

Integrated Partnership and Communications Working Group – Fall 2017 Meeting

Submitted by Working Group Convener: Meghan Maury

Draft IPC Plan recommendations

Overarching recommendation: Future iterations of the IPC Plan should invert focus – concentrating first on the hardest to reach, with a secondary focus on the “majority” population. [i.e., see p. 81-82]

Explanation: The demographics of the country have changed significantly over the last decade and continue to change. The country is more diverse, more multiracial, with, for example, larger income disparities and more housing instability. A focus on the historical majority is not a sufficient long-term solution. Inverting focus to center work on historically undercounted groups is the most effective and efficient way to anticipate these demographic changes. Moreover, creating messaging that effectively reaches hard to count populations won’t undermine the Bureau’s efforts to reach the “majority” population; while focusing on messages that work best for the “majority” will undermine the Bureau’s ability to reach hard to count populations.

- For example, in the approach to partnerships, continue to center HTC groups, add groups like young children, LGBTQ people, people experiencing homelessness and people who are experiencing housing instability, formerly incarcerated people, and Middle Eastern/North African people. [see p. 93-95]
- As another example, when creating evaluation metrics for communications and partnerships, prioritize HTC people.

CBAMS:

1. Reconsider CBAMS qualitative research components to create a more balanced picture of geographic (esp. urban, suburban, and rural), ethnic, HTC, and language diversity of people not captured by CBAMS quantitative research. Take particular care to reach people with elevated concerns given current political climate. The following groups are examples of communities that are likely not to be reached by the CBAMS quantitative research, but are underrepresented in the currently planned CBAMS qualitative research: [throughout]
 - AAPI and Latino English speakers outside of cities
 - People who are undocumented
 - Alaska Native and American Indian people outside of major cities
 - Arabic speakers
 - Asian American and Pacific Islander and Latino non-English speakers outside of cities
2. In addition to planned Puerto Rico focus groups, as soon as conditions permit, conduct focus groups in places like Puerto Rico and Northern California to help capture what barriers, attitudes, and motivators are present for communities experiencing instability (i.e., housing instability, climate-related instability). [throughout]
3. Following the quantitative and qualitative segments of the CBAMS survey, the Bureau should conduct a number of focus groups that take a deeper dive on the barriers, attitudes, and motivators uncovered during the CBAMS study.

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IPC Plan Focus:

4. The undercount of young children must be a through-line in the IPC plan, with specific and explicit plans and targets to address this undercount in every component of the plan. [throughout] Please see recommendations from Undercount of Young Children Working Group.
5. Similarly, the IPC plan should more clearly address how it plans to reach people experiencing housing instability. [throughout]

Funding/budget:

6. In the event of inadequate funding for communications research, consider reducing reliance on “online discussion communities” in order to reserve funds for focus groups and conversations with HTC groups. [see p. 64]
7. Provide compensation for translation services that the Census Bureau is unable to complete on its own behalf. [see p. 77]
8. Prioritize the language component of IPC activities; if there is inadequate funding, language support should not be reduced.
9. In evaluating media strategies, including evaluation of media outlets, prioritize reach to HTC populations rather than evaluating total quantity of reach. When evaluating the “value and reach” of media outlets, prioritize reach to unique populations rather than total quantity of reach. [see p. 49]

Recruiting:

10. Institute hiring criteria for partnership specialists and enumerators that prioritizes relevant skills and experiences, such as language abilities and being from the community over arbitrary, irrelevant factors, such as high test scores or criminal records. [see p. 173-182]
11. Census Bureau settled a case in 2015 about hiring of staff for 2010 Census where use of criminal background checks was shown to have a discriminatory impact on people of color. The IPC plan references a background check in its section on recruitment. Do not use criminal background checks in the hiring process for enumerators for 2020. [see p. 182]
12. Reduce reliance on referrals from 2010 Census enumerators to avoid replicating the demographic makeup of 2010 Census staff. [see p. 176]

Additional information:

- Provide the NAC with more information about:
 - How the IPC plan will be “scaled down” in the event of inadequate funding. [see p. 8]
 - Relatedly, how will the Census Bureau prioritize its IPC activities? By audience? By activity group? [throughout]
 - How will the timeline for the partnership and communications activities be impacted in the event of inadequate funding? [see p. 50]
 - The “tiered approach” concept of the Partnerships plan. [see p. 14]

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- The specific definition of “Hard to Count” groups for the purposes of market segmentation. [throughout]
- The Partnership Experience Platform (PxP). [throughout]
- The partnership guidebook, including what languages the guidebook will be translated into. [see p. 98]
- The metrics that will be used in evaluating the efficacy of the IPC work. [see p. 78]
- How funding is being allocated among subcontractors. [general]