

National Partnership Program

Anna M. Owens

National Partnership Program

National Partnership Program: Program Overview

- The **National Partnership Program** (NPP) enlists and engages national-level organizations and trusted voices to support the 2020 Census and encourage their audiences to respond.
- NPP is one part of the 2020 Census partnership program, which also includes the **Community Partnership and Engagement Program** (CPEP) and **Census Open Innovation Labs** (COIL).
- Staff from across the bureau with subject-matter expertise is often involved in managing national partner relationships, including: the Office of Congressional and Intergovernmental Affairs, the Economic Programs Directorate, and the Decennial Programs Directorate.

Integrated Partnership Team

**National
Partnership
Program**

**Census
Open
Innovation
Labs**

**Community
Partnership &
Engagement
Program**

Public
Information
Office

Office of
Congressional and
Intergovernmental
Affairs

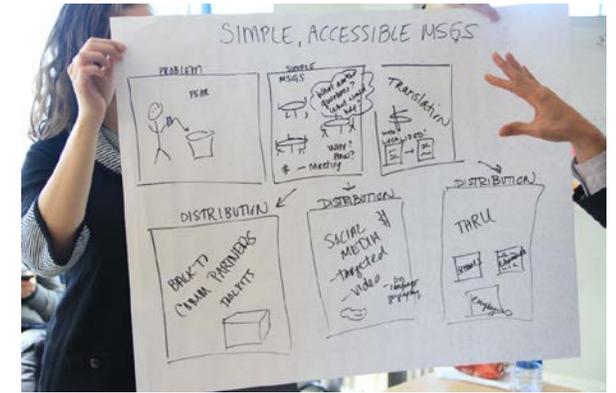
Population
Division

Statistics In
Schools

Team Young and Rubicam Support

National Partnership Program: Improvements Since 2010

- NPP started two years earlier for 2020 in comparison to the 2010 Census.
- Staff conducted several Census Solutions Workshops in 2017 and 2018 across the country. Workshops brought organizations together to develop ideas that encourage hard-to-count populations in their community to respond to the 2020 Census.
- NPP is developing strategic frameworks to ensure data from the 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) is leveraged to target national partners who can make a significant impact at the local level.



Partnership Integration: Strategic Framework

The *Strategic Framework* provides the Census Bureau a means of making data-driven decisions when using finite resources to conduct targeted outreach to multidimensional hard-to-count (HTC) populations.

The framework includes both qualitative and quantitative data from the Census Bureau and other reputable sources.

Initial Strategic Frameworks

- LGBTQ
- Renters
- Rural
- Veterans
- Young Children
- Young and Mobile
- Persons with Disabilities
- Persons Experiencing Homelessness
- More to be added...

National Partnership Program: Key Milestones to 2020

- **Enlist a diverse cross-section of national organizations** to help the Census Bureau communicate to one or more hard-to-count populations, encouraging respondents to complete the 2020 Census questionnaire.
- **Attend, present and exhibit** at major conferences as part of our early communications campaign to raise awareness of the 2020 Census.
- Encourage national organizations to **activate** their communications channels during the first four months of 2020 to coincide with the awareness, motivation, and cooperation phases of the communications campaign.

National Partnership Program: Upcoming Events

There are several participating organization events happening, particularly this summer. For example:

June 2019

- Lightning talk remarks and exhibit, **Volunteers of America** National Conference, Scottsdale, Arizona
- Panel discussion, **Sojourners** Annual Conference, Washington, D.C.
- Present and exhibit, **American Library Association** Annual Conference, Washington, D.C.
- Panel discussion and exhibit, **YWCA USA** annual convention, Washington, D.C.

National Partnership Program: Supporter Engagement

- Encourage national organizations to become 2020 Census partners and activate their local networks.
- Collaborate to identify specific commitments, such as:
 - Promoting the 2020 Census in speeches, presentations, and at events
 - Sharing 2020 Census information with your network and employees
 - Leveraging email lists and social media accounts to raise awareness of the 2020 Census and encourage response

National Partnership Program: Measuring Success

- At least 50 percent of all national partners have a trusted brand or voice to reach, and/or will have the capacity to reach, one or more hard-to-count populations by March 2020.
- At least 90 percent of national partners will conduct at least one engagement activity to motivate response by July 2020.
- Establish a point of contact from 30 percent of 2020 partners for continued engagement with the Census Bureau beyond the 2020 Census.

Thank you!

Questions?