Integrated Partnerships and Communications Operation Overview

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2020 Census Integrated Partnerships and Communications Program
November 7, 2019
Mobile Response Initiative = M-QACs

- The Census Bureau responded to the Joint Explanatory Statement for 2019 appropriation by proposing the Mobile Response Initiative.
- We are now calling this the Mobile Questionnaire Assistance Operation (M-QAC).
- We’re in the planning stages now, developing a detailed operational plan and schedule.
Dynamic Deployment of Census Staff

• Census employees would be deployed to hard-to-count locations to take responses and answer questions.

• Initial deployment would use locations identified in advance using predictive models. Thereafter, resources will be redeployed based on response data.

• This ability to target resources dynamically towards areas experiencing lower response rates is one of the principal benefits of the MQAC model.

• If we target the 20% of tracts with the lowest projected self-response, we would potentially reach over 23M housing units.

• Potential locations include street fairs, community libraries, ethnic grocery stores, houses of worship, public transit hubs, etc.
Staffing, Logistics, and Timing

• Potentially as many as 4,500+ Recruiting Assistants, instead of being let go, will convert into “Census Response Representatives.” Other staff would also be retained, and a small number of new staff hired.

• Field operations would begin in March, 2020 and continue throughout the nonresponse followup period.

• Census Response Representatives will keep their tablets and use them to allow respondents to fill out the census on the Internet (both ID and non-ID responses).
Involvement with Local Partners

• Because of the extraordinary level of state and local funding for census activities, we expect many partners will want to set up their own partner-run QACs. In general, we think this is great.

• Local partners can help the M-QAC operation by:
  ➢ Suggesting M-QAC locations;
  ➢ Inviting M-QAC representatives to visit Partner QACs; or
  ➢ Suggesting events that M-QAC representatives can attend;
Recruitment Advertisement

Be A Census Taker

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

Apply Online
2020CENSUS.GOV/JOBS
Web & Digital
Release 2 - Now Live

Shape your future.
START HERE.

Dale forma a tu futuro.
EMPIEZA AQUÍ.
Eamed, Shared and Owned Media (ESO)
Resources for Partners

Key Accomplishments

• More than 50 Census outreach materials are now available on 2020census.gov. Find downloadable posters, handouts, toolkits, and other resources that you may be shared with partners.

• Visit 2020census.gov/partners and select Outreach Materials to view what is available, including in-language materials. Use this page as a resource, as we continue to add materials.

• Partners may sign up for our email list for the latest news and updates relevant to partners. Completing the Join Us form will sign them up for our email list.
# Improving the Count of Young Children

## Planned Assets for the Improving the Count of Young Children Campaign

*Items marked with an asterisk (*) will be translated into Spanish*

<table>
<thead>
<tr>
<th>Asset</th>
<th>Description</th>
<th>Audience Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSA</td>
<td>The PSA will focus on highlighting the importance of counting young children and compliment the overall 2020 Census campaign.</td>
<td>General Audience</td>
</tr>
<tr>
<td>National radio tour</td>
<td>The radio tour will be planned to complement the larger 2020 Census radio tour and provide a platform for experts on young children to speak directly to the audience, focusing on the issue and importance of counting young children.</td>
<td>Primary audiences, General audiences, Media</td>
</tr>
<tr>
<td>National and local news releases</td>
<td>The news releases will target national and trade media publications relevant to minority audiences. Local press release templates will be customizable and sent to regional census offices for area-specific tailoring and outreach.</td>
<td>Secondary audiences, Media</td>
</tr>
<tr>
<td>Customizable press release</td>
<td>A press release template will be distributed to local partners and media for customization and release to the general public.</td>
<td>Secondary audiences, Media</td>
</tr>
<tr>
<td>FAQ*</td>
<td>The FAQ will contain responses to common questions about the campaign.</td>
<td>Secondary audiences, Media</td>
</tr>
<tr>
<td>Partnership Strategic Framework</td>
<td>The Strategic Framework will define and engage key partners who are trusted voices to the primary audience.</td>
<td>Secondary audiences</td>
</tr>
</tbody>
</table>

[MOM(F1)] can’t emphasize enough how the first three elements on this table should be considered in Spanish. These are key ways to reach the Hispanic market.
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<th>Item Type</th>
<th>Description</th>
<th>Primary Audiences</th>
<th>Secondary Audiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talking points</td>
<td>Talking points will educate speakers on the undercount and provide data-backed messaging to ensure the primary audience understands the importance of counting and how to count all children in their home.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kickoff event and three-page planning document.</td>
<td>We will host a national campaign launch kickoff event for and about young children. The event will include media relations support. This will take place in a city with a high HTC population. The three-page document will be sent to all regional census centers and will outline how they can participate in the national event remotely and how they can create similar events in their own regions to engage with the campaign’s target audiences.</td>
<td>Primary audiences</td>
<td>Regional census centers, Secondary audiences</td>
</tr>
<tr>
<td>Fact sheet*</td>
<td>The fact sheet will target parents, caregivers, and households with young children and explain why it is important that young children be counted in the 2020 Census. It will provide key information about how to include children on the 2020 Census form.</td>
<td>Primary audiences</td>
<td>Secondary audiences</td>
</tr>
<tr>
<td>Promotional items for Improving the Count of Young Children* and distribution strategy</td>
<td>Promotional items will engage both young children and the parents and adults in their households. These items will be in addition to the existing supplies and materials being developed for SIS K-12 audiences. The strategy will cover how to effectively coordinate and distribute items through events and other activities to reach the target audience. Examples of this include creating welcome bags with items for preschool or day care registrations, staffing booths, or events in the community.</td>
<td>Children</td>
<td>Primary audiences</td>
</tr>
</tbody>
</table>
| Pre-K SIS materials | The pre-K SIS materials for children ages 2-5 will include:  
  - Three pre-K webisodes.  
  - Lyric and music video. *  
  - Storybook with Activities. *  
  - Five SIS worksheets. *  
  - Letters to pre-K teachers and parents. * | Primary audiences | Secondary audiences |