

In this issue...

[Overview of the American Community Survey and the Decennial 2010 U.S. Census](#)

[KYAE Welcomes Marcy Parker](#)

[BEST Plus Pricing](#)

[National Coalition for Literacy to Acknowledge Representative Yarmuth and KET](#)

[GoHigherKy.org](#)

[KET Adult Learning Newsletter](#)

[Mileage Rate](#)

Overview of the American Community Survey and the Decennial 2010 U.S. Census

The American Community Survey (ACS) will be replacing the 2010 Decennial Census long form. As a result, KYAE has started the process to modify the methodology used to calculate funding, enrollment goals and GED targets for fiscal year 2011-12.

The 2000 U.S. Decennial Census “long” form contained 53 questions collecting detailed social, economic and housing data. As you are aware, the U.S. 2010 Census is now the short form only containing 10 questions focusing primarily on the U.S. population count. U.S. territories will still receive the long form. The ACS essentially replaces the 2010 census long form in the U.S. and Puerto Rico. The ACS provides updated data every year versus every 10 years.

ACS data is collected continuously throughout the year and estimates are published annually. The ACS sample size is about 3 million addresses per year or about 250,000 addresses per month. The questions and content of the ACS are very similar in nature to the 2000 Census. Data for the ACS is collected via mail, telephone survey, or a personal visit. The ACS is an official U.S. Census data source and is either required by federal law or necessary for Census Bureau programs.

The ACS collects the following demographic characteristics: gender, age, race and Hispanic origin.

In addition, the following are some of the social characteristics that are collected: education attainment, marital status, place of birth, citizenship, residential mobility, language spoken at home, veteran status, disability status and grandparents as caregivers. Some of the economic characteristics include the following: household income, poverty, employment status, occupation, industry, commuting to work and place of work. In addition, there are numerous housing characteristics that are also collected on the ACS.

Significant content changes to the ACS are considered approximately every five years. The following are some of the content changes that were made to the 2008 instrument: new questions on marital history, health insurance coverage, revised disability questions, modifications to school enrollment and

educational attainment to collect more detailed information. The only notable change to the 2009 ACS questionnaire was the addition of a question concerning the field or major of one's bachelor's degree. A notable change that is being tested for the 2013 questionnaire concerns household computer and internet usage.

ACS estimates are period estimates that describe the average characteristics over a specified period of time. ACS has 1-year, 3-year and 5-year estimates that are released for geographic areas that meet specific population thresholds. For example, the population threshold for the 1-year estimates is for populations 65,000 or greater; the threshold for the 3-year estimates is 20,000 or greater and the threshold for **5-year estimates is for all census tracts and block groups (includes county level data)**. The first five-year estimates are expected to be available for all census tracts and block groups as early as November 2010. The estimates are for data collected in calendar years 2005-2009.

For more information concerning the American Community Survey census please visit the following Web site: <http://www.census.gov/acs/www>.

KYAE Welcomes Marcy Parker

Effective July 1, Ginny Sullivan retired from KYAE after many years of dedicated service. Marcy Parker has been selected to serve as Executive Secretary to Reecie Stagnolia. Marcy previously worked in the CPE/KYVC Call Center. Please join us in wishing Ginny well during this new transition and also welcoming Marcy to KYAE. Marcy can be reached at (502) 573-5114, ext. 115 or at Marcy.Parker@ky.gov.

BEST Plus Pricing

The Center for Applied Linguistics (CAL) has a long history of providing resources to practitioners working with adult English language learners. After reviewing the pricing for assessments, CAL is pleased to inform users that they are continuing with \$1.50 as the basic cost per administration. CAL has expanded the pricing structure to provide more options for volume purchases. The revised pricing structure is shown below for your reference.

No. of Administrations	Price per Administration
20 to 280	\$1.50
300 to 380	\$1.35
400 to 480	\$1.20
500 to 980	\$1.15
1,000 to 4980	\$1.10
5,000 to 9980	\$1.05
10,000 or more	\$0.95

If you have any questions, please contact CAL by e-mail at best-plus@cal.org or by phone at 866-845-2378, option 1, Monday through Friday from 10 am to 6 pm Eastern Time.

National Coalition for Literacy to Acknowledge Representative Yarmuth and KET

The National Coalition for Literacy (NCL) will present the 2010 NCL Literacy Leadership Awards at a reception in Washington, DC on Wednesday, September 15, 2010. The awards recognize individuals and/or organizations that have made extraordinary national contributions to improving literacy and raising awareness of the adult literacy and English language learning needs in the United States.

NCL will recognize **Representative John Yarmuth (KY)**, a tireless advocate for literacy since his election in 2007, supporting family literacy programs, championing Even Start programs for the most vulnerable families in poverty, and introducing the 2009 Literacy Education for All, Results for the Nation (LEARN) Act.

continued on page 3

Kentucky Education Television (KET), will also be acknowledged as Kentucky's public broadcasting network since 1968, a leading producer of adult basic skills and workplace education programming. LiteracyLink's **Workplace Essential Skills** and **GED Connection** series, both produced by KET, and made available to 87% of American households through public broadcasting.

GoHigherKy.org

Beginning July 1, KHEAA replaced GoHigherKY.org with a new feature-packed kheaa.com. Enhancements to kheaa.com began in April, with even more improvements scheduled in upcoming months. The change is being made to provide a single source for information about college planning and student financial aid.

KHEAA appreciates the support of students and counselors who have used GoHigherKY.org over the years. With implementation of new features at kheaa.com, they hope to provide even better services to Kentuckians.

KET Adult Learning Newsletter

KET Adult Learning features innovative adult education professionals and programs. [Click here](#) to view the latest issue. Archived newsletters can be found by [clicking here](#).

Mileage Rate

The mileage rate for July 1, 2010 – September 30, 2010 is .42 per mile. More information about travel rates is available by [clicking here](#).