Center for Enterprise Dissemination Services and Consumer Innovation (CEDSCI)

The Future of Data Dissemination

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United States™ Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
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Vision

CEDSCI will:

Enable the public to make better decisions using data through a continuously adaptive, customer-centric, open and accessible dissemination environment that sets the standard in the federal community and spurs innovation.

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Guiding Principles for New Dissemination Vision:

- User feedback drives enterprise dissemination decisions about public products and user tools

- User-customizable information services are available anytime, anywhere from any device

- Flexible tools are preferred over products for content delivery.

- Data are decoupled from presentation

- Integrated dissemination systems, processes, and tools support all Bureau censuses and surveys

- Enterprise approaches and resistance to insular thinking are characteristic of all aspects of the future data dissemination capability
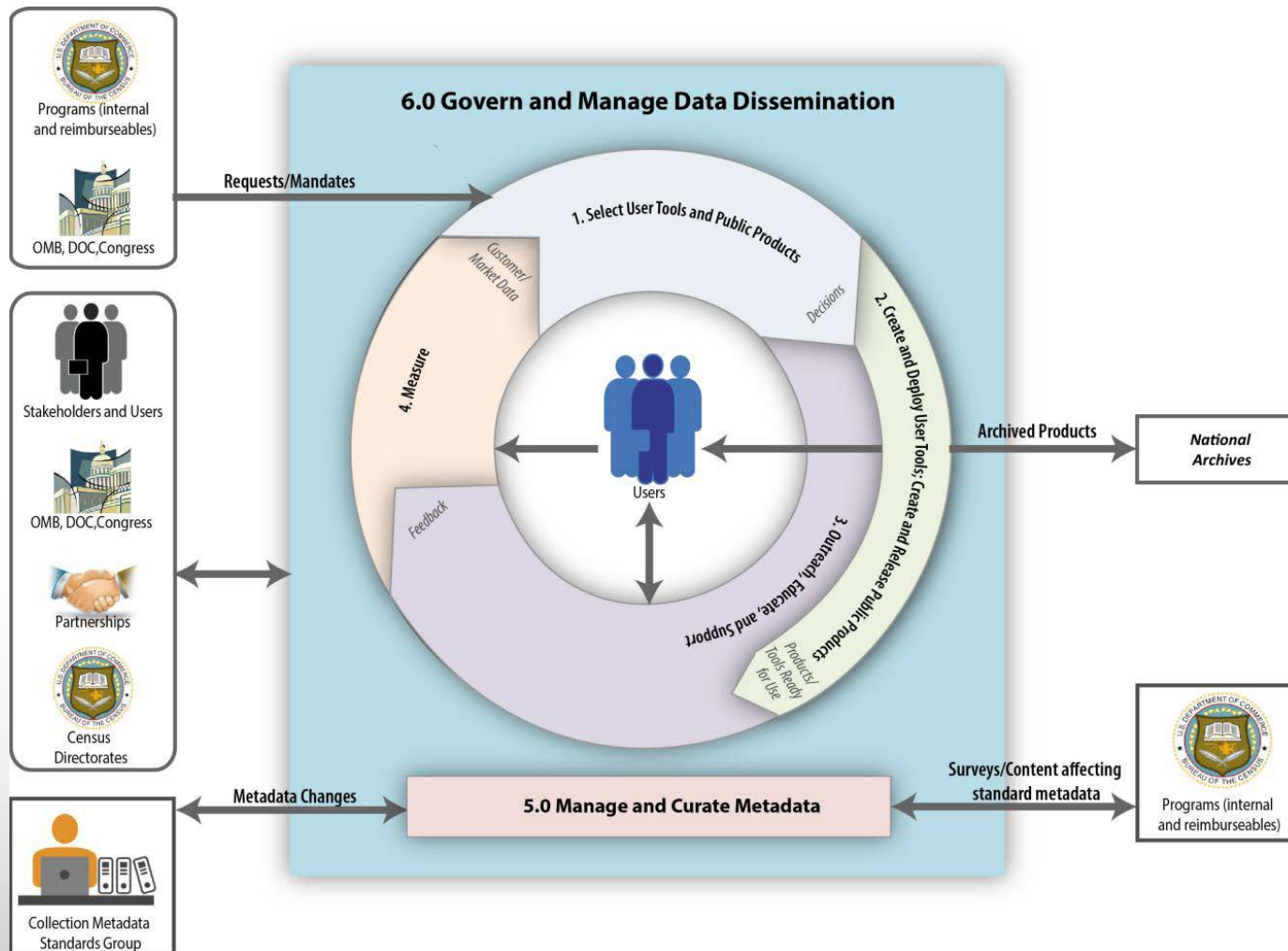
Goals

- Foster and maintain a customer-focused, cost-effective data dissemination environment

- View dissemination as a business function with a major information technology component.

- Promote a set of dissemination tools that we leverage to meet future dissemination capabilities.

- Adopt a Customer Experience Management (CEM) system that captures customer requirements systematically and provides for dissemination tools, systems, and processes to evolve based on quantitative assessment of changing customer needs and new technological innovations.

- Design shared enabling technologies based on business requirements and needs.

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How We Will Do This

- Engage early and often: CEDSCI is based on user-centric needs and user/customer feedback gleaned not only from CEM, but from interaction with, and feedback from, our stakeholders and users.

- We will work closely with stakeholders to understand their business and data needs.

- We will engage with stakeholders through iterative alpha and beta release testing cycles to gather feedback in a continuous loop leading up to production rollout.

- Reuse, re-engineer, and redeploy legacy systems into an integrated, shared-services platform.

- Program areas will deliver content to a single system. This system will deliver services for customers that include mapping, visualizations, and data mash-ups enabled across all our data sets, eliminating current "siloed" approach.

Dissemination Concept of Operations

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CEDSCI Business Organization

Responsible for Orchestrating All Dissemination Activities
(Business & Process Management)

*Enabling Technology Platform (New Data Dissemination Platform): - Shared Services - Modular - Common Tools - Common Infrastructure	*Metadata Standardization (Data/Metadata Harmonization) - Separate presentation metadata from content metadata - Standardize repositories to enable platform and tools - Develop requirements based on industry best practices - Collaborate with COMET to develop a metadata lifecycle across censuses and surveys	*Dissemination tools & services (Enterprise Information Services (EIS)) to include: - Digital Transformation - Enhanced Search - DataWeb - AFF - Indicator Release Improvement Project (IRIP) - CIDR - Census Data API - Open For Business Suite of Tools - On The Map - Other dissemination activities	Customer Engagement Management (CEM) - All customer feedback data streams into single platform - Interactive dashboard to inform new product and tool development - CEM platform linked to Enabling Technology Platform as a service.

*Enabling Technology Platform, EIS, and Standardized Data/Metadata will consist of tightly integrated teams providing support to the CEDSCI Technical Team. This will ensure seamless integration of search capabilities, tools, and data retrieval.

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Intended Benefits

- Cost Savings through Elimination of Duplicate Systems and Processes

- Spurring Greater Innovation

- Systematic Quality Assurance

- Improved Customer Satisfaction through Metadata Standardization

- More Efficient and Effective Work Environment

- Better Utilization of Existing Tools to Meet Customer Needs

- Greater Insights into Customer Needs

- Increased Census Brand Awareness and Acceptance

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Some Examples of High-Level Future Capabilities

- The capability to aggregate geographies, collapse variable categories, and calculate Margins of Error on-the-fly.

- The capability to combine and analyze data across surveys, censuses, other programs, and external sources over time.

- The capability to maximize consistency in geographies among data sets, programs and over time, and to provide geographic tools to users.

- The capability to provide customizable reports, visualizations, and analysis to users.

- The capability to make available data, metadata, and analytic tools that are easy for data users to understand, locate, and use.

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Initial & Planned Program Milestones

- Proof-of-Concept Phase: Present – August 2015

- Prototype development & launch (Alpha) to inform Beta launch: September 2015-June 2016

- Beta launch to inform Production launch: July 2016-June 2017

- Phase I Production Launch: July 2017

- Phase II Production Launch: TBD with additional capabilities as users become more sophisticated and technology evolves

- Phase III, IV, V…: This is an evolving dissemination strategy that is designed to mature with emerging technologies and sophistication of users, while continuing to serve all levels of users

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