





Census Academy

A “Khan Academy” for Census Data

CIVIC 
DIGITAL 
FELLOWSHIP 


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Computer Science @ Harvard University

Product Manager & Civic Digital Fellow

United States Census Bureau

Mentor: Jeff Meisel, CLMSO

Census has tons of interesting data...



People



Places



Economy

...and a big staff that trains customers

30+

Training Specialists and Data Dissemination Specialists

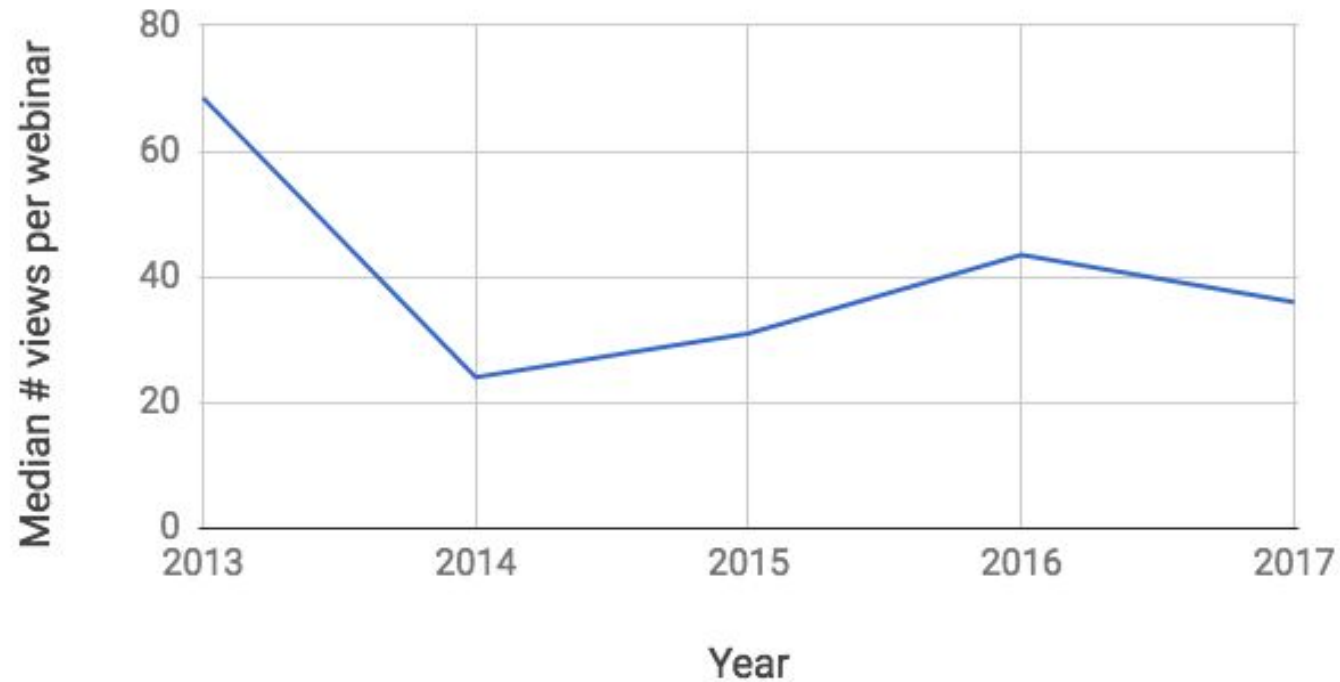
The Problem

Trainers' bread & butter is hour-long webinars...

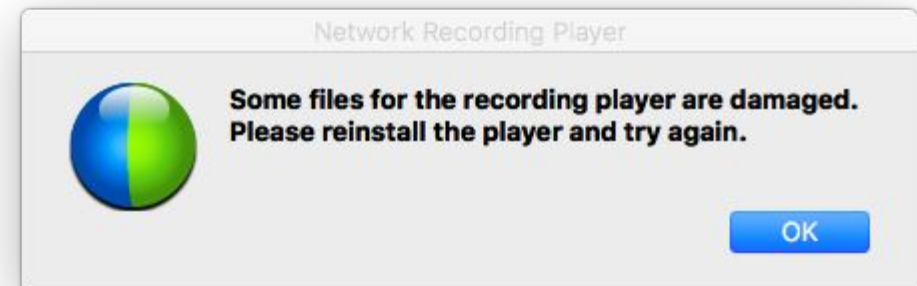
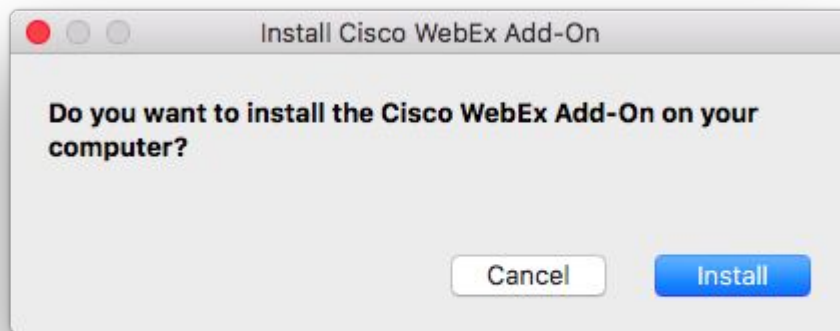
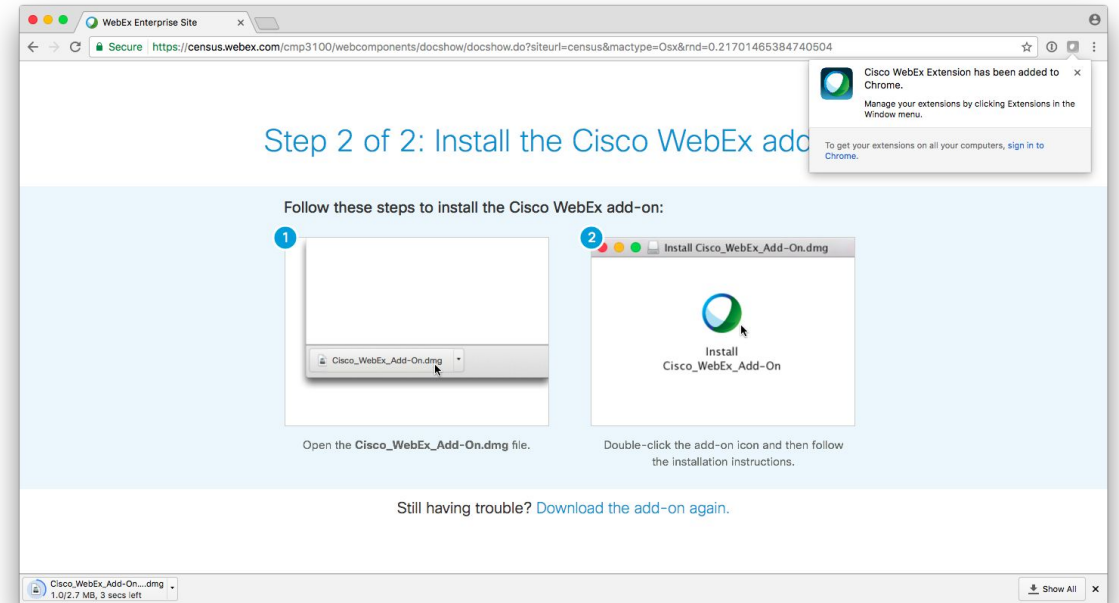
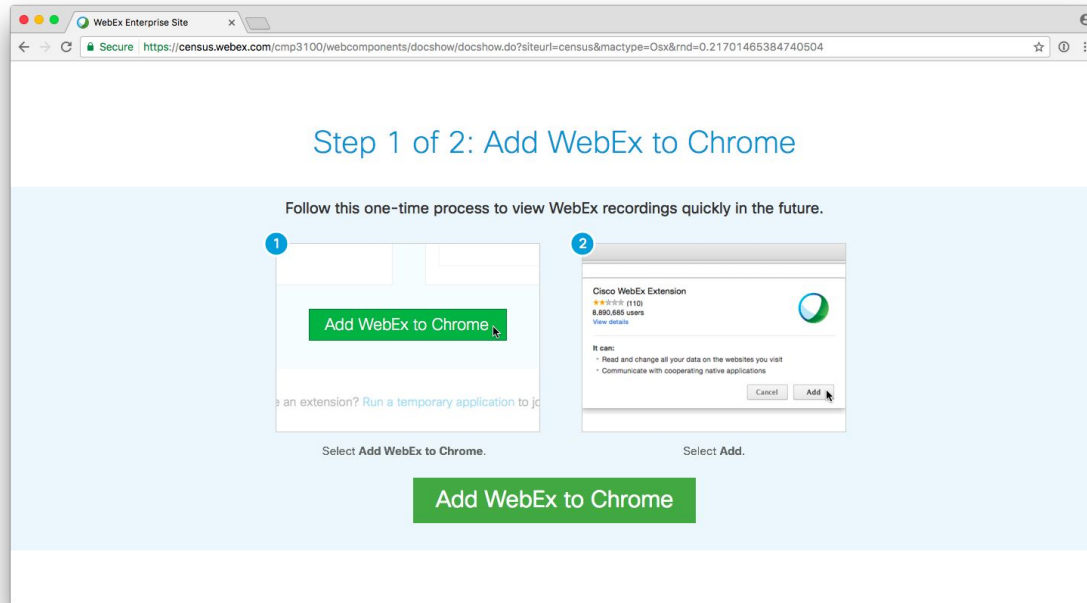


But webinars aren't engaging enough

Webinar audience growth stagnating



It takes 11 clicks to view a webinar



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[Topics](#)
Population, Economy

[Geography](#)
Maps, Products

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Infographics, Publications

[Data](#)
Tools, Developers

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Respond, Survey Data

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Stay Connected

Get updates on new training opportunities and educational resources delivered straight to your inbox.

Training Opportunities

We Can Help You!

Let us show you how to find and use Census data for your everyday uses, including informing your business planning, supporting grant proposals and research projects, planning of local schools and hospitals, and much more! Whether you're looking for economic or demographic data, we can teach you how to get what you need for your various projects.

Options for Learning

There are three main ways that you can learn to find Census data. And all of it is free!

- Webinars – see the list below for our upcoming webinars. No registration is needed. We also have a network of Data Specialists who can provide training throughout the nation – these webinars require registration.
- Video Tutorials – We have a growing number in our Training Resources Library.
- Classroom Training – We do this when distance and staff resources allow. Often, as an alternative to a classroom training, we can schedule a webinar for you on the topic you're interested in!

Take Advantage of the Data Today!

Upcoming Trainings

Aug 10, 2017

[Data User's Guide to U.S. Census Bureau's Economic Data](#)

Aug 30, 2017

[Introduction to the American Community Survey](#)

Data Tools

[Interactive Maps](#)

[QuickFacts](#)

[American FactFinder](#)

[DataFerrett](#)

[Local Employment Dynamics](#)

[OnTheMap](#)

[Census Business Builder](#)

Related Sites

[American Community Survey](#)

[Economic Indicator Webinars](#)

[2012 Economic Census](#)

[2012 Census of Governments](#)

[Statistical Abstract of U.S.](#)

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Census Business Builder

Related Sites

American Community
Survey

Economic Indicator
Webinars

2012 Economic Census

2012 Census of Governments

Statistical Abstract of U.S.

State Data Center

But we can't capture enough users

5%

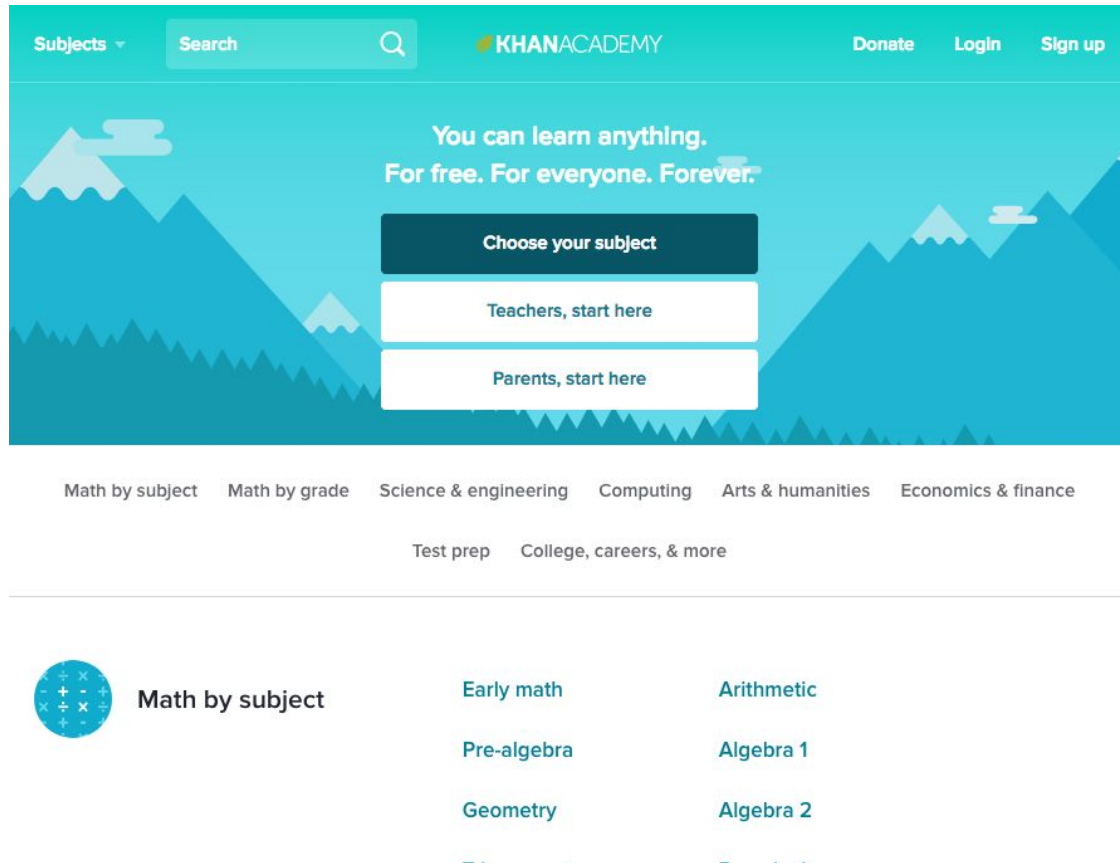
Average percent of website
visitors that join mailing
list (industry average)

0.0012%

Ours.

Our Solution

“Khan Academy” for Census Data



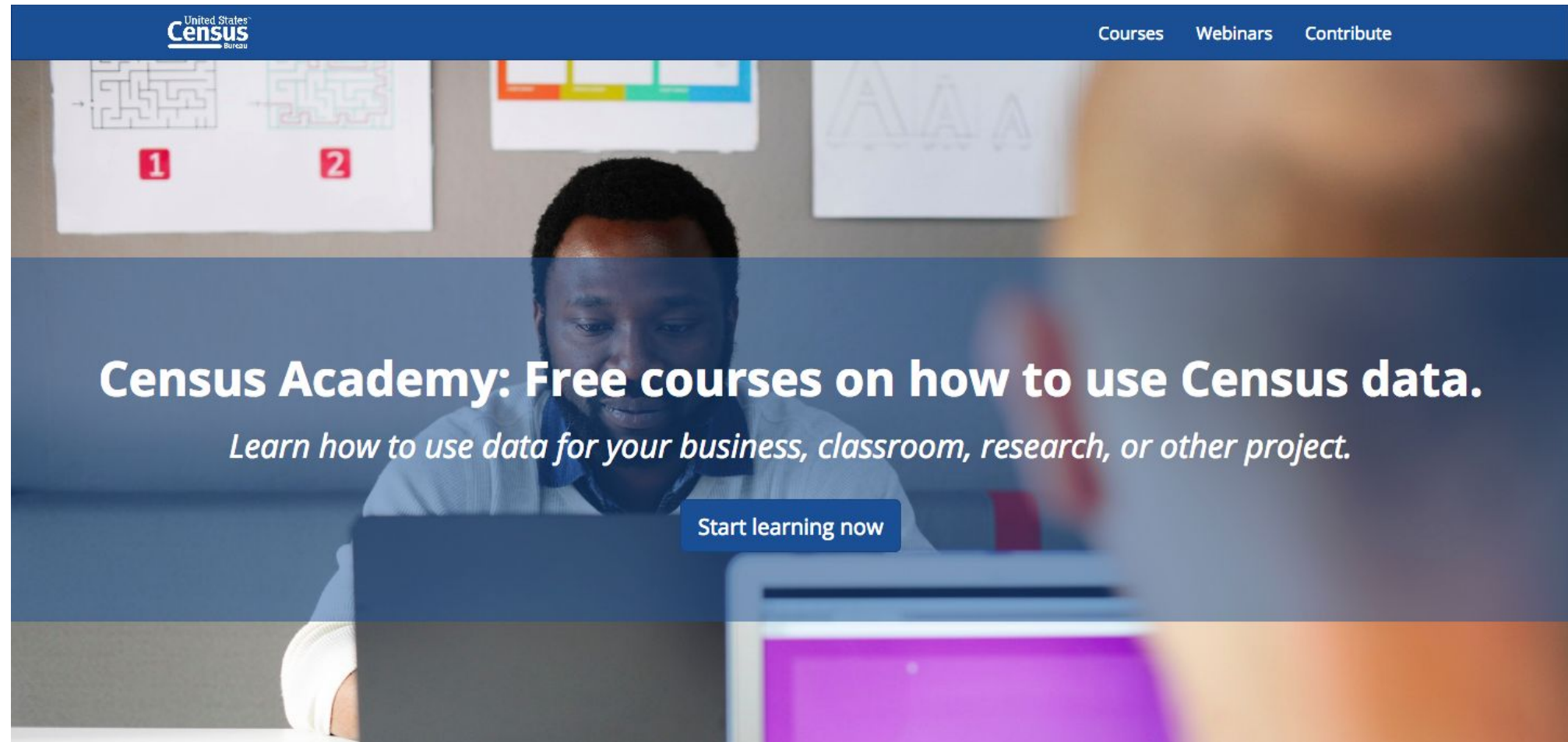
Live demo

<https://uscensusbureau.github.io/census-academy/>



Screenshots

Homepage



The banner image shows a man with dark hair and a beard, wearing a light blue shirt, looking down at a laptop. In the background, there are several educational posters on a wall, including one with a maze labeled '1' and '2', and another with the letters 'A A A'. The overall scene is a professional or educational setting.

United States Census Bureau

[Courses](#) [Webinars](#) [Contribute](#)

Census Academy: Free courses on how to use Census data.


Learn how to use data for your business, classroom, research, or other project.

[Start learning now](#)

Courses of 3-10 minute videos


Free Courses from the Census Bureau

Census Data Access and Table Formatting in Excel
with Alexandra Barker



Analyzing Census Data with Excel ★ **Featured**

Watch (2 videos)




Developing a Data-Driven Small Business Using Census Data

Watch (5 videos)

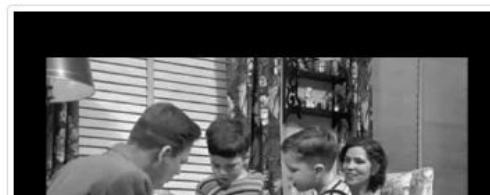
Why Statistics?
???

Featuring
Eric Newburger



Intro to Statistics Using Census Data

Watch (7 videos)



Course page

Intro to Statistics Using Census Data

Learn the basics of statistics and data visualization, using examples and teaching from the US Census Bureau.

1. Why Statistics?



Sharing + growth hacking



You've completed the course! Let all your friends and colleagues know.



Share on YouTube

 Add to LinkedIn Profile



Share via Email

Want to know when updates to this course or entirely new courses come out? Join the Census's mailing list!

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Submit your ideas for data training courses on Census Academy <https://uscensusbureau.github.io/cens...> [Edit](#)


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32 commits 1 branch 0 releases 1 contributor

Branch: master [New pull request](#) [Create new file](#) [Upload files](#) [Find file](#) [Clone or download](#)

 **hathix** Set theme jekyll-theme-merlot Latest commit 0d6681a a day ago

courses	try updating the contributing doc	7 days ago
.gitignore	add gitignore	15 days ago
CONTRIBUTING.md	Add option of giving own link	7 days ago
ISSUE_TEMPLATE.md	add example	7 days ago
README.md	Tweaks	a day ago
_config.yml	Set theme jekyll-theme-merlot	a day ago

 **README.md**

Upcoming webinars

[Courses](#)[Webinars](#)[Contribute](#)

Upcoming Webinars

Want to get updates when these webinars are going to start, and when new webinars are announced? Join the Census's mailing list!

[Sign up](#)

Mon Aug

7

11:00am ET

A Comparison of New and Established Benchmarking Methods

[Learn more](#)

[Join the Census's mailing list](#) to get notified when this webinar is about to happen!

Mon Aug

7

1:30pm ET

Wavelet Benchmarking and Seasonal Adjustment Some Theory and Some Results

[Learn more](#)

[Join the Census's mailing list](#) to get notified when this webinar is about to happen!

Past webinar library

Past Webinars

Here's a selection of a few free webinars that the Census Bureau has run. For more webinars, see our [old website](#). We also encourage checking out our [library of free data training courses](#) for fresh, well-organized videos.



ACE AESDirect Demonstration

How to use key features in the Automated Export System, including creating electronic export information, using shipment templates and party profiles, and using the new shipment manager features.



Recording



Transcript

AES 101: Overview of the Automated Export System (AES)

Experts from the Census Bureau's Foreign Trade Division explain how to use the AESDirect app to report the goods you've exported.



Recording

Accessing International Trade Data



Recording



Transcript

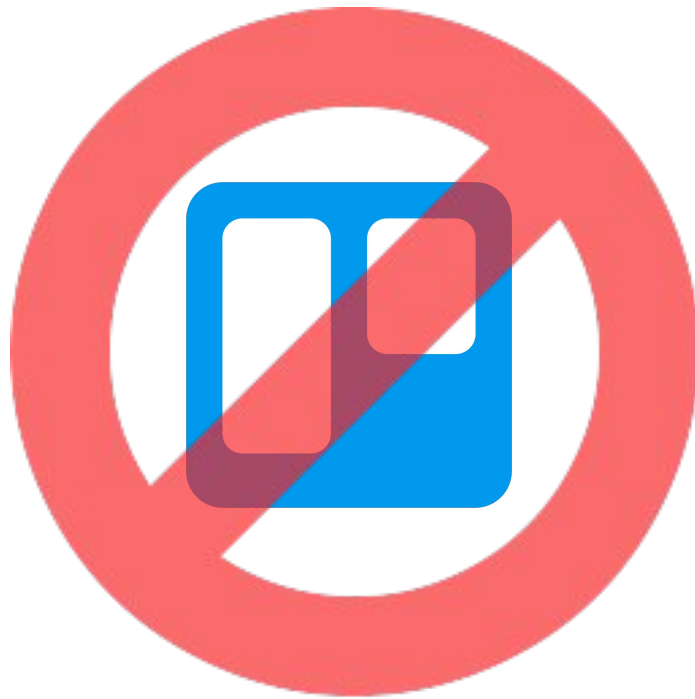


Slides

Takeaways: Agile Product Management in a Non-Agile World

Product management is tough...

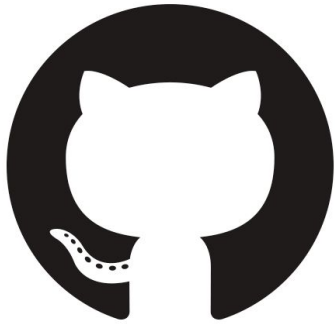
Especially when the top tools aren't used



Bureaucracy Hack #1: Find your champions

- Data Dissemination Branch
- Education + Training Branch
- Center for New Media + Promotion

Hack #2: Build in the open



- Code
- Docs
- Bugs



Hack #3: Keep it simple

Stack

Time to first deploy (est.)



Adobe
Experience
Manager

2 months



python™

6-12 months

GitHub Pages

15 min.

Thanks!

- Jeff Meisel
- Alexandra Barker
- Adam Hecktman (Microsoft)
- Tomas Encarnacion
- Zach Whitman
- Karen Poole
- Deb Rivera
- Greg Pewett
- Mike Morgan + video studio
- Education and Training Branch
- Data Dissemination Branch

Extra *slides*

Webinars: low “bang for the buck”

36

Median # viewers per
webinar, 2013-17

3 weeks

Average time it takes to
produce a webinar start to
finish (from user interviews)

What's next

1. Hand off to internal champions
2. Implement prototype in CMS
3. Build course pipeline