

NATIONAL STATE DATA CENTER STEERING COMMITTEE

Todd Graham (MN), *Chair*
Suzan Reagan (NM), *Vice Chair*
Pam Schenker (FL), *Co-Secretary*
Melissa Stefanini (TN), *Co-Secretary*

*Representing a Network of 1,800
State Data Centers and Affiliates Nationwide*

Allen Barnes (AZ)
Gregg Bell (AL)
Michael Moser (VT)
Jennifer Shultz (PA)
Dan Veroff (WI)

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

State Data Center and Census Information Center Steering Committee Meetings August 20 - 21, 2018 Kansas City, MO

MONDAY, AUGUST 20, 2018

SDC STEERING COMMITTEE MEETING

8:30 AM Business Meeting Discussions on:

- MOA
 - Timeline – review by committee; discuss February 2019; edited, reviewed by Buckner, attorneys; OMB — February 2020 – present to steering committee — then mail to SDC leads - goal is to have back by April 2020 meeting
- Melissa — TN — leaving the SDC program
 - Mallory Bateman – UT – she came in fourth in the most recent election – Todd will reach out to see if she will want to join the steering committee; and if she will join us for the September 2018 conference call
 - *(Note: On the Aug 21 phone call, Mallory Bateman has accepted appointment to the Steering Committee; fills remainder of the Feb 2017-Feb 2020 term.)*
- Melissa had volunteered to do a google forum or a survey to find out the level of social media use by the network
 - Delay until the skills assessment survey discussion on Tuesday
 - Use of social media – if not, then why not
- Skills assessment survey.
 - Proposed that SDC & CIC develop a joint survey
 - Michael — has started a list of questions
 - Where located; etc.
 - Make information about each SDC available so that SDCs could reach out to one another if they are “like” them
 - Skills, structure, budget, funding (similar to marketing information)
 - A social media use survey might be conducted separately; Todd volunteered to take on this 2nd survey.
 - Add questions on the clearinghouse website — structure, usage, etc. in order to improve to the site
- SDC Welcome Packet
 - Pam needs to rework — Jenn already updated and Pam is trying to reorder the information
 - Smaller packet with topics — appendix
 - Different formats — written vs visual

- New / Relatively New Leads —
 - Maine, Florida, Alabama, New Mexico, Mississippi, Virginia, Georgia, Connecticut; maybe Illinois
- Creation of Videos —Data Gems
 - Information from historical Boot Camp Presentations
 - Barbara will post the most recent version to the SharePoint and email the older ones to us
 - Discussion centered around Census geography
- SDC Clearinghouse
 - Suzan & Michael — Status of review
 - Simple is better; enabling that people can get the information by clicking once
 - 3-minute videos
 - How to divide content into small chunks
 - Todd – search box in upper right hand corner
 - More 2020 tags were added
 - Renovated about 2 years ago; allow users to upload information through a submission for
 - Site was revamped to more self-service; where the SDCs have to publish info
- Other Communications: all of these appear in right-side sidebar of sdcclearinghouse.com
 - Twitter
 - Facebook
 - RSS
 - Google Search Engine — 90 state sites
 - Automated Google Bot
- 2020 Preparedness Workgroup
 - Split the states up and look for content / new sites for 2020 Census
 - New 2020 Census tags added to google form – Data Products, Geographic Programs, Complete Count Committees, State websites.
- Planning for the new lead
 - Welcome packet
 - Videos – Learning tools
 - Steering committee
 - Reach out to new leads based on tree-states
 - Key responsibilities
 - Data Gems – PSAP, CEDSI
 - Barbara L works with new leads and walks them through the Census website
- Help for 2020
 - April meeting
 - Add to Boot Camp
 - Budget for 2019-2020 fiscal year for CIC and/or promotion
- Marketing
 - One page flyer: Why be part of the SDC program?
 - For Management briefing and also to market for affiliates

- State SDC Meetings
 - Can be done via webinar — does not need to be an in person meeting
 - Some states are doing an in person meeting and a virtual meeting

10:00 AM BREAK

10:15 AM Business Meeting Discussions on:

- 2020 Plans —Help states prepare for 2020
 - What are the SDC resources
 - Who is leading the effort in states?
 - Governor's Liaison — Complete Count Committee (Commission – Formed by Legislative Action)
 - Number of State CC Committees / Commissions?
Sabrina McNeil will know the number by type
 - Biggest challenge – diversity of SDC programs and state political environments, and opportunity for creativity
 - Objective and Goal — Encourage participation of all residents; 1st through Internet; then through mail or phone
 - Highlight examples of what is being done in certain states
 - Example – 2010 shoe laces – for homeless
 - Planning a communication campaign
 - How to use SDC social media for promotion
 - How can SDC Promote 2020
 - Work with partnership and nonprofit organizations within your state
 - Needs to be one message – coordinated between state SDC and Partnership
 - Get word out — create examples for states both pro-active and re-active
 - Y&R Communications effort – Weekly messages
 - Build an editorial calendar
 - Statistics in schools
 - Build networks in each state so that they will be ready to receive and promulgate the messages from the Census Bureau in FY 2019
 - Identify players and efforts / resources
 - Could target low-response score areas
 - CCCs should also involve State Chamber of Commerce – to access local members
 - National Partnership Newsletters
 - Will be starting monthly newsletter soon – with unique ideas being done
 - ~150 of top 250 are confirmed

- Regional Partnership Managers – SDC steering committee send this out to the tree states
- CCC Brochures and Guide – send out link to tree states and GLs
<https://www.census.gov/newsroom/press-kits/2018/2020-census.html>
 - Steering Committee put together a highlight/ Why ... motivator package to go with CCC guide
 - Do this as part of the 2020 Workgroup
- Historical blog as to how states participate Census 2010 / Census 2020
 - Could be case studies
 - Partnership
 - LUCA
 - PSAP
 - Promotion

12:00 PM WORKING LUNCH

1:30 PM Business Meeting Discussions on:

- Priorities for the program
 - SDC leads are located in a variety of office types — universities, state government, libraries, etc. and also a variety of responsibilities
 - SDC steering committee was satisfied with the strategic plan process that was done back in 2012.
 - May wish to relook at the plan to see if items are still applicable and actionable
 - Review the strategic plan and determine how to review during the September through January calls.
 - Also, review in light of what was accomplished.
 - We should also send link to the leads — via tree states (after September meeting) for their input prior to February meeting
 - This will be a lead-in for the revised MOA
 - When we get feedback on strategic plan, we should also ask states for their input on the MOA
 - What is it about the MOA that holds up signage?
 - There is a section on the front of the MOA where there is flexibility for state customization based on state statutes
 - Lakiva suggested that we review the strategic plan on an annual basis – February meeting every year
 - Also review the “core competencies” that are in the MOA
- How to collect suggestions from SDC members
 - See above
- Webinar topics
 - Completed in 2018

- Hard-to-Count Populations
 - Roam
 - LUCA
- Upcoming 2018-19
 - Complete Count Committees / Commissions
 - PSAP
 - Opportunities to add addresses outside of LUCA
 - FSCPE – Count Review
 - LUCA Appeals
 - New Construction Program
 - BAS – All areas
- 2019
 - Getting people ready for all of the new data releases 2020
 - Data tools – customized online reports from Census API
 - County profiles
 - Visualization
- Planning the 2019 annual conference
 - Ideas from 2018
 - Focus should be 2020 — Last annual meeting before 2020 Census
 - All things 2020 Census related
 - Preparation, updates, and SDC roles
 - CEDSCI status update and new features
 - 2020 communications plan updates
 - Complete Count updates/information
 - SDC partnerships with programs, including Governors' Liaisons program and Data Dissemination Specialists (DDSs), in support of the 2020 Decennial census
 - Census Bureau determined topics?
 - SDC led sessions
 - What is the program
 - How to present data on special populations
 - Joint sessions or non-Joint session
 - ACS – How is it working — where are we now
 - MOEs – what are they — what value do they provide
 - ACS – Supplemental Tables?
 - ACS - Disability Data
 - Requests from other Federal Govt programs – forms/etc. How to handle with ACS data?
 - Tori Velkoff, ACSO – administrative records data validation (what are they doing that is new with administrative records?)
 - Differential Privacy – August 7, 2018 Census Blog – Research Matters
 - On-the-Map; County-to-County Migration; Census Flows Mapper
- Annual Report
 - How does the Census Bureau use the results
 - SDCs use Excel to collect information from affiliates

- Final summarized data could be put into an online system
- Lakiva suggested that SDC steering committee revamp the questions, starting next year
- Questions — from upper-management, DUB, steering committee
 - Ensure that the questions / data are collectable
- Timeframe – February 2019
 - Possibly move to a 3-day meeting in February

3:00 PM BREAK

3:15 PM Business Meeting Discussions on:

- SDC Network network-building
- Shared public calendar
 - May not happen as originally thought —
 - Will try to get a partnership report similar to the 60-day DDS report
- Strengthening partnerships with DDS and Partnership Staff

4:45 PM Wrap Up

5:00 PM ADJOURN

TUESDAY, AUGUST 21, 2018

JOINT SESSION – SDC AND CIC STEERING COMMITTEE MEETING

8:30 AM Email Marketing

- Anthony Calabrese, Digital Marketing Lead, Communications Division
 - See handout and audio recording
 - Census Bureau just issued a new style guide – digital and print
 - Will share style guide tips
 - Building mobile-friendly templates
 - Growth list – email sign up overlays – pop-up to new visitors
 - Helped them grow email list threefold
 - Customized overlays based on site
 - Govdelivery choices and look modified
 - Increased the number of subscribers
 - Welcome campaign
 - Iterative process of sending out emails
 - Drip campaign
 - Using it for American Counts
 - Looking for the right balance to get the optimal level of engagement
 - Embed social media buttons in email

- Stats in Schools – Just do Facebook
- Will be testing button colors, etc
- Determining the right mix options of social media by census program and topic
- QA Checklist for every email that goes out — have not had to issue a correction yet!
- Look at site statistics
 - Google search —show historical patterns in activity

9:00 AM Q&A

- What services can Digital Marketing Team help with?
 - Best practices – Request that he share info and it be forwarded to the network
- As we get closer to the 2020 Census will the message and tone be different — as opposed to be information based?
 - Will broadly speak to people about the importance of the Census
 - Will not be doing targeted email marketing to sub-population

9:15 AM Discussion on how SDCs created the Plan 2 Plan Webinars

- Turn-over of leads – many were not here in 2010
- Do it far enough ahead, so you knew to plan for funding, staffing, etc.
 - Started with a list of topics
 - Peers, people from the network, or colleagues — to hear from our own was important
 - Census Bureau will do webinars — wanted to supplement with a local voice
- Recently completed webinars:
 - LUCA
 - Roam Tool
 - Hard-to-Count
- Planning additional sessions
 - Complete Count Committee
 - PSAP
- Other topics
 - BAS
 - BQARP
 - Redistricting
- Topics that were not necessarily about 2020
 - See minutes from Raleigh meeting – summer of 2016

- Running an SDC (especially during decennial ramp up) in different fiscal situations – budgeted vs. cost recovery
- Intro to the CIC program
- Intro to the FSCPE program
- Intro to the DDS program
- Getting your SDC started on Social Media
- Publicize it to leads and SDC listserv
 - Typically the participation is around 50-100
- Sessions are also recorded and accessible through SDC Clearinghouse
- Promotion through email and scheduled prior to need

10:15 AM BREAK

10:30 AM Discussion on how to create a video for new SDCs and CICs

- Boot Camp for new members can be a while after the new members come on board
- Something similar to “Data Gems” can be done for new members
 - Make small videos
 - Take written info and make videos
 - If would act as an introduction to the program until the next “boot camp”
- Suzan, Michael, Gregg (Dan / Pam – backups) volunteered to do it
 - Mid-September – discuss process, deadline
 - Live on SDC website
 - Approval of script stops with Misty Reed

11:15 AM Discussion on how to create a skills assessment

- Barb – Expertise within the network
 - CIC & SDC work to put a skills-assessment up in Survey Monkey (form a joint subcommittee)
 - Media type capabilities
 - Toni & Barb work with subcommittee
 - Timeline – Start in October 2018 — Design, collect data, post by early 2019
 - Conceptual – searchable Excel file
 - Start with SDC Leads; CICs; then potentially expand to SDC Coords
- Michael – Also add characteristics of the entities
 - SDC has the first draft of survey already prepared
 - CIC also does – related to the core competencies
 - Start by combining the surveys and enhance the scopes
- Focus is for internal, in-network use — share skills within the network
- Who is this for?
 - Internal
 - Add content and areas of specialty

- Core competencies – what skills that people need to build
- Technical / Skill Sets / Other Affiliations (BAS, etc)
- Living document: To be determined whether this is a document or an online workbook file or a searchable web-based database
- Share with Barb – where we are at on the drafts
- Survey can be customized for each group – CICs / SDCs
 - SDC workgroup – Michael & Gregg
 - CIC workgroup – Bruce & Melanie

12:00 PM LUNCH

1:00 PM Discussion on collaborative working group(s)

- 2020
 - SDCs have a workgroup on 2020 preparedness (Dan/Jenn & other SDCs)
 - Webpage collection of online guidance – what state needs to do for 2020; state webpages; etc.
 - Highlight good practices of all kinds
 - Many states do not have 2010 experience and no guidance to draw on
 - CICs – 2020 areas of interest — Outreach, CCCs, ...
 - Agenda this week – discuss the role of CICs in 2020 Census; what was done in 2010, etc.
 - Any examples of ways that CICs & SDCs are working together in preparing for 2020?
 - Navajo Nation – in New Mexico worked with the state on LUCA
 - Sai has been working with the Denver Office
- Communication
 - SDCs have formed subgroups established for topic based communication projects
 - Norbert invited to join Social Median Workgroup with Gregg and Todd
- CICs have race (Dan) / analysis (Sai) / communications (Norbert) / resources (obtaining funding) workgroups
- Make a joint workgroup to determine areas of collaboration
 - Dan I & Allen B
 - Both will also join the existing SDC 2020 workgroup efforts in addition to Sai M
- How do local chapters of national organizations integrate with CIC program?
 - They will participate in local CCCs
 - May be an opportunity for CICs to grow their network based on National Partner?
- Steering Committees: Agreed that we will continue collaboration-focused joint meetings, quarterly
 - Barb/Toni will schedule a November joint conf call of the 2 steering committees.
 - And steering committees can meet jointly in February.
- CICs do not have affiliates or the ability to grow the program

- Do have community partners network in many states based on criteria

2:00 PM Discussion on how the SDCs and CICs can work together on 2020 Census efforts

- Complete Count Committee support
 - Most CICs work for 2020 starts with CCCs
- The way SDCs work on 2020 efforts varies depending upon the organization and state structure in each state
 - State level, affiliate level, etc
- Provide resources for meetings
- Education
- SDCs work to promote, coordinate, conduct LUCA
- CICs may be more engaged at a local level with CCCs
- SDCs and CICs need a list of all established CCCs on an ongoing basis
- CLMSO has requested list of state and local CCCs from Dianna Thaxton (Field Division at Census HQ). SDC steering committee should also request directly from Partnership Coordinators at 6 Regional Offices
 - Share with both networks
 - Share on a continuing basis
 - GL program – advise them to include SDC lead and CIC where appropriate

2:45 PM WRAP-UP

3:00 PM ADJOURN