

**Census Information Center (CIC) Program
Strategic Planning Session
October 12, 2011**

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ENVIRONMENTAL SCAN

The group discussed factors that will have an influence on the future of the CIC Program. Each factor was given a code to uniquely identify it. The tool used is called SWOT for **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats.

SWOT		SWOT	
Internal Dimension		External Dimension	
Strengths	Weaknesses	Opportunities	Threats
S1: Diversity in Community outreach.	W1: Doing CIC as part of larger jobs aka not enough time.	O1: Nonprofits and other community based organizations need our services.	T1: Very reliant on data that Census provides. If there is non-flow of data, there is little that CICs can do. We depend on the data.
S2: Good communication with local contacts	W2: Diversity of mission/goals	O2: Reaching diverse populations.	T2: Accuracy and redundancy of data. (Google)
S3: Being close to community organizations interested in using Census data.	W3: Institutional Dementia – memory loss (lack) of direction and turnover	O3: Increased supply of data available and increased demand and excitement for the Census data.	T3: Individual organization funding.
S4: Building relationships and networks.	W4: A lack of consistent systematic flow of knowledge support – like W3	O4: Lots of changes at the Census Bureau: new technology and demonstrating value of the Census Bureau	T4: Many communities do not know that CICs exist.
S5: Access to Census data	W5: Organizational structure not well developed	O5: Diversity of CICs allows us to improve interactivensess of data networks- an integration opportunity	T5: Increased competition with private companies that are doing data dissemination (e.g. Policy Map)
S6: Tremendous amount of expertise: academics, nonprofits, etc.	W6: Severe Lack of funding		T6: We lose our voice and link with the Census Bureau.
S7: Flexibility outside government constraints	W7: Lack of interaction between Census and CIC during the year (certain programs)		T7: Resources

STRATEGIES FOR DEALING WITH CHANGES IN ENVIRONMENT

The group defined strategies for working with combinations of the factors found in the environment. These strategies are coded to the particular factors identified in the previous section.

FACTORS	STRATEGY
S2-T5	CICs can facilitate increased community forums (e.g. town halls, PL-data).
S4-O4	Facilitates promotion of Census technology and innovation. Share those tools with CIC communities.
S2-T3	Form group to train on grant writing.
W6-T5	Position CIC to provide primary data to as an alternative revenue stream.
S6-W1-O3	1) CICs get together and figure out ways we are similarly using data. 2) Then get together and talk about the best ways to streamline the data requests (using the most effective ways we've found). 3) Expand and share what we are using and create new tools. (Figure out commonality between CICs to become a more tight knit network, leverage diverse expertise)
S3-S6-O4	Development of APIs for data dissemination. CICs can help Census develop APIs. Two questions: What are the true data needs people have and 2) what are the true roles of Regional Office Data Disseminators.
W6-O3	Leverage strategic collaboration. Educating consumers that will fund this work (marketing). Proposal grant writing.

MISSION

The group discussed the current mission and made some changes. This section presents the current and several candidates for a revised statement.

CURRENT MISSION

The mission of the CIC program is to provide efficient access to Census Bureau data products through a wide data dissemination network of organizations. Those organizations effectively process and disseminate Census Bureau data to underserved population groups in easily understandable formats.

REVISED MISSION

The mission of the Census Information Center (CIC) Program is to provide access and dissemination of Census Bureau **and related** data to **underserved** communities **to help our diverse communities achieve their goals.**

The mission of the Census Information Center (CIC) Program is to provide access and dissemination of Census Bureau data to **help our communities to plan projects.**

The mission of the Census Information Center (CIC) Program is to provide access and dissemination of Census Bureau data to **help our communities achieve their goals.**

The mission of the Census Information Center (CIC) Program is the dissemination of Census Bureau data to **help our communities having difficult accessing and interpreting data.**

VISION:

KEY WORDS

The group brainstormed key words that reflect the spirit of the group's vision. They formulated several candidate vision statements using these keywords.

Sustainable
Empowered

Access
Authoritative
Empower
Inform
Educate
Change

Sustainable and empowered data access

Nouns – Data

Fostering/Promoting community empowerment through sustainable data access, analysis, and education.

Facilitating community empowerment through sustainable data access, analysis, and education.

To be a trusted resource for fostering sustained community empowerment through data access, analysis, and education.

GOALS

The group developed SMART Goals for three dimensions of a Balanced Scorecard for both the “mission” and the “vision” of the CIC Program.

S=Specified

M=Measurable

A=Agreed To

R=Realistic

T=Time Constrained

The codes that accompany each goal and measure statement reflect the table (B through I) that crafted the statements.

CATEGORY	TYPE	GOAL	MEASURE (SMART)
Customer	Mission	TF: Engage customers in telling their success stories.	TF: 1) Maintain a log of all CIC requests (whom from/contact info, how request received, etc), 2) A CIC averages 300 per year – have 60 success stories annually or 20%, 3) testimonials on websites
Customer	Vision (stretch)	TC: Educate our communities through outreach efforts at a local level on an annual basis.	TC: Facilitate at least two outreach efforts/events per year (e.g. training, presentations, pamphlets, mailings, etc.)
Internal Business Processes	Mission	TB: Increase interaction among CICs to strengthen the network	TB:1) Have quarterly meetings – 3 virtual and 1 annual starting Jan 2012 2) Quarterly working group meetings 3) Inventory of skill sets by CIC program representatives (e.g. mapping, grant writing, statistical analysis, internships, etc.) by next October 4) On CIC website - one contribution by each CIC per year examples of our work.

Internal Business Processes	Vision (stretch)	TG: Create an environment where CICs share expertise, skills, and knowledge to enhance our ability to serve our communities.	TG: 1) Create a database of skills and projects for each CIC (on-line). 2) Series of webinars (monthly) highlighting specific projects or problems/issues
Learning/Growth	Mission	TD: To increase the technical expertise of the CIC network. TE: Maintain our professional expertise through regular communication and skills building that strengthens the CIC network.	TD: Engage in two training sessions per year (one national and one regional) TE: 1) Quarterly webinars for/by CICs 2) Monthly calls for collective problem-solving with calling tree 3) Annual conference
Learning/Growth	Vision (stretch)	TI: For every CIC to understand Application Programming Interfaces (APIs) and widgets and how to use them to empower our communities.	TI: 1) Develop 5 CIC working groups tomorrow 2) Working group develop workshop plan/proposal by end of May 2012 3) Workshop reaches 80% of CICs at CIC 2012 Conference

NEXT STEPS

- Steering Committee start organizing webinars (get feedback).
- Figure out how to create database of skill sets and how to maintain the database.
- Create the workgroup to work on APIs, applications, and widgets.
- Develop a common data request form.
- Finalize mission and vision statements.
- Continue to work with the CLMSO staff to make the CIC website more user-friendly. Create a Facebook group.