CUSTOMER LIAISON AND MARKETING SERVICES OFFICE (CLMSO)

STATE DATA CENTERS (SDC)

STRATEGIC PLAN

Oct 1, 2012

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PARTICIPANTS

NAME	ORG	2-9	3-21	4-25	5-9	5-16	5-23	5-30	6-14
PARTICIPANTS									
Sam Aherrera	ADCOM	X		X	X	X	X	X	X
Allen Barnes	Phoenix, AZ	X	X	X	X	X	X	X	X
Amy Bittner	Cheyenne, WY	X	X	X		X	X	X	X
Bob Coats	Raleigh, NC	X	X	X	X	X	X	X	X
Nelson Colon	CLMSO	X		X	X	X		X	
Sue Copella	Harrisburg, PA	X	X-PT	X	X-PT	X	X	X	X
Mary Craigle	Helena, MT	X	X	X	X		X	X	X
Thomas Edwards	CLMSO		X	X	X	X	X	X	X-PT
Kristen Rohanna	San Diego, CA		X	X	X	X	X-PT		
Randy Gustafson	Knoxville, TN	X	X	X	X	X		X	
Toni Hall	CLMSO		X			X	X		
Cliff Holley	Univ of Miss	X	X	X	X		X		X
Kendall Johnson	CLMSO								
Barbara LaFleur	CLMSO		X	X	X	X	X	X	
Pamela Schenker	Tallahassee, FL	X	X	X	X	X	X		
OBSERVERS in 2K020/at DESK									
Kendra Anding	CLMSO	X	X	X		X			
Kathy Conklin	CLMSO		X		X	X	X	X	
Francine Krasowska	CLMSO								
Samantha Proctor	CLMSO	X	X	X	X	X		X	X
Denise Smith	CLMSO		X	X	X	X	X	X	
Eli Serrano	CLMSO	X		X	X		X		
Terri Nelson	CLMSO			X	X	X			
Chris Walz	DSSD				X				

X=Participant
O=Switched Role to Observer for that session

FUTURE

2.1 VISION

2.1.1 As the U.S. Census Bureau's premier local partner, deliver accurate and timely information; prepare and provide training and assistance; assist the Bureau in achieving its mission; and foster two-way communications with the Bureau on data usability, data user needs and operational issues.

2.2 MISSION

2.2.1 Empower data users with understandable, accurate, and timely information through the mutually beneficial partnership between the State Data Centers (SDCs) and the Census Bureau.

PARTNERSHIP GOALS / OBJECTIVES / MEASURES

3.1 PROGRAM MANAGEMENT GOAL: Manage the SDC Program as a productive and efficient partnership between the Census Bureau and the SDC Network.

3.1.1 SDC ADMINISTRATIVE OBJECTIVE: Manage the SDC program by empowering lead agencies.

3.1.1.1 Complete Memorandum of Agreement (MOA).

3.1.1.1.1 MEASURE: SDC lead designated on a signed MOA for every state or equivalent as per the date in the document.

3.1.1.2 Administer an affiliate program, which may include a Business and Industry Data Center (BIDC) component, for the network including recruitment, coordination, hosting annual meetings, training, and evaluations.

3.1.1.2.1 MEASURE: Completion of SDC annual report documenting activities (e.g. meetings, webinars, training sessions, publications, number of employees and their functions, funds spent for SDC/BIDC activities, number of organizations by type, etc.) for the calendar year (Jan.1 thru Dec. 31) by each SDC lead.

3.1.1.3 Provide the staff and budget to carry out the network activities.

3.1.1.3.1 MEASURE: Completion of SDC annual report documenting activities (e.g. meetings, webinars, training sessions, publications, number of employees and their functions, funds spent for SDC/BIDC activities, number of organizations by type, etc.) for the calendar year (Jan. 1 thru Dec. 31) by each SDC lead.

3.1.2 SDC LOCAL STAKEHOLDERS COMMUNICATION OBJECTIVE: Support SDC local stakeholders by providing the most up-to-date information on the Census Bureau and related federal statistical agencies' activities and products.

3.1.2.1 Keep abreast of new Census developments.

3.1.2.1.1 MEASURE: Provide monthly, or more frequently as needed, updates of Census Bureau data and developments to local stakeholders. The total number of these updates will be documented in the SDC annual report.

3.1.2.2 Provide effective communication with the SDC local stakeholders.

3.1.2.2.1 MEASURE: Provide monthly, or more frequently as needed, updates of Census Bureau data and developments to local stakeholders. The total number of these updates will be documented in the SDC annual report.

3.1.3 SDC CENSUS BUREAU COMMUNICATION OBJECTIVE: Maintain effective two-way communication between the SDC network and the Census Bureau.

3.1.3.1 Report to the Census Bureau on accomplishments.

3.1.3.1.1 MEASURE: Completion of SDC annual report documenting activities (e.g. meetings, webinars, training sessions, publications, number of employees and their functions, funds spent for SDC/BIDC activities, number of organizations by type, etc.) for the calendar year (Jan. 1 thru Dec. 31) by each SDC lead.

3.1.3.2 Provide feedback to the Census Bureau on improvements and enhancements to Census products and tools from local stakeholders and networks.

3.1.3.2.1 MEASURE: Provide quarterly updates to the Census Bureau on stakeholder activities using an agreed upon process for reporting.

3.1.3.3 Provide an updated list of lead, coordinating, and affiliate agencies to the Census Bureau on a regular basis.

3.1.3.3.1 MEASURE: Provide monthly updates to the Census Bureau.

3.1.4 Customer Liaison and Marketing Services Office (CLMSO) ADMINISTRATION AND COMMUNICATION OBJECTIVE: Effectively administer the SDC program through timely and accurate communication with the lead agencies.

3.1.4.1 ADMINISTRATIVE

3.1.4.1.1 Provide staff and budget to carry out the SDC program.

3.1.4.1.1.1 MEASURE: Update organizational chart as needed to reflect current staff and provide information reflecting current budget situation.

3.1.4.1.2 Maintain and publish a current lead, coordinating, and affiliate agencies contact list.

3.1.4.1.2.1 MEASURE: Update current lead, coordinating, and affiliate agencies contact list on a monthly basis.

3.1.4.1.2.2 MEASURE: Update as needed on-line profile of SDC network including lead or coordinating contacts and their network IT capabilities based on the MOA and the annual report, and/or periodic surveys.

3.1.4.1.3 Maintain current MOAs.

3.1.4.1.3.1 MEASURE: SDC lead designated on a signed MOA for every state or equivalent as per the date in the document.

3.1.4.1.4 Maintain a detailed profile (e.g. machines/platforms/software used) of the current network members.

3.1.4.1.4.1 MEASURE: Update the current lead/coordinating profile contact list on a monthly basis.

3.1.4.1.4.2 MEASURE: Regularly update or more frequently as needed on-line profile of SDC network including lead and coordinating contacts and their network IT capabilities based on MOA and annual report and/or periodic surveys.

3.1.4.2 CLMSO COMMUNICATION

3.1.4.2.1 Provide current information to the SDCs on new developments and opportunities for SDCs to participate and contribute towards the new developments.

3.1.4.2.1.1 MEASURE: Communicate Census news and developments to the SDC Steering Committee within three business days and to the SDC network within five business days.

3.1.4.2.1.2 MEASURE: Respond to SDCs feedback (e.g. contact person, webinar updates, etc.) within one business day.

3.1.4.2.2 Provide and promote summaries of SDC activities and accomplishments.

3.1.4.2.2.1 MEASURE: Within two months of the annual reporting deadline, summarize the SDC annual report, documenting activities (e.g. meetings, webinars, training sessions, publications, number of employees and their functions, funds spent for SDC/BIDC activities, number of organizations by type, etc.) for the calendar year (Jan. 1 thru Dec. 31) by each SDC lead.

3.1.4.2.3 Alert the SDCs to the availability of materials on the website.

3.1.4.2.3.1 MEASURE: Alerts will be sent out within one business day of materials being made available on the website.

3.2 DATA DISSEMINATION GOAL: Improve knowledge of, access to and usage of data.

3.2.1 SDC DISSEMINATION OBJECTIVE: Work with the Census Bureau to maintain the SDC network that covers every state's member geography and that connects and assists stakeholders to make sure Census Bureau data are accessible.

3.2.1.1 MEASURE: SDC lead designated on a signed MOA for every member geography as per the date in the document.

3.2.2 SDC DISSEMINATION OBJECTIVE: Assist and educate stakeholders in using data/tools/technologies (e.g. website, apps, devices).

3.2.2.1 Provide customers with data, information, tools, technology and the knowledge on how to use the data appropriately.

3.2.2.1.1 MEASURE: Report total number of requests by type of requesting organization and document in the SDC annual report.

3.2.3 SDC DISSEMINATION OBJECTIVE: Provide feedback and recommendations to CLMSO.

3.2.3.1 MEASURE: Provide periodic updates on Census Bureau data and developments from local stakeholders using an agreed upon process for reporting.

3.2.4 SDC DISSEMINATION OBJECTIVE: Develop and share products within SDC Network and, when the product is truly exemplary, with other users: member geographies, Census Bureau, etc. Maintain a website that provides current information.

3.2.4.1 Prepare data products for distribution based on Census Bureau data.

3.2.4.1.1 MEASURE: Report total number of developed products and document in the SDC annual report.

3.2.4.2 Disseminate materials received from the Census Bureau to SDC local stakeholders.

3.2.4.2.1 MEASURE: Report total number of requests by types of requesting organization and document in the SDC annual report

3.2.5 SDC DISSEMINATION OBJECTIVE: Provide data for good decision making at the local level.

3.2.5.1 MEASURE: Provide monthly, or more frequently as needed, updates on Census Bureau data and developments from local stakeholders using the agreed upon process for reporting.

3.2.5.2 MEASURE: Report total number of educational efforts conducted and document in the SDC annual report.

3.2.6 CLMSO DISSEMINATION OBJECTIVE: Ensure SDC program has access to and is informed about data releases and products, services, and materials.

3.2.6.1 Keep SDCs informed via a current calendar of impending data releases.

3.2.6.1.1 MEASURE: Update the corporate calendar on SDC website on a weekly basis.

3.2.6.2 Understand the needs of the network/public.

3.2.6.2.1 MEASURE: Communicate with each SDC lead quarterly regarding the needs of their individual state network on a quarterly basis.

3.2.6.3 Provide the SDCs with new technology plans.

3.2.6.3.1 MEASURE: Communicate with the SDCs through virtual networks and in-person meetings information regarding the latest technology platforms.

3.2.6.4 Enable the SDCs to serve data users by providing embargo access to approved SDCs for data releases, training SDCs, and utilizing SDC experience and feedback to improve data quality and data tools.

3.2.6.4.1 MEASURE: Maintain the current list of SDC leads who are eligible for embargo access.

3.2.6.4.2 MEASURE: Notify the embargo eligible SDCs of embargo release date and time at least two days in advance of embargo.

3.3 LOCAL EXPERT GOAL: To be recognized as the local expert in data analysis, technical assistance, and custom product development.

3.3.1 SDC LOCAL EXPERT OBJECTIVE: Gain and disseminate knowledge of Census Bureau tools to facilitate proper use of Census Bureau statistics.

3.3.1.1 Stay abreast of the most recent Census Bureau developments.

3.3.1.1.1 MEASURE: SDC or representative participates in the National Annual Meeting, Census Bureau/CLMSO Training.

3.3.1.1.2 MEASURE: SDC or representative participates in at least one in-person or alternative format meeting (e.g. webinar, conference call, social collaboration platforms) a quarter.

3.3.1.1.3 MEASURE: Conduct a local annual meeting or provide access to educational/training opportunities to stakeholders annually and document in the SDC annual report.

3.3.2 SDC LOCAL EXPERT OBJECTIVE: Provide technical advice to stakeholders in understanding and using Census Bureau data/products/systems/tools.

3.3.2.1 Prepare value added products from the Census Bureau data.

3.3.2.1.1 MEASURE: Provide value added products for stakeholders from Census Bureau data and Information and document in the SDC annual report.

3.3.2.2 Maintain an active relationship with local stakeholders in providing expertise on Census tools and products.

3.3.2.2.1 MEASURE: Report total number of technical responses to stakeholders and document in the SDC annual report.

3.3.3 CLMSO LOCAL EXPERT OBJECTIVE: Provide free and unlimited training, technical documentation, materials, tools, and support to the SDCs as the Census Bureau's "premiere local partner."

3.3.3.1 MEASURE: Create web pages on both the secured server and main site that supports recorded videos, webinars, links to training tools, etc.

3.3.3.2 MEASURE: With the help of the training staff, create videos to aid in the instruction on use of data access tools.

3.3.3.3 MEASURE: Report total number of training sessions, technical documentation, materials, tools, and support provided to the SDC by quarter per fiscal year.

3.3.3.4 MEASURE: Provide electronically and post to the Internet Frequently Asked Questions (FAQs) and answers posed by the network,

3.4 PROMOTION GOAL: Encourage use of Census Bureau products and programs.

3.4.1 SDC PROMOTION OBJECTIVE: Work to maximize stakeholder involvement and knowledge of local Census events (e.g. Census Bureau programs, campaigns, and promotions).

3.4.1.1 Burnish Premier Local Partner brand

3.4.1.1.1 MEASURE: Census Premier Local Partner logo/by-line included – where appropriate – on SDC network websites and/or materials disseminated by the SDC networks.

3.4.1.2 Work with Census Bureau to help with the promotion, recruitment, and operational needs of Census Bureau and Surveys.

3.4.1.2.1 MEASURE: Participate in the promotion of Census Bureau censuses and surveys and operational support as necessary and appropriate.

3.4.1.2.2 MEASURE: Provide updates as needed on Census Bureau data and developments from local stakeholders per program requirements (LUCA, PUMA, BAS, etc.).

3.4.1.3 Emphasize upcoming events, the importance of participation, and uses of Census Bureau products.

3.4.1.3.1 MEASURE: SDC will encourage stakeholders to use products and participate in censuses and surveys conducted by the Census Bureau through publications and/or media as necessary and appropriate. Activities of this type will be documented in the SDC annual report.

3.4.1.3.2 MEASURE: Provide monthly, or more frequently as needed, updates of Census Bureau data and developments to local stakeholders.

3.4.2 CLMSO PROMOTION OBJECTIVE: Promote SDC as the Census Bureau's premiere local partner within as well as outside the Bureau.

3.4.2.1 Provide promotion materials in a timely manner.

3.4.2.1.1 MEASURE: Alerts sent out within one business day of materials made available on the website.

3.4.2.2 Coordinate with regional offices to provide promotional resources and materials.

3.4.2.2.1 MEASURE: Contact Regional Office (RO)Data Dissemination Initiative (DDI) staff on a monthly basis and publish a calendar of their events.

3.4.2.2.2 MEASURE: Invite RO DDI staff to Steering Committee meetings to provide updates on their activities.

3.4.2.3 Promote value added products of the SDCs.

3.4.2.3.1 MEASURE: Keep a record of how and where the SDC value-added products have been showcased, as well as by whom.

3.4.2.3.2 MEASURE: Create a subsite to showcase SDC value added products and provide links to individual SDC websites with products and presentations.

3.4.2.4 Ensure that the SDCs are knowledgeable of and participate in local Census events as a partner with the CENSUS BUREAU.

3.4.2.4.1 MEASURE: Communicate quarterly with ROs to obtain calendar of events.

3.4.2.4.2 MEASURE: Maintain a calendar of all Census Information Center (CIC), State Data Center (SDC), Regional Office (RO), and Federal State Cooperative for Population Estimates (FSCPE) events on the SDC website.

3.4.2.5 Provide opportunities and resources to the SDCs in a timely manner to support their application and promotion of Census data and maintain communication about local experiences with Census data and tools.

3.4.2.5.1 MEASURE: Communicate Census news and developments to the SDC Steering Committee within three business days and to the SDC network within five business days to facilitate participation.

3.4.2.6 Work with SDCs to build public trust and confidence in the Bureau and its products.

3.4.2.6.1 MEASURE: Communicate Census news and developments to the SDC Steering Committee within three business days and to the SDC network within five business days.

3.4.2.6.2 MEASURE: CLMSO provides an annual report of activities with the SDC network and Steering Committee at the annual meeting.

3.5 TRAINING AND EDUCATION GOAL: Provide instruction to ensure Census Bureau data are used innovatively, effectively and appropriately.

3.5.1 SDC TRAINING and EDUCATION OBJECTIVE: Educate and instruct local stakeholders on the availability and use of Census data and statistical information.

3.5.1.1 Train/assist data users on how to acquire, use, and interpret data.

3.5.1.1.1 MEASURE: Report total number of training sessions and participants, and other assistance provided on the use of Census Bureau data and document in the SDC annual report.

3.5.1.1.2 MEASURE: Provide monthly, or more frequently as needed, updates of Census Bureau data and developments to local stakeholders.

3.5.1.2 Provide training and educational opportunities for network affiliates to further train and educate their constituents.

3.5.1.2.1 MEASURE: Report total number of training sessions and participants, and other assistance provided by affiliates on Census Bureau data and document in the SDC annual report.

3.5.1.2.2 MEASURE: Provide monthly, or more frequently as needed, updates of Census Bureau educational opportunities, tools, data and developments to affiliates.

3.5.1.3 Make presentations to teach Census Bureau data concepts to data users.

3.5.1.3.1 MEASURE: Provide a local annual meeting or provide/promote educational/training opportunities to stakeholders. Report total number of presentations and participants, and other assistance provided of this nature documented in the SDC annual report.

3.5.1.4 Share instructional products and best practices within the SDC network.

3.5.1.4.1 MEASURE: SDC will collaborate and share best practices within the SDC network using agreed upon processes, technologies, and reporting intervals.

3.5.1.4.2 MEASURE: Provide monthly, or more frequently as needed, updates of Census Bureau educational opportunities, tools, data and developments to affiliates.

3.5.1.4.3 MEASURE: Completion of SDC annual report showing developed products/processes by individual SDC networks and promote local SDC network products and best practices as needed.

3.5.2 CLMSO TRAINING and EDUCATION OBJECTIVE: Ensure that the SDCs have timely and targeted training on CENSUS BUREAU products, programs and initiatives.

3.5.2.1 Develop, obtain, and share training materials.

3.5.2.1.1 MEASURE: Communicate Census news and developments to the SDC Steering Committee within three business days and to the SDC network within five business days.

3.5.2.2 Coordinate/conduct training for the SDC network on how to acquire, use, and interpret data.

3.5.2.2.1 MEASURE: Provide monthly, or more frequently as needed, webinars on how to acquire, use, and interpret data.

3.5.2.3 Coordinate with regional offices to provide education resources and materials.

3.5.2.3.1 MEASURE: Communicate monthly with Census Bureau regional offices to obtain calendar of events.

3.5.2.4 Encourage development of instruction techniques within the SDC network.

3.5.2.4.1 MEASURE: Keep a tally of to whom and where the SDC value added product (instructional technique or product) has been showcased.

3.6 ASSISTANCE with CENSUS PROGRAMS GOAL: Enhance the quality of Census Bureau's surveys and products.

3.6.1 SDC ASSISTANCE with CENSUS PROGRAMS OBJECTIVE: Be an integral part of Census Bureau programs and objectives.

3.6.1.1 Serve as the local Census advocate for survey participation and product and tool development.

3.6.1.1.1 MEASURE: SDC Steering Committee will lead/promote full SDC network participation and feedback for product and tool development when collaboration is

warranted by the Census Bureau through the CLMSO and/or direct Bureau program administration. Activities will be documented in the SDC annual report.

3.6.1.1.2 MEASURE: SDCs will document the total number of times participated in surveys, product development, and tool design promotions in the SDC annual report.

3.6.1.1.3 MEASURE: Provide updates as needed (e.g., on Census Bureau data and developments) from local stakeholders.

3.6.1.2 Provide design input, testing, and feedback to the Census Bureau on products and programs.

3.6.1.2.1 MEASURE: SDC Steering Committee will lead/promote full SDC network participation and feedback for product and tool development when collaboration is warranted by the Census Bureau through the CLMSO and/or direct Bureau program administration. Activities will be documented in the SDC annual report.

3.6.1.2.2 MEASURE: SDCs will provide feedback, assist in planning, and participate in at least one alternative format (e.g. webinar, conference call, social collaboration platforms) meeting a month. Document total number of times participated in the SDC annual report.

3.6.1.2.3 MEASURE: Provide updates as needed on Census Bureau data and developments from local stakeholders.

3.6.1.3 Strengthen the relationship between the Census program staff, local governments and stakeholders/clients in implementing surveys and delivering products.

3.6.1.3.1 MEASURE: SDC Steering Committee will lead/promote full SDC network participation and feedback for product and tool development when collaboration is warranted by the Census Bureau through the CLMSO and/or direct Bureau program administration. Activities will be documented in the SDC annual report.

3.6.1.3.2 MEASURE: SDCs will document the total number of times they carried out activities supporting surveys and delivered products in the SDC annual report.

3.6.1.3.3 MEASURE: Provide monthly or more frequently as needed updates on Census Bureau data and developments to local stakeholders.

3.6.1.4 Assist the Census Bureau in survey implementation and maintenance.

3.6.1.4.1 MEASURE: SDC Steering Committee will lead/promote full SDC network participation and feedback for product and tool development when collaboration is warranted by the Census Bureau through the CLMSO and/or direct Bureau program administration. Activities will be documented in the SDC annual report.

3.6.1.4.2 MEASURE: SDCs will document the total number of times they carried out assistance activities supporting surveys and delivering products in the SDC annual report.

3.6.1.4.3 MEASURE: Provide feedback, assist in planning, and participate in at least one alternative format meeting a month.

3.6.2 CLMSO ASSISTANCE with CENSUS PROGRAM OBJECTIVE: Ensure that SDC Program has the opportunity to work hand-in-hand with Census Bureau programs.

3.6.2.1 Provide SDCs with information needed for follow-up with local governments in a timely manner.

3.6.2.1.1 MEASURE: Communicate Census news and developments to the SDC Steering Committee within three business days and to the SDC network within five business days.

3.6.2.2 Support SDCs with adequate instruction and (especially) time to complete the tasks at hand.

3.6.2.2.1 MEASURE: Provide monthly, or as requested, webinars and other options to show instructional information

3.6.2.2.2 MEASURE: Provide monthly timelines for deliverable with concise instructions for each assigned task.

3.6.2.3 Provide good (timely, measurable, frequent) communication and participation opportunities for the SDC network and the Census Bureau programs and staff.

3.6.2.3.1 MEASURE: Communicate Census news and developments to the SDC Steering Committee within three business days and to the SDC network within five business days.

3.6.2.4 Provide opportunities to meet with Census Bureau program staff via face-to-face and alternative opportunities to meet in a timely manner.

3.6.2.4.1 MEASURE: Support Steering Committee meetings, annual meeting and other technical support meetings (e.g. webinars, conference calls, social collaboration platforms), including opportunities to meet with Census Bureau staff.

3.6.2.5 Promote the services of the SDCs within the Census Bureau.

3.6.2.5.1 MEASURE: Monitor various divisional internal meetings Suggesting SDCs assistance in census programs as appropriate.

3.6.2.6 Include SDCs in the discussion and planning of survey implementation and product delivery establishing clear timelines and requirements for SDC assistance.

3.6.2.6.1 MEASURE: Communicate Census news and developments to the SDC Steering Committee within three business days and to the SDC network within five business days.

3.6.2.6.2 MEASURE: Conduct regularly scheduled SDC Steering Committee meetings, annual meeting and other technical support meetings (webinars, conference calls, social collaboration platforms), including opportunities to meet with Census Bureau staff, budget permitting.

3.6.2.6.2.1 MEASURE: Provide monthly or more frequent as needed, opportunities for collaboration between SDC network and CLMSO.

3.6.2.6.3 MEASURE: Monitor various divisional internal meetings and solicit SDCs input into programs.

3.7 BUILD A THRIVING NETWORK GOAL: Capitalize on the long-term partnership between the SDCs and the Census Bureau to accomplish common goals and objectives

3.7.1 SDC PARTICIPATION in MEETINGS OBJECTIVE: Facilitate SDC representation and participation in the in-person annual meeting.

3.7.1.1 A representative of each SDC must participate in annual meetings.

3.7.1.1.1 MEASURE: SDC lead or representative participates in the national annual meeting, Census Bureau/CLMSO training sessions or other in-person events.

3.7.1.2 Utilize and participate in meetings to strengthen communication among network members and Census Bureau staff.

3.7.1.2.1 MEASURE: SDC or representative participates in the national annual meeting, Census Bureau/CLMSO training sessions or other in-person events.

3.7.1.3 Assist in hands-on testing and share feedback and ideas about Census products and applications.

3.7.1.3.1 MEASURE: SDCs provide feedback, assist in planning, and participate in hands-on testing and discussions at the national annual meeting, Census Bureau/CLMSO training sessions or other in-person events.

3.7.1.4 Participate in strategic planning to define roles for mutual support in reaching SDC goals, and promote continuity and community.

3.7.1.4.1 MEASURE: Majority of SDC Steering Committee members participate in in-person format of strategic planning. Majority of voting SDC members support plan as determined by electronic polling.

3.7.2 SDC PARTICIPATION IN MEETINGS USING ALTERNATIVE/INTERACTIVE FORMATS OBJECTIVE: Ensure high levels of participation in alternative meeting formats such as virtual meetings, conference calls, and webinars.

3.7.2.1 Utilize and participate in alternative format meetings to strengthen communication among network members and Census Bureau staff.

3.7.2.1.1 MEASURE: SDC Steering Committee will participate fully in alternative meeting/interactive formats at least once a month.

3.7.2.1.2 MEASURE: Participation in alternative/interactive activities will be documented in the SDC annual report.

3.7.2.1.3 MEASURE: SDC Lead or representative participates in at least one alternative format meeting a quarter.

3.7.2.2 Assist in alternative format testing and share feedback and ideas about Census products and applications.

3.7.2.2.1 MEASURE: SDCs provide feedback, assist in planning, and participate in testing and discussions in alternative meeting formats whenever appropriate. Activities will be documented in the SDC annual report.

3.7.2.2.2 MEASURE: SDC or representative participates in at least one alternative format meeting a quarter.

3.7.2.3 Participate in alternative format strategic planning to define roles for mutual support in reaching our goals, and promote continuity and community.

3.7.2.3.1 MEASURE: SDC Steering Committee will participate fully in alternative format strategic planning as defined by agreed upon measures. Activities will be documented in the SDC annual report.

3.7.3 CLMSO PARTICIPATION IN MEETINGS OBJECTIVE: Promote continuity, community, and partnership between the SDC Network and the Census Bureau.

3.7.3.1 Will host and provide funding for a representative from each SDC lead agency to attend annual face-to-face meeting.

3.7.3.1.1 MEASURE: Host one representative or designee from each SDC Lead Agency.

3.7.3.2 Provide funding for SDC Steering Committee members to attend the annual meeting and SDC Steering Committee meetings.

3.7.3.2.1 MEASURE: Support and host SDC Steering Committee meetings, annual meeting and other technical support meetings (webinars, conference calls, social collaboration platforms), including opportunities to meet with Census Bureau staff.

3.7.3.3 Coordinate and conduct a minimum of one face-to-face SDC network meeting and numerous alternative meetings per year.

3.7.3.3.1 MEASURE: Support and host SDC Steering Committee meetings, annual meeting and other technical support meetings (webinars, conference calls, IdeaScale), including opportunities to meet with Census Bureau staff.

3.7.3.4 Provide the means and environment in which Census and SDC stakeholders can meet in person to maintain and improve communication and partnership towards providing our communities with reliable and supported data.

3.7.3.4.1 MEASURE: Support and host SDC Steering Committee meetings, annual meeting and other technical support meetings (webinars, conference calls, Idea Scale), including opportunities to meet with Census Bureau staff.

3.7.3.5 Promote networking through social collaboration platforms (i.e., synchronous and asynchronous).

3.7.3.5.1 MEASURE: Provide calendar invitations summary for virtual meetings and confirm membership in collaboration platforms. Total number and attendance documented in the SDC annual report.

3.7.4 CLMSO PARTICIPATION IN ALTERNATIVE MEETING FORMATS OBJECTIVE: Provide the means for all SDC network members to communicate, collaborate, be trained or learn about Census statistics and processes on an ongoing basis.

3.7.4.1 Schedule and host alternative format meetings to reinforce the ongoing work taking place within the network for the Census Bureau.

3.7.4.1.1 MEASURE: CLMSO will regularly host webinars, virtual meetings, and collaboration platforms to keep the SDC network informed about the Census Bureau and its products.

3.7.4.1.2 MEASURE: CLMSO will provide access to virtual meetings for the entire network at least once a month, except for months when CLMSO is hosting the annual conference for the network.

3.7.4.2 CLMSO will host alternative meetings as a source for feedback about Census products and applications for the SDC network.

3.7.4.2.1 MEASURE: The Census Bureau will host virtual meetings and open up collaboration platforms at such times when it needs feedback, assistance in training, or for product testing, to provide a forum for discussion with the SDC network.

3.7.4.2.2 MEASURE: CLMSO will provide access to virtual meetings for the entire network at least once a month, except for months when CLMSO is hosting the annual conference for the network.

3.7.4.3 Provide virtual meetings as a forum for strategic planning. These meetings allow the SDC network and Census Bureau to more efficiently define the roles each play in the network, and strengthen the working relationship between CLMSO and the SDC network.

3.7.4.3.1 MEASURE: CLMSO will provide regularly scheduled and facilitated virtual meetings for strategic planning when necessary to define the roles and goals of the network and CLMSO.