



UNITED STATES DEPARTMENT OF COMMERCE
U.S. Census Bureau
Washington, DC 20233-0001

2020 CENSUS PROGRAM MEMORANDUM SERIES: 2020.04

Date: April 8, 2020

MEMORANDUM FOR: The Record

From: Albert E. Fontenot, Jr. **(Signed April 8, 2020)**
Associate Director, Decennial Census Programs

Subject: 2020 Census Operation Updates for the Detailed Operational Plan for: 11.
Integrated Partnership and Communications Operation (IPC)

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This memorandum documents operation updates on the Integrated Partnership and Communications operation (IPC) since the Detailed Operational Plan was published on September 22, 2016.

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, and United States territories to:

- Engage and motivate people to self-respond, preferably through the Internet.
- Raise and keep awareness high throughout the entire 2020 Census to encourage response.
- Support field recruitment efforts for a diverse, qualified census workforce.
- Effectively support dissemination of census data to stakeholders and the public.

The 2020 Census Memorandum Series

The 2020 Census Memorandum Series documents significant decisions, actions, and accomplishments of the 2020 Census Program for the purpose of informing stakeholders, coordinating interdivisional efforts, and documenting important historical changes.

A memorandum generally will be added to this series for any decision or documentation that meets the following criteria:

1. A major program-level decision that will affect the overall design or have significant effect on 2020 Census operations or systems.
2. A major policy decision or change that will affect the overall design or significantly impact 2020 Census operations or systems.
3. A report that documents the research and testing for 2020 Census operations or systems.

Visit [2020 Census on Census.gov](https://www.census.gov) to access the Memorandum Series, the 2020 Census Operational Plan, and other information about preparations for the 2020 Census.