Kentucky State Data Center: Census Dissemination Update

August 5, 2016
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What is CEDSCI?

- CEDSCI stands for the Center for Enterprise Dissemination Services and Consumer Innovation

- CEDSCI is looking to centralize and standardize the data, metadata, and software needed to build dissemination tools and provide easy access to all Census Bureau public use content to improve the users’ experience.

- Why? - Right now we have several different data dissemination tools. AFF, Quick Facts, Easy Stats, DataFerrett, the Census API and many others. These are all systems with their own data and metadata databases. They use their own infrastructure, own software, and the duplication exists in many of these systems. Taking a customer focused approach to dissemination.
What is CEDSCI?

User Experience and User Interface

Sophisticated User

Expert User

Casual User at Census.gov

Metadata & Data Repository

Dissemination Services and Tools
- Geo Services
- Table Services
- Visualizations

Technology Infrastructure and Support

CEDSCI Initial Release
# CEDSCI Goals & Benefits

CEDSCI is an innovative effort to transform and expand the dissemination of Census content to seize the digital opportunity and better serve our internal and external customers.

- Enable a customer-centric and innovative dissemination environment
- Increase visibility and utility of Census data
- Operate as an efficient enterprise program

## Improve Customer Satisfaction

The CEDCSI program allows for increased customer satisfaction through standardizing and normalizing Census content.

## Personalized Experience

The U.S. Census has an opportunity to drive a personalized customer experience, providing customers with access to improved web features, self-service data capabilities, and omni-channel integration.

## Public Perception

Public opinion and perceived value of the Census Bureau is directly tied to customer experience. An enhanced experience would benefit public perception.

## Strategic Planning

A unified, analytics-driven, actionable and highly understandable model that provides a single consumer-centric planning framework. Supports more effective strategic decision making.

## Efficient Operations

A shared service operating model for enterprise-wide dissemination provides operational efficiencies.

## Grow our Audience

Building an enhanced digital platform will better serve the American people to help grow the Census audience.
**Program Overview**

The core components of the CEDSCI program align with the principle objectives to transform and expand the dissemination of Census content to better serve our internal and external customers.

### Enabling Technology Platform
- Standardized central metadata repository
- Develop technology components to support generalized dissemination capabilities

### Content Harmonization
- Establishment of metadata standards, business rules, and policies across all censuses and surveys

### Governance and Program Management
- Establish a governance structure and body to coordinate policies and procedures associated with the dissemination vision
- Establish and implement business processes to manage and coordinate dissemination activities and tools

### Digital Transformation Integration
#### Customer Experience Management
- Captures customer interactions and provides insights to drive the evolution of dissemination tools, systems, and processes

#### External Information Services
- Promote a set of dissemination tools that are integrated with Census.gov to provide a seamless customer experience

### Dissemination Transition
- Transition selected data, metadata, and components from legacy dissemination systems to CEDSCI
- Ensure a smooth transition to new platform

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**Center for Enterprise Dissemination and Consumer Innovation (CEDSCI)**
CEDSCI’s Iterative Approach

CEDSCI is being developed in an iterative process with stakeholder feedback driving continuous improvements along the way.

Continuous Integration of Stakeholder Feedback

- **Alpha Phase 4**
  - Sept 2016

- **Beta Phase 1**
  - Sept 2016

- **Beta Phase 2**
  - Jan 2017

- **Beta Phase 3**
  - Apr 2017

- **Beta Phase 4**
  - Jun 2017

- **Release 1**
  - Jun 2017

**NOTE:** State Data Center (SDC) Leads participated in Alpha Phase testing.
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AFF Transition Strategy

Our strategy:

1. **Minimize the impact** to program areas while **maximizing access** to new data dissemination capabilities

2. **Leverage knowledge capital**, existing services, processes, and lessons learned to inform our IT platform approach and decrease development cycles

3. **Repurpose hardware and software** to decrease IT Platform setup costs

4. **Engage stakeholders**, internal and external, early and often through a comprehensive communication plan

5. **Minimize transition risk** by executing a phased cutover with AFF and the new platform running in parallel during the transition period
AFF Transition Plan

Our approach for the transition will occur in phases to minimize operational risk while maximizing our ability to leverage existing services, processes, and investments in the new CEDSCI platform.

1. Plan and Align
   - Define the AFF transition strategy to position it for success

2. Establish Prototype
   - Define a future state vision; identify process changes associated with the transition and evaluate program area impacts
   - Proof of Concept 1 Completed – 2014
   - Proof of Concept 2 Completed – Aug 2015

3. Refine Platform
   - Deploy modernized data dissemination platform in parallel to AFF existing operations to mitigate risk and minimize change; engage stakeholders and collect customer feedback
   - Alpha Release - November 2015
   - Beta Release - September 2016
   - Ongoing releases to incorporate continuous customer feedback

4. Complete Transition
   - Retire legacy AFF system; continuous improvements to the modernized data dissemination platform
   - Release 1 - June 2017

Ongoing releases to incorporate continuous customer feedback
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CEDSCI Beta Features

Explore Data Leveraging Various Facets

- Search by Topics
- Search by Location
- Search by Year
- Search by Dataset
- Search by Program Areas

Get table results that match selected facets
CEDSCI Beta Features

Type Ahead feature available within Topics, Locations and NAICS selection to quickly find and select desired facets
CEDSCI Beta Features

Use Map as a tool to select desired geographies to search for data

Supported Geographies
- State
- County
- Place within State
- Economic Places
- Metro/Micro Areas
- Census Tracts
- Block Groups

Supported Years
- 2010
- 2011
- 2012
- 2013
- 2014

Various Selector Tools to simplify selection of large number of geographies
CEDSCI Beta Features

Use More Geographies to select additional geographies and summary levels

- Search by Region
- Search by Counties
- Search by School Districts
- Type Ahead feature available to quickly find and select desired geographies
- Search by Congressional Districts
CEDSCI Beta Features

Results Page – Matching table results to selected facets organized by Table ID.

Your current selection

Select additional facets to further refine search results

Table Results matching the search criteria

Geography Information Panel [Available for a single Geography]

Geography Information Panel [Available for a single Geography and selected Topics]

Census Web Results [Other Census Data Related to Your Search Criteria]
CEDSCI Beta Features

Table Viewer Feature – Ability to Preview Tables Directly From the Results Page

Table results grouped by datasets to reduce duplicate table entries

Download desired tables in “csv” format directly from the results page

Click on the “Table Title” or “Open As” to launch the Full Table View

Preview desired tables side by side
CEDSCI Beta Features

Full Table View – Further review data in Full Table View mode.

- Ability to turn Margin of Error On / Off
- Modify Geography Directly From the Full Table View
- View a Thematic Map of Data
- Download Data in “csv” format
- Transpose Data
- View/Hide Table Notes

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
# CEDSCI Beta Datasets

## CEDSCI Planned Datasets for Beta Release

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CEDSCI Beta Geographies

CEDSCI Supported Geography Summary Levels for Beta Release

- United States
- Region
- Division
- States
- County
- Economic Place
- County Subdivision
- City or Place
- Place/County Part
- Block Group
- Census Tract
- Alaska Native Regional Corporation
- American Indian Area/Alaska Native Area/Hawaiian Home Land
- Metropolitan Statistical Area/Micropolitan Statistical Area
- Combined Statistical area
- New England City and Town Area
- Urban Area
- Congressional District
- School District (Elementary)
- School District (Secondary)
- School District (Unified)
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Beta Release

- Testing of the Beta Release will start on September 30, 2016
- Links and access detail will be provided through your State Data Center (SDC)
- Your participation and feedback in Beta Release testing is highly encouraged
Feedback

- Your feedback will be used to:
  - Implement changes to current features
  - Guide the development process and prioritize upcoming tasks

- Means by which your feedback will be collected:
  - Conference calls
  - Feedback Button
  - Email
  - Usability
  - Focus Groups

Send Feedback About Your CEDSCI Experience