

# 2020 Census Partnership Program

**National Partnership Program**

**Community Partnership and  
Engagement Program**

Census Scientific Advisory  
Committee Fall 2019 Meeting

September 12, 2019



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# National Partnership Program

**Robin Bachman**

Chief

National Partnership Program

September 12, 2019

# Integrated Partnership Team

## Integrated Partnership Team

National  
Partnership  
Program

Community  
Partnership and  
Engagement  
Program

Census Open  
Innovation Labs

Public  
Information  
Office

Office of  
Congressional and  
Intergovernmental  
Affairs

Statistics In  
Schools

With Team Young and Rubicam Support

# National Partnership Program: Program Overview

- The **National Partnership Program** (NPP) enlists and engages national-level organizations and trusted voices to support the 2020 Census and encourage their audiences to respond.
- Part of the Integrated Partnership and Communications (IPC) program, the 2020 Census Partnership Plan was released March 2019.
- One partnership team, NPP is a part of the 2020 Census partnership program, which also includes the **Community Partnership and Engagement Program** (CPEP) and **Census Open Innovation Labs** (COIL).
- Staff from across the Bureau with subject-matter expertise is often involved in national partner relationships, including the Office of Congressional and Intergovernmental Affairs.

# National Partnership Activities:

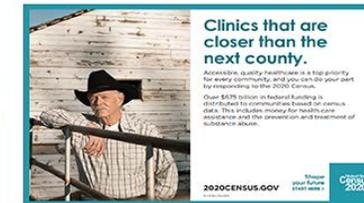
- Working with corporations, nonprofits, lawmakers and many others, the Census Bureau has **more than 370 national participating organizations** to date. Key **national partners** include the AARP, the Boys and Girls Clubs of America, the Annie E. Casey Foundation, Partnership for America's Children, the Federation of Pediatric Organizations, CenturyLink, the National Association of Latino Elected Officials, U.S. Hispanic Leadership Institute, the Episcopal Church, the National Black Chamber of Commerce, the National Queer Asian and Pacific Islander Alliance, the National LGBTQ Taskforce, the American Library Association, the Public Library Association, American Association of State and Local Colleges, American Association of Community Colleges, Federal Trade Commission, Operation HOPE, Volunteers of America, and more.
- To implement the 2020 Census partnership outreach strategy, we designed and built a **new structure of portfolios** in NPP overseeing and leading 22 audience segments integrated with TYR's supporting outreach efforts.

# National Partnership Activities:

- The **portfolios** were informed by strategic frameworks, a means of making data-driven decisions, including with CBAMS data, when using finite resources to conduct targeted outreach to hard-to-count (HTC) populations; and by Customer Relationship Management System (CRM) taxonomy categories, based on the North American Industry Classification System (NAICS) and the Internal Revenue Service's classification of charities and other non-profits. The organizations are divided into sector, type, and sub-type in the CRM. NPP is developing implementation plans for the particular portfolios.
- We have about **50 different outreach resources for partners and supporters** now posted on the partners pages of [2020census.gov](https://2020census.gov) to help them engage their networks, including handouts and posters to support partner outreach, sample partner social media content, handouts on security and confidentiality, a recruitment toolkit, and FAQs, with more to come.
- Stood up a **Content Management Team** to streamline review of partnership promotional materials and reduce turnaround time.

# Resources for Partners

- Several 2020 Census **outreach materials are now available** on [2020census.gov](https://2020census.gov). Find downloadable posters, handouts, toolkits, and other resources that you can share with partners.
- Visit [2020census.gov/partners](https://2020census.gov/partners) and select **Promotional Materials** to view what is available, including in-language materials. Use this page as a resource, as we **continue** to add materials.
- Encourage your network to **sign up for our email list** for the latest news and updates relevant to partners. Completing the **Join Us** form will sign them up for our email list.



# National Partnership Activities:

- Fully participate in user-centered design of the **Customer Relationship Management System** or CRM, including requirements gathering and enhancements.
- **Launched a partner profile series on America Counts**; published several America Counts stories related to partnerships in addition to partner profiles; established a monthly partnership email newsletter; held first large-scale stakeholder webinar with more than 1,000 attendees.
- **Seen growth of our email marketing subscribers.** We now have nearly 27,000 subscribers to our partnerships email list.
- **Engage with new partners**, including capitalizing on the outreach letters Commerce Secretary Ross sent in June to 900 corporate and faith leaders, cabinet agency secretaries, and Members of Congress.
- NPP secured – and continues to secure – executive speaking roles (a few examples) at the League of United Latin American Citizens, OCA – Asian Pacific American Advocates, National Urban League, NAACP and the Islamic Society of North America conferences.

# Improving the Count of Young Children

Under the 2020 Census Undercount of Young Children Task Force, the Census Bureau is focusing on Production Operations, Communications and Partnerships, and Evaluation of 2020 and Preparation for 2030.

Specific activities include:

- Providing information to educate partners about the challenge and its impact
- Working with partners to develop information and products, and identify assistance they can provide in their communities, and turning to the motivation phase
- Partnership specialists FOCUSED on the Undercount of Young Children
- Efforts include:
  - Engaging national and local partners with activities like Census Solutions Workshops, Webinars with Stakeholders, Census Blogs, Infographics and other material, Statistics in Schools

# Improving the Count of Young Children

Infographic that describes situations where children may be missed and suggests ways for partners to discuss these with individuals & communities

Posted to census.gov on August 29, 2018

– With more educational and promotional materials posted in waves



## Counting Young Children in the 2020 Census

*Counting everyone once, only once, and in the right place*

An estimated 5 percent of kids under the age of 5 weren't counted in the 2010 Census. That's about 1 million young children, the highest of any age group.

We need your help closing this gap in the 2020 Census. Here's what our research tells us about why young children are missed and what you can do to help make sure they are counted.



Common situations where young children aren't counted



The **child splits time between two homes.**

The child lives or stays with **another family or with another relative such as a grandparent.**

How you can help?

- Emphasize that the census counts **everyone where they live** and sleep most of the time, even if the living arrangement is temporary or the parents of the child do not live there.
- If the child truly spends equal amounts of time between two homes, count them where they stayed on **Census Day, April 1**. Coordinate with the other parent or caregiver, if possible, so the child is not counted at both homes.
- If it's not clear where the child lives or sleeps most of the time, count them where they stayed on Census Day, April 1.

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# Portfolios

African American

Hispanic/Latino

Asian American

Native Hawaiian and Pacific Islander

American Indian and Alaska Native

Middle Eastern/North African/MENA

LGBTQ

Academic/Libraries

Children

Persons Experiencing Homelessness/

Renters/Highly Mobile

Persons with Disabilities

Corporate/Business

Technology

Health Care

Nonprofit - Not Faith-Based

Included in portfolio – Labor Unions;  
Charitable/Social Services; Senior Citizens

Faith Communities/Faith-Based

Consulates/Embassies

Federal Agencies

Rural

Veterans/Military

Good Government

# Upcoming Activities:

- **Mature the portfolio teams' partnership outreach efforts** to 2020 Census populations and audiences, ensuring all teams have an action plan on how to recruit and secure national partners; each portfolio team will develop implementation plans for their particular segment.
- **Continue securing national level partners and updating CRM** with partnership status, commitments, events and contacts.
- Continue to secure **speaking engagements** and confirm our presentation and exhibit schedule for the remainder of the calendar year, including partners engaging in national events organized by colleagues in ADCOM and TYR.
- **Upcoming Events:**
  - Partnering with the **USDA National Agricultural Statistics Service (NASS)** for their Community-Based Organization Partnering Workshop, October 29 - November 1, 2019, Memphis, TN. It is enterprise-based with team from the American Community Survey, Economic Directorate and others presenting; the Workshop will leverage federal statistical data and stakeholder engagement to improve access and service to hard-to-count and underserved agricultural producers; activities include Census workshops and remarks by Deputy Director Ron Jarmin.
  - Director Steven Dillingham will speak at the **Association of Rural & Small Libraries** conference in Burlington, Vermont, NPP will exhibit, too.

# Activate Locally, examples...

**AARP** – AARP has agreed to be an official 2020 Census national partner. They will focus their outreach on recruiting, fraud prevention, and distribution of information to hard-to-reach communities.

**ALA** – Regions are hosting webinars with local libraries about the 2020 Census.

**League of Women Voters (LWV)** – LWV is a national partner; They have created their own action kit and a pledge campaign (#COUNTMEIN).

**YWCA** –YWCA has a robust list of local chapters that focus on various areas (STEM, food insecurity, overall community, stopping domestic violence, etc.).

**Chinese American Citizens Alliance (CACAA)** – We attended their national conference, July 3-6, in Boston. This organization has approximately 30 lodges nationwide.

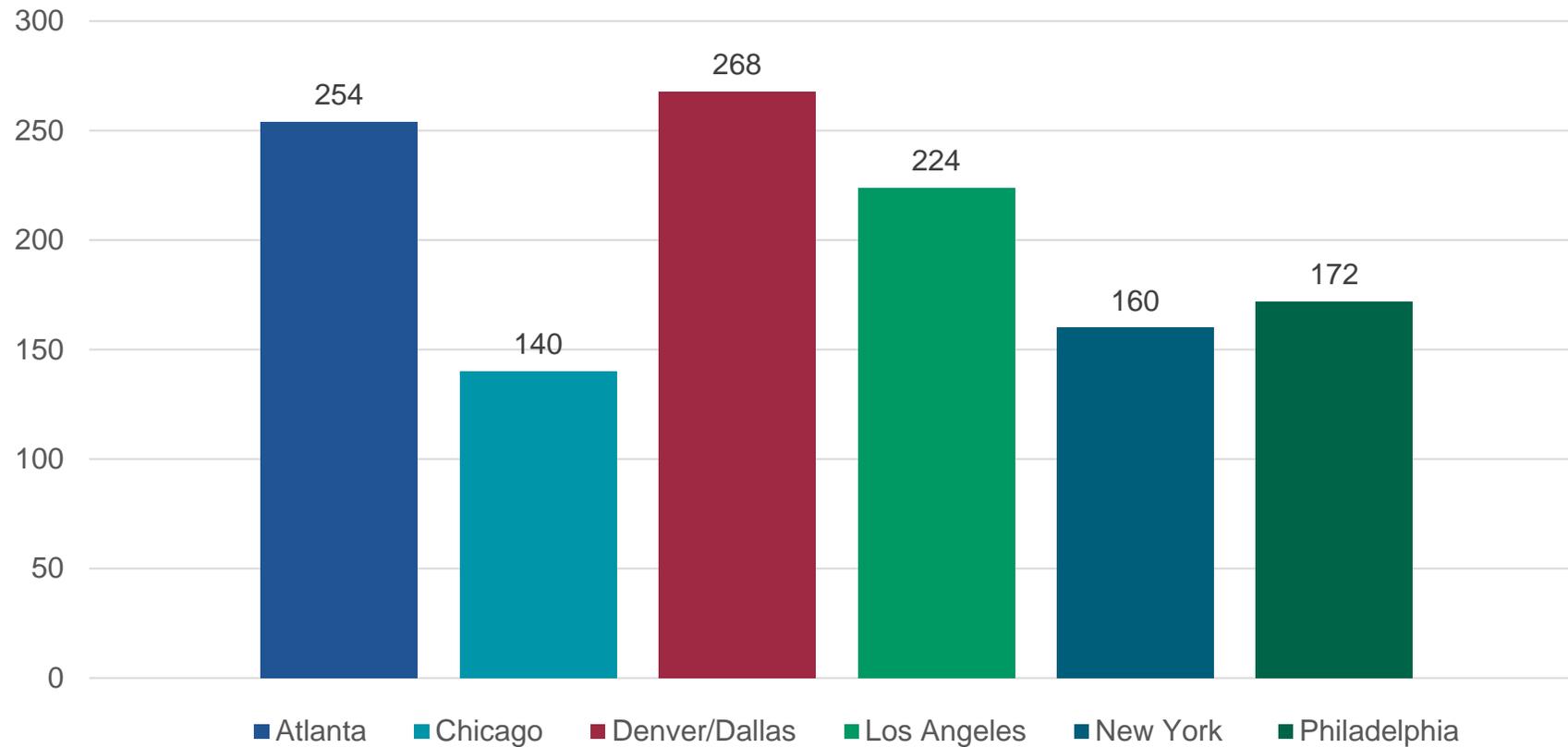
**Citygate Network** – is a national partner; the Network includes missions and other ministries serving individuals experiencing homelessness, and connects them with resources.

# Community Partnership and Engagement Program

Willette Allen

Program Manager, Community Partnership and Engagement Program

# Partnership Specialists On Board 1,218



# CPEP: Who Are Our Partnership Specialist?

- 1,218 Partnership Specialist On Board
- 27% Bilingual
- 69 Languages Spoken Other Than English
- 100% From The Community They Serve
- 100% Have Community Outreach Experience
- 40% Have Completed +1 Census
- Focus Areas Breakout: Race/Ethnicity, Media, National Partnerships, Undercount of Young Children, Statistics In Schools, Government, Community Based, etc.

# 69 Languages Spoken

## New York-20

- Spanish (18)
- Arabic (3)
- Twi (2)
- Portuguese (2)
- Chinese (2)
- Vietnamese (2)
- Japanese (2)
- Hindi (1)
- Hebrew (1)
- Haitian Creole (1)
- Gujarati (1)
- French (1)
- Yiddish (1)
- Thai (1)
- Tagalog (1)
- Russian (1)
- Polish (1)
- Nepali (1)
- Korean (1)
- Igbo (1)

## Los Angeles-18

- Spanish (64)
- Tagalog (10)
- Chinese (10)
- Vietnamese (5)
- Korean (5)
- Arabic (3)
- Russian (2)
- Japanese (2)
- Farsi (2)
- Samoan (1)
- Portuguese (1)
- Native Hawaiian (1)
- Igbo (1)
- German (1)
- Tongan (1)
- Cambodian (1)
- Armenian (1)
- American Sign Language (1)

## Denver/Dallas-10

- Spanish (65)
- Arabic (8)
- Chinese (8)
- Vietnamese (6)
- Navajo (2)
- Urdu (1)
- Tagalog (1)
- Hindi (1)
- French (1)
- Bengali (1)

## Chicago-9

- Spanish (10)
- Hmong (4)
- Arabic (4)
- Korean (2)
- Vietnamese (1)
- Somali (1)
- Polish (1)
- Igbo (1)
- Chinese (1)

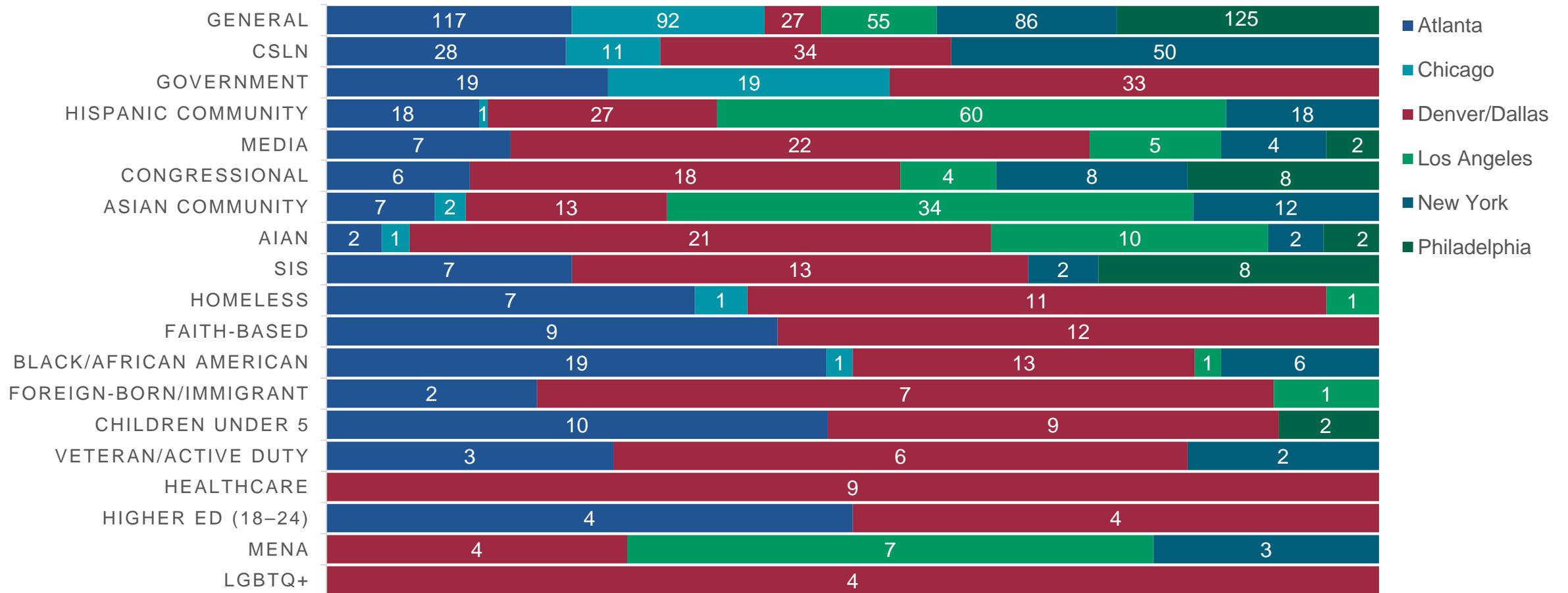
## Philadelphia-9

- Spanish (10)
- Chinese (3)
- Urdu (2)
- Hindi (2)
- Bengali (1)
- Punjabi (1)
- Gujarati (1)
- Nepalese (1)
- Polish (1)

## Atlanta-3

Spanish (21) Vietnamese (5) Mandarin (2)

# Partnership Specialists' Primary Initiatives



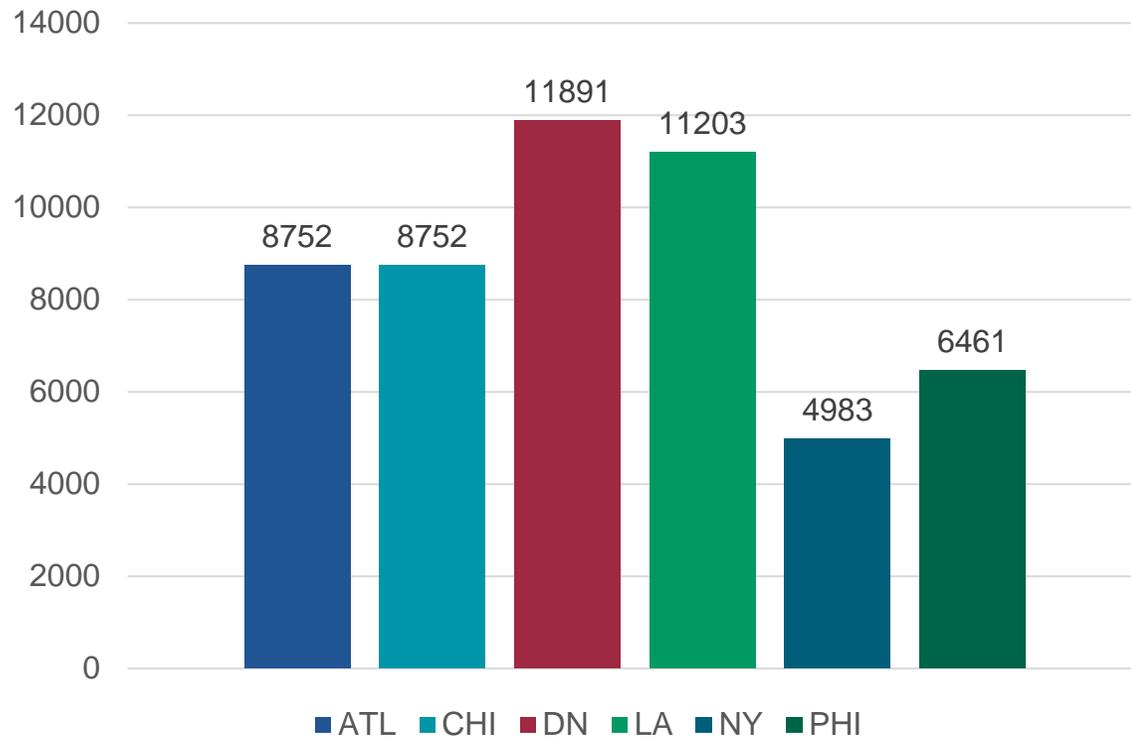
**Primary Initiatives with 2 or less include:** Indian Community, Portuguese Community, Jewish Community, Caribbean American Community, Seniors, Russian Community, Polish Community, NHOPI, National, Haitian Community, French Community, and Disabilities.

# CPEP: Partnership Specialist Training

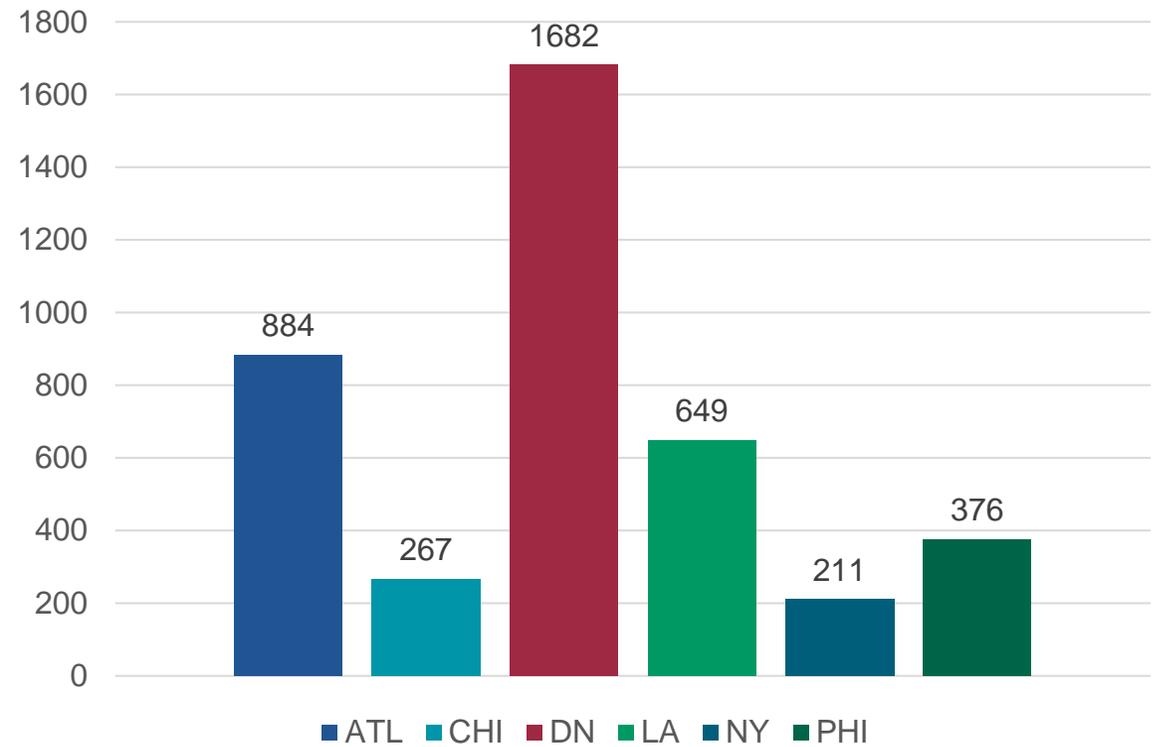
- Census 101
- 11 Elements of Partnership
- Building Relationships & Conflict Management
- Cultural Engagement & Awareness
- Census Operations
- HTC Initiatives
- ROAM
- CRM
- 2020 Partner Website
- Visual Graphics
- CCCs
- CSW
- Congressional
- SIS
- Media
- Social Media
- Crisis Communication

# CPEP: Active Partners

Total Partners- 52,042

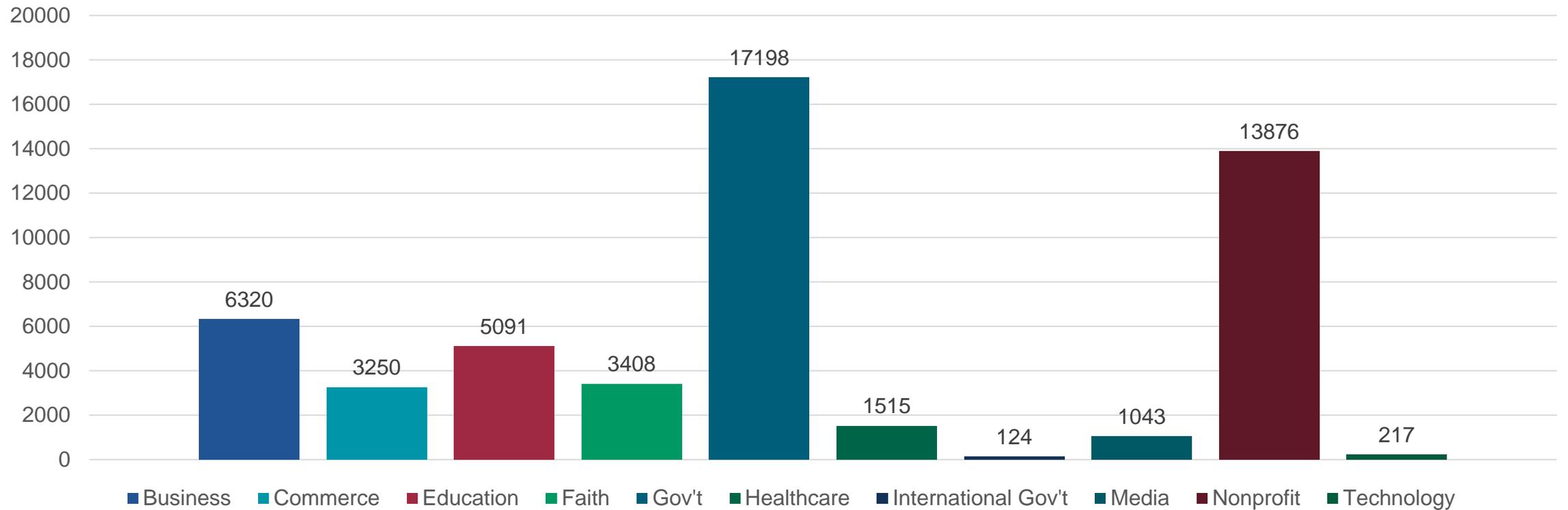


New Partners- 4,069 (Last Update 9/6)



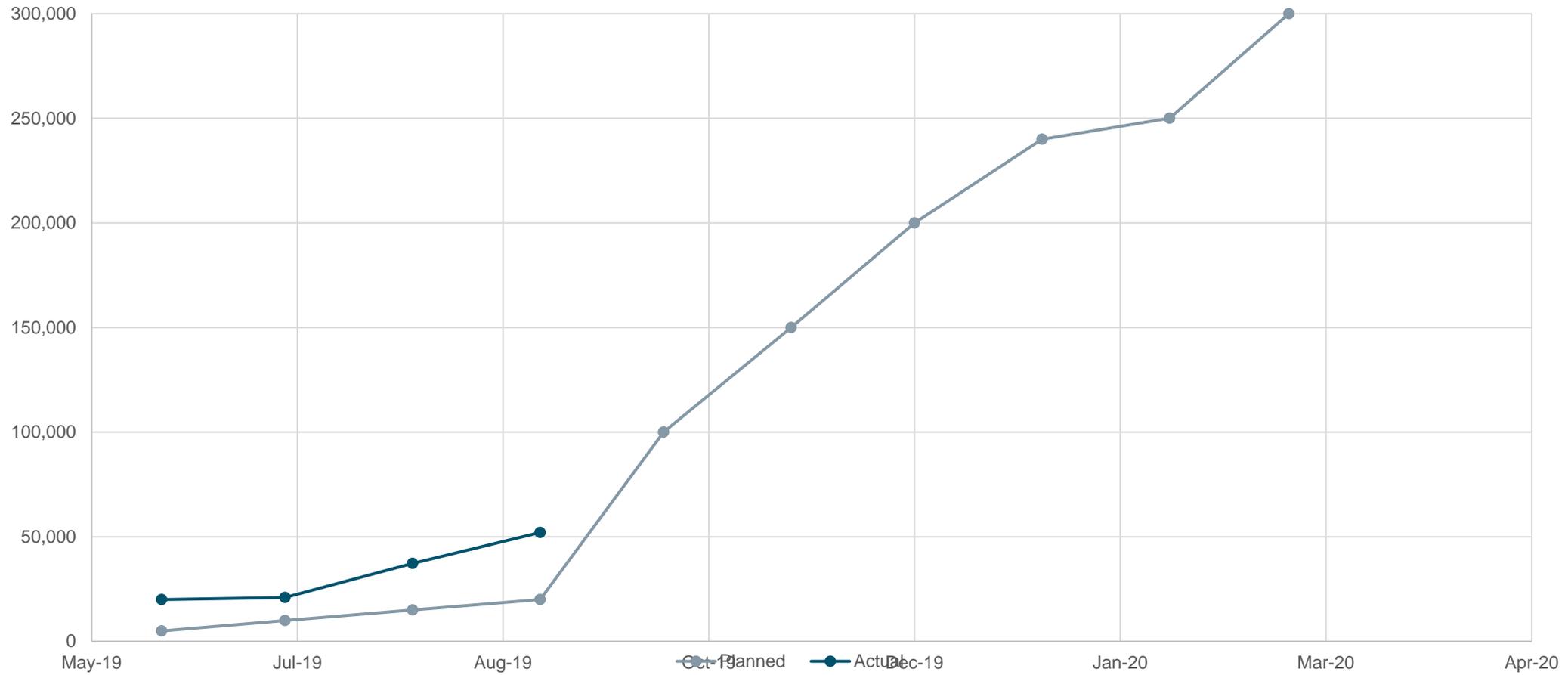
# Active Partners

Organization Sector- 52,042



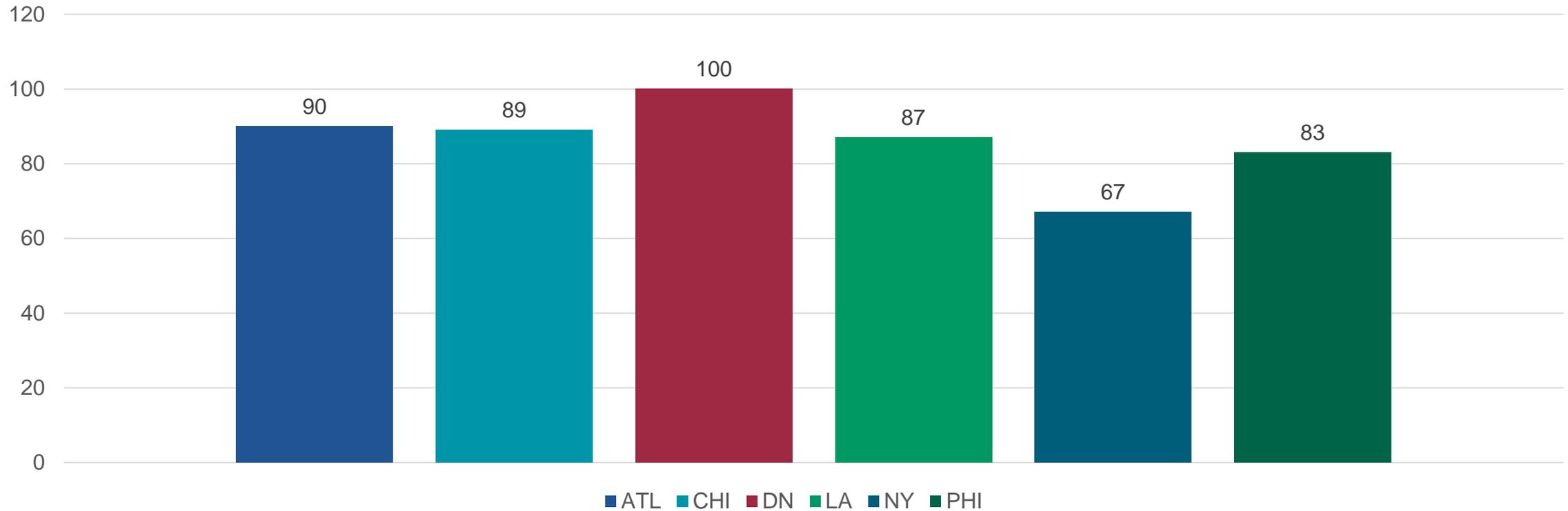
# Active Partners

(Planned vs Actual)



# Congressional Initiative

516



# CPEP: Regional Action Plans

## Purpose:

- Defines how partnership outreach will be conducted in each region.
- Outlines specific strategies and tactics.
- Utilizes data driven research and tools like ROAM, to identify where to secure partnerships and partner events.
- Identified strategies for how Partnership and ACOs will collaborate in support of operations
- Identifies how National and Local partnerships will be managed.
- Identifies how national programs such as Statistics In School and Undercount of Young Children will be localized in the regions.
- Aligns regional outreach timelines with national media timeline and FLD operational timeline to ensure a cohesive and integrated partnership program.

# CPEP: Measures of Success

- Securing the right partners in the right places.
- Mobilizing partners at critical peak times to activate their communities.
- Identify the mobile QAC locations in the right places.
- Establish committed partnerships with 300,000 partners by March 2020.
- Establish high quality and high impact partners based on Low Response Rate.
- Facilitate the formation of CCCs in all 50 states, District of Columbia, Puerto Rico and cities with a population of 200,000 or more by January 2020.

# CPEP: Key Milestones

- July 2019: All 1,501 Partnership Specialist Selected
- July 2019 : Launched On-line CCC Map
- September: All Partnership Specialists On Board
- September/October 2019: Partnership Specialist Training
- September 2019: Launch National Events Strategy
- October 2019: Regional Action Plans Finalized
- November 2019: Peak Operations Briefing
- Ongoing: Identify Prospective Mobile QACs

# Questions from CSAC:

## Update on the Partnership Program

- How will the use of systems such as the customer relationship management system and customer engagement management improve the effectiveness of partnership outreach to the hard-to-count groups?
- Will Partnership Specialists be empowered to monitor local social media and be able to respond to local communications crises?
- For both the communications and partnership programs, what leading indicators through 2019 and early 2020 would signal need to allocate resources including staff time to reach areas where evidence shows lagging response?
- Can you include information on specific efforts to address the undercount of young children?

# Discussion Questions

Q: How might we assist you – members of CSAC - in being trusted voices in your workplace, your communities, and to your other networks, to amplify the 2020 Census message?

Q: What advice do you have for our teams as we approach Census Day?

Q: One of our objectives is to have an enterprise-based approach so we may continue partner engagements beyond this decennial census. Any priority activities we should do now that would help us meet this objective?



# Thank you!