

Center for Enterprise Dissemination Services and Consumer Innovation (CEDSCI)

Rebecca Blash

Chief, Center for Enterprise Dissemination Services and Consumer Innovation

April 2015

Vision

CEDSCI will:

Enable the public to make better decisions using data through a continuously adaptive, customer-centric, open and accessible dissemination environment that sets the standard in the federal community and spurs innovation.

Promoting Open Data

The work over the coming months will align with 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
- 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.
- Unlock the power of government data to spur innovation across our Nation and improve the quality of services for the American people

Goals

- Foster and maintain a customer-focused, cost-effective data dissemination environment
- View dissemination as a business function with a major information technology component.
- Promote a set of dissemination tools that we leverage to meet future dissemination capabilities.
- Adopt a Customer Experience Management (CEM) system that captures customer requirements systematically and provides for dissemination tools, systems, and processes to evolve based on quantitative assessment of changing customer needs and new technological innovations.
- Establish a standardized central metadata repository across all censuses and surveys, which would enable the Census Bureau to deploy generalized dissemination capabilities.
- Design shared enabling technologies based on business requirements and needs.
- Progressively build a new governance structure to coordinate policies and procedures associated with the dissemination vision.

Intended Benefits

- 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

CEDSCI will:

- 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.

In Addition CEDSCI Will

- 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.

CEDSCI Business Organization

Responsible for Orchestrating All Dissemination Activities
(Business & Process Management)

*Enabling Technology Platform (New Data Dissemination Platform):

- Shared Services
- Modular
- Common Tools
- Common Infrastructure

*Metadata Standardization (Data/Metadata Harmonization)

- Separate presentation metadata from content metadata
- Standardize repositories to enable platform and tools
- Develop requirements based on industry best practices
- Collaborate with COMET to develop a metadata lifecycle across censuses and surveys

*Dissemination tools & services (Enterprise Information Services (EIS)) to include:

- Digital Transformation
- Enhanced Search
- DataWeb
- AFF
- Indicator Release Improvement Project (IRIP)
- CIDR
- Census Data API
- Open For Business Suite of Tools
- On The Map
- Other dissemination activities

Customer Engagement Management (CEM)

- All customer feedback data streams into single platform
- Interactive dashboard to inform new product and tool development
- CEM platform linked to Enabling Technology Platform as a service.

*Enabling Technology Platform, EIS, and Standardized Data/Metadata will consist of tightly integrated teams providing support to the CEDSCI Technical Team. This will ensure seamless integration of search capabilities, tools, and data retrieval.

Enabling Technology Platform Target State

