Last Revised: March 12, 2010 11:33 AM

Dates: Tuesday March 16 through Thursday March 18, 2010

Place: Bureau of Labor Statistics Conference Center, Postal Square Building, 2 Massachusetts Ave., Washington, D.C. 20212

Sponsors: The Bureau of Labor Statistics and the U.S. Census Bureau

Background

The Bureau of Labor Statistics and the Census Bureau will hold the 14th Annual Federal CASIC Workshops in 2010. This series of annual meetings was originally called the Federal CAPI Workshops but its focus was expanded in 1997 to include all forms of computer assisted survey information collection (CASIC).

Attendance is open to representatives of Federal agencies and Federal contractors who use computer assisted methods of survey data collection, capture, and processing. Agencies and agency contractors who plan to use CASIC methods or that provide software support to Federal CASIC surveys also are welcome to attend. There is no fee for attendance but advance registration is required for admission to the BLS Conference Center.

Fed CASIC 2010 Coordination and Registration

These workshops are being planned and coordinated by Jean Fox (BLS) and Cheryl Landman (Census). The primary means of coordination will be through e-mail messages and a web site.

Registration opened February 1, 2010.

Conference Program

Opening Day - Tuesday, March 16, 2010

Plenary Sessions (Tuesday 9:00 am to 12:00 noon)

The conference will begin with two 80-minute, consecutive, plenary sessions.

1. **Opening Keynote Speaker**

Surveying in a Wireless World

The CDC's National Center for Health Statistics produces the most up-to-date estimates available from the federal government concerning the prevalence and characteristics of persons living in households with only wireless telephones. Preliminary results from the National Health Interview Survey indicate that more than 1 out of every 5 American homes had only wireless telephones during the first half of 2009, and the size of this group has been growing at a steady rate since 2003. In addition, 1 out of every 7 American homes received all or almost all calls on wireless telephones despite having a landline telephone in the home.

This plenary will begin with a description of these populations and will then examine the potential for coverage bias in traditional random-digit-dial health surveys that select only landline telephone numbers. The session will conclude with a discussion about challenges and other considerations for survey researchers when planning and conducting random-digit-dial and other telephone surveys in the U.S. with respondents reached via cell phone numbers.

Stephen Blumberg

Centers for Disease Control and Prevention, National Center for Health Statistics

Stephen J. Blumberg, Ph.D. is a senior scientist at the National Center for Health Statistics, Centers for Disease Control and Prevention. He is the lead statistician for the State and Local Area Integrated Telephone Survey. This random-digit-dial survey mechanism regularly fields some of the world's largest telephone surveys on children's health, health care, and well-being, including the National Survey of Children with Special Health Care Needs and the National Survey of Children's Health. Since 2003, Dr. Blumberg has written and spoken extensively about the prevalence of wireless-only households and the impact of cell phones on coverage bias for telephone surveys. His recent honors include the 2008 Young Professional Achievement award from the Coalition for Excellence in Maternal and Child Health Epidemiology, the 2009 Warren J. Mitofsky Innovators Award from the American Association for Public Opinion Research (AAPOR), and election to the AAPOR Executive Council.

2. Plenary Panel:

CIO Perspectives on Meeting the New US IT Federal Requirements/Regulations

Moderator: Bill Connett, CIO University of Michigan ISR

Panelists: Ronald Bianchi – CIO, Economic Research Service at USDA

Greg Binzer, VP of Information Technology, Westat

Ronald Jurek - CIO at NORC

Brian McGrath, Associate Director for IT and CIO, U.S. Census Bureau

David Roseberry - CIO at RTI, International

This session will focus on the issues surrounding the US Federal Regulations for IT such as the Federal Information Security Management Act (FISMA), the Federal Desktop Core Configuration (FDCC) compliance, Security Policies and Regulations, IT Certification and Accreditation, and so forth. Panelists include the CIO's from major private, non-profit and government organizations. Panelists will describe how they are meeting these new regulations and how their organization's work has changed as a result of these new directives; how they are implementing recommendations; and what added budget and scheduling pressures are occurring. Panelists will also provide a vision for the future based on current policy and requirement trends.

Concurrent Sessions (Tuesday 1:30-4:30 pm)

1. Recent Innovations at Participating Organizations

This session has replaced the traditional Round Robin Organizational Reports. Organizations that have recent innovations to share will report. The innovations can be in organization, types of surveys undertaken, software, hardware, communications, training, research, etc.

Presenters	Organization	Time
Landman & Ahmed	Introduction	1:30
Linda Bandeh	Mathematica	1:35
Vince Hartung	Statistics Canada	1:47
Patty Maher	SRC – Michigan	1:59
Pam Hird	NASS	2:11
Renee Petrie	DatStat	2:23
Lon Hofman	Blaise – Statistics Netherlands	2:35
BREAK		2:50
Karen Davis	Research Triangle Institute	3:05
Jane Shepherd	Westat	3:17
Cheryl Landman	Census Bureau	3:29
Judy Petty	NORC	3:41
Rick Kryger	BLS	3:53
Tom Schnetlage	CASES – U.C. Berkeley	4:05
Shirin Ahmed	Summary	4:20

Coordinators:

Cheryl Landman <cheryl.r.landman@census.gov>

Shirin Ahmed <shirin.anne.ahmed@census.gov>

2. Software and Application Demonstrations

This year we will continue to offer demonstrations of CASIC instruments and software in a mini exhibit hall setting, where attendees can move among exhibitors throughout the demonstration period.

Coordinator:

Louis Harrell <Harrell.Louis@bls.gov>

The following demonstrations will be available:

- Discovery: A Web Based Research Management System (DatStat)

- Building and Deploying Surveys on the Internet via a Prototype Survey System (U.S. Energy Information Administration)

- Data Collection, Edits, and Reconciliation from Current Employment Statistics Survey (BLS)

- A CARI Monitoring System Developed for Bureau of Census (RTI)

- Data Xplorer (Westat)

Technical Workshop Session Topics
March 17 and 18, 2010

The remaining sessions on March 17 and 18 will focus on specific CASIC topic areas in a workshop format. These workshops will consist of moderated half-day discussions led by experts in those areas. They are designed to maximize discussion among the presenters and with the audience.

Wednesday March 17, 9:00 am - Noon

1. **Using Paradata to Monitor Survey Quality**

   CASIC systems make it possible to collect a great deal of paradata (data about survey processes), and agencies and organizations have been increasingly using such data to monitor survey quality and to implement responsive survey designs. In many organizations and agencies, this has led to development of enhancements to systems for collection of paradata and tools for analyzing them, including dashboards that management and project staff can review daily to highlight potential aspects of data collection (e.g., interviewer effort, productivity of sample, and key survey statistics) that may need to be addressed in quality assurance and quality control, and that may suggest survey design changes at key points in data collection. This session will have presentations from four organizations using paradata to monitor survey processes, followed by discussion with audience members.

   Target Audience: Survey Managers, Project Managers, Analysts

   Making The Most of What You've Got: Adapting Systems to Meet New Paradata Requirements on ONS Social Surveys
   Tom Anderson and Michael James, UK Office for National Statistics (ONS)

   The presentation outlines two systems. The first is a management information system for integrating paradata from a variety of sources, addressing problems with monitoring interviewer progress and performance when working on multiple surveys. The second was developed to collect additional management information for surveys with multiple stages of data collection.

   Using paradata at the Census Bureau: Demographic Surveys Division history and future
   Matt Jans, Christopher Laskey, and Kathy Creighton, U.S. Census Bureau

   Business intelligence (BI) includes survey paradata. The Census Bureau needs better systems for managing their BI to simultaneously reduce costs and increase data quality. IBM's Cognos software is our proof-of-concept common interface (e.g., dashboard) for cost, progress, and quality tracking and analysis. Progress, key decision points, and challenges are summarized.

Managing Collection Paradata at Statistics Canada
Mike Maydan, Statistics Canada

This presentation discusses the Data Warehouse that Statistics Canada is implementing to consolidate collection paradata and support all CATI & CAPI operations. It includes a demonstration of the data warehouse prototype. On a larger scale, it illustrates how we are integrating this paradata warehouse into our overall Collection Paradata Management Strategy.

Creating Effective Paradata Dashboards to Help Reduce Survey Costs and Errors
Frost Hubbard, J.R. Wagner, M. Couper, H. Gu, G. Benson, and P. Schulz, Survey Research Center, University of Michigan

This presentation discusses the process of creating paradata dashboards to help reduce survey errors and costs - including how we have identified prior to data collection paradata indicators to monitor and examples of how studies have used the dashboards to decide when and how to alter features of the survey.

Implementation of Responsive Design for CATI Surveys at Statistics Canada
François Laflamme and Milana Karaganis, Statistics Canada.

Paradata research findings have stressed the need to develop a Responsive Design (RD) strategy. RD proposes to constantly monitor and analyse collection progress against pre-determined set of indicators to identify critical data collection milestones and to adjust collection strategies. The presentation provides an overview of overall RD strategy that was developed and implemented.

Coordinators:

Sue Ellen Hansen<SEHansen@isr.umich.edu>

Chris Stringer <M.Christopher.Stringer@census.gov>

2. **Web-Based Surveys**

Web-based surveys continue to increase in popularity and have almost reached ubiquitous status. Given their popularity, we are increasingly interested in many aspects of web surveys such as creating and testing web-based instruments, sample case management, demands on survey managers and researchers, expanding technical development, usability, and the always difficult task of maintaining a high response rate. In this session, we will explore several technical developments in web surveys, usability testing, case management, and methods to increase web response rates. Audience experiences and input will be strongly encouraged.

Target audience: Survey managers and researchers

Hatteras Survey System – Beyond Linear Instruments
Ramasubramanian Suresh, RTI International

RTI International has developed a web-based survey system that extends way beyond the traditional survey questionnaires. The navigation tree makes it easy to move around the questionnaire while enforcing skip/validation logic and thus improving data quality. The

authoring system facilitates collaborative development of web-based and Blaise questionnaires.

Reusable Web Architecture
John White, Lockheed Martin

Surveys are a challenge to translate to the Internet due to the logic inherent in the survey – relationships, skips, validation, etc. These challenges have lead Lockheed Martin to move from bespoke survey applications to a general purpose survey engine that executes a survey description. The benefits reaped by this approach when executing large surveys are discussed.

Bringing Web Reports to Life by Providing End User Interactivity with No Additional Coding
Maria Hobbs**,** RTI International

RTI has employed a new web reporting approach, via a third party control suite, that provides interactive capabilities. Users can transform a standard report by grouping, sorting, filtering, and summarizing data with a click and drag process and generate visually-impressive reports at will. This technology renders large amounts of data quickly and reduces the memory footprint of traditional grid view technologies

The Web as a Medium for Collecting Test Score Data
Annette Luyegu**,** Mathematica Policy Research, Inc.

The Web is becoming increasingly popular for gathering different types of data, including student test score data collected from teacher questionnaires. With little commonality in the choice of tests across jurisdictions, researchers face challenges in collecting reliable data. This presentation explores methodological strategies for increasing data quality and response rates.

Usability Testing of the Online National Survey of College Graduates
Jennifer Romano**,** U.S. Census Bureau

The US Census conducted usability testing of the new online National Survey of College Graduates. We evaluated whether the interface met the needs of users in an efficient, effective, and satisfying way. This presentation will demonstrate successful aspects of the instrument, as well as areas in need of improvement, by showing data from the usability study.

Integrating a Web-Based Locator/Appointment System with a CAPI Questionnaire
Valentina Grouverman, RTI International

The National Survey of Residential Care Facilities requires a system capable of maintaining up to date contact and appointment information for participating facilities. RTI's newly developed web-based locator/appointment application (NSRCF Facesheet) fulfills this need. This presentation will describe a unique method for keeping the information in Blaise instrument and the website in-sync.

Coordinators:
   Mark Brinkley < MBrinkley@Mathematica-Mpr.com>

Kirsten Barrett < KBarrett@Mathematica-Mpr.com>

Timothy Gilbert <timothy.r.gilbert@census.gov >

3. **Audio Recording within Survey Instruments**

Digital audio recording, sometimes known as CARI (computer audio recorded interviewing), can be implemented in survey questionnaires to provide a snapshot of the production interview environment. How the recordings are created, stored, encrypted, transmitted, managed and evaluated relies on complex interoperable systems, many of them custom-built. This session will focus on implementation of field and centralized software to enable collection and use of recordings. Potential topics include systems for audio case management and review, operating system and software version effects, compression algorithms, experience with audio or CARI in production and other technical topics related to capture and use of digital audio.

Target Audience: Technical staff for survey development, survey designers, field operations managers, call center managers, interview quality monitors

Development of a CARI Monitoring System for Bureau of Census
Carl Fisher, Sherry Thorpe, Candice Barnes, Christopher Siege

RTI and the Bureau of Census are developing an innovative CARI monitoring system featuring a configurable, web-based interface for behavior coding of interviews, including question performance and interactions between interviewers and respondents. We will discuss the goals and requirements of this system for the American Community Survey Content Test.

Development and Implementation of QUEST: An Examination of Challenges and Results
Kristin Fuller (presenter), Sridevi Sattaluri, Courtney Gainey (presenter), Curry Spain, Susan Kinsey, and Mary Allen

This presentation describes the system development process of QUEST, a new standardized quality monitoring system, challenges in arriving at a standardized monitoring process that meets the needs of various types of projects across phone and field, technical and operational solutions implemented in response to these challenges, and implementation of QUEST. (*denotes presenters)

The Blaise System's CARI Implementation
Jim O'Reilly, Westat

The Blaise Survey Processing System has implemented CARI capabilities in its latest release. Conversations between the interviewer and the respondent can be recorded, screen shots of the interviewers' screen at the time of the recording saved, and a playback system used for reviewing recordings. The presentation will demonstrate the system and review the capabilities, settings, and other elements designed to make using CARI successful and simple to implement

Statistics Canada CARI pilot with the Blaise CARI implementation
Gilles Vautour, StatCanada

Statistics Canada is developing a generalized CARI collection tool for the purpose of conducting quality assurance. After considering various options, Statistics Canada CARI tool is a combination of Blaise's CARI and in-house tools. We will look at our challenges, successes, failures, the final implementation and the future.

Coordinator:
   Barbara Bibb <bibb@rti.org>

4. **New Approaches to Data Management – Validation, Editing, Dissemination**

This session will focus on new system designs, and new technologies, which can allow more timely processing of survey and multiple reporting site data. Topics of interest include: metadata-based validation at system entry point, streamlining the data correction process to lower burden on editors and reporters, and tapping into the data management system for real-time tracking of data quality and the timeliness of data processing.

Target audience: From managers to technical staff involved in data management. However, I expect the presentations will be primarily technical.

Expediting post-collection processing: Results from two complex CASIC studies
Mary Laidlaw and Jane Shepherd, Westat

This paper describes Westat's experience managing data collected on complex, high-volume multi-mode studies.   The studies involved a variety of data collection protocols including multiple waves of mail and hardcopy forms, CATI, and web survey administrations, all feeding into back end processing. Experience integrating post-scanning edit processing to reduce data delivery timelines and to customize the administration of extended questionnaires is discussed.

Standards for Statistical Data Management
Dan Gillman, Bureau of Labor Statistics

Standards, which are consensus agreements among stakeholders for some business problem, will help statistical agencies manage and disseminate their data for the purpose of making data interoperable in support of the vision for Data.Gov. This talk will provide a short overview of what standards are, which standards are most applicable to the problems that statistical agencies face managing and disseminating data, and how they enhance Data.Gov.

Coordinator:
   David Uglow <duglow@rti.org>

Wednesday March 17, 1:30 – 4:30 pm

5.   Survey Uses of Metadata

Metadata are data that describe other data or processes. For users of data, the metadata are the record of how those data were produced and what the data mean. Metadata are analogous to the work you had to show when solving a math problem in high school. In order to understand the data a survey produces, you must understand the steps that were taken to conduct that survey.

Survey work provides many opportunities to use metadata fruitfully, throughout the survey life-cycle. For instance, data dissemination, data harmonization, and survey documentation all use or produce metadata. This session will explore these and related issues.

Target audience: Managers and technical people interested in the problems of describing surveys and data. Some talks will have a technical side, but none require specialized knowledge

Efficiently delivering (micro) data on the web using DDI-XML
Pascal Heus, Open Data Foundation

This presentation discusses how XML metadata specifications such as the Data Documentation Initiative (DDI) and related best practices and technologies can help efficiently and responsibly deliver data on the web to support dissemination, analysis and visualization or to foster public knowledge and social networking.

Changing the choreography: When the micro data repository gets a macro data partner
Sandra Cannon, Federal Reserve Board

In 2005, Federal Reserve Board unveiled its first metadata repository designed to help users discover what micro-level datasets the Board had purchased but the demands on the repository have outgrown the original architecture. Now a redesign is underway to increase the level of detail, breadth of metadata coverage, and a change in focus to accommodate micro and macro level datasets.

Making the Case for Metadata at SRS-NSF
Jeri Mulrow, Geetha Srinivasarao, and John Gawalt, NSF

The Division of Science Resources Statistics (SRS) within NSF sponsors 11 periodic surveys and other projects. SRS collects and uses survey metadata, but the challenge is to manage it in a standardized way. This talk describes aspects of the SRS metadata system: changes to its user interface, the users and uses of the system, the benefits of standardization, and future challenges.

Using CHITA: A new metadata-driven CAI system for Government Surveys
Mary Laidlaw and Jeff Phillips, Westat

CHITA is a new system used in the development and implementation of CAI applications for a large scale, complex, long-term longitudinal study. Westat's experience working with CHITA on instrument metadata specification, item type mapping, metadata output, and testing is described. Experience gained integrating CHITA with a telephone scheduling environment and a CAPI field management system operating on laptops will also be discussed.

Coordinator:
  Dan Gillman, BLS <Gillman.Daniel@bls.gov>

6. **New Technologies for Surveys**

This session will present cutting edge survey research technologies – fully implemented or in development phase – that have the potential to improve data collection, data management or data quality. Topics are diverse and may include data aggregation from multiple sources or sites, social computing for research collaboration, innovative application design to solve old problems, and developments in handheld devices.

Target Audience: Survey managers, survey methodologists, survey developers

Westat: Exploring Texting or Short Message Service (SMS) as a Method of Data Collection
Wendy Hicks, Westat

Westat recently initiated an exploratory test of SMS data collection with a sample of 200 hourly employees. Of those sampled, 129 provided a cell phone number with SMS capability and agreed to participate. This presentation shares descriptive data covering feasibility issues with the text survey, and usability data from debriefings.

Recent Innovations in the General Survey System: A Mobile Technologies System for Collecting and Managing Study Data
Donna Medeiros (presenter), Jay Levinsohn, Patricia Yost, Jennifer Duke, Carol Schmitt, Steve Litavecz, Rob Hughes, Renee Karlsen, Ann Zhang, Lisa Thalji, RTI International

RTI International has developed a mobile based General Survey System (GSS) used to conduct and manage surveys globally. Features recently implemented include: GPS capture, enumeration and dynamic sample selection, unicode support and a PC-based developer's environment. Available to the research community, the use of this system for the Vietnam Point of Purchase project will be presented.

The Use of Automated Telephone Reminders as an Alternative to Postcard Reminders in Survey Data Collection
HoaiNam N. Tran (presenter), Jaki S. McCarthy, NASS

To increase response rates, the National Agricultural Statistics Service examined auto-dial software. The software calls specified telephone numbers and delivers an automated telephone reminder message about a survey. Will present the auto-dial strategy implemented and discuss the problems overcome, use as an alternative to postcard reminders and its overall effectiveness.

Investigating the Use of Text to Speech Software with a Blaise Instrument
Patricia LeBaron (presenter), Chuchun Chien, Marty Meyer, Gilbert Rodriguez and Mai
Wickelgren, RTI International; Joel Kennet and Dicy Painter, SAMHSA

Staff at RTI International recently completed an investigation into the features and quality of
various Text to Speech (TTS) software packages in order to determine whether the software
is suited for use with an ACASI Blaise instrument. This presentation will discuss our
methodology and the results of our investigation.

Coordinator:
    Liz Dean <edean@rti.org>

7. **Address-Based Sampling**

The session will focus on emerging trends in Address Based Sampling (ABS), papers on all
aspects of ABS including sample selection, methods to improve response rates, comparisons
of address vendors and mode issues are welcome

Target audience: Researchers considering switching to an Address Based Sample (ABS)
frame for a sample survey

Merits of Address-Based Sampling
Mansour Fahimi, Marketing Systems Group

This presentation will highlight key reasons for the shift to Address Based Samples (ABS);
discuss pros and cons of ABS; and introduce enhancement options that aim to reduce
undercoverage and nonresponse while accommodating more sophisticated protocols for
survey administration based on multiple modes for data collection.

Approaches to and Issues in Address-Based Sampling
Jill M. Montaquila, Westat

In this presentation, we give an overview of the uses of address-based sampling (ABS) and
discuss issues and considerations for users of vendor-provided U.S. Postal Service-based
address files. We also describe a recent application of ABS--the 2009 Pilot Study for the
National Household Education Surveys Program--and give some results from that study.

A Comparative Evaluation of Traditional Listing vs. Address-Based Sampling Frames
Valerie Hsu, Jill M. Montaquila, J. Michael Brick, Westat

This presentation extends earlier ABS studies by evaluating the USPS-based address frames
in seven primary sampling units in the Vanguard Study of the National Children's Study.
The presentation includes comparisons of addresses listed through traditional listing to those
on two different USPS-based frames.

Coordinator:
    Andrew Zukerberg <Andrew.Zukerberg@ed.gov>

8. **Management Challenges in CAI Survey Organizations**

This session will provide a venue for those grappling with management and administrative
challenges in today's CAI environment to share their knowledge and learn from others. A

panel of 4-5 management experts from government and industry will discuss the following topics:

- Budget and Cost Containment

- Change Management

- Quality Assurance

Audience participation in the form of questions and shared experiences will be encouraged. Session attendees will hear about the techniques used in different organizations to address key management issues, participate in a discussion of these issues, and have an opportunity to ask the panelists about effective approaches to common situations.

Coordinators:

Karen Davis, RTI <kdavis@rti.org>

Jane Shepherd, Westat <JaneShepherd@westat.com>

Anne K. Stratton, NCHS <AStratton@cdc.gov>

Thursday, March 18, 9:00 – Noon

9. **Multimode Data Collection**

The FedCASIC session on Multimode Surveys will focus on real-world applications, experiences, lessons learned, and possibilities for the future. Topics include challenges of managing mixed mode surveys, comparisons of measures across modes, and multi-mode designs

Managing a Mixed-Mode Survey: The American Community Survey's Experience
Todd R. Hughes and Deborah H. Griffin, US Census Bureau

The American Community Survey is a household survey that employs three sequential modes of data collection: mail, telephone and personal visit. This presentation discusses response rates, costs, and workloads by mode and overall, some challenges inherent in managing mixed mode surveys, as well as some future plans for the survey.

Differences between mail and telephone interviewing modes for collection of Kessler's scale for Nonspecific Psychological Distress.
David Cantor, Westat and JPSM

Brett McBride, Westat

Katharine Kaufmann, Westat and JPSM

Kessler's scale for Nonspecific Psychological Distress (NPD) includes measures of emotional well-being. This presentation compares these measures for a mail and a telephone interview. The analysis is carried out using two nationally representative samples, using the "same" questionnaire, administered in different modes.

Living "Single" in a "Multi" Data Collection World
Steven Lehrfeld, Mathematica Policy Research

A discussion of the use of a single integrated survey management system to manage complex multi-mode surveys. The presenter will describe Mathematica's experience developing a system to handle multiple modes, multi-instruments (for example child assessments, consents, and interviews), multiple respondents (for example both parents), and multiple entity projects (such as child tests with teacher interviews and principle surveys and maintaining those links).

Title: CATI and Web and Paper, Oh My!
Karen Denk, US Census Bureau

The National Survey of College Graduates is a longitudinal survey with multiple stages of locating, as well as telephone, web, and paper survey components. Through the whole process, NSCG respondents could be contacted in any combination of these modes, leading to high response rates. Each mode will be discussed as it pertains to the methodology.

Statistics Canada Missing Link to True Multimode
Daniel Boucher, Statistics Canada

This presentation will describe Statistic Canada's new Survey Master Control System (SMCS), one of the core systems of Statistics Canada's multimode initiative. This tool will allow active management of multi-mode data collections, providing the ability to move cases between modes and sites and offering respondents more options in responding to manage non-response

Coordinators:
Brad Edwards <BradEdwards@westat.com>

Mark Pierzchala < MMP@MMPSurveyServices.com>

Debra Wright <Dwright@Mathematica-Mpr.com>

10. Security in Data Collection Organizations

This session will involve presentations and open discussion on the security aspects of organizational data collection/survey systems with descriptions of the current approaches to providing security for internal and field operations.

Topics may include:

- System architecture for secure systems, ie, virtual enclaves and client

- System monitoring and control

- Issues surrounding the federal certification process

- Tools for secure collaboration and communication

- Developing secure code

- Tools for facilitating and monitoring security of data and systems

- Security issues surrounding the organizational use of social networks.

- And other topics brought up in the session…

We expect a good representation of organizations and some good traditional FedCASIC discussion and sharing of information

Target Audience: Anyone interested in knowing more about these technology trends and how they might be safely employed for information collection activities. While some material will be technical in nature, presentation as a whole will be relatable for any audience.

Coordinators:
Bill Connett <BConnett@isr.umich.edu>

Paul Blahusch <Blahusch.Paul@bls.gov >

11. **Usability and Accessibility in CASIC Surveys**

This session will cover the usability and accessibility of CATI and CAPI instruments along with web surveys.   Presentations will cover topics such as how to incorporate usability and accessibility into the development process and methods for conducting evaluations. Presenters will also discuss lessons learned from their usability or accessibility experience.

Target Audience: Survey Managers, Project Managers, Usability and Accessibility Specialists

Incorporating Accessibility in the Development Process
Karen Brenner and Elliot Grant, Westat

The presenters are both members of Westat's Accessibility Information Bureau (AIB). The AIB supports efforts to increase awareness and implementation of accessibility throughout the company. This presentation will explain the AIB's approach, steps taken to incorporate accessibility into the development process by creating specific trainings, and lessons learned in the process.

Accessible Web Survey Tools
Larry Malakhoff, Census

Some providers of Web survey tools claim to conform to Section 508, but are the applications actually accessible? Commercial and in-house Web survey software was evaluated with the Job Access With Speech (JAWS) 11 screen-reader software to determine if a JAWS user could navigate and hear labels. Results will be discussed.

Universal Accessibility in Web Survey Design: Practical Guidelines for Implementation
Holly H. Matulewicz, Mathematica Policy Research

Jeff Coburn, University of Massachusetts-Boston

Universal Design enables a wider range of audiences to complete web surveys with ease, including those using slow connections, cellular telephones, and Personal Digital Assistants (PDA). This presentation demonstrates the benefits of universal design, gives researchers practical tools for implementation, and shows how to test web surveys for accessibility

New Trends in Usability Testing
Jean Fox, BLS

Although the basic concepts of usability testing haven't changed much in recent years, new technologies have expanded the capabilities of usability testing. In this session, I will discuss the latest innovations in usability testing, including eye tracking and remote testing, along with recent research on topics such as usability metrics.

Establishing Cutting-Edge Technology in a Federal Government Usability Lab: Eye Tracking at the Census Bureau in 2010
Kathleen Ashenfelter, Census

The Usability Laboratory at the U.S. Census Bureau recently upgraded their lab equipment to include two new Tobii eye trackers and two workstation computers with RAID 5 configuration. This talk will highlight the benefits and features of having such equipment and the process of acquiring it.

Coordinator:
   Jean Fox <Fox.Jean@bls.gov>

12. **Using Social Media to Administer Surveys**

This session will explore how survey organizations are currently utilizing or are considering social networking as part of their operation. As social networking becomes ubiquitous it offers another technology for survey organizations to leverage. Potential applications are respondent recruitment, engagement, tracing/tracking, and retention; staff recruitment; and data collection. Social networking may also pose organizational challenges such as methodological issues and confidentiality considerations. Presenters will discuss how their organization is using social networking and the challenges it presents.

Target audience: Any agency looking to incorporate social media into their business practices. There will likely be some technical content, although it won't be a technical implementation session.

HITECH Social Media + Open Government
Christy Choi, Office of the National Coordinator for Health IT (ONC), HHS

Social media communications tools, such as Twitter and blog, have allowed ONC to engage and open channels for two-way communication with key influencers and end users of HIT. In this session ONC will share its experience of developing SOPs, gaining internal buy-in, challenges encountered and overcome, and lessons learned to-date.

Social Media: Testing the Waters
Ellen Dougherty and Corey Jenkins, National Agricultural Statistics Service (NASS)

USDA's National Agricultural Statistics Service has had its toes in the social media waters for several years, focusing on tools that are easily available and require minimal overhead and staff time. We will share our experiences to date as well as our plans to develop a comprehensive social media strategy for the agency.

…Say What? A Social Media Strategy & Case Study
Mary Maher, Economic Research Service (ERS), Information Services Division

Thinking about dipping your toes in these waters but don't know where to start? This session will cut through the hype and offer an implementation plan based on real-word experience- along with some tips, tricks, & lessons learned. Emphasis will be on Twitter, but lessons will be extensible to other social networking tools.

Global Reach the Blog, the Journey to Launch
Richard Preuss and Leanne Hernandez, U.S. Census Bureau, Foreign Trade Division

Global Reach, the official blog of the U.S. Census Bureau's Foreign Trade Division, was created as a pilot social media effort within the bureau. This session will cover the decision

process in choosing a blog, business plan creation, and obstacles faced before launch. The current benefits of the blog and future goals will also be addressed.

Coordinators:

Shirin Ahmed <shirin.anne.ahmed@census.gov>

Lew Berman <lfb4@cdc.gov>

Deb Stempowski <Deborah.m.Stempowski@census.gov>