

Integrated Partnerships and Communications Operation Update

**Maria Olmedo-Malagon, Integrated Partnerships and
Communications Program**

Kendall Johnson, ICC Program Management Office

May 2, 2019

Shape
your future
START HERE >

United States[®]
Census
2020

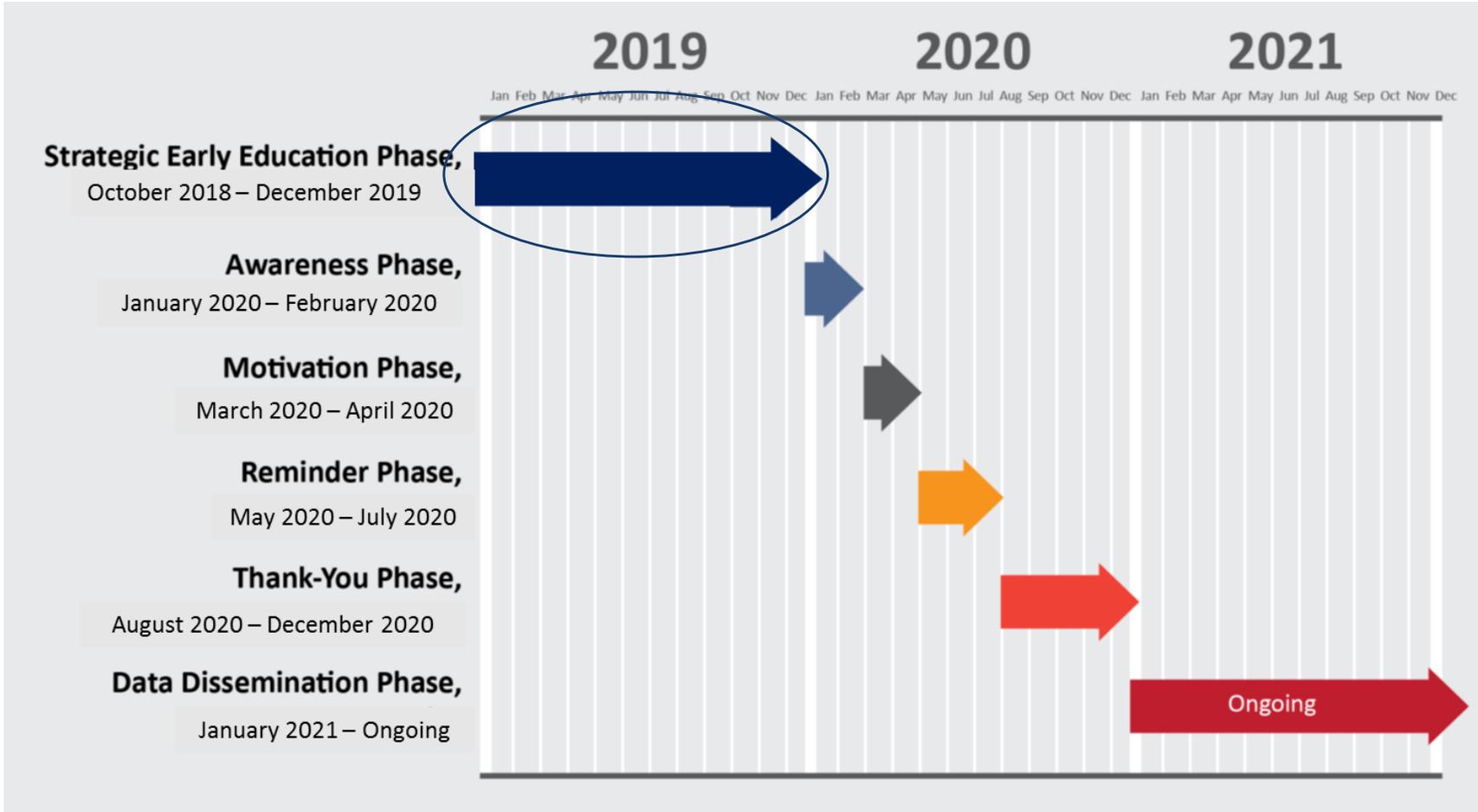
2020 Census Integrated Partnership and Communications Operation

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



IPC Phases



Key Updates

2020CENSUS.GOV

Shape
your future
START HERE >

United States[®]
Census
2020

Completed Phase 2 Recruitment Advertising



Be A Census Taker

Apply Online 2020CENSUS.GOV/JOBS

- ✓ Extra income
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

For more information or help applying, please call 1-855-JOB-2020

Federal Relay Service: 1-800-877-8339 TTY/ASCI: www.ga.gov/fedrelay
The U.S. Census Bureau is an Equal Opportunity Employer. ©2020 | April 2019

Shape your future APPLY NOW >




Be A Census Taker

Apply Online 2020CENSUS.GOV/JOBS

- Extra income
- Flexible hours
- Weekly pay
- Paid training

For more information or help applying, please call 1-855-JOB-2020

Federal Relay Service: 1-800-877-8339 TTY/ASCI: www.ga.gov/fedrelay
The U.S. Census Bureau is an Equal Opportunity Employer. ©2020 | April 2019

Shape your future APPLY NOW >




Be A Census Taker

- ✓ Extra income
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

Apply Online 2020CENSUS.GOV/JOBS

For more information or help applying, please call 1-855-JOB-2020

Federal Relay Service: 1-800-877-8339 TTY/ASCI: www.ga.gov/fedrelay
The U.S. Census Bureau is an Equal Opportunity Employer. ©2020 | April 2019

Shape your future APPLY NOW >




Be A Census Taker

- ✓ Extra income
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

Apply Online 2020CENSUS.GOV/JOBS

For more information or help applying, please call 1-855-JOB-2020

Federal Relay Service: 1-800-877-8339 TTY/ASCI: www.ga.gov/fedrelay
The U.S. Census Bureau is an Equal Opportunity Employer. ©2020 | April 2019

Shape our future APPLY NOW >



Solicite por Internet en 2020CENSUS.GOV/JOBS

Hay miles de trabajos disponibles en todo el país. Colabora con tu comunidad, conviértete en censista.

- ✓ Ingresos extra
- ✓ Paga semanal
- ✓ Horario flexible
- ✓ Capacitación pagada

Dale forma a tu futuro SOLICITE YA >

United States Census 2020

Para obtener más información o ayuda para inscribirte, llama al 1-855-562-0200

Servicio Federal de Relato: 1-800-877-8339 TTY/ASCI: www.ga.gov/fedrelay
La Oficina del Censo de los EE. UU. es un empleador que ofrece igualdad de oportunidades.

-  **Apply If:**
- You are at least 18 years old.
 - You have a valid Social Security number.
 - You are a U.S. citizen.
 - You have a valid email address.
 - You are registered with the Selective Service System, or have a qualifying exemption, if you are male and were born after Dec. 31, 1959.

-  **If Offered A Job:**
- You must pass a criminal background check and review of criminal records (including fingerprinting).
 - You must be available to work flexible hours, including days, evenings, and weekends.

-  **Most Jobs Require Employees To:**
- Have access to a vehicle and a valid driver's license, unless public transportation is readily available.
 - Have access to a computer with Internet. (to complete training).



Become a Census Taker and Get Paid to Help Your Community

Learn how you can help collect important data that will determine your state's representation in Congress, as well as how funds are spent in your community on things like roads, schools, and hospitals.

For more information or to apply online, visit: 2020census.gov/jobs or call 1-855-JOB-2020.

Federal Relay Service: 1-800-877-8339 TTY/ASCI: www.ga.gov/fedrelay
The U.S. Census Bureau is an Equal Opportunity Employer.



Be A Census Taker

Apply Online 2020CENSUS.GOV/JOBS

- ✓ Extra income
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

For more information or help applying, please call 1-855-JOB-2020

Federal Relay Service: 1-800-877-8339 TTY/ASCI: www.ga.gov/fedrelay
The U.S. Census Bureau is an Equal Opportunity Employer. ©2020 | April 2019

Shape our future APPLY NOW >




Be A Census Taker

- ✓ Extra income
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

Apply Online 2020CENSUS.GOV/JOBS

For more information or help applying, please call 1-855-JOB-2020

Federal Relay Service: 1-800-877-8339 TTY/ASCI: www.ga.gov/fedrelay
The U.S. Census Bureau is an Equal Opportunity Employer. ©2020 | April 2019

Shape your future APPLY NOW >



Shape your future START HERE >

United States Census 2020

2020CENSUS.GOV

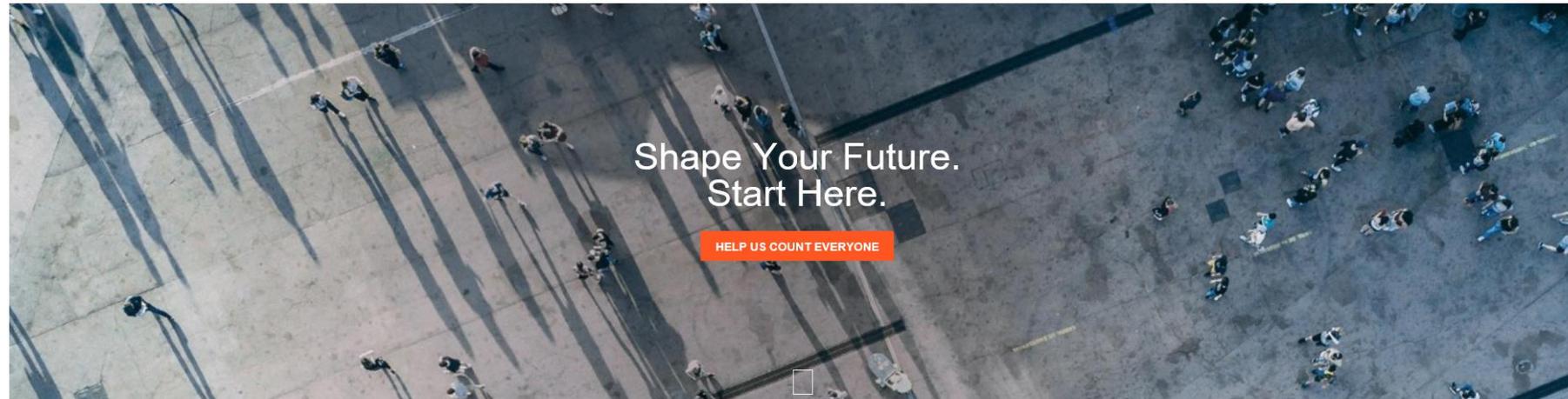
Launch of New 2020Census.gov

United States[®] Census 2020

Partners Educators News & Events

GET THE FACTS HOW TO TAKE IT WHY YOUR ANSWERS MATTER PRIVACY AND SECURITY

Language Options: English



Why It Matters

Hospitals. Fire departments. Schools. Even roads and highways. The census can shape many different aspects of your community. Each year, the results help determine how more than \$675 billion in federal funding is distributed to states and communities. It's also mandated by the Constitution: The U.S. has counted its population every 10 years since 1790.

[See how the census shapes communities](#)



Is this page helpful? Yes No

1:36 PM

Completed Several Earned, Shared and Owned Media Initiatives



Social Media



Shape
your future
START HERE >

United States[®]
Census
2020

Implementing Statistics in Schools



ACTIVITIES

RESOURCES

STANDARDS

ABOUT



Educate your students about the value and everyday use of statistics. The Statistics in Schools program provides resources for teaching and learning with real life data. Explore the site for standards-aligned, classroom-ready activities.

Classroom Resources

2020CENSUS.GOV

Shape
your future
START HERE >

United States[®]
Census
2020

Selected Campaign Tagline

Shape
your future
START HERE >

United States®
Census
2020

Shape
your future
START HERE >

United States®
Census
2020

Shape
your future
START HERE >

United States®
Census
2020

Shape
your future
START HERE >

United States®
Census
2020

Shape
your future
START HERE >

United States®
Census
2020

Shape
your future
START HERE >

United States®
Census
2020

Shape
your future
START HERE >

United States®
Census
2020

Shape
your future
START HERE >

United States®
Census
2020

Limited applications

Shape
your future
START HERE >

United States®
Census
2020

Shape
your future
START HERE >

United States®
Census
2020

Shape
your future
START HERE >

United States®
Census
2020

Overview of Selected Tagline

A Data Driven Decision:

- **Strong performance in both quantitative and qualitative testing**
- **Aspirational, informative and relatable**
- **Interpreted positively as forward-looking**
- **Mixture of community-oriented concept and benefits motivates interest in participation**
- **Ability to emphasize key motivators and address barriers identified in CBAMS**

Bringing it to Life

Examples of how key messages might connect to the concept and tagline

Theme	Shape Your Future. Start Here.			
Key Message	Data Confidentiality	Under Count of Young Children	Community Funding	Constitutional
Examples of copy	<p>Your response to the 2020 Census is safe and confidential because it is protected by law. That means that it cannot be shared with anyone, including other government agencies. So you can confidently help shape the future of your family, your community and your country by filling out your 2020 Census.</p>	<p>When you fill out the 2020 Census, you are helping shape the future of this country. That is why it is vital that everyone who lives in your household on April 1st be counted. Be sure to include all young children, including babies.</p>	<p>Did you know you can help shape the future of your community by responding to 2020 Census? Start here to help ensure your family, community, and country understand what resources are needed by filling out the 2020 Census.</p>	<p>Since 1790 the constitution has required a count of all people living in the United States. It is the foundation of our unique democratic experience and response is required. So start here, and help shape your future.</p>

2020 Creative Testing Focus Groups Schedule

Start & Completion Date: *March 25, 2019 - May 9, 2019*

Total # of Focus Groups: *122*

Online Qualitative Sessions Dates: *April 22-26, 2019*

Total # of Online Qualitative Session Participants: *130*

Community Representative Review Dates: *March 25, 2019 – May 9, 2019*

Total # of Community Representative Review Sessions: *35*

Segmentation Goals and Applications

The goals of segmentation are to:

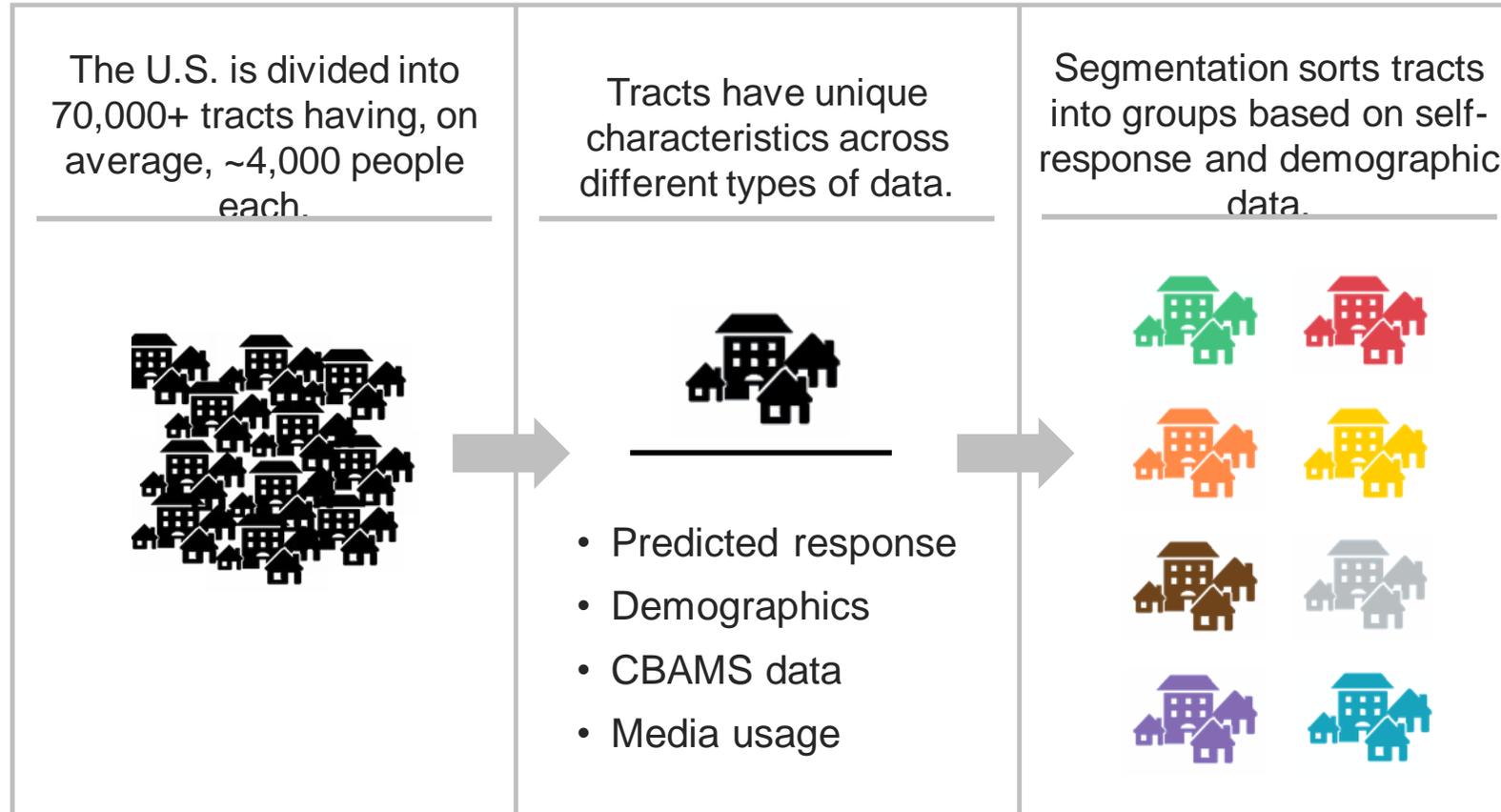
- Provide an overarching framework for understanding the country.
- Use geography to bring together behavioral, demographic, attitudinal, and media usage data for campaign planning.
- Simplify complex data by identifying key shared characteristics.

Segmentation will inform:

- Planning for messaging, advertising, partnership activities and other communications
 - Strategy
 - Creative
 - Media

Tract-Level Segmentation Approach

Segmentation uses a mathematical approach to balance similarity within segments and diversity between segments.



Media Usage Data for Tract-Level Segments

- At the highest level, average media behavior in each tract-level segment is compared to the national average across six channels:



Newspaper



Radio



Magazine



Television



Out-of-Home



Internet

- The communications team will use more detailed information about specific channels and programs to inform the media planning process. That information will not be publicly disseminated.

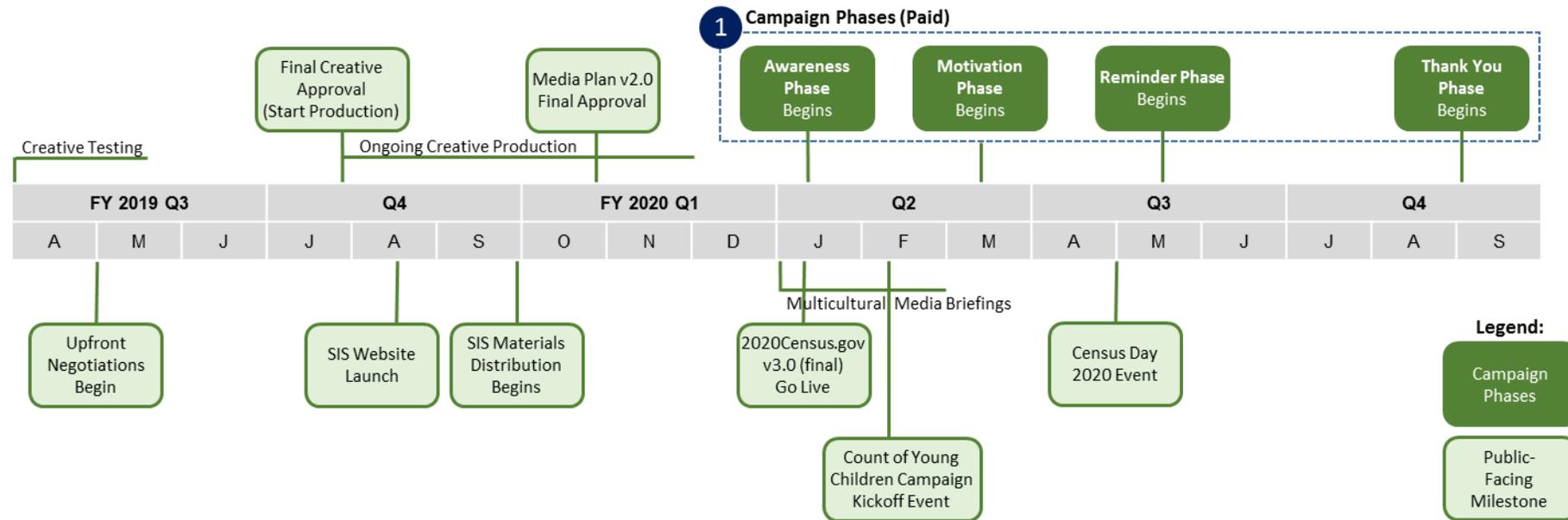
About the Media Data:

MRI created a custom tabulation of media behaviors for each segment based on the 2018 Survey of the American Consumer. Media estimates are weighted to reflect the demographics of each segment. For more information about the survey, visit <https://mri.gfk.com/>.

Media Vendor Day

Key Indicator	New York, AM	New York, PM	Puerto Rico
Registered for In-Person Session	150	138	66
Attended In-Person	107	95	46
Unique Livestream Views Individuals who viewed the livestream video *Livestream video is no longer public **Excludes repeat viewers	533	568	N/A
Final Posted Video Views as of 4/24/19 Total views since posting date *Includes repeat viewers	869		126

ICC Public Facing Timeline



Key 2019 Milestones

2019

Media plan v1.0 Finalization – March 2019 ✓

Media Upfront Negotiation – April 2019 – August 2019

Census Day 2019: Press Conference & Social Media Launch – April 1, 2019 ✓

Creative Testing – April – June 2019

Creative Testing Results – July 2019

Approval final Creative for Production – August 2019

Production of Creative Materials and Content – August – December 2019

Media Plan v2.0 Finalization – October 2019

SIS Count of Young Children Campaign Begins – October 2019

Questions for the Committee

Other than paid advertising and partnerships, what are the current areas you suggest giving more weight to reach out your audience? Social media? Media outreach? SIS?

Are you aware of any social media platforms that have emerge recently that might be an avenue for reaching hard to count audiences?

Are there any non-traditional communications methods that you are aware off that we can consider?

Thanks!

2020CENSUS.GOV

Shape
your future
START HERE >

United States[®]
Census
2020