

**Discussant Remarks: 2020 Census
Integrated Partnership Team
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Introduction

- THANK YOU! Census partnership and outreach staff at Headquarters and in the Regions for their hard work and efforts to “encourage, engage, and educate” the public.
- THANK YOU! SMEs who participated in a conference call with me last week to discuss their presentations in advance of the NAC meeting!
- Finally—THANK YOU! Huge recognition to my colleagues around the table and within the Census Counts stakeholder community who are committed to ensuring an accurate count of every person residing in the United States. I will try to briefly do three things:
 - Lift up and highlight key 2020 Census Integrative Partnership components
 - Identify areas for clarification and discussion
 - Encourage NAC colleagues to share their understandings and thoughts

Integrated Partnerships: One United Census Voice

- **Goal: Consistent messaging—regardless of which program from which it is delivered.**
- Current 2020 Census outreach efforts include: a communications campaign with paid advertising, partnerships with local, tribal and state organizations, targeted outreach to, immigrant and faith-based organizations and persons who speak languages other than English.
- Enhanced outreach efforts for persons with disabilities, Generation 1.5 and households with young children have been added as priority audiences for the 2020 Census.
- Digital and print materials, web related content, state and local CCC support and a number of other outreach strategies, such as mapping tools (ROAM) are a part of the 2020 Census outreach plan.
- Integrating these diverse outreach pieces now rather than in the midst of the Census is important. Partnership integration will ensure that the Bureau delivers “the right message at the right time, and with the right audience.” Allows the Bureau to better target materials and resources to communities, and to support local and national partnership efforts more efficiently.
- NAC members applaud the goals of Partnership Integration but need clarity on several aspects of the 2020 Census Integrated Partnership Plan.

Partnership Integration: Strategic Framework

- Initial Strategic Framework: Conceptual foundation reflecting “data-driven” component is beneficial. How is this framework integrated into the ICC, CPEP, COIL and National Partnerships program? Are there enhanced strategic frameworks that will be added to this “Initial” framework? When will it be added, and what kinds of data will inform the Bureau’s decision on what population/audiences to add?
- Partner Classification: Could benefit Census decision making and Partnership program resource allocation by partner sector. Please explain this classification and its application in the 2020 Census.
- CRMS—GREAT NEWS!** The Customer Relationship Manager System is an important integrative tool for partnerships at the Regional and National levels. It provides a real time chronicle and documentation of partner events and activities that Partnership and outreach staff can utilize to eliminate duplicative outreach and to complement existing on the ground efforts. It updates and replaces the former IPCD (Integrated Partnership Data Base) that was clunky and difficult for both National and Regional partnership staff to navigate.
- The CRMS is a great *post census* tool to evaluate the level of outreach conducted in the regions and at the national level, as well as the number and types of partners the Bureau engaged over the course of the Census.

National Partnerships

- 2020 Census National Partnership Program's (NPP), Integrated components are more readily visible than some of the other parts of the Partnership Program, especially with the 2020 Census Solutions workshops.
- **Census Solutions Workshops** are an effective collaboration tool for philanthropic entities, National partners, grassroots organizations and Census Bureau partnership staff to convene and address local obstacles to Census participation. Note: One size does not fit all. Partnership follow-up with local organizations is important/must be sustained.
- Starting the NPP “two years earlier” than in 2010: Clarification—the Bureau’s Customer Liaison and Marketing Services Office has been providing data products to National Partners, training partners on how to access census data, conducting workshops and attending conferences *throughout the decade*—not just two years ago. National Partners have benefitted from sustained outreach from CLMSO throughout the decade and so has the Bureau’s effort to stand up a 2020 Census National Partnerships program. We must give credit where credit is due.
- Milestones to 2020: “Enlist national organizations to encourage Census response” at odds with recent announcement to modify former QAC program—*Transparency begets trust*.
- Upcoming Events: More strategic choices that relate to “strategic framework” and” partner classification”
- Measuring Success: Requires additional clarification—Are these good metrics?

Census Open Innovation Labs (COIL)

- COIL is an innovative collaboration tool with great post census applicability—especially for ACS and ECON messaging
- Upcoming LGBTQ event is promising; building content creation around Census partners like the LGBTQ community will help grow this program vis-à-vis” lessons learned”
- More clarity is needed re: COIL’s 2020 Census Partnership Integration and HTC objectives

Community Partnership and Engagement Program

- Excellent Program Overview: Plain English (p.22)
- Program Initiatives: Diverse line up— Specificity needed regarding “Other Populations”
- Thank you for sharing CPEP challenges/areas for Partner support
- Measures of Success: “Engage Low Response Rate populations”= great strategy—what are your metrics? what defines CPEP success?
- Upcoming Events--How do these events relate to CPEP’s strategic mission re: HTC populations?

Conclusion

- Some of us around the table do not see our communities reflected in the Bureau's Integrated Partnership Plan. Where partnerships are planned for these "other" communities?
- Partnership integration is not evident in some parts of the presentation. Ongoing work and revisiting of program objectives are needed to achieve seamless Integration.
- Promotional materials in 2010 supported 28 languages; 2020 will only support 12 non-English languages used for the internet survey response (not paper), for promotional materials. Where and how does the 2020 Census language program fit into the Integrated Partnership Program?
- The number of Partnership Specialists (1,500), is not higher than the number of Partnership "staff" (including Partnership Assistants) hired in 2010. What are the facts?
- Whom else should the Bureau engage? Millennials, GenX, National Head Start Association, National Association for the Advancement of Returning Citizens, local Re-entry programs
- Several 2020 Census Partnership Program components (COIL, NPP, CPEP), have separate "asks" for National partners and NAC members. Because of Partners' limited resources, the Bureau should prioritize and "integrate" Partner and NAC, "asks."

THANK YOU!

