Census Enterprise Dissemination Overview and Update

October, 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?

Front-End

Casual User at Census.gov

Sophisticated User

Expert User

User Experience and User Interface

Back-End

Metadata & Data Repository

Technology Infrastructure and Support

Dissemination Services and Tools

Geo Services
Table Services
Visualizations

CEDSCI Initial Release
# CEDSCI Goals & Benefits

Transform and expand the dissemination of Census content to seize the digital opportunity and better serve our internal and external customers to:

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

<table>
<thead>
<tr>
<th>Improve Customer Satisfaction</th>
<th>Personalized Experience</th>
<th>Public Perception</th>
<th>Grow our Audience</th>
<th>Efficient Operations</th>
</tr>
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<tbody>
<tr>
<td>The CEDCSI program allows for increased customer satisfaction through standardizing and normalizing Census content.</td>
<td>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.</td>
<td>Public opinion and perceived value of the Census Bureau is directly tied to customer experience. An enhanced experience would benefit public perception.</td>
<td>Building an enhanced digital platform will better serve the American people to help grow the Census audience.</td>
<td>A shared service operating model for enterprise-wide dissemination provides operational efficiencies.</td>
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<tr>
<th>Reduce IT Costs</th>
<th>Strategic Planning</th>
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<tr>
<td>The consolidation of data dissemination systems, processes, and tools saves costs by eliminating duplicate systems and processes while using existing tools better and by making the workplace more efficient and effective.</td>
<td>A unified, analytics-driven, actionable and highly understandable model that provides a single consumer-centric planning framework. Supports more effective strategic decision-making gather customer insights, develop analytics, and drive behavior.</td>
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CEDSCI’s Iterative Approach

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

*CEDSCI’s technical preview phases are only intended for beta-testing and not intended for official use. For official U.S. statistics during this time, please use current Census.gov tools.*
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Transition to Census.gov Dissemination

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 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

3. Refine Platform
   - Deploy modernized data dissemination platform in parallel to existing operations to mitigate risk and minimize change; engage stakeholders and collect customer feedback

4. Complete Transition
   - Retire legacy systems; continuous improvements to the modernized data dissemination platform

- Proof of Concept 1
  - Completed – 2014

- Proof of Concept 2
  - Completed – Aug 2015

- Alpha Release
  - November 2015

- Technical Preview
  - Release - September 2016

- Ongoing releases to incorporate continuous customer feedback

- Release 1
  - June 2017

Completed – 2014
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Data in Technical Preview

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<tr>
<th>Datasets</th>
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<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
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Technical Preview

- Census will release a series of Technical Previews beginning in Sept. 2016
- Remember, these technical previews are a very early look into the new system
- We will send out the link when the Technical Preview is live and welcome your feedback
- Please share the link with your colleagues -- the more feedback we get the better
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
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 and selected Topics]

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

Geography Information Panel
[Available for a single Geography]
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

Notes

CEDSCI Beta Geographies

CEDSCI Supported Geography Summary Levels for Beta Release

MORE GEOGRAPHIES:
- 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)