American Community Survey

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ACS Program Review

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Welcome!

Background of the ACS Program Review

Last year the ACS program reached an important milestone with the release of its first set of five-year estimates, providing detailed statistics for even the smallest communities. With this achievement, it is prudent to take a step back and conduct a comprehensive assessment of the ACS program to ensure that it is meeting the needs of data users as effectively and efficiently as possible. In April of 2011, the Director of the Census Bureau commissioned a team to plan and implement such an assessment.

We need your input

In order to obtain a broader and more robust perspective, the Director of the Census Bureau and the ACS team would like to get input from our stakeholders on **four ACS program components:**

- **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 as well as determine feasibility of not producing and related feasibility of not producing or reducing three-year or other data products.

These reviews focus on program-specific technical, methodological, and product-related improvement areas that increase quality and customer satisfaction. In addition, the ACS staff is working closely with Census Bureau leadership to solicit their feedback on other ACS program infrastructure and related management/process improvement program components.

Approach to ACS Program Review

The ACS Program Review Team will reach out to various stakeholder groups to collect input beginning January 2012. All feedback collected by the ACS Program Review team will be shared with a National Research Council Panel in July 2012. The Panel will release recommendations for ACS program optimization in the fall of 2012.

Send us your Feedback!

Please send your acs program review comments using the feedback form.

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⊖ **Materials and Resources**

- Introduction to the ACS [pdf]
- ACS Program Review Brief [ppt]
- Webinar Presentation

⊖ **Important Milestones**

- February 1 -- Call for comments
- June 30 -- Comments due
- Fall 2012 -- Panel report issued