

Welcome to the
2018 Annual Training Conference
April 9 – 11, 2018
Providence, RI

Welcome to the
40th Anniversary
Of
The State Data Center Program

State Data Center Annual Training Conference

- Lakiva Pullins Branch Chief, Data Users Branch
- Todd Graham, SDC Steering Committee Chairperson
- Misty Reed, Acting Assistant Division Chief, Customer Liaison and Marketing Services Office
- Stephen Buckner, Acting Associate Director and Assistant Director for Communications Division



2020 Census Integrated Communications Plan
2018 State Data Centers Annual Training Conference
April 9, 2018

Kaile Bower
Decennial Communications Coordination Office

Integrated Partnership and Communications Outline

- Overview
- Research Roadmap
- 2020 Census Integrated Communications Plan

Integrated Partnership and Communications

About the Operation

Focus: Plan, design, produce, implement, and monitor an integrated communications program for the 2020 Census

Importance: Supports the 2020 Census Program's mission to conduct a complete and accurate census in 2020

- The Partnership and Communications operation is the public face of the 2020 Census
- Maximize the percentage of the population that self-responds by:
 - Educating people on the value of the decennial census
 - Explain the available means for responding
 - Communicate with audiences through communication channels and languages most appropriate for reaching them

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Lessons Learned from 2010

- **Begin communications planning earlier**
- **Early engagement** for recruiting, national partners, and HTC audiences
- **Incorporate ever-advancing technology** in the planning process
- **Integrate Census Subject Matter Experts** in all phases of planning
- **Develop a single, actionable, data-driven, and consumer-centric planning framework** to guide communications activities
- **Ensure research insights are actionable** and can be integrated into advertising and outreach planning outputs
- **Establish specific program metrics** for evaluation and assessment
- **Engage stakeholders** early and often

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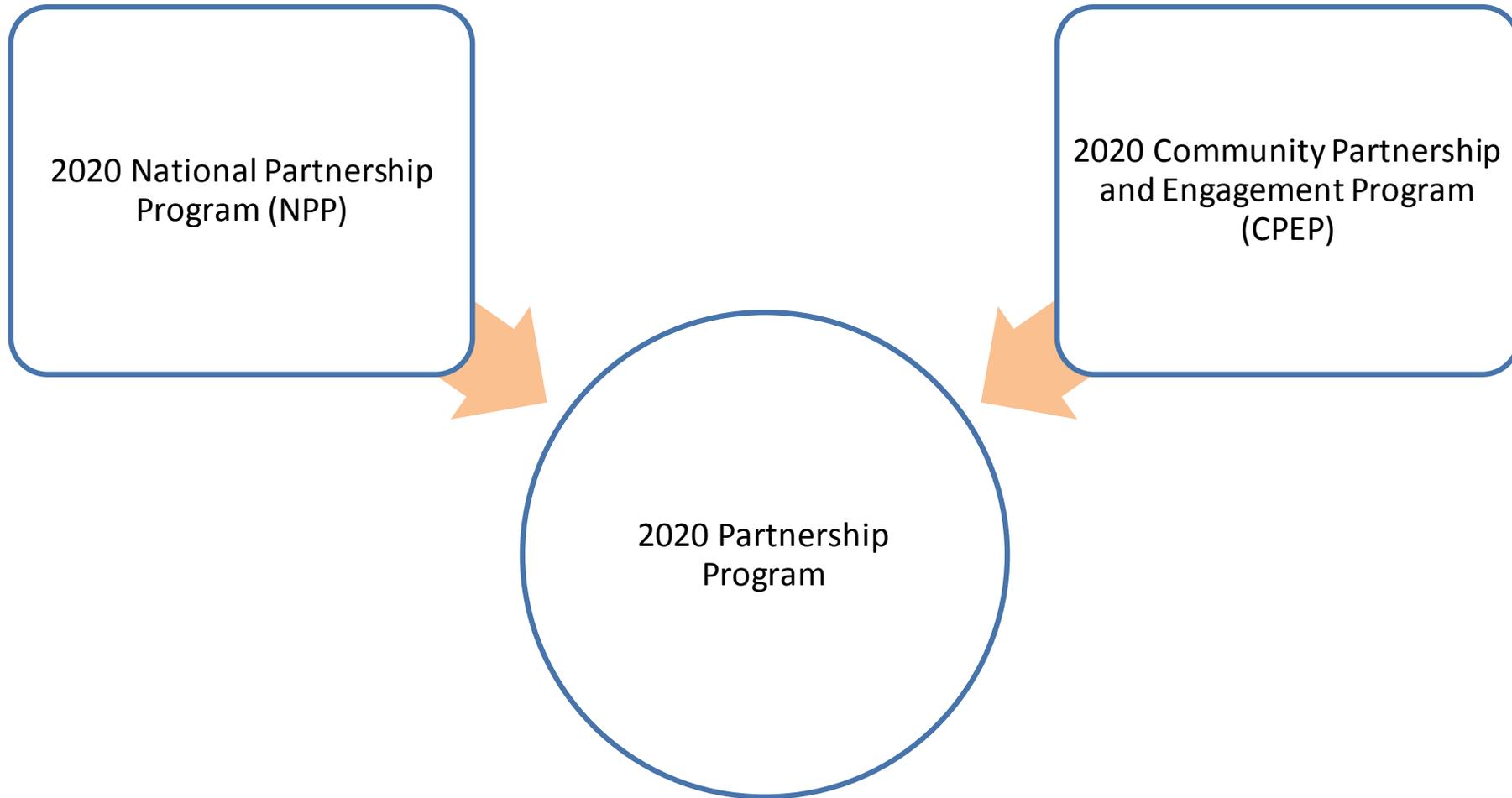
Main Components

The Integrated Partnership and Communications operation communicates the importance of participating in the 2020 Census to the entire population of the 50 states, the District of Columbia, Puerto Rico and the island areas to:

- Engage and motivate people to self-respond, preferably via the internet
- Raise and keep awareness high throughout the entire 2020 Census to encourage response



Integrated Partnership and Communications 2020 Partnership Program



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2020 National Partnership Mission

Use strategic national partnerships to increase public trust, awareness, and support of the Census Bureau's mission to accurately measure the nation's population and economy



Sponsorship
and Promotions



Message and Brand
Awareness



Activities and Events



Social and Digital Engagement



Increase Response
Rates



Data Use and
Feedback



Policy/Advocacy

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Community Partnership and Engagement Program

State Complete Count
Commissions (SCCCs)

Complete Count
Committees (CCCs)

American Indian and
Alaska Native (AIAN)
Program

Community Based
Organizations and
Regional/Local
Businesses

Faith-Based
Community Outreach

Higher Education
(Census on Campus)

Lesbian, Gay, Bisexual,
Transgender and
Questioning/Queer
Outreach

Foreign
Born/Immigrant
Program

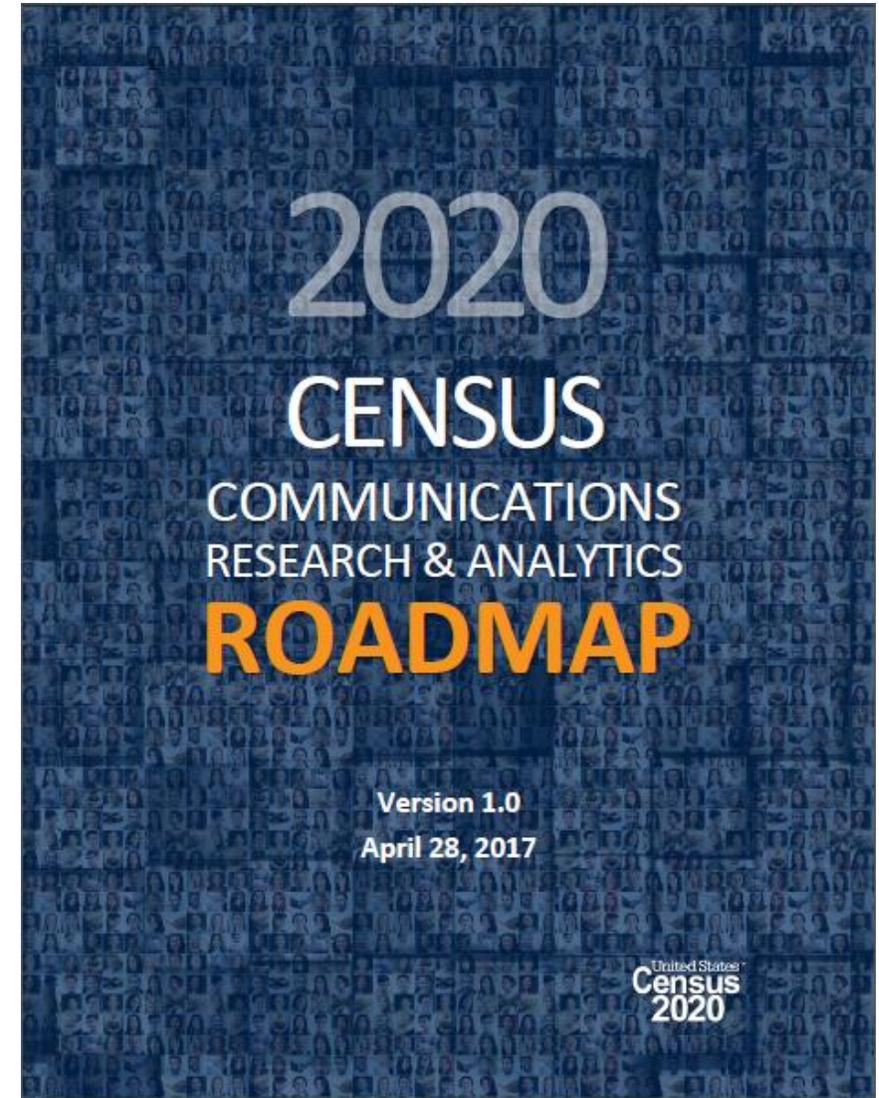
Leveraging Trusted
Voices

Mobile Response
Tables

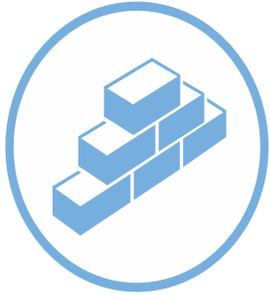
Thank You Campaign

Integrated Partnership and Communications About the Research Roadmap

- Developed in close collaboration with Census Bureau PMO, the Census Research and Analytics Team and Team Y&R
- Reviewed by research and communications subject matter experts across the Census Bureau
- Used to guide internal planning and activity

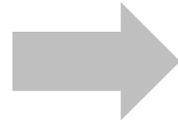


Integrated Partnership and Communications Phased Research Approach



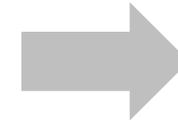
Foundational

- Research to identify what audiences need to know and how



Creative Development & Testing

- Creative concepts and pieces
- Qualitative and quantitative testing



Refinement & Optimization

- Iterative refinement for strongest possible product

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Research and Communications Integration

STEP 1



Predictive Models

STEP 5



Design Advertising

STEP 2



Conduct the Census Barriers, Attitudes, and Motivators Survey (CBAMS) 2020

STEP 6



Deliver Advertising

STEP 3



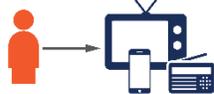
Segmentation

STEP 7



Optimize Resources

STEP 4



Media Planning

STEP 8



Rapid Response

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CBAMS 2020



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CBAMS 2020: Qualitative Research Study Plan

- Insight into the hard to count groups underrepresented in the CBAMS quantitative survey
- Better way to reach small and hard to count communities
- Deeper insights that will further inform message development and creation
 - Topics include:
 - Meaning of Community
 - Familiarity and Experience with Census
 - Motivators and Barriers
 - 2020 Census Process: Self Response Alternatives
- 42 focus groups
- 6 to 8 participants each

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CBAMS 2020: Qualitative Research Study Plan

English Language Focus Groups

- Rural, economically disadvantaged (2): Bristol, TN
- Low internet proficiency (4): Albuquerque, NM, Memphis, TN
- Black/African Americans (4/Hard to Count Focus): Detroit, MI, Montgomery, AL
- American Indian and Alaska Native (6): Albuquerque, NM, Anchorage, AK, Rapid City, SD
- Middle East North African individuals (4): Detroit, MI, Los Angeles, CA
- Native Hawaiian and Pacific Islander individuals (4): Honolulu, HI, Los Angeles, CA
- Young, single, mobile individuals with mixed race/ethnicity (2): Chicago, IL

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CBAMS 2020: Qualitative Research Study Plan

Non-English speaking Focus Groups

- Spanish speaking individuals who live on the U.S. mainland (4):
 - Houston, TX
 - Los Angeles, CA
 - New York, NY
- Spanish speaking individuals in Puerto Rico (4): San Juan, PR and Cayey, PR
- Chinese speaking individuals (4): Los Angeles, CA, New York, NY
- Vietnamese speaking individuals (4): Houston, TX, New York, NY

CBAMS Timeline

| CBAMS Survey | |
|---|----------------------------|
| CBAMS Survey Fielding | February 2018 – April 2018 |
| Develop and Finalize CBAMS Survey Preliminary Analysis Memo | May 2018 – August 2018 |
| CBAMS Survey Final Report | December 2018 |
| | |
| | |
| CBAMS Focus Groups | |
| CBAMS Focus Groups Fielding | March 2018 – April 2018 |
| CBAMS Focus Groups Preliminary Analysis | March 2018 – June 2018 |
| CBAMS Focus Group Final Report | December 2018 |
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Segmentation

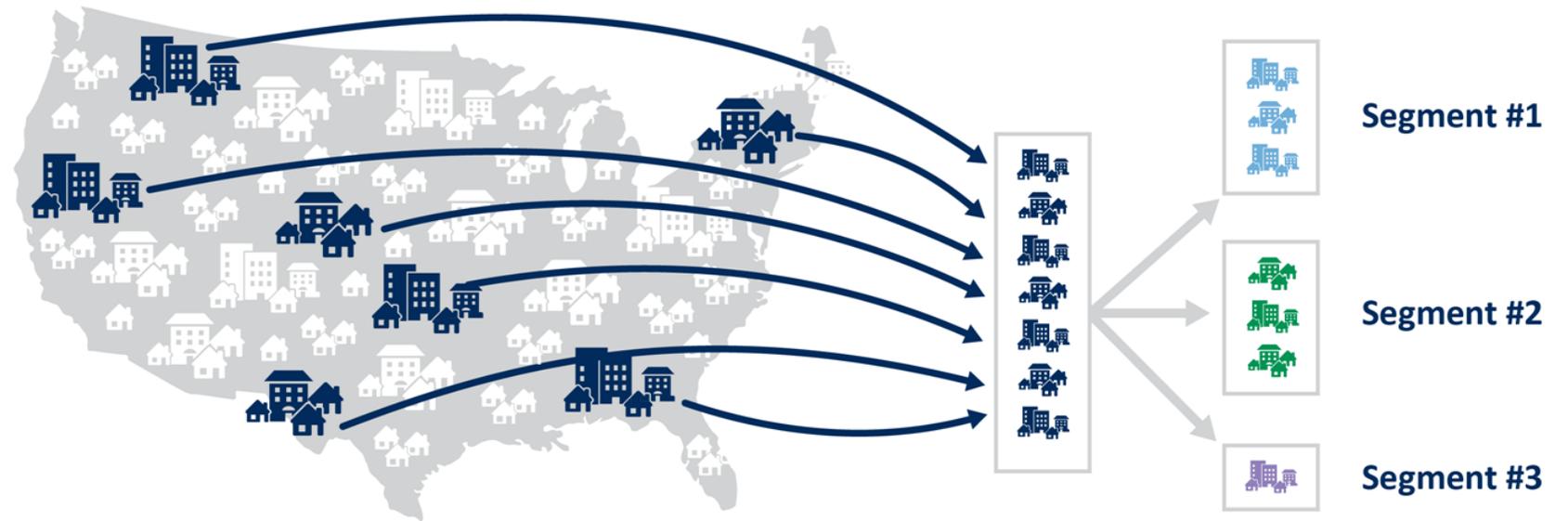
Key inputs

- Census data
- Research insights
- 3rd party data
- Media usage data

Predictive modeling

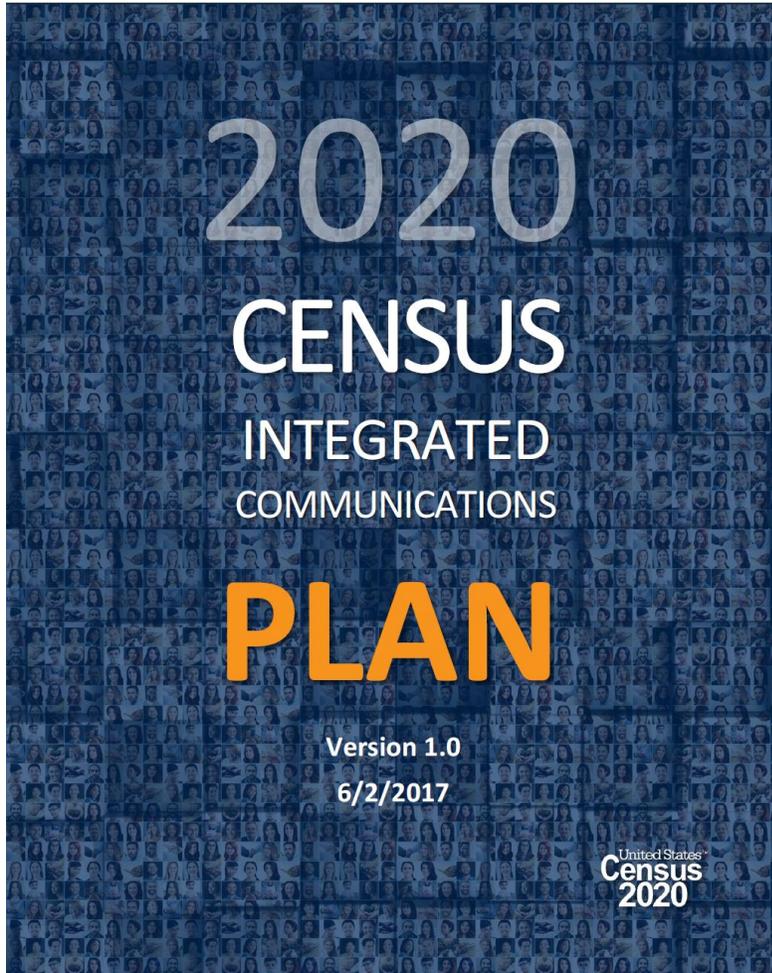
- Likelihood to respond
- Mode (online, paper)
- Timing of response
- Attitudes & messaging

Segmentation Sorts Low-Response Tracts into Distinct Clusters



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About the Communications Plan



- Approach, not the answer
- Research, modeling, and creative platform will drive v2.0 (Summer 2019)
- Collaborative, iterative process across Census and Team Y&R

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Advertising and Media Buying

Key Considerations

- Competition with other 2020 events (elections, Olympics)
- Ongoing and rapid changes to media landscape
- Role of digital is key, but limitations for reaching some audiences
- Upfront media buy (May 2019) critical for securing majority of advertising inventory

Approach

- Monitor opportunities for emerging technologies
- Paid media/advertising 101 + Paid Media Review Team
- Research and data-driven planning at small geography level provided greater flexibility in managing and optimizing paid media
- Mix of digital and traditional media
- Streamlined, cross-team participation
- Optimize based on rapid response activities

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Stakeholder Relations and Partnership Programs

Stakeholder Relations

Key Considerations

- Early outreach and ongoing engagement
- Significant influence on campaign success – data users, connections to HTC groups
- Educate stakeholders on campaign processes (e.g. creative development, media buying)
- Localized engagement through Field, CPEP

Approach

- Enlist stakeholders to support the word among their own audiences
- Integrate closely with existing Census Bureau stakeholders relations effort
- Solicit stakeholder input throughout campaign
- Provide regular briefings and updates to advisory committees, etc.

Partnership Programs

Key Considerations

- Early start and ongoing engagement
- Integration and continuous coordination of local and national partners engagement
- Coordinated, audience-focused approach to identifying partners and activities

Approach

- Leverage trusted voices, both locally and nationally
- Tiers of support based on partner reach and interest
- Early engagement with national and corporate partners to accommodate longer planning cycles and maximize commitment
- Develop suite of customizable materials to increase reach and utility (digital and print)

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Website Development

Key Considerations

- Website is key to digital census (awareness, validation, conversion, dissemination)
- Consistent user experience across digital properties and survey tool
- Cybersecurity
- Rapid Response support
- Scaling data dissemination

Approach

- Mobile-First approach
- Tailor content and landing pages by audience
- Offer content in multiple languages
- Conduct full User Inference (UI)/User Experience (UX) testing early to optimize usability
- Ensure site provides ability to continuously refine landing page content and layout based on web analytics
- Continual integration with other program areas

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Social Media

Key Considerations

- Rapidly changing and crowded landscape
- Real-time customer service
- Alignment with other Federal Agencies' standards & protocols

Approach

- Determine mix of channels
- Develop rich content: multimedia, multilingual, user-generated
- Streamline content approval and deployment process
- Continually monitor to optimize media and respond to issues
- Engage partners & influencers to amplify messaging
- Supporting digital/in-person events and recruiting

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Public Relations and Events and Crisis Communications

Key Considerations

- Changing media landscape + evolving consumption habits
- Competition with other news/events
- Potential for cyber threats; concerns with security, validity of online content

Approach

- Phased execution, shifting messaging based on campaign timing and response data
- Host engagement events to drive response
- Establish central/regional crisis teams and develop scenario-based plans for key risks
- Conduct media/risk trainings for spokespeople

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Rapid Response Activities

Key Considerations

- Objective of rapid response is to maximize response and minimize cost (boost early response, digital response, and overall self-response)
- Includes reporting and program optimization across communications channels (includes PR and Crisis)
- Data-based decision making requires integration of response data and campaign activity data
- Current plans for modeling and executing at a small-geography level

Approach

- Build rapid response team and protocols
- Develop issue/response hierarchy to streamline decisions
- Actively monitor campaign data and respond to issues

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Statistics in Schools Program

Key Considerations

- Shorter, more flexible activities
- Alignment with school curriculums
- Outreach to home-school educators
- 2020 Census page on SIS website

Approach

- Develop and distribute outreach materials (e.g. explanatory SIS toolkit)
- Develop new classroom materials:
 - Pre-K and bilingual activities
 - Games and digital tools
 - Take-home materials for parents
- Phased approach to engagement
 - Promotion through partners and conferences
 - Direct teacher and administrator outreach & materials fulfillment
- Possible new features (e.g., “Mock Census” events)

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Field Recruitment Advertising and Communications

Key Considerations

- Largely digital recruiting effort
- Hyperlocal approach to recruiting in HTC areas
- Alignment with overall 2020 campaign
- Lengthy federal hiring process

Approach

- Drive to single appropriately branded 2020 census job site, with custom landing pages by audience
- Test branded creative/messaging among audience segments
- Use of existing contacts and referrals
- Included detailed job description to encourage candidate fit



Example of Candidate Website

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Data Dissemination

Key Considerations

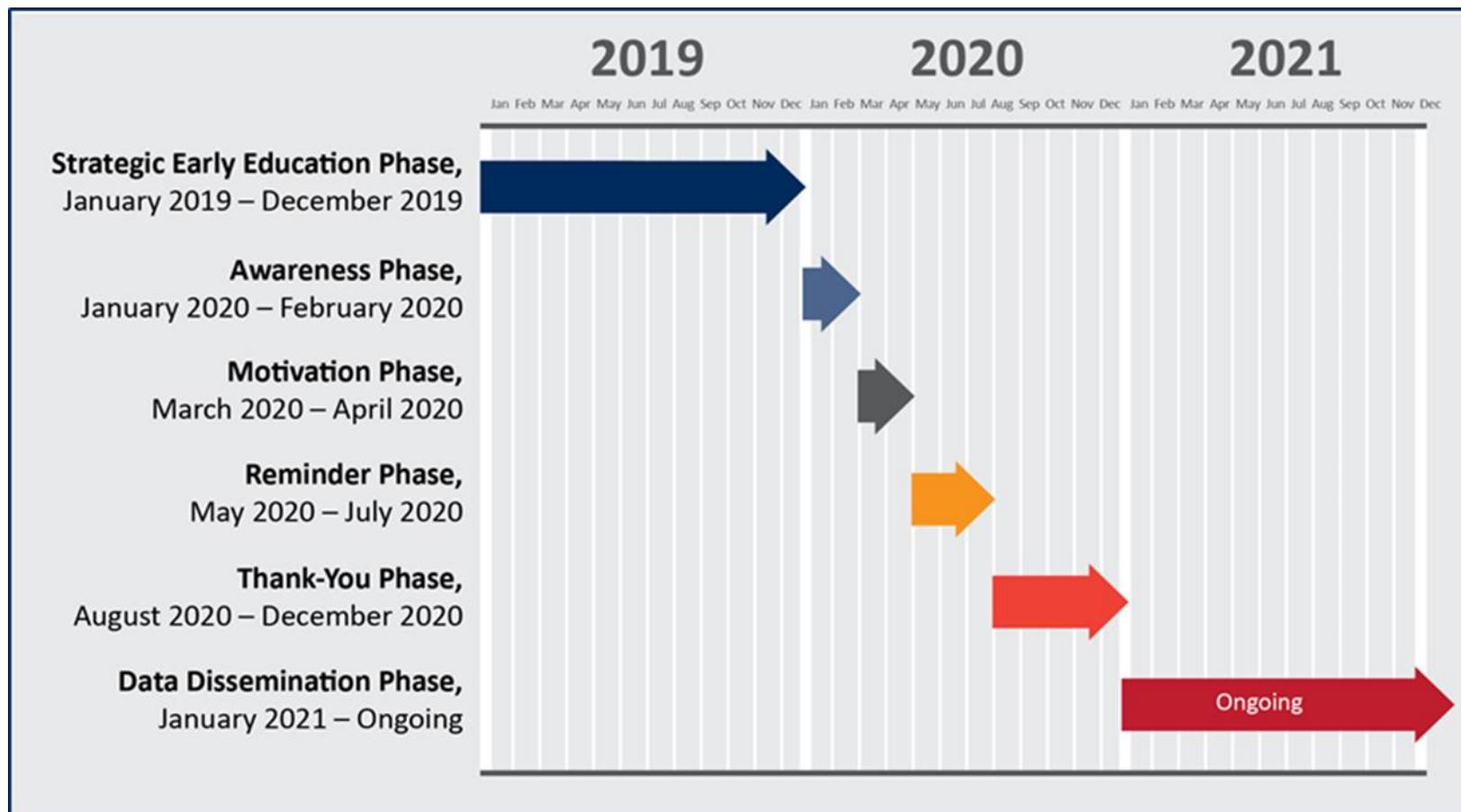
- Integrate data dissemination throughout campaign – from early awareness to post-collection
- New data platform in development at Center for Enterprise Dissemination Services and Consumer Innovation (CEDSCI)
- Opportunity to strengthen and maintain relationships with respondents, stakeholders, and partners

Approach

- Generate interest in the count with data from previous censuses
- Support “thank-you” phase with digital and print materials
- Reengage audiences with data products and materials following completion of the count

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Preliminary Phases of 2020 Census Communication*



**All upcoming activities are contingent upon funding availability.*

Questions?