Integrated Partnerships and Communications Operation Update

Maria Olmedo-Malagon, Integrated Partnerships and Communications Program
Kendall Johnson, ICC Program Management Office
March 28, 2019
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
One of the 2020 Census Operations

**FRAME**
- Geographic Programs
- Local Update of Census Addresses
- Address Canvassing

**RESPONSE DATA**
- Forms Printing and Distribution
- Paper Data Capture
- Internet Self-Response
- Integrated Partnership and Communications
- Non-ID Processing
- Update Enumerate
- Group Quarters
- Enumeration at Transitory Locations
- Census Questionnaire Assistance
- Coverage Measurement Design & Estimation

**SUPPORT**
- Program Management
- Systems Engineering & Integration
- Security, Privacy, and Confidentiality
- Content and Forms Design
- Language Services

**PUBLISH DATA**
- Data Products and Dissemination
- Redistricting Data Program
- Count Review
- Count Question Resolution
- Archiving

**OTHER CENSUSES**
- Island Areas Censuses

**TEST AND EVALUATION**
- Coverage Measurement Matching
- Coverage Measurement Field Operations
- Evaluations and Experiments
All upcoming activities are contingent upon approval of the 2020 Census Integrated Communications Plan v.1 and funding availability.
Key Accomplishments
Completed Phase 1 Recruitment Advertising
Secured Several Partnerships
Launching New 2020Census.gov

The 2020 Census will count everyone once, only once and in the right place
help us make it happen

Why It Matters


What to Expect on Census Day


April 1, 2020
Countdown to Census Day

1 2 3
Expansion Customer Experience Management (CEM)

What is CEM?
A reporting platform that consolidates multiple data sources to facilitates the development and distribution of a suite of dashboards which enables insight discovery and supports data-driven decisions.

What is CEM’s goal in the 2020 Census?
- Create a **centralized, performance measurement** and **analysis tool** for the 2020 Census communication efforts.
- Enable a **“rapid response”** approach to optimizing self-response behaviors.
- Create ability to identify and address issues or problems in real time during the 2020 Census.
Completed Several Earned, Shared and Owned Media Initiatives
Implementing Statistics in Schools

Educate your students about the value and everyday use of statistics. The Statistics in Schools program provides resources for teaching and learning with real life data. Explore the site for standards-aligned, classroom-ready activities.

Classroom Resources
## Completed 2020 CBAMS

### Motivators
- Funding for community needs is the most influential motivator across audiences
- Services such as hospitals, fire departments, and schools are important to many respondents

### Knowledge Gaps
- Lack of knowledge about Census’ scope, purpose, and constitutional foundation
- Important subgroup differences
- General apathy toward the Census

### Concerns
- **Similar to 2010:**
  - Privacy concerns
  - Distrust of government
- **Stronger than in 2010:**
  - Fear of repercussions

---

**Authorized Use Only**
Selected A Campaign Tagline

Limited applications
Overview of Selected Theme

A Data Driven Decision:

- **Strong performance** in both quantitative and qualitative testing
- **Aspirational, informative** and relatable
- Interpreted positively as **forward-looking**
- Mixture of **community-oriented concept and benefits** motivates interest in participation
- Ability to **emphasize key motivators and address barriers** identified in CBAMS
Example: Connecting With The Hispanic Audience

• Platform will evoke unifying Hispanic motivators including: aspiration, opportunity, family, future and community infrastructure.

• Language and cultural reference will drive message appeal and tone will be critical to successful engagement.

• This platform amplified by trusted local voices via Partnership programs will be as important as advertising to Census’ messaging efforts.
# Bringing it to Life

Examples of how key messages might connect to the concept and tagline

<table>
<thead>
<tr>
<th>Theme</th>
<th>Data Confidentiality</th>
<th>Under Count of Young Children</th>
<th>Community Funding</th>
<th>Constitutional</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Key Message</strong></td>
<td>Your response to the 2020 Census is safe and confidential because it is protected by law. That means that it cannot be shared with anyone, including other government agencies. So you can confidently help shape the future of your family, your community and your country by filling out your 2020 Census.</td>
<td>When you fill out the 2020 Census, you are helping shape the future of this country. That is why it is vital that everyone who lives in your household on April 1st be counted. Be sure to include all young children, including babies.</td>
<td>Did you know you can help shape the future of your community by responding to 2020 Census? Start here to help ensure your family, community, and country understand what resources are needed by filling out the 2020 Census.</td>
<td>Since 1790 the constitution has required a count of all people living in the United States. It is the foundation of our unique democratic experience and response is required. So start here, and help shape your future.</td>
</tr>
</tbody>
</table>
2020 Creative Testing Focus Groups Schedule

Start & Completion Date:  March 25, 2019 - May 9, 2019

Total # of Focus Groups: 122

Online Qualitative Sessions Dates:  April 22-26, 2019

Total # of Online Qualitative Session Participants: 130

Community Representative Review Dates:  March 25, 2019 – May 9, 2019

Total # of Community Representative Review Sessions: 35
## Connecting to All Audiences

<table>
<thead>
<tr>
<th>Lead Agency</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>CULTURE ONE WORLD</td>
<td>U.S. Hispanic</td>
</tr>
<tr>
<td>carol h williams</td>
<td>Black/African American</td>
</tr>
<tr>
<td>Kalaimoku</td>
<td>American Indian/Alaskan Native (AIAN)</td>
</tr>
<tr>
<td>TDW + Co</td>
<td>Native Hawaiian/Pacific Islander (NHPI)</td>
</tr>
<tr>
<td>Y&amp;R</td>
<td>Asian American</td>
</tr>
<tr>
<td></td>
<td>Diverse Mass</td>
</tr>
<tr>
<td></td>
<td>Puerto Rico</td>
</tr>
</tbody>
</table>
Segmentation Goals and Applications

The goals of segmentation are to:

• Provide an overarching framework for understanding the country.
• Use geography to bring together behavioral, demographic, attitudinal, and media usage data for campaign planning.
• Simplify complex data by identifying key shared characteristics.

Segmentation will inform:

• Planning for messaging, advertising, partnership activities and other communications
  • Strategy
  • Creative
  • Media
Tract-Level Segmentation Approach

Segmentation uses a mathematical approach to balance similarity within segments and diversity between segments.

- The U.S. is divided into 70,000+ tracts having, on average, ~4,000 people each.
- Tracts have unique characteristics across different types of data.
- Segmentation sorts tracts into groups based on self-response and demographic data.
  - Predicted response
  - Demographics
  - CBAMS data
  - Media usage
Media Usage Data for Tract-Level Segments

• At the highest level, average media behavior in each tract-level segment is compared to the national average across six channels:

  - Newspaper
  - Radio
  - Magazine
  - Television
  - Out-of-Home
  - Internet

• The communications team will use more detailed information about specific channels and programs to inform the media planning process. That information will not be publicly disseminated.

About the Media Data:
MRI created a custom tabulation of media behaviors for each segment based on the 2018 Survey of the American Consumer. Media estimates are weighted to reflect the demographics of each segment. For more information about the survey, visit https://mri.gfk.com.
High Level Timeline – Creative and Media

1. Creative Development Process
   - Audience Briefs Approved
   - Creative Testing Begins
   - Creative Testing Complete
   - Creative Vendor Day and RFP
   - Media Plan 1.0 Approved
   - Upfront Negotiations Begin

2. Media Upfront
   - Media Plan 2.0 Approved
   - Internal Operational Milestone
   - Public-Facing Milestone
   - Campaign Phases Begin

3. Campaign Phases
   - Awareness Phase Begins
   - Motivation Phase Begins
   - Reminder Phase Begins
   - Thank You Phase Begins

FY 2018 Q3 | Q4 | FY 2019 Q1 | Q2 | Q3 | Q4 | FY 2020 Q1 | Q2 | Q3 | Q4
---|---|---|---|---|---|---|---|---|---

Today
### Key 2019 Milestones

<table>
<thead>
<tr>
<th>Year</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>Media plan v1.0 Finalization – March 2019</td>
</tr>
<tr>
<td></td>
<td>Media Upfront Negotiation – April 2019 – August 2019</td>
</tr>
<tr>
<td></td>
<td>Census Day 2019: Press Conference &amp; Social Media Launch – April 1, 2019</td>
</tr>
<tr>
<td></td>
<td>Creative Testing – April – June 2019</td>
</tr>
<tr>
<td></td>
<td>Creative Testing Results – July 2019</td>
</tr>
<tr>
<td></td>
<td>Approval final Creative for Production – August 2019</td>
</tr>
<tr>
<td></td>
<td>Production of Creative Materials and Content – August – December 2019</td>
</tr>
<tr>
<td></td>
<td>Media Plan v2.0 Finalization – October 2019</td>
</tr>
<tr>
<td></td>
<td>SIS Count of Young Children Campaign Begins – October 2019</td>
</tr>
</tbody>
</table>
Questions for the Committees

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?
Thanks!