Census Bureau Structure

SDC Boot Camp Meeting
April 5, 2016
Census Bureau Structure

• Office of the Director – John Thompson

• Office of the Deputy Director – Nancy Potok
Census Bureau Structure

• Associate Directorates
  1. Communications (includes CLMSO and DUB) – Jeannie Shiffer
  2. 2020 Census (includes ACSO)
  3. Research and Methodology
  4. Administration and Finance
  5. Information Technology
  6. Field Operations (Including Regional Offices)
  7. Economic Programs (Including Governments)
  8. Decennial Census (including Geography)
  9. Demographic Programs
Communications Directorate

Associate Director – Jeannie Shiffer
Assistant Director – Stephen Buckner

- Public Information Office (PIO)
- Center for New Media and Programming (CNMP)
- Office of Congressional and Inter-Governmental Affairs (OCIA)
- Customer Liaison and Marketing Services Office (CLMSO) – Kim Collier (Acting Division Chief)
Data Users Branch

- Data User Branch - Lakiva Pullins - Branch Chief
  - Lakiva.m.pullins@census.gov -- 301-763-7096
- Tom Edwards – Assistant Branch Chief
  - Thomas.w.edwards@census.gov -- 301-763-2184
- Barbara LaFleur – SDC Liaison
  - Barbara.a.lafleur@census.gov -- 301-763-4022
- Antoinett “Toni” Hall – CIC Liaison
  - Antoinette.hall@census.gov -- 301-763-3978
SDC Network Structure

• 56 Lead SDCs
  o 9 Person Steering Committee
    ▪ Each elected to a three-year term
    ▪ Allowed to serve two consecutive terms before rotating off
  o 200 Coordinating SDCs
    ▪ The number of coordinating agencies is determined by the lead; usually 1-3 per state
  o @ 1,400 Affiliate SDCs
    ▪ Each state has a number of affiliates commensurate with their states population
# Steering Committee and Tree States

<table>
<thead>
<tr>
<th>Name</th>
<th>States</th>
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<tbody>
<tr>
<td><strong>Bob Coats (NC)</strong></td>
<td>Arizona, Florida, Minnesota, Montana, New Mexico, North Carolina, Oregon, Wisconsin, Wyoming</td>
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<tr>
<td><strong>Mary Craigle (MT)</strong></td>
<td>Delaware, Idaho, Nevada, North Dakota, South Dakota, Utah</td>
</tr>
<tr>
<td><strong>Charles Rynerson (OR)</strong></td>
<td>California, Guam, Illinois, Kansas, Northern Mariana Islands, Washington</td>
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<tr>
<td><strong>Suzan Reagan (NM)</strong></td>
<td>Arkansas, Missouri, New Jersey, New Mexico, New York, Oklahoma, South Carolina</td>
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<tr>
<td><strong>Pam Schenker (FL)</strong></td>
<td>District of Columbia, Florida, Maryland, New Hampshire, Pennsylvania, Virgin Islands, West Virginia</td>
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<tr>
<td><strong>Gregg Bell (AL)</strong></td>
<td>Alabama, Alaska, Hawaii, Iowa, Massachusetts, Nebraska</td>
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<tr>
<td><strong>Dan Veroff (WI)</strong></td>
<td>Connecticut, Georgia, Kentucky, Maine, Virginia, Vermont, Wisconsin</td>
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<tr>
<td><strong>Allen Barnes (AZ)</strong></td>
<td>American Samoa, Colorado, Indiana, Michigan, Mississippi, Rhode Island</td>
</tr>
<tr>
<td><strong>Todd Graham (MN)</strong></td>
<td>Louisiana, Minnesota, Ohio, Puerto Rico, Tennessee, Texas</td>
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State Data Center Program

QUESTIONS?
State Data Center (SDC) Program

SDC Boot Camp Meeting
April 5, 2016
What is the State Data Center Program?

- Partnership between the Census Bureau and the states
- Network of data users who provide data assistance locally
- Local support for Census Bureau programs
- Source of feedback on statistics and programs
- Source of feedback about data users’ needs and operational issues
Census Bureau Mission Statement

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 our strong and capable workforce, our readiness to innovate, and our abiding commitment to our customers.
State Data Center Mission Statement

Empower data users with understandable, accurate, and timely information through the mutually beneficial partnership between the State Data Centers (SDCs) and the Census Bureau.
State Data Center Program

- Memorandum of Agreement

- Premier Local Partner

- Local Official Source of Census Bureau Data
Critical SDC Program Materials

- **Strategic Plan** –
  

- **Welcome Packet** –
  

- **Guidelines** –
  
Core Competencies
Core Competency -- One

Program Administration

- **SDC -** The lead organization will, among their other responsibilities, provide staff and budget to support the program and act as managers to ensure that the administrative functions herein are performed.

- **CLMSO -** Effectively administer the SDC program through timely and accurate communication with the lead agencies and providing staff and budget to carry out the SDC program.
Core Competency -- Two

Data Dissemination

- **SDC** - The SDC network will provide Census data, information, tools, technology and knowledge to its members and local stakeholders.

- **CLMSO** - Ensure that the SDC program has access to and is informed about, Census Bureau data releases, products, services and materials.
Core Competency -- Three

Data Research and Analysis, Expertise, Technical Assistance and Consultation

- SDC - As the premier local partner, the SDC network will provide technical expertise and assistance, consultation and materials on Census Bureau products and programs.

- CLMSO - Support the SDCs as the Census Bureau’s “premier local partner.” Provide free and unlimited training, technical documentation, materials, tools and support to the SDCs so that they might be recognized locally for their expertise and technical assistance with Census statistics.
Core Competency -- Four

Promotion

- SDC - Network members will promote Census Bureau products, programs and services, assist with operational support as necessary and appropriate, provide updates to local stakeholders and encourage the use of products and participation in censuses, surveys and other programs.

- CLMSO - Promote the SDCs as the Census Bureau's “premiere local partners” (inside as well as outside the Bureau).
Core Competency -- Five

Training and Education

- SDC - The lead and/or coordinating agency will provide training for network affiliates. SDC network members will educate and provide information and support to local stakeholders and other data users on the availability and use of Census data and statistical information and share best practices among network members.

- CLMSO - Ensure that the SDCs have timely and targeted training on Census Bureau products, programs and initiatives.
Core Competency -- Six

Assistance

- SDC - The SDC network will be an integral part of Census programs and objectives by serving as the premier local partner for Census surveys and programs, by participating in design, input and testing and providing feedback to the Bureau on products, programs, technologies and services.

- CLMSO - Ensure that the SDC program has the opportunity to work hand-in-hand with Census Bureau programs, offering their unique guidance and feedback.
Core Competency – Seven

Participation and Presence

- **SDC** - The lead or delegate will participate in the annual meeting and be a part of regular strategic planning processes.

- **CLMSO** - Maintain timely communication with each SDC lead organization. Capitalize on the long-term partnership between the SDCs and the Census Bureau to accomplish common goals and objectives.
State Data Center Program Goals

Partnership Goals and Objectives

- The day-to-day operation of the data center programs vary within each state. The following are meant to assist the SDC in the general operation of the program and provide a structure to ensure that the program requirements are met and that the needs of data users are being met.
Program Goals

- **Goal 1 – Program Management**
  - Manage the SDC Program as a productive and efficient partnership between the Census Bureau and the SDC Network.

- **Goal 2 – Data Dissemination**
  - Improve knowledge of, access to and usage of data

- **Goal 3 – Local Expert**
  - To be recognized as the local expert in data analysis, technical assistance and custom product development

- **Goal 4 – Promotion**
  - Encourage use of Census Bureau products and programs
Program Goals

- **Goal 5 – Training and Education**
  - Provide instruction to ensure Census Bureau data are used in innovative, effective and appropriate ways

- **Goal 6 – Assistance with Census Programs**
  - Enhance the quality of Census Bureau’s surveys and products

- **Goal 7 – Build a Thriving Network**
  - Capitalize on the long-term partnership between the SDCs and the Census Bureau to accomplish common goals and objectives
Services and Support
How Does The Census Bureau Equip The SDCs For Their Role As Data Disseminators?

- Embargo access
- Training
- Access to subject-matter experts
- Full-time staff
- Presentations for your meetings
- Notifications from the Bureau
SDC Network Resources

Census Bureau

- Data Users Branch  301-763-1305  or clmsodubofficegrouplist@census.gov
- Subject-Matter Experts
- Regional Offices
- Data Dissemination Specialists
- Census Bureau website and data tools
- SDC website
- On-line Data Extraction Tools
SDC Network Resources

Network members

- Steering Committee
- Tree State Steering Committee Member Liaison
- Other SDC Leads
- Affiliate Network
- SDC Clearinghouse -- http://sdcclearinghouse.wordpress.com/
- Berkeley Listserv
- Other On-line Data Center Resources
State Data Center Program

PROGRAM CONTACT INFORMATION –

• Call us: 301-763-1305

• Visit us: http://www.census.gov/sdc

• Email us: clms@office.group.list@census.gov
State Data Center Program

QUESTIONS?