MEETING MINUTES

National Advisory Committee – 2021 Fall Virtual Meeting
U.S. Census Bureau
Nov. 4-5, 2021
11:00am - 5:00pm ET

Advisory Committee Members:

Organized by last name

Full Name	Last Name	Role	Attendance
James	Tucker	Chair	☒
Cherokee	Bradley	Vice-Chair	☒
Gina	Adams	Member	☒
Nicole	Borromeo	Member	☐
Richard	Calvin Chang	Member	☒
Inderdeep	Chatrath	Member	☒
Brad	Cole	Member	☒
D'Lane R.	Compton	Member	☒
Julio	Guity-Guevara	Member	☒
Florencia	Gutierrez	Member	☒
Carol	Hafford	Member	☒
Iheoma U.	Iruka	Member	☒
Carla	Kelly	Member	☐
Daniel T.	Lichter	Member	☐
Taeku	Lee	Member	☒
Thomas	Saenz	Member	☒
S. Karthick	Ramakrishnan	Member	☒
Rosemary	Rodriguez	Member	☒
Helen	Samhan	Member	☒
Brisa N.	Sanchez	Member	☒
Seth	Sanders	Member	☐
John	Sandoval	Member	☒
Luc	El-Art Severe	Member	☐
Chiling	Tong	Member	☒

Census Bureau Staff:

Full Name	Last Name	Presenter	Attendance
Helen	Abraham	☐	☒
Shana	Banks	☐	☒
Karen	Battle	☒	☒
Michael	Bentley	☒	☒
Kaile	Bower	☒	☒
Jason	Devine	☒	☒
Tony	Ellis	☐	☒
Aneta	Erdie	☒	☒
Cynthia Davis	Hollingsworth	☒	☒
Ron	Jarmin	☒	☒
Eric	Jensen	☒	☒
Kendall	Johnson	☒	☒
Nicholas	Jones	☒	☒
Shelley	Karlsson	☒	☒
Kimberly	Leonard	☐	☒
Roberto	Ramirez	☒	☒
Jonathan	Rothbaum	☒	☒
Jen	Shopkorn	☒	☒

Call to Order:

- The meeting was called to order Nov 4, 11:00 a.m., by Karen Battle, Designated Federal Officer (DFO) for the National Advisory Committee (NAC).

Agenda:

- See attachment

Action Items / Information Requests / Follow up:

- The NAC submitted 57 recommendations for consideration.
- The NAC requested answers to questions listed below (responses on following page).
  - Regarding the 1.8% click-through-rate (CTR), what was the goal for CTR for recruitment advertising?
  - What was the historical or relevant industry benchmark?
  - What role did the integrated communications plan have in responding and addressing the challenges posed by COVID-19 on the enumerator workforce?
    - The pause in the non-response follow-up operation
    - Workforce attrition
    - Extended recruitment
  - How did the Census Bureau approach the necessary changes to exiting creative assets (removing visuals of large crowds, classroom settings) to respond to the COVID reality? Did this have an impact on creative performance?
  - How did COVID-19 restrictions affect production of new assets?

- How were new (+34) in-language creative assets developed and qualified compared to the original 13 language sets?
- Did creative assets across 47 languages perform well and do what was expected?
- How did the cancellation/postponement of large audience media events like Sports, Award Shows, affect the media plan?
- How did increased competition from brand and other advertisers in the COVID media landscape (daytime viewing, increased news) affect the plan and execution against goals?
- What was the net effect on the media budget due to unavoidable loss of planned media placements and incremental for campaign extension?
- How did this compare to the original stated goals for reach/frequency and other measures for the different audience segments?
- What was the relative performance and contributions between Paid Media and Earned & Owned Media?
- Will Market Mix Modeling be conducted to identify impact and ROI for different advertising channels?
- What balance between paid vs earned was expected? What can be learned from the actual results?
- As mobile represented the majority of web traffic, what are the implications moving forward?
- With over 110+ custom landing pages developed; how did they perform?
- Has an analysis been conducted to identify themes across the instances? What are the major and salient themes?
- To what extent did Federal Government activities and decisions generate mis/disinformation?
- What was the feedback from Census Bureau partners with regards to the materials developed to support Partnership Programs? What pieces were most useful, lease useful?
- What are the lessons learned from wining digital ads through the optimization process? What ad components drove higher ISR stats?
- How do you explain the success of the Regional Pushes on the responses rate across geographies and audience groups?
- How was the extended campaign funded?
- What is the assessment of the effectiveness of communication across 47 languages? Now that it has been proven what is the POV on marking this part of the base plan moving forward?

Adjournment:

- The meeting was adjourned at 5:00 p.m., by Karen Battle.

Field Recruitment

Regarding the 1.8% Click Through Rate (CTR):

1. What was the goal for CTR for Recruitment Advertising? Historical or relevant industry benchmark?

   As this was the first time the Bureau deployed an online application system for the decennial census recruitment efforts, we did not have an explicit goal for our CTR. Instead, we monitored the ads performance and optimized where needed.
2. How are the conversions defined? Click to apply? Completing an application?

   We defined conversions as clicking from the ad through to the website where they could start the job application.
3. What role did the ICP plan in responding and addressing the challenges posed by COVID-19 on the enumerator workforce?
   a. Pause in Non-Response Follow Up
   b. Workforce Attrition
   c. Extended Recruitment

The Integrated Partnership and Communications operation was pivotal in responding to and addressing the COVID-19 pandemic. This was largely geared toward the responding public, however we relied on ads and partners to help us recruit a larger workforce than originally planned to counteract the attrition we experienced because of the pandemic. We communicated directly with our enumerators and potential employees who were in the hiring pool about schedule changes to non-response follow up and associated hiring schedule changes.

Creative Development & Production

Plan 2.0 included a robust quantitative and qualitative qualification process for messaging and creative assets informed by CBAMS insights and learnings:

1. How did COVID-19 restrictions affect production of new assets?

   COVID-19 related conditions and restrictions only challenged television/video production. Production of assets for other media was unaffected. When filming was necessary to create new television/video assets or adapt previously finished television/video assets, smaller, controlled, COVID-19 safety requirement compliant, filming methods were utilized, and stock video footage and photo imagery were utilized when neither filming nor photographing were possible.
2. How were new (+34) in-language creative assets developed and qualified compared to the original 13 language set?

   2020 Census campaign paid advertising assets for the additional language-based audiences, introduced during the campaign's Motivation phase, were produced for print, digital, and online search copy. We leveraged the highly qualified central campaign platform "Shape Your Future. Start Here." to developed straightforward, universally themed text copy easily understandable in all 34 languages. These assets were developed for each of the new language-based audiences with Hogarth Worldwide and TDW + Co. language experts, cultural SMEs, and their localization and adaptation services.

3. How did the CB approach the necessary changes to existing creative assets (removing visuals of large crowds, classroom settings) to respond to the COVID reality? Did this have an impact on creative performance?
   The 2020 Census proposition was always about communities' futures and the power it placed in the hands of census responders. All 2020 Census communication assets, across all campaign audiences, throughout the campaign's extent preserved the highly qualified central campaign platform and tagline "Shape Your Future. Start Here," and the supported the Census proposition with CBAMS motivational census benefits in healthcare, infrastructure, and education. The necessary campaign pivot in context of the emerging pandemic in late March and early April 2020, simply focused the 2020 Census communication more on the 2020 Census' role in post COVID-19 recovery, for example, 2020 Census' role in healthcare for communities. Upon manifestation of COVID-19's impact on U.S. life every campaign asset, across all campaign audiences, was audited to ensure that they only included imagery that was appropriate to a pandemic context (for example, mask wearing, no crowds or large groups of people) and respected all local restrictions and guidance. We also adjusted assets to reflect the reality of the audiences' lives in the ensuing social injustice context. Some Reminder Phase (NRFU support) assets produced and finished before the campaign launch in January 2020, had to be scrapped altogether and replaced with new or adapted assets to communicate the intended messaging and communicate that visiting enumerators would respect all local COVID-19 related restrictions.
   2020 circumstances did not afford time for testing campaign pivot communication assets with intended targets, rendering impossible any comparison of campaign pivot assets and original campaign assets. Nevertheless, despite the environmental, social, and political conditions experienced during 2020, higher than projected self-response rates were sustained throughout the communication campaign's implementation.
4. Did creative across 47 languages perform well and do what was expected?
   Yes, the 2020 Census paid campaign assets for the additional language-based audiences, introduced during the campaign's Motivation phase, were well received, and can be judged to have contributed to the higher than projected self-response rates sustained throughout the communication campaign's implementation, despite the environmental, social, and political conditions experienced during 2020.

Media Planning and Buying

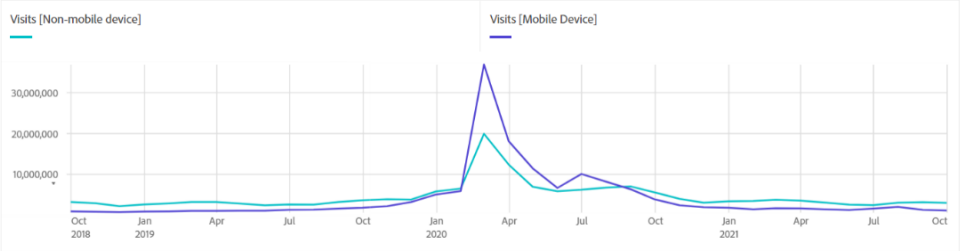
1. How did the cancellation/postponement of large audience media events like Sports, Award Shows affect the media plan?
   All 2020 Census campaign communications goals were met. The 2020 Census Campaign Optimization team enabled the campaign's success despite the challenges faced. The planned integrated communications plan did not depend on any one channel and planned investment was shifted between channels to respond to the changing U.S. media consumption patterns across all campaign audiences. In paid advertising, any adversely affected media buy was made-good by the media companies, and paid television weight was shifted to follow the increased viewership experienced by scripted programming, new special events, national cable and broadcast news, Connected TV, and video-on demand channels. Also, planned investment was shifted from traditional out-of-home placement to digital out-of-home in grocery and convenience stores. New "breakthrough" media initiatives were added to the plan such as the NHPI "Census for Hawaii" virtual concert event, increased BAA paid media, iHeart Radio Virtual Graduation event, and pizza box topper advertising.

2. How did increased competition from brand and other advertisers in the COVID media landscape (daytime viewing, increased news) affect the plan and execution against goals?
   All 2020 Census campaign paid television goals were achieved across all campaign audiences, and all dayparts. As explained in the response to the first question, paid television weight was made-good by the media companies and investment was shifted to follow the increased viewership experienced by scripted programming, new special events, national cable and broadcast news, Connected TV, and video-on demand channels. The most significant challenge faced was the extremely heighted paid advertising clutter levels encountered during the campaign's critical awareness building phase. This was caused by significantly higher than expected Presidential Election Primary investment. This challenge was successfully overcome with the use of reserve funding, heavy-up investment and other earlier mentioned breakthrough activities ensuring that 2020 Census campaign awareness goals were achieved during the campaign's Awareness and early Motivation phases.
3. What was the net effect on the media budget due to unavoidable loss of planned media placements and incremental for campaign extension?
   As explained in previous responses, the 2020 Census campaign was not reduced in any manner paid television weight was made-good by the media companies and investment was shifted to optimize within shifting media consumption patterns. Next, the planned 2020 Census campaign investment was increased when reserve investment was deployed to ensure that 2020 Census campaign awareness goals were achieved during the campaign's Awareness and early Motivation phases. Also, in light of the campaign's extended Motivation phase due to the necessary operational delays, further reserve investment was deployed to sustain progress of self-response rates.
4. How did this compare to the original stated goals for reach/frequency and other measures for the different audience segments?
   All 2020 Census campaign communications goals were met across all campaign audiences. The 2020 Census Campaign Optimization team enabled the campaign's success despite the experienced environmental, social, and political challenges. The campaign rendered higher than projected self-response rates throughout the communication campaign's implementation.
5. What was the relative performance and contribution between Paid Media and Earned & Owned Media?
   The 2020 Census communication campaign was planned as an integrated communications initiative not dependent on any one media nor channel. The campaign rendered higher than projected self-response rates throughout the communication campaign's implementation. Assessing the isolated value of individual channels or media was not part of the 2020 Census campaign.
6. Will Market Mix Modeling be conducted to identify impact and ROI for different advertising channels?
   The 2020 Census communication campaign was planned as an integrated communications initiative not dependent on any one media nor channel. The campaign rendered higher than projected self-response rates throughout the communication campaign's implementation. Assessing the isolated value of individual channels or media was not part of the 2020 Census campaign.

2020census.gov Website

Paid = 51+M visits, Earned = 37 M website visits// 58% Paid, 42% Earned, 65% of Web Traffic came from Mobile Devices

1. What balance between Paid vs. Earned was expected? What can be learned from the actual result?
   Success was measured by clicks on the "respond now" button; 59% of those clicks were attributed to traffic from search engines and 70% of that search engine traffic was captured as coming from paid search advertising.
2. As mobile represented the majority of Web traffic, what are the implications moving forward? Since the close of the census enumeration period last October, census.gov web traffic from mobile devices (including 2020census.gov before it went offline) dropped back toward general levels seen in 2018-2019 before the 2020 campaign ramped up. See the chart below. This suggests that t 20-30% may be maximum mobile share for a primarily data site like census.gov under normal circumstances, and that when there is a strong call to action campaign urging online response, this will temporarily boost mobile traffic as visitors other than data users are driven to the content.



3. With over 110+ custom landing pages develop; how did they perform?
   There were different language versions of the 2020 landing/home page. The English language landing page for 2020census.gov was the most frequently viewed 2020census.gov page during the enumeration period; it accounted for 66% of all page loads of 2020census.gov content. The Spanish language page was second, with only 6% of all page loads. However, that big share for the English-language landing page includes any city or state custom views; these were tracked in a different manner, through marketing channels, and basically just presented a different hero image (city skylines for example) on the landing page.
4. What specifically (image, language, message) drove the success?
   None of the above, but rather the accompanying campaigns driving traffic to 2020census.gov. Success was measured by clicks on the response button, as noted above; 59% of these clicks were attributed to traffic from search engines, and the next-largest referral category (20%) was direct (i.e., typed/bookmarked traffic) a catchall group that included miscellaneous or unspecified traffic as well as referrals from some mobile apps (e.g., NextDoor) and people typing in "2020census" from seeing print ads in various venues.

Trust and Safety

1,315 Reports to rumors@census.gov, 949 instances reported to Social Media Platforms

1. Has an analysis been conducted to identify themes across the instances? What are the major and salient themes?
   Disinformation was largely geared toward driving people away from responding to the 2020 Census. Misinformation was seen around a variety of points including what questions were on the form and privacy/confidentiality considerations.

2. To what extent did Federal Government Activities and Decisions generate mis-disinformation?
   Misinformation and/or disinformation did exist around a variety of operational aspects including content and schedule.

Additional Questions

1. What was the feedback from Partners with regards to the materials developed to support Partnership Programs? What pieces were most useful, least useful?
   The Census Bureau has reached to both national and local partners through the 2020 Census Integrated Partnerships and Communications Program Lessons Learned Survey and Assessment Study looking for feedback on the partnership component of the 2020 Census Integrated Partnerships and Communications Program (IPC). Based on partner and stakeholder survey responses, most felt they were able to use the resources and toolkits provided to create their own content or repurpose the content provided to better target their respective communities. However, while they appreciated materials being made available to utilize during outreach efforts, we recognize they expressed mixed views over the effectiveness of outreach materials in motivating responses. Through multiple tools to provide feedback, we found the following commonalities regarding areas of improvement for future:
   There were many challenges regarding the timing of when promotional materials became available for distribution. Selecting IPC languages based only on national population metrics ignores the geographic concentration, often at the state or local level, of many language minorities.
   There was a difficult in to locating and accessing materials on the Bureau's website.
   Many groups and agencies did not have sufficient funding to print Bureau-created materials even when they could find them on-line. In 2010, the Bureau made greater quantities of printed materials available.
   To address illiteracy, the Bureau should produce partnership materials that rely more on engaging and eye-catching graphics rather than text. These materials should include audio and video resources.
2. What are the lessons learned from the winning Digital ads through the optimization process? What ad components drove higher ISR startS?
   The communications campaign encountered unprecedented challenges during enumeration, including a contentious election cycle, nationwide protests, and the COVID-19 pandemic. These circumstances necessitated campaign adjustments to help the 2020 Census break through the noise and motivate response. As a result of campaign monitoring and optimization activities, the Census Bureau responded to more than 200 issues and executed more than 120 concerted optimization efforts across communication channels. Campaign data and analysis guided these interventions and led to significant paid media spending beyond the original plan. Data sources included census response rates, media metrics and ad performance data, results of the 2020 Census Tracking Survey, and outputs from social listening and media monitoring activities. These sources helped the Census Bureau understand the potential impact of communications efforts on census response. Daily and cumulative self-response data was a key input to campaign monitoring and optimization activities. This daily data could be broken out by response mode (internet, paper, and phone) and analyzed at various geographic levels. We compared response data across geographies and audiences using several metrics. We also examined actual 2020 response rates alongside the final 2010 Census self-response rate to gauge enumeration progress and the potential impact of communications in promoting self-response. The campaign monitoring and optimization team drew key insights from the raw self-response data as well as from the comparative metrics. As a result, we could identify

geographies that were ahead of or behind expectations, understand the factors contributing to these variances, and make informed decisions about the use of campaign resources. These metrics described the actual response data relative to the expectations established using the 2020 predicted self- response score. The sources also highlighted response trends across audience groups and geographies, helping us identify areas of concern and allocate resources efficiently. Despite the challenging environment, this data-driven approach—and the interventions resulting from it—helped the Census Bureau achieve a self-response rate of 67.0%, exceeding both its 2020 self-response goal (66.6%) and its final 2010 self-response rate (66.5%)

3. How do you explain the success of the Regional Pushes on the response rate across geographies and audience groups?

   By implementing the Regional Pushes, the Census Bureau was able to highly customize the communications for each Region. The Regional Pushes took place during the extended Motivation Phase of the Campaign. Activities associated with this effort took place in July and were rolled out in a series of locally targeted tactics in the six census regions (Atlanta, Chicago, Denver, Los Angeles, New York City, and Philadelphia). HQ worked with each Region to assess the current response rates and determine which communication channels and approaches would best reach their intended audiences and then implemented those tactics. Development of region-specific and cross-region videos was one of many tactics that supported this surge. We collected content from individuals who represented various communities, organizations, local governments, and academic institutions, and who were trusted voices in their regions. These "trusted voices" recorded short clips of themselves speaking about why the census mattered to them and their region. The videos were then published on Census Bureau social media, web, and other properties. The videos were also shared with local outlets throughout the regions to help generate earned media coverage. In addition, the 2020 Census website featured tailored landing-page art depicting cityscapes of or landmarks from each census region. The extended Motivation phase surge also included a paid sponsorship with the internet-based show "Wonderama." Through this arrangement, the show produced a series of Friday night concerts called the "2020 Census Friday Night House Parties" in each of the six census regions. The webcast concerts featured noteworthy performing artists and public figures and were immensely popular, garnering more than 2.4 million unique video streams. The communication surges were successful in building on the integrated activities that were originally planned for the Motivation phase; the surges also boosted public awareness of the census, and they helped contribute to increased self-response rates. Some tactics that proved successful during the extended Motivation phase surge were repeated in the campaign's Reminder phase. This approach contributed to the national response rate growing by 0.9 percentage points over the course of the pushes.

4. How was the extended campaign funded?

   The extended campaign was funded using a predetermined contingency fund for campaign optimization as well as redistributing funds not utilized due to the changing media market during the self-response phase because of COVID.

5. What is the assessment of the effectiveness of communication across 47 languages? Now that it has been proven what is the POV on making this part of the base plan moving forward?

   With the onset of the pandemic, as well as other operational changes and challenges, we recognized that it might be harder to collect census responses from multicultural and non- English-speaking audience groups. Our multicultural audience and communications experts worked collaboratively to reach all these audience groups, but particularly those with low self- response rates. Expanding the number of languages covered in our paid media campaign meant we could

reach small, but significant, subgroups within the diverse non-English-speaking audience. We expanded the reach of our campaign by implementing advertisements in 34 more languages than we had originally planned to include in paid media support. In May 2020, as part of the April/May breakthrough surge, we added digital and search advertising in 12 languages beyond the 13 (originally planned) core campaign languages. Then, in August, as part of the delayed Reminder phase surge, we launched paid newspaper advertising in 21 additional languages and radio advertising in one additional language—for a total of 47 languages represented in various campaign ads and assets. We also developed discrete sets of activities and outreach efforts to address the needs of different audience groups and to encourage census response among them. Some of these efforts were conducted in conjunction with the communication surge efforts. Others took place as needed throughout the campaign. Examples of outreach to specific audience groups include the development of a social media toolkit and activation of influencers to reach Black/African American audiences, the creation of English-language Hispanic audience ads to reach the younger members of multigenerational families, and the broadcast of a “Hawaii for Census” concert program for Native Hawaiian and Pacific Islander audiences. These are just a few examples reflecting our commitment, throughout the campaign, to reaching and improving response rates among diverse audience groups. We will update the NAC with information on future planning when that is developed.

MEETING AGENDA

National Advisory Committee – 2021 Fall Virtual Meeting
U.S. Census Bureau
November 4 – 5, 2021
11:00am – 5:00pm ET
Teleconference Number: 888-324-8107; Passcode: 1777585#
Closed Caption: link

Thursday, November 4, 2021 **Day 1 Location: Virtual Meeting**

11:00 AM *Opening Remarks*
Presenter: Karen Battle, Designated Federal Officer, National Advisory Committee
Chair Remarks
Presenter: James Tucker, Chair, National Advisory Committee
Executive Remarks
Presenter: Ron Jarmin, Acting Director, U.S. Census Bureau

11:45 AM *Recap of the 2020 Census Integrated Communications*
Presenters: Kendall Johnson, Executive Director
Kaile Bower, Chief, Business Operations Staff
Jen Shopkorn, Senior Advisor
NAC Discussant: John Sandoval and Committee Discussion

12:35 PM **BREAK**

12:45 PM *Racial and Ethnic Diversity in the United States: Highlights from the 2020 Census*
Presenters: Nicholas Jones, Director/Senior Advisor for Race/Ethnicity Research & Outreach, Population Division
Roberto Ramirez, Assistant Division Chief for Special Population Statistics, Population Division
Eric Jensen, Senior Technical Expert for Demographic Analysis
NAC Discussant: Taeku Lee and Committee Discussion

1:50 PM *Status Update: 2020 Census Data Products and Stakeholder Engagement Plans*
Presenter: Jason Devine, Population Division
Cynthia Hollingsworth, Decennial Census Management Division

Proposed 2020 Census Data Products for Detailed Racial and Ethnic Groups
Presenter: Nicholas Jones, Director/Senior Advisor for Race/Ethnicity Research & Outreach, Population Division
NAC Discussant: Thomas Saenz and Committee Discussion

2:55 PM **BREAK**

3:05 PM *NAC Discussion and Formulation of Recommendations*
Moderator: James Tucker, Chair, National Advisory Committee

5:00 PM *Meeting Adjourn*
Presenter: Karen Battle, Designated Federal Officer

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Friday, November 5, 2021 **Day 2 Location: Virtual Meeting**

11:00 AM *Opening Remarks*
Presenter: Karen Battle, Designated Federal Officer, National Advisory Committee
Chair Remarks
Presenter: Cherokee Bradley, Vice-Chair, National Advisory Committee

11:10 AM *2020 Census Quality Metrics*
Presenter: Michael Bentley, Decennial Statistical Studies Division
NAC Discussant: Iheoma Iruka and Committee Discussion

12:20 PM *Break*

12:30 PM *Recent Challenges to Data Collection*
Subtopics: *The Current Population Survey Experience 2020/2021*
Presenter: Jonathan Rothbaum, Social, Economic and Housing Statistics Division
The American Community Survey Experience for 2020 Data
Presenter: Donna Daily, American Community Survey Office
The Economic Data Survey Experience 2020
Presenter: Shelley Karlsson, Economic Management Division
NAC Discussant: Karthick Ramakrishnan and Committee Discussion

1:55 PM *Demographic Characteristics of Business Owners*
Presenters: Aneta Erdie, Assistant Division Chief for Governments and Business Owners Programs
NAC Discussant: Chiling Tong and Committee Discussion

2:25 PM *Public Comments*
Submission Instructions/Process:
(1) Public comments may be emailed with the subject entitled "2021 NAC Fall Virtual Meeting Public Comment"
(2) Electronically sent to shana.j.banks@census.gov
(3) During this session of the meeting, Karen Battle, Designated Federal Officer, will read all submissions provided they do not exceed two minutes.
(4) The Census Bureau will also allow two-minute verbal comments to be entered into the record. At the appropriate time, additional instructions will be provided.

2:45 PM *BREAK*

2:55 PM *NAC Discussion and Formulation of Recommendations*
Moderator: James Tucker, Chair, National Advisory Committee

4:30 PM *Presentation of 2021 NAC Fall Virtual Meeting Recommendations*
Presenter: James Tucker, Chair, National Advisory Committee

5:00 PM *Meeting Adjourn*
Presenter: Karen Battle, Designated Federal Officer