

Document Overview

The following is an engagement plan that provides a strategy and approach to engage with the National Advisory Committee on the 2020 Census Communications Program during fiscal year 2016. This document is a collaborative effort between the Census Bureau and the National Advisory Committee (NAC) to document ongoing efforts to communicate about the 2020 Census.

We recognize this document is a beginning point for NAC's review and will evolve over time as the 2020 census plans change and mature during the next five years.

National Advisory Committee

The National Advisory Committee (NAC) considers topics such as hard to reach populations, race and ethnicity, language, aging populations, American Indian and Alaska Native tribal considerations, new immigrant populations, populations affected by natural disasters, highly mobile and migrant populations, complex households, rural populations, and population segments with limited access to technology. The Committee also advises on data privacy and confidentiality, among other issues.

In 2012, the Secretary of Commerce chartered the NAC as the Census Bureau National Advisory Committee on Racial, Ethnic, and Other Populations. The committee, known as NAC, consists of up to 32 members appointed by the Director of the Census Bureau. NAC is an important channel of communication between the Census Bureau and race, ethnic, and other communities, focusing "on the identification of new strategies for improved census operations, survey and data collection methods, including identifying cost-efficient ways to increase census participation" and reduce the undercount.

In addition, the Decennial Directorate seeks to strengthen its relationships with its stakeholders and customers, including this working group, and to document and improve the customer experience.

Issues and Concerns

The Decennial Directorate will work collaboratively with the Customer Liaison and Marketing Office (CLMSO) staff given their role in coordinating all activities of the agency's advisory committees. As part of this collaboration, the Decennial Directorate will serve as subject matter experts on NAC working groups involving Decennial Directorate topics.

Below are some issues/concerns the NAC have raised that we seek to address through various working groups. The following are the current NAC working groups:

1. Administrative Records, Internet, and Hard to Count Population Working Group

This group will review the Census Bureau's research program and plans involving administrative records and third party data use and the internet in the 2020 Census. The group will review interim findings from 2020 Research and Testing projects using administrative records and third party data and findings from research and testing using the internet as a mode for data collection. The group will focus on methods to enumerate the hard to count population that are not easily reached through administrative records or the internet.

2. Language Working Group

The Language Working Group will advise on the development, implementation, and analysis of research associated with methods used to identify which languages to support and types of language services to provide in support of the 2020 Census. It will also provide expertise while balancing known challenges of cost containment and maintaining our commitment to high quality data.

PREVIOUS WORKING GROUPS

The following previous working groups have intersected with the Decennial Directorate in various ways.

 [Administrative Records & Third Party Data Working Group - Final Report](#)

 [Small Populations in the American Community Survey Working Group - Final Report](#)

 [2020 Census: Race and Hispanic Origin Research Working Group - Final Report](#)

For Consideration

The Decennial Directorate recommends the formation of a working group on the Integrated Partnership and Communications (IPC) Program this fiscal year to begin **early** involvement in the planning efforts for the various components of the IPC.

Communications Approach

The Decennial Directorate will comply with Federal Advisory Committee Act (FACA) and will maintain open dialogue and transparency as the Census Bureau collaborates with the NAC to address issues and concerns raised above. Our approach is as follows:

1. The Decennial Directorate will be available to have open dialog with the NAC in order to better understand concerns and share helpful resources (i.e. planning documents, previous or planned research, academic papers, etc.) to address these concerns. This may be done through public meetings via teleconferences and webinars.
2. The Decennial Directorate will provide dedicated SMEs to provide background and direction to the NAC working groups during their standing check-in calls and other special conference calls or Fall/Spring meetings. The Decennial Directorate will work with NAC members and CLMSO to address concerns and develop strategies and/or supporting materials.

Communications Plan

Date	Event/Location	Activity/Deliverable
10/08/15	NAC Fall Meeting Census HQ Suitland, MD	Presentations: Update on 2016 Census Test 2015 OSR Test Results 2020 Operational Plan Rollout
10/7/15	Minnesota –Jackpot Junction, Lower Sioux Reservation	NAC invited to observe: 2020 Census Tribal Consultation *
10/7/15	Listserv	Sent Operating Plan to NAC
10/14/15	Egan Center Anchorage, AK	NAC invited to observe: 2020 Census Tribal Consultation*
10/23/15	San Diego, CA	NAC invited to observe: 2020 Census Tribal Consultation*
10/26/15	Listserv	Sent “2020 Census No Time to Lose” video to NAC
10/29/15	Pearl River Resort Choctaw, MS	NAC invited to observe: 2020 Census Tribal Consultation*
10/2015	Listserv	Integrated Communications Contract (ICC) Acquisitions Schedule sent to NAC
11/18/15	Isleta Resort and	NAC invited to observe: 2020 Census Tribal

Date	Event/Location	Activity/Deliverable
	Casino Albuquerque, NM	Consultation*
11/18/15	Listserv	Send invitation to participate in 2020 ICC pre-solicitation conference to NAC
12/11/15	Listserv	Send draft Request for Proposal (RFP) for Census ICC to NAC
12/14/15	Uncasville, CT	NAC invited to observe: 2020 Census Tribal Consultation*
12/18/15	Webinar, Census Bureau HQ	NAC invited to participate in 2020 ICC pre-solicitation conference
01/13/16	Conference Call	Update NAC on Tribal Consultations
01/19/16	Listserv	Send final ICC RFP to NAC
02/05/16	Sitting Bull College Ft. Yates, ND	NAC invited to observe: 2020 Census Tribal Consultation*
02/2016 Date TBD	Conference Call	Charter and kickoff NAC Integrated Partnership and Communications Working Group
03/24/16	Omni Shoreham Hotel Washington, DC	NAC invited to observe: 2020 Census Tribal Consultation*
04/06/16 04/07/16	Census HQ Suitland, MD	Webinar on the 2020 Census Tribal Consultations NAC invited to observe
04/2016	Spring Meeting	Presentations will include: 2016 Census Test Update 2017 Census Test Update 2020 Tribal Consultations Update
06/2016	Document to review	Provide NAC with a draft copy of the 2020 Census Tribal Consultation Report to review
06/2016	Conference Call	NAC Integrated Partnership and Communications Working Group*
07/2016	Conference Call	NAC Integrated Partnership and Communications Working Group*
07/2016	Document	Develop FY2017 NAC Engagement Plan
08/2016	Conference Call	NAC Integrated Partnership and Communications Working Group*
08/2016	Listserv	Send Notification of ICC contractors that were selected to NAC
09/2016	Conference Call	NAC Integrated Partnership and Communications Working Group*
09/2016	Document	Receive final draft of the 2020 Census Tribal Consultation Report
09/2016	Meeting	Share FY2017 Engagement Plan with NAC
10/2016	Meeting	Introduce contractors to NAC at fall meeting

**When the Decennial Directorate invites NAC members to observe events, please note this will be at their own expense.