

SECTION 1.0 Document Overview

The following is a stakeholder engagement plan which provides a strategy and approach for the American Community Survey Office (ACSO) to engage more effectively with the State Data Center (SDC) network. This document was created by the ACSO, the Data Users Branch (DUB) within the Customer Liaison and Marketing Services Office (CLMSO), and the SDC steering committee. Each group will work collaboratively to meet identified communications goals and activities.

SECTION 2.0 Stakeholder Background

The SDC Program was created in 1978 as a partnership with the Census Bureau to make data available locally to the public through a network of state agencies, universities, libraries, and regional and local governments. Because the SDCs serve as a direct link for the Census Bureau to local communities, they are able to help disseminate ACS information and products. As state experts on census data and information, they help the ACSO improve its products and communication with its stakeholders.

SECTION 3.0 Communications Goals

The American Community Survey (ACS) has four strategic goals listed in its strategic plan. The ACS Communications program gets its mandate from the second of those four goals:

ACS Communications Goal: The ACS program is valued by data users, trusted by the public, and supported by influential stakeholders.

This goal has been further clarified with a series of objectives. ACS Communications Objective 2.1 calls for:

Active and effective engagement of stakeholders.

As a strategy for meeting this objective, the ACSO seeks to create a tailored communications approach for each of its stakeholders – one of which is the SDC network – to maximize that stakeholder's engagement.

The State Data Center network also has a strategic plan that was developed in conjunction with CLMSO. In that plan, under goal 3.1.3, the SDC Communication Objective is to:

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

With these two communications goals in mind, ACSO and CLMSO seek to encourage dialogue with the SDCs to include providing communications updates and tools that will help the SDCs in their mission, as well as receive feedback on improvements and enhancements to ACS products and tools from the perspective of local stakeholders and networks.

SECTION 4.0 Areas of Improvement

ACSO seeks to collaborate with the SDCs, given their knowledge and expertise about ACS data. In this fiscal climate, where government needs to be more efficient and effective than ever, ACSO seeks to streamline its many data products to meet data user needs. The SDCs are a direct link to data users; thus, the ACS program can benefit from SDC knowledge about how best to enhance its

products to better serve local communities. Recognizing that there are always improvements that can be made, the ACSO looks to the SDCs to help provide guidance on data or methodological issues and concerns.

Appendix A to this document provides an issues log of existing issues/concerns raised by the SDCs at the time this engagement plan is signed. ACSO's planned course of action to address each issue will be built out over time based on input from the SDCs. (These issues are subject to change as the SDC steering committee offers further refinements, and will be prioritized and tracked to resolution for future reference.)

SECTION 5.0 Communications Approach

In order to address issues and concerns raised in section 4.0 and meet section 3.0 communications goals, our approach is as follows:

1. ACSO Communications will partner with CLMSO to engage regularly with the SDCs in discussions about the latest ACS developments.
2. ACSO Communications will ensure that the SDC program has access to, and is informed about, data releases and products, services, and materials:
 - a. Keep the SDCs informed via current calendar of impending data releases
 - b. Alert the SDCs to the availability of materials on the website
 - c. Alert the SDCs to training available about how to retrieve ACS data
 - d. Provide concrete examples of how the work contributed by the SDCs is benefiting the ACS program and the products it produces.
3. The SDC network will provide accomplishments and metrics to CLMSO in their annual report for sharing with ACSO. This includes, but is not limited to meetings, webinars, training sessions, publications, photos, that help support the efforts of the ACSO.
4. CLMSO/DUB will actively participate in ACS Communications forums such as the ACS Integrated Communications Steering Committee and Working Group
5. ACSO Communications (with the help of the Data Users Branch in CLMSO) will identify SDC venues/meetings in which to present and receive information about ACS (e.g., presenting at SDC Steering Committee meetings, annual SDC conferences, etc.)
6. ACSO Communications will ensure the SDC network is linked to the newly-formed ACS Data Users Group website so the SDCs can participate in data discussions and provide feedback in the online forums and annual conference
7. CLMSO will identify opportunities to gather feedback on ACS products and tools on behalf of SDCs
8. SDCs will provide feedback and recommendations to CLMSO regarding ACS data, tools, and services and where possible, participate in usability testing of ACS products and applications
9. ACSO has and will continue to draft tailored communications plans for its products outlining messages, tactics and milestones which will be shared with CLMSO and the SDCs
10. All parties will actively engage in conference calls, webinars, meetings and training opportunities as they arise. Metrics on this participation and the results achieved through strengthened collaboration will be collected and evaluated to inform us how to improve our engagement activities continuously.

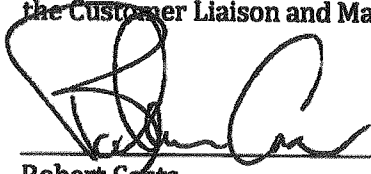
SECTION 6.0 Communications Plan

The following 2013 activities will be completed as part of the ACS and SDC Engagement Plan.

2013 Date	Activity	Owner	Performance Measures
March 6	Data Users Branch (DUB) webinar on "Using ACS Statistics for writing Federal Grants"	Jerry O'Donnell	Attendance Feedback forms
Sept 17	2012 ACS 1-Year Data Products Release – Technical Webinar on Tuesday preceding release and Follow-Up on submitted SDC Questions	Stacy Vidal and Gary Chappell	Attendance Feedback forms
October 21 st and Oct 22 nd	SDC/CIC Steering Committee Meeting	Janice Valdisera	Attendance Feedback forms
Oct. 22	2012 ACS 3-Year Data Products Release – Technical Webinar on Tuesday preceding release and Follow-Up on submitted SDC Questions	Stacy Vidal and Gary Chappell	Attendance Feedback forms
October 23 rd and Oct 25 th	Annual SDC/CIC Training Conference	Janice Valdisera	Attendance Feedback forms
Dec. 3	2012 ACS 5-Year Data Products Release – Technical Webinar on Tuesday preceding release and Follow-Up on submitted SDC Questions	Stacy Vidal and Gary Chappell	Attendance Feedback forms
Ongoing			
Bi-weekly— Thursday at 10:00 am	ACSO Communications Steering Committee Meeting	ACSO – Tasha Boone/ Gary Chappell PIO – Stacy Vidal CLMSO – Mark Tolbert, Rachel Tellis, Thomas Edwards, Toni Hall	Reports given/follow-up meetings
Second Tuesday of the month at 2pm	SDC Monthly Steering Committee Conference Call	Janice Valdisera	Reports given
Third Tuesday of the month at 2pm	CIC Monthly Steering Committee Conference Call	Janice Valdisera	Reports given

SECTION 7.0 Signatures and Sign-Off

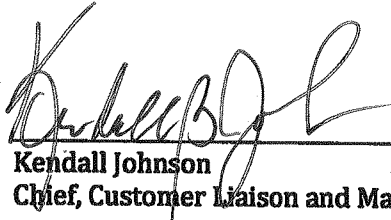
This engagement plan has been reviewed and approved by the American Community Survey Office, the Customer Liaison and Marketing Services Office, and the State Data Center Steering Committee.



Robert Coats
Chair, State Data Center Program (SDC)

6.3.2013

Date



Kendall Johnson
Chief, Customer Liaison and Marketing Services Office (CLMSO)

6/6/13

Date



Jim Treat
Chief, American Community Survey (ACSO)

6/18/13

Date

**Appendix A. Issues Log
ACSO / SDC Stakeholder Engagement Plan**

#	Issue	Action Plan	Owner	Notes	Status	Date Opened	Date Closed
1.	SDCs need further guidance on how to compare data sets within ACS, particularly five-year data sets from year to year.	TBD					
2.	SDCs need further clarification on how to work with margins of error (MOEs).	TBD					
3.	SDCs need to be able to provide local communities more information or publicity about the ACS.	TBD					
4.	SDCs need more understanding of the credibility of statistics for small geographies with large MOEs.	TBD					
5.	SDCs need access to tables with fewer variables cross-tabulated (3 or less).	TBD					
6.	SDCs find the existing ACS data extraction tool cumbersome to use for pulling data into a GIS. They would like a simpler way to work with Block Group Level geographies (unavailable in AFF).	TBD					

7.	SDCs noted that the software patch that allows the ACS Extractor Tool to run under Windows 7 doesn't work.	TBD							
8.	SDCs want to know if "C Tables" can be made available for the 5-year data, since they are among the most useful tables in the other data products.	TBD							
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