

# Application Guidelines



September 2019

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### What is the Human-Centered Design (HCD) Certificate Program?



The Census Human-Centered Design Certificate program, facilitated by HCD experts from Census Open Innovation Labs (COIL), is a new and exciting opportunity for Census Bureau supervisors to learn the fundamentals of Human Centered Design (HCD), to create better outcomes in their work, continuously improve the Census Bureau as a workplace, and better serve their customers – whether they are respondents, data users, data producers, or other Census audiences. Through one 3-day intensive workshop and 3 virtual coaching sessions, this foundational program will teach participants new and different tools for problem framing, qualitative user research, idea generation, prototyping, and visual thinking.



## About Human-Centered Design (HCD)

Human-Centered Design is a proven, research-backed approach to problem solving and idea generation that organizations from all industries – including across the federal government – are using to deliver improved services, experiences and products for customers, users, and respondents. HCD emphasizes building and practicing what works for the customer -- whether us at the Bureau, respondents, or data users -- based on direct person-to-person research, not based on assumptions or the way we've always done it. View examples of HCD at work here and [here](#).

## About the Training

- This training is facilitated by HCD experts from the Census Open Innovation Labs.
- The program begins **October 16-18, 2019** with a 3-day intensive which includes instruction, hands on applications, and site visits to some of the most innovative workplaces around the DC area.
- Over the following 7 weeks, small teams will develop and implement solutions to the question: *How might we re-imagine the employee experience to support innovation at the Census Bureau?*
- Each small team will be assigned an HCD mentor, and join at least 2 of 3 coaching sessions.
- Upon completion of the program, participants will receive a Certificate of Completion, receive **22.5 hours of supervisor training credits**, and may be invited to present their projects to hundreds of stakeholders and media at a [Demo Day](#) event on December 10, 2019.
- *There is no fee associated with this training.*

## Training Requirements

To receive a certificate of completion, participants must:

- Attend the October 16-18, 2019 training, including site visits (no exceptions)



- Attend at least 2 out of 3 virtual coaching sessions on 10/30, 11/13, and 12/4
- Complete a small group Human-Centered Design project between October 21 - December 9, 2019 (should require no more than 3-4 hours per week).

## Key Dates

<b>Sep 4</b>	Application opens
<b>Sep 18</b>	Applications due
<b>Sep 27</b>	Applicants notified
<b>Oct 16-18</b>	Training begins! Required 3-day training workshop
<b>Oct 30</b>	Coaching session/check-in #1
<b>Nov 13</b>	Coaching session/check-in #2
<b>Dec 4</b>	Coaching session/check-in #3
<b>Dec 10</b>	2019 Demo Day at Census HQ

## Why apply?

- Become more effective in your work through learning and practicing new methods for innovation
- Create space to think and work differently, in a collaborative setting
- Feel more confident and capable to manage and plan for uncertainty
- Create, prototype and deliver an innovative, human-centered solution in 8 weeks
- Return to your work environment with a fresh set of skills that can improve how you work and what you work on.
- Opportunity to present to hundreds of stakeholders and media at Demo Day in December 2019
- Obtain 22.5 management training credits upon completion of the program.



## Who should apply?

- Full-time, HQ-based Census Bureau employees with supervisory status
- People who are excited about this opportunity with the qualities described below:
  - **Interest and desire to learn more about HCD**
  - **Change makers who are innovation-oriented**
  - **Openness to iteration, experimentation and feedback**
  - **Aspiring or proven leaders who will help champion HCD**
  - **Track record of excellence**

## How to Apply

- Please email all application materials in one email to [census.HCDtraining@census.gov](mailto:census.HCDtraining@census.gov) by 11:59pm ET Wednesday **September 18, 2019**.
- Please review the course description available at this link. Reach out to [census.HCDtraining@census.gov](mailto:census.HCDtraining@census.gov) with any questions.
- Your application has 3 components:
  - A brief application available [at this link](#).
  - An email from your director supervisor approving your participation in the full training if accepted.
  - A nomination email or letter from a supervisor or someone in a position senior to you.
- We're prioritizing people who apply with 1-2 other teammates identified, but this is not required.