

Integrated Partnership and Communications Update

Presentation to the Census Scientific Advisory Committee

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Integrated Partnership and Communications Outline

- Overview
- Research Roadmap
- 2020 Census Integrated Communications Plan
- 2020 Partnership Program
 - National Partnership Program
 - Community Partnership and Engagement Program
 - Tribal Partnership Program

Integrated Partnership and Communications

About the Program

Focus: Plan, design, produce, implement, and monitor an integrated communications program for the 2020 Census

Importance: Supports the 2020 Census Program's mission to conduct a complete and accurate census in 2020

- The Partnership and Communications Program is the public face of the 2020 Census
- Maximize the percentage of the population that self-responds by:
 - Educating people on the value of the decennial census
 - Explain the available means for responding
 - Communicate with audiences through communication channels and languages most appropriate for reaching them

Integrated Partnership and Communications

Lessons Learned from 2010

- **Begin communications planning earlier**
- **Early engagement** for recruiting, national partners, and HTC audiences
- **Incorporate ever-advancing technology** in the planning process
- **Integrate Census Subject Matter Experts** in all phases of planning
- **Develop a single, actionable, data-driven, and consumer-centric planning framework** to guide communications activities
- **Ensure research insights are actionable** and can be integrated into advertising and outreach planning outputs
- **Establish specific program metrics** for evaluation and assessment
- **Engage stakeholders** early and often

Integrated Partnership and Communications

Main Components

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

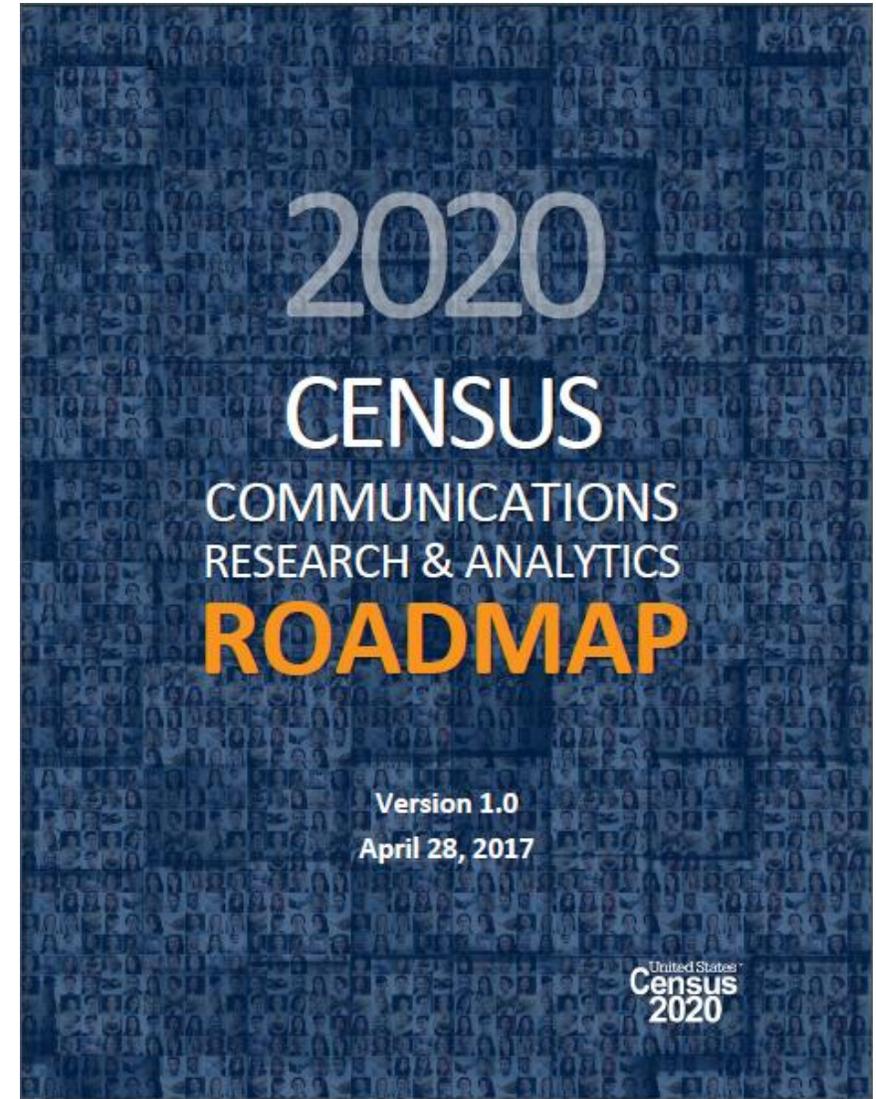


RESEARCH ROADMAP

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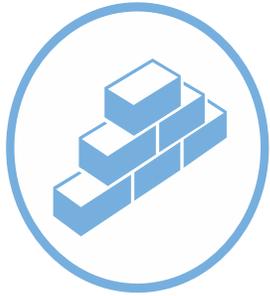
About the Research Roadmap

- Developed in close collaboration with Census Bureau PMO, the Research and Analytics Team and Team Y&R
- Reviewed by research and communications subject matter experts across the Census Bureau
- Used to guide internal planning and activity



Integrated Partnership and Communications

Phased Research Approach



Foundational

- Research to identify what audiences need to know, and how



Creative Development & Testing

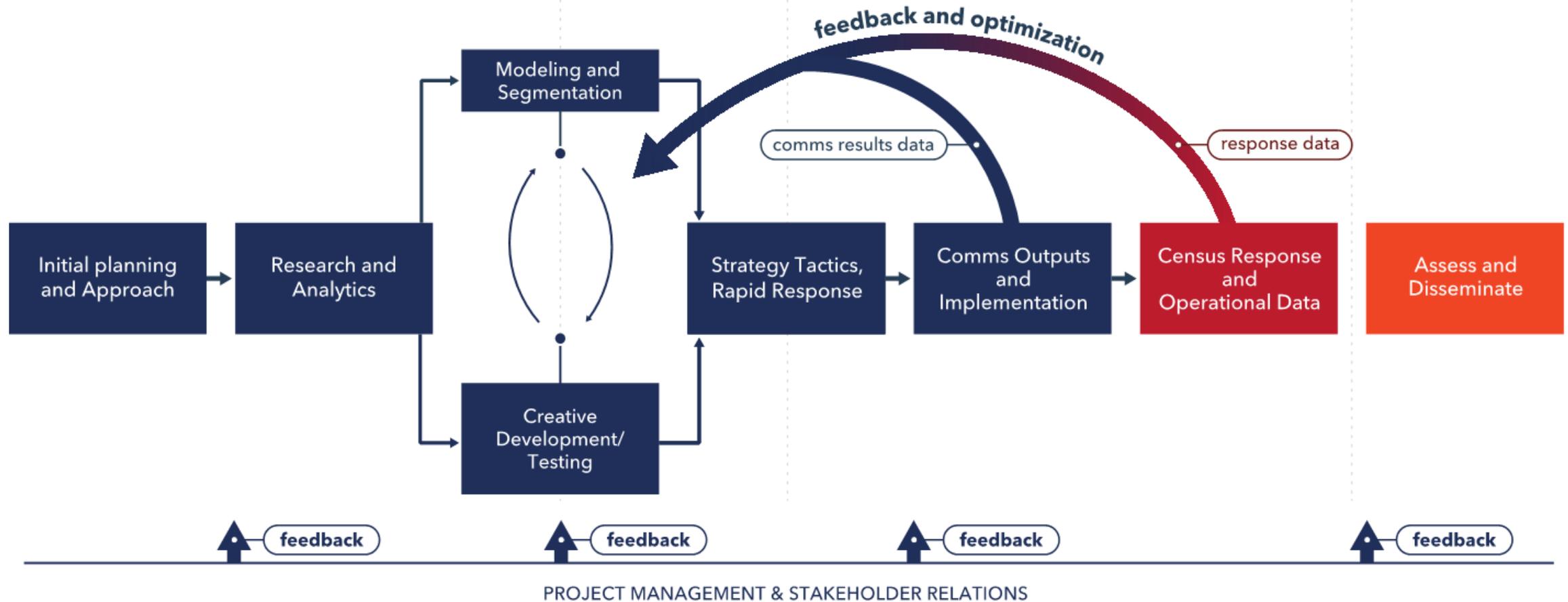
- Creative concepts and pieces
- Qualitative and quantitative testing



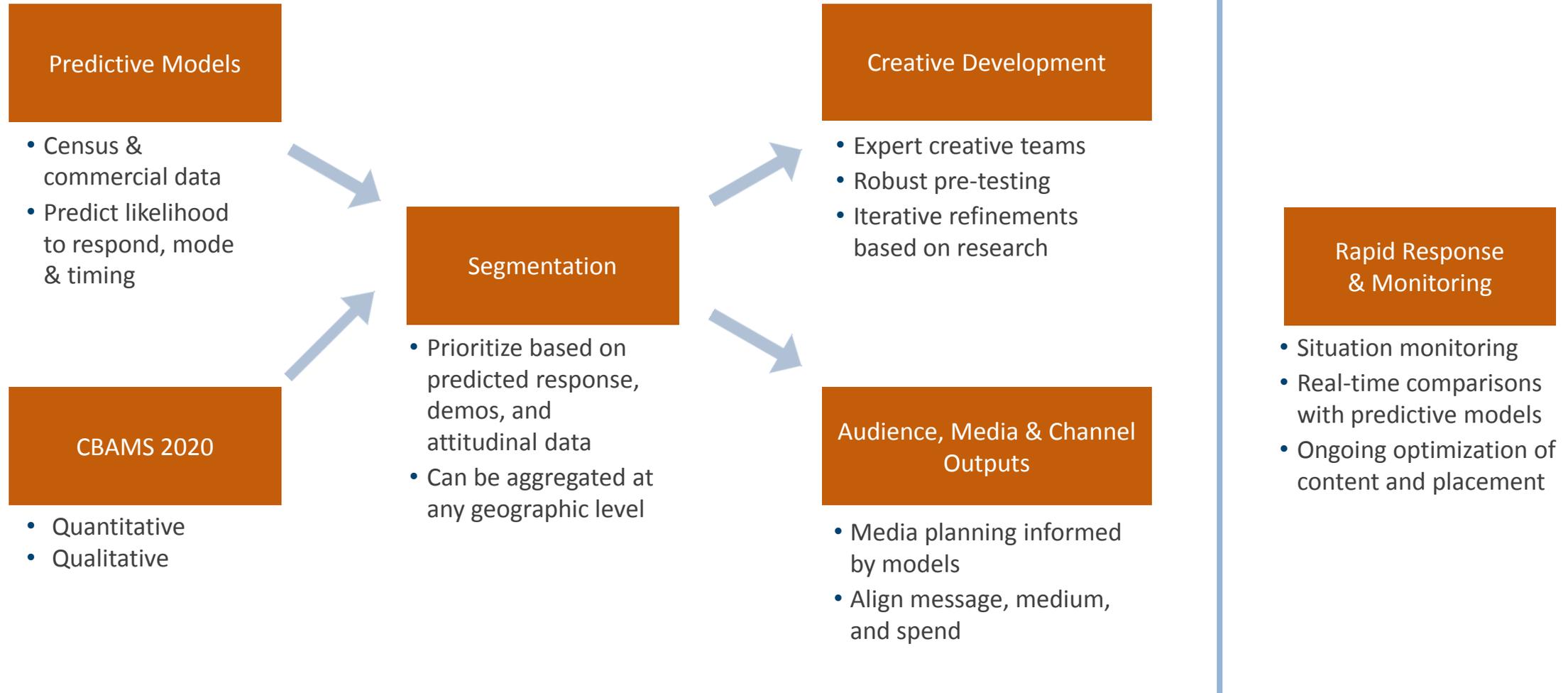
Refinement & Optimization

- Iterative refinement for strongest possible product

Integrated Partnership and Communications Research Approach



Integrated Partnership and Communications Research Roadmap



Integrated Partnerships and Communication

Predictive Models & Segmentation

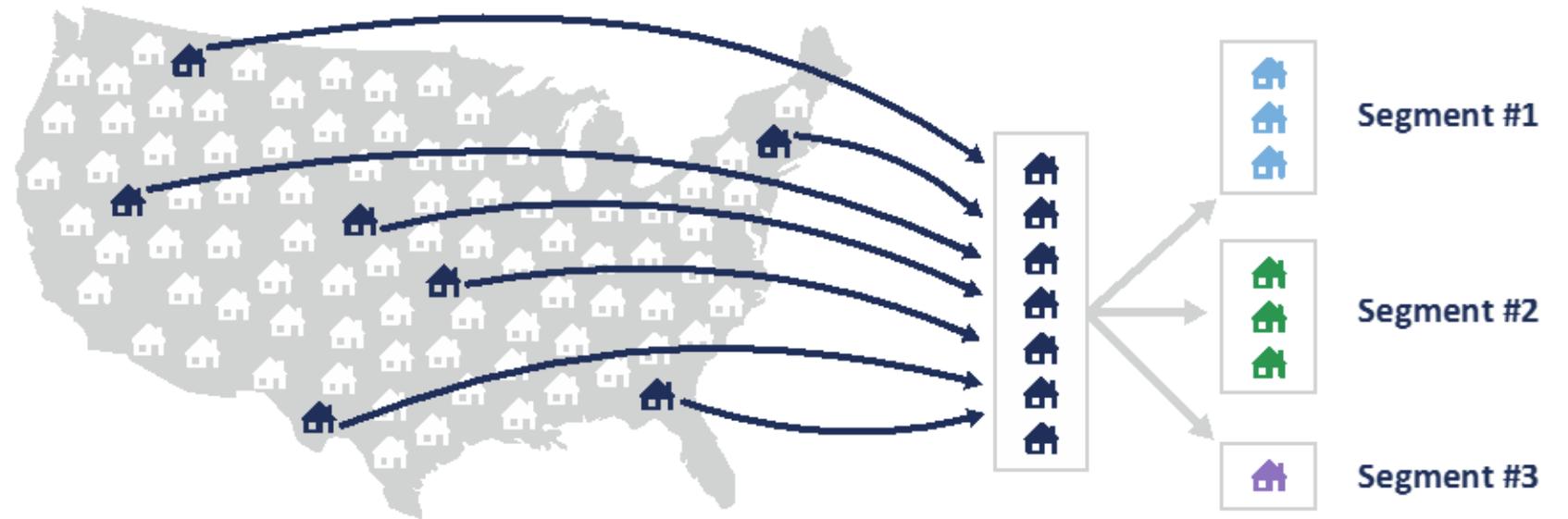
Key inputs

- Census data
- Research insights
- 3rd party data
- Media usage data

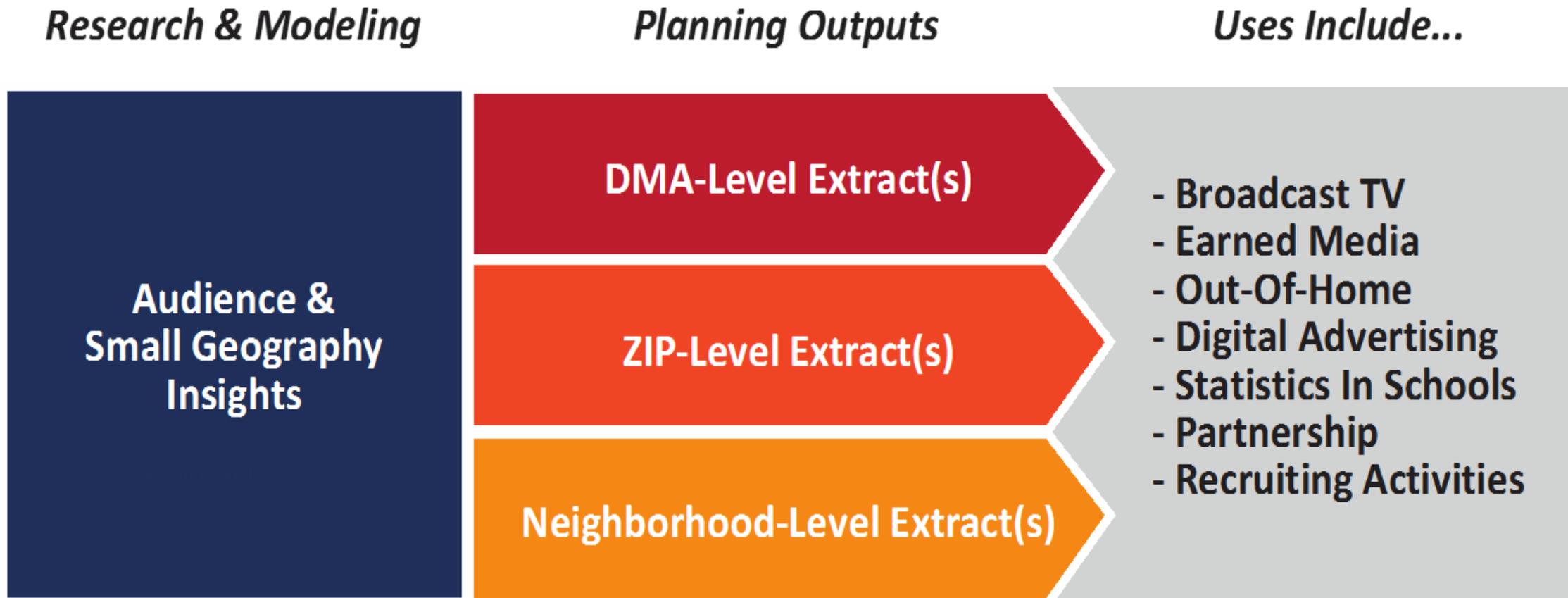
Predictive modeling

- Likelihood to respond
- Mode (online, paper)
- Timing of response
- Attitudes & messaging

Segmentation Sorts the Low-Response Households into Distinct Clusters



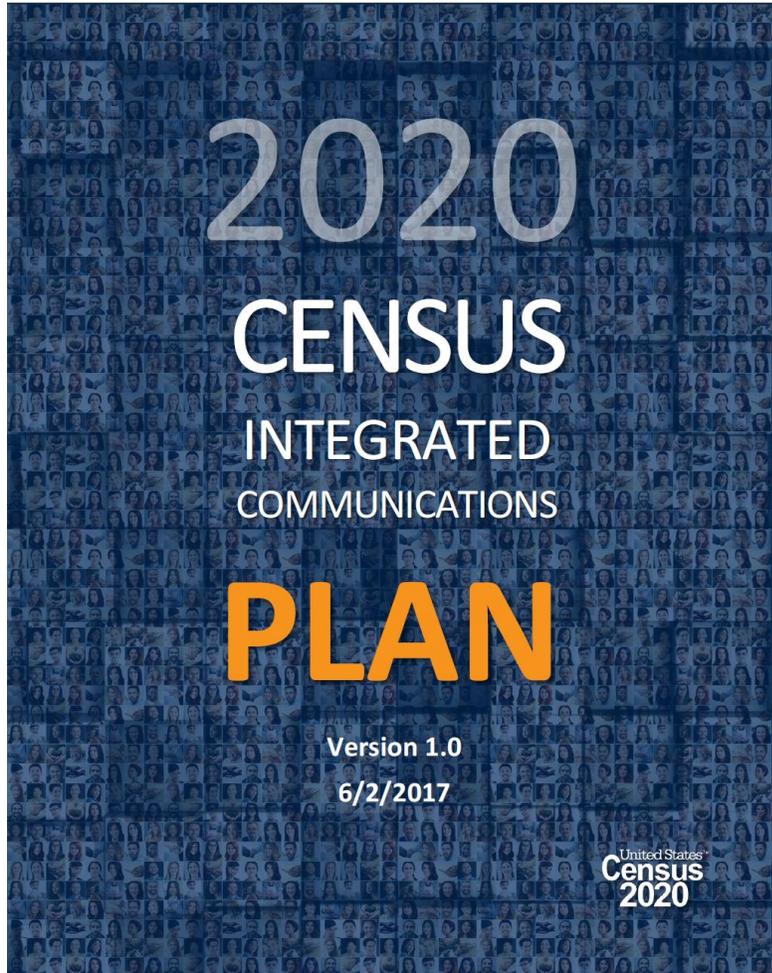
Integrated Partnership and Communications Modeling at Small Geography Level



2020 CENSUS INTEGRATED COMMUNICATIONS PLAN

Integrated Partnership and Communications

About the Plan



- Approach, not the answer
- Research, modeling, and creative platform will drive v2.0 (Summer 2018)
- Collaborative, iterative process across Census and Team Y&R

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Research and Communications Integration

STEP 1



Predictive Models

STEP 2



Conduct the Census Barriers, Attitudes, and Motivators Survey (CBAMS) 2020

STEP 3



Segmentation

STEP 4



Media Planning

STEP 5



Design Advertising

STEP 6



Deliver Advertising

STEP 7



Optimize Resources

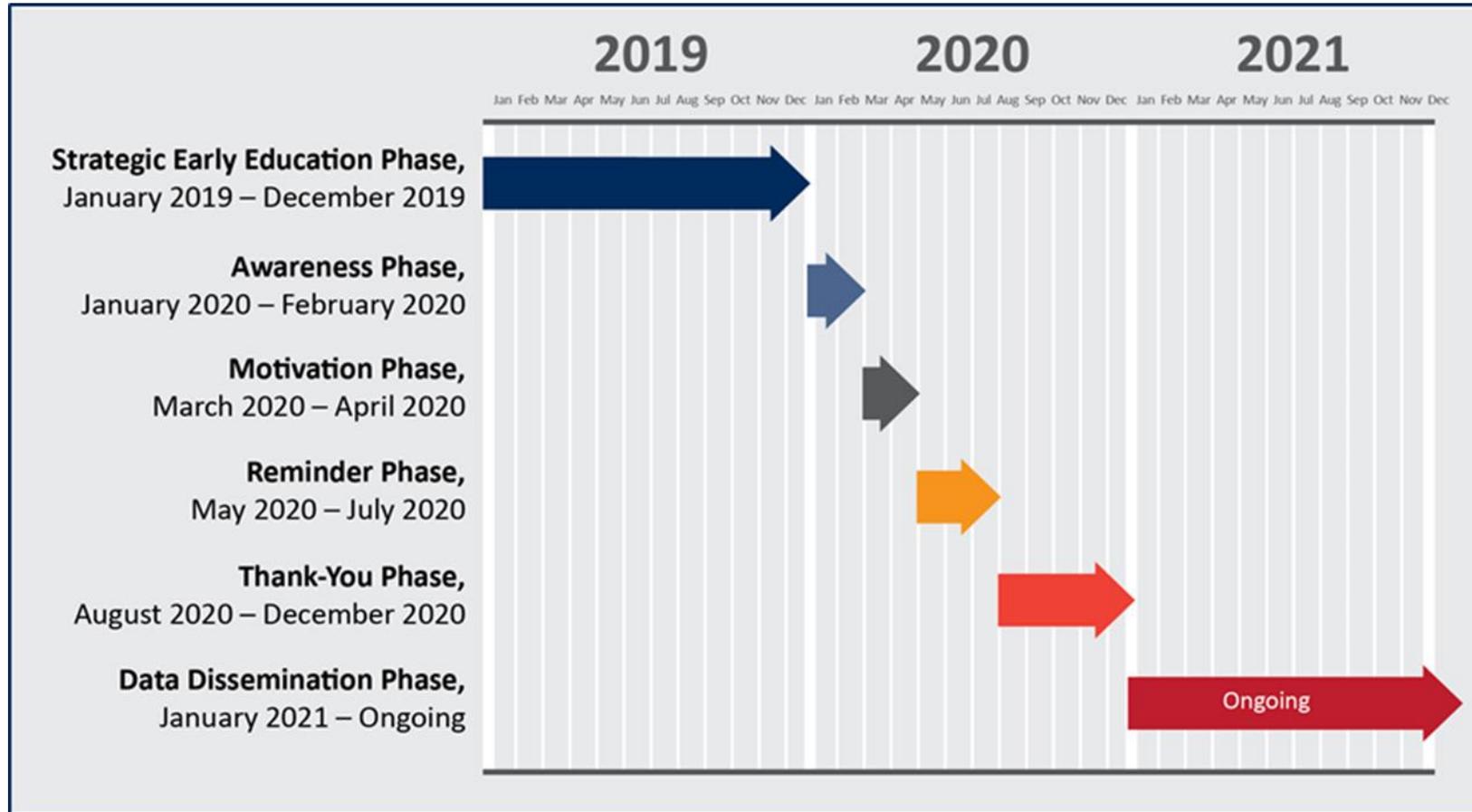
STEP 8

"Twenty-somethings' response is **7% less** than we predicted in LA."

Rapid Response

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Preliminary Phases of 2020 Census Communication*

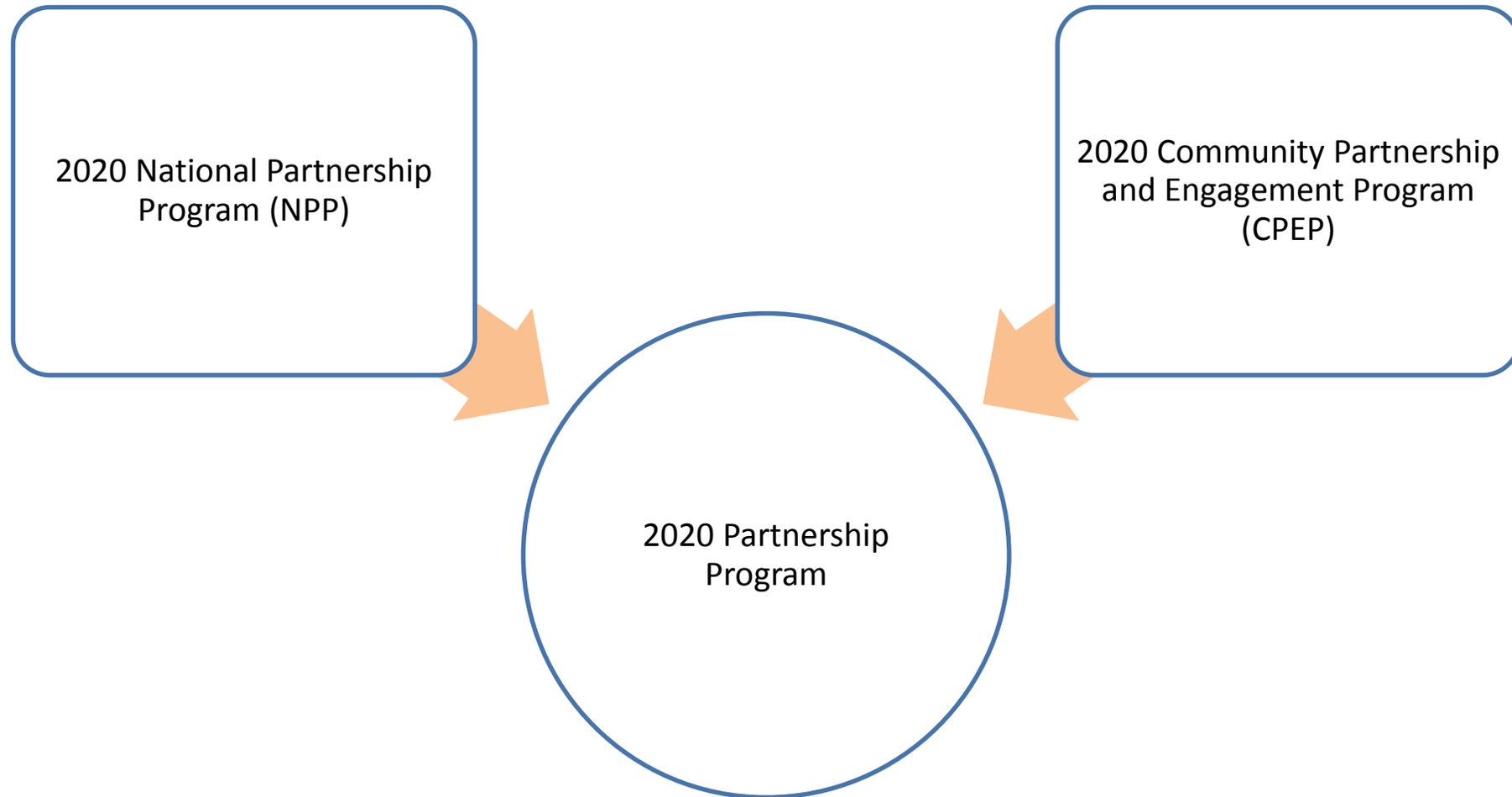


**All upcoming activities are contingent upon approval of the 2020 Census Integrated Communications Plan v.1 and funding availability.*

2020 PARTNERSHIP PROGRAM

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2020 Partnership Program



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2020 National Partnership Mission

Use strategic national partnerships to increase public trust, awareness, and support of the Census Bureau's mission to accurately measure the nation's population and economy



Sponsorship
and Promotions



Message and Brand
Awareness



Activities and Events



Social and Digital Engagement



Increase Response
Rates



Data Use and
Feedback



Policy/Advocacy

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Community Partnership and Engagement Program

State Complete Count
Commissions (SCCCs)

Complete Count
Committees (CCCs)

American Indian and
Alaska Native (AIAN)
Program

Community Based
Organizations and
Regional/Local
Businesses

Faith-Based
Community Outreach

Higher Education
(Census on Campus)

Lesbian, Gay, Bisexual,
Transgender and
Questioning/Queer
Outreach

Foreign
Born/Immigrant
Program

Leveraging Trusted
Voices

Mobile Response
Tables

Thank You Campaign

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Milestones*

Milestones	Target Date(s)	
Award Contract	August 24, 2016	✓
Kick-Off Meeting for Contract	August 31, 2016	✓
Census 101 Training for contractor	September 19 – 20, 2016	✓
Regional Offices Listening Tour	November 9, 2016 – January 12, 2017	✓
Stakeholders Listening Tour	Ongoing	
Delivery of Research Road Map	May 2017	✓
Delivery of 2020 Census Integrated Communications Plan Version 1.0 (to the Census Bureau)	June 2017	✓
Tribal Consultation Final Reports	August 2017	
National Partnership Plan	Fall 2017	
Regional CPEP Implementation Plan	December 2017	
Census Barriers, Attitudes and Motivations Survey	January – March 2018 (planned)	

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Questions?