

Innovative Utilization of Census Data

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Why Innovate?

- Because developments in information technology are constantly creating new opportunities for use of data
- To better achieve the mission of the organization (*what is it?*)
- Think of other reasons and/or elaborate these two reasons

Innovation at Different Stages of Data Production

- In **broad content** of census questions, *e.g.*, including a disability question
- In **detail of existing questions**, *e.g.*, *relation to head of household* categories
- In extent and content of **tabulations**
- **Digital** dissemination
- Products that convert *data* into *information*

Innovation in Uses, Innovation in Products

- Data used by the **producing organization** and by **other organizations**
- Producers can innovate in *utilization* of data used internally, but not for data used externally
- Producers can innovate *census products* with the intention of stimulating innovative use by others

Defining Expectations and Securing Feedback

- How will we know whether or not an innovation has been successful?
- We need to articulate *what we expect* and we need *feedback* from users to see whether or not our expectations are met
- Requests for publications met; whether sold or provided *gratis*; visits to web site, downloads from web or ftp site

A Simple Example: Innovations for Literacy Data

- Innovation in broad content area mostly unnecessary; question is nearly universal
- Innovation in detailed content mostly unnecessary as well; adult education?
- Great potential for innovation in extent and detail of tables provided; digital format
- Perhaps potential for reports that aim to convert *data* to *information*

Questions?
Comments?
Discussion?