

2010 Census National Partnership Conference with CICs/FSCPEs/SDCs

April 14-16, 2008

Sheraton New Orleans Hotel

500 Canal Street
New Orleans, Louisiana

Monday, April 14

8:00 – 9:00 AM **Registration and Coffee**

JOINT PLENARY SESSION – CICS/FSCPES/SDCS **MEETING ROOMS – BAYSIDE ABC**

9:00 – 9:30 AM **Welcome**

- **Lisa Blumerman, Chief, Customer Liaison and Marketing Services Office**
- **Enrique Lamas, Chief, Population Division**

Introduction of attendees (CICs, SDCs, FSCPEs, and the Regional Offices) and a summary of the two different agendas within the Program Booklet.

9:30 – 10:30 AM **Status of 2010 Census Preparations**

- **Dan Weinberg, Assistant Director for Decennial Census**

This session will include an overview of the status of decennial census programs, including the LUCA Program, American Community Survey, 2008 Dress Rehearsal, and preparations for the 2010 Census.

10:30 – 11:00 AM **Break**

11:00 – 12:00 PM **Geographic Programs Update**

- **Linda Franz, Assistant Division Chief, Geography Division**

This session will provide an update on the current status of the LUCA program. Also, information about the MAF/TIGER modernization, the Participant Statistical Areas Program (PSAP), and the School District Program Review will be provided.

12:00 – 1:30 PM **Lunch**

- 1:30 – 2:00 PM **Redistricting Data Program Update**
- **Cathy McCully, Chief, Census Redistricting Data Office**
This session will provide a general update about the 2010 Census Redistricting Data Program, including information about the training efforts for state participants, update on the prototype product in 2009, as well as information about the 2010 Census Redistricting data products.
- 2:00 – 3:00 PM **2010 Census Communications Campaign: Panel**
- **Jennifer Marks, Chief, Census 2010 Publicity Office**
- **Tasha Boone, Branch Chief, Census 2010 Communications Office**
- **Lisa Blumerman, Chief, Customer Liaison and Marketing Services Office**
- **Stephen Buckner, Assistant Division Chief, Public Information Office**
- **Tim Olson, Assistant Division Chief of ACS & Partnership, Field Division**
This session will provide a general overview of the 2010 Integrated Communications Program. Census Bureau staff will provide an overview of the campaign including discussion of the campaign approach, strategy and messaging. Additionally, preliminary plans and strategies will be discussed for regional and national partnerships, Census in Schools, and media activities.
- 3:00 – 3:30 PM **Break**
- 3:30 – 5:00 PM **2010 Census Communications Campaign: Panel (Cont.)**
This session continues the detailed discussion on the 2010 Census Communications plans by DraftFCB.
- 5:00 PM **Adjourn**

ARMSTRONG BALLROOM

- 5:30 – 7:30 PM **Reception**

Tuesday, April 15

8:00 – 9:00 AM **Coffee**

JOINT PLENARY SESSION – CICS & SDCS **MEETING ROOMS – BAYSIDE ABC**

9:00 – 10:00 AM **Overview of 2010 Census Field Activities**
- **Tim Olson, Assistant Division Chief of ACS & Partnership, Field Division**

This session will overview the major field activities to be conducted by Regional Census Centers and Local Census Offices in 2009 and 2010. Included in the discussion will be Regional Census Center and Local Census Office infrastructure, recruiting operations in 2009 and 2010, Address Canvassing in 2009, Group Quarters Validation and Group Quarters Enumeration, Update Leave and Non-Response Follow-up field operations in 2010, Rural Alaska field operations, Be Counted and Questionnaire Assistance Center programs, and an overview of the regional Partnership Program that is commissioned with increasing the mail response, decreasing the differential undercount, and generating community support for operations.

10:00 – 10:30 AM **Break**

CONCURRENT BREAKOUT SESSIONS – CICS & SDCS

10:30 – 12:00 PM **Working With the Regional Offices – Discussion Sessions**

Session 1 **Bayside Room A**
- **Boston, New York, Philadelphia; CICS & SDCs**

Session 2 **Bayside Room BC**
- **Charlotte, Atlanta, Dallas; CICS & SDCs**

Session 3 **Cornet Room**
- **Chicago, Detroit, Kansas City; CICS & SDCs**

Session 4 **Salons 816-820-824**
- **Denver, Los Angeles, Seattle; CICS & SDCs**

The Regional Offices (ROs) are divided into 4 breakout groups. CICS and SDCs will attend a session respective of their Regional Office area.

*** Please see Program Booklet for breakout assignments.

This session will focus around collaborative opportunities within their geographic areas. Topics by Regional Office staff will include complete count committees and, local census office and regional census center employment opportunities.

SDCs and CICs will also have an opportunity to share with the other attendees about any 2010 Census plans they have in place.

12:00 – 1:30 PM

Lunch

1:30 – 3:00 PM

Partnerships: How Will They Work? Discussion Sessions

Session 1

Bayside Room A

- **State Data Centers**

SDCs will incorporate what was heard during the Integrated Communications Plan session on Monday and in the Tuesday session with the Regional Offices to discuss the types of activities they can do to support the plans.

The SDC representatives can provide more detail about their 2010 Census plans and/or best practices from Census 2000. This will be extremely useful information to SDC leads developing plans/activities for the first time or who were not a part of the SDC program during Census 2000.

Session 2

Bayside Room BC

- **Census Information Centers**

CICs will incorporate what was heard during the Integrated Communications Plan session on Monday and in the Tuesday session with the Regional Offices to discuss the types of activities they can do to support the plans.

CICs will continue discussion about partnership opportunities and strategies they can incorporate within their organizations to promote the 2010 Census. Those already with 2010 Census plans are encouraged to share their best practices with the other CICs.

3:00 – 3:30 PM

Break

3:30 – 4:30 PM

Discussion Sessions (Continued)

Session 1

Bayside Room A

- **State Data Centers**

This session continues discussion around partnership opportunities and strategies to promote the 2010 Census.

Session 2

Bayside Room BC

- **Census Information Center Steering Committee**

This session will focus on business plans for the CIC network. Discussion will involve ways the CIC Steering Committee can better serve the CIC network, such as through the Policy Committee and the development of an external CIC website.

4:30 PM

Adjourn

Wednesday, April 16

8:00 – 8:30 AM **Coffee**

JOINT PLENARY SESSION – CICS & SDCS **MEETING ROOMS – BAYSIDE ABC**

8:30 – 9:15 AM **Overview of Population Estimates**
(CIC & SDC only)
- **Katrina Wengert, Demographer, Population Division**
This session will provide an overview of Population Estimates.

9:15 – 10:30 AM **American Community Survey Update**
(Optional for FSCPEs)
- **Susan Schechter, Chief, American Community Survey Office**
- **Cynthia Davis, Statistician, American Community Survey Office**
This session will provide updates on various ACS topics, including the data products expected from the 2008 release on multi-year estimates and the ACS data-user training manual.

10:30 – 11:00 AM **Break**

11:00 – 12:30 PM **American Community Survey Update: Panel**
This session will explain how various government agencies utilize ACS data for their programs. They will explain how they have incorporated this data for grants and specialized reports. They will also provide an explanation to some of their limitations with the data.

- **Fred Eggers, retired, former employee of the Department of Housing and Urban Development (HUD)**

This part of the session will discuss three categories of applications of long-form type data by federal agencies and examine the issues that may arise when agencies shift from the long form to the ACS. It will illustrate these issues using examples from the Department of Housing and Urban Development. Additionally, the steps that HUD has taken to take advantage of the ACS will be described.

- **Ed Christopher, Community Planner, Department of Transportation**

The Transportation community has historically been one of the largest users of the long-form data sponsoring its own special

data tabulation all the way down to custom geography. In preparation of the ACS three and five-year data tabulations, the transportation community will again sponsor several data products that feature not only resident-based tables but tables on workers where they work and the flows on workers between where they live and work. Come find out the latest plans for the ACS.

- **George Sheldon, Veterans Administration**

This part of the session discuss the uses of American Community Survey data in the Veterans Administration with particular emphasis placed on use of ACS 2006 data to update the VA's veterans population actuarial model (VetPop) by adjusting migration matrices. Discussion will also cover a possible new approach to using ACS data in the future when ACS 2005-2006-2007 multi-year estimates are available

12:30 PM

Adjourn