

2011 APDU Annual Conference
“The Census Bureau’s Partnership with
the State Data Centers and Census
Information Centers”
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SDC & CIC Networks



SDC Network

- State Agencies
- Universities
- Libraries
- Regional/Local Governments

CIC Network

- Chambers of Commerce
- Minority-Serving Colleges and Universities
- Civil Rights, Social Justice and Social Service Groups
- Think Tanks
- Research Organizations

SDC Core Competencies

- Program Administration
- Data Dissemination
- Data Analysis, Technical Assistance and Consultation
- Customized Programming/Product Development
- Education and Promotion of Censuses
- Training

SDC Core Competencies (cont.)

- Assistance with Census Operations
- Web Presence
- Participation in Mid-Year or Annual National Training Meetings



Ongoing/Current Projects/2010 Census Efforts

- Rural Statistical Areas Project
- Boundary and Annexation Survey (BAS)
Non-response Follow-up
- Building Permits Survey Non-response
Follow-up
- Local Update of Census Addresses
- 2010 Census Count Question Resolution
Program

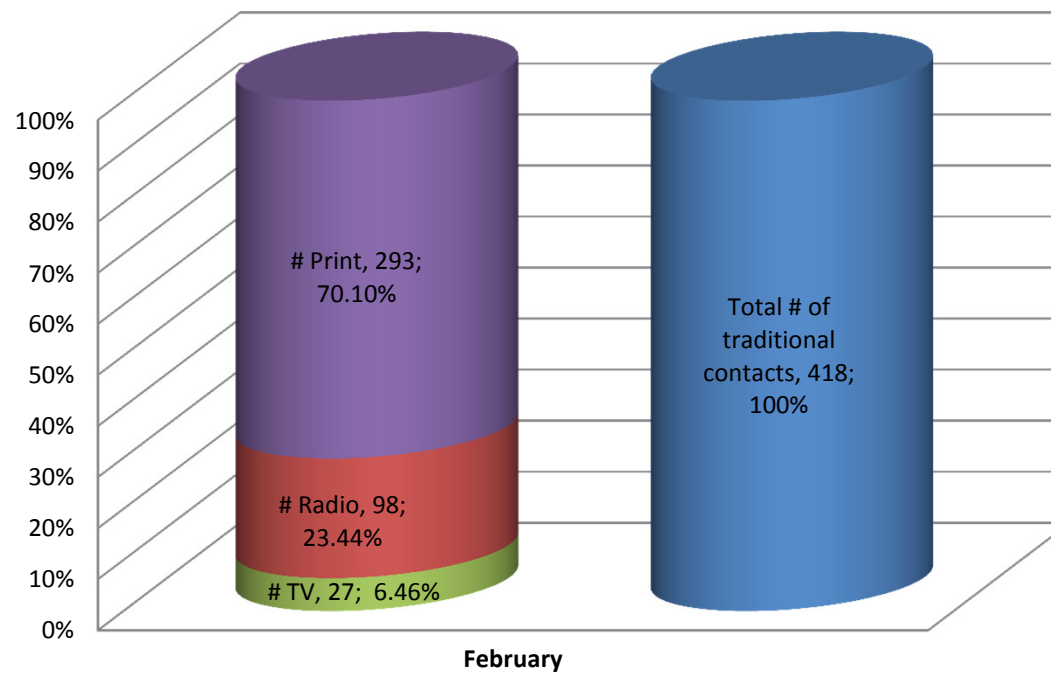
Ongoing/Current Projects/2010 Census Efforts (cont.)

- Service-Based Enumeration
- Public Use Microdata Area (PUMA)
Delineation

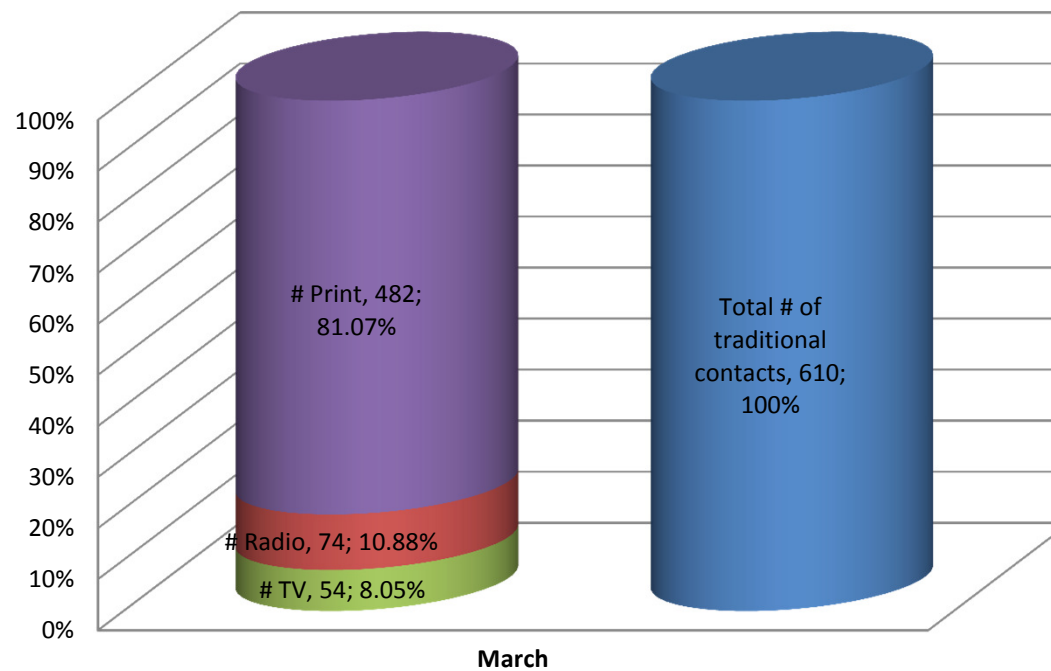
SDC/CIC 2010 Census Promotional Activities Support

- 24 SDCs/CICs created/maintained Complete Count Committees, 11 SDCs/CICs were members of statewide CCCs, and 35 participated in local CCCs.
- 28 SDCs/CICs held a 2010 Census Kick-Off Event.
- SDCs/CICs made over 1,700 speeches on various 2010 Census messages and wrote over 2,000 articles.

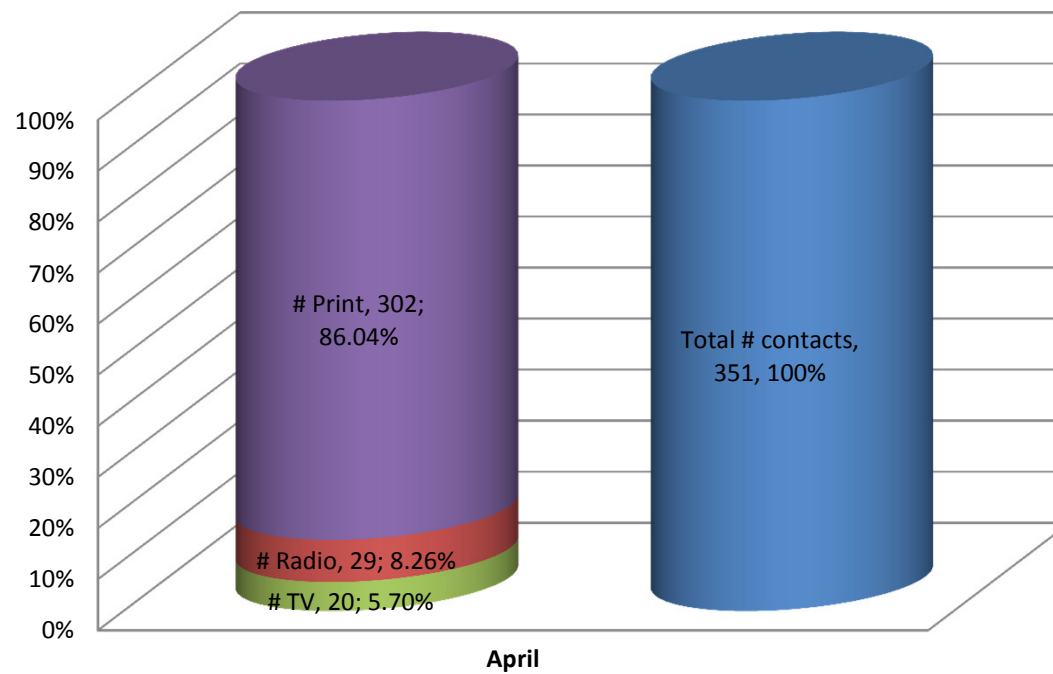
State Data Center Census 2010 Redistricting Media Contacts - Traditional



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SDC/CIC Networks Challenges

- Staff turnover
- Funding and resource issues
- Advising data users on the use of data with increasingly large margins of error
- Continuous changes in technology and the need for staff training who lack skills to tweet and etc. Some employers do not allow.

Future of Census Bureau and SDC/CIC Partnership

- The Census Bureau through the Customer Liaison & Marketing Services Office will continue to work with the SDCs and CICs to strengthen the programs.
- Plan to leverage new technologies to enhance our collaborative work in between the face-to-face meetings through webinars, u-stream, and other social collaboration tools.

QUESTIONS?