

AGENDA
Meetings of the Census Advisory Committees on the
African American, American Indian and Alaska Native, Asian,
Hispanic, and Native Hawaiian and Other Pacific Islanders Populations
April 22-24, 2009
Census Bureau Conference and Training Center
4600 Silver Hill Road, Suitland, Maryland 20746

Wednesday, April 22, 2009

Room

9:00 – 12:00 PM

2010 Census Communications Panel

Auditorium

DraftFCB

Copy Testing with Universal Learning by Audience
Vita Harris

Overall Media Approach and Mass Communication Base Plan
Rich Gagnon

Communication Campaign Budget Allocation Discussion
Jeff Tarakajian
Rich Gagnon

12:00 PM – 1:00PM

LUNCH (on your own)

1:00 – 5:30 PM

REAC Concurrent Sessions
(see attached)

T-1,2,3,4,5

5:30 PM

ADJOURN

Bus departs 15 minutes after the meeting adjourns.

AGENDADraft
Meetings of the Census Advisory Committees on the
African American, American Indian and Alaska Native, Asian,
Hispanic, and Native Hawaiian and Other Pacific Islanders Populations
April 22-24, 2009
Census Bureau Conference and Training Center
4600 Silver Hill Road, Suitland, Maryland 20746

Thursday, April 23, 2009

Room

8:30 – 8:35 AM	Introductory Remarks and Agenda Review <i>Enrique Lamas, Designated Federal Official</i>	<i>Auditorium</i>
8:35 – 9:05 AM	Census Bureau Update <i>Thomas L. Mesenbourg, Acting Director, U.S. Census Bureau</i>	
9:05 – 9:35 AM	2010 Decennial Census Program Update <i>Arnold A. Jackson, Associate Director for Decennial Census</i>	
9:35 – 9:55 AM	Field Directorate Update <i>Marilia Matos, Associate Director for Field Operations</i>	
9:55 – 10:15 AM	Demographic Programs Update <i>Howard Hogan, Associate Director for Demographic Programs</i>	
10:15 – 10:30 AM	BREAK	
10:30 – 11:15 AM	Question & Answers: Open Discussion <i>Thomas L. Mesenbourg, Acting Director, U.S. Census Bureau</i> <i>Arnold A. Jackson, Associate Director for Decennial Census</i> <i>Marilia A. Matos, Associate Director For Field Operations</i> <i>Howard Hogan, Associate Director for Demographic Programs</i>	
11:15 – 11:45 AM	National Processing Center: An Introduction <i>David Hackbarth, Chief, National Processing Center</i>	
11:45 – 12:45 PM	LUNCH (on your own)	
12:45 – 1:45 PM	Overview of the 2010 Census Integrated Communications Campaign Program Evaluation National Opinion Research Center (NORC) <i>Chet Bowie, Senior Vice President and Director</i> <i>Steven Pedlow, Senior Statistician</i>	<i>Auditorium</i>
1:45 – 2:15 PM	Plans for Coverage Follow-up in the 2010 Census <i>Robin A. Pennington, Decennial Statistical Studies Division</i>	

AGENDA
Meetings of the Census Advisory Committees on the
African American, American Indian and Alaska Native, Asian,
Hispanic, and Native Hawaiian and Other Pacific Islanders Populations
April 22-24, 2009
Census Bureau Conference and Training Center
4600 Silver Hill Road, Suitland, Maryland 20746

Thursday, April 23, 2009 (CONT.)

Room

2:15 – 2:45 PM	Update on Plans for Census Coverage Measurement <i>Pat Cantwell, Decennial Statistical Studies Division</i>	<i>Auditorium</i>
2:45 – 3:15 PM	American Community Survey Program Update <i>Susan Schechter, Chief, American Community Survey Office</i>	
3:15 – 5:15 PM	Develop Recommendations	<i>T-1,2,3,4,5</i>
5:15 PM	ADJOURN <i>Bus departs 15 minutes after the meeting adjourns.</i>	

AGENDADraft
Meetings of the Census Advisory Committees on the
African American, American Indian and Alaska Native, Asian,
Hispanic, and Native Hawaiian and Other Pacific Islanders Populations
April 22-24, 2009
Census Bureau Conference and Training Center
4600 Silver Hill Road, Suitland, Maryland 20746

Friday, April 24, 2009

8:35 – 8:50 AM	Introductory Remarks and Agenda Review <i>Enrique Lamas, Designated Federal Official</i>	<i>Auditorium</i>
8:50 – 9:00 AM	Public Comment	
9:00 – 9:45 AM	Congressional Update <i>Subcommittee on Information Policy, Census and National Archives</i> <i>Committee on Oversight and Government Reform</i>	
9:45 – 9:55 AM	BREAK	
9:55 – 10:35 AM	Language and Measurement Research <i>Yuling Pan, Statistical Research Division</i>	
10:35 – 12:05 PM	Committee Concurrent Sessions - Finalize Recommendations (Working Lunch) <i>African American Committee</i> <i>American Indian and Alaska Native Committee</i> <i>Asian Committee</i> <i>Hispanic Committee</i> <i>Native Hawaiian and Other Pacific Islanders Committee</i>	 <i>T-1</i> <i>T-2</i> <i>T-3</i> <i>T-4</i> <i>T-5</i>
12:05 – 12:50 PM	Committees Report Out Recommendations	<i>Auditorium</i>
12:50 PM	ADJOURN <i>Bus departs 15 minutes after the meeting adjourns.</i>	

REAC CONCURRENT SESSIONS

Wednesday, April 22, 2009

12:30pm – 5:30pm

AFRICAN AMERICAN	AMERICAN INDIAN and ALASKA NATIVE	ASIAN	HISPANIC	NATIVE HAWAIIAN and OTHER PACIFIC ISLANDERS
T-1	T-2	T-3	T-4	T-5
<p>1:00 - 1:30pm Focus Group Observations - Committee Discussion</p> <p>1:30 - 2:30pm 2010 Census Integrated Media Plan Highlights - DRAFTFCB - Global Hue</p> <p>2:30 - 3:30pm 2010 Census Outreach to the Black Community - Dr. Claire Nelson Executive Director Caribbean Institute - Ron Brown, FLD/Charlotte - Willie DeBerry, FLD/Dallas - Katia Saint Fleur, FLD/ATL - Elsy Guibert, FLD/NY</p> <p>3:30 - 4:00pm Census Recruitment/Hiring -Tyra Dent-Smith, HRD -Roy Castro, EEO</p> <p>4:00 - 4:30pm Targeted Nonshelter Outdoor Locations and Rural Enumeration Plans -Dora Durante, DMD -Lou Avenilla, DMD</p> <p>4:30 - 5:30pm Committee Discussion</p>	<p>1:00 - 1:30pm Focus Group Observations - Committee Discussion</p> <p>1:30 - 2:30pm 2010 Census Integrated Media Plan Highlights - DRAFTFCB - G&G</p> <p>2:30 - 3:00pm AIAN 2010 Census Program Update -Dee Alexander, DMD</p> <p>3:00 - 3:30pm Census Recruitment/Hiring -Tyra Dent-Smith, HRD -Roy Castro, EEO</p> <p>3:30 - 4:15pm AIAN/Remote Alaska Outreach - Eric Morrison, FLD/Seattle - Amadeo Shije, FLD/Denver - Sydnee Chattin-Reynolds, FLD/KC</p> <p>4:15 - 5:30pm Committee Discussion</p>	<p>1:00 - 1:30pm Focus Group Observations - Committee Discussion</p> <p>1:30 - 2:30pm 2010 Census Integrated Media Plan Highlights - DRAFTFCB - IW Group</p> <p>2:30 - 3:00pm Census Recruitment/Hiring -Tyra Dent-Smith, HRD -Roy Castro, EEO</p> <p>3:00 - 3:30pm Privacy and Confidentiality Update - Mary Frazier, Privacy Office</p> <p>3:30 - 4:00pm Economic Impact, Decennial Coverage -Daniel Weinberg, ADDC</p> <p>4:00 - 4:30pm 2010 Census Partnerships -Irma Harahush, CLMSO -Grace Kong, FLD/PHIL -Winnie Tang, FLD/ATL -Xuan-Nhi Ho, FLD/LA</p> <p>4:30 - 5:00pm Immigration Status - Elizabeth Grieco, POP</p> <p>5:00 - 5:30pm Update on Asian Translation Guide - Keith Woodling, DMD</p>	<p>1:00 - 1:30pm Committee Discussion - Focus Group Observations - State of Latinos: 2010 Census Forum</p> <p>1:30 - 2:30pm 2010 Census Integrated Media Plan Highlights - DRAFTFCB - Global Hue Latino - D'Exposito & Partners</p> <p>2:30 - 3:00pm 2010 National Partnerships - Irma Harahush, CLMSO</p> <p>3:00 - 4:00pm 2000/2010 Census Outreach Comparison - Ligia Jaquez, FLD/NY - Juanita Mainster, FLD/ATL - Jerome Garza, FLD/Dallas - Anna Maria Garcia, FLD/Boston</p> <p>4:00 - 4:30pm Privacy and Confidentiality Update - Mary Frazier, Privacy Office</p> <p>4:30 - 5:00pm Census Recruitment/Hiring -Tyra Dent-Smith, HRD -Roy Castro, EEO</p> <p>5:00 - 5:30pm Coverage Strategies for Hispanic Population - Dr. Robert Santos Senior Institute Methodologist The Urban Institute</p>	<p>1:00 - 1:30pm Focus Group Observations - Committee Discussion</p> <p>1:30 - 2:30pm 2010 Census Integrated Media Plan Highlights - DRAFTFCB - G&G</p> <p>2:30 - 3:00pm ACS Update - Susan Schechter, ACSO</p> <p>3:00 - 3:30pm 2010 Job Opportunities in Field - Wendy Button, FLD - Viola Lewis Willis, AMSD</p> <p>3:30 - 4:00pm 2010 Census Partnerships - Irma Harahush, CLMSO - Meilyn Otemei, FLD/LA - Siniva Bennett, FLD/Seattle</p> <p>4:00 - 4:30pm Census Recruitment/Hiring -Tyra Dent-Smith, HRD -Roy Castro, EEO</p> <p>4:30 - 5:00pm Update on NHOPI Translation Guide -Keith Woodling, DMD</p> <p>5:00 - 5:30 Committee Discussion</p>