

2020 Census Integrated Partnership Team

National Advisory Committee

May 2, 2019

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Census
2020

Team Integration

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Chair, Integrated Partnership Team

Team Integration: Current Efforts

The 2020 Census Integrated Partnership team recognized the need to implement efforts that present one united voice to the public from local to national initiatives. When the team integrates, it allows us to support the decennial mission of counting everyone once, only once, and in the right place.

Specific Projects

- Strategic Framework
- Partner Classification
- Customer Relationship Manager System

Partnership Integration: Strategic Framework

The *Strategic Framework* provides the Census Bureau a means of making data-driven decisions when using finite resources to conduct targeted outreach to multidimensional hard-to-count (HTC) populations.

The framework includes both qualitative and quantitative data from the Census Bureau and other reputable sources.

Initial Strategic Frameworks

- LGBTQ
- Renters
- Rural
- Veterans
- Young Children
- Young and Mobile
- Persons with Disabilities
- Persons Experiencing Homelessness
- More to be added...

Partnership Integration: Partner Classification

Accurate classification of partners is necessary to make data-driven decisions. Understanding the defining characteristics of partners will allow for targeted outreach.

The classifications are based on the North American Industry Classification System (NAICS) and the Internal Revenue Service's classification of charities and other non-profits. The organizations are divided into sector, type, and sub-type.

Partnership Integration: Partner Classification Sectors

Sector	
Business	Media
International Governmental/Consulate/Embassy	Nonprofit
Education	Healthcare
Faith-Based Organizations	Chamber of Commerce/ Trade and Professional Association
Government	Technology

Partnership Integration: Customer Relationship Management System

The Customer Relationship Management (CRM) System, including rules classifying organizations from the previous slides, allows for different areas to have a single repository of partner contacts.

The CRM will be critical for easy and regular communication with partners and allows for partner engagement in real time campaign optimization activities.

Integrated Partnership Team

National
Partnership
Program

Census
Open
Innovation
Labs

Community
Partnership
and
Engagement
Program

Public
Informati
on Office

Office of
Congressional
and
Intergovernment
al Affairs

Population
Division

Statistics
In Schools

Team Young and Rubicam Support

National Partnership Program

Robin Bachman

Chief, National Partnership Program

National Partnership Program: Program Overview

- The National Partnership Program (NPP) enlists and engages national-level organizations and trusted voices to support the 2020 Census and encourage their audiences to respond to the 2020 Census.
- The NPP is one part of the 2020 Census partnership program that also includes, and is integrated with, the Community Partnership and Engagement Program (CPEP), and other external stakeholder engagement, like COIL. Staff from across the bureau with subject-matter expertise are often involved in managing national partner relationships. This includes the Office of Congressional and Intergovernmental Affairs, the Economic Programs Directorate, and the Decennial Programs Directorate.

National Partnership Program: Improvements Since 2010

- NPP started two years earlier in comparison to the efforts for the 2010 Census.
- Staff conducted Census Solutions Workshops in 2017 through 2018 across the country. These were events where organizations were brought together to come up with ideas to encourage hard-to-count populations to respond to the 2020 Census.
- NPP initiated development of strategic frameworks to ensure CBAMS data was being leveraged to target national partners who would make significant impact at local level.

National Partnership Program: Key Milestones to 2020

- Enlist a diverse cross-section of national organizations to assist the Census Bureau to communicate to one or more hard-to-count populations, encouraging respondents to complete the 2020 Census questionnaire.
- Attend, present and/or exhibit at major conferences as part of the early communications campaign to begin to raise awareness of the 2020 Census.
- Encourage national organizations to activate their communications channels during the first four months of 2020 to coincide with the awareness, motivation and cooperation phases of the communications campaign.

National Partnership Program: Upcoming Events

There are a number of participating organization events; here is a sample:

May 2019

- Exhibit, American Alliance of Museums in New Orleans, Louisiana
- Census Bureau leadership will speak at a plenary, and exhibit at HOPE Global Forums by Operation HOPE in Atlanta, Georgia

June 2019

- Panel Discussion, Sojourners Annual Conference, Washington, District of Columbia
- Present and exhibit, American Library Association Annual Conference, Washington, District of Columbia

National Partnership Program: National Advisory Committee Member and Ally Engagement

- Encourage national organizations to become 2020 Census partners.
- Promote the 2020 Census in speeches, presentations, and tap into your networks.

National Partnership Program: Measure of Success

- At least 50 percent of all national partners are a trusted brand or voice to, and/or will have the capacity to reach, one or more hard-to-count populations by March 2020.
- At least 90 percent of national partners will conduct at least one engagement activity to motivate response by July 2020.
- Establish a point of contact from 30 percent of 2020 partners for continued engagement with the Census Bureau beyond the 2020 Census.

Community Partnership and Engagement Program

Willette Allen

Program Manager, Community Partnership and Engagement Program

Community Partnership and Engagement Program: Program Overview

Community Partnership and Engagement Program (CPEP) works to engage, encourage, and educate both partners and communities to support the Census' goal of counting everyone once, only once, and in the right place.

CPEP does this by:

Engaging community partners to increase the participation of those who are less likely to respond or missed.

- ✓ Encouraging community partners to motivate people to self-respond, preferably by the internet.
- ✓ Engaging grassroots organizations to reach out to hard to count populations, and those who are not motivated to respond to the national campaign.
- ✓ Educating people about the 2020 Census, motivate them to respond, and encourage the public to cooperate with our Census Takers.

CPEP has eighteen distinct initiatives that further enhance focus on Hard-to-Count (HTC) populations.

Community Partnership and Engagement Program: Grassroots Initiatives with focus on Hard to Count Populations

- State Complete Count Commissions
- Complete Count Committees
 - Counties and Municipalities
- American Indian and Alaska Native
- Community, State and Local Networks
- Faith-Based Community Outreach
- Higher Education
- Lesbian, Gay, Bisexual, Transgender & Questioning/Queer
- Veterans
- People Experiencing Homelessness
- Rural Areas
- People with Disabilities
- Those with Limited English Proficiency
- Senior Citizens
- Mobile Response Program
- Foreign Born and Immigrant Program
- Other Populations at Risk for being Under-counted
- Thank You Campaign
- Children under Five (5) Years Old

Community Partnership Engagement Program: Improvements Since 2010

- Early Hiring of Partnership Specialist (Oct 2016)
- Increase In Partnership Specialist Hiring
 - 2010 789 Partnership Specialist Hired
 - 2020 1501 Partnership Specialist To Be Hired
- Ongoing Engagement with Data Dissemination Staff (DDS)
- Mobile Self Response Tables

Community Partnership Engagement Program: Partnership Specialist

They are:

- The **Local** Census presence
- Placed **Locally** based on Low Response Score and Population Density
- Focused on **Local** Engagement and Outreach
- Specialized with Languages specific to Hard To Count populations which reflect the **Local** community
- The **Local** hands that implement CPEP key initiatives

Community Partnership and Engagement Program: Key Milestones

- April 2019- Finalize 2020 Partnership Plan
- June 2019-Hire 1,501 Partnership Specialists
- Ongoing-Conduct Training: Partnership, Media, Operations, Multicultural
- Ongoing- Finalize Regional Action Plans & Initiate Program Initiatives
- Ongoing-Initiate CCCs
- Ongoing-Continue Tribal Consultations & Tribal Liaison Training

Community Partnership and Engagement Program: Upcoming Events

April 2019

- State CCC Executive Order signing and Kick-Off Event, State of Kansas Government, Topeka, Kansas
- AIAN Recruiting - MN- White Earth, White Earth Band of Chippewa, White Earth, New Mexico

May 2019

- Year Out Activity-Levy County CCC Launch, Levy County Board of County Commissioners, Bronson, Florida
- Presentation, Kem C. Gardner Policy Institute, Salt Lake City, Utah

Community Partnership and Engagement Program: Program Challenges

- Public increasing distrust of government
- Respondent's increasing unwillingness to share personal information
- Decreased confidence in security and confidentiality of collected data
- Concerns of digital divide in HTC , low response communities
- Informal complex living arrangements
- Increase in immigrant and diverse populations

Community Partnership and Engagement Program: Measures of Success

- Establish committed partnerships with 300,000 partners by March 2020.
- Establish high quality and high impact partners based on Low Response Rate.
- Facilitate the formation of CCCs in all 50 states, District of Columbia, Puerto Rico and cities with a population of 200,000 or more by January 2020.

Community Partnership and Engagement Program: National Advisory Committee Member and Ally Engagement

- Assist in being trusted voices in your local communities to amplify the message of importance and security of the 2020 Census.
- Identify trusted voices in communities with high levels of distrust in the government.
- Assist in identifying information needed by HTC populations to understand the importance of the 2020 Census.

Census Open Innovation Labs (COIL)

Mara Abrams

Director, Census Open Innovation Labs

Census Open Innovation Labs: The Coil Portfolio

THE OPPORTUNITY PROJECT

A process for creating digital tools with federal open data that increase opportunity in the U.S.



CENSUS ACCELERATE

A process for developing partner-driven content to increase participation in the 2020 Census



TECH INDUSTRY ROADSHOWS

Meetings with tech companies, leveraging COIL's unique industry expertise to increase outreach and fight disinformation

Census Open Innovation Labs: Program Overview

Census Accelerate

What: This program pairs creative professionals (designers, copywriters, filmmakers, digital strategists) with organizations leading Census outreach efforts in Hard-to-Count communities so these organizations can develop their own digital content (outside of official Census Bureau channels), with the ultimate goal of increasing response rates among the hardest-to-count communities that they serve.

Why: many organizations leading Census outreach efforts have limited creative and/or digital capacity. Yet, as trusted voices, it is vital that their grassroots outreach efforts be amplified online to reach as many of their community members as possible.

How: “Create-a-thon” workshops; strategic partnerships with the media, tech, and entertainment industries; virtual challenges
[2020CENSUS.GOV](https://2020census.gov)

The Opportunity Project (TOP)

- TOP is a program that brings together the tech industry, government and communities, to generate digital products that benefit the public and drive the economy using federal open data.
- Companies like Microsoft, IBM, Cisco, etc. have created tools that address disaster relief, affordable housing, veteran hiring, etc.
- This year, we will focus on the building of tools that solve challenges related to the 2020 Census.

Census Open Innovation Labs: Improvements Since 2010

- The Census Open Innovation Labs was created in 2017 in response to the Census Bureau's effort to modernize the ways in which it communicates with the public through partnerships. We bring our experience from the tech and media sectors into this work.
- In 2010, the iPhone was only 3 years old and platforms like Uber and Lyft were in nascent stages. Platforms such as Netflix, Amazon, and Facebook have grown exponentially in size and influence, and now dominate many industries that impact people's day-to-day activities. COIL works to ensure that the Bureau is moving at the speed of change.
- By working directly with the companies, technologists, and institutions who create the tech products that people interact with day-to-day, Census can amplify and share the Decennial Census' mission of counting everyone once, only once, and in the right place.

Census Open Innovation Labs: Key Milestones and Upcoming Events

- **Ongoing** - Building partnerships to help scale Census Accelerate
- **April 2019** - Portland, OR workshop with Coalition of Communities of Color, APANO, and others - mention TLC
- **June 2019** - PRIDE create-a-thon workshop in Washington, DC - making content for hardest-to-count members of LGBTQ community
- **July 2019** - Entertainment industry roadshow
- **Summer 2019** - Launch TOP sprint on 2020 Census
- **Fall 2019** - Additional workshops: Kids Under 5 (NYC); El Paso (TBD); Nashville (TBD)
- **Fall 2019** - Website / content repository launch (externally hosted by Rock the Vote)

Census Open Innovation Labs: Engaging National Advisory Committee Members and Allies

Our asks:

- Partnerships: who needs help with content? Who can help scale?
- What are 2020 content needs (social media graphics, logos, posters, infographics, factsheets, website design, etc.)?

Census Open Innovation Labs: Measure of Success

Census Accelerate

- *Collaboration measures of success include the number and quality of new and unlikely partnerships, e.g. among design networks, brands, technology companies, national nonprofits*
- *Data measures of success include the quality and quantity of digital content and impressions /reach*
- *Impact measures of success include the number of organizations who have received support for digital content creation*

The Opportunity Project

- *Collaboration measures of success include the number of individuals, companies, organizations, and agencies participating in top sprints; and the lasting cross-sector partnerships developed through TOP*
- *Data measures of success include the number of new data sets opened through TOP, data sets used in TOP sprints, increased reach of open data by being incorporated into new products, and data quality improvements resulting from TOP engagement*
- *Impact measures of success include the number of users for the resulting products, user satisfaction, and effectiveness of the products for their desired outcomes (e.g., job search, disaster response, etc.).*

Questions for the National Advisory Committee

- Do you see any holes or gaps in our partnership integration strategy?
- Are there any specific organizations or who would be particularly helpful in reaching HTC populations?
 - What type of outreach can reach the generation 1.5 immigrant population both nationally and locally?
 - What efforts can be put forth when reaching out to the disabled persons as they are an HTC population?
- Who are some suggestions for partners for create-a-thons?
- Do you have any preliminary thoughts on how COIL can assist with partnership content generation?

Questions?