

Discussion on: Integrated Partnerships and Communications Operation Update

Discussant: Mario Marazzi
Spring 2019 Meeting
Census Scientific Advisory Committee (CSAC)
March 28, 2019

Why is this important?

- The decennial Census is a huge undertaking for the Bureau, requiring the largest and most complex survey and field work.
- When respondents are motivated to participate, the field work is more cost effective, and the resulting data quality is better.
- The 2020 Census will be only the third decennial census with a marketing campaign.
- Instead of a “Get Out the Vote” civic marketing campaign, this is a “Fill in your Census form” campaign.
- The campaign also affords the Bureau the opportunity to guide respondents to use its preferred mode of response: the internet.

Integrated Communications Contract Creative Review Session

Purpose: Present the creative platform and discuss the research supporting the creative and the media strategy for the 2020 Integrated Communications Contract

When: February 21-22, 2019

Participants: National Advisory Committee on Racial, Ethnic, and Other Populations Integrated Partnership and Communications Working Group (NAC IPC WG) and some members of the Census Scientific Advisory Committee (CSAC)

Discussion - Questions of interest

1. Is the awareness campaign for the hard-to-count population long enough, given the results of the evaluation of the communications plan of the last Census?
2. How should the Integrated Partnerships and Communications Operation be adjusted in both scenarios of the Supreme Court decision on the Citizenship question?
3. Have adequate provisions been made for Hard-to-Count populations within the Diverse Mass audience (i.e. Parents of very young children, LGBTQ, Low income, English-language speakers of traditionally non-English speaking communities)?
4. Is there adequate capacity to respond quickly to local communications crises?
5. Will the NAC IPC WG be reconvened for more detailed stakeholder input, once the approval of Media Plan 2.0 gets closer in October?

Questions raised by the Bureau staff

- What kind of experiments would you suggest for a campaign of this magnitude?
- Do you suggest any potential national partners? Particularly, partners focused on privacy and confidentiality matters.
- Would you partner with us in promoting some of our current initiatives such as our Media Vendor Day and media RFP?

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Data sources to evaluate the effectiveness of the campaign:

- Telephone surveys
- Internet surveys
- Social media and big data metrics

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Other experiments that can help adjust the campaign in real-time:

- Can small-area response rates be used to gauge the effectiveness of different campaign strategies?
- If so, then should the Bureau experiment with different campaign strategies and make appropriate adjustments during the Census data collection period?

Do you suggest any potential national partners? (particularly focused on privacy and confidentiality)



Consumers Union, the advocacy group of the producers of Consumer Reports



Privacy Rights Clearinghouse, non-profit advocacy and consumer education program



U.S. Public Interest Research Group, Alliance of state-based, citizen-funded organizations that advocate for the public interest



Electronic Frontier Foundation, Non-profit defending digital privacy, free speech, and innovation

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Consumer Federation of America, advocacy, research, education and service org.



American Civil Liberties Union, Non-profit that works to defend and preserve individual rights and liberties guaranteed by the U.S. Constitution



Privacy International, Human rights group that serves as a watchdog on surveillance by governments and corporations



Electronic Privacy Information Center, a public interest research Center devoted to emerging civil liberties issues, protect privacy, and the First Amendment.

Would you partner with us in promoting some of our current initiatives such as our Media Vendor Day and media RFP?

YES!

NO!

THANK YOU

MUCHAS GRACIAS