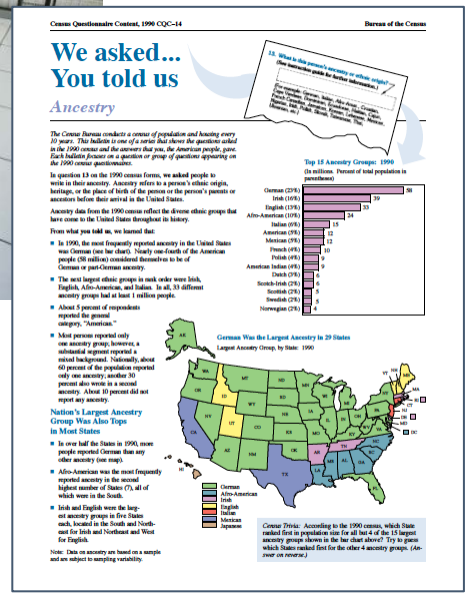
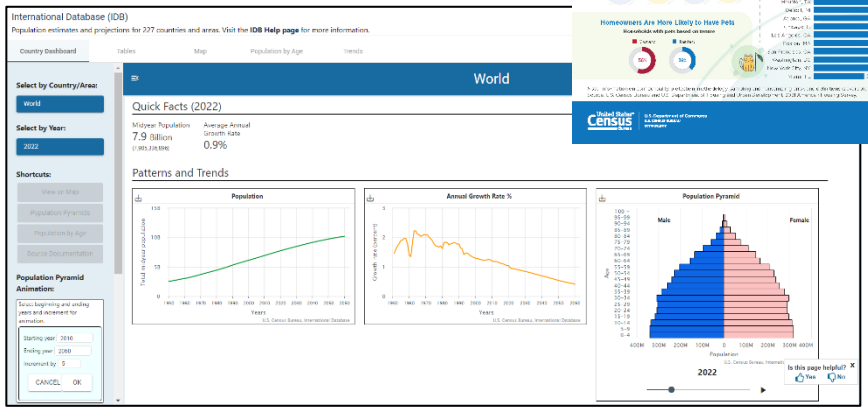
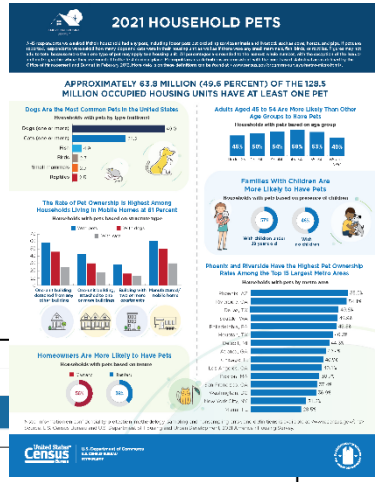
Planning for Dissemination

The landscape for dissemination has changed significantly in the past four decades.







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Dissemination has become more complex. We need good planning to accomplish our tasks.

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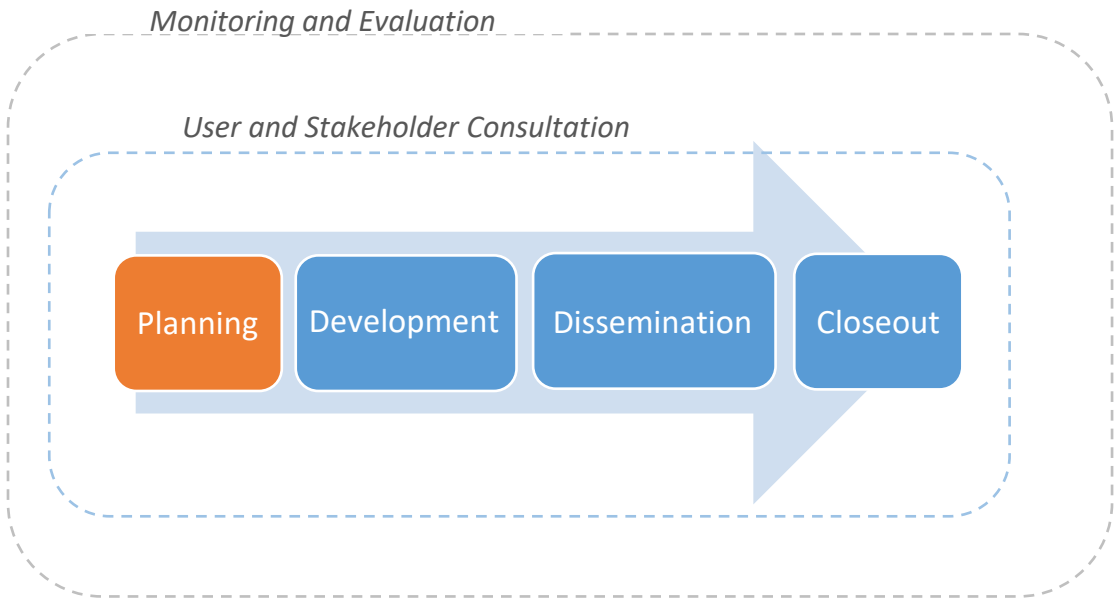
Planning for Dissemination

Plan early in the census process!



- Focus on your stakeholders
- List expected products
- Decide on dissemination media
- Decide on dissemination geography
- Establish high-level release schedule
- Set budget and resources
- Determine quality standards
- Prepare dissemination strategy
- Anticipate risks

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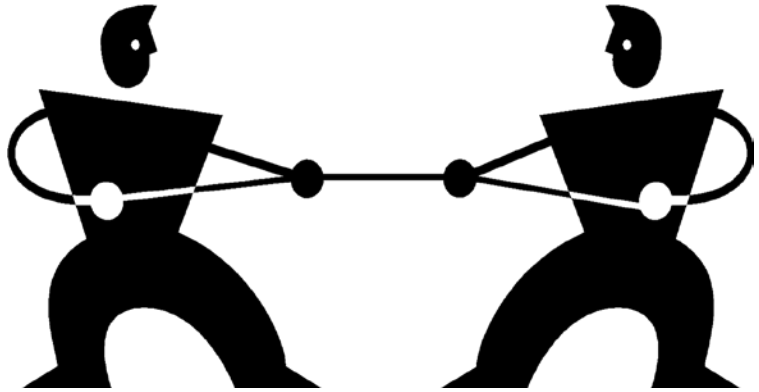
Constraints in Project Planning

Resources

Time



Cost

Quality

Risks

Scope

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Scope

Scope is the total of all the work required to deliver the product or service, and only the work needed to get the project done.

What should the scope include?

Scope should include **All Elements of Dissemination** including**:**

- Data products and dissemination media
- Procedures to assure confidentiality and avoid disclosure
- Procedures to assure data quality
- Promotion of uses of census data
- Training on uses of census data

What specific tasks are needed to accomplish the above?

What tasks are within the scope?

Our mission: To discover and meet the expressed needs of data users by producing, promoting, and disseminating easily acquired, user-friendly, accurate data products in a timely and service-oriented manner.

<u>Important Tasks</u>

User consultation
Communication plan for transparency
Data analysis
Creating tables and charts
Tasks to assure confidentiality and avoid disclosure
Tasks to assure data quality
Writing the report
Reviews of content
Revisions
Release of product
Promotion of uses of census data
Training on uses of census data
Provide files to archiving operation

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Types of Data Products

Tabulations/ Databases

- Printed tables
- Tabular data files
- Databases
- Microdata
- Restricted use files
- Geographic data
- Georeferenced data

Publications

- Reports
- Briefs
- Visualizations
- Atlases
- General interest and special audience products
- Methodological documentation
- Administrative Reports

Metadata

- Reference
- Structural

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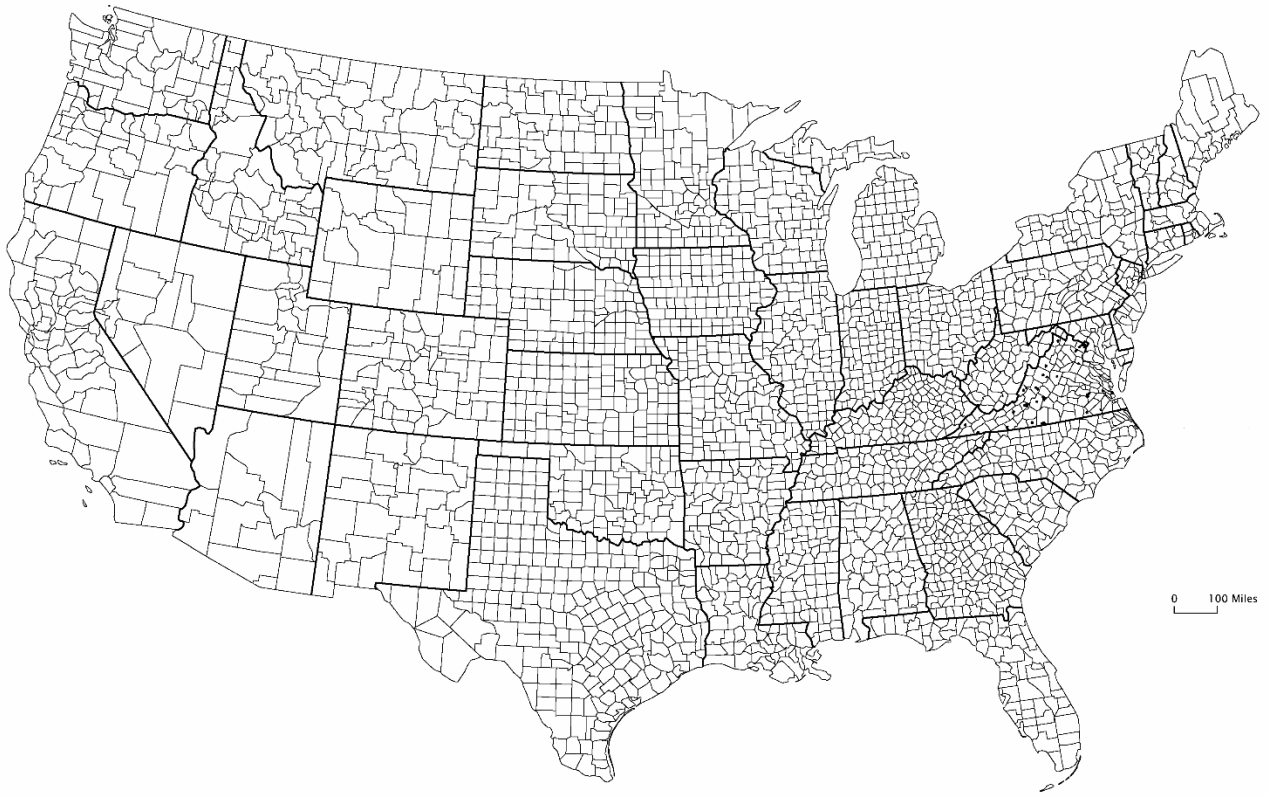
Levels of Geography in Data Products

Which geographic levels should the data be disseminated?

Small geographical data are useful for program and policy planning, but privacy and confidentiality issues need to be considered more carefully in small areas.



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Timing

Timing refers to the planned dates for performing the work, including milestones along the way.

Each data product has many steps that must be completed to produce it.

A delay in one can affect others.

For each task:

- Estimate how much time it would take to complete the task.
- Identify which task must be completed before the next one can begin.
- Identify which tasks can be done at the same time as the other tasks.
- Consider what is legally mandated to release a product by a certain date

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Resources

Resources allow the work to be done.

For each task, what resources are needed to complete the task?

- **Staffing**
- **Materials**: software, paper, etc.
- **Equipment**: computers, hardware, etc.
- **Facilities**: space, etc.
- **Infrastructure**: Internet, etc.

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Cost

Cost refers to the total funds needed to complete the project, including labor, material, equipment, and other direct and indirect costs

A cost estimate should be done for each activity under data dissemination.

For each resource needed to complete the tasks, how much would it cost?

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Quality

Quality is the set of standards that the product or service must meet to be considered acceptable.

Quality control is used to monitor and assess that the quality standards are being met.

What are the quality standards for the product?

What tasks should be included in the scope to ensure that the quality standards are met?

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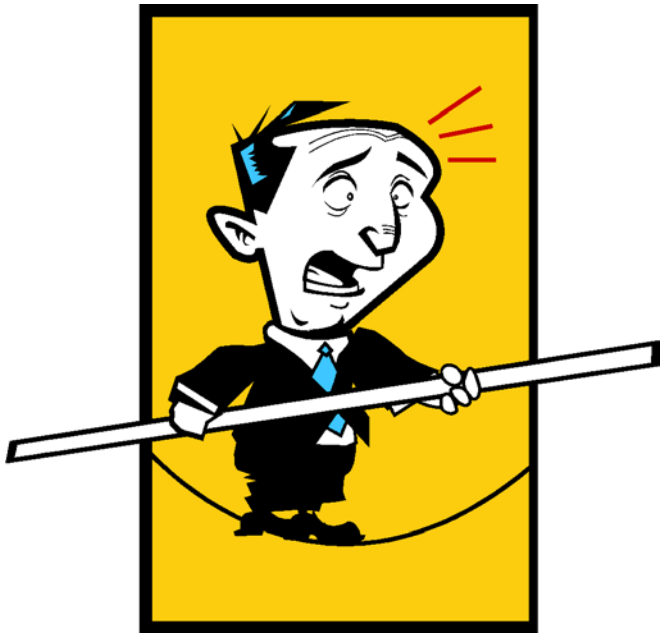
Risks

Risks are a set of possible events that might occur during the project's life.

Risks should be identified as early in the project as possible so that:

- They can be analyzed to assess their impact, and
- Risk response strategies can be developed



- What are the risks involved in developing and disseminating the data product?
- What tasks should be included in the scope to minimize risk?
- What tasks should be included in the scope to respond to possible events? (e.g., risk response strategy)

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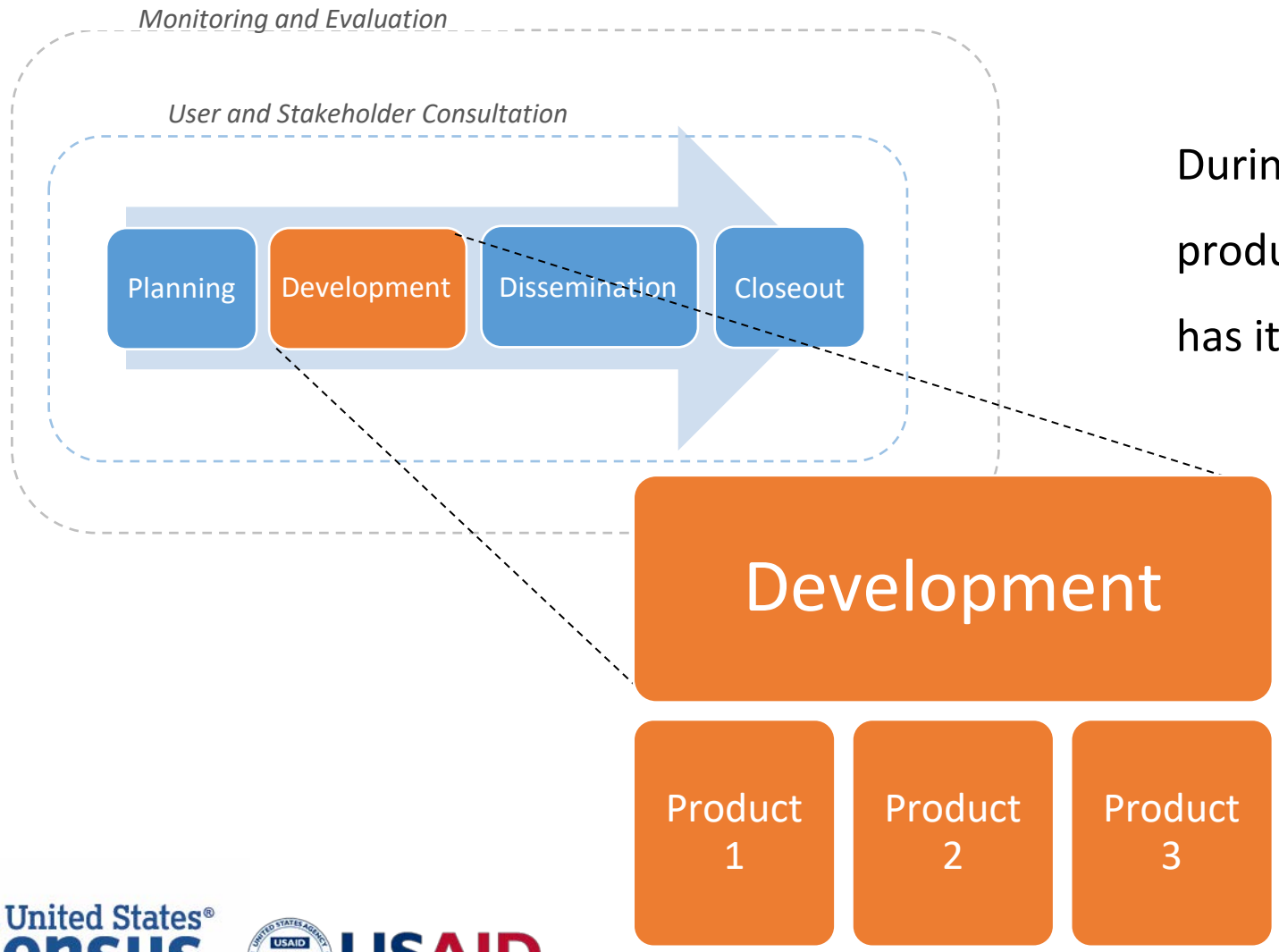
Discussion

How does your organization plan dissemination? What sorts of tools or strategies does it use?

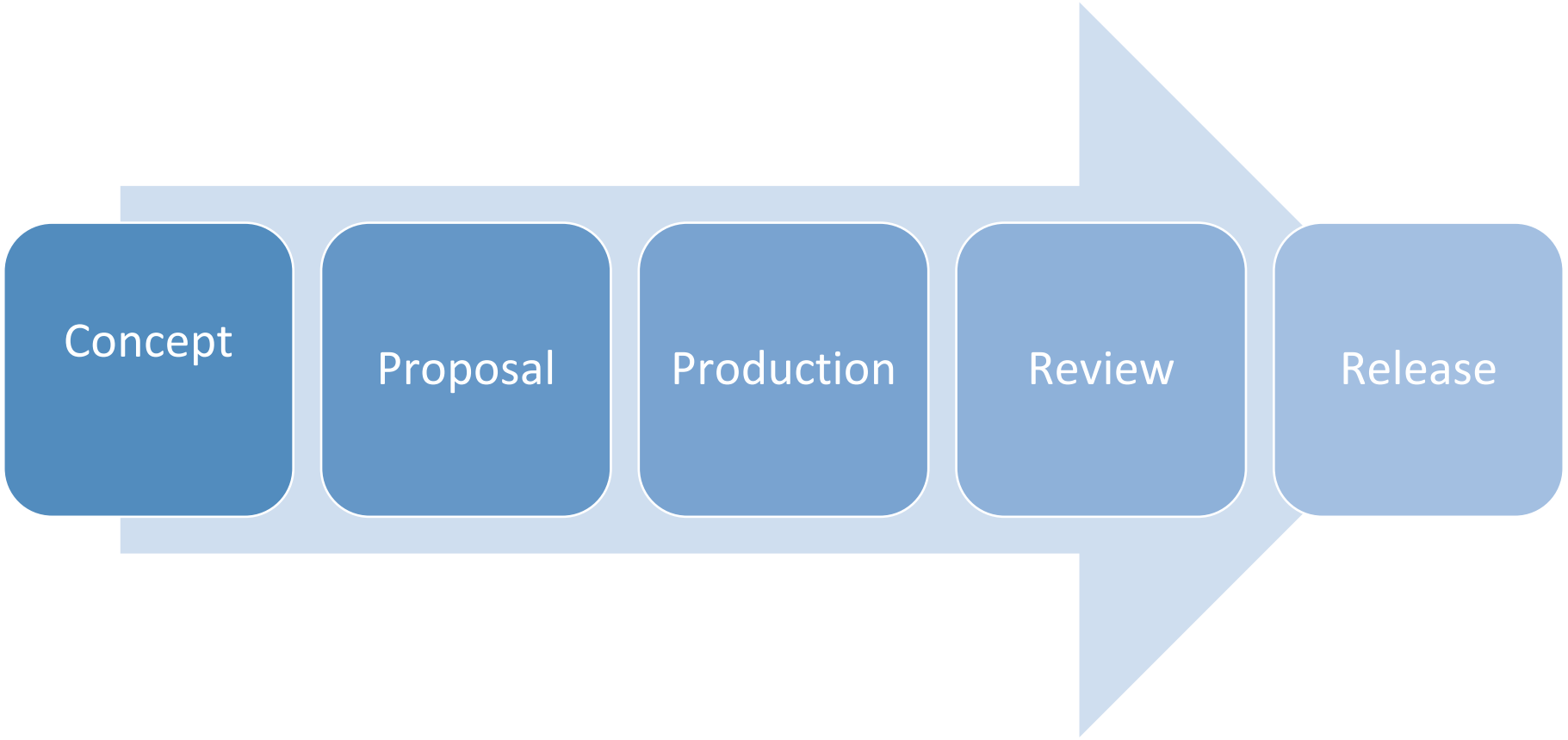
What sorts of lessons have you learned for planning in past dissemination projects?

Stages in a Census Dissemination Program



During development, each individual product needs to have its own plan and has its own lifecycle.

Individual Product Life Cycle



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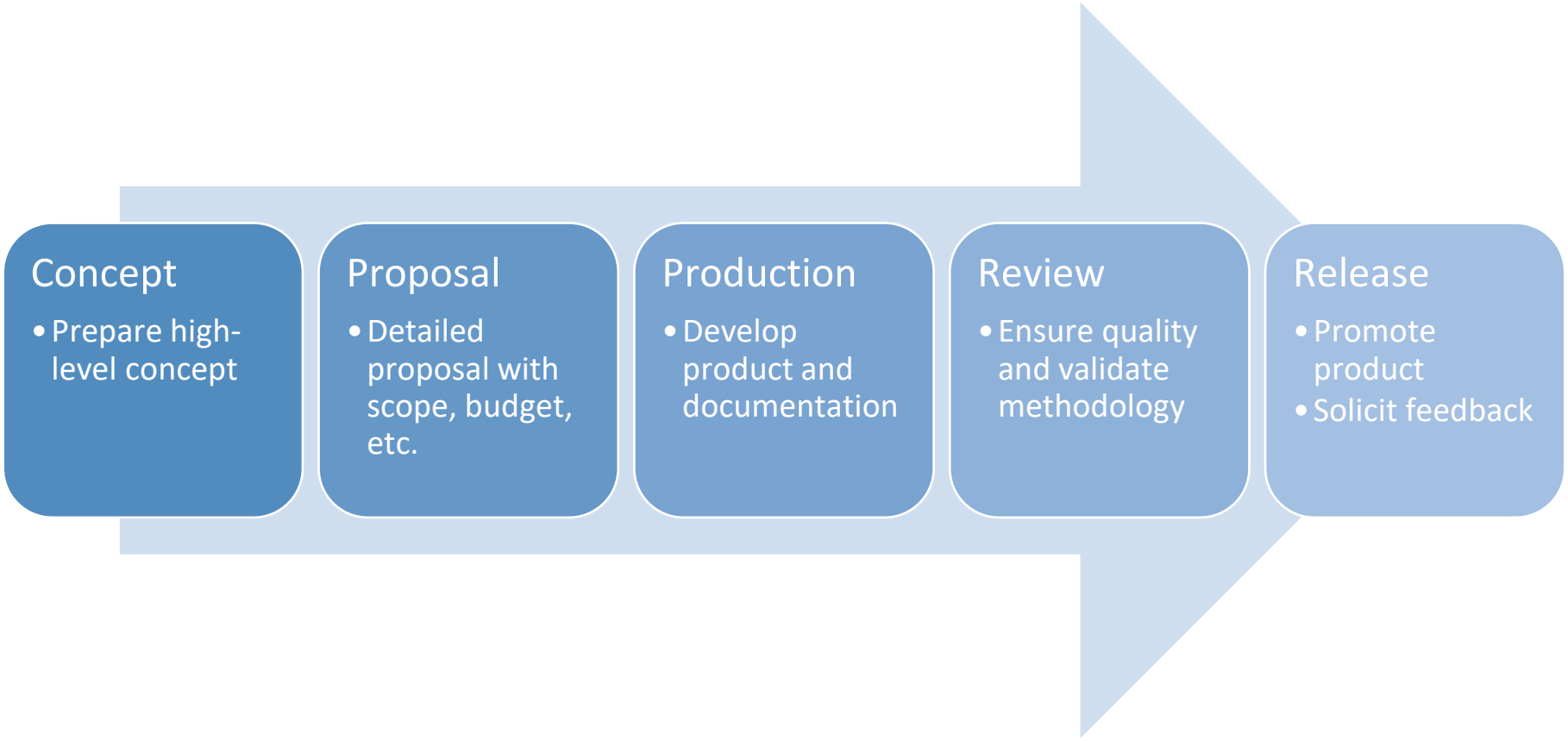
Individual Product Life Cycle



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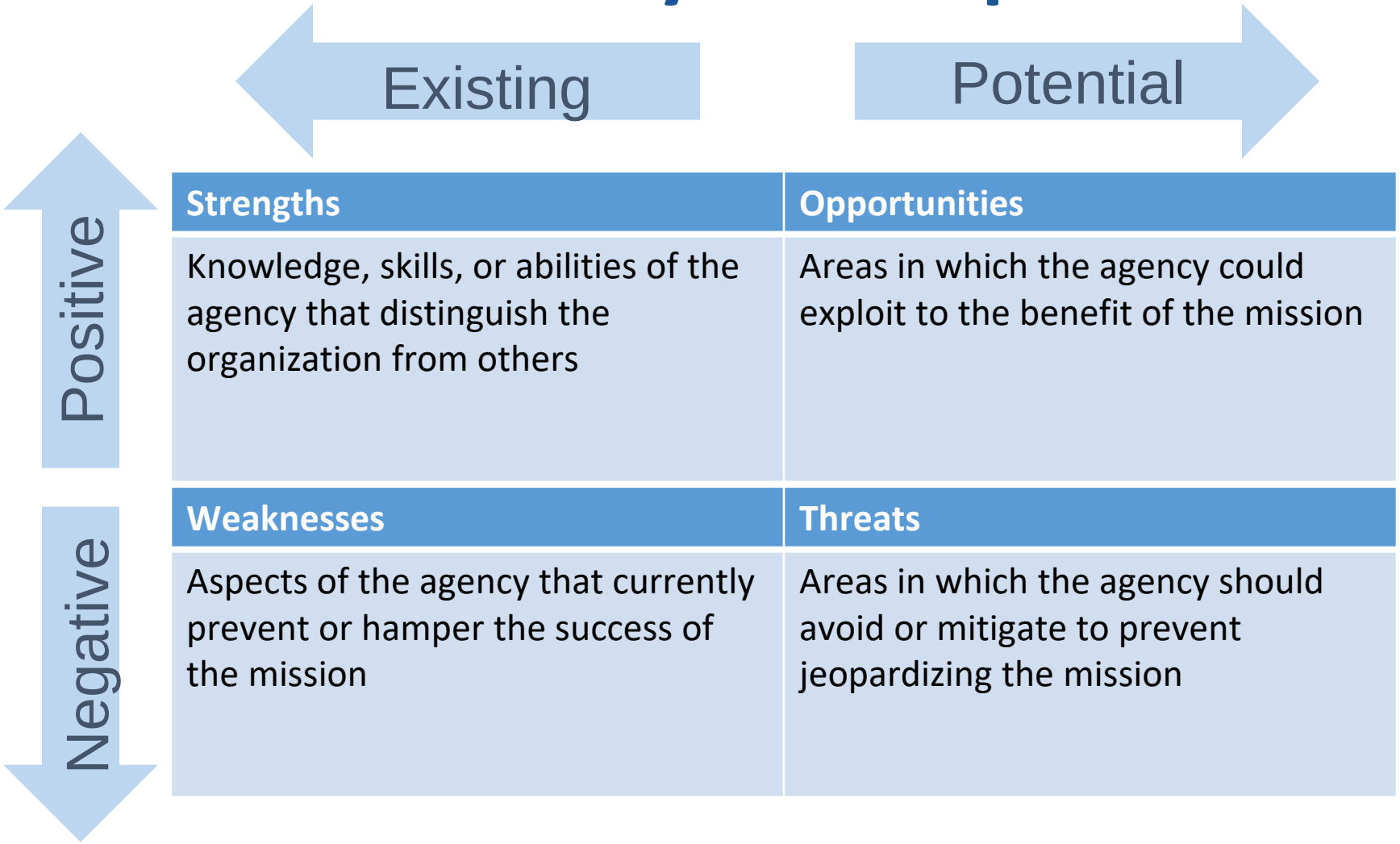
SWOT Analysis Template



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Planning Exercise

(30 minutes)

1. Assessing Risk: Create **SWOT analysis** for your data dissemination organization. (10 minutes)
    - What are the strengths and weaknesses of your organization in data dissemination?
    - What are the opportunities and threats?
2. Make a list of the data products that your agency plans to produce. For each product, specify: (10 minutes)
    1. what media you will use
    2. the lowest level geography which will be produced;
3. Are there any new products you want to add as a result of this workshop? (5 minutes)
4. Are there any new ways of disseminating that you want to plan for? (5 minutes)

We will distribute the TASC results while you are working.

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