



Help Center Redesign Initiative

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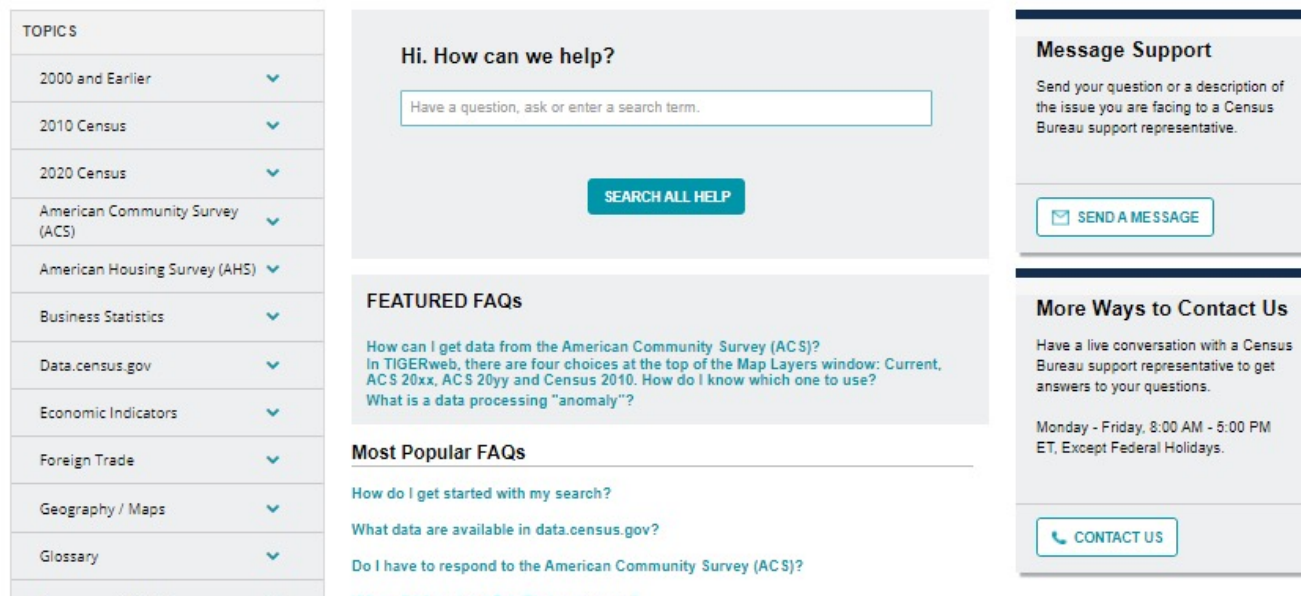
Project Sponsor: Michele Bartram

Center for New Media and Promotions

Current Help & FAQ Site Findings



Frequently Asked Questions



User Research

- 8 Stakeholder interviews
- 10+ people



Pain Points

- Search Functionality & Discoverability
- Different backend
- Wording & Design
- Organization & Standardization
- Topics unclear
- Visually cluttered & Out-of-date
- Not able to link out



Problem Statement

“
Creating a new Help Center with the same look and feel as the rest of Census.gov and with audience-focused help content, links and FAQs that are all searchable via site search and discoverable on Google will not only help us comply with the 21st Century IDEA Act but also help reduce inbound calls and emails while better serving our customers. ”

Redesigned Help Center MVP

TOPICS

Grant Writing

Small Business

Small Business Walkthrough

Small Business Frequently Asked Questions

QUICK LINKS

Census Business Builder

Census Data Gems

Data.Census.gov

North American Industry Classification System

Small Business Administration

Contact Us

MEDIA

Public Information Office POC

301-763-3030 or pti@census.gov

Newsroom

PUBLIC

Customer Service Call Center Agents

301-763-INFO (4636) or 800-923-8282

Ask Census

CONGRESS

Congressional Affairs

(888) 609-0563

OCA

PARTNERS

National Partnership

301-763-3030 or pti@census.gov

Become a Partner

REGIONS

Regional Offices

Regions

RESPONDENTS

Business Surveys

Nitasha Quash

(888) 609-0563 or

United States Census Bureau

TOPICS: Population, Economy, GEOGRAPHY: Maps, Products, LIBRARY: Infographics, Publications, DATA: Tools, Developers, SURVEYS/PROGRAMS: Respond, Survey Data, NEWSROOM: News, Blogs, ABOUT US: Our Research

U.S. Department of Commerce | Blog | Index A-Z | Glossary | Help Center

Help Center

TOPICS

Grant Writing

Small Business

Small Business Walkthrough

Small Business Frequently Asked Questions

Hello, How Can We Help You?

Search our Help Center

or browse our topic areas for more assistance

POPULAR RESOURCES

United States Census 2020

Census Academy

Small Business

Grant Writing

FREQUENTLY ASKED QUESTIONS

EXPAND ALL | COLLAPSE ALL

How do I get started with my search?

What data are available in data.census.gov?

Do I have to respond to the American Community Survey (ACS)?

When did American FactFinder go away?

What is data.census.gov?

How do I access data by race, Hispanic Origin ancestry, or country of birth?

How can I be sure my information is really going to the Census Bureau and not some third party?

Can I reset my PIN?

Does the Census Bureau have data for religion?

Someone came to my home to interview me for the ACS. Is this legitimate?

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United States Census Bureau

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

Audience Help Pages

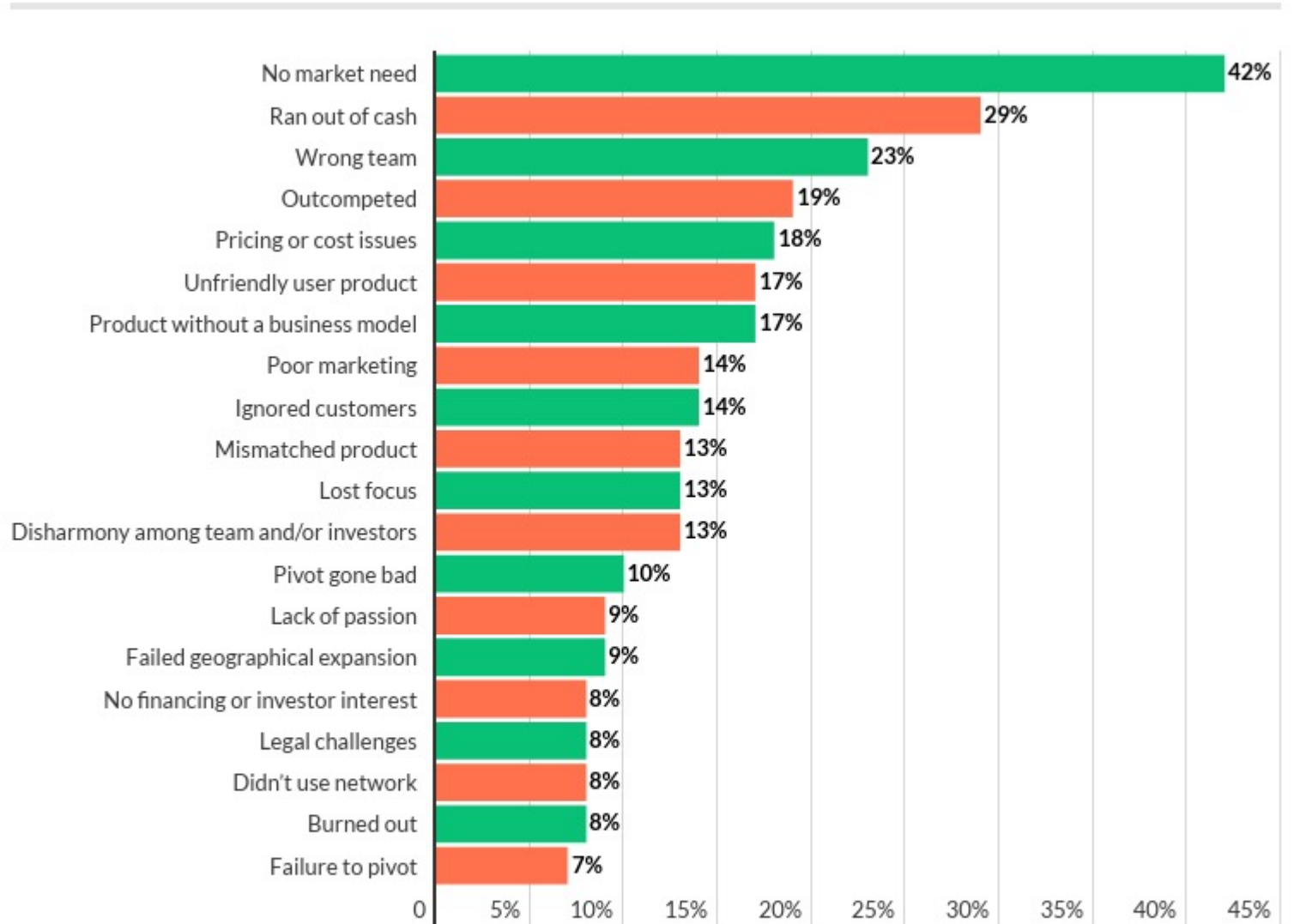
Problem:

Highest potential audiences that should be using CB data but don't know they need to/how to.

Solution:

Creating targeted content for this audience.

20 Reasons Why Startups Fail



Data for Grant Writing and Small Business topic pages

TOPICS

Grant Writing (GW) ▾

GW Step 1: Identify Types of Grants Available

GW Step 2: Evaluate Prior Winners

GW Step 3: Identify Data Requirements

GW Step 4: Collect the Data

GW Frequently Asked Questions

Small Business

01 Identify Types of Grants Available

02 Evaluate Prior Winners

03 Identify Data Requirements

04 Collect the Data

01. Identify Types of Grants Available

1. Federal Government Grant Programs

New to federal grants?

We highly recommend you first visit the [Getting Started](#) section of Grants.gov, a federal website which houses information on over 1,800 grant programs and who grant applications for federal grantmaking agencies. There you can familiarize yourself with federal grants from the grant lifecycle and management to policies, eligibility, terminology, and more.

Federal Grants, Funding & Assistance Programs:

The authoritative source about all federal grant programs is the [Catalog of Federal Domestic Assistance \(CFDA\)](#). This catalog lists all of the available funding programs to all levels of government, nonprofit organizations, for-profit businesses, and other eligible entities. You can also learn more about these grant programs by visiting and searching the websites of specific federal agencies that provide grants, such as [USA's entrepreneurship grants](#). For a listing of all federal agencies, USA.gov provides an [A-Z index of U.S. Government Departments and Agencies](#) with links to their websites.

Database of Available Federal Grants:

Visit the Search Grants database within Grants.gov to search, filter, and apply for specific to receive funding from one of these federal grant programs.

Grant Programs for Non-Profit Organizations and For-Profit Businesses:

Significant number of nonprofit organizations and for-profit businesses that also provide a types of funding assistance. Grants.gov offers a non-exhaustive list of databases and **find federal government grants: According to Grants.gov** grant.gov directories can also be found with some search. By using the [Foundation Center](#) to find a grantmaking foundation in your region. [GrantWatch](#) search engine to find your state's grant or foundation directory. It may have access to subscription-based search engines or the Foundation Center's [Grant Collections](#), so visit your library for assistance.

Did you know? If the previous winning funded grant proposal was submitted on the grant's website, read through it carefully. Some services have databases of awarded proposals, or sometimes you can reach out to the awardee and ask whether the organization has any role against during their funded proposal.

For federal agencies and most state governments, you can usually request a copy of a funded grant proposal via the Freedom of Information Act or FOIA process. Note that this process can take weeks, so allow time, and you may be charged a fee for the level of effort related to the search. Simply go to the funding agency's website and search for FOIA.

01. Identify Types of Grants Available

TOPICS

Grant Writing (GW) ▾

Small Business

01 Data for Your Business Plan

02 Funding your Business

03 Data Training, Tools, and Other Resources for Entrepreneurs

01. Data for Your Business Plan

My Industry

To find and use most official data and statistics, you will need to know the official government classification for your business.

What is the specific NAICS industry code for my type of business? You may already have this from your federal payroll tax filings, but if not, you will need your North American Industry Classification System (NAICS) code to gather the data for your research.

How do I use the NAICS website on census.gov to determine your NAICS code?

What are my industry and product/service lines of business? Some of the data you may want to understand about the products and services you could provide to your customers are classified by North American Product Classification System (NAPCS).

How do I use the NAPCS website on census.gov to determine your NAPCS code?

If you are considering importing or exporting, you will need your official codes for your product "commodity" categories in order to look up data about the. You can find links under the Trade Resources tab on the Census Bureau's [USA Trade website](#) and additional resources for exporters on [Export.gov](#).

Import Codes: Harmonized Tariff Schedule Reference Tool to Import Codes. Use this reference tool to browse and search through all the Harmonized Tariff Schedule (HTS) codes as published and maintained by the United States International Trade Commission. All goods imported into the United States are subject to the provisions of the HTS, as well as to regulations of U.S. Customs and Border Protection (Customs) and laws that Customs enforces.

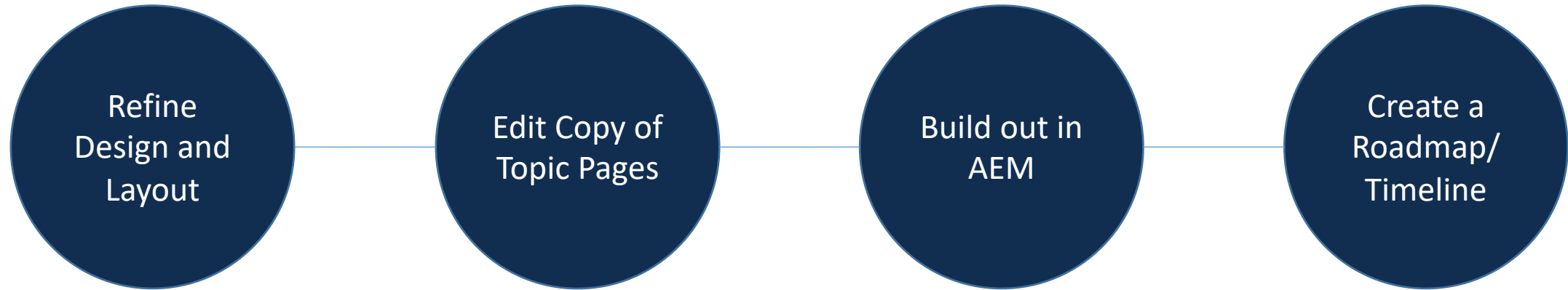
Export Codes: Use Schedule B Export Codes (Export Codes) to look up Schedule B numbers or classify your commodities with this interactive search engine. Search through over 9,000 Schedule B numbers based on the International Harmonized System (HS) commodity classification system.

US Trade Data (Imports and Exports): Visit the US International Trade Commission's [Trade Data](#) website to look up U.S. merchandise trade and tariff data. You'll need to create a free account to search the database.

Industry Trends

To be able to compare your business to others like you and to decide what type of business is appropriate to the area you are considering, data are critical.

Next Steps & Conclusion



Thank you!