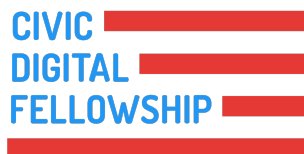


# Reimagining Census Academy With Interactive Learning Experiences

Customer Liaison and Marketing Services Office  
Communications Directorate

Supervised by Logan Powell and Anthony Calabrese

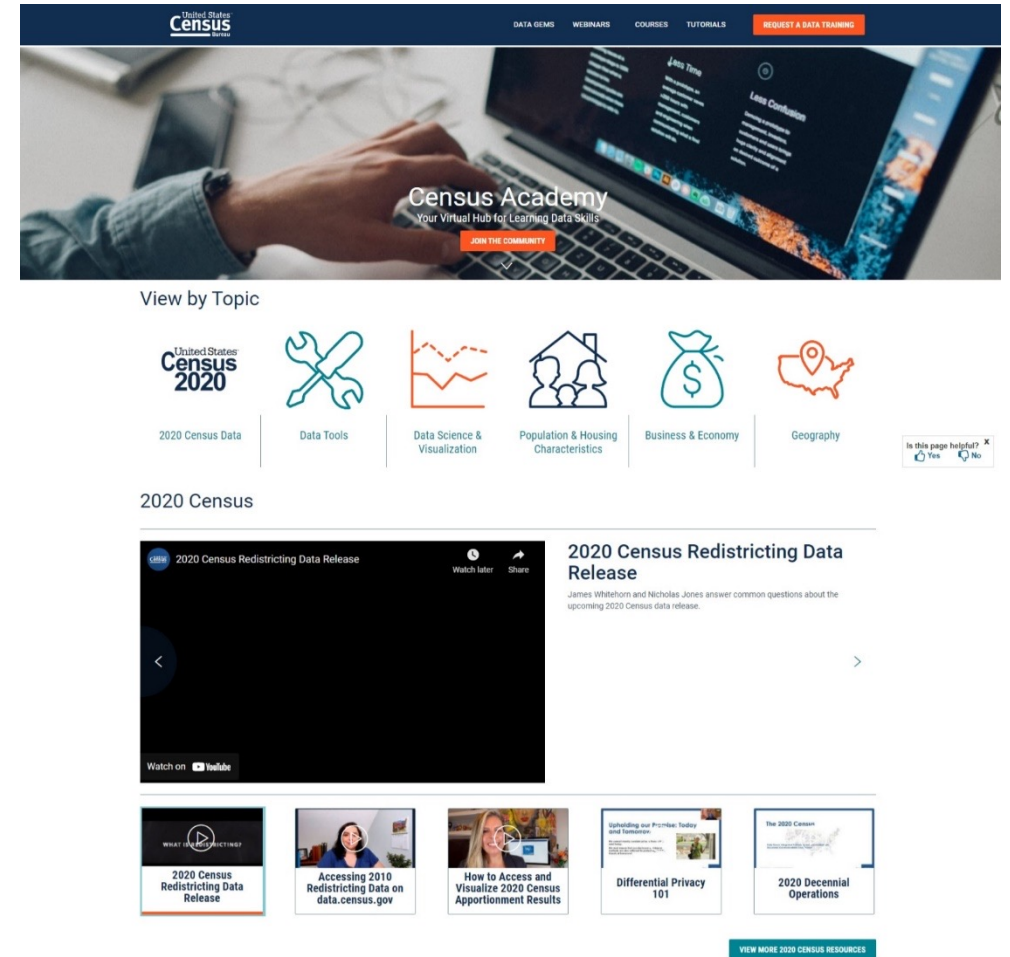
Any opinions and conclusions expressed herein are those of the authors  
and do not necessarily represent the views of the U.S. Census Bureau.



**Tommy Nguyen**  
Drexel University  
Computer Science, Mathematics

# Census Academy

- **Feasibility concerns** for more dynamic types of pages/content
- Currently **unable to support some experiences** like personal recommendations, certification, tracking learner progress



# Solution

- Create Once, Publish Everywhere (COPE) Content Management System
- Re-build frontend with modern, open-source tooling
- **Provide a low-cost, low-risk platform to test new content and experiences**



# Benefits

## Flexible CMS

Supports varied and experimental forms of content **across multiple platforms (web, mobile, etc)**

**Empowers** internal team members **creativity and experience**

## Modern Day Tools

### Large community support

Increasing number of graduates with web development skills

Opportunities for internal team members to upskill/reskill

## Low Cost

Hosting and tools provided by AWS (Amazon Web Services) **cost fractions of a penny to leverage**

**Open-sourced tools that can be used for free**

# Moving Forward

- Iterate and build new features on top of COPE and Census Academy Rebuild
- Develop strategy on how content and code from rebuild can be integrated with current version of Census Academy
- Develop metrics and process for evaluating customer satisfaction and impact

The screenshot shows the user profile for Tyson Weister on the Census Academy platform. The header includes the 'United States Census Bureau' logo and navigation links for TOPICS, COURSES, WEBINARS, DATA GEMS, DATA CHALLENGES, DASHBOARD, and ABOUT. A search bar is also present. The user's profile section displays a circular profile picture, the name 'Tyson Weister', and a bio: 'Enthusiastic data analyst with a passion for learning new skills and tools about data.' Below the bio are buttons for 'Profile' and 'Badges'. The main content area is divided into 'My Learning' and 'Completed Learning' tabs. Under 'My Learning', there are sections for 'Courses & Data Challenges' and 'Webinars'. The 'Courses & Data Challenges' section features a course titled 'Census Data Access and Table Formatting in Excel' and a data challenge titled 'NEW POPULATION Starting Population + Natural Increase'. The 'Webinars' section features a webinar titled 'ACE Export Compliance Virtual Seminar: Day 2'. Each item includes a brief description, a date, and a button to start or continue. A 'Continue Learning' button is also visible on the right side of the page.

# Conclusion

special thanks to:

## Coding it Forward

Rachel Dodell  
Ariana Soto  
Erica Iniguez  
The CDF '21 Cohort

## U.S. Census Bureau

Logan Powell  
Anthony Calabrese  
Mary Leisenring  
Michael Neal Bagby  
The COIL Team

## Mentors

Lisa Chung  
Sarah MacHarg

links:

[github.com/tnguyen21/cope-frontend-mockup](https://github.com/tnguyen21/cope-frontend-mockup)

[github.com/loganpowell/census-academy-frontend](https://github.com/loganpowell/census-academy-frontend)