NATIONAL STATE DATA CENTER STEERING COMMITTEE

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Representing a Network of 1,800 SDC/BIDC Data Centers and Affiliates Nationwide

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Cliff Holley (MS)
Dan Veroff (WI)

We Bring Value-Added Census Data and Education to the User

American Community Survey Stakeholder Plan
State Data Center (SDC) Steering Committee Special Conference Call
Tuesday, May 7, 2013
2:00 pm EST

Participants:

Steering Committee:	*Customer Liaison and Marketing Services Office (CLMSO):*	*Special Guests from Census Bureau:*	*Census Information Centers (CIC) Liason:*
Amy Bittner Bob Coats Sue Copella Mary Craigle Cliff Holley Terry Jackson Charles Rynerson	Tom Edwards Janice Valdisera Toni Hall Terri Nelson Barbara Lafleur Kathy Conklin Kendall Johnson Samantha Proctor	Tasha Boone (*Assistant to Associate Director of Communications*) Gary Chappell (PIO)	

- The Webex (video) / teleconference (voice) meeting started at 2:00 EST. Tom reported problems with using Internet Explorer in a previous Webinar today and recommended that we use another browser. Several attendees used FireFox. Terry Jackson used Google Chrome.

American Community Survey / SDC Stakeholder Engagement Plan

- Tasha Boone, Assistant to the Associate Director of Communications, provided the SDC Steering Committee and CLMSO with a PowerPoint / Webcast presentation regarding the salient points of the draft ACS SDC Stakeholder Engagement, version 5.

- Tasha noted that this was their initial Integrated Communications Plan, and that they wanted more comments from the SDC Steering Committee.

- The points already covered included the Communication Goals:

    o *Active and effective engagement of stakeholders*

    o *Maintain effective two-way communication between the SDC network and the Census Bureau*

- Three previously identified 'Issues and Concerns,' were covered, including:

    o Issue 1: There has not been sufficient guidance on how to compare data sets within ACS, particularly five-year data sets from year to year.

    o Issue 2: Further clarification on how to work with margins of error.

- o Issue 3: There is not sufficient information or publicity in local communities about the ACS.

- The SC added several new issues and concerns, including

  - o Amy and Charles pointed out that the "C" (collapsed) tables are in the 1-year and 3-year estimates but are largely not included in the 5-year estimates where they are most needed, for small area estimates.

  - o ACS data at the blockgroup level does not contain GEOIDs which must be built via an arcane process for the data to be useful with census maps. This issue is particularly bothersome and onerous for the majority of users who only download and process data after the annual 5-year summary releases.

  - o The ACS Excel-based Data Extraction tool does not work with Windows 7 systems.

  - o Mary noted that she had a running list of hundreds (537) of issues that she would share.

- Gary pointed out that the current version of the plan can be expanded but that ultimately the list of issues had to be managed and prioritized to be realized.

- Mary suggested to Tasha that they attend some of the SDC state-level virtual meetings and teleconferences to get a better sense of the issues and concerns in the broader user community.

- Bob noted that some recent legislation targeted at ACS questions, subsequent press inquiries, and wanted to know if PIO had talking points in defense of ACS that could be shared with the SDC community. Tasha responded by confirming that they need to provide the SDCs with tools and talking points for effectively responding to like-minded press inquiries.

- The ten points of the 'Communications Approach,' Section 5.0 were discussed in some detail.

- Tasha emphasized that they want a proactive, grass roots engagement plan.

- Tasha wanted the SC to suggest conference opportunities for ACS education and promotion.

- Bob noted that we were developing a joint SDC / CLMSO calendar and that ACS events could be integrated as well. Tasha replied that such a "360-degree calendar would help everyone."

- Mary offered that the SDC Clearinghouse has a developing list of ACS-based SDC applications, saying it could be a valuable resource for the ACS program. Tasha replied that they had been contemplating exactly such a resource for educational and promotional purposes. Mary sent the list URL via Email to everyone for further consideration and discussion http://sdcclearinghouse.wordpress.com/addedvalueproducts/

- Tasha ended the presentation and meeting by again asking for any additional comments to help them finalize the SDC ACS Stakeholder Plan

- Tom thanked everyone for attending and participating.

- The meeting ended at 2:45 PM EST