Overview

- Background
- Operational Objectives
- Research Objectives
- Overall Approach—in our case, the Integrated Approach
- A Few Elaborations
- Models to blend and to enable an integrated assessments of the mailback rates
- Forward-looking thoughts for the 2020 Census

Background

- CIS program has reached 118,000 schools.
- The Census Bureau’s partnership program is an integral component of the communications campaign and partner organizations have used more than 88 million copies of promotional materials.
- Operational Objectives of the Partnership Program and the Census in Schools programs:
  - Increase response rates
  - Decrease the differentiated undercount
  - Build up partnerships to encourage cooperations with enumerators
Partnership and Census in School Program Research Objectives

- Assess quantitative impact of Partnership Program on the mailback rates
- Identify ways in which the Partnership and Census in Schools Programs can be improved and be carried on during inter-censal years
- Develop forward-looking quantitative metrics by which the Partnership Program and Census in Schools can be assessed in the future
- Identify the needs of executive-level educators.

The Integrated Approach

- Surveys
  - Nationally-representative Partner Survey
  - Focus Group Studies and Special Interviews
  - American Community Survey
- Administrative Records
  - Integrated Partnership Contact Database
  - Designated Market Areas
  - Non-uniformed Census Questionnaire Delivery
  - Special Partner Support Program Records
- Census
  - Census Planning Database
  - Daily Mail Back Rates During 2010 Census
  - Final Census Return Rates
Partner Survey Design

- **A Stratified Random Sample** of 7,499 Partners (Out of about 250,000 Partners)
- **Partner Types** include national partners, local government entities, community partners, tribal governments.
- **Field work** was performed from January to the first week in April
- **Nonresponse bias analyses** were performed on the partial data collected by the end of February to assess the nonresponse pattern and inform possible operational bias reduction operations.

Census Partner Survey

- **Three Basic Questions:**
  - Did partners think Census Bureau did a good job for them in providing materials they could use to engage their constituents?
  - Did the program work to engage the public, through the use of Census products and outreach efforts?
  - Do aggregate measures as well as individual records from the survey closely match administrative records (IPCD)?

Partnership Program Focus Groups

- Exclusive focus on national partners
- A total of six focus groups, but in four major cities across four Census regions
- Maximum of 90 focus group participants
- Heterogeneous mix of active partner types
- Representing different target populations
- Augmented by 30 individual interviews
- Individual Interviews are concentrating on separate organizations:
  - Prospects
  - “Dead” organizations
Partner Focus Group and Interview Protocol Domains

- Linking and getting into partnership program
  - Best ways to disseminate awareness of program
  - Factors associated with deciding to participate
  - Alignment of participation with organization’s overall publicity and public relations objectives
- General experiences of being a partner
  - Best methods for communication with partners
  - Materials and processes necessary for partners
  - Other forms of desired partner support
  - Community response to partner efforts
  - Staff response to being a partner
- Designing the program for success
  - Requirements for successful program
  - Interest in continuing as partner in the future

Census in Schools Focus Group Protocol Domains

- Involvement in the Census in Schools program
  - Awareness of program
  - Decision to participate
  - Context of program within school curriculum
- Program materials and curriculum
  - Requirements for usefulness and quality of materials
  - Future uses of program website
  - Out of class efforts
  - Student and parent response to materials
  - Teachers and their future use of program materials
- Maintaining program during intercensal years and beyond

Surveys and Administrative Records

- American Community Survey (ACS)
  - Updated measures to explain the socio-demographic conditions and fabrics of the mailback rates
  - Calibrate the targeted effort and revisit the effect
  - New hard-to-count score
- Administrative Records
  - Integrated Partnership Contact Database (IPCD)
  - The database was setup for managing all partner organizations and their respective contacts and 2010 Census commitment activities; The database was used to improve, and extend its partnership national footprint (with ongoing updates!).
  - Useful measures, promising measures, and absence of measures (partner status; commitment activities; engagement index)
Measures, Model Specifications, and Working Hypotheses

- **What measures** can conceptually and empirically capture targeted census activities and help the Bureau to achieve the goals?
- **What model** specifications can advance knowledge to make informed planning throughout the forthcoming decade?
- **Working Hypotheses (examples)**
  - In areas where the targeted efforts were not strong, the mail participation rates are worse or remain the same as the 2000 Census. In other areas where the targeted efforts were strong, the rates are better or remain the same as the 2000 Census.
  - Areas with diversified population in general perform better in the 2010 Census than the 2000 Census, everything else being equal.
  - Areas that have experienced persistent low participations rates may need separate models to explain.
  - Outlier areas with drastic changes (increase and decrease) in participations rates may also need separate predictive models to explain.

Mail Back Rate Regression Models

- **Mailback Rate** = \( f(\text{Community Characteristics}, \text{Quantifiable Interventions}, \text{Census Readiness Index}, \text{Partnership Influence Per-Capita Index}, \text{Partner Engagement Index}) \)
- **Mailback Rate Change** = \( f(\text{Previous Census Baseline mailback Rate}, \text{Quantifiable Interventions}, \text{Census Readiness Index}, \text{Partnership Influence Per-Capita Index}, \text{Partner Engagement Index}) \)
- **Mailback Rate Trajectory** = \( f(\text{Current Census Baseline Mailback Rate}, \text{Special Interventions}, \text{Census Readiness Index}, \text{Partnership Influence Per-Capita Index}, \text{Partner Engagement Index}) \)
- **County and Sub-state characteristics** may influence the relationship between local partnership engagement and tract-level Census Participation Rate Trajectories

Cluster Analysis and Census Response Trajectories

- Areas with low starting mailback rates will end up with lower final mailback rates.
- There is a “census” window for upward “working” trajectories
- **Clusters Based on Mail Participation Rate** = \( f(\text{Current Census Baseline Return Rate}, \text{Hart-to-Count Scores}, \text{Community Characteristics}, \text{Census Readiness Index}, \text{Partnership Influence Per-Capita Index}, \text{Partner Engagement Index}) \)
Envisioning for the Features of the 2020 Administrative Database on PARTNERSHIP

Towards a three-stage analysis of behaviors of organizations in their course of:
 (1) becoming Census partners;
 (2) making commitments; and
 (3) sustaining intercensal relationships.

Informing 2020 Census

 Analytic results through integrated approach can be used for informed planning and decision making for 2020 Census.
 Control cost and improve accuracy by targeting census-taking activities using pertinent administrative records, local response rate and sociodemographic information from the 2010 Census, 5-year ACS estimates, as well as other data sources.
 Master trace database or “audit trail” of census processes
 Response rates, speed of response, item nonresponse.
 Understanding both the organizational and individual behaviors and needs, in contexts, for sustained success.

Thank You!

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