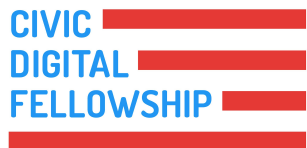


CENSUS OPEN INNOVATION LABS

Communications Directorate

Drew Zachary — Co-Managing Director

Mara Abrams — Co-Managing Director



GENESIA TING

University of California, Davis
Design

EMILY FONG

New York University
Decolonial Computing

BRIEF OVERVIEW

What is Census Open Innovation Labs?

BRIEF OVERVIEW

COIL

```
graph TD; COIL --- TOP[The Opportunity Project]; COIL --- CA[Census Accelerate]; COIL --- UCM[User Centered Methods];
```

**The Opportunity
Project**

Census Accelerate

**User Centered
Methods**

THE OPPORTUNITY PROJECT

COIL

```
graph TD; COIL[COIL] --- OP[The Opportunity Project]; COIL --- CA[Census Accelerate]; COIL --- UCM[User Centered Methods];
```

**The Opportunity
Project**

Census Accelerate

**User Centered
Methods**

THE OPPORTUNITY PROJECT

The
Opportunity
Project

SPRINTS WEB PAGE

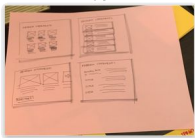
How might we inform the public and potential partners about The Opportunity Project?

SPRINTS WEB PAGE

Artboard



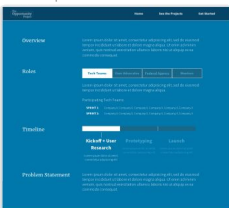
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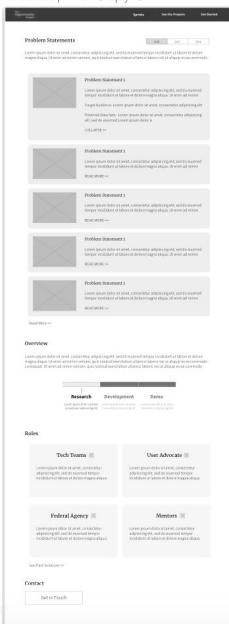
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Desktop HD



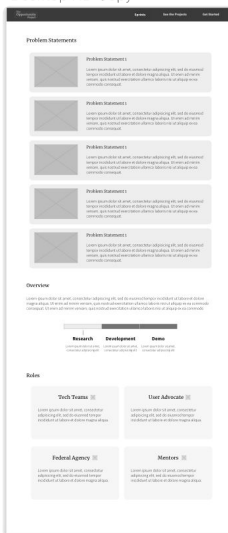
Desktop HD Copy 3



Desktop HD Copy 2



Desktop HD Copy



SPRINTS WEB PAGE

Problem Statements

2018

2017

2016



PROMOTING ACCESS TO AND INTEREST IN STEM FIELDS

Challenge: Develop tools for parents and students that promote students' interest in STEM and empower them to pursue STEM education locally.

Target Audience: Parents, students, and/or STEM advocacy groups

Potential Data Sources: Civil Rights Data Collection (CRDC), National Assessment of Education Progress (NAEP)

[See More](#)



HELPING STATES DEVELOP EDUCATION REPORT CARDS

Challenge: Develop parent-friendly, scalable approaches to communicating data about public schools that drive insight and engagement—and meet the requirements of a recent federal law.

Target Audience: States; parents as a secondary audience

SPRINTS WEB PAGE

Overview

During an Opportunity Project sprint, technology companies, universities, and non-profits build products using open data from federal agencies and other sources. Data and policy experts from federal, state and local government, advocacy organizations, and product specialists participate to share their expertise and provide feedback during the sprint.

ROLES

Tech Team

Tech Teams are the private sector companies, universities, non-profits, and even students who participate in sprints to build products that translate open data into valuable tools for people across the country. The tech teams design, own, and help to launch the products they build.

Government

Federal government policy experts help to identify problems facing the public. Data stewards from federal agencies answer questions about open data to help the tech teams find and use the best data available to solve the problem. They also listen to feedback from sprint participants to make data more user-friendly.

SPRINTS WEB PAGE

TIMELINE



Research

Tech Teams work with user advocates, experts, and product specialists to learn more about the problem, and translate user needs into product design.

Data Exploration

Tech Teams explore open data available to solve the problem they're tackling, and data stewards help them to find government open data to use in their digital products.

Development

Teams design and build data-driven digital products, with input from all the other participants. User Advocates participate in usability testing and feedback sessions.

Product Launch

Everyone participates in Demo Day to present the new tools that have been created using open data. After Demo Day, the teams keep working together to get the products out to the public.

[JOIN A SPRINT](#)

DESIGN

Print deliverables

creatives + makers

Designers, developers,
media-makers,
influencers, companies,
students



user advocates

Community-based
and national advocacy
organizations: individuals
representing target
audiences



mentors

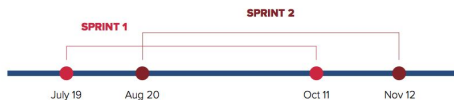
Experts in Census, specific
issue areas, disinformation,
media distribution, digital
analytics, data, behavior
change

timeline + topics

Census Accelerate will facilitate 2 sprints this year.

SPRINT 1 (July 19 - Oct 11) will focus on the young child undercount and reaching mobile millennials.

SPRINT 2 (Aug 20 - Nov 12) will focus on reaching rural and tribal populations, addressing the digital divide, and leveraging libraries as hubs.



OPERATIONS

INTERNAL

User Advocate Coordination

EXTERNAL

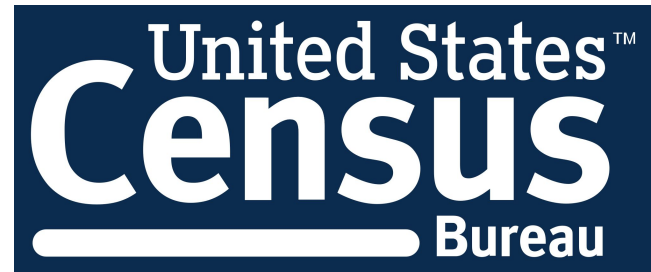
Private Sector Outreach

Federal Agency Partnerships

MEASURING IMPACT

10

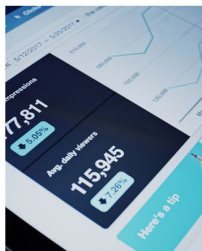
federal agencies



MEASURING IMPACT

18

problem statements



HELPING STATES DEVELOP EDUCATION REPORT CARDS

Challenge: Develop parent-friendly, scalable approaches to communicating data about public schools that drive insight and engagement—and meet the requirements of a recent federal law.

Target Audience: States; parents as a secondary audience

Potential Data Sources: Civil Rights Data Collection (CRDC), National Assessment of Education Progress (NAEP)

[See More](#)



USING AI TO CONNECT VETERANS WITH REGISTERED APPRENTICESHIPS

Challenge: Develop tools that use artificial intelligence algorithms or natural language processing technology to match veterans to registered apprenticeship programs.

Target Audience: Veterans

Potential Data Sources: Veterans resumes, job postings

[See More](#)

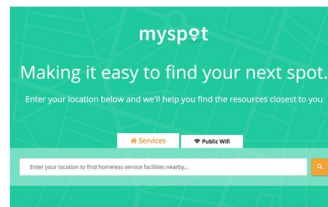
MEASURING IMPACT

50+

digital tools

Myspot

Excella Consulting's tool uses data sets from the DC Department of Human Services to help youth experiencing homelessness find and access services in the Washington, DC area.



My City Data Learning Tool

Cisco DevNet's tool uses American Community Survey data from the U.S. Census Bureau to drive awareness of Census Bureau data for mobile millennials and application developers so they can solve social problems using open data available for their communities and cities.



MOVING FORWARD

The Opportunity Project

GEO-COHORT

census
accelerate

THANK YOU!

