



2020 Census Language Program

Presentation to National Advisory Committee

April 27, 2017

2020 Census Language Program

Overview

- Identify ways to reduce language barriers for respondents of Limited English Proficiency (LEP)
- Determine the optimal level of support in non-English languages for LEP households completing the 2020 Census
- Optimize the non-English content of questionnaires and associated non-questionnaire materials across data collection modes and operations
- Ensure cultural relevancy and meaningful translation of 2020 Census questionnaires and associated non-questionnaire materials

2020 Census Language Program

Mid-Decade Research on Language/Translation Services

Research and Testing

- Establishment National Advisory Committee Working Group on Language and feedback on non-English operations/materials
- Monitoring of language trends at the national, regional, and state levels
- Deployment of language services: 2014, 2015, 2016, 2017 Census Tests, 2015 National Content Test, 2018 End-to-End Census Test
- Ongoing cognitive/usability testing of non-English instruments and materials

Consultations

- Consultations with federal agencies and their translation/interpretation staff
- Participation in meetings with leading industry professionals
- Review of resources provided by other federal agencies

Innovations for 2020

Expansion of Translation Effort and Multilingual Research0

Creation of a Translation Branch

- In-House Translation, Project/Contract Management, Terminology/Translation Research
- Adhere to translation practices as described in ASTM F2575 – *Standard Guide for Quality Assurance in Translation*
- Follow professional standards for terminology research and documentation

Multilingual Research

- Usability and cognitive testing of non-English data collection instruments and materials
- Feedback from respondents on translated wording
- Respondents of diverse education levels, household compositions, demography, geography, level of English proficiency

Innovations for 2020

Translation Memory (TM)

Computer program that helps translators compare new text to previously translated text to increase their consistency, quality, and efficiency

- Automatically searches all previously translated text and provides matches to translators
- Increases style and terminology standardization
- Saves translators time researching previous translations and facilitate version control
- Not to be confused with online machine translation engines

Innovations for 2020

TM: Translation (Example)

SDL Trados Studio - Test

Advanced View Add-Ins Help

Batch Tasks File Actions Formatting QuickInsert Translation Memory Terminology Segment Actions Navigation Editing

Concordance Search

Project Settings

Termbase Search

None - Translation Results

Concordance Search

Comments

TQAs (0)

Messages

Term Recognition

Termbase Search

1	2017 Census Test Landing Page		P
2	•Why should I respond?		TC+
3	•The information you provide will help determine the content and design of the 2020 Census.		TC+
4	•It's safe, secure and confidential.		TC+
5	Your information and privacy are protected.		TC+
6	•It's quick and easy.		TC+
7	This survey will take about 10 minutes to complete.		TC+
8	•What to expect?		TC+
9	•The Census Bureau asks general questions about the household, including how many people live in the house and if the home is owned or rented.		TC+
10	•For each person, we also ask for the name, sex, date or birth, race and relationship to the respondent.		TC+
11	•The U.S. Census Bureau is researching modern and cost-efficient methods for the population to exercise its civic obligation to be counted in the 2020 Census.		TC+

All segments | INS | 100.00% | 0.00% | Chars: 0 | 0/840 | ES

Innovations for 2020

TM: Translation Revisions (Example)

Project Settings

Everybody must take No FEAR Act training within 120 days of appointment and on a subsequent period of every 3 years.

1

Every employee Everybody must take No FEAR Act training within 90 days of appointment and on a subsequent eyeleperiod of every twe3 years.

86%

Cada empleado debe cursar la capacitación de la Ley No FEAR a 90 días o menos de haber sido asignado a su puesto y en un ciclo subsiguiente de cada dos años.

Introduction

This training will familiarize you with the No FEAR Act and how it relates to you as a Commerce collaborator.

Everybody must take No FEAR Act training within 120 days of appointment and on a subsequent period of every 3 years.

This training module takes about 45 minutes to complete.

Introducción

Esta capacitación lo familiarizará con la Ley No FEAR y con cómo se relaciona a usted como empleado del Departamento de Comercio.

Cada empleado debe cursar la capacitación de la Ley No FEAR a 120 días o menos de haber sido asignado a su puesto y en un ciclo subsiguiente de cada dos años.

Innovations for 2020

TM: Search for Terminology (Example)

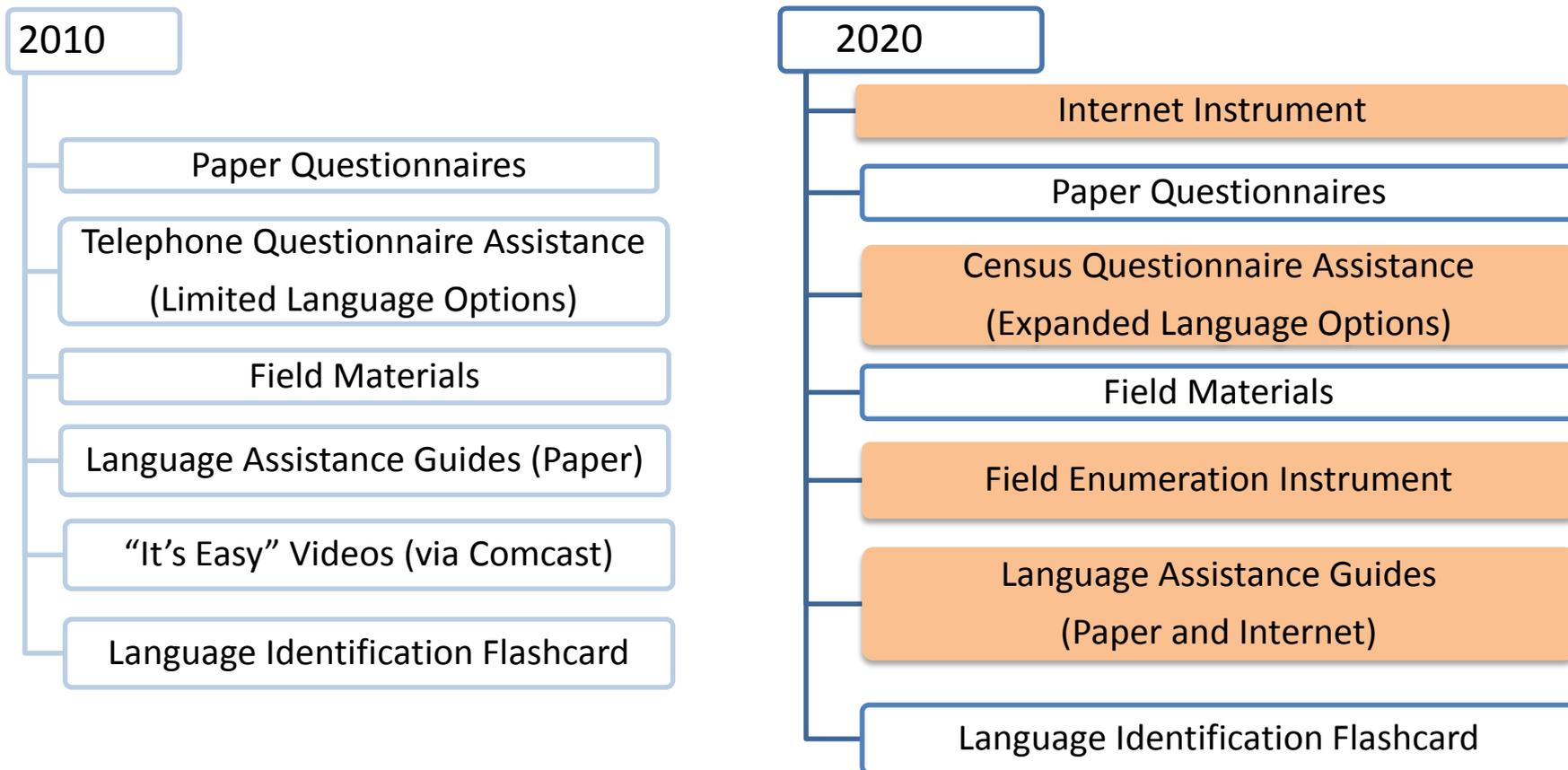
No Fear Act.Generic FLD Training Your Role as Enumerator.Generic FLD Training Interview Skills.Generic FLD Training Census Overview - Concordance Search			
Source	Match	Target	Details
If a respondent does not want to be interviewed, you should:	100%	Si un encuestado no quiere ser entrevistado usted debe:	TC SourceFile FLD Training Your Role as Enumerator Eng_YourRolesEnumeratorEspsdalign TargetFile FLD Training Your Role as Enumerator Eng_YourRolesEnumeratorEspsdalign Quality 92
If a respondent is not home, you should leave a Notice of Visit somewhere where it cannot be seen from the street.	100%	Si un encuestado no está en casa, debe dejarle un Aviso de Visita en un lugar que no se vea desde la calle.	TC SourceFile FLD Training Your Role as Enumerator Eng_YourRolesEnumeratorEspsdalign TargetFile FLD Training Your Role as Enumerator Eng_YourRolesEnumeratorEspsdalign Quality 92
You are most likely to be scheduled to work during the hours when most respondents are home: during the weekends or during the afternoons and evenings on week days.	100%	• Es más probable que se programe que trabaje durante las horas cuando la mayoría de los encuestados están en la casa: durante los fines de semana o durante las tardes y las noches de los días de semana.	TC
Never violate a respondent 's privacy by peeping in a window or over a fence.	100%	Nunca viole la privacidad de un encuestado asomándose por una ventana o sobre una cerca.	TC SourceFile FLD Training Your Role as Enumerator Eng_YourRolesEnumeratorEspsdalign TargetFile FLD Training Your Role as Enumerator Eng_YourRolesEnumeratorEspsdalign Quality 90
You can always ask a respondent to spell a name if you are unsure.	100%	Siempre le puede pedir al encuestado que deletree un nombre si no está seguro.	TC SourceFile FLD Training Your Role as Enumerator Eng_YourRolesEnumeratorEspsdalign TargetFile FLD Training Your Role as Enumerator Eng_YourRolesEnumeratorEspsdalign Quality 90
A better idea would be to have the respondent spell the name for you.	100%	Una mejor idea es hacer que el encuestado le deletree el nombre.	TC SourceFile FLD Training Your Role as Enumerator Eng_YourRolesEnumeratorEspsdalign TargetFile FLD Training Your Role as Enumerator Eng_YourRolesEnumeratorEspsdalign Quality 92
Reading the questions louder is disrespectful, as there is likely nothing wrong with the respondent 's hearing.	100%	Leer la pregunta en tono más alto podría ser irrespetuoso, ya que posiblemente no haya nada malo con la audición del encuestado.	TC SourceFile FLD Training Your Role as Enumerator Eng_YourRolesEnumeratorEspsdalign TargetFile FLD Training Your Role as Enumerator Eng_YourRolesEnumeratorEspsdalign Quality 90
You are in the middle of an interview with a respondent .	100%	Está en medio de una entrevista con el encuestado.	TC SourceFile FLD Training Your Role as Enumerator Eng_YourRolesEnumeratorEspsdalign TargetFile

Generic FLD Training Your Role as Enumerator 2/15/2017 9:18:02 AM BOC\toled004

No Fear Act.Generic FLD Training Your Role as Enumerator.Generic FLD Training Interview Skills, Gene... No Fear Act.Generic FLD Training Your Role as Enumerator.Generic FLD Training Interview Skills, Gene... Comments TQAs (0) Messages

2020 Census Language Program

Then and Now: Planned Changes for 2020



Examples of Instruments/Materials Planned for 2020

Internet Self-Response: Non-English Response Options

United States Census Bureau | FAQ | Instrucciones | Burden Statement | Español

Bienvenido a la Prueba del Censo del 2016

Usted necesitará los materiales que le enviaremos por correo para comenzar la encuesta. Toda la información que proporcione se mantendrá completamente confidencial.

Inicio de la sesión

Por favor, anote su identificación del Usuario de 14 dígitos, que se encuentra debajo del código de barras en los materiales que le enviaremos por correo.

Identificación del Usuario:

-----AUTO'S-DIGIT 64011
TO RESIDENT AT
123 ANY STREET
ANY TOWN US 00123-9999

Inicio de la sesión

Si usted no tiene un identificación del Usuario, haga clic aquí

*** Términos y condiciones ***
Este es un acuerdo a una red de computación del gobierno de los Estados Unidos. Cualquier información que ingrese en este sistema es confidencial y puede ser usada por la Oficina del Censo para fines estadísticos, así como para otros usos, tales como mejorar la eficacia de nuestros programas. Si desea conocer más acerca del uso de este sistema y cómo se protege su privacidad, visite nuestra página web en <http://www.census.gov/privacy/privacy-policy.html>. El uso de este sistema indica su consentimiento a que recolectemos, monitoricemos, registremos y usemos la información que usted proporciona.
Con el fin de mantener la precisión de nuestro sitio web y que no deje de estar disponible para usted y otros visitantes, monitoricemos el tráfico en la red para identificar e intentar no autorizados de subir o cambiar información, o de dañar de alguna otra manera el servicio del sitio web. Es probable que su uso de este sistema sea monitorizado, registrado y esté sujeto a auditorías. Si usted no está usando la conexión a esta red para fines autorizados, entonces se trata de una violación de las leyes federales y puede ser penalizado con multas e encarcelamiento (5 U.S. PUBLIC LAW 98-474).
Build: d3602200 | OMB No. 0607-0999 | Aprobación caduca en: 3/30/2017

United States Census Bureau | FAQ | Instructions | Burden Statement | English

Welcome to the 2016 Census Test

You will need the materials we mailed to you in order to start. All the information that you provide will remain confidential.

Please Log In

Please enter the 14-digit User ID found below the barcode on the materials we mailed to you.

User ID:

-----AUTO'S-DIGIT 64011
TO RESIDENT AT
123 ANY STREET
ANY TOWN US 00123-9999

Login

If you do not have a User ID, [click here](#).

*** US Census Bureau Notice and Consent Warning ***
You are accessing a United States Government computer network. Any information you enter into this system is confidential and may be used by the Census Bureau for statistical purposes, as well as for other uses, such as improving the efficiency of our programs. If you want to know more about the use of this system, and how your privacy is protected, visit our online privacy webpage at <http://www.census.gov/about/policies/privacy/privacy-policy.html>. Use of this system indicates your consent to us collecting, monitoring, and using the information that you provide.
So that our website remains accurate and available to you and all other visitors, we monitor network traffic to identify unauthorized attempts to upload or change information or otherwise cause damage to the web service. Your usage of this system is likely to be monitored, recorded, and subject to audit. If you are not using the network connection for authorized purposes, then it is a violation of Federal law and can be punished with fines or imprisonment (PUBLIC LAW 98-474). If you are not required to respond to this collection of information if it does not display a valid approval number from the Office of Management and Budget (OMB). The single-digit OMB number is 0607-0999.
Build: d3602200 | OMB No. 0607-0999 | Approval Expires: 4/30/2017

United States Census Bureau | 자주 묻는 질문들 | 작성 안내 | 작성 관련 부일 | 한국어

2016년 인구 센서스 시범 조사를 시작합니다

시작하려면 우편으로 보내 드린 자료가 필요합니다. 설문 조사에 응답하신 모든 내용은 철저하게 비밀로 보호됩니다.

로그인하십시오

우편으로 보내 드린 자료의 바코드 아래에 있는 14자리 사용자 ID를 입력하십시오.

사용자 ID:

-----AUTO'S-DIGIT 64011
TO RESIDENT AT
123 ANY STREET
ANY TOWN US 00123-9999

로그인 Login

사용자 ID가 없는 경우, [여기를 클릭하십시오](#).

*** 인터넷 시스템 이용에 대한 중요 공지 ***
귀하는 조사 응답을 위해 미국 인구 조사의 한국어 컴퓨터 네트워크에 접속하셨습니까? 귀하가 이 컴퓨터에 입력하시는 모든 정보는 비밀로 유지되며, 인구 조사에 의해 제공되는 모든 생산물 통계 목적으로 사용될 수 있습니다. 본 인터넷 시스템의 이용 및 귀하의 개인 정보가 어떻게 보호되는지에 대해 자세히 알고 싶으시다면, 인터넷 개인 정보 보호에 관련된 인터넷 포털의 인터넷 사이트(<http://www.census.gov/privacy/privacy-policy.html>)를 참고해 주십시오. 본 인터넷 시스템의 이용권한이 이 시스템을 통해 제공하는 정보의 수집, 유지 및 기록 및 이용해 유지된다는 것을 의미합니다.
귀하를 포함하여 이 사이트를 이용하는 모든 방문객에게 정확한 정보를 제공하기 위해, 인구 조사를 위해서 컴퓨터에 피해를 주는 무단 접근 또는 정보 변경 시도 등을 포함한 네트워크 공격을 모니터링하고 있습니다. 인터넷 사이트의 이용을 모니터링, 기록 및 감시(감시)할 수도 있다는 것을 알려드립니다. 이 컴퓨터를 정상적인 운영 없이 사용하거나, 처음 등록을 벗어난 목적으로 사용하는 것은 연방법을 위반하는 것이며, 벌금 또는 징역형의 처벌을 받을 수 있습니다. (공법 제 98-474호).
Build: da33668 | OMB 번호: 0607-0999 | 승인 만료: 4/30/2017

Example: 2016 Census Test non-English internet questionnaire

Examples of Instruments/Materials Planned for 2020

Census Questionnaire Assistance

- Conduct telephone interviews in non-English languages
- Provide general information and answers to questions about the 2020 Census and instructions on completing the the questionnaires
- Available in the same number of languages as the Internet instrument



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

For help completing your 2017 Census Test questionnaire, call toll-free 1-844-330-2020.

Para recibir ayuda para completar su cuestionario de la Prueba del Censo del 2017, llame sin costo al número 1-844-468-2020.

如果您需要协助填写2017年人口普查测试问卷，请拨打免费电话 1-844-391-2020 (普通话)，1-844-398-2020 (粤语)。

2017년 인구 센서스 시범 조사에 도움이 필요하시면, 무료 번호 1-844-392-2020으로 전화해 주십시오.

Để được trợ giúp hoàn thành phiếu câu hỏi Điều tra Dân số Thử nghiệm năm 2017 của quý vị, hãy gọi đến đường dây miễn phí theo số 1-844-461-2020.

За помощь в заполнении вашей анкеты тестирования переписи 2017 года, позвоните бесплатно на 1-844-417-2020.

للحصول على مساعدة في إكمال استقصاء الإحصاء التجريبي لعام 2017، اتصل برقم الهاتف المجاني 1-844-416-2020.

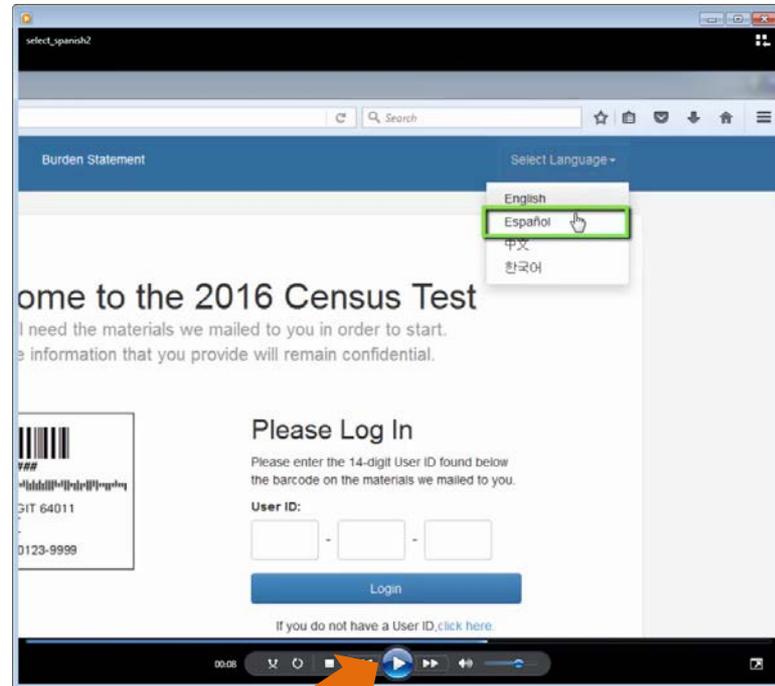


Example: 2017 Census Test Census Questionnaire Assistance Insert

Examples of Instruments/Materials Planned for 2020

Video Language Assistance Guides

- Assist non-English speaking respondents on filling out the Internet questionnaire
- Examples of video content:
 - What are the questions and why
 - Why participation is important
 - How to select the language
 - How to log in
 - How to navigate
 - How to submit
- Available via the internet
- Also used during partnership and communications events



Conceptual Example of Video Language Assistance Guide

Examples of Instruments/Materials Planned for 2020

Paper Language Assistance Guides

- Assist non-English speaking respondents who prefer the paper questionnaires or do not have easy access to the Internet
- Show English questionnaire
 - Highlight English text
 - Provide translated text with highlighted English text
- Printed copies available for partnership and communications

Reference

Issued

2020 Census Language Services Detailed Operational Plan

- Purpose and processes for language services operation
- Available online

Forthcoming

2020 Census Language Support Plan

- Final list of languages to support the 2020 Census
- Level of support for each language
- To be issued later this year

