

Integrated Partnerships and Communications Working Group

Recommendations on:

- 2017 Census Test Integrated Partnerships and Communications Plan
- 2017 Puerto Rico Census Test Integrated Partnerships and Communications Plan

Timeline: IPC Working Group

- June: WG received 2017 Census Test and 2017 PR Census Test IPC plans for review
- July: Census Bureau presents highlights from both IPC plans to IPC working group
- July: Working group confers about potential recommendations
- **August: WG reaches consensus, presents recommendations to NAC!**
- Up next: Census presents 2020 Partnerships plan to IPC working group

Recommendations

1. Microtarget messaging to specific hard-to-count populations
2. Hire and promote a workforce that is both demographically and experientially diverse
3. Encourage creativity in partner events

Recommendations (cont)

4. Training for all Census Staff must include cultural competency training
5. Count quality in addition to quantity

Recommendations (cont)

6. More explicitly connect Census completion to elections and voting rights in outreach materials
7. More explicitly connect Census participation to fair allocation of public resources over the subsequent decade in outreach materials

Recommendations (cont)

8. Affirmatively partner with organizations focused on voter outreach
9. Affirmatively partner with the robust networks of nonprofit organizations and community leaders that promote civic engagement

Recommendations (cont)

10. Analyze gaps in existing partnerships lists and conduct targeted outreach to ensure that gaps are filled
11. Prioritize partnership diversity in high Hot Tract Score areas