



# Integrated Partnership and Communications

Presentation to the National Advisory Committee Fall 2017 Meeting

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**Maria Olmedo-Malagon**  
Decennial Communications Coordination Office

**Kendall Johnson**  
2020 Census Integrated Communications Contract PMO

# Integrated Partnership and Communications Outline

- Overview
- Research Roadmap
- 2020 Census Integrated Communications Plan

# Integrated Partnership and Communications

## Main Components

The Integrated Partnership and Communications operation communicates the importance of participating in the 2020 Census to the entire population of the 50 states, the District of Columbia, Puerto Rico and the island areas to:

- Engage and motivate people to self-respond, preferably via the internet
- Raise and keep awareness high throughout the entire 2020 Census to encourage response



# Integrated Partnership and Communications

## Research and Communications Integration

### STEP 1



**Predictive Models**

### STEP 2



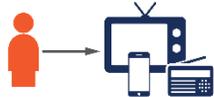
**Conduct the Census  
Barriers, Attitudes, and  
Motivators Survey (CBAMS)  
2020**

### STEP 3



**Segmentation**

### STEP 4



**Media Planning**

### STEP 5



**Design Advertising**

### STEP 6



**Deliver Advertising**

### STEP 7



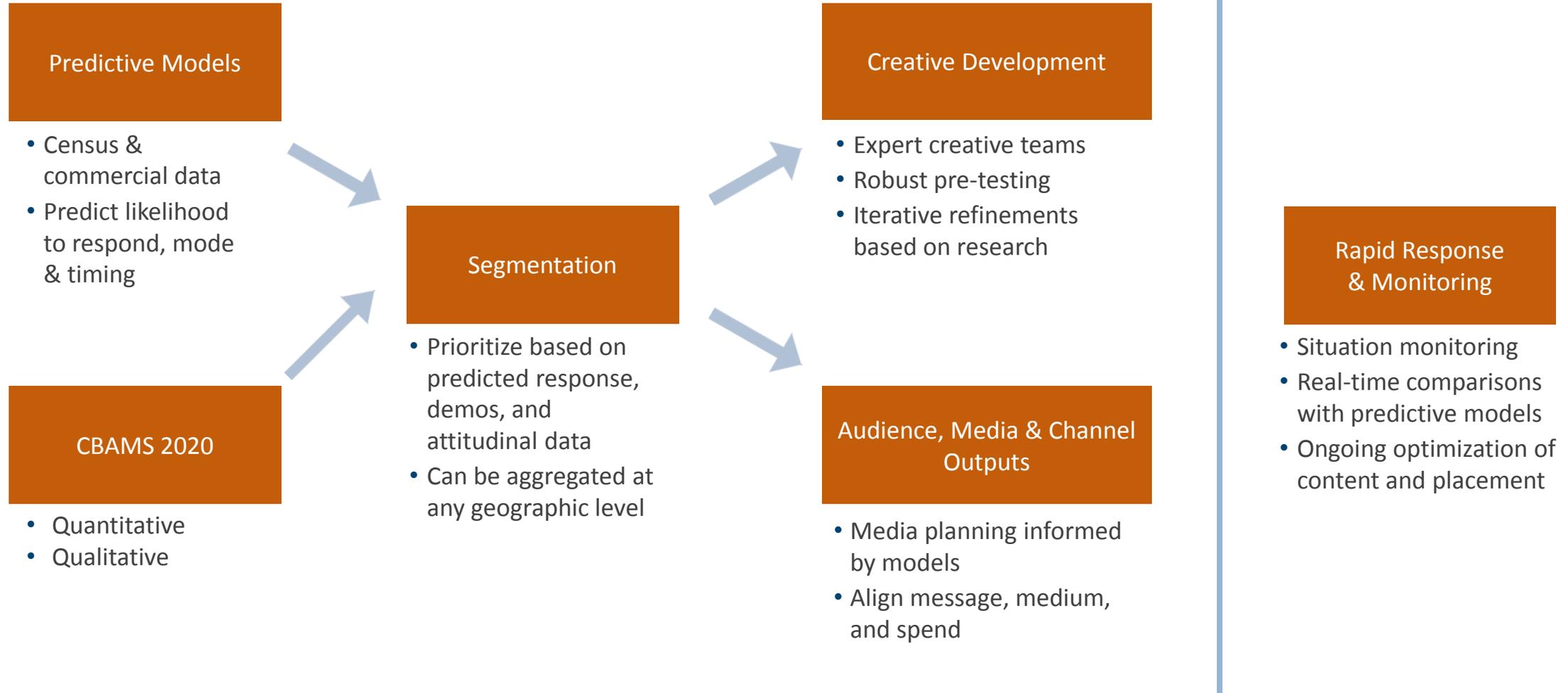
**Optimize Resources**

### STEP 8



**Rapid Response**

# Integrated Partnership and Communications Research Roadmap



# Integrated Partnerships and Communication

## Predictive Models & Segmentation

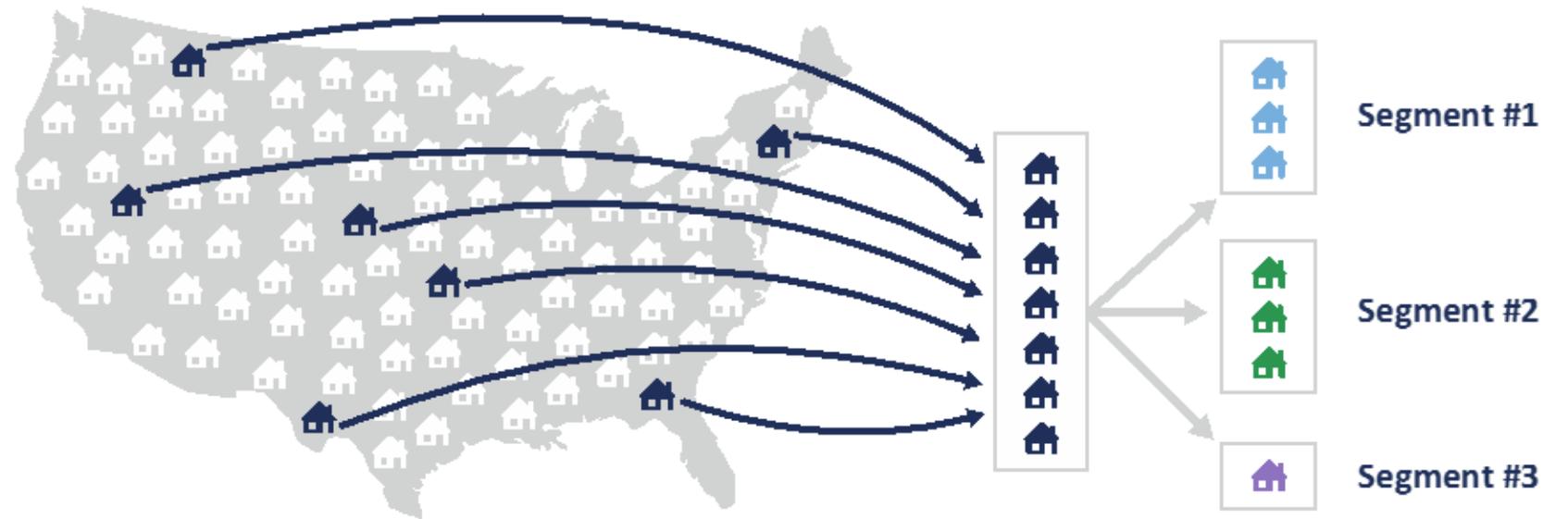
### Key inputs

- Census data
- Research insights
- 3<sup>rd</sup> party data
- Media usage data

### Predictive modeling

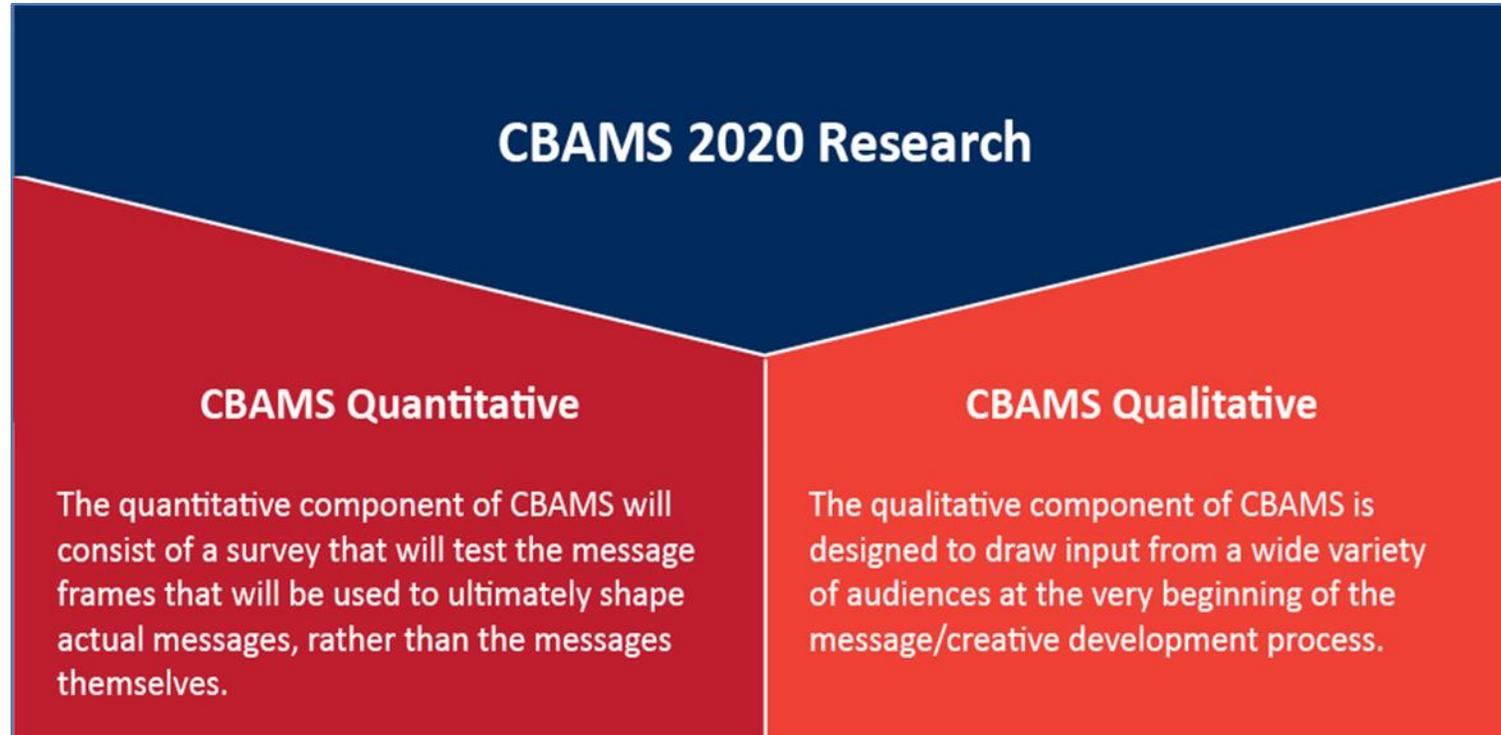
- Likelihood to respond
- Mode (online, paper)
- Timing of response
- Attitudes & messaging

### Segmentation Sorts the Low-Response Households into Distinct Clusters



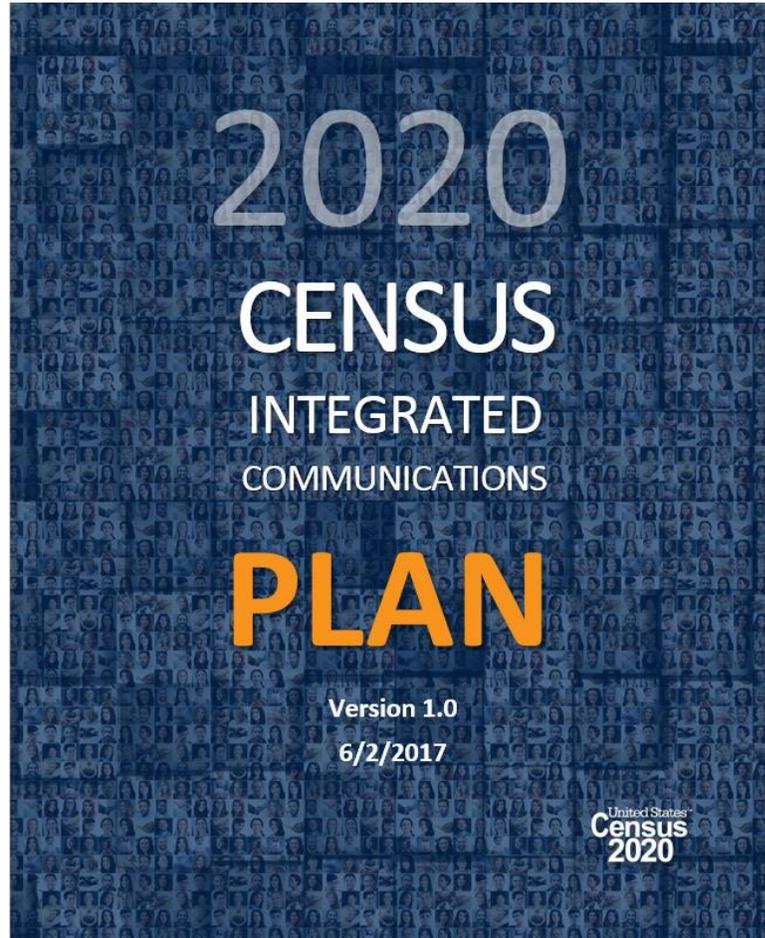
# Integrated Partnership and Communications

## CBAMS 2020



# Integrated Partnership and Communications

## Key Elements of Integrated Communications Contract Plan



- Advertising and Media Buying
- Stakeholder Relations and Partnership Programs
- Website Development
- Social Media
- Public Relations and Events and Crisis Communications
- Rapid Response Activities
- Statistics in Schools Program
- Field Recruitment Advertising and Communications
- Data Dissemination

# Integrated Partnership and Communications

## Advertising and Media Buying

### Key Considerations

- Competition with other 2020 events (elections, Olympics)
- Ongoing and rapid changes to media landscape
- Role of digital is key, but limitations for reaching some audiences
- Upfront media buy (May 2019) critical for securing majority of advertising inventory

### Approach

- Monitor opportunities for emerging technologies
- Paid media/advertising 101 + Paid Media Review Team
- Research and data-driven planning at small geography level provided greater flexibility in managing and optimizing paid media
- Mix of digital and traditional media
- Streamlined, cross-team participation
- Optimize based on rapid response activities

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## Stakeholder Relations and Partnership Programs

### Stakeholder Relations

#### Key Considerations

- Early outreach and ongoing engagement
- Significant influence on campaign success – data users, connections to HTC groups
- Educate stakeholders on campaign processes (e.g. creative development, media buying)
- Localized engagement through Field, CPEP

#### Approach

- Enlist stakeholders to support the word among their own audiences
- Integrate closely with existing Census Bureau stakeholders relations effort
- Solicit stakeholder input throughout campaign
- Provide regular briefings and updates to advisory committees, etc.

### Partnership Programs

#### Key Considerations

- Early start and ongoing engagement
- Integration and continuous coordination of local and national partners engagement
- Coordinated, audience-focused approach to identifying partners and activities

#### Approach

- Leverage trusted voices, both locally and nationally
- Tiers of support based on partner reach and interest
- Early engagement with national and corporate partners to accommodate longer planning cycles and maximize commitment
- Develop suite of customizable materials to increase reach and utility (digital and print)

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## Website Development

### Key Considerations

- Website is key to digital census (awareness, validation, conversion, dissemination)
- Consistent user experience across digital properties and survey tool
- Cybersecurity
- Rapid Response support
- Scaling data dissemination

### Approach

- Mobile-First approach
- Tailor content and landing pages by audience
- Offer content in multiple languages
- Conduct full User Inference (UI)/User Experience (UX) testing early to optimize usability
- Ensure site provides ability to continuously refine landing page content and layout based on web analytics
- Continual integration with other program areas

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## Social Media

### Key Considerations

- Rapidly changing and crowded landscape
- Real-time customer service
- Alignment with other Federal Agencies' standards & protocols

### Approach

- Determine mix of channels
- Develop rich content: multimedia, multilingual, user-generated
- Streamline content approval and deployment process
- Continually monitor to optimize media and respond to issues
- Engage partners & influencers to amplify messaging
- Supporting digital/in-person events and recruiting

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## Public Relations and Events and Crisis Communications

### Key Considerations

- Changing media landscape + evolving consumption habits
- Competition with other news/events
- Potential for cyber threats; concerns with security, validity of online content

### Approach

- Phased execution, shifting messaging based on campaign timing and response data
- Host engagement events to drive response
- Establish central/regional crisis teams and develop scenario-based plans for key risks
- Conduct media/risk trainings for spokespeople

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## Rapid Response Activities

### Key Considerations

- Objective of rapid response is to maximize response and minimize cost (boost early response, digital response, and overall self-response)
- Includes reporting and program optimization across communications channels (includes PR and Crisis)
- Data-based decision making requires integration of response data and campaign activity data
- Current plans for modeling and executing at a small-geography level

### Approach

- Build rapid response team and protocols
- Develop issue/response hierarchy to streamline decisions
- Actively monitor campaign data and respond to issues

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## Statistics in Schools Program

### Key Considerations

- Shorter, more flexible activities
- Alignment with school curriculums
- Outreach to home-school educators
- 2020 Census page on the Statistics In Schools (SIS) website

### Approach

- Develop and distribute outreach materials (e.g. explanatory SIS toolkit)
- Develop new classroom materials:
  - Pre-K and bilingual activities
  - Games and digital tools
  - Take-home materials for parents
- Phased approach to engagement
  - Promotion through partners and conferences
  - Direct teacher and administrator outreach & materials fulfillment
- Possible new features (e.g., “Mock Census” events)

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## Field Recruitment Advertising and Communications

### Key Considerations

- Largely digital recruiting effort
- Hyperlocal approach to recruiting in Hard-To-Count (HTC) areas
- Alignment with overall 2020 campaign
- Lengthy federal hiring process

### Approach

- Drive to single appropriately branded 2020 census job site, with custom landing pages by audience
- Test branded creative/messaging among audience segments
- Use of existing contacts and referrals
- Included detailed job description to encourage candidate fit



*Example of Candidate Website*

# Integrated Partnership and Communications

## Data Dissemination

### Key Considerations

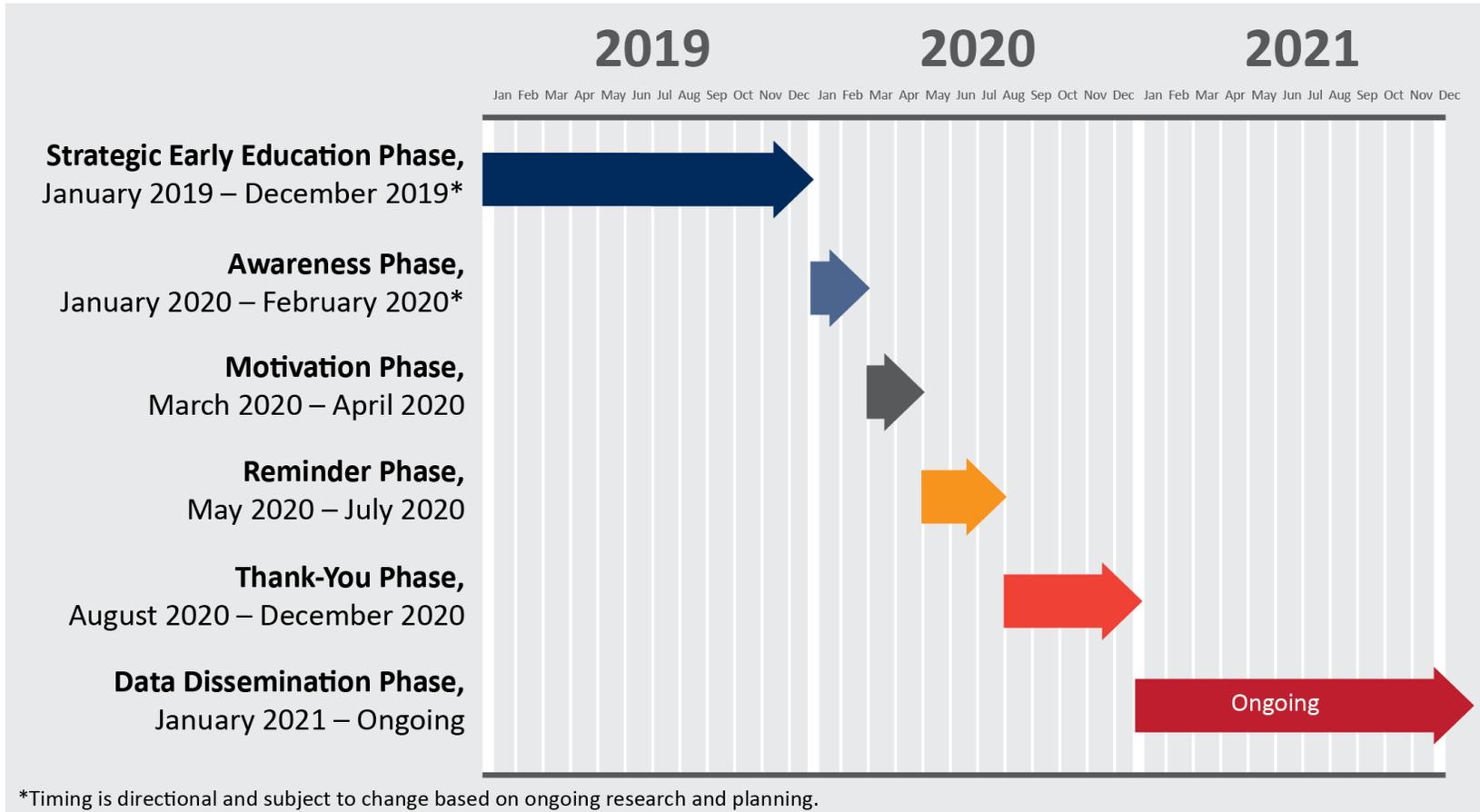
- Integrate data dissemination throughout campaign – from early awareness to post-collection
- New data platform in development at Center for Enterprise Dissemination Services and Consumer Innovation (CEDSCI)
- Opportunity to strengthen and maintain relationships with respondents, stakeholders, and partners

### Approach

- Generate interest in the count with data from previous censuses
- Support “thank-you” phase with digital and print materials
- Reengage audiences with data products and materials following completion of the count

# Integrated Partnerships and Communication

## Preliminary Phases of 2020 Census Communication\*



*\*All upcoming activities are contingent upon approval of the 2020 Census Integrated Communications Plan v.1 and funding availability.*

# Integrated Partnerships and Communications

## Milestones\*

Milestones	Target Date(s)	
Award Contract	August 24, 2016	✓
Kick-Off Meeting for Contract	August 31, 2016	✓
Census 101 Training for contractor	September 19 – 20, 2016	✓
Regional Offices Listening Tour	November 9, 2016 – January 12, 2017	✓
Stakeholders Listening Tour	April 2017	✓
Delivery of Research Road Map	May 2017	✓
Delivery of 2020 Census Integrated Communications Plan Version 1.0	June 2017	✓
Delivery of Tribal Consultation Final Reports	August 2017	✓
2020 Census Barriers, Attitudes and Motivators Study	February – April 2018 (planned)	

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Questions?