

(1) Draft Email to Program Review External Stakeholders

Title: ACS Program Review

From Robert M. Groves, Director, U.S. Census Bureau

I would like to invite you to provide your insight and advice on the methodologies employed and products developed by the American Community Survey (ACS) Program. In December of 2010, the ACS program released its first five-year data products. With this important milestone achieved, we decided that a comprehensive assessment of the ACS program was prudent to ensure its continued effectiveness. I commissioned the ACS Program Review Team to plan and implement this assessment. As a key stakeholder and advocate of the ACS program, your assistance will help us obtain a broad and more robust perspective, as we continue to shape our program in the coming years. We are offering the following information sharing and engagement options:

- Provide recommendations and comments by completing an online feedback form (http://www.census.gov/acs/www/about_the_survey/program_review_feedback/) or filling in a Word Document and sending it to ACS.Program.Review@census.gov;
- Learn more by visiting our website (http://www.census.gov/acs/www/about_the_survey/acs_program_review/); or
- Ask questions by attending an interactive webinar where we will provide details about the program review.

To this email, I have attached the feedback template and the PowerPoint presentation that we will use to facilitate the webinar. Any feedback collected from you by the ACS Program Review Team will be shared with a National Research Council panel, which is conducting an independent review of the ACS program. A member of the ACS Program Review Team will follow up with you shortly to provide logistics on the program review webinar. Thank you in advance for any feedback you wish to provide.

(2) Follow Up Email to be sent by ACS Program Review Team

Title: ACS Program Review Webinar, *MONTH, DAY, YEAR, TIME*

On _____, you received an email from Director Robert M. Groves inviting you to participate in our ACS Program Review. As a follow-up to that email, we are providing details about the upcoming webinar and logistics regarding how you can participate. The attached documents provide instructions for participating in the meeting and the PowerPoint presentation that we will use to facilitate the meeting. For those who have already provided feedback on the review, any additional information that you wish to share is welcome.

If you would like to participate, then mark your calendars! On _____ (time details), we will host our webinar. We hope that you will join us!

For more information on the ACS Program Review, please visit our website at http://www.census.gov/acs/www/about_the_survey/acs_program_review/

Cordially,

The ACS Program Review Team

(3a) Email to be sent post-webinar – positive attendance

Title: Thank you from the ACS Program Review Team

Thank you for attending the U.S. Census Bureau’s American Community Survey (ACS) Program Review webinar! Your participation is valuable to shaping recommendations for the ACS program. A recording of the webinar is available on our website:

http://www.census.gov/acs/www/about_the_survey/acs_program_review/

If you wish to provide recommendations or comments to us, please submit the feedback form which is available on our website as an online form or as a Word document. If you have any questions, please do not hesitate to contact us via email at ACS.Program.Review@census.gov or visit our website to find other ACS Program Review materials.

Cordially,

The ACS Program Review Team

(3b) Email to be sent post-webinar – did not attend

Title: The ACS Program Review

On ____, you received an email from Director Robert M. Groves inviting you to participate in our ACS Program Review. As follow-up, you should have received information on our webinar held on_____. We regret that you were not able to attend. A recording of the webinar is available on our website:

http://www.census.gov/acs/www/about_the_survey/acs_program_review/

If you wish to provide recommendations or comments to us, please submit the feedback form that is available on our website as an online form or as a Word document. If you have any questions, please do not hesitate to contact us via email at ACS.Program.Review@census.gov or visit our website to find other ACS Program Review materials.

Cordially,

The ACS Program Review Team