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The Center for Enterprise Dissemination Services and Consumer Innovation (CEDSCI) performs work based on the core principals of the Federal Digital Strategy:

- Enable the American people and an increasingly mobile workforce to access high-quality digital government information and services anywhere, anytime, on any device

Operationalizing an information-centric model, we can architect our systems for interoperability and openness, modernize our content publication model, and deliver better, device-agnostic digital services at a lower cost.

- Ensure that as the government adjusts to this new digital world, we seize the opportunity to procure and manage devices, applications, and data in smart, secure, and affordable ways.

Learning from the previous transition of moving information and services online, we now have an opportunity to break free from the inefficient, costly, and fragmented practices of the past, build a sound governance structure for digital services, and do mobile “right” from the start.

- Unlock the power of government data to spur innovation across our Nation and improve the quality of services for the American people.

We must enable the public, entrepreneurs, and our own government programs to better leverage the rich wealth of federal data to pour into applications and services by ensuring that data is open and machine-readable by default.

CEDSCI will set a course to reuse, re-engineer, and redeploy these legacy systems into an integrated, shared-services platform. Program areas will deliver content to a single system that will deliver services for our customers that include mapping, visualizations, and data mash-ups enabled across all our data sets, beginning with the 2016 release of the American Community Survey, 2017 Economic Census, and 2020 Decennial Census data sets.

The goals of the project include:

- Developing an enabling technology platform for data dissemination that is flexible and extensible
- Promoting a set of dissemination tools to meet future dissemination capabilities
- Adopting a Customer Experience Management (CEM) system
- Establishing a standardized central metadata repository across all censuses and surveys
- Designing shared enabling technologies based on business requirements and needs

This new system is not only a “replacement” for American Fact Finder – it is an entirely new paradigm for how Census does its business – from collection, to production and preparation of data for public dissemination, to disseminating both statistical data and unstructured content in multiple ways that meet user-specified needs. It is both a back-end and front-end overhaul of Census Bureau business processes.

As such, CEDSCI has recently been stood up as a program now residing in the Decennial directorate tasked with developing a new platform for dissemination in support of the 2016 American Community Survey, the 2017 Economic Census, and the 2020 Decennial Census releases.

The plan calls for a multiyear, innovative effort to transform and expand the dissemination of Census content. It empowers data users to find, to access, to connect, and to use data in ways that better their lives and communities, and it stimulates economic invention and growth.

The CEDSCI team is a small, but experienced, set of Census experts with extensive knowledge of internal dissemination systems and external customer needs. Their challenge is to modernize our technology platforms and leverage existing innovations to provide a set of shared dissemination services that enable both Census staff and our data consumers to do more with the massive content we publish year round. Their process will be to rapidly prototype, test and deploy the transition steps necessary to move us from the current architecture to a new permanent model. Their goal is to broaden and enhance the use of existing systems and tools and to build new features that will integrate across programs and surveys.

Technology enables improved business processes. Our core mission remains to produce high quality, trusted, independent measures of America’s people, places and economy and therefore the goal of CEDSCI is to help improve the essential business processes, which underpin our statistical releases.

Why We Are Innovating

Our re-engineering of dissemination activities is the latest, most modern effort in a long history of data dissemination enhancements at the Census Bureau. Our newest challenge is to respond to rapidly changing technology in the consumer marketplace. Today, data consumers have increasing demands driven by technological innovations, which influence how customers find, access, and use Census content. Keeping pace with these demands is important to our core business - data collection. Strong Census Bureau brand awareness and acceptance drives higher response rates. The larger the share of households and businesses that value and use Census data, the higher the likelihood they will cooperate with requests to participate in one of our surveys.

As we modernize and centralize our data collection and processing activities, our dissemination efforts must similarly keep pace with technological innovations and changing expectations from respondents and data users alike. Deploying shared services across our diverse programs and data sets not only provides us with efficiencies, it exposes our innovations to more of the American public on whom we rely to produce the content we return to them. We must demonstrate to the public that the Census Bureau can innovate and adapt, lessen the burden of response, and meet our budgets and deadlines if we are to preserve their trust in our work.

Intended Benefits Include:

- Cost Savings through Elimination of Duplicate Systems and Processes
- Spurring Greater Innovation
- Systematic Quality Assurance
- Improved Customer Satisfaction through Metadata Standardization
- More Efficient and Effective Work Environment
- Better Utilization of Existing Tools to Meet Customer Needs
- Greater Insights into Customer Needs
- Increased Census Brand Awareness and Acceptance
- Improved Disclosure Avoidance

How We Will Manage the Transition:

- Reuse, re-engineer, and redeploy legacy systems into an integrated, shared-services platform.
- Program areas will deliver content to a single system. This system will deliver services for customers that include mapping, visualizations, and data mash-ups enabled across all our data sets, eliminating current “siloes” approach.
- Through engagement with subject matter experts, an iterative series of Proof of Concepts will inform development and progress, ensuring feedback is captured and incorporated with each iteration – doing it “right” the first time.
- Coordinate and collaborate with the Geography Division on developing required standards for geographic information at an enterprise level.
- Separate data from presentation to enable search, access and integration to support development of new innovative products.
- Provide common environments using shared services to release content, tools, and products to the public.
- Provide tools to engage customers to inform future dissemination activities; enhance product development; and facilitate effective workflow among stakeholder organizations.