The Statistical Product First Approach: Development Informed through Engagement

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October 22, 2024

The views expressed in this perspective are those of the presenter and not the Census Bureau.

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The Statistical Last Mile Challenge

How does the Census Bureau deliver the right statistical information at the right time in actionable formats to address diverse data user needs?

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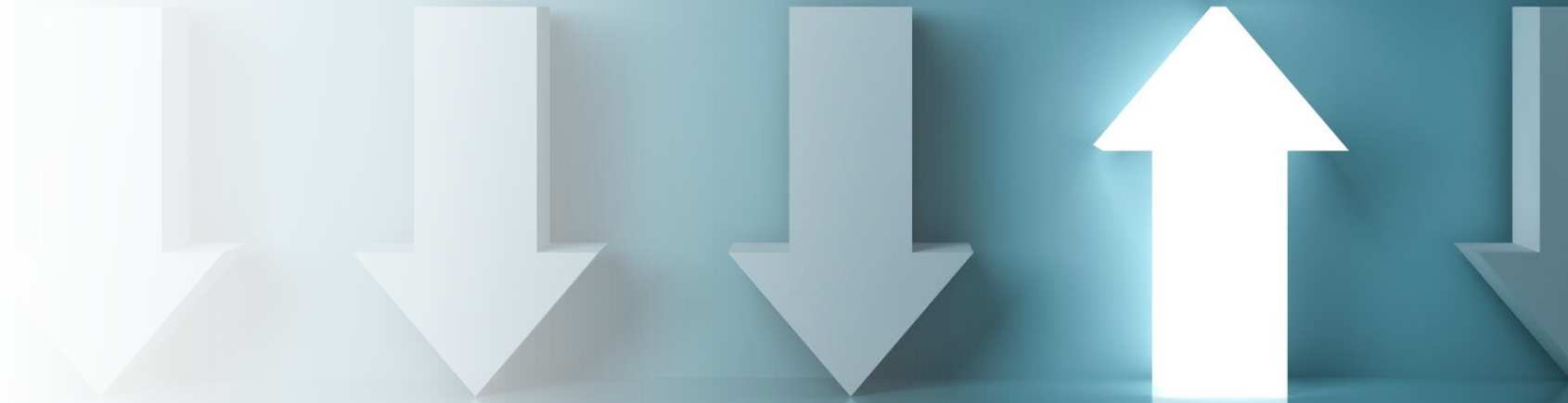
Flipping the Focus

Determine what information stakeholders need to reach their objectives

From there, shape the statistical products to be developed



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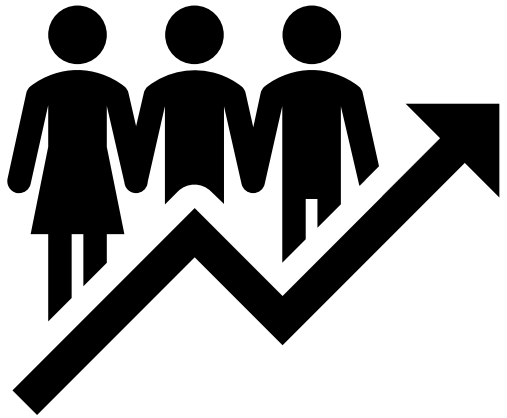
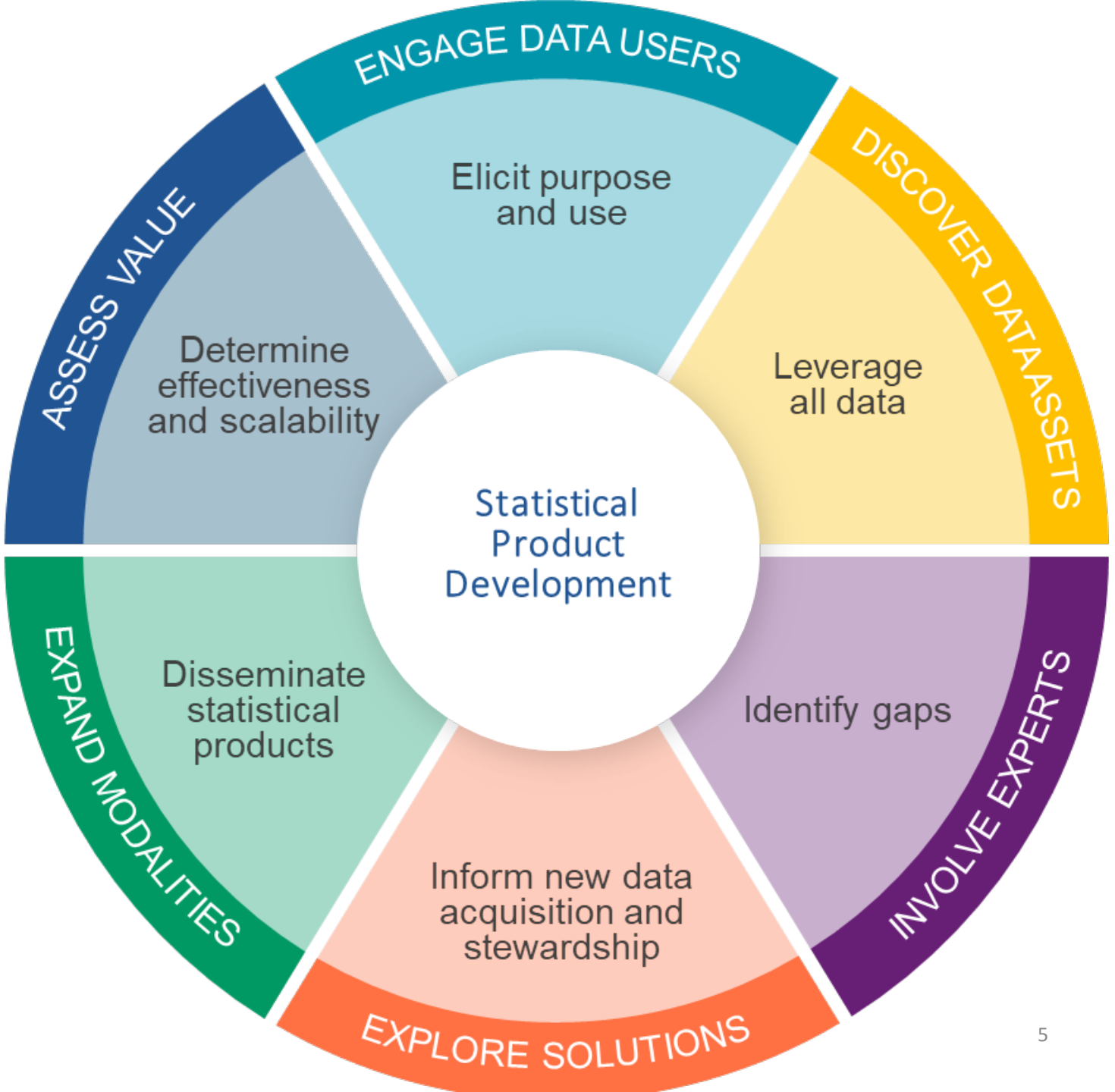
Statistical Product First Approach



Moving from managing surveys to managing *statistics*

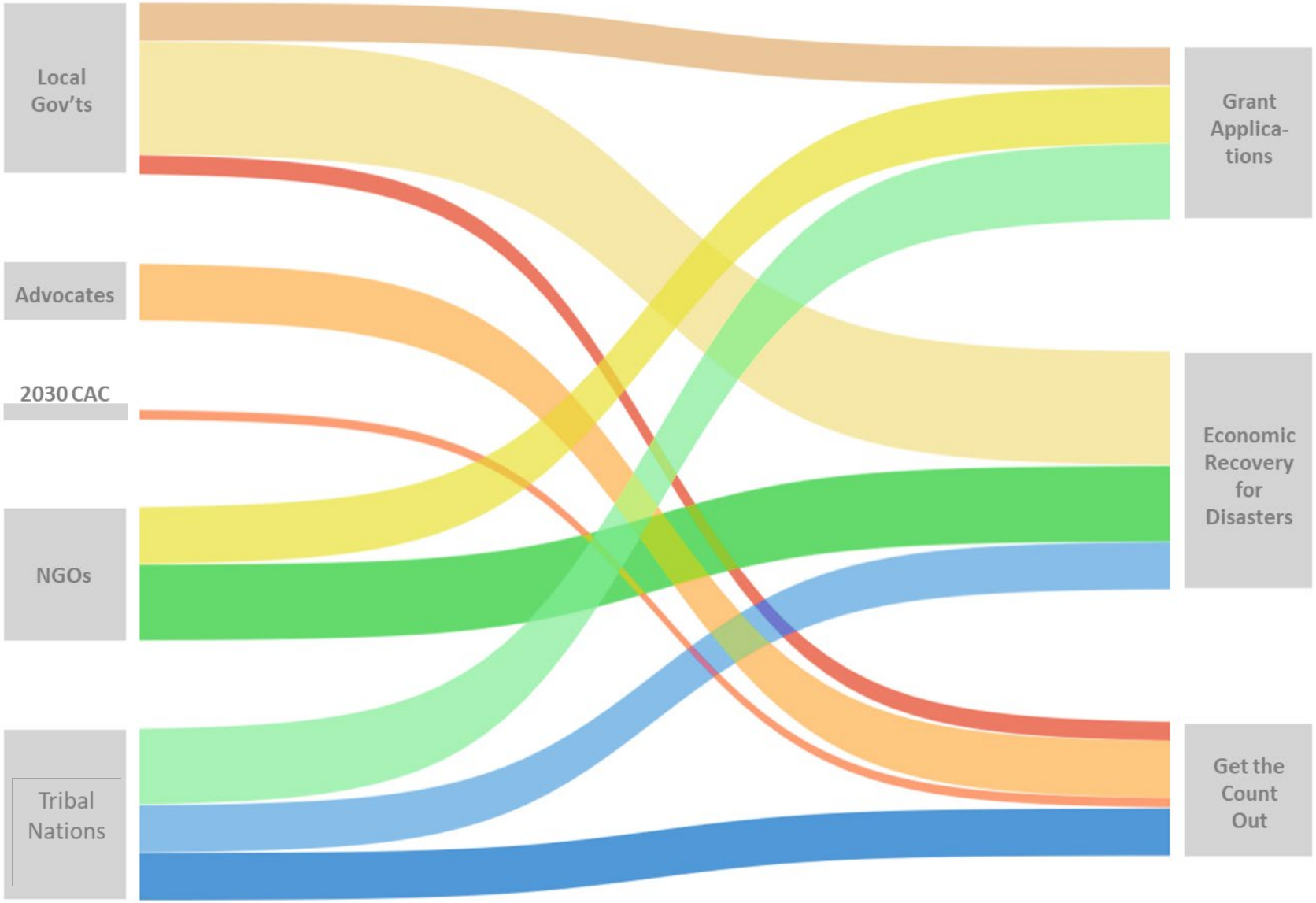
Statistical Product First Innovation Cycle



Illuminating the Ecosystem of Data Users to Elicit Purpose and Use

Develop User Segmentations

Currently developing a methodology to identify cross-cuts of the stakeholder group segmentation focused on common purpose and use needs.



Engagement with Indigenous Communities

National Indian Education Association: 54th Annual NIEA Convention & Trade Show

National Congress of American Indians: NCAI 80th Annual Convention & Marketplace

NCAI Executive Council Winter Session 2024

National Center for American Indian Enterprise Development (NCAIED) Reservation Economic Summit: RES 2024

Bureau of Indian Affairs: 2023 BIA Tribal Provider's Conference

U.S. Indigenous Data Sovereignty & Governance Summit 2024

NCAI 2024 Midyear Convention & Marketplace

United South and Eastern Tribes, Inc. and the USET Sovereignty Protection Fund: 2024 Impact Week

UPCOMING
Indigenous Data Sovereignty Symposium (sponsored by the Census Bureau)

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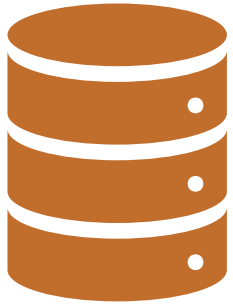
Collaboration through Engagement

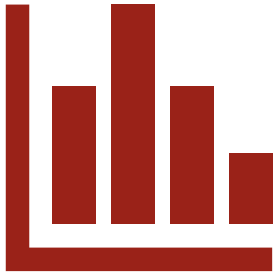
Improving Access to Tribal Data

Repackaging statistics across a variety of tribal and native boundaries through an infographic decision tree of current Census products. Collaborating on the dissemination with “My Tribal Area”.

Facilitating Administrative Records

Working with AD REC pilot project to help uncover tribal incentives to encourage and facilitate the provisioning of data to the Census Bureau.





Exploring GDP for Tribal Areas

Exploring user feedback on the creation and value of GDP-like measures for tribal regions.

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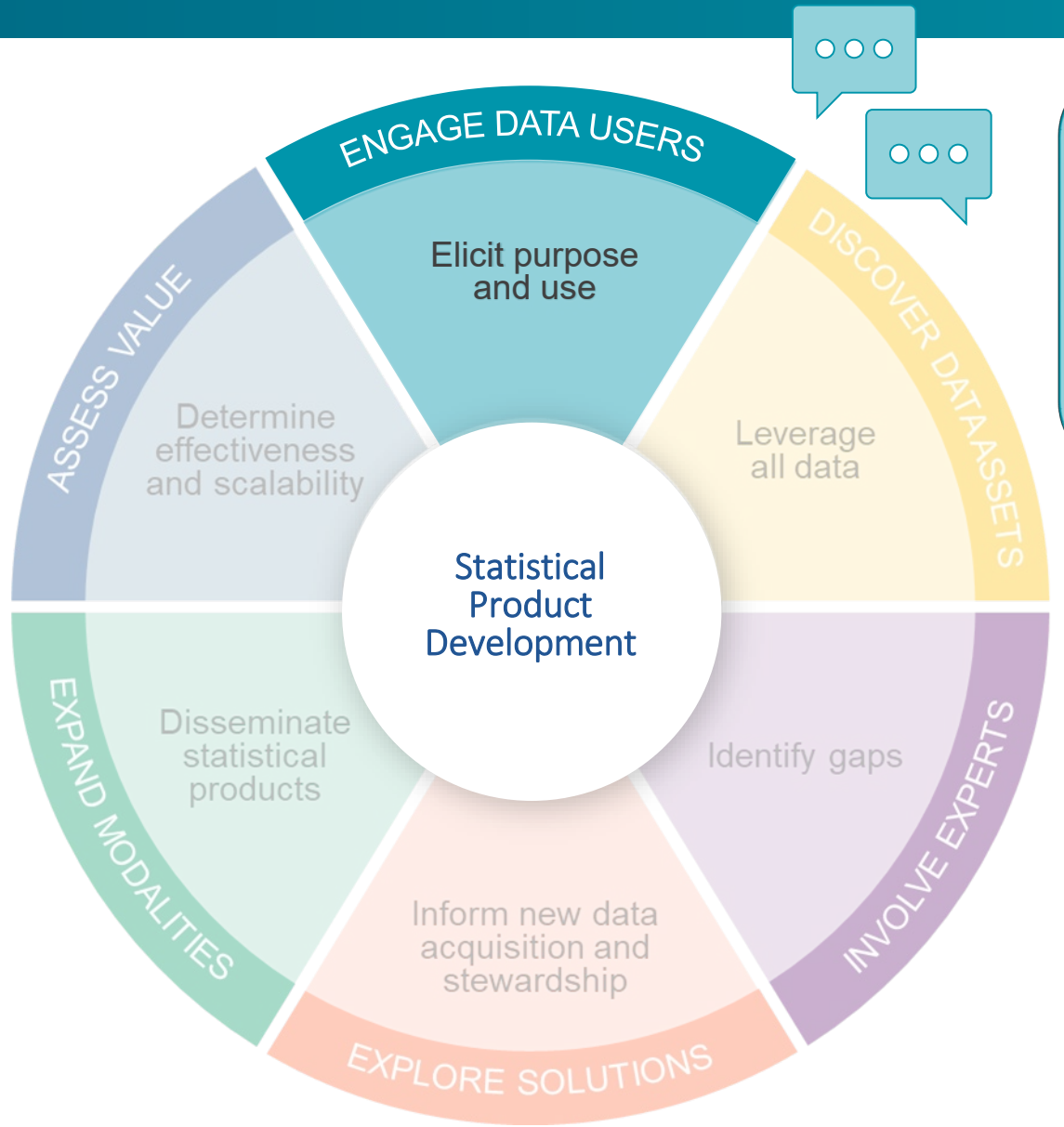
"Far better an approximate answer to the right questions, which is often vague, than an exact answer to the wrong questions, which can always be made precise."

~ John Tukey

GDP-like Measure for Tribal Regions



Data user engagements led to powerful purpose and use needs:

We need a GDP-like product to measure the economic health of tribal regions.

GDP-like Measure for Tribal Regions

Gross Domestic Product (GDP) is a common indicator used to measure a nation's economic health.

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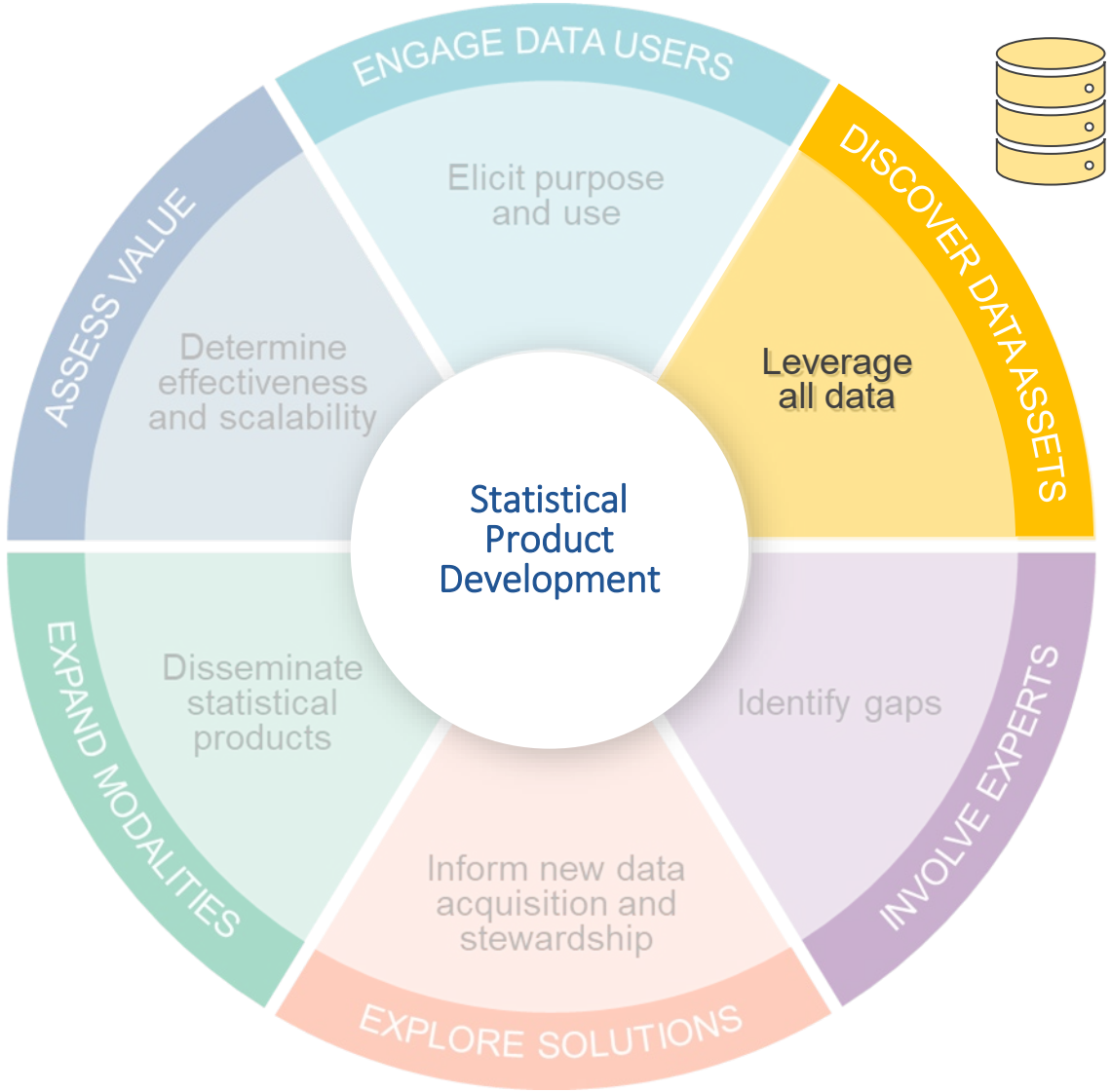
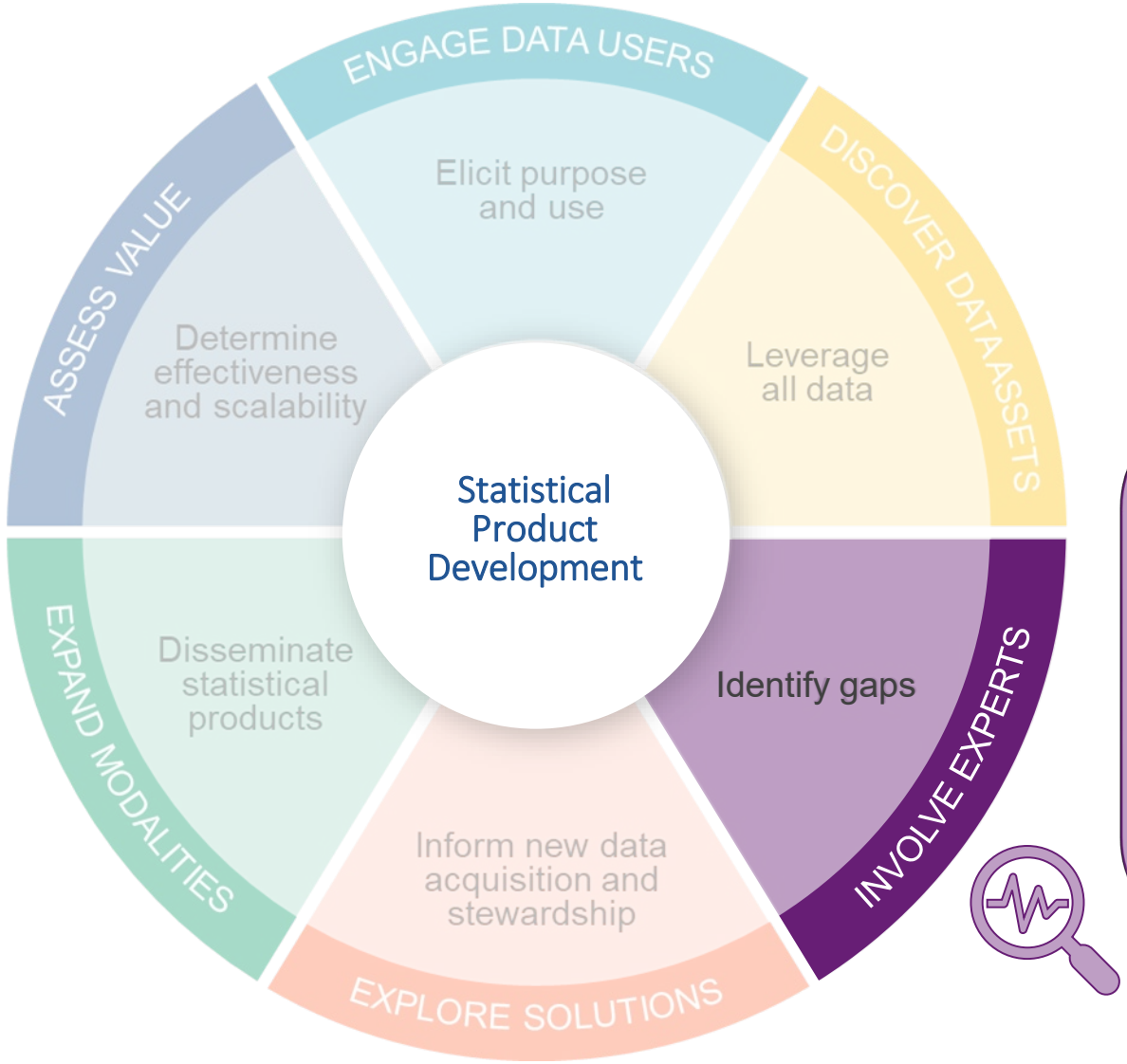
GDP-like Measure for Tribal Regions



The Census Bureau collects vast amounts of economic data and then provides the estimates to the Bureau of Economic Analysis, where official GDP measures are produced.

GDP-like Measure for Tribal Regions



The GDP formula includes government spending. The Census Bureau collects this information as part of its Census of Governments. However, tribal nations are not included in that data collection.

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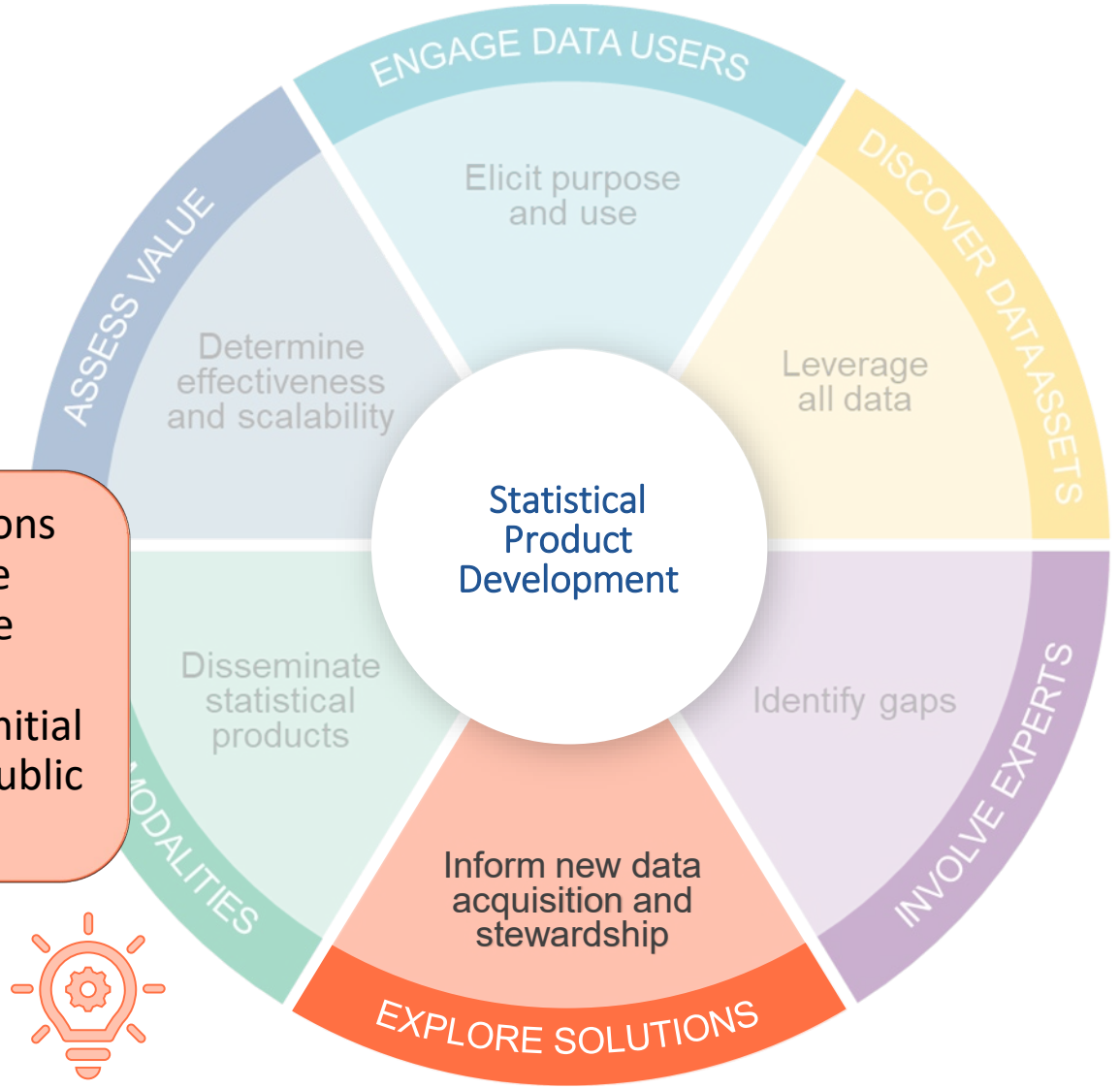
GDP-like Measure for Tribal Regions

Currently exploring options for calculating a GDP-like measure but without the component of tribal government spending. Initial statistics are based on public use data sources.



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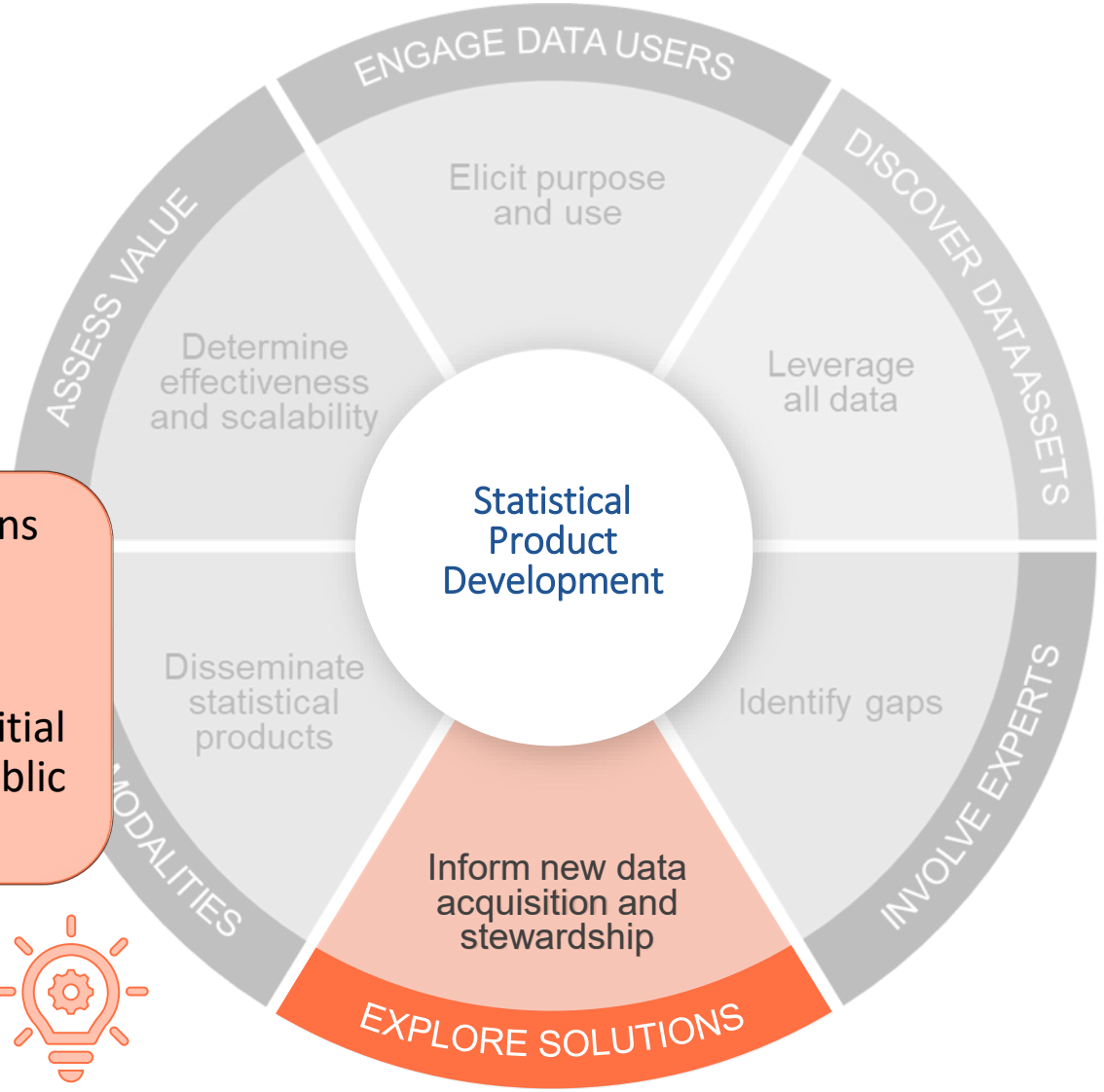
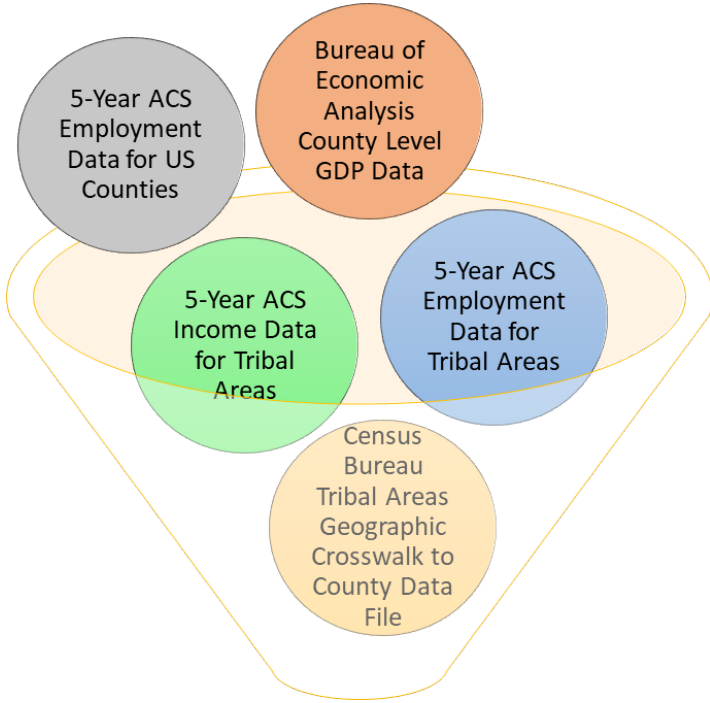
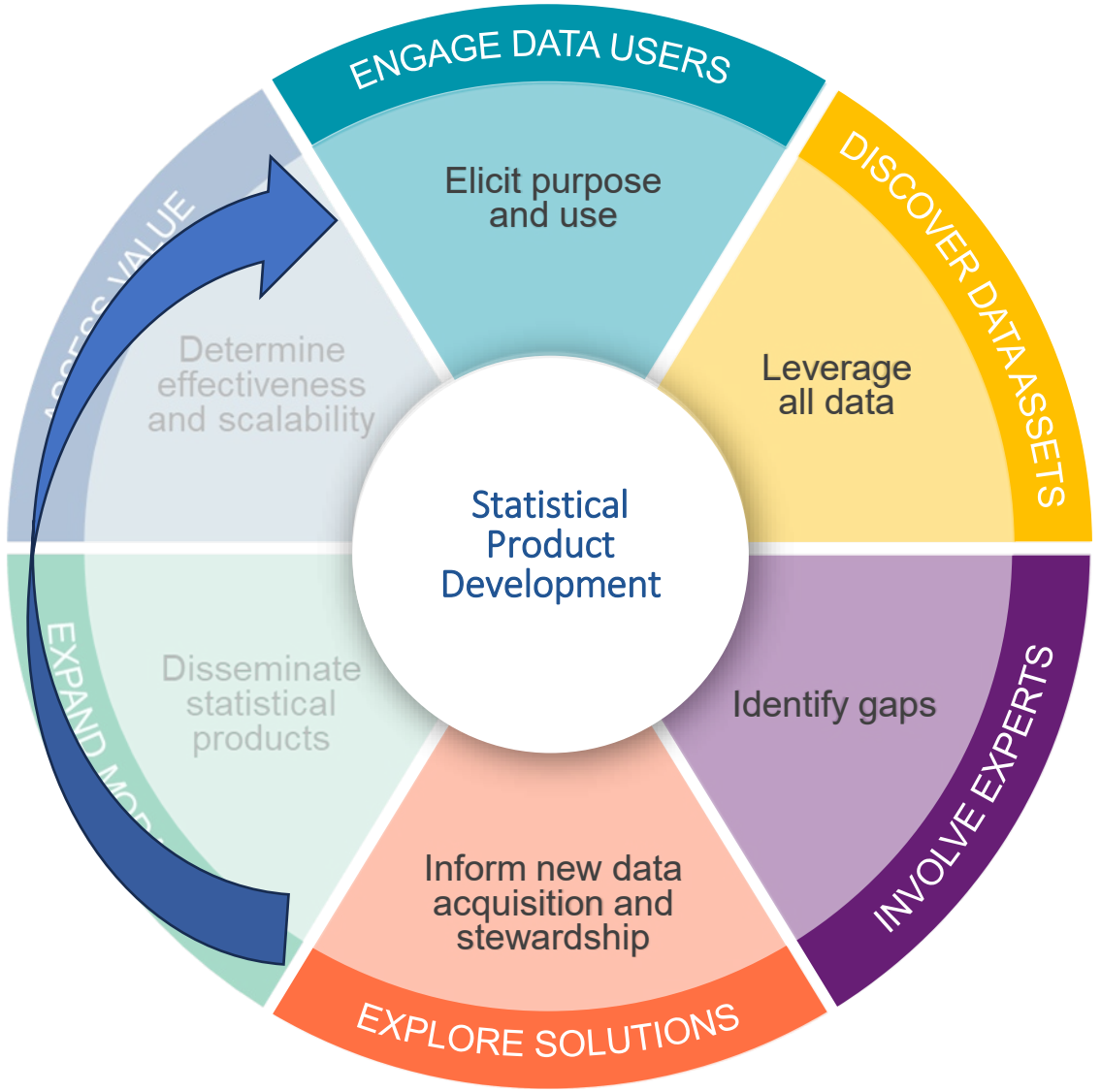
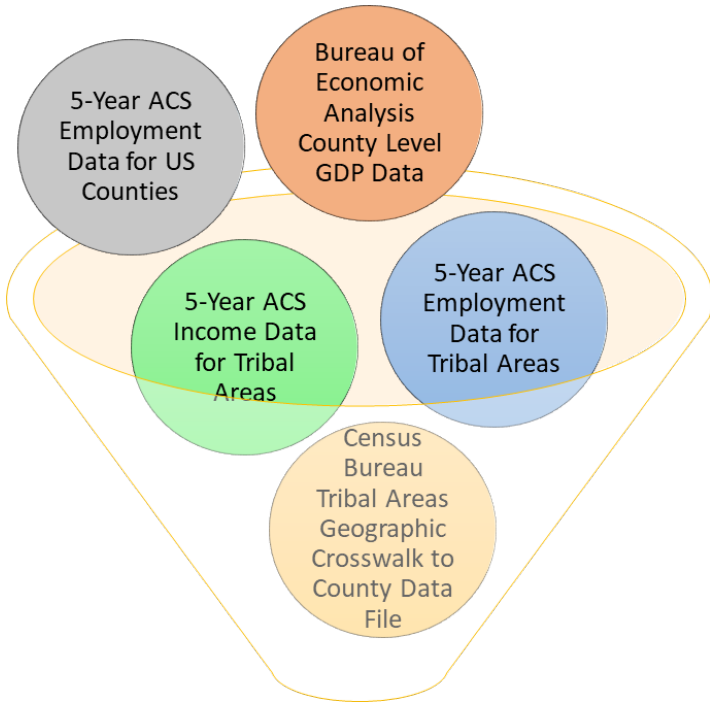




GDP-like Measure for Tribal Regions

Using early estimates to ground more engagements and discussions around purpose and use needs. These will inform more data discovery of confidential data assets and the refinement of new tribal GDP-like statistical products.





Initial GDP-like estimates for review and discussion

Seeking to support the needs of grant applicants

State and local governments, non-profits, and tribal organization members (SLaNT) have all shared the need for easier access to Census data to support funding applications on Grants.gov.

GRANTS.GOV℠
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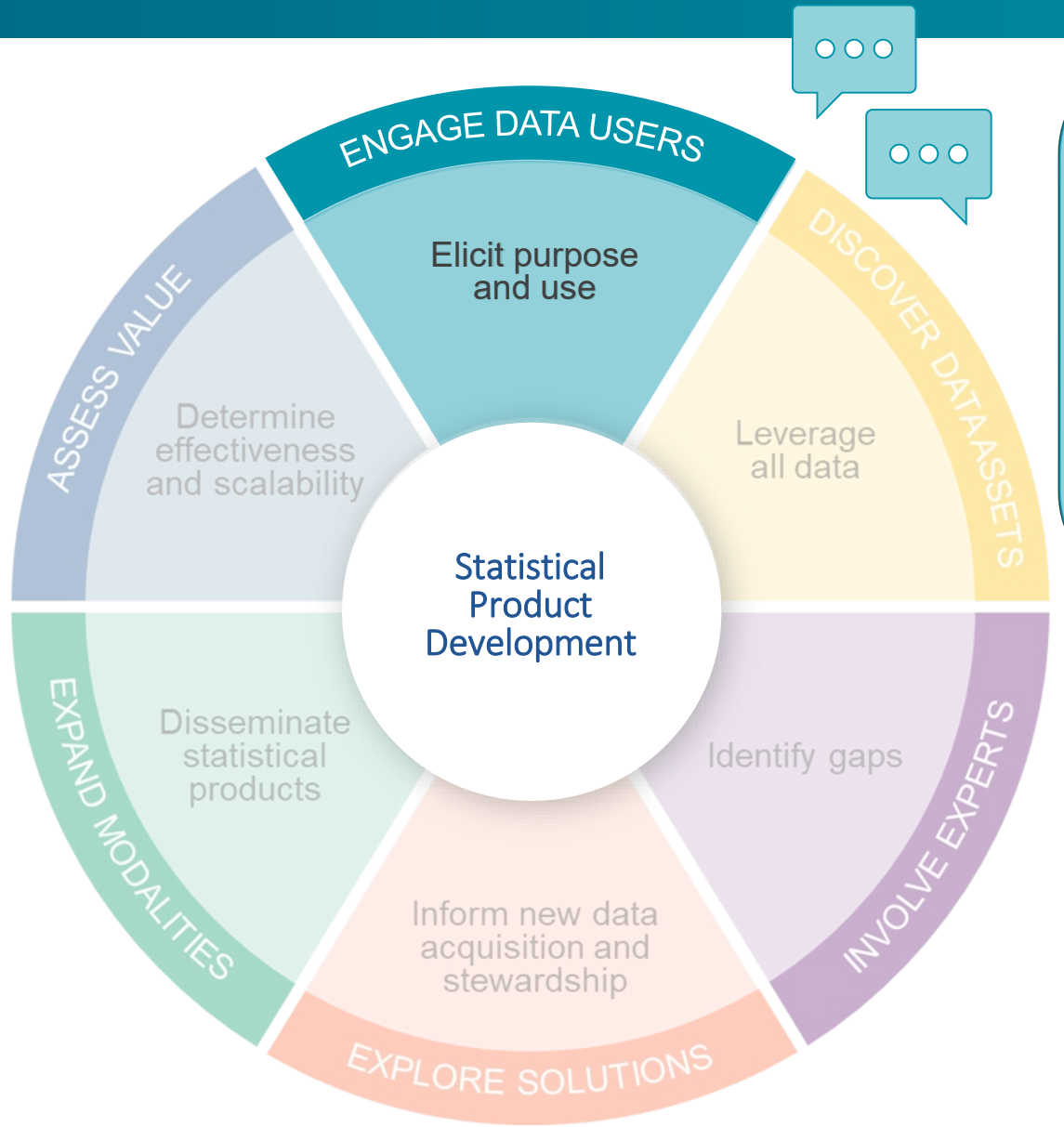
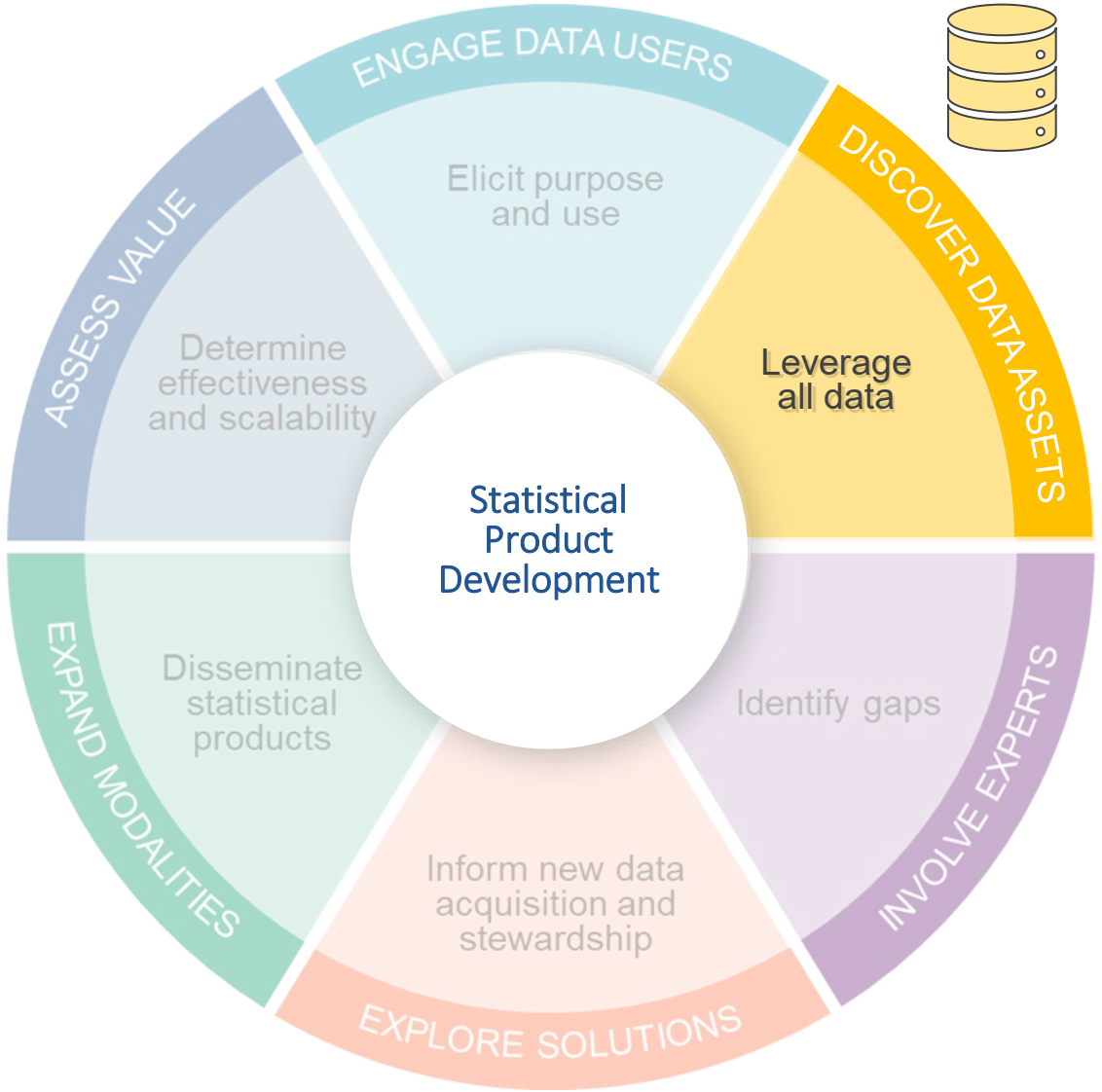
Supporting Grants.gov Applicants



We compiled information from listening sessions to create four personas that reflected stakeholders' needs and could be used to help support the goals of state and local governments, non-profits, and tribal organization members (SLaNT).

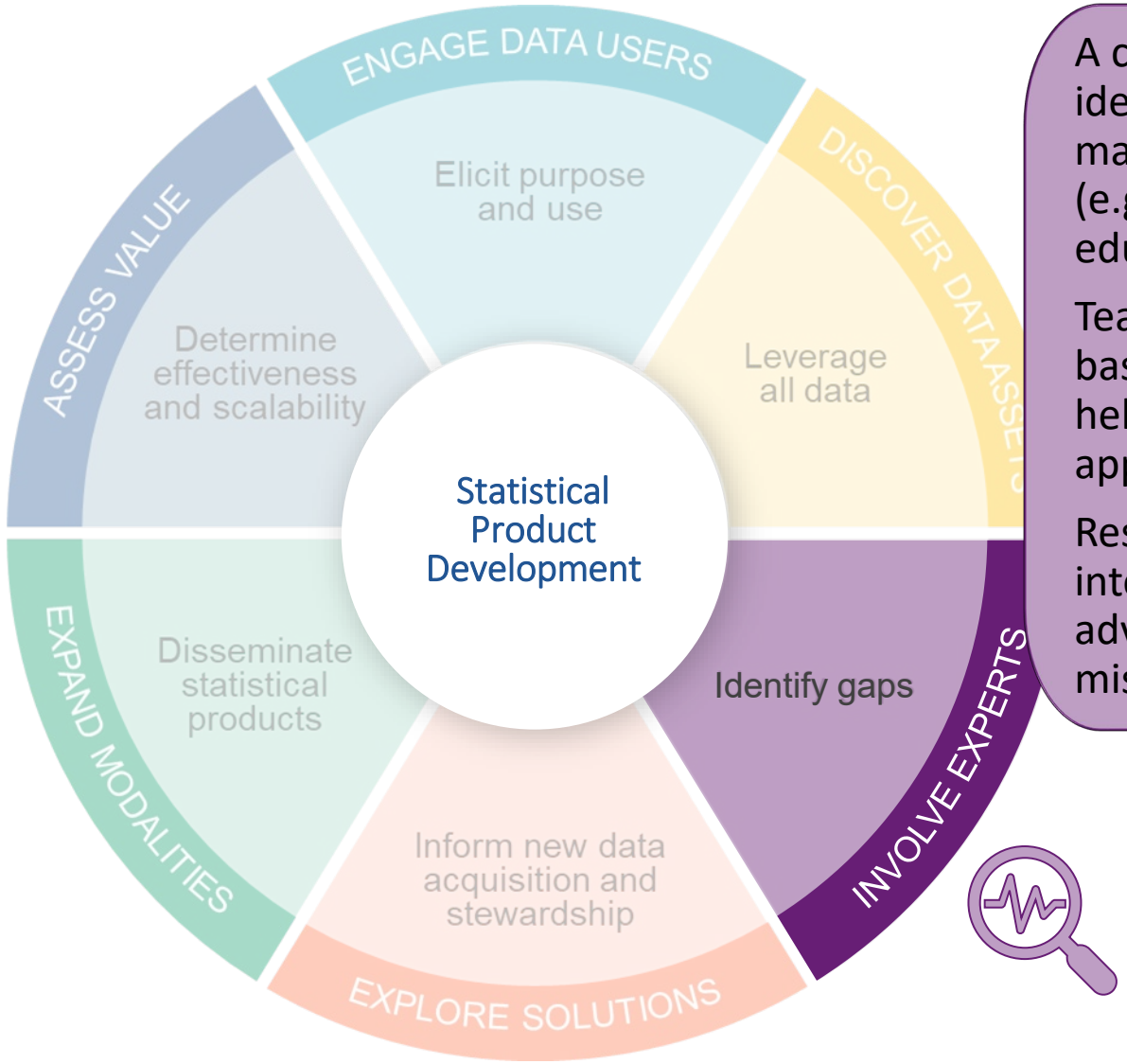
Supporting Grants.gov Applicants



We analyzed all grants currently available on Grants.gov and identified the frequency and availability of funding opportunities by data domain.

Then, we identified potential Census data sources that support applications for the known funding opportunities.

Supporting Grants.gov Applicants



A criteria matrix was used to identify which data domains matter most to our stakeholders (e.g., health and nutrition, education, transportation, etc.).

Teams identified a list of 100 basic data elements that would help diverse SLaNT data users apply for grants.

Results were shared back with internal experts and user advocates to identify what was missing.

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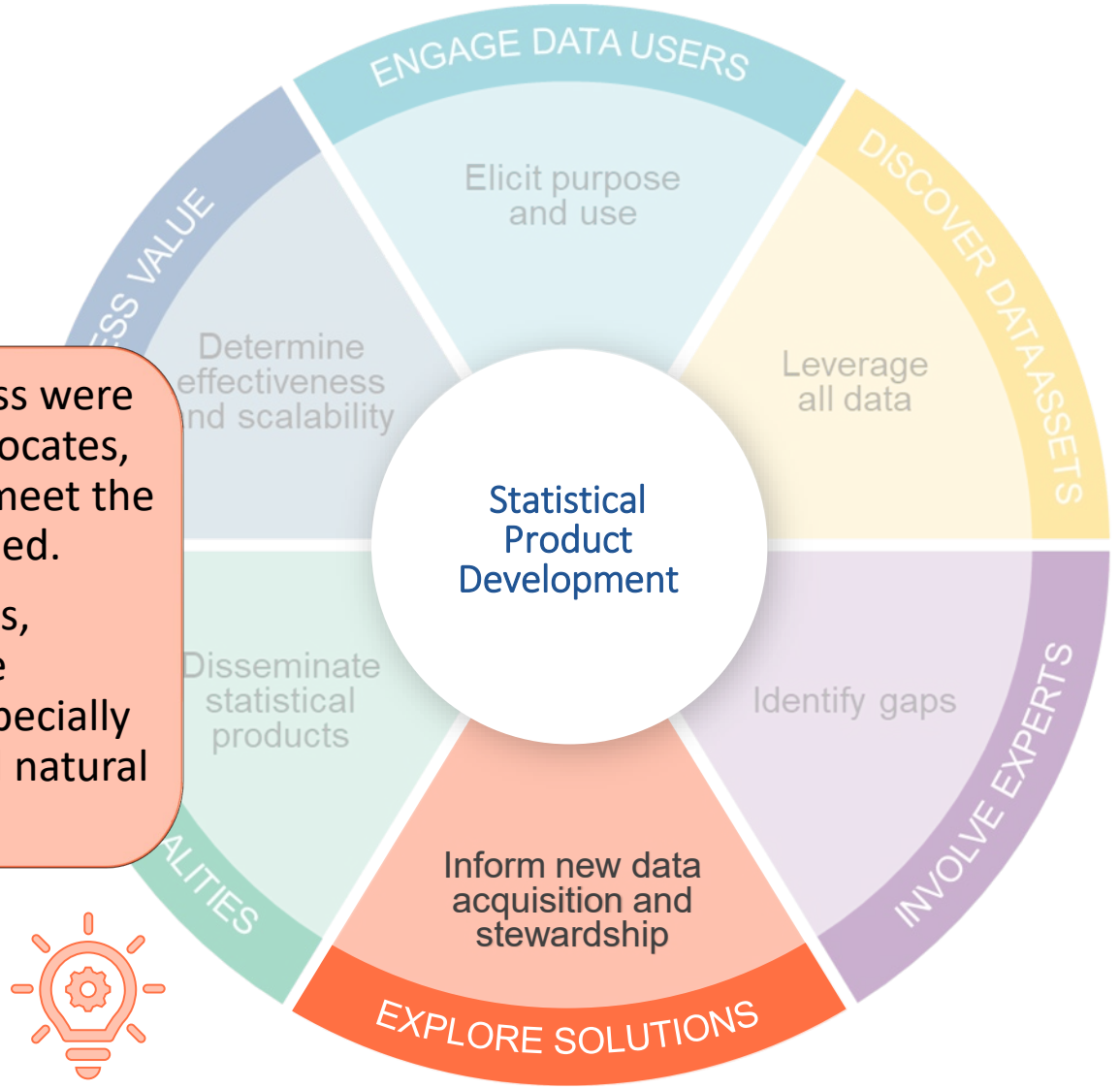
Supporting Grants.gov Applicants

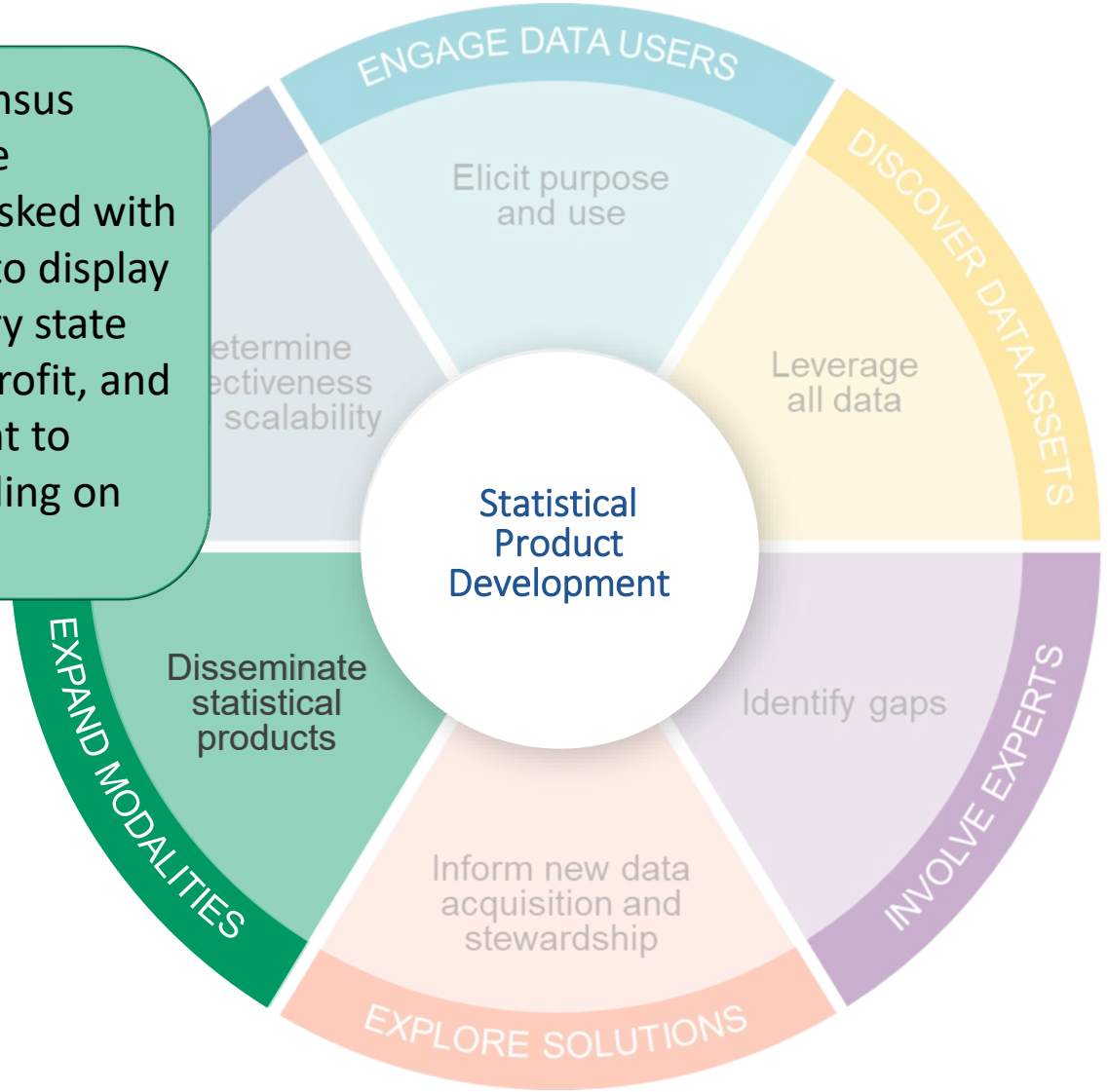
Granularity and timeliness were key concerns of user advocates, so data was selected to meet the screening criteria identified.

We identified non-Census, public data that might be needed to fill in gaps, especially around environment and natural resources.



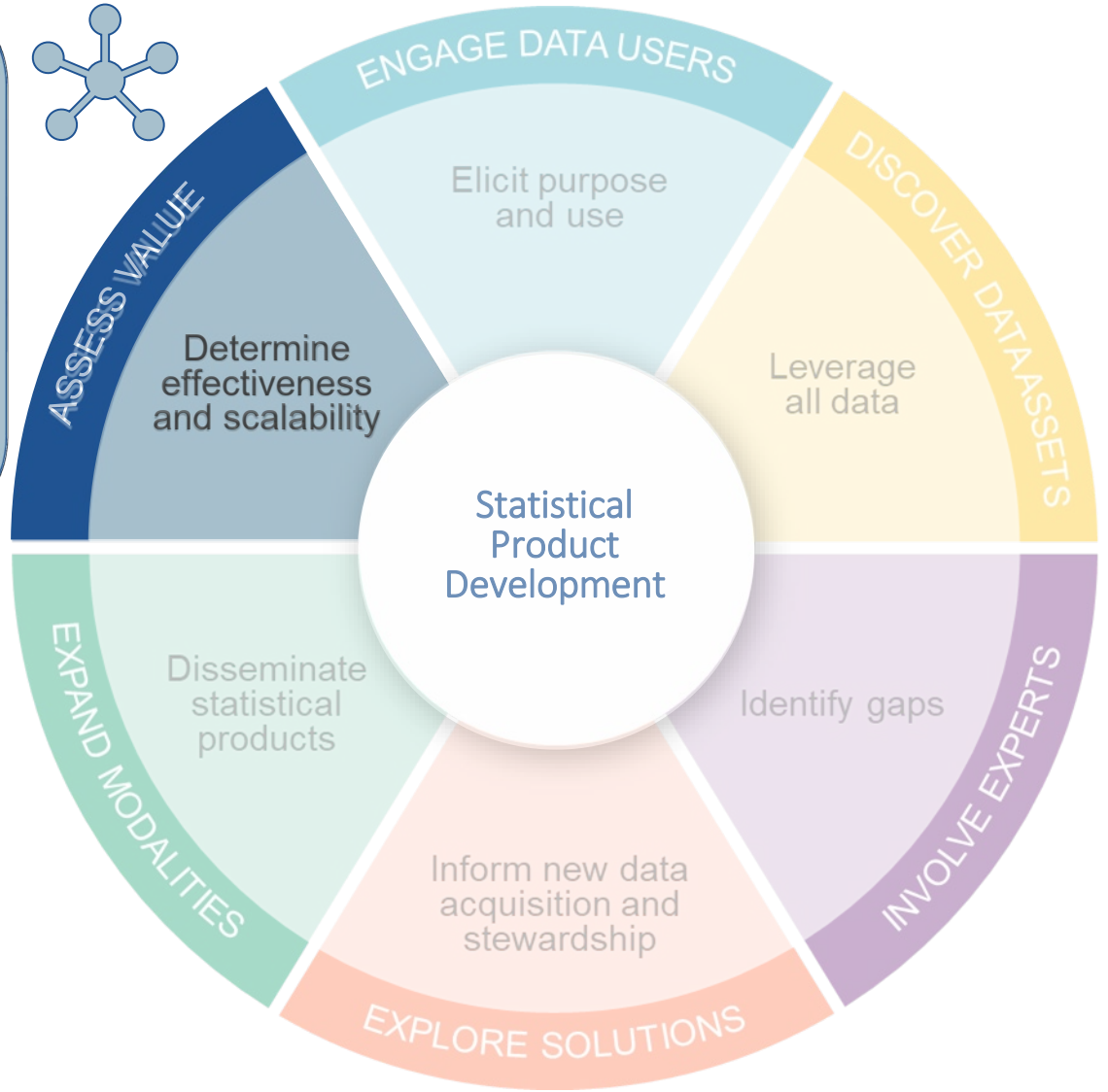
Supporting Grants.gov Applicants

Capstone teams from the Census Bureau, Georgetown, and the University of Virginia were tasked with developing a prototype tool to display the 'Top 100' data items every state and local government, non-profit, and tribal organization might want to know when applying for funding on Grants.gov.



Supporting Grants.gov Applicants

Plans are underway to share the ‘Top 100’ items and tool prototype with stakeholders and user advocates to identify what works and what doesn’t before this tool goes through a second innovation cycle on its way to becoming a public facing statistical product.



Imagine the Art of the Possible

Thank You

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