

Key Elements for OMB Memos under the Generic Clearance
for Data User Evaluation Surveys 0607-0760

State Data Center (SDC) 2016 Annual Report

1The Census Bureau plans to conduct additional survey work under the generic clearance for Data User Evaluation Surveys (OMB number 0607-0760).

Purpose of the Study

The Census Bureau's Customer Liaison and Marketing Services Office (CLMSO), Data User Branch (DUB) is planning a study of the SDCs to collect feedback on how the organizations are using and disseminating Census data, understand and assist in training needs for the SDCs, and to determine how best to assist them in the future.

The SDC Program is one of the Census Bureau's longest and most successful partnerships. The partnership between the 50 states, the District of Columbia, Puerto Rico, the island areas and the Census Bureau was created in 1978 to make data available locally to the public through a network of state agencies, universities, libraries, and regional and local governments. In 1988 the Business and Industry Data Center Program (BIDC) was added to meet the needs of local business communities for economic data. It provides businesses with education and access to Census Bureau data and products in addition to statistical resources. Since their creation, the SDC and Business Industry Network, have provided access and education on Census Bureau data and products as well as other statistical resources to millions of data users.

The program has not made any changes based on last year's results.

The key research questions or substantive issues being examined are:

- Data Dissemination, Data Analysis, Technical Assistance, and Consultation Activities
- Product Development Using Census Bureau Data
- Education and Promotion of Census Bureau Programs and Products for the year
- Assistance with Census Bureau Operations
- Web Presence-Information for Entire Network
- SDC and BIDC Meetings
- Technology
- Suggestions for Improving the SDC Program

Survey Methodology

The SDC program has 56 contacts. The SDC lead organization is appointed by the Governor of each state/commonwealth, Puerto Rico, island area (American Samoa, Guam, The Commonwealth of the Northern Mariana Islands, Virgin Islands) or the Mayor of the District of Columbia.

In July 2016, the survey will be administrated by staff in the CLMSO. The survey will be available online and via paper copy upon request. We will send an invitation email to the SDC network.

Respondents

The universe consists of 56 SDC contacts. We expect 100% participation in this study.

Burden

We are requesting this approval for two years. The CLMSO, DUB staff have reviewed and internally tested the questionnaire for ease of use and content appropriateness. There are no changes to the annual report since last year.

We estimate respondent burden at 30 minutes per questionnaire for a total respondent burden of 28 hours per year.

Attachments/Enclosures

- Invitation, Reminder, Thank You Email Messages
- State Data Center 2016 Annual Report Questionnaire for Calendar Year 2015

We plan to maximize response rates by sending a reminder email two weeks after the invitation email is sent. We also plan on sending a thank you email at the close of the 2016 annual report.

For further information about this study, please contact Barbara LaFleur at 301- 763-4022 or barbara.a.lafleur@census.gov.