State Data Center (SDC)  
Steering Committee Conference Call  
Tuesday, June 10, 2014  
2:00 pm EST

Participants:

<table>
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<tr>
<th>Steering Committee:</th>
<th>Customer Liaison and Marketing Services Office (CLMSO):</th>
<th>Special Guests from Census Bureau:</th>
<th>Census Information Centers (CIC) Liaison:</th>
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<tbody>
<tr>
<td>Allen Barnes</td>
<td>Tom Edwards</td>
<td>None</td>
<td>Melanie Poulter</td>
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<td>Amy Bittner</td>
<td>Barbara Lefleur</td>
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<td>Bob Coats</td>
<td>Terri Nelson</td>
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<td>Sue Copella</td>
<td>Toni Hall</td>
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<td>Mary Craigle</td>
<td>Samantha Proctor</td>
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<td>Todd Graham</td>
<td>Ti Anna May</td>
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<td>Terry Jackson</td>
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<td>Charles Rynerson</td>
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<td>Dan Veroff</td>
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The meeting started at 2:00 PM EDT.

- Bob reports that Jeannie Shiffer will not be on the call today, but she met with Tom and Kendall because she wanted to know what the SDCs are all about.

- Barb called Bob to ask what kind of metrics we wanted on the annual report. Bob wasn’t sure if we were in a position to answer that, because he has always thought that the metrics were for CLMSO/Census Bureau use.

- Jeannie Shiffer was a staffer on Capitol Hill, then with the Department of Transportation, and now with the Census Bureau. She has been hired to fill the Deputy Director of AdComm vacancy (Sonja Steptoe). She thinks that the SDCs should be mentioned when the Census Bureau speaks with congressional representatives and their staff.

- Mary thinks that the paid version WordPress is the way to go [for the Clearinghouse]. She has already purchased it for the Montana CEIC. In WordPress, some areas can require a password, while some can be open to more users.

CLMSO joined the call at 2:15.
Survey of SDC network

- Mary and Todd are providing feedback on the SurveyMonkey survey. The survey will be sent to leads and cords.
- Bob: We could do this on a routine basis, e.g., quarterly. Will send to leads and cords by end of week. Invited Tom to review to add any CLMSO questions.

Jeannie Shiffer

- Melanie: CICs are aware of the Shiffer appointment.
- Tom: Will try to coordinate a Steering Committee call with Shiffer. She is interested in the SDC, CIC and BIDC networks. Tom has described to her the SDC role in LUCA, BAS, building permits, etc.

SDC Promotional Video

- Bob: Concerning the script for the SDC promotional video for Census staff, the video will be 90 seconds. What points would we like to highlight about the value of the SDCs to the Geography Division, Field Division, etc.?
- Tom: We would like to get the video done within the next month. The proposal is being put together this week, and the script will be done next week or the week after.
- Bob: We want to stress foremost that SDCs are perennial partners. It is not too early to keep the SDCs in the loop for the decennial census.

Annual Meeting

- Bob: Is the annual meeting still scheduled to be in-person?
- Tom: That is how it is currently planned; we are hoping to nail down funding for an in-person meeting the week of April 10th. We may have to change that to a virtual meeting if the budget is later revised.
- Amy: When will this be definitely decided?
- Tom: We hope to be certain by this summer on next year’s meetings.
- Bob: The annual meeting is permanently moved to the Spring.
- Tom: The Steering Committee meetings will be virtual meetings the week of October 20th. There will be three afternoons for each group (SDCs, CICs), with one day combined.
• We need to start thinking about agendas for October and April.
• Tom: As soon as I know anything about funding for the annual meeting I will let you know.
• Bob: Should we post the annual meeting date on the listserv?
• Tom: Yes.

General Discussion
• Nancy Torrieri and Debbie Griffin are both retiring from ACSO.
• Tom: Steven Buckner mentioned wanting to send a note to SDCs thanking them for Bike to Work publicity.
• Bob: The Bike-to-Work report was mentioned on Chelsea Handler TV show.
• Tom: Will send a report to the Steering Committee on this effort. [He sent it later in the day of the meeting.]
• Bob asked about ACS Content Review. What’s the Bureau looking for? What’s the SDC’s role?
• Tom: Will check with Tasha Boone in ACS if specific SDC feedback is needed. Go ahead and post a review request to the listserv.
• Barb: Nineteen SDCs are doing Economic Census programs; contact me to get your state on the schedule.
• Bob: We need the latest list of leads and cords [for the survey].
• Todd: How much overlap is there between SDCs and the ACS Data Users Group (DUG) conference?
• Dan: Two SDCs are on the Steering Committee for the ACS DUG, otherwise, there is not much overlap with SDCs, maybe a handful out of the 250 attendees. Half of the attendees were from the Census Bureau. The meeting was great; PowerPoints are archived and available, video may be archived.

New Steering Committee Working Groups
• Todd: The Social Media Working Group will be meeting next week. We have been selectively retweeting posts. There is not much content on the Facebook page.
• Mary: Groups of interest can be created.
• Sue: Not all states can use Facebook.
• Todd: If anyone wants to volunteer to curate the page, let Bob or me know.
• Bob: Can this curator be someone not on the Steering Committee?
• Todd: Sure.

• Todd: The Census Bureau staff on the committee wanted to know what is our social media strategy, and who is the audience. We will discuss that next week.

• Todd is in favor of a strategy [of using social media] to keep members in the communication loop, perhaps by pushing the Clearinghouse site.

• Allen: We had our third Bylaws meeting on June 5. We are making good progress. The next meeting on June 19.

• Bob: Allen is doing a great job of coordinating all of the input.

_CIC Report, Melanie Poulter_

• Melanie: The CICs have also been revising by-laws. We are amending procedures for voting for Steering Committee members.

• We are trying to replace John Flateau who left the network late in 2013, then we will have regular Steering Committee nominations and vote for three positions.

• The meeting ended at 3:05 PM EST