

# American Community Survey Program Review

# The American Community Survey



- *The U.S. Census Bureau's American Community Survey (ACS) is an ongoing survey that provides population and housing characteristics updated every year.*
- *The statistics produced by the ACS are available as 1-, 3-, and 5-year estimates for the nation, states, counties, cities, and communities, and are used for planning of programs, products, goods, and services.*

In December 2010, the ACS released its first-ever 5-year data products, an important milestone for the program.

# ACS Program Review Milestones

The ACS is collecting input from stakeholders on ACS program components as part of an overall Program Review to ensure continued effectiveness.

- The Census Bureau's director commissioned a team to plan and implement the ACS Program Review assessment.
- ACS Program Review Team formed and planning initiated.
- Outreach to Census leadership for input to ACS program components.
- Strategy formed for external stakeholders to provide input to ACS program review.
- Outreach to external stakeholders for input to ACS program review components.
- Feedback shared with a National Research Council Panel.
- Planned release by the Panel of recommendations for ACS program optimization.

# Today's Objectives

## Objectives:

- Review program components
- Describe scope of the program review

## Discussion:

- Opportunities to engage with the ACS Program
- Our plans to share what we learn
- Developing an effective strategy for building on this process after the Program Review is officially complete

# ACS Program Review Components

<b>External Review</b>	
Communications and Stakeholder Management Review	Feedback on engagement and outreach strategies with stakeholders.
Methodological Review:	Input on the current ACS survey design and methods, as well as potential alternatives to improve the quality of the ACS data.
Research and Evaluation Review:	Thoughts on language tools and testing of translations as well as targeted messaging (as methods to improve mail responses).
Data Products Review:	Input on ACS data products and their uses.
<b>FYI - Internal Review only</b>	
Strategic Review	Feedback on foundational strategic documents, which provide vision, goals, objectives, and linkages to ACS work.
Program Management Process Review	Input on governance and program management processes and structures to strengthen and support the ACS program.
Systems Engineering and Integration Process Review	Input on selected systems engineering processes and structures to technically strengthen and support the ACS program.
Business Process Improvement Review	Improve the efficiency and flexibility of the ACS business processes/operations.

# Communications and Stakeholder Management Review

**Objective: Develop a Strategic Communications and Stakeholder Management Plan.**

- Briefed new members of Congress
- Identified stakeholders
- Conducted stakeholder analysis
- Prototype an overall ACS program communications approach using program review template
- Develop Communication and Stakeholder Management Plan for ongoing program
- Establish data users group
- Interchange with Census Advisory Committees
- Obtain input from other stakeholders

# Methodological Review

**Objective: Examine the current survey design and methods, as well as identify potential alternatives to improve the quality of the ACS data.**

- Established Design Baseline
- CNSTAT Panel – started Fall 2011
- Interchange with CSAC and REAC
  - Specifically Internet Data Collection
  - Generally, responses to questions
- Obtain input from other stakeholders

# Research and Evaluation Review

**Objective: Develop a program level Research and Evaluation Plan that aligns with program vision, goals, objectives, and strategies.**

- Inventory research projects
- Align with strategic plan
- Interchange with Advisory Committees
  - Specifically Internet Data Collection
  - Generally, responses to questions
- Obtain input from other stakeholders



# Data Products Review

**Objective: Determine whether the current approach of generating 1-, 3-, and 5-year products on an ongoing basis is cost effective.**

- Interviewing federal data users
- Population Reference Bureau workshop with data users
- Census workshop with federal data users
- Conducting CNSTAT Workshop with non-federal data users
- Engagement with Association of Public Data Users
- Interchanges with Census Scientific Advisory Committee
- National Research Council panel review

# Discussion

- Opportunities to engage with the ACS Program
- Our plans to share what we learn

[http://www.census.gov/acs/www/about\\_the\\_survey/acs\\_program\\_review/](http://www.census.gov/acs/www/about_the_survey/acs_program_review/)

- Developing an effective strategy for building on this process after the Program Review is officially complete
- Contact Us: [ACS.Program.Review@census.gov](mailto:ACS.Program.Review@census.gov)