

Integrated Partnerships and Communications Operation Update

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March 28, 2019

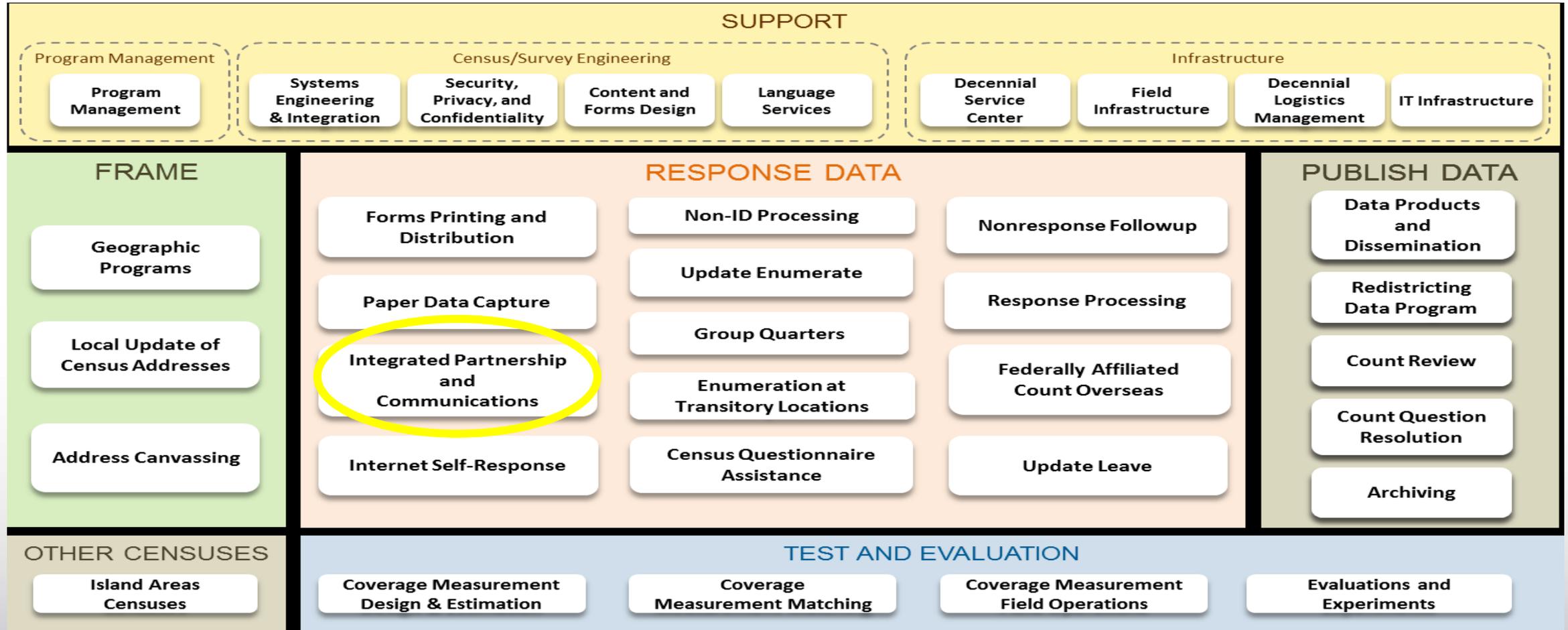
2020 Census Integrated Partnership and Communications Operation

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:

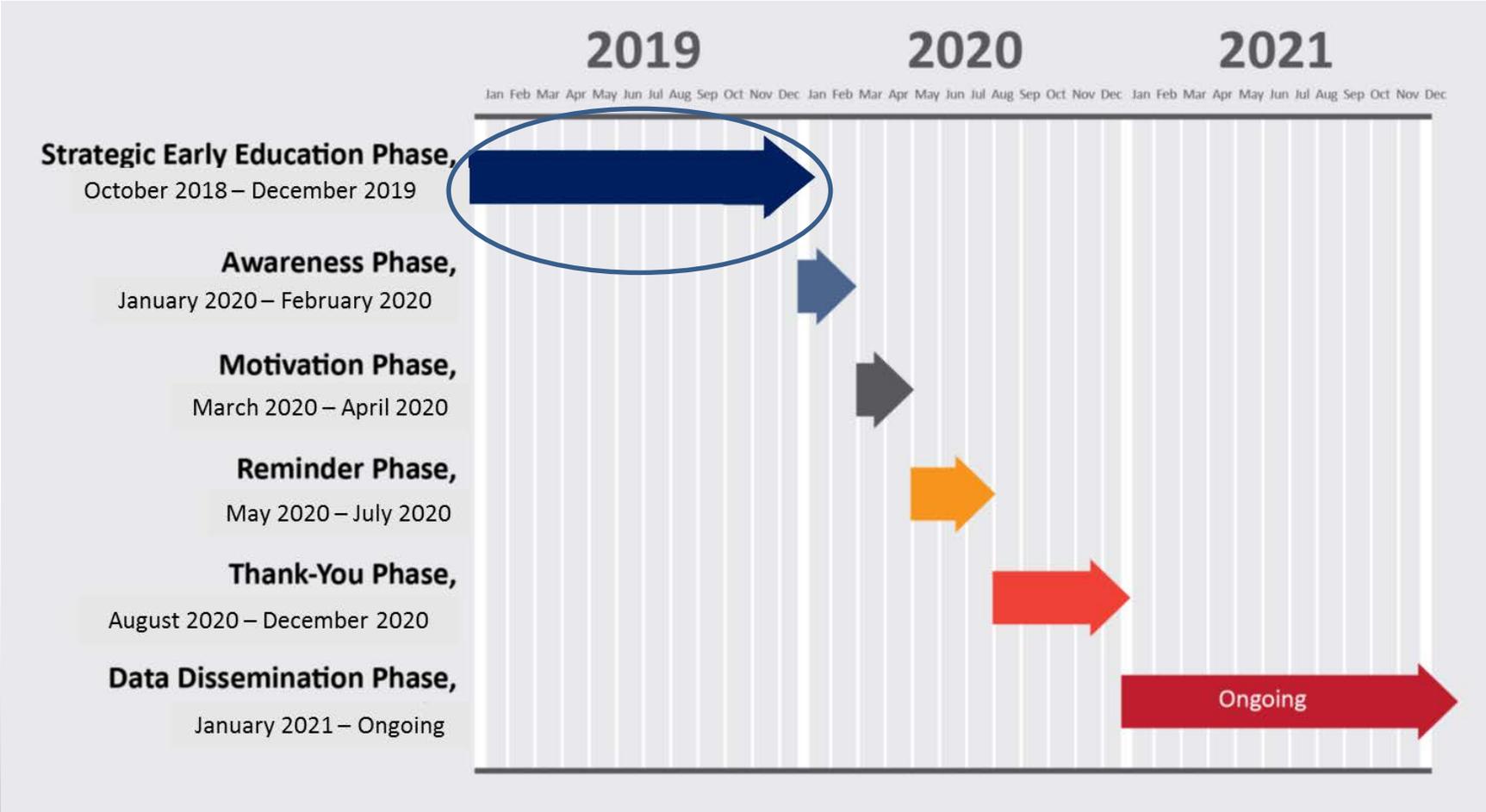
- Engage and motivate people to self-respond, preferably via the internet
- Raise and keep awareness high throughout the entire 2020 Census to encourage response



One of the 2020 Census Operations



IPC Phases



**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

JOIN THE 2020 CENSUS TEAM

APPLY ONLINE!

2020census.gov/jobs

2020 Census jobs provide:

- ✓ Great pay
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

For more information or help applying, please call 1-855-JOB-2020

Federal Relay Service: 1-800-877-8339 TTY: 1-800-877-8339 www.gsa.gov/fedrelay
The U.S. Census Bureau is an Equal Opportunity Employer. E-104



WE CAN BE CENSUS TAKERS



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SOMOS ABUELOS, Y SOMOS CENSISTAS

¡ÚNASE AL CENSO DEL 2020!

COMPLETE LA SOLICITUD POR INTERNET
2020census.gov/jobs

Los trabajos del Censo del 2020 ofrecerán:

- ✓ Buen salario
- ✓ Horarios flexibles
- ✓ Paga semanal
- ✓ Capacitación pagada

Para más información o ayuda para completar la solicitud, por favor llame al 1-855-JOB-2020

¡Sea el primero de su familia en completar la solicitud!
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La oficina del censo de su estado es su mejor opción de oportunidad de empleo.



SOY MAMÁ, Y SOY CENSISTA

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Secured Several Partnerships



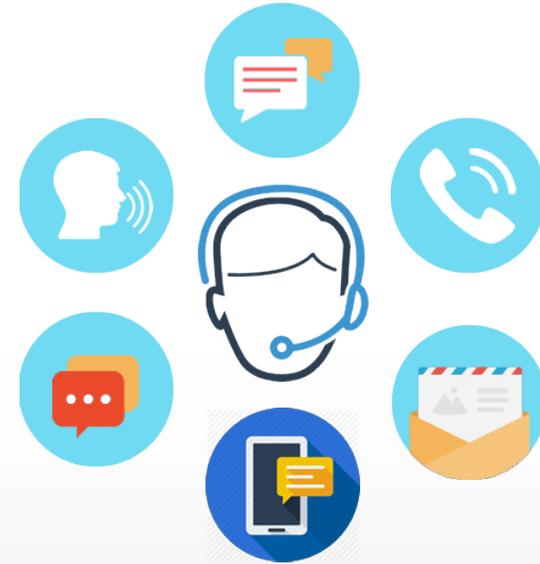
Launching New 2020Census.gov

The screenshot shows the homepage of the 2020 Census website. At the top, there is a navigation bar with the 'United States Census 2020' logo on the left and links for 'Partners', 'Educators', and 'News & Events' on the right. Below the navigation bar, there are links for 'GET THE FACTS', 'HOW TO TAKE IT', 'WHY IT MATTERS', and 'PRIVACY & SECURITY'. A language selection dropdown is set to 'English'. The main hero section features a background image of fireworks and silhouettes of people, with the text: 'The 2020 Census will count everyone once, only once and in the right place' and 'Help us make it happen'. A prominent orange button labeled 'LEARN HOW TO HELP' is centered below the text. The 'Why It Matters' section contains a paragraph of placeholder text and a small image of a street scene. Below this is a 'HERE'S A CTA' button. The 'What to Expect on Census Day' section includes a 'Countdown to Census Day' widget showing 412 days, 6 hours, 24 minutes, and 2 seconds remaining. It also contains another paragraph of placeholder text and a 'HERE'S A CTA' button.

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

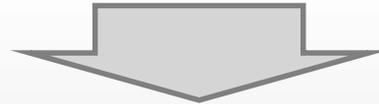
- Funding for community needs is the most influential motivator across audiences
- Services such as hospitals, fire departments, and schools are important to many respondents

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



- ✓ Connect Census participation to support and resources for their *local* communities
- ✓ Educate the public on Census' scope, purpose, and process
- ✓ Engage trusted voices to address concerns that have led many to question their participation

Selected A Campaign Tagline

Shape
your future
START HERE > | **United States[®]
Census
2020**

Shape
your future
START HERE >

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Census
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**United States[®]
Census
2020**

Limited applications

Shape
your future
START HERE > | **United States[®]
Census
2020**

Shape
your future
START HERE >

**United States[®]
Census
2020**

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

Theme	Shape Your Future. Start Here.			
Key Message	Data Confidentiality	Under Count of Young Children	Community Funding	Constitutional
Examples of copy	<p>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.</p>	<p>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.</p>	<p>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.</p>	<p>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.</p>

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*

Dates
3/25
3/26
3/27
3/28
4/1
4/2
4/3
4/4
4/8
4/9
4/10
4/11
4/15
4/16
4/17
4/18
4/22
4/23
4/24
4/25
4/29
4/30
5/1
5/2
5/6
5/7
5/8
5/9

Connecting to All Audiences

Lead Agency	Audience
	U.S. Hispanic
	Black/African American
	American Indian/Alaskan Native (AIAN)
	Native Hawaiian/Pacific Islander (NHPI)
	Asian American
	Diverse Mass
	Puerto Rico

Segmentation Goals and Applications

The goals of segmentation are to:

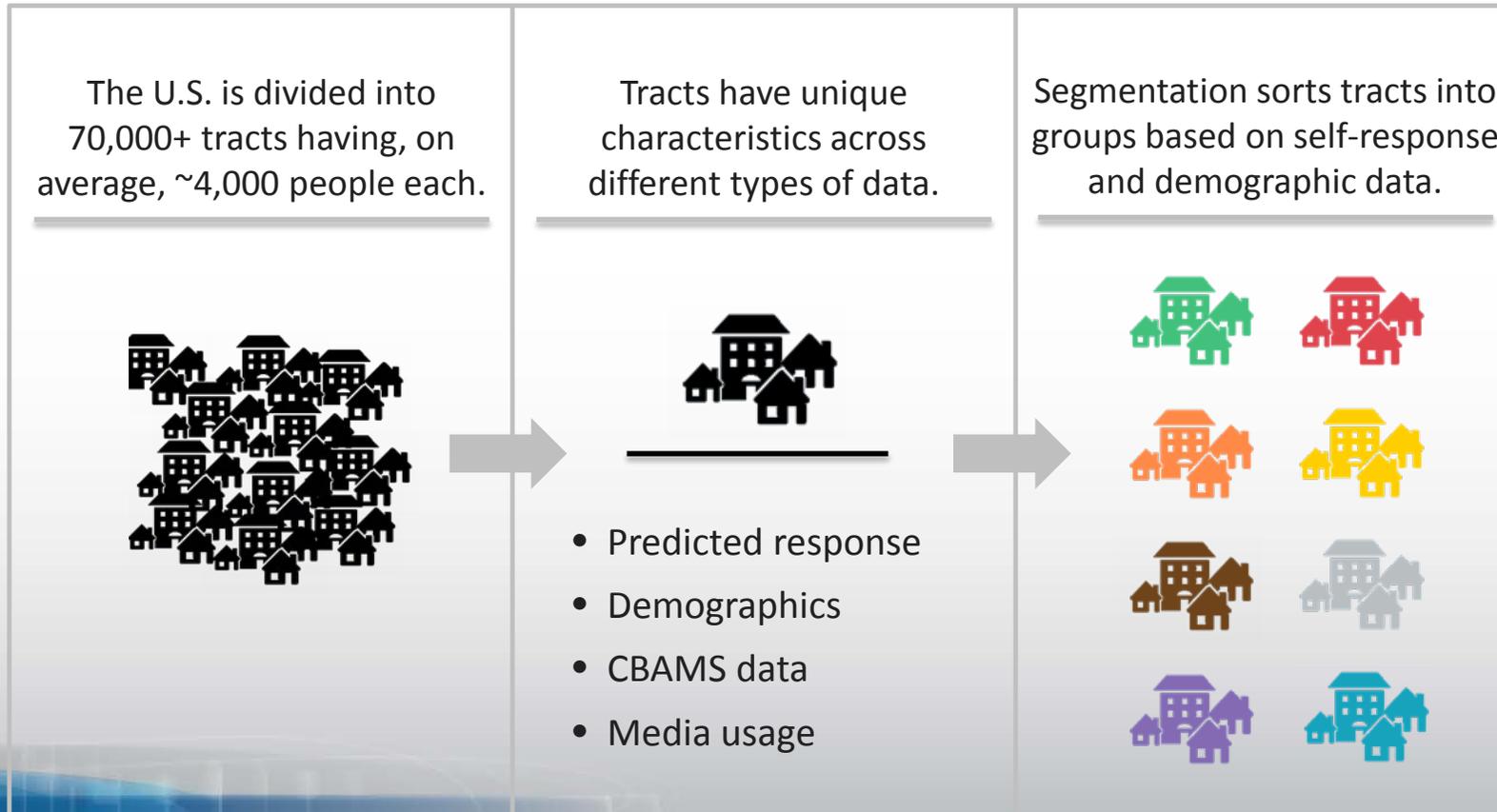
- Provide an overarching framework for understanding the country.
- Use geography to bring together behavioral, demographic, attitudinal, and media usage data for campaign planning.
- Simplify complex data by identifying key shared characteristics.

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.



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.

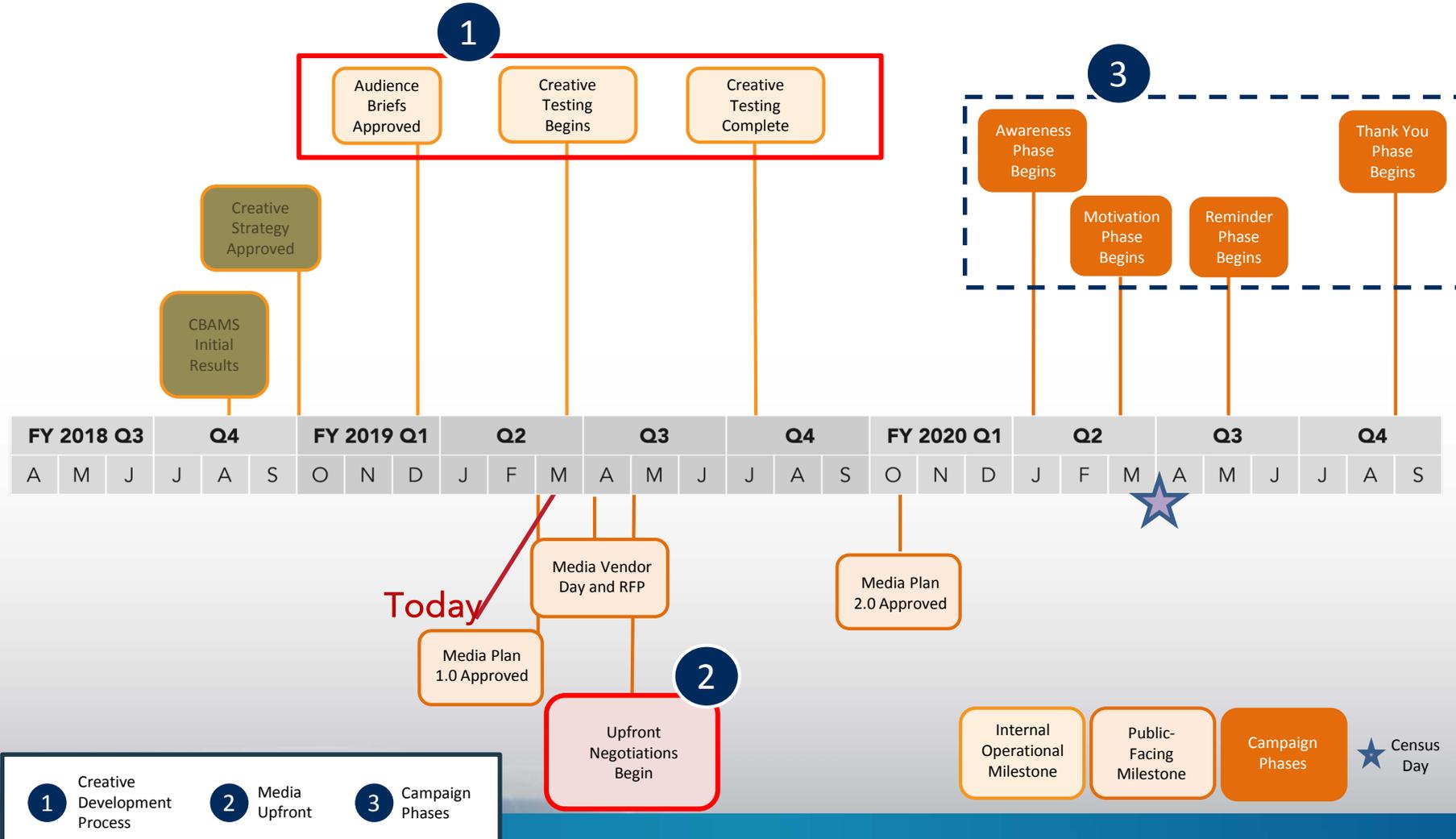
About the Media Data:

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/>.



MRI

High Level Timeline – Creative and Media



- 1** Creative Development Process
- 2** Media Upfront
- 3** Campaign Phases

Key 2019 Milestones

2019

Media plan v1.0 Finalization – March 2019

Media Upfront Negotiation – April 2019 – August 2019

Census Day 2019: Press Conference & Social Media Launch – April 1, 2019

Creative Testing – April – June 2019

Creative Testing Results – July 2019

Approval final Creative for Production – August 2019

Production of Creative Materials and Content – August – December 2019

Media Plan v2.0 Finalization – October 2019

SIS Count of Young Children Campaign Begins – October 2019

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!