Human-Centered Design Certificate Program

Application Guidelines

September 2019

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 10/31, 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

Sep 4	Application opens
Sep 18	Applications due
Sep 27	Applicants notified
Oct 16-18	Training begins! Required 3-day training workshop
Oct 30	Coaching session/check-in #1
Nov 13	Coaching session/check-in #2
Dec 4	Coaching session/check-in #3
Dec 10	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 review the course description available at this link. Reach out to **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.

About the Trainers

The Census Open Innovation Labs (COIL) is a rapidly growing office at the US Census Bureau, dedicated to sourcing knowledge and solutions to key challenges for communities and the public at large through human-centered design, open data, and technology development. COIL works industry, federal agencies, nonprofits, and more towards two mission goals: 1) to increase American economic opportunity through open federal data and 2) to increase response rates in the 2020 Census, particularly among communities considered "hard to count."