

2012 Current Fiscal Year Report: Census Advisory Committee on the Hispanic Population

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1. Department or Agency

Department of Commerce

2. Fiscal Year

2012

3. Committee or Subcommittee

Census Advisory Committee on the
Hispanic Population

3b. GSA

Committee No.

1397

4. Is this New Fiscal Year?

No

5. Current Charter

02/04/2010

6. Expected Renewal Date

02/04/2012

7. Expected Term Date

8a. Was Terminated During Fiscal Year?

Yes

8b. Specific Termination Authority

8c. Actual Term Date

02/04/2012

9. Agency

Recommendation for Next Fiscal Year

Terminate

10a. Legislation Req to Terminate?

No

10b.

Legislation Pending?

11. Establishment Authority

Agency Authority

12. Specific Establishment Authority

Secretary's Decision
Memorandum

13. Effective Date

03/19/1985

14. Committee Type

Continuing

14c. Presidential?

No

15. Description of Committee

Non Scientific Program Advisory Board

16a. Total Number of Reports

1

16b. Report Date

Report Title

Meeting of the Census Advisory

10/06/2011 Committee on the Hispanic

Population (DVD)

Number of Committee Reports Listed: 1

17a.

Open

1 17b. Closed 0 17c. Partially Closed 0 Other Activities 0 17d. Total 1

Meetings and Dates

Purpose	Start	End
Meeting of the Census Advisory Committees (CACs) on the African American Population, the American Indian and Alaska Native Populations, the Asian Population, the Hispanic Population, and the Native Hawaiian and Other Pacific Islander Populations. The Committees will address issues related to the 2010 Census, including the Integrated Communications Campaign, 2010 Partnerships, and other decennial activities.	10/06/2011	10/07/2011

Number of Committee Meetings Listed: 1

	Current FY	Next FY
18a(1). Personnel Pmts to Non-Federal Members	\$0.00	\$0.00
18a(2). Personnel Pmts to Federal Members	\$0.00	\$0.00
18a(3). Personnel Pmts to Federal Staff	\$57,821.00	\$0.00
18a(4). Personnel Pmts to Non-Member Consultants	\$0.00	\$0.00
18b(1). Travel and Per Diem to Non-Federal Members	\$35,365.00	\$0.00
18b(2). Travel and Per Diem to Federal Members	\$0.00	\$0.00
18b(3). Travel and Per Diem to Federal Staff	\$0.00	\$0.00
18b(4). Travel and Per Diem to Non-member Consultants	\$0.00	\$0.00
18c. Other(rents,user charges, graphics, printing, mail, etc.)	\$17,719.00	\$0.00
18d. Total	\$110,905.00	\$0.00
19. Federal Staff Support Years (FTE)	0.80	0.00

20a. How does the Committee accomplish its purpose?

The Hispanic Advisory Committee accomplished

its objectives by using its diverse ethnic makeup to advise the Census Bureau on operational, technical and policy considerations pertaining to the decennial census and the Hispanic population. The Committee developed recommendations and engages in discussions with Census program managers (at advisory committee meetings) on several priority issues, including privacy and confidentiality, enumeration strategies, language/bilingual needs, Hispanic hiring and recruitment, and other Census decennial programs.

20b. How does the Committee balance its membership?

The Committee's charter provided for nine members. The Committee included public and private sector representatives, academia, and community-based organizations. The Committee provides geographic balance, representing diverse Hispanic ethnicities.

20c. How frequent and relevant are the Committee Meetings?

The Committee generally met twice a year. During this reporting period, the meetings were to evaluate 2010 Census data products and to provide advice on the American Community Survey as well as the Alternative Questionnaire Experiment and Focus Groups.

20d. Why can't the advice or information this committee provides be obtained elsewhere?

The Committee's expertise and geographic diversity are not to be found in any other Commerce component. Its work has been beneficial in helping the Census Bureau improve decennial products and communications with the Hispanic population, with the specific goal of

reducing the differential undercount of this population.

20e. Why is it necessary to close and/or partially closed committee meetings?

N/A

21. Remarks

This committee has provided substantive advice regarding 2010 Census planning, including the 2010 Census Communication plan for Hispanic populations, radio and television ads, posters and other promotional items geared for Hispanic communities. The committee has recommended increased Hispanic and bilingual (Spanish speaking), hiring for language-isolated communities in the Colonias and other areas, among other outreach needs.

Designated Federal Officer

Stanley J. Rolark Chief, Public Information Office

Committee Members	Start	End	Occupation	Member Designation
Falcon, Angelo	04/03/2008	02/04/2012	President and Co-Founder, National Institute for Latino Policy	Special Government Employee (SGE) Member
Farris, Yvonne	04/22/2003	02/04/2012	Professor of Accounting and Business	Special Government Employee (SGE) Member
Juarez, Jacinto	04/16/2003	02/04/2012	Dean Emeritus, Pacific Islander Community College	Special Government Employee (SGE) Member
Ramos, Grace	04/21/2004	02/04/2012	Commissioner, Civil Rights Commission	Special Government Employee (SGE) Member

Soriano,		Associate Professor, Special
Fernando	04/21/2004 02/04/2012	Department of Government
		Human Development, Employee
		California State (SGE)
		University Member

Number of Committee Members Listed: 5

Narrative Description

This committee supports the Census Bureau's strategic plan and mission by contributing to an accurate and cost-effective 2010 Census, and by increasing the public's trust of census initiatives, particularly within the Hispanic population.

What are the most significant program outcomes associated with this committee?

	Checked if Applies
Improvements to health or safety	<input type="checkbox"/>
Trust in government	<input checked="" type="checkbox"/>
Major policy changes	<input checked="" type="checkbox"/>
Advance in scientific research	<input type="checkbox"/>
Effective grant making	<input type="checkbox"/>
Improved service delivery	<input checked="" type="checkbox"/>
Increased customer satisfaction	<input checked="" type="checkbox"/>
Implementation of laws or regulatory requirements	<input type="checkbox"/>
Other	<input checked="" type="checkbox"/>

Outcome Comments

Public trust is significantly enhanced with Advisory Committee buy-in and support. This was particularly helpful during the 2010 Census with newly arrived immigrants and respondents with little or no English proficiency.

What are the cost savings associated with this committee?

	Checked if Applies
None	<input type="checkbox"/>
Unable to Determine	<input checked="" type="checkbox"/>
Under \$100,000	<input type="checkbox"/>
\$100,000 - \$500,000	<input type="checkbox"/>

\$500,001 - \$1,000,000
\$1,000,001 - \$5,000,000
\$5,000,001 - \$10,000,000
Over \$10,000,000
Cost Savings Other

☐
☐
☐
☐
☐

Cost Savings Comments

NA

What is the approximate Number of recommendations produced by this committee for the life of the committee?

4

Number of Recommendations Comments

During this reporting period, the committee made 4 formal recommendations. The Bureau provides written responses to Committee recommendations and posts responses to the Census Advisory Committee Office's webpage.

What is the approximate Percentage of these recommendations that have been or will be Fully implemented by the agency?

50%

% of Recommendations Fully Implemented Comments

NA

What is the approximate Percentage of these recommendations that have been or will be Partially implemented by the agency?

50%

% of Recommendations Partially Implemented Comments

NA

Does the agency provide the committee with feedback regarding actions taken to implement recommendations or advice offered?

Yes ☒ No ☐ Not Applicable ☐

Agency Feedback Comments

via written responses to each recommendation, meetings, follow-up calls to members to clarify responses, and at advisory committee meetings.

What other actions has the agency taken as a result of the committee's advice or recommendation?

Checked if Applies

Reorganized Priorities	<input checked="" type="checkbox"/>
Reallocated resources	<input type="checkbox"/>
Issued new regulation	<input type="checkbox"/>
Proposed legislation	<input type="checkbox"/>
Approved grants or other payments	<input type="checkbox"/>
Other	<input type="checkbox"/>

Action Comments

The Bureau gave significant consideration to Hispanic Advisory Committee recommendations particularly pertaining to 2010 Census Communications, messaging and media products.

Is the Committee engaged in the review of applications for grants?

No

Grant Review Comments

NA

How is access provided to the information for the Committee's documentation?

Checked if Applies

Contact DFO	<input checked="" type="checkbox"/>
Online Agency Web Site	<input checked="" type="checkbox"/>
Online Committee Web Site	<input checked="" type="checkbox"/>
Online GSA FACA Web Site	<input checked="" type="checkbox"/>
Publications	<input checked="" type="checkbox"/>
Other	<input checked="" type="checkbox"/>

Access Comments

Via Census webpage, written recommendations, and at meetings. We also have DVDs of meetings. In addition, members and Census Bureau staff frequently share committee recommendations and the results of Census/Advisory Committee deliberations in public forums during speaking engagements and outreach activities with this population.