

**US CENSUS BUREAU NATIONAL ADVISORY COMMITTEE ON
THE INTEGRATED PARTNERSHIP AND COMMUNICATION PROGRAM
Approved on March 29, 2016**

IPC Working Group

Decennial Communications Overview

The U.S. Census Bureau's Integrated Partnership and Communication (IPC) Program plays a vital role in the success of the Decennial Census by maximizing self-response and reducing follow-up. The IPC program supports the Census Bureau's commitment to have a modern, cost saving, complete, and accurate census by leveraging resources and experience in the communications industry. For Census 2000, the program consisted of partnerships and a paid advertising contract. In 2010, the Census Bureau built on the effectiveness of the 2000 effort by awarding an integrated communications contract that was more expansive. This contract was the third largest decennial contract worth approximately \$360 million.

To support the 2020 Census, the U.S. Census Bureau made the determination to contract services for the design, planning, and implementation of a national integrated communications program, the 2020 Census Integrated Communications Contract (ICC), based on the success of the 2010 Census. In addition to this contract, the Census Bureau will continue to expand its partnership with a wide range of stakeholders.

Working Group Focus

To support the communication efforts outlined above, the National Advisory Committee is organizing a working group. The Integrated Partnership and Communications Working Group (IPC WG) will assist with each part of the IPC Program (e.g., partnership, social media, public relations, statistics in schools, advertising, and earned media, etc.). The Integrated Communications Contract is a key component in the IPC program. After its award, the working group will also provide guidance related to that contract. Specifically, the working group will assist with:

- *Advising Research*
 - Defining challenges to successful participation in the 2020 Census among historically undercounted populations
 - Identifying 2020 Census operational challenges that can be mitigated through the IPC program and identifying methods to overcome those challenges
 - Reviewing planned 2020 Census research and research results related to the partnership and communication plan.
 - Reviewing 2020 Census communication and partnership plans, as well as the final media buy schedules developed by the contractor. This activity includes the review of creative concepts

- *Providing Subject Matter Expertise*

- Clarifying and refining the most effective ways to communicate with historically undercounted populations about the 2020 Census
 - Identifying 2020 Census partners with which the IPC program should interact
- *Advising on ways to Reduce Cost* – Advising cost-efficient ways to increase 2020 Census participation and reduce the undercount.

Working Group Meetings and Members

- The Integrated Partnership and Communications Working Group will exist throughout the remainder of the full 2020 Decennial Census life cycle with an annual charter renewal.
- Working Group membership will consist of 8-10 National Advisory Committee (NAC) members to include one designated WG lead/convener. The convener will be selected by the Census Bureau Director from a slate of candidates forwarded by the NAC Chairperson.
- Working Group conference calls will occur at least once a month, with higher frequency as necessary. Additional calls may occur to meet critical needs, as appropriate. The working group will send meeting notices and prepare minutes for each conference call.
- Census Subject Matter Experts (SMEs) will provide background information associated with specific work tasks/needs as it pertains to the Working Group’s scope/charter. SMEs also will participate in monthly Working Group conference calls as necessary.
- The Working Group Convener is responsible for leading conference calls with Working Group members, developing Working Group presentations for NAC meetings, and obtaining Working Group participation on the final report.

Working Group Deliverables

- The Working Group will develop a work plan with appropriate milestones that details the Working Group’s activities during each quarter of the fiscal year.
- After review of prior IPC-related documents, the Working Group will present a list of challenges facing the 2020 IPC to the National Advisory Committee and Census Bureau.
- The Working Group will provide a list of relevant stakeholders with which the Census Bureau should partner.
- The Working Group will provide feedback on each part of the IPC Program through the National Advisory Committee.
- The Working Group can provide a list of additional experts to assist the working group as consultants.

Sources of Information

- 2020 Census Operational Plan
- FY2016 Integrated Partnership and Communication Plan
- 2010 Integrated Partnership and Communication Contract
- Lessons Learned from the 2010 Census Integrated Communications Campaign
- Census Program Evaluation and Experiment (CPEX) Report

Working Group Members

- **Convener:** Meghan Maury, Senior Policy Counsel, National Gay and Lesbian Taskforce
- Tom Perls, New England Centenarian and Long Life Family Studies, Boston University Medical Campus
- Desi Rodriguez Lonebear, Owner/Principal Researcher, Bearmint Consulting
- Akram Khater, Director of the Khayrallah Program for Lebanese-American Studies, Professor of History, North Carolina State University
- Hassan Jaber, Executive Director, Arab Community Center for Economic and Social Services
- David Kumar, Professor of Science Education, Florida Atlantic University
- National Association of Latino Elected and Appointed Officials Education Fund, Representative, Arturo Vargas, Executive Director
- Yolande Marlow, Executive Staff for the Supreme Court Committee on Minority Concerns
- Alisu Schoua-Glusberg, Principal Owner, Research Support Services Inc.
- Tim Harjo, Chairman, Prairie Band LLC
- National Urban League/Representative: Don Cravins
- Cassandra Caldwell, Global Leader for Diversity, Inclusion, and Community, GE Transportation

Census Bureau Staffing/Subject Matter Experts

- Tasha Boone, Decennial Communication Coordination Office
- Kim Higginbotham, Decennial Communication Coordination Office
- Dominic Beamer, Decennial Communication Coordination Office
- Kendall Johnson, Customer Liaison and Marketing Services Office
- Laura Sewell, Communications Directorate
- Anna Owens, National Advisory Committee Coordinator
- Tara Dunlop, Advisory Committee Branch

NOTE: Will add additional names as necessary