

**Census Advisory Committee
of
Professional Associations
April 16 – 17, 2009
Census Bureau Conference Center
4600 Silver Hill Road - Suitland, Maryland 20746**

THURSDAY, APRIL 16, 2009

7:30 AM	Bus Departs the Churchill Hotel (Gate 7 Entrance) to the Census Bureau	
8:30 AM– 8:40 AM	Welcoming Remarks <i>Tommy Wright, Designated Federal Official</i>	Auditorium
8:40 AM – 9:00 AM	Overview of Fall 2008 Meeting Recommendations <i>David Swanson, CACPA/PAA Facilitator</i>	
9:00 AM - 9:20 AM	Census Bureau Update <i>Thomas L. Mesenbourg, Acting Director</i>	
9:20 AM – 9:35 AM	2010 Decennial Census Program Update <i>Frank Vitrano, Chief, Decennial Management Division</i>	
9:35 AM – 9:50 AM	Field Directorate Update <i>Marilia Matos, Associate Director for Field Operations</i>	
9:50 AM – 10:00 AM	BREAK	
10:00 AM – 10:15 AM	American Community Survey Program Update <i>Susan Schechter, Chief, American Community Survey Office</i>	
10:15 AM – 10:50 AM	Census Bureau Plan for the American Community Survey 5-Year Data Products <i>Douglas W. Hillmer, American Community Survey Office</i>	

COMMITTEE CONCURRENT SESSIONS

10:50 AM – 11:20 AM <u>AEA/AMA</u>	Communicating with Data Users in the 21st Century <i>Laurie Torene, Economic Planning and Coordination Division Robert Marske, Economic Planning and Coordination Division</i>	T-1
10:50 AM – 11:20 AM <u>ASA/PAA</u>	ACS Data Release Rules <i>Alfredo Navarro, Decennial Statistical Studies Division</i>	T-3
11:20 AM – 11:50 AM <u>AMA</u>	Census In Schools Update <i>Renee Jefferson-Copeland, Customer Liaison and Marketing Services</i>	T-4

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THURSDAY, APRIL 16, 2009 (CONT.)

11:20 AM – 12:20 PM <u>AEA</u>	Classification of Units that Outsource Manufacturing Transformation Activities <i>John Murphy, Service Sector Statistics Division</i>	T-1
11:50 AM – 12:20 PM <u>AMA</u>	Marketing and Evaluating the ACS Compass Products <i>Cheryl V. Chambers, American Community Survey Office Cynthia Hollingsworth, American Community Survey Office</i>	T-4
11:20 AM – 12:20 PM <u>PAA/ASA</u>	Demographic Update <i>Howard Hogan, Associate Director for Demographic Programs</i>	T-3
12:20 PM – 1:20 PM	LUNCH (on your own) – AEA, AMA, ASA, PAA	
1:20 PM – 2:20 AM <u>AEA</u>	Chief Economist Update <i>Ron Jarmin, Chief Economist and Chief Center for Economic Studies</i>	T-1
1:20 PM – 2:20 PM <u>AMA</u>	Paid Advertising Heavy-Up Experiment <i>Nancy Bates, Senior Researcher for Survey Methodology Mike Lotti, Accretive Insights</i>	T-4
1:20 PM – 2:20 PM <u>ASA/PAA</u>	Status of CPEX Evaluations and Experiments <i>Jennifer Reichert, Decennial Statistical Studies Division Joan Hill, Decennial Statistical Studies Division</i>	T-3
2:20PM – 2:30 PM	BREAK – AEA, AMA, ASA, PAA	
2:30 PM – 3:30 PM <u>AEA</u>	The Longitudinal Employer-Household Dynamics Program: Innovative Methods to New Data <i>Jeremy Wu, Center for Economic Studies</i>	T-1
2:30 PM – 3:20 PM <u>AMA</u>	Presentation of Results on the Census Barriers Attitudes and Motivators Survey <i>Vita Harris, DraftFCB</i>	T-4
2:30 PM – 3:00 PM <u>ASA/PAA</u>	Evaluation of Responses to H25 – The Impact of the Current Residence Rule in the ACS <i>Stephanie Baumgardner, American Community Survey Office Deborah H. Griffin, American Community Survey Office</i>	T-5

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THURSDAY, APRIL 16, 2009 (CONT.)

3:00 PM – 3:30 PM <u>PAA/ASA</u>	Internal Migration Data Sources, Uses and Products at the U.S. Census Bureau <i>Vicktoria Velkoff, Population Division</i> <i>Robert Kominski, Housing Household Economic Statistical Division</i>	T-5
3:20 PM – 4:20 PM <u>AMA</u>	Copy Testing Results with Universal Learning by Audience <i>DraftFCB</i> <i>Vita Harris</i> <i>Tanya White</i>	T-4
3:30 PM – 4:00 PM <u>ASA/PAA</u>	Update on Plans for Census Coverage Measurement <i>Pat Cantwell, Decennial Statistical Studies Division</i>	T-3
4:00 PM – 4:30 PM <u>ASA/PAA</u>	Plans for Coverage Follow-up in the 2010 Census <i>Robin A. Pennington, Decennial Statistical Studies Division</i>	T-3
3:30 PM – 5:20 PM	Develop Recommendations – AEA	T-1
4:20 PM – 5:20 PM	Develop Recommendations – AMA	T-4
4:30 PM – 5:20 PM	Develop Recommendations – ASA	T-3
4:30 PM – 5:20 PM	Develop Recommendations – PAA	T-5
5:20 PM	ADJOURN <i>Bus departs 15 minutes after meeting adjourns.</i>	

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FRIDAY, APRIL 17, 2009

7:30 AM	Bus Departs the Churchill Hotel (Gate 7 Entrance) to the Census Bureau	
8:30 AM – 8:50 AM	Welcome Remarks <i>Tommy Wright, Designated Federal Official</i> <i>David Swanson, CACPA/PAA Facilitator</i>	Auditorium
8:50 AM – 9:00 AM	Public Comment	
9:00 AM – 10:00 AM	Overview of the 2010 Census Integrated Communications Campaign Program Evaluation <i>National Opinion Research Center (NORC)</i> <i>Chet Bowie, Senior Vice-President and Director</i> <i>Doug Evans, Media Consultant, School of Public Health</i> <i>George Washington University</i>	
10:00 AM – 10:40 AM	Language and Measurement Research <i>Yuling Pan, Statistical Research Division</i>	
10:40 AM – 12:10 PM	Develop Recommendations – AMA	T-4
10:40 AM – 12:10 PM	Develop Recommendations – ASA	T-3
10:40 AM – 12:10 PM	Develop Recommendations – PAA	T-5
12:10 PM	MEETING ADJOURNED <i>Bus departs 15 minutes after meeting adjourns.</i>	