MINNESOTA COMPASS

Proposed Updates to Minnesota Compass's Cultural Community Profiles

> Suggested enhancements: to be implemented before public launch, to be implemented in the future, under consideration

Suggested enhancements to be implemented before public launch

	Improvement	Where	Reason(s) for implementation
1)	Make it clear that the data are estimates, not exact figures	Methodology	There is concern that some users will view the data presented in the profiles as exact figures. This is more of a concern for people who view data casually than for those who regularly examine data, but making this clear will be helpful in preventing users from making this mistake.
2)	Make it clear that the data could both undercount or overestimate populations	Profiles and Methodology	The cultural community profiles rely on self-reporting in the American Community Survey (ACS). Respondents to the survey may not indicate their cultural community for any number of reasons, including fear of persecution. This may result in an undercount. Respondents to the ACS may also indicate a cultural community that the Census Bureau does not recognize. In such cases, the Census Bureau recodes the unrecognized cultural communities to a different cultural community, one with that the respondent may not associate. This could result in an overestimation of the recoded cultural community. Margins of Error will appear in each profile.
3)	Explain why the figures in our profiles may differ from the State Demographic Center's figures	Landing page	The State Demographic Center (SDC) and Minnesota Compass derive its cultural community profiles differently, resulting in numbers that are not uniform. To avoid confusion over why these profiles differ, we should make clear that other profiles, such as the ones developed by the SDC, employ a different methodology.
4)	Make it clear that these are estimates of *Minnesota* residents	Landing page	It will be important to underscore that these are estimates of cultural communities in Minnesota. All profiles will be marked with "Minnesota, [year]" in their subtitles.

Suggested enhancements to be implemented in the future

	Improvement	Where	Reason(s) for eventual implementation
1)	Add state-level numbers for comparison	Profiles	Adding data for all residents of Minnesota could be useful when users of the profiles wish to compare how specific cultural communities are faring against the state as a whole.
2)	Highlight examples of how the data can be used	Landing page and Insight article	Providing an example of how an organization uses the cultural community data will illustrate the data's utility and demonstrate its appropriate application. One example provided at the roundtable involved using disaggregated data of child poverty rates for different Asian communities. Some Asian residents of Minnesota are relatively recent refugees. Knowing whether these newer residents have higher rates of child poverty could help justify the need for more resources or targeted interventions for members of these communities.
3)	Add trend data	Profiles	We will be able to provide more trend data when the Census Bureau releases the next iteration of five-year ACS estimates. However, because of resource constraints, Minnesota Compass may wait a few years to create updated profiles. Waiting will increase the likelihood that newer data would reflect statistically significant variation between timeframes.

Suggested enhancements under consideration

	Improvement	Where	Reason(s) for and against implementation
1)	Add profiles of different white cultural communities	Profiles	*For:* Including profiles of different white cultural communities in Minnesota—such as Russian, Irish, or Northern European—could underscore the notion that "everyone comes from somewhere." *Against:* Some white cultural communities, such as Russian, may not have large enough populations to develop statistically rigorous profiles, while other, larger white cultural communities, such as German and Irish, show little difference between them. Would potential users of this data find it helpful to view profiles of white cultural communities for which there is little difference between many of the measures, such as economic and housing statistics?
2)	Who is double-counted	Profiles	Users may find it helpful to know how many people within each cultural community also indicated another cultural community to which they belong. Determining these double counts could be time- and resource-intensive.

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