

AGENDA
2010 CENSUS ADVISORY COMMITTEE
May 7-8, 2009
Census Bureau Conference Center
4600 Silver Hill Road - Suitland, Maryland 20746

Thursday, May 7, 2009

Room

7:30 AM	Bus Departs the Hyatt Regency Crystal City Hotel (Gate 7 Entrance) to the Census Bureau	
8:30 AM – 8:35 AM	Introductions/Agenda Review <i>Nancy Gordon, Designated Federal Official</i>	Auditorium
8:35 AM – 8:50 AM	Welcome <i>Thomas L. Mesenbourg, Acting Director, U.S. Census Bureau</i> <i>Rick C. Wade, Senior Advisor and Deputy Chief of Staff, U.S. Department of Commerce</i> <i>Marc Morial, Chair, 2010 Census Advisory Committee</i>	
8:50 AM – 9:10 AM	Census Bureau Update <i>Thomas L. Mesenbourg, Acting Director, U.S. Census Bureau</i>	
9:10 AM – 9:30 AM	Decennial Census Program Update <i>Arnold A. Jackson, Associate Director for Decennial Census</i>	
9:30 AM – 9:50 AM	Field Directorate Update <i>Marilia A. Matos, Associate Director for Field Operations</i>	
9:50 AM - 10:10 AM	Demographic Program Update <i>Howard Hogan, Associate Director for Demographic Programs</i>	
10:10 AM – 10:25 AM	BREAK	
10:25 AM – 11:25 AM	Open Question and Answer <i>Thomas L. Mesenbourg, Acting Director</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> <i>Burton Reist, Assistant to the Associate Director for Communications</i>	
11:25 AM - 12:25 PM	LUNCH (on your own)	
12:25 PM – 12:45 PM	American Community Survey Program Update <i>Susan Schechter, Chief, American Community Survey Office</i>	

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Thursday, May 7, 2009 (Cont.)

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12:45 PM – 3:05 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

3:05 PM – 3:15 PM

BREAK

3:15 PM - 4:15 PM

**2010 Census Communications Campaign
Independent Evaluation**

National Opinion Research Center (NORC)

Chet Bowie, Project Manager
Rupa Datta, Deputy Project Manager

4:15 PM - 5:15 PM

Status of CPEX Evaluations and Experiments

Jennifer Reichert, Decennial Statistical Studies Division
Joan Hill, Decennial Statistical Studies Division

5:15 PM

ADJOURN

Bus departs 15 minutes after meeting adjourns.

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8:30 AM – 8:45 AM

Remarks

*Nancy Gordon, Designated Federal Official
Arturo Vargas, Acting Chair, 2010 Census Advisory Committee*

Auditorium

8:45 AM - 8:55 AM

Public Comment

8:55 AM - 9:10 AM

REAC Update

*Dr. Bernard Miller, Chair, Census Advisory Committee on
the African American Population*

9:10 AM – 9:25 AM

BREAK

9:25 AM – 9:55 AM

National Processing Center: An Introduction

David Hackbarth, Chief, National Processing Center

9:55 AM – 10:25 AM

Plans for Coverage Follow-up in the 2010 Census

Robin A. Pennington, Decennial Statistical Studies Division

10:25 AM – 10:55 AM

Update on Plans for Census Coverage Measurement

Pat Cantwell, Decennial Statistical Studies Division

10:55 AM – 12:00 PM

COMMITTEE DISCUSSION

12:00 PM

ADJOURN

Bus departs 15 minutes after meeting adjourns.