

Integrated Partnership and Communications Update

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Integrated Partnership and Communications Outline

- Overview
- National Partnerships Program
- Community Partnership and Engagement Program
- General ICC Updates:
 - Strategic Planning
 - ICC Timeline and Reaching to HTC
 - Field Recruitment Advertising and Communications
 - Census Barriers Attitudes and Motivators Study
 - Survey
 - Focus groups
- Current Challenges and Bureau Approach

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



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National Partnership Program (NPP)

Program Summary:

Use strategic national partnerships to increase public trust, awareness, and support of the Census Bureau's mission to accurately measure the nation's population and economy.

Key Accomplishments:

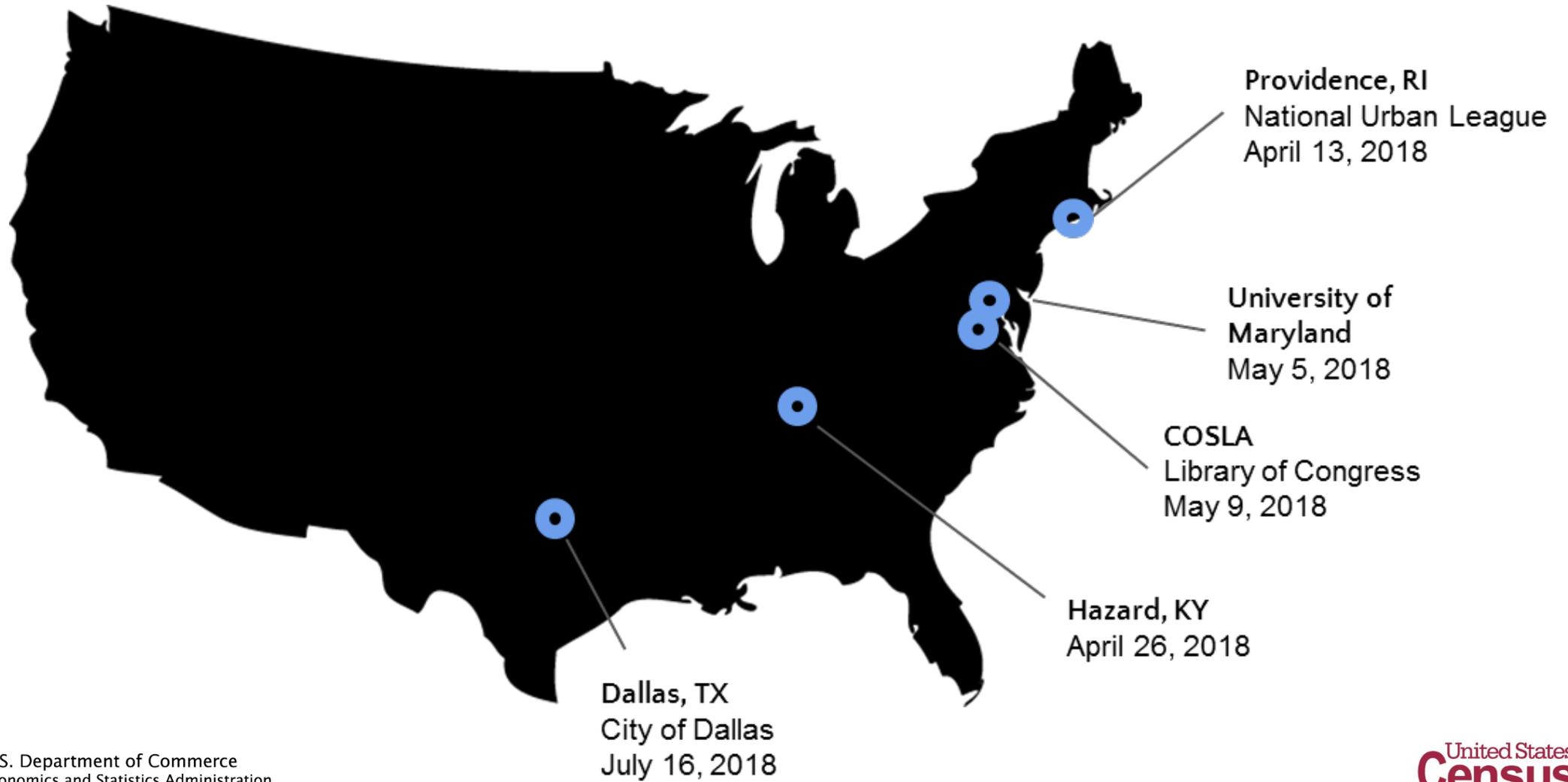
- Implemented 12-week account manager pilot program. Initiated relationships with over 200 organizations.
- Conducted webinar with national partners on May 24
- Conducted Census Solutions Workshops in the following locations:
 - Providence, Rhode Island: April 13, 2018
 - Hazard, Kentucky: April 26, 2018
 - University of Maryland: May 5, 2018
- Introduced an updated partnership website at census.gov/partners.

Upcoming Milestones:

- Census Solutions Workshop in Dallas, Texas: July 16, 2018
- National Partnership Plan; Summer 2018

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National Partnership Program (NPP): Census Solutions Workshops



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National Partnership Program (NPP): Providence, Rhode Island



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Community Partnership and Engagement Program (CPEP)

Program Summary:

CPEP focuses on building and engaging community or grassroots level partnerships throughout the U.S. by:

- Educating people about the 2020 Census and fostering cooperation with enumerators
- Encouraging community partners to motivate people to self-respond
- Engaging grassroots organizations to reach out to hard to count groups and those who aren't motivated to respond to the national campaign

Key Accomplishments:

- Developed the American Indian and Alaska Native (AIAN) partnership plans
- Created the Tribal Government Liaison Program Handbook and two 2020 AIAN Flyers
 - Currently in the review process
- Completed the State Complete Count Commission and Complete Count Committee (SCCC/CCC) materials
 - SCCC/CCC brochures are complete and in printing process
 - SCCC/CCC Guide, Training Manual, and Presentation are in the final review process

CPEP Staffing:

- 44 Partnership Specialists currently onboard
- 70 additional Partnership Specialists have been approved for hiring in FY2018

Completed FY2018 CPEP Activities:

- 829 organization contacted
- 1,018 outreach events successfully completed
- 113 upcoming events confirmed
- 91 planned events (future opportunities)

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Integrated Communications Contract: Strategic Planning

Summary:

Census Bureau and Team Y&R have been working on key planning activities. These activities will better position our communication efforts for FY2019 and beyond. In addition, both Census staff and Team Y&R are working on being ready to quickly start work on most sub-components on October 2019.

Key Accomplishments:

- Increased level of effort to begin new work across eleven component areas in FY2019. Detailed component discussions started in April 2018.
- Conducted Strategic Planning Session on May 8 and 9, 2018.

Upcoming Milestones:

- CBAMS Results: Late Summer 2018
- Strategy Workshop: September 2018
- Creative Brief and Creative Workshop: October 2018
- January to March 2019: Surge of content in several components such as SIS, social media and digital
- Creative Testing: Spring 2019
- Media Plan: March 2019
- Version 2 Communication Plan: Late Summer 2019

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Integrated Communications Contract: Field Recruitment Advertising and Communications

Summary:

We will leverage various media channels, deploy hyperlocal and national campaigns, and develop one centralized recruiting resource—a 2020 Census jobs website—to hire the right people for the right geographic locations.

Key Accomplishments:

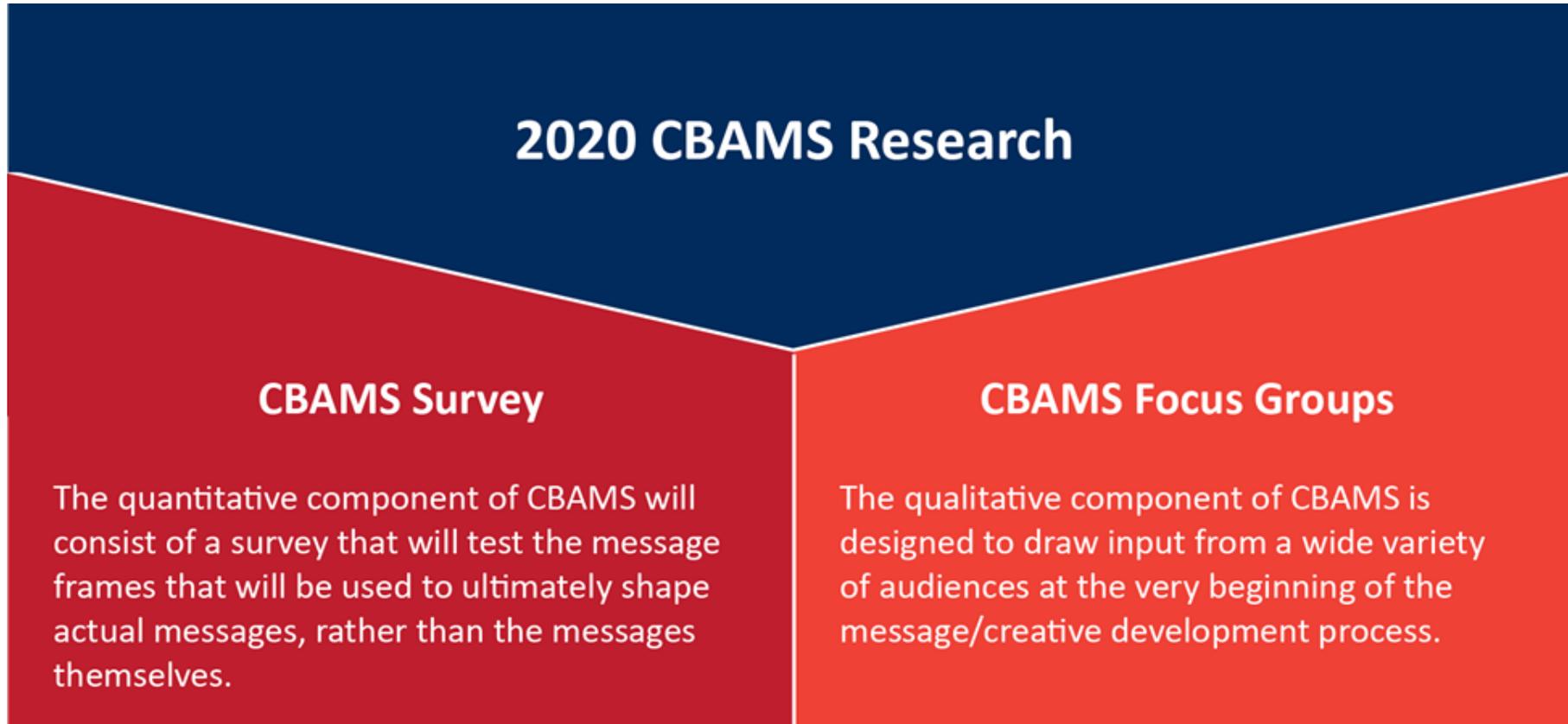
- Recruiting Kick-off Conference with regional leadership held on March 13 - 15, 2018
- Industry Day for 2020 Media Planning and Buys to Support Recruiting Contract held on March 15, 2018
- Working with the Center for New Media & Promotion and Team Young & Rubicam to develop a 2020 Recruiting website
- Working with AT&T to create a Toll Free Jobs Line

Upcoming Milestones:

- September 4, 2018: Recruiting website activated
- September 4, 2018: Toll Free Jobs Line activated
- November 2019: Recruiting Advertisements and Promotional Materials Developed

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Integrated Communications Contract: 2020 CBAMS



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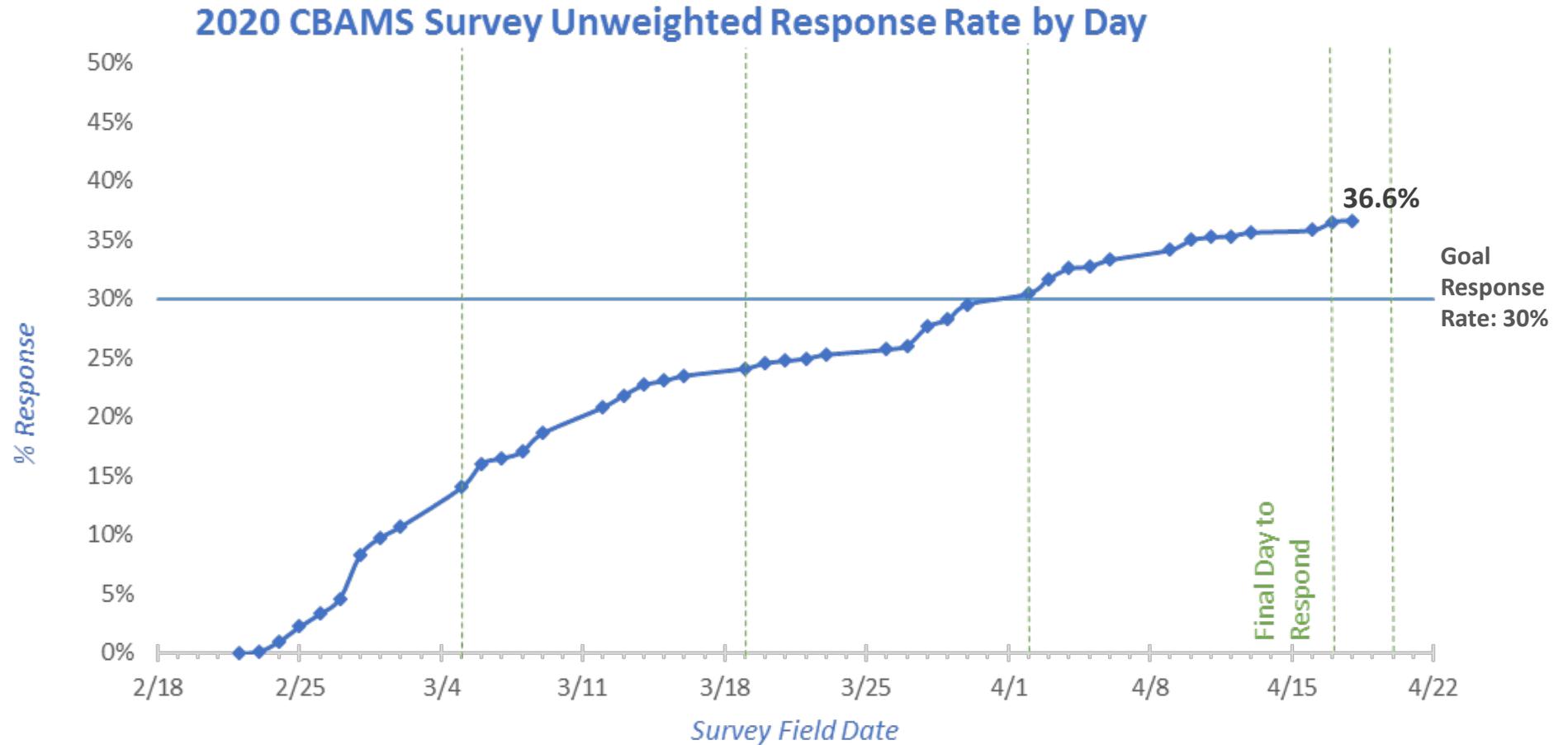
2020 CBAMS Survey

Data current as of:
April 20, 2018

Completion Date:
April 20, 2018

Sample Size:
50,000 Households

Notes:
Unweighted data



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2020 CBAMS Focus Groups

Completion Date:

April 19, 2018

Total # of Focus Groups:

42 (w/6-8 participants)

Total # Focus Groups Complete:

42

Minimum # of Total Participants:

252

Current # of Total Participants:

308

Date	Location	Audience	Recruited	Shown	Seated	Date	Location	Audience	Recruited	Shown	Seated
3/14	Albuquerque 1	AIAN (Female)	11	11	8	4/3	Houston 2	Spanish (Mainland)	14	11	8
3/14	Albuquerque 2	AIAN (Male)	10	8	8	4/4	Los Angeles 4	MENA	14	10	8
3/15	Albuquerque 3	Low Internet Proficiency	12	11	8	4/4	Los Angeles 5	MENA	12	12	8
3/15	Albuquerque 4	Low Internet Proficiency	12	12	8	4/4	Houston 3	Vietnamese	11	10	8
3/19	New York 1	Vietnamese	12	11	6	4/4	Houston 3	Vietnamese	11	9	7
3/19	New York 2	Vietnamese	11	10	8	4/5	Los Angeles 6	NHPI	11	10	8
3/20	Memphis 1	Low Internet Proficiency	11	12	8	4/5	Los Angeles 7	NHPI	10	8	6
3/20	Memphis 2	Low Internet Proficiency	12	10	7	4/9	Honolulu 1	NHPI	12	8	7
3/20	New York 3	Mandrian	12	11	8	4/9	Honolulu 2	NHPI	11	7	7
3/20	New York 4	Cantonese	11	11	8	4/10	Chicago 1	Young & Mobile	11	4	4
3/27	New York 5	Spanish (Mainland)	11	12	8	4/10	Chicago 2	Young & Mobile	13	7	6
3/22	Bristol 1	Rural	14	9	7	4/11	Detroit 1	MENA	8	7	6
3/22	Bristol 2	Rural	14	13	8	4/11	Detroit 2	MENA	14	12	8
3/27	Anchorage 1	AIAN (Male)	14	8	6	4/12	Detroit 3	Black/African American	12	10	6
3/27	Anchorage 2	AIAN (Female)	15	9	6	4/12	Detroit 4	Black/African American	12	9	8
3/29	South Dakota 1	AIAN (Female)	15	12	7	4/16	Montgomery 1	Black/African American	12	8	7
3/29	South Dakota 2	AIAN (Male)	12	6	6	4/16	Montgomery 2	Black/African American	12	11	8
4/2	Los Angeles 1	Spanish (Mainland)	12	9	8	4/18	San Juan 1	Spanish (Puerto Rico)	14	10	8
4/3	Los Angeles 2	Cantonese	11	11	7	4/18	San Juan 2	Spanish (Puerto Rico)	14	11	8
4/3	Los Angeles 3	Mandrian	11	11	8	4/19	Cayey 1	Spanish (Puerto Rico)	14	9	8
4/3	Houston 1	Spanish (Mainland)	14	12	8	4/19	Cayey 2	Spanish (Puerto Rico)	14	13	8

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Research and Communications Integration

STEP 1



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

STEP 2



Predictive Models

STEP 3



Segmentation

STEP 4



Media Planning

STEP 5



Design Advertising Campaign Messaging and Materials

STEP 6



Deliver Advertising

STEP 7



Optimize Resources

STEP 8



Rapid Response

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Questions from the Committee

- How has the IPC Plan changed to accommodate the new timeline with the Early Education Phase starting in November 2019?
- How will the information on the citizenship question be communicated?
- How does the IPC plan to bridge the communications silos between racial and ethnic demographic segments and more “attitudinal” segments?

Questions?