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

APR 13 2011

MEMORANDUM FOR Distribution List

From: Arnold A. Jackson
Associate Director for Decennial Census

Subject: Establishment of the Executive Steering Committee for 2010 Census Assessments and Research

I am forming an Executive Steering Committee to provide guidance on the results from research and the assessments of 2010 Census operations, which also helps form direction for early 2020 life-cycle testing. Your participation on the committee is requested. Responsibilities of the Executive Steering Committee include:

- Participating in briefings on results from the 2010 Census Program for Evaluations and Experiments (CPEX), the 2010 Census Assessment Program, and the 2010 Census Quality Profile Program. Appended to the attached charter is the current inventory of evaluations, experiments, assessments, and quality profiles.

- Assessing program recommendations from stakeholders (such as the Advisory Committees, Office of Inspector General, the Government Accounting Office, and the National Academy of Sciences).

- Facilitating the bridging of 2010 Census results to early 2020 Census plans.

I am requesting core membership in the committee to include the people listed below. Note that depending on the subject matter of the results, additional Executive and Senior Staff and critical reviewers will be invited to the briefings. Please advise my staff of your availability to serve as a core member of this committee. A response by April 21, 2011 is appreciated. Contact Kevin Deardorff, ADC for Evaluations and Experiments in the Decennial Management Division with this information. He can be reached at 301-763-6033.

Proposed core committee members:

Associate Director for Decennial Census, Arnold A. Jackson (Chair)
Associate Director for Field Operations, Marilia A. Matos
Associate Director for Demographic Programs, Howard R. Hogan
Associate Director for 2020 Census, Frank A. Vitrano
Associate Director for Research and Methodology, Roderick Little
Senior Researcher for Survey Methodology, Nancy A. Bates

Division Chief, Decennial Management Division (DMD), Acting
DMD Assistant Division Chief for Evaluations and Experiments, Kevin E. Deardorff
Division Chief, Decennial Statistical Studies Division (DSSD), David C. Whitford
DSSD Assistant Division Chief for Program Evaluation, Jennifer W. Reichert
Center for Statistical Research and Methodology, Tommy Wright

The charter for the Executive Steering Committee is attached, and has more details on the purpose and scope of this committee.

Attachment

Charter for the Executive Steering Committee for 2010 Census Assessments and Research

April 13, 2011

Charter
2010 Census Assessments and Research
Executive Steering Committee

Statement of Purpose

The Executive Steering Committee (ESC) for the 2010 Census Assessments and Research (CAR) will provide guidance on the results from research, such as evaluations and experiments, and the assessments of 2010 Census operations. The ESC oversight of the results also will help form direction for early 2020 life-cycle testing.

Mission

This committee, consisting of Census Bureau Executive and Senior Staff members, will help define the scope and focus of early 2020 life-cycle testing, based on results from the 2010 Census Program for Evaluations and Experiments (CPEX), the 2010 Census Assessment Program, and the 2010 Census Quality Profile Program. Committee members will support the application by all program participants of the Quality Process guidelines for report development. The committee will oversee and the timely availability of research results for 2020 Census planning, and advise on priorities, as necessary.

Scope

Major activities within the scope of the committee include:

- Participating in briefings on results from the 2010 Census Program for Evaluations and Experiments (CPEX), the 2010 Census Assessment Program, and the 2010 Census Quality Profile Program.
- Formulating the scope of 2010 Census program topic reports.
- Advising on guidelines and standards for what gets pre-released.
- Advising on the program completion timeframe.
- Prioritizing analysis and results from research and assessments, as resource issues arise.
- Facilitating the bridging of 2010 Census results to early 2020 Census plans.
- Assessing program recommendations from stakeholders (such as the Advisory Committees, Office of Inspector General, the Government Accounting Office, and the National Academy of Sciences).
- Providing direction if program cuts are required.
- Directing the application of the Quality Process to all research and assessments.
- Establishing policy for providing data to external stakeholders.

Meetings and Support

The committee will begin meeting in the next month or so and will remain active as needed, possibly until September 30, 2013. Meetings will be held monthly, but as the volume of results increases, more frequent meetings will be necessary. Upon confirmation of attendance from proposed core members, a kick-off meeting will be held. Depending on the subject matter of the results being briefed, additional appropriate critical reviewers and Executive and Senior Staff will be invited.

Meeting schedules, agendas, and documentation will be managed by staff in the Decennial Management Division.

Steering Committee Members (Proposed)

Associate Director for Decennial Census, Arnold A. Jackson (Chair)
Associate Director for Field Operations, Marilia A. Matos
Associate Director for Demographic Programs, Howard R. Hogan
Associate Director for 2020 Census, Frank A. Vitrano
Associate Director for Research and Methodology, Roderick Little
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Major Milestones

Based on how projects are scheduling in the current base-lined 2010 Census Integrated Schedule, oversight by the Executive Steering Committee should commence now and run into fiscal year 2013 (April).

Timing of Expected Report Completions

	FY'11	FY'12	FY'13	Total
Assessments	13	34	6	53
Quality Profiles	1	12	4	17
Evaluations	1	20	10	31
Experiments	0	6	0	6
Total	**15**	**72**	**20**	**107**

Project Lists

Assessments
Content and Forms
Content and Forms Design Program
Item Nonresponse and Imputation
Field Infrastructure - Administrative and Field Activities
Field Office Administration and Payroll
Regional Census Center/Local Census Office Space Acquisition
Recruiting and Hiring Field Staff
Early Local Census Office and Local Census Office IT Equipment Deployment and De-installation
Decennial Applicant, Personnel, and Payroll System
Logistics
Language Program
Language Program
Bilingual Questionnaire
Integrated Communications
Integrated Communications Program
Geographic Programs
Type of Enumeration Area Delineation
Local Update of Census Addresses Program
Service-Based Enumeration, Group Homes, and Carnival Locations Address List Update
New Construction
Address List Development
Non-ID Processing
Field Verification
Update/Leave
Address Canvassing
Group Quarters Validation
Forms Printing and Distribution
Forms Printing and Distribution
Removing Undeliverable As Addressed Records from the Replacement Questionnaire Workload and Postal Tracking for Optimal Replacement Questionnaire Cutoff for the 2010 Census
Mail Response/Return Rates
Housing Unit Enumeration
Enumeration at Transitory Locations
Update/Enumerate Operations
Nonresponse Followup Operations
Coverage Followup
Be Counted/Questionnaire Assistance Center

Assessments
Group Quarters Enumeration
Military Enumeration
Group Quarters Enumeration
Shipboard Enumeration Operation
Service-Based Enumeration
Federally Affiliated Overseas Count Operation
Island Areas
Decennial Census of the Island Areas
Puerto Rico
Telephone Questionnaire Assistance
Telephone Questionnaire Assistance
Decennial Response Integration Systems
Decennial Response Integration System Paper Questionnaire Data Capture
Universe Control and Management and Response Processing System
Universe Control and Management System and Response Processing System
Census Unedited File
Count Review
Count Review Program
Census Coverage Measurement
Census Coverage Measurement Initial Housing Unit Operations
Census Coverage Measurement Person Interview Operations
Census Coverage Measurement Final Housing Unit Operations
Census Coverage Measurement Sample Design
Census Coverage Measurement Person Matching and Followup Operations
Demographic Analysis Operations
Demographic Analysis Operation
Cost and Progress
Cost and Progress System
2010 Planning and Coordination
Program Management Processes - Change Control - Schedule - Risk - Issues
Other
Late Mail Adds*
Personally Identifiable Information*

* Formal addition to program pending management approval.

Quality Profiles
Census Operations
Address Canvassing
DRIS Data Capture Quality Assurance and Paper Data Quality
Update/Leave & Urban Update/Leave
Field Verification
Update/Enumerate
Group Quarters Validation
Group Quarters Enumeration
Nonresponse Followup
Enumeration of Transitory Locations
Island Areas
Census Coverage Measurement
Independent Listings
Initial Housing Unit Followup
Person Interviewing
Person Followup
Final Housing Unit Followup
Initial Housing Unit & Final Housing Unit Clerical Matching
Person Clerical Matching

Evaluations
Census Coverage Measurement
Investigation of Methods to Evaluate Coverage of the Group Quarters Population
Evaluation of the Quality of the Census Coverage Measurement - Missing Housing Unit Study - Respondent Debriefing (Person Interview, Person Followup Interview)
Explaining How Census Errors Occur Through Comparing Census Operations History with Census Coverage Measurement Results
Developing an Error Structure for Components of the Census Coverage Error Evaluation
2010 Census Coverage Measurement Recall Bias Study Panel
Coverage Improvement
Evaluation of 2010 Address Frame Accuracy and Quality
Study of Address Canvassing Targeting and Cost Reduction
Evaluation of Data-Based Extraction Processes for the Address Frame
Evaluation of Small Multi-Unit Structures
Evaluation of Address List Maintenance Using Supplemental Data Sources
Effectiveness of Unduplication Evaluation
Avoid Followup Evaluation
Evaluation of Administrative Records Use for Coverage Problems
Alternative Coverage Followup Questions and Design
Ethnographic Studies of Enumeration Methods and Coverage
2010 Census Match Study
Local Update of Census Addresses Participant Survey
Field Operations
Study of Automation in Field Data Collection for Address Canvassing
Global Positioning System Evaluation
Language Program
Observing Census Enumeration of Non-English Speaking Households in the 2010 Census
Questionnaire Content
Content Reinterview Evaluation
Evaluation of 2010 Census and American Community Survey Comparability
Behavior Coding of 2010 Census - Nonresponse Followup Interviews - Coverage Followup Interviews - Census Coverage Measurement Person Interview
2010 Census Quality Survey
Marketing and Publicity
2010 Census Integrated Communication Program Evaluation
Census Barriers, Attitudes, and Motivators Survey II
Partnerships
Census In Schools

Experiments
Alternative Questionnaire Experiment
- Census 2000 Form Replication Alternative Questionnaire Experiment
- Race and Hispanic Origin Alternative Questionnaire Experiment
Deadline Messaging and Compressed Mailing Schedule Experiment
Confidentiality Notification Experiment
Nonresponse Followup Contact Strategy Experiment
Paid Advertising Heavy-Up Experiment