

CURRICULUM VITAE

The Hon. Martha Farnsworth Riche

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Education:

Ph.D. Georgetown University	Literature and Linguistics	1977
MA University of Michigan	Economics (with honor)	1961
BA University of Michigan	Economics	1960

Additional studies at: Université de Paris (Sorbonne), Université de Montpellier, Universidad Nacional de México, Universidad Católica (Quito)

Professional Experience:

Principal, Farnsworth Riche Associates 1998-

Connect demographic changes with policies, products, and programs for clients in the nonprofit and for-profit sectors. Significant accomplishments include:

- Reorienting public and private policy makers toward the new population composition of relatively equal-sized age groups, including likely transformations in employment, health and retirement benefits, and consumption patterns.
- Developing demographically-based projections for the first quarter of the 21st century for housing policy makers, assessing the likely effects on cities, and identifying a research agenda.
- Identifying and assessing emerging issues of work and gender, including the impact of globalization, in the United States and in developing countries; convening national and international experts, and developing recommendations for funded research.

Research Associate Professor, University of Maryland, College Park, Maryland 2003-

Director, U.S. Bureau of the Census

1994-98

President-appointed Senate-confirmed chief executive of a 10,000-employee Federal statistical agency. Significant accomplishments include:

- Planning the nation's largest peacetime activity, the 2000 census, which has been widely acknowledged within the professional and political communities to be the "best ever." Established targets and goals ("more accurate, less costly"); led re-invention of fundamental procedures; built consensus within stakeholder community; and positioned effort with key national and local media across the country. Sponsored successful innovations, including the first-ever paid advertising campaign, supplemented by an unprecedented number of "partnerships" with governments and community groups around the country; contracting data capture to the developing technology of optical character recognition; and initiating a reorientation of the temporary labor force toward higher quality, easier-to-train individuals. Outcomes included halting the long-term decline in census participation, hiring and retaining a high-quality labor force during a time of record-low unemployment, and returning budgeted funds to the Treasury.
- Repositioning agency through audience research on process and product: adopted best management practices, including financial systems; achieved large-scale cultural change and productivity improvements through work-force realignment measures.
- Providing leadership to anchor cross-agency initiatives for federal statistics, including fundamental revision of the long-outdated system for classifying economic activities into industries, and coordination of statistics about families and children.
- Initiating the Longitudinal Employer-Household Dynamics program, which combines already collected data about households and individuals with already collected business data to provide new information about job creation and loss, changes in skills needed by businesses, and aging.

Director of Policy Studies, Population Reference Bureau

1991-94

Developed, raised funds for, and managed national policy-related research and publishing at the nation's oldest nonprofit organization devoted to educating the public about demographic topics. Significant accomplishments include:

- Conceptualizing, winning, and managing a large multi-year grant to provide demographic research and writing for the Pew Charitable Trusts' Global Stewardship Initiative, an effort to clarify and focus public understanding of environmental, population, and consumption issues. An important outcome was "The Cairo Consensus," a major transformation in the way nations think about population policies—substituting a new people-centered model focused on education and empowerment for the longstanding medical contraceptive-delivery model.
- Won and managed a series of annual grants to provide demographic expertise and publications for the Annie E. Casey Foundation's Kid Count initiative, a statistically-grounded effort to inform and effect changes in state and federal policy to improve the lives of children.

American Demographics, Inc.

1979-90

A founding editor of the first national magazine to interpret demographic and economic data for corporate and public executives. Significant accomplishments include:

- Identifying, measuring, and assessing important new socioeconomic developments, including the lengthening of dependency among youth (“The Boomerang Age”), and the shift from a youth-dominated population to one where each generation is represented equally (“From Pyramids to Pillars”).
- Founded and edited “The Numbers News,” a prize-winning monthly newsletter for “serious trend watchers” in concerned business and nonprofit organizations.

Economist, U.S. Bureau of Labor Statistics

1961-76

Office of Productivity and Technology
Office of Publications
U.S. Management Intern

Recent Publications (Selected)

- *County and City Extra: Special Socioeconomic Census Edition*, co-edited with Deirdre Gaquin, Lanham MD: Bernan (forthcoming)
- “Global Demographic Trends” and “The New Realities of the Global Work Force,” in *The Inclusive Workplace*, by Michàl Mor Barak, New York: Russell Sage (forthcoming)
- “How Changes in the Nation’s Age and Household Structure Will Reshape Housing Demand in the 21st Century,” in *Issue Papers on Demographic Trends Important to Housing*, U.S. Department of Housing and Urban Development, February 2003.
- “Young Women: Where They Stand,” in *The American Woman 2003-2004*, New York: Palgrave Macmillan, 2003.
- “The Demographics of Tomorrow’s Workplace,” Working Paper 2001-14, The Pension Research Council, The Wharton School, University of Pennsylvania, Philadelphia PA, 2001. Also, in *Benefits for the New Workplace*, edited by Olivia Mitchell, Wharton Pension Research Council (forthcoming).
- “Implications of Census 2000 Results for the Environment,” The Surdna Foundation, June 2001.
- “The Implications of Changing U.S. Demographics on U.S. Cities,” The Brookings Institution, Center on Urban and Metropolitan Policy, 2001.
- “What Census 2000 Will Show,” *Chance*, February 2001, Vol. 14, No. 1, Winter 2001: 25-29.
- “Technology and People,” *Issues in Science and Technology*, National Academy of Sciences, Vol. 17, No. 1, Fall 2000: 84-87. (Book review)
- “America’s Diversity and Growth: Signposts for the 21st Century,” *Population Bulletin* 55 (Washington, DC: Population Reference Bureau, Inc., 2000).

- “America’s Changing Demographic Tapestry,” with Judith Waldrop, in *America’s Demographic Tapestry*, edited by James W. Hughes and Joseph Seneca, Rutgers University Press, New Brunswick, 1999.
- “Pyramids to Pillars: the New Demographic Realities,” paper presented at the Technical Meeting on Population Aging, UNFPA, Brussels 1998; The Communications Consortium Media Center, Washington, DC, 1999.
- “Cultural and Political Dimensions of the U.S. Census: Past and Present,” *The American Behavioral Scientist*, Vol. 42, No. 6, March 1999: 933-45.
- A Citizen’s Guide to the International Conference on Population and Development: Negotiating a New Plan of Action, Population Reference Bureau, Washington, DC, 1994.
- “Implications of Changing Family Structure and Household Composition for Income Security and Health Care Models,” in *Proceedings of the Conference on Future Income and Health Care Needs and Resources for the Aged*, Washington, DC, 1993.
- “Demographic Change and the Destiny of the Working-Age Population,” in *As the Workforce Ages*, ILR Press, Ithaca, NY, 1993.
- “What the 1990 Census Tells Us About Women”, Population Reference Bureau, Washington, DC, 1993.
- “The Challenge of Change: What the 1990 Census Tells Us About Children,” Center for the Study of Social Policy, Washington, DC, 1993.
- “Work Force and Compensation in the 21st Century: A Demographic Perspective,” with Thomas W. Merrick, *American Compensation Association Journal: Perspectives in Compensation and Benefits*, Winter 1992/93.

Invited Papers and Presentations (Selected)

- “Understanding Aging from a Demographic Perspective,” at “THE NEW OLD WORLD: Achieving Its Potential,” sponsored by the AARP and the Woodrow Wilson International Center for Scholars, April 24, Washington, DC, April 24, 2003.
- “The New Demographic Realities,” at “How to Succeed in Multicultural Marketing,” American Demographics, New York, NY, April 10, 2003.
- “Developing Key National Performance Indicators,” Key National Performance Indicators Forum, sponsored by the General Accounting Office and The National Academies, Washington, DC February 27, 2003.
- “Will Today’s Workers Retire With Adequate Income? The Ramifications for Public Policy,” Employee Benefits Research Institute, Washington, DC, December 5, 2002.
- “The New Demographics of Benefits,” American Benefits Council, Palm Springs, California, February 25, 2002
- “The New Demographic Realities,” Multnomah County Town Meeting, Portland, Oregon, May 10, 2002.
- “An Immigration and Demographic Revolution: News From the 2000 United States Census,” Association of Foreign Investors in Real Estate, Washington, DC, October 2001.

- “Global Demographic Trends: Implications for an Inclusive Workplace,” presented at an international workshop on *International Cross-Cultural Perspectives on Workforce Diversity*, Bellagio, Italy, July 2001
- “The New Demographics of Diversity,” American Bar Association, Diversity Summit, Chicago, June 2001
- “America’s Diversity and Growth: Signposts for the 21st Century,” The Society of Women Geographers and the Department of Urban Affairs, Social Sciences, and Social Work, University of the District of Columbia, January 2001
- “Civil Infrastructure and GIS: The People Piece” National Forum on Advanced GIS Applications and Database Needs for Civil Infrastructure Systems, October, 2000
- “The New Demographics of Housing,” Fannie Mae, August 2000
- “The New Demographic Realities,” Journalism and Women Symposium, September 1999
- “From Pyramids to Pillars: New Demographic Realities,” Cornell University, February 1999, repeated in each subsequent year
- “What Tomorrow’s Leaders Need to Know About Today’s Changing Demographics,” keynote speech, University of Illinois MBA orientation, August 1998
- “Communications, Politics, and the Census,” Joint Workshops on Census Issues, Office for National Statistics (United Kingdom), May 1998
- “Practical Issues in Policy Implementation,” a four-week workshop at the Woodrow Wilson School of Policy, Princeton University, February 1998
- “Measuring a Changing Population in a Changing World,” Furman University, November 1997
- “What Demographic Data Tell Us About Families Today and Tomorrow,” Cornell University, April 1997
- “Demographic Trends: The Long-term Effects on the U.S. Economy,” Symposium of the Center for Economic Policy Studies, Princeton University, November 1996
- “To Cairo and Beyond: Rebuilding a U.S. Population Agenda”, Brown University, October 1996
- “Changing Census Dynamics and Public Policy,” The Isadore Candeub Memorial Lecture (inaugural), The Edward J. Bloustein School of Planning and Public Policy, Rutgers University, October, 1995
- “Changing Family Forms, Changing Policy Concerns,” Maxwell Summer Lecture Series, Syracuse University, 1994

Congressional Testimony:

- As Census Bureau Director: Annual testimony before House and Senate Appropriations and Oversight Committees, as well as expert testimony for policy development on behalf of the Clinton Administration
- As a private individual: House Budget Committee, House Post Office and Civil Service Committee, Joint Economic Committee

Selected Consultancies

- U.S. Department of Defense, Office of the Secretary of Defense, 2003-
- Urban Institute, Center on Metropolitan Housing and Communities, 2001-
- Kraft Foods, 2002-
- Bernan Publications, 2003
- National Academies of Science, CNSTAT, 2002-3
- International Center for Research on Women, 2002-
- Rockefeller Foundation, Global Inclusion program, 2000-2002
- American Association of Blood Banks, 2002
- Brookings Institution, Center on Urban and Metropolitan Policy, 2000-2001
- Center for Naval Analyses, 2000
- United Nations Statistical Office, 1999-2000

Recent Professional Service

(exclusive of service on behalf of the US Census Bureau)

- Member, Technical Panel on Assumptions and Methods, Social Security Advisory Board, 1999-2000
- Expert participant, UNFPA Technical Meeting on Population and Aging, October 1998
- Official U.S. delegate, United Nations Social Summit, 1995
- American Statistical Association: Elected a Fellow of the Association, 1995; Committee on Meetings; Program Chair Winter 1993 meeting; elected Chair Social Statistics Section (1994)
- Population Association of America: Member, Committee on Population Statistics (1992-94), Member, Advisory Committee to the U.S. Census Bureau (1991-94)

Other

- Board of Directors: Redefining Progress, 1999- present; Epodunk, 1999-present
- Member, Cosmos Club, 2003-
- Rockefeller Foundation, Bellagio Research Residency, 1999