



## *Economics and Statistics Administration*

### **Mission Statement**

Help maintain a sound federal statistical system that monitors and measures America's rapidly changing economic and social arrangements; improve understanding of the key forces at work in the economy and the opportunities they create for improving the well-being of Americans; develop new ways to disseminate information using the most advanced technologies; support the information and analytic needs of the Commerce Department, the Executive Branch, and the Congress.

The United States is the world's economic information leader, due in large part to the timely and accurate data and analyses produced by the agencies of the Economics and Statistics Administration (ESA). These agencies, the Bureau of the Census, and the Bureau of Economic Analysis (BEA) collect vital demographic and economic data through the decennial census and other surveys and produce key economic measures such as the gross domestic product and the balance of payments. The data produced by BEA and the Bureau of the Census and the analyses produced by ESA headquarters affect the lives of all Americans by providing the President, Congress, local communities, and businesses with the information they need to make sound decisions.

### **ESA Headquarters**

ESA headquarters (comprised of the Office of the Under Secretary, the Chief Economist, the Policy Support staff, and STAT-USA) has four main roles: (1) to provide executive direction, management, financial analysis, and administrative support to all ESA agencies; (2) to evaluate current economic conditions; (3) to provide economic policy analysis; and (4) to provide data dissemination services.

The Office of the Under Secretary provides leadership and executive oversight of all activities of ESA. The Chief Economist and the Office of Economic Conditions monitor and interpret major new economic statistics with the goal of anticipating the future direction of the economy. The economists of the policy support office conduct research on the factors that contribute to U.S. industrial strength and the relationship between industry performance and economic growth, including recent major studies on the scope and economic impacts of electronic commerce. Data dissemination services are provided by STAT-USA, an easy-to-use "one-stop shop" that provides a focal point for business, economic, and trade statistics. STAT-USA is a revolving fund account, obtaining all financial support for its activities through fee sales, and requires no government funding.

All resource requirements of ESA headquarters, including STAT-USA, are shown on page 69. These resources contribute directly to our performance goal, "Develop relevant, accurate, and timely gross domestic product and economic accounts statistics."

## STAT-USA

STAT-USA provides the public with access to key business, economic, and international trade information. STAT-USA's mission is to produce, distribute, and assist other government agencies in producing world-class business, economic, and government information products that American businesses and the public can use to make intelligent and informed decisions. It accomplishes this goal through two primary products and services: (1) STAT-USA/Internet and (2) USA Trade Online.

With over 18 years of sustained performance in producing and delivering business information, STAT-USA has acquired the reputation as a model for federal agencies. STAT-USA builds effective yet inexpensive government data dissemination systems that effectively and efficiently provide business, economic, and international trade information to American businesses and the public.

STAT-USA operates on a revolving fund, obtaining all financial support for its activities through the fee sales of information products and services, and receives no Congressional funding.

The most important issue facing STAT-USA is the need to attract and retain customers for its products. In light of the rapid growth of the Internet and increased availability of economic data, STAT-USA works constantly to identify ways to improve information delivery and enhance product content as a means to enhance its value to consumers.

As cited in the Department of Commerce FY 2000-2005 Strategic Plan, STAT-USA plans to:

*Identify new markets for products and services to increase the customer base*

- The information distributed by STAT-USA is critical to sound economic decision-making in a variety of business venues. STAT-USA plans to expand the customer base beyond the export and trade industries to support other related business areas such as investment and financial management. For these new business markets to be viable, the information must be shown to support their needs.
- STAT-USA will analyze information provided in STAT-USA products and develop additional market opportunities by increasing the customer base by 5%.
- STAT-USA has a business and marketing plan that links employee evaluations to how well we meet our annual goals and objectives. Evaluations of how well we meet those goals and objectives are accomplished by conducting analysis of customer contacts and related sales.

*Increase customer involvement to improve customer satisfaction*

- To meet the economic information needs that contribute to effective decisionmaking for businesses involved in exporting activities, STAT-USA must disseminate economic and trade information for e-commerce. The usefulness of the data can be measured by the total fee sales generated from STAT-USA/Internet and USA Trade Online and by the level of customer satisfaction reported in customer surveys. The goal is to obtain over 90% customer satisfaction ratings for FY 2001, FY 2002, and FY 2003. STAT-USA has also initiated an Office of Management and Budget-approved customer survey and is utilizing results to identify actions that might be taken to improve STAT-USA products and services in support of increased sales.

*Increase Supplier Involvement*

- STAT-USA data suppliers need to be kept abreast of the types of statistical data that are collected and the composition of the customer markets that utilize the data. These data suppliers will then understand that the timeliness of receipt and the accuracy of the data they supply are paramount to STAT-USA's ability to maintain its position in a competitive e-marketplace. STAT-USA will establish Memorandums of Understanding for major STAT-

- USA data suppliers that update database content for accuracy and improve methods of data collection for on-time delivery. Contact major data suppliers to discuss STAT-USA content requirements and pursue the potential to provide enhanced access to other related data supportive of agency missions and the public need for expansion of e-commerce.
- STAT-USA also performs services for other Department of Commerce agencies, primarily in the area of local area network support and web site development.

### **The Bureau of Economic Analysis**

BEA is the nation's economic accountant, developing measures and systems for collecting and interpreting vast amounts of diverse data from both government and private sources. BEA combines and transforms those data into a consistent and comprehensive picture of economic activity, which is summarized by estimates of gross domestic product (GDP). BEA's national, regional, industry, and international economic accounts form much of the core of the federal statistical system and are critical for informed decision-making by businesses; individuals; and federal, state, and local governments. These data, which provide the yardstick by which the health and potential of the economy are measured, are vital ingredients in major decisions affecting such areas as interest rates, tax and spending policies, and social security projections. Thus, they affect every American who runs a business, saves for retirement, or borrows to buy a house.

### **The Bureau of the Census**

The Bureau of the Census chronicles societal and demographic change. The bureau fulfills the constitutionally mandated requirement to conduct a decennial census, and the bureau collects a wide range of economic and demographic data. The data provided by the Bureau of the Census shape important policy decisions that help improve our nation's social and economic conditions.

### **Summary**

ESA's staff and programs provide vital information, analysis, and advice to Department of Commerce officials and other Executive Branch Departments, agencies, and officials. Many of the nation's decisions are based upon the economic and demographic information the agency produces.

