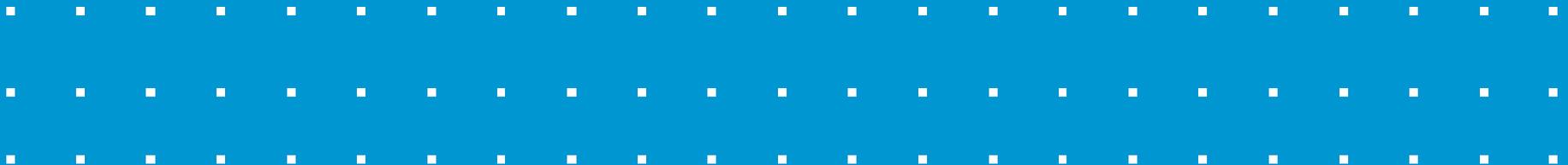




# Discussion: 2020 Census Integrated Communications Plan

Kathryn Pettit, The Urban Institute  
September 15, 2017



# Program objectives

Maximize the percentage of the population that self-responds (preferably by Internet) by:

- Educating people on the value of the decennial census
- Explaining the available means for responding
- Communicating with audiences through communication channels and languages most appropriate for reaching them

# Challenging factors

- Introduction and reliance on the internet response
- Fast-changing political environment with immigration enforcement debated
- High-profile public and private sector data breaches
- Fragmentation of media

*Additional recommended focus:*

educating people on the Census confidentiality  
protections and security measures

# Lessons from 2010

- Three of them relate to timing
- Bring new technology and subject matter experts into the planning process
  - any examples of benefits from process so far?
- Establish metrics for evaluation
  - Important, but challenging without counterfactual
  - Explore ways to do A/B testing or random assignment tests
  - Important to look at subgroups

# Research and analytics

- Encourage that *Communication Research and Analytics Roadmap* be public as soon as possible
- Good recognition of shifting environment by including the iteration, feedback loops, and situation monitoring
- Commend plan for mixed methods
  - Qualitative and quantitative
  - Admin data (which might miss hard to reach groups) and CBAMS survey

# Partnerships

- Research and media plans seem to have much more detailed processes/milestones than the partnership and outreach efforts.
- Encourage full leverage of national partners – as sounding boards for research findings, informants about emerging issues, etc.
- Consider separating efforts for community groups and local businesses.
  - Seem like very different audiences, but are combined

# Phases and timing

- “Strategic Early Education” phase in 2019 is critical, but seems late.
- National and local funders and communities are starting to mobilize and knowing high level plans would be helpful as soon as possible.
  - What early plans and directions can be shared along the way with national and community partners (not waiting til Summer 2019)?
- Possible near-term webinars in 2017 and early 2018 with releases
  - Communications and Research and Analytics Roadmaps
  - National and Regional Partnership Plans

# Funding

- Concerns that possible reduced appropriations will lead to cuts in communications components compared to essential operations and technology funding.
- Can stakeholders help to reinforce the message that communications is essential to a complete count?
- What are the plans for mitigating risk, such as contingency plans for operating with less funding, prioritizing among the many elements, etc.?

# Going forward

- Update at the Spring meeting would be useful once the national and regional partnership plans are in place
- In what areas can CSAC members be helpful?



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