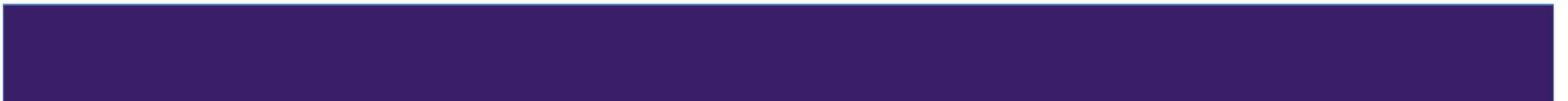


Integrated Partnerships and Communications Working Group

Proposed Recommendations



- We recognize that the Partnerships Program has more impact on reaching Hard to Count populations than nearly any other single program run by the Bureau. As the Bureau makes funding decisions regarding the 2020 Census, we strongly urge that staffing for the Partnerships Program equal or exceed the staffing levels in 2010.
- Build upon the existing faith-based partnerships program by intentionally increasing the quantity and quality of partnerships with faith communities in geographic areas with low Hot Tract Scores and with faith-based organizations that primarily serve hard to count populations. The faith-based partnerships strategy should reflect all denominations with a presence in the U.S.
- Increase the quantity and quality of partnerships with organizations that serve immigrant and foreign-born communities, with a particular focus on organizations that serve populations not covered by in-language materials.

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- Increase the quantity and quality of partnerships with organizations that serve the lesbian, gay, bisexual, transgender, and queer (LGBTQ) community, with a particular emphasis on organizations that focus on LGBTQ people of color.
- Increase the quality and quantity of partnerships with American Indian/Alaska Native (AI/AN) groups, including national membership organizations like the National Congress of American Indians and the Native American Indian Housing Council.
- Create a strategy to partner with advocacy organizations and service providers that work with very low-income communities, including homeless drop-in centers, mental and behavioral health service providers, and community centers.

- As RFPs are designed for media buys, we urge the Bureau to prioritize media outlets that are reaching unique users, rather than media outlets that are reaching the same users through multiple outlets. As an example, ethnic and youth media outlets may be the primary media for a set of users who would not be reached by any other media source.
- Partnership Specialists were an integral part of the success of the 2010 Partnerships Program. To optimize the value of this role in the 2020 Census, we urge the Bureau to focus hiring outreach on attracting people who are members of hard to count communities, who have a nuanced understanding of the NGO landscape in their assigned area, and who have language skills. We encourage the Bureau to reduce its reliance on test scores and other markers that don't reflect the skills the Bureau needs most.

- We support the Bureau's intention to support Complete Count Committees in every state and many large municipal areas. We urge the Bureau to:
 - Designate funding for regional directors to assist with establishment of the Complete Count Committees,
 - Offer matching funds to states and municipalities that offer hard-to-count partnership programs and outreach, and
 - Ensure adequate Partnership Specialist staffing to assist with establishment and work of the Complete Count Committees.

- The target demographics that the Bureau focuses on in the 2020 Partnerships Program should reflect the populations identified in the NAC's Hard to Count Working Group recommendations.
- Create an outreach strategy that specifically targets people who are illiterate or have low literacy skills in either English or non-English languages that highlights telephone assistance and the availability of phone response options.