

ENHANCING CENSUS OPERATIONS IN PUERTO RICO

Census – Strategic Portfolio Management Office

Angela Chan, Product Fellow | University of Florida, Masters of Science in Information Systems

Keywords:

Customer relationship management, content creation, Puerto Rico efforts

Summary:

To enhance Census operations in Puerto Rico, Angela worked with Census' Strategic Portfolio Management Office to design and test a Customer Relationship Management tool. By researching, testing, and gathering requirements from stakeholders and agencies working with Puerto Rico, Angela was able to understand the needs of the users of the tool and create a sustainable, low-cost solution for the management of stakeholder relationships and efforts. In addition, Angela created content for the Puerto Rico profile webpage on Census.gov to provide accessible, clear video and audio content of the surveys and programs that cover or include Puerto Rico.

Centralized Success: Enhancing Census Operations in Puerto Rico

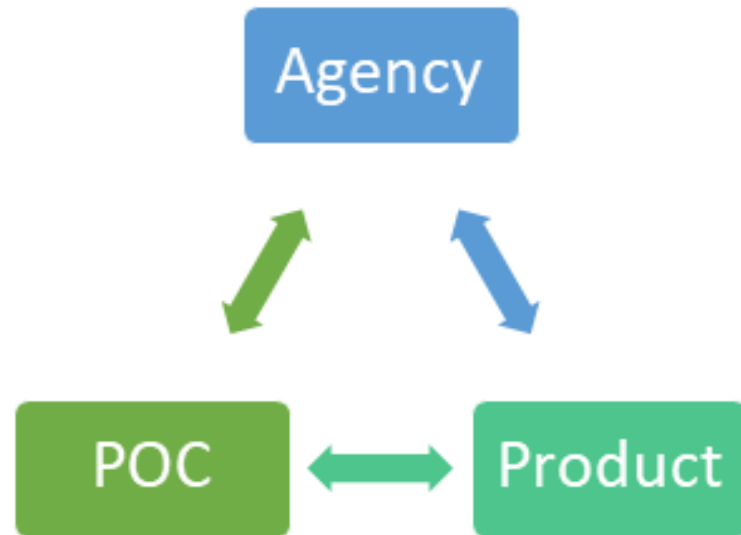
Presented by: Angela Chan

Puerto Rico Census Operations

The Census Bureau aims to provide:

- Accurate data collection
- Improved efficiency
- Enhanced stakeholder relationships

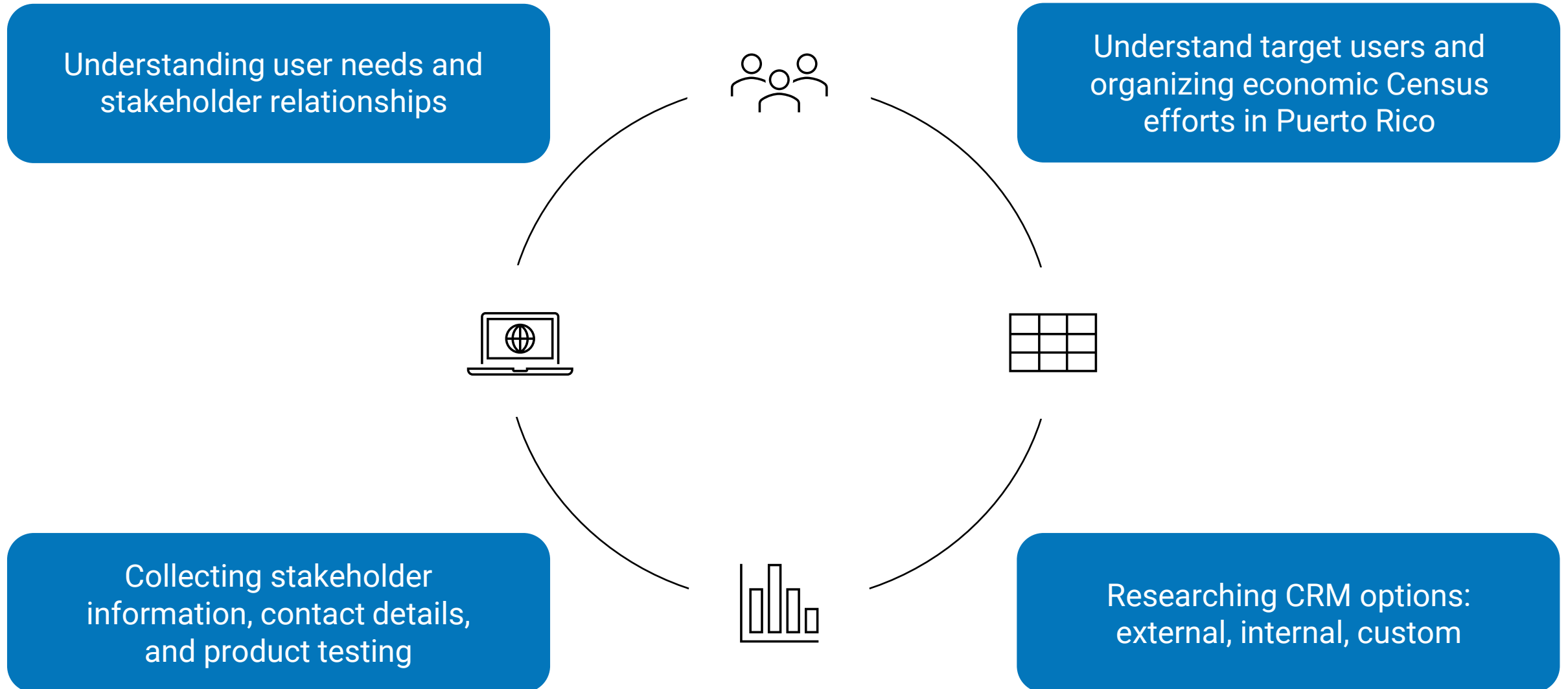




A new CRM tool requires:

- Detailed stakeholder information
- Three dimensions:
 - Agency
 - POC
 - Product

Creating the CRM





Enhancing Puerto Rico operations:

- Data handling
- Usability
- Track stakeholder relationships
- Product/Agency relationships
- Improved efficiency



Next steps:

- Gathering feedback
- User training
- Continuous improvement
- Long-term success
- Scalability

Puerto Rico Profile Page



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EXPLORE DATA

Puerto Rico Profile

Puerto Rico has a land area of 3,423.3

Website Improvements & Content



What is the Puerto Rico Community Survey?

Managing change in Puerto Rican communities



Monthly Puerto Rico Business Applications






Economic Census: Island Areas


Comprehensive data for informed decisions





Explore the CRE Tool





Looking Forward: Census Growth in Puerto Rico

Improved CRM

- Sustainable & low-cost
- Usability & maintenance
- Growth in stakeholder relationships
- Continued organization

Improved Web Content

- Accessibility
- Wider audience
- Clarity
- Engagement

Long-lasting solutions for current needs to enable growth and expansion of economic Census efforts in Puerto Rico

THANK YOU!

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If you have questions, I can be reached at
angela.g.chan@census.gov