

NAC Parking Lot Discussion Items
October 89, 2015

Request to provide Advisory Input:

1. Definition of Charter for a to be formed work group on Integrated Partnership and Communications Program; Charter to consider Census timelines to establish a phased in approach in consideration of deadlines that may apply.
2. Is there a process for the NAC to provide timely input to Census on issues that arise between NAC meetings?
3. The NAC wishes to share their contacts to enhance third party network connections. How can the NAC provide information to Census regarding local/regional opportunities for third-party data? Request Census share their detailed source of 3rd party data that is used; NAC wants to provide input about how to identify more obscure resources to capture the harder to count populations.
4. Request report on the specific characteristics of NRFU from previous Census = planned data base. Demographics, barriers (language, homeless populations, etc.)
5. Request more detailed information on how administrative records will be used; analysis of administrative records currently being used or tested. What are the gaps in the information Census can collect from administrative records?
6. Request information and input on how the 65+ population will be reported. Recommend appropriate 'age' segmentation in addition to reporting by ethnic groups. Please no 85+ group!
7. Is it possible for NAC to have input on focus group questions? NAC is interested in making sure there is a diverse representation in the membership on the focus groups.
8. Request adequate time to advice Census on the Tribal Enrollment moderator guide.
9. Request local NAC members be included in invitations for events located in their area.

Request for Additional Information (at future NAC or other appropriate opportunities)

1. Bring analysis as available to provide more demographic information related to internet self-response testing; specifically bring response rates for various demographics related to millennials to seniors; urban to rural and HTC populations.
2. Continue to provide budget information, specifically opportunities to shift funding from the potential \$1.6B savings from the NRFU to HTC population outreach and count. Additional HTC populations mentioned were urban Indians, homeless, shelter settings, minorities and children.
3. Information on operational plans for Island Area Census as they evolve.
4. Is there a data source for same sex couples or relational issues.
5. More information on training of field staff in relationship to cultural issues and methods.

6. What is criteria for determining where the regional and site offices will be located? Request research perspective for selection of test sites; recommend Census consider better representation of our diverse communities to provide data on HTC.
7. NAC appreciates an ongoing opportunity to engage more fully in the discussion about HTC populations.
8. Request information on targeted vs. digital advertising comparative analysis; this is of high interest to the NAC.
9. Members of the NAC could use an at-a-glance glossary of Census' alphabet soup. Many slides gave us the shorthand in parentheses after the phrase was used and that was helpful. The problem is that with so much information being shared it can be hard through the course of the day to remember specifically what is meant.
10. Increase follow up response rate in test for Houston and LA to respond to diversity of those populations.

Advisory Operational Plan Requests:

1. Request population areas of small communities be included in future testing sites.
2. Recommend the Partnership campaign include ALL HTC to include homeless/shelter and ethnic populations.
3. Could analysis of advertising tests and research include ways to enhance response rates --especially as it relates to HTC populations?
4. Review language guides for translation accuracy. Perhaps less translation and language if motivation to respond is more culturally relevant.
5. Increase the NRFU by 40,000 to make similar and equitable comparisons to previous testing.