

# 2017 Economic Census Discussion

September 17, 2015

Note: Comments are from a project  
management perspective

# 2017 Economic Census

## Discussion

- Developed Infograph with 4 Key Elements
  - Identified planning teams and aligned with 4 Elements
  - Reorganized functionally and developed plan for managing programmatically – Communicated through Infograph
- The Infograph was very understandable and aligning teams and activities with imperatives is excellent.

This should focus their activities. All activities should link to a stated element and goal.

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## Discussion

- Organize tasks, budget, resources and project outcomes/metrics into the 4 Elements of the 2017 Economic Census
- Six Month Goal - Complete top level WBS for 2017 Census  
Organizing toward the elements is good.  
Not sure why WBS takes six months? I would look to complete a WBS quicker? Especially if it is “top level”
- Move to 100% Internet Collection  
Few things work 100%. A risk assessment and mitigation plan should be in place.

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- Contracted with Mitre Corporation to help develop a cost model  
This is good. Ensure the model can be adequately applied to create a plan and measure results.
- Element 2 - Maintain or reduce costs from 2012 levels
- Element 2 - Using Census Bureau-wide solutions to increase productivity and reduce costs  
Goals should be quantified. Set a stretch goal.  
Maintaining costs isn't a stretch?

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## Discussion

- Expand use of project management tools, such as Project Server  
Focus on Project Management disciplines, not necessarily tools.
  - Schedule / cost maintenance, management, and reporting
  - Risk assessment / mitigation
  - Issues identification
  - Quantified goals
  - Lifecycle management
  - Etc.

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## Discussion Questions

1. While electronic response in the 2012 Census overall was a little more than 50%, close to half of all respondents still completed and returned paper forms. For the largest multi-establishment companies, electronic reporting was over 70%. What strategies can you recommend for reaching out to the business community, particularly the smallest firms, to support Internet-only reporting?

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## Discussion Questions

2. The statistical agencies of the United States, Canada and Mexico have been developing the industry-specific NAPCS product lists in stages over the past 15 years. In the past year, these lists were compiled into a comprehensive system, including updates to terminology and a standard coding scheme. For the 2017 Census, we are implementing this comprehensive system for the first time. A major issue of concern is that the way businesses think of the goods and services they produce does not align with the NAPCS categories and terminology. Are there approaches you could recommend to help us overcome these obstacles with respondent reporting?

This has a high likelihood of occurring. Work toward a robust description of items with examples. If possible, look to use data to find “illogical” entries.

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## Discussion Questions

3. What new types of data sets, tools (e.g. apps), or dissemination media (e.g. social media) should we consider for the census that would improve and more widely and quickly distribute our data? Are there any useful data about the census, such as paradata, that we might leverage to promote or inform the public about the census?