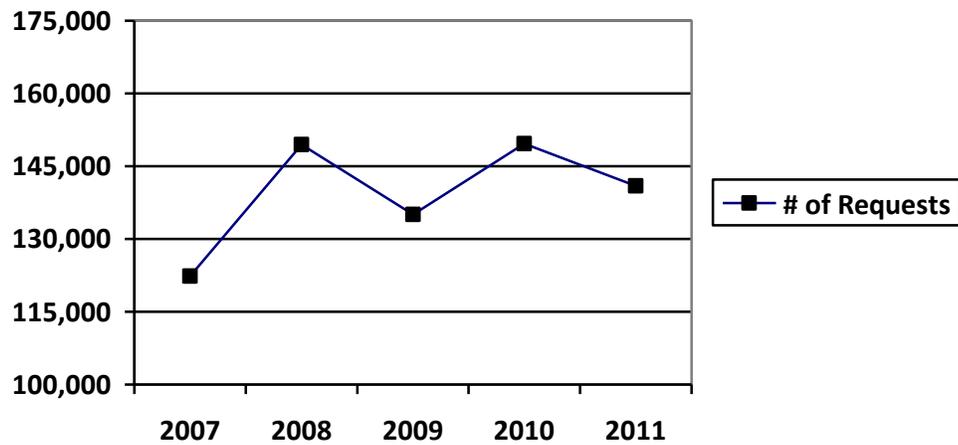
- **Program Administration** - The lead organizations reported that the states dedicated to the SDC program approximately 1,036 full-time equivalent employees.



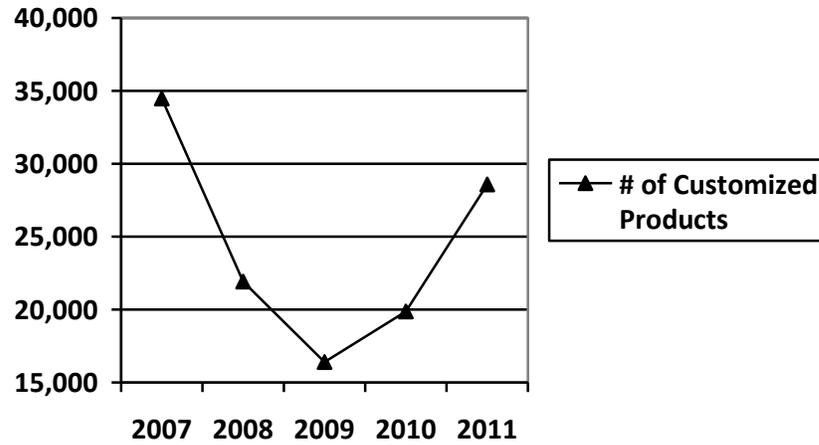
- **Data Dissemination** - The network responded to more than 600,000 requests.



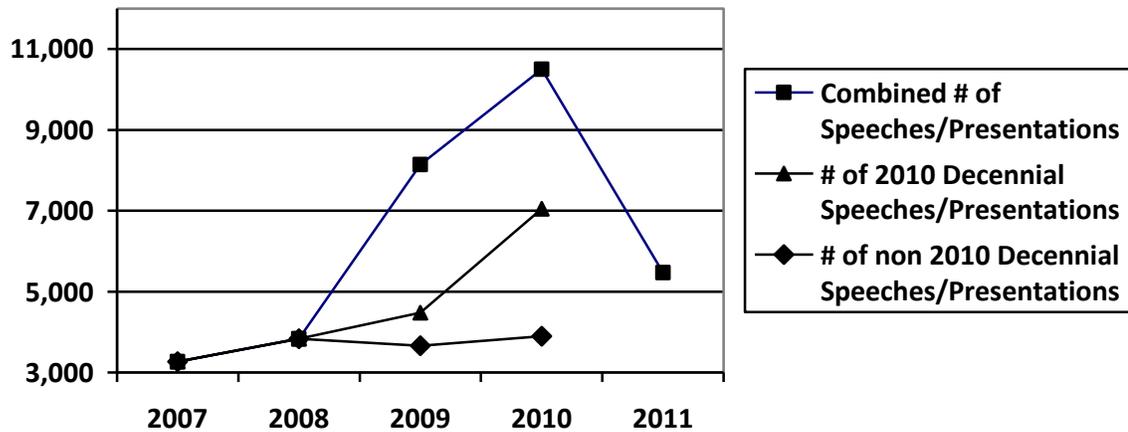
- **Data Analysis, Technical Assistance, and Consultation** - The network responded to about 140,000 requests that required in-depth data analysis, technical assistance, and/or consultation.



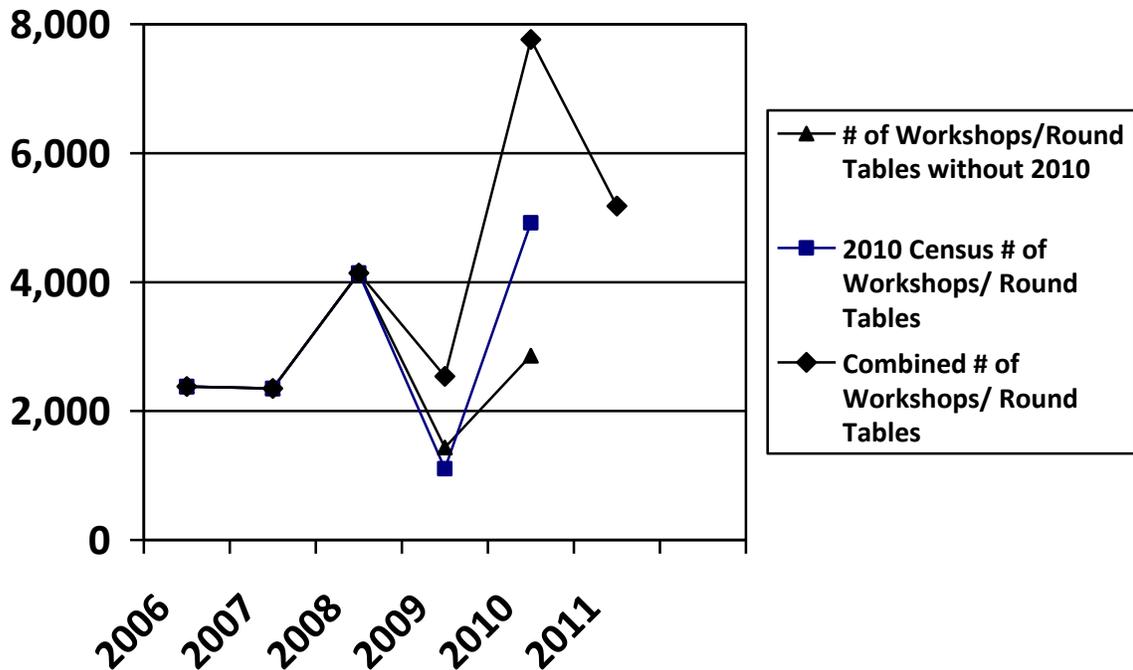
- **Customized Programming and Product Development** - The network prepared 28,500 customized products, the majority of which were based on Census Bureau data.



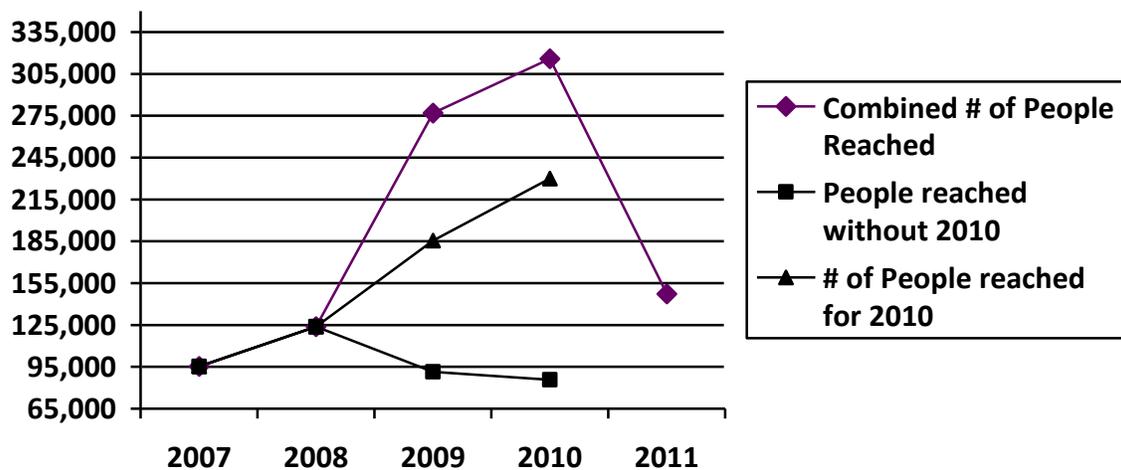
- **Education and Promotion of Census Bureau Programs** - Network representatives collectively conducted around 5,400 speeches regarding the Census and American Community Survey.



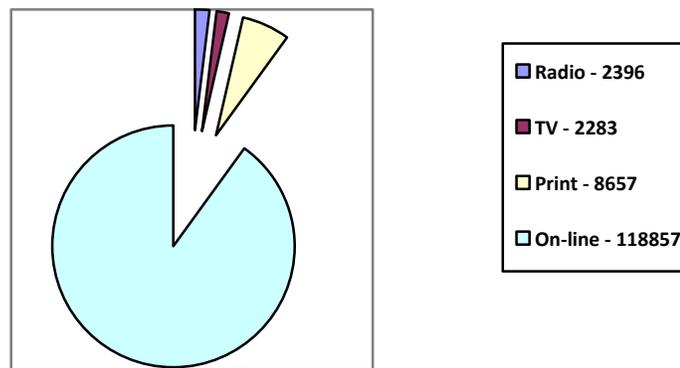
- **Training** - Network representatives conducted more than 5,000 workshops that included training on Census Bureau data.



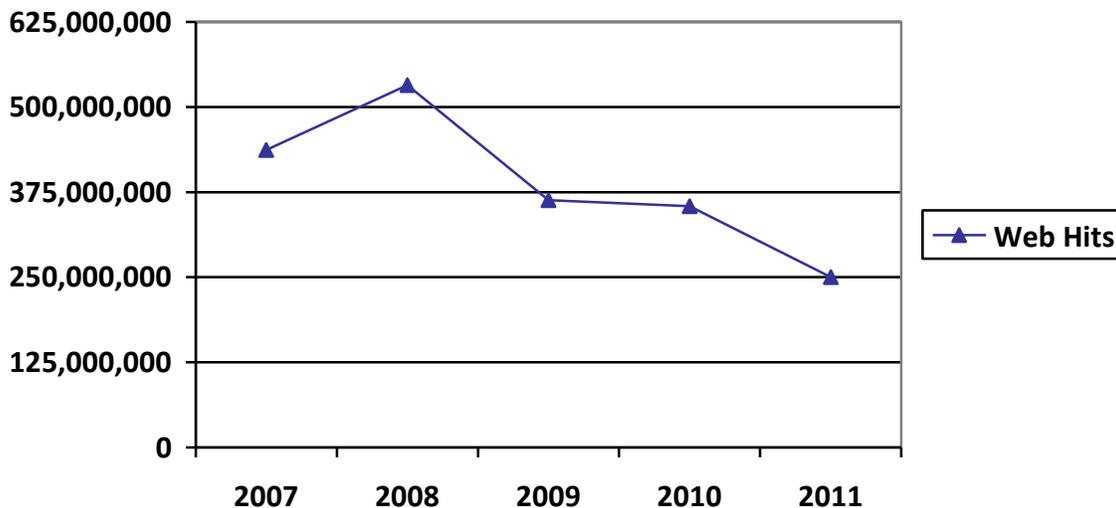
- **Education and Promotion and Training Sessions** - In 2011, the network reached around 150,000 people across the United States and the Island Territories.



- Responded to Media Questioning** - Network representatives participated in about 132,000 media interviews that featured Census Bureau data. These media interviews included answering questions on census data for the radio, TV, print and on-line sources.



**Web presence** - All of the 56 reporting SDCs maintained web sites. The entire network also had over 22 million user sessions.



**Participation in Census Bureau-sponsored Regional or National Meetings and network visits made** – Eighty-seven (87) of the network agencies attended the annual meeting. One Hundred and twenty-eight (128) network agencies reported attending a Regional Office media event, LUCA meeting, or other informational meetings. Twenty-one (21) leads reported having annual affiliate meetings. A total of 168 visits were made by lead agencies to the coordinating/affiliate organization this year.

## **CLMSO and SDC/BIDC Coordination and Cooperation**

In 2011, CLMSO convened two formal meetings and had monthly telephone conferences with the SDC/BIDC steering committee. The annual national conference for the entire SDC/BIDC network was convened and fifty-six (56) leads attended.

CLMSO supported the program by offering on-site training, program assistance, and by disseminating products to the network. CLMSO also worked closely with internal Census Bureau managers to ensure that the networks' interests and needs were met. This included involving the SDCs in Geography Division operations, Media events, and the Manufacturing and Construction Division's Building Update Survey operations. In addition, the SDCs provided their input on the Public Use Micro data Areas, working with the Geography Division on this project.

## **SDC/BIDC and Census Bureau October 2010 through September 2011 Activities**

### **SDC/BIDC Support of Census Bureau Activities.**

During calendar year 2011, the SDCs continued their activities to support the Geography Division Boundary and Annexation survey and Manufacturing and Construction Division's Building Permits data collection effort.

The Census Bureau Headquarters and Regional Offices staffs continued their technical support and training activities of the SDCs during fiscal year 2011 (October 2010 through September 2011).

In fiscal year 2011, CLMSO convened two formal and monthly telephone conferences for the steering committee, and an annual meeting. In addition to addressing administrative network needs, at all of the aforementioned meetings the Census Bureau experts provided program updates and forecasts about a variety of programs. As a result, the network members were able to interact directly with Census Bureau staff and to provide them with information about the effect of product or program changes on their local data user communities.

In calendar year 2011, the SDC Steering Committee participated in an updating of their strategic plan. This updating was done with one (1) face to face meeting and six (6) on-line meeting sessions.

As in prior years, the SDCs faced major reductions in their local staffing and budgets. To offset these reductions, the Census Bureau provided in-kind funds to pay for the participation of each lead to attend the October 2010 Annual National SDC/BIDC conference, in Suitland, MD.

In addition to CLMSO's support, each of the Census Bureau's 12 Regional Offices provided on-site support, product and program information, training, and technical assistance. CLMSO and the Regional Offices worked together to support the

network's organizational needs and meet the training needs of the SDCs and their local data user communities. The local data users included local governments, planning agencies, academic institutions, local business communities, profit and nonprofit organizations, and local media and citizens. CLMSO staff, regional office geographers, and partnership and data services specialists held workshops, participated in media events, and made presentations at SDC sponsored workshops throughout the nation.

In 2011, the Census Bureau continued to support the SDC/BIDC program and the communities they serve. In addition to the continued emphasis on the network's support of Census' Economic, Demographic, and Geography programs, special emphasis was placed on keeping the network informed and involved in support activities for the American Community Survey and the product releases of the 2010 Decennial Census. CLMSO continued to market the program to the Census Bureau's internal and external audiences. CLMSO continued to provide program management, technical assistance, consultation, and training to the SDCs. CLMSO also continued to disseminate Census Bureau data to the SDC/BIDC network. CLMSO through the use of on-line platforms prepared numerous presentations for the SDC/BIDC network.

## **State Data Center 2011 Annual Report Comments:**

### **Suggestions:**

The DOC website is now accessible. However, the data available on the Statistics Division web page is only up to 2006. Our GIS and IT Units are currently working on updating the website to include up to date data (2007-2012) that should be readily available to the public and other government agencies.

Provide further coordination, education, and funding. Also, provides direction on what work is suppose to occur during non-census years.

We have had very little Census work due to the federal government not sending publications to us and the prevailing attitude of the students that attend University of Florida that "everything" is on the net.

The main usage was for in-house construction of demographic statistics surrounding each library branch. Custom tables made using arbitrary assignments of census tracts to each branch was compiled and reported for marketing, collection development and grant proposal purposes.

We've had requests for more national-level webinars specifically for SDCs & BIDCs - with a focus on "what the public needs to know" about data releases and new data products.

Please provide a way to update our affiliate network information. Do we call or email CLMSO? If so, who is handling? Is there a way to update this online?

Annual meetings are requested. MI SDC has not had an annual meeting in recent years. One was planned in 2010 but canceled due to lack of interest and funding restrictions. MI SDC will reevaluate the interest for this year for an annual meeting.

From Wilder Research, a coordinating agency: "We no longer have embargo access to Census Bureau data releases, which hampers our ability to support the Bureau's mission of getting the information discussed and used in the public sphere. Please restore embargo access."

From Metropolitan Council, another coordinating agency: Re: #52 Other activities: (1) Completed TAZ delineation for Census and FHWA. (2) Advised CB on revision of post-2010 PUMAs.

More standardization is needed across the states.

Please continue the NYS Data Center Affiliates Program. It has been extremely helpful to St Lawrence Co. during the past decade as we have learned about Census and other data processes and products, and as we prepared to participate in the 2010 Census. One example: Census Bureau estimates predicted that the population of our County would fall by approx. 3,000 persons between 2000 - 2010. Using knowledge expertise gained through the Data Center network, we were able to stage a Complete Count effort, involving over 100 representatives from local governments, universities, etc. Our reported population in 2010 was more than 2000 persons higher than had been predicted.

We have noticed a considerable decline in the number of requests for census information we have gotten over the last several years due to the online accessibility of the data. There is a growing need now in our region for advice on and interpretation of the

More education on how to use American FactFinder to find data at different levels, e.g. tract, block, block group and what the data found really means.

Very often affiliates ask questions seeking advice on many different topics. Compiling these questions and the responses on a Web site in a FAQ format would be very valuable.

Online training modules dealing with the basics of census, as well as more complicated issues would be very helpful.

Reopen the embargo program for Data Affiliates so we can be prepared for calls on the day of public release. [MULTIPLE AFFILIATES' REQUEST]

Ensure that the Agency leading the SDC Network has a competent, trained demographer/statistician at the helm, to address the technical issues related to the ACS and other Census Bureau products!

We assist a local regional indicators network of participants to understand and use Census data. We send out to the network pertinent Census Bureau and NYS SDC announcements/notices, etc. and answer general questions.

There needs to be funding made available for Census Affiliates. All reporting for the State of Texas and the State of Arkansas are unfunded mandates.

The SDC is an excellent tool for seeking very diversified data. Most questions in our region can be answered in house, but for those that need more extensive research I always send them to the State Data Center website.

Hands on workshop in the area.

We would like to see more emphasis on sharing data retrieval times between affiliates. The detailed explanation of the new studies being conducted were interesting, but not as important for our purposes.