



## California Complete Count – Census 2020

### Position Duty Statement

<b>Classification Title</b> Appointee	<b>Department</b> California Complete Count (CCC) Census 2020
<b>Working Title</b> Program Evaluator and Data Statistician	<b>Office/Unit/Section/Geographic Location</b> Census Headquarters Office/Sacramento
<b>Position Number</b>	<b>Effective Date</b> July 1, 2019

**General Statement:** The U.S. Constitution mandates that the U.S. Census Bureau conduct a general count of its population every 10 years. The next nationwide decennial census will take place in the early part of 2020. Local, state, and Federal governments use the decennial census for the purposes of apportioning their districts, and the Federal government uses it to distribute approximately \$600 billion dollars in Federal funds annually among tribal, state and local governments to fund critical programs, social services and infrastructure projects. The State of California depends on census data and Federal funds to deliver quality services to its residents. The California Complete Count - Census 2020 Initiative is comprised of a broad-based coalition of community organizations, advocates, the private sector, interfaith communities, and philanthropy all working together to inform, educate and mobilize all Californians to get counted in 2020.

### **ABOUT THE ROLE**

Working under the direction of the Data and GIS Mapping Manager, the Program Evaluator and Data Statistician supports all Census programs to evaluate and ensure maximum outreach efforts for a full Census 2020 count, statistical analysis of incoming data, and measurement of the CCC's rapid deployment efforts. This position supports Census specific data management for the California Complete Count Census 2020 Statewide Outreach and Rapid Deployment platform (SwORD). SwORD serves as the backbone of the Office's efforts to increase census participation by enabling the rapid sharing of information between the State and its many local government and strategic partners. The platform will support collaboration and coordination on outreach in order to address coordination and gaps. It will be the State's primary database for a wide range of resources and assets, including mapped data, and will house key Hard-to-Count (HTC) data. The Program Evaluator and Data Statistician will evaluate SwORD data to determine baseline measures, develop projections for program monitoring, and establish metrics and success criteria. This position will work with all CCC outreach and statewide staff and partners to ensure that data is comprehensive and supports accurate and dependable decision-making for Census outreach planning and resource allocation. During deployment period in 2020, SwORD will support real-time outreach activities and this position will regularly monitor data, evaluate self-response rates, and generate reports that will help guide outreach activities for a complete count.

Duties and Responsibilities include, but are not limited to:

25% Provide automation and generate predictions and models to help understand large and complex datasets. These models will allow partners to focus on outreach activities and on the ground impacts that will help ensure a complete and accurate count and help them pivot and adjust their plans if necessary, and minimize the chances of any groups being overlooked.

25% Create and analyze maps and data sets that are required by SwORD partners to better understand their areas and better plan effective outreach strategies. Assess the coverage of reported activities and identifying gaps: for example, analyzing all of the impressions received from activities to date in a Census Tract, and comparing this with the HTC index and other variables to ascertain what gaps remain, and recommending activities to address these gaps (such as areas to canvass, events, QACs, etc.). This will help ensure that outreach activities are continually assessed for their reach and effectiveness, and partners can re-plan where necessary to further improve outreach coverage.

15% Predict the overall response score for a Block Group/Tract based on previous mail response rates, broadband information, the updated HTC index, and other variables for the purpose of developing evaluation metrics of Census 2020 participation.

15% Analyze data and generate ideal locations for Questionnaire Assistance Centers (QACs) and other events based on HTC index and partner input and determine effectiveness based on a number of variables such as: drive times, proximity to government buildings, language/culture, suitability of the location (e.g. schools), WIFI availability and more to provide a baseline for the Census Office and help partners ensure they have considered all factors when choosing these critical locations, ultimately leading to a more positive impact on the count.

15% Work with CCC staff to ensure all contractual partners across various entities and jurisdictions contribute to the SwORD interactive mapping site, and work with the sector's partners so they meet contractual obligations. Develop and conduct training as necessary based on Census Staff and partner needs for complete program evaluation, including capacity and broadband limitations.

5% Other Duties

Performs other related duties as required to support the functions of CCC including, but not limited to, ad hoc data reports, SwORD procedures; attends job-related Governor's Office (GO), GovOps, Census Office and other related Census 2020 meetings; participates in assigned special projects and work groups, including special assignments; and maintains project files.

**A. Supervision Received**

The Program Evaluator and Data Statistician reports directly and receives the majority of assignments from the Data and GIS Mapping Manager. However, direction and assignments may also come from the Director, Chief Deputy Director and other Census Staff.

**B. Supervision Exercised**

Supervision required.

**C. Administrative Responsibility**

Administrative duties required, including scheduling meetings, developing reports and establishing analytics.

**D. Personal Contacts**

The Program Evaluator and Data Statistician interacts with CCC Staff including Director, Chief Deputy Director, Deputy Directors, Assistant Directors, Regional Program Managers, and management and staff of CCC.

**E. Actions and Consequences**

Inadequate performance by the Program Evaluator and Data Statistician may delay work performed by others in the CCC or compromise deliverables to our customers, Agency, legislature or the GO.

**F. Functional Requirements**

This position may require working in a high-rise building under fluorescent lighting with sufficient temperature control, in close proximity with other employees and utilizes typical office equipment, such as telecommunications equipment, computers, photocopiers/scanners, and fax machines. Laptops and other state equipment used for travel must always be secured. Standing, bending, walking, and stooping are required. The Program Evaluator and Data Statistician is expected to be prepared and professional in appearance and must be flexible in terms of work hours and work overtime. Travel to participate in meetings, convenings, and other CCC events is required.

**I have read and understand the duties listed above, and I can perform these duties with or without reasonable accommodation.** (If you believe reasonable accommodation is necessary, discuss your concerns with your supervisor).

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

I have discussed the duties of this position with and have provided a copy of this duty statement to the employee named above.

\_\_\_\_\_  
Supervisor Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name