



**North Carolina**  
Department of Administration



## MINUTES OF MEETING

**North Carolina Complete Count Commission**

**Wednesday, February 6, 2019**

**North Carolina Department of Insurance, Room #245, Raleigh, NC**

**Members Present:** Secretary Machel Sanders, Chair; Al Austin; Wayne Bostick; James Cofield; Rabbi Lucy Dinner; Dr. Harry Ghee; Kevin McLaughlin; Rep. Amos Quick; Greg Richardson; Allison Riggs; Dr. Denauvo Robinson; Juvencio Rocha-Peralta; Carolyn Smith; Sai Sudhini; Whitney Tucker (via phone); Shannon Vickery; and John Wei (via phone).

**Members Not Present:** Farad Ali, Sen. Deanna Ballard; Pam Hemminger; Rep. Cody Henson; Jose Hernandez-Paris; Sharon Hunt; Lori Johnson; Kim Mitchell; Kristy Moore; Aidil Ortiz; Maytee Sanz; Sen. Erica Smith; Heather Strickland; and Donna Tipton-Rogers

**Guests/Staff Present:** Bob Coats, Gov.'s Census Liaison; Nan Sanseverino, DOA Communications Director; Aldesha Gore, DOA Assistant Director; D. Bell (US Census); A. Velasquez (US Census); B. Richards (US Census); V. Brooks (US Census); L. McClettie (US Census); Jaunita Mainster; Andrew Arden; Eddie Edwards; Mike Peele; Bryan Brannon; Jeremy Collins; M Green; W. Rembert; and K. Karres

At 10 A.M, Michelle Sanders, Secretary of the North Carolina Department of Administration (DOA) and Chair of the North Carolina Complete Count Commission (NC CCC), welcomed everyone to the meeting and shared her continued enthusiasm about the work of the commission. Commission members then approved the minutes from the December 12, 2018 conference call and the October 23, 2018 in-person meeting.

Secretary Sanders then discussed the role NC CCC will play in communicating the importance of the U.S. Census and all the ways that the census impacts North Carolina and the state's residents. Secretary Sanders asked for someone to capture the minutes of each meeting, and Shannon Vickery volunteered to be secretary for the commission.

At 10:25 A.M., Bryan Brannon, Chief Financial Officer for the NC Department of Administration, briefed commission members on the I-9 requirement. State commission members must fill out the I-9 form because the commission is making policy for NC. The forms need to be completed accurately. Eddie Edwards and Mike Peele with Temporary Solutions then explained the information and documentation needed for the form. In addition to the I-9 form, commission members who are not state employees must fill out a job application. Commission members may use a passport to satisfy the form's documentation. If a commission member doesn't have a passport, a driver's license and social security form will validate the information on I-9. Commission members who are already state employees don't have to complete the paperwork. If a commission member already works on a state commission and has already gone through the onboarding process, the I-9 form does not need to be completed. Commission

members are asked to submit paperwork and documents as soon as possible to the following email address and fax number:

- Email address for documentation: [mike.peele@nc.gov](mailto:mike.peele@nc.gov); Fax: 919-715-2627

Members in Raleigh can also stop by the office at the Department of Insurance and drop off paperwork.

Commission members who want to receive the provided stipend need to fill out tax forms. If a member opts not to take the stipend, put a big X on direct deposit form and at top write: "Do not wish to receive stipend as a board member."

At 10:37 A.M., Secretary Sanders showed the new Make NC Count Census 2020 logo, as Bob Coats, the Governor's Census Liaison, prepared to provide updates regarding to the U.S. Census process.

The presentation was followed at 10:38 A.M. by Bob Coats, the Governor's Census Liaison, who provided best practices around outreach for the 2020 U.S. Census. He encouraged commission members to use any available opportunities to talk with others about the Census. Commission members can also include the Make NC Count Census 2020 logo as part of their email signatures to help raise awareness.

Also, on November 19, 2018, the NC League of Municipalities recorded a podcast with Coats that is on their website. Multiple webinars were hosted in December to get the word out about the Census 2020. Coats explained the current court questions surrounding the census and the citizenship question. In January he also met with the Land of Sky Council of Governments and Southwestern Council of Governments in Cherokee to inform them about the work happening around Census 2020.

On January 31, 2019 Making NC Counts held a public meeting at the McKimmon Center at NC State University. There was great representation by our partners. The Census staff has continued to a great job reaching out to city and county elected officials in North Carolina. Now they want to reach out to other non-elected community leaders to make sure they have information about the Census.

One of the consistent themes coming from the January public meeting and other partner meetings is that some parts of the state don't have good internet access and we will need to communicate how people in these areas can access the Census. Public libraries and other partners will help with access for these parts of the state.

Coats will also be meeting in Winston-Salem with city and county managers. Meanwhile, many outreach activities are going on to get information out to local governments about the census and planning for census 2020 and the ways that they can get data. There is an interesting presentation about barriers to census participation on the Census web site. It starts about three hours in and you can see the slides too, which provide more information about messaging.

Coats shared that there will be a NC GIS conference on Feb. 27- March 1 in Winston-Salem, where there will be a panel discussion about Census-related issues. He is scheduling upcoming workshops in Charlotte and Fayetteville with local councils of government and is willing to talk with groups in other parts of the state.

Development continues on the NC Census Counts website (<https://census.nc.gov/>). The site will house a resource library, and the NC Department of Administration team would like input on what resources would be helpful to commission members. The communications team has also developed a one-page

sheet for Swain County, a template for the dashboard that will soon be available online where commission members will be able to find similar information for all NC counties.

Recruitment efforts are ongoing to get people in the pipeline for future Census jobs. On the NC Census website and US Census website, there is information about the jobs available. Anyone interested in these positions can have people submit information for the job applications. Coats asked commission members to be thinking about opportunities to provide outreach with groups, and to talk more about Census 2020 and ways to get the word out about it.

Coats is looking at areas in Eastern NC for outreach about the Census process. There will be a schedule of upcoming meetings and events on the commission's resource website. So far 60 counties have committed to form their own complete count committees at the county level. The county committees may need assistance from the state commission at some point.

James Cofield shared with commission members meetings he has had with Dare, Washington and Hyde counties. The counties are interested in learning more about the complete count and the role of local committees.

As commission members start to do more events and information sharing, the US Census team will create a frequently asked questions (FAQ) sheet. Please reach out to Coats or Nan Sanseverino if you need information for presentations to groups.

At 11:24 A.M., the commission subcommittees began their reports.

Culture and Linguistics Report from James Cofield:

This committee had a good discussion at the last meeting. Cofield has taken the initiative to reach out to the boards of county commissioners in eight to 10 counties in Eastern NC. The reception has been very good. He has already met with Dare, Hyde and Washington counties. In the meetings he emphasizes how it is in the county's best interest to ensure that every resident of the county is counted. He stresses that no one knows their communities more than they do, and they can help engage other organizations, like businesses, civic and cultural organizations, to make residents feel comfortable participating in Census 2020. Cofield also points out in his presentations that the US Census Bureau is hiring and if they can help with that effort, having area residents helping with Census can help make others feel comfortable participating.

Civic Engagement Group Report from Carolyn Smith:

Smith has been looking at how to get nonprofits and activist groups to fill the gaps in work needed, given that there are limited resources. She noted that there will be funders to help nonprofits do this work on the ground. She is looking at how to get Census 2020 materials to these groups to start disseminating. There is a need to get information out on college campuses and she is looking at how to get information out to student unions. In her meetings, she has been talking about how important it is to be counted in order to ensure resources stay in local areas. There is a lot of interest in Census 2020 and we need to provide information to make it easier for all groups to be counted. Social media will be an important part of the communications strategy. There are Facebook and Twitter accounts for Census 2020 that will be providing information and resources.

Latino/Immigrants Subcommittee Report:

Changed subcommittee name from immigrant subcommittee to Latino/Immigrants subcommittee. No further update was provided.

Education and Youth Subcommittee Report:

Education is very broad, and we need to segment messages to target audiences. We will also be looking to meet targeted audiences where they exist. Already work is starting to reach out to college student leaders across the state.

At 12:11 P.M., Elena Connelly with Mary Babcock Foundation provided information on how a national funders group may provide funds for outreach to communities.

Funders Committee for Civic Participation: An equity fund launched six months ago to allow organizations to draw down grants to engage communities with the Census. The NC Grantmakers Association is also educating foundations about the importance of this work.

At 12:22 P.M., Laura McClettie, NC Partnership Coordinator for the US Census Bureau, provided an update on her organization's work and provided additional training to commission members. McClettie went through a packet of information given to the commission, including key dates and additional resources. The emphasis right now is to recruit people to help with data collection. McClettie asked commission members to share information about available jobs.

For information about Census jobs:

[www.usajobs.gov](http://www.usajobs.gov)

Census.gov/field jobs

Toll Free Jobs Line: 1-855-JOB-2020

McClettie announced that the first US Census mailings will go out in March 2020. For every person counted, North Carolina receives \$1,623 in federal funding based on census data. The Census is important in apportioning political power and federal funding. Census data is also used in many other ways – forecasting future transportation needs; determining areas eligible for housing assistance and rehabilitation loans; assisting in planning and implementing programs and services in education, healthcare, transportation, social services and emergency response.

McClettie also shared that respondent data for the census is private and confidential. Census bureau never asks for full Social Security number, money or donation, PIN codes, passwords or other information for credit cards, banks or other financial accounts. Census Bureau never sends requests on behalf of a political party. The goal of the 2020 Census is to count everyone once, only once, and in the right place.

New initiatives for Census 2020 include allowing people to respond via phone or internet and incorporating the use of handheld data collection devices.

By April 1, Census Bureau would like a plan of how the commission will get the word out about Census 2020.

McClettie then gave a demonstration of the Response Outreach Area Mapper (ROAM). This interactive map identifies areas that typically have low response rates for censuses and surveys at [www.census.gov/roam](http://www.census.gov/roam).

At 1:54 P.M., Secretary Sanders presented the next steps for the commission which is an April 11 conference call.

**Action Items:**

1. Each subcommittee needs to bring back one action item to address the challenges facing your committee.
2. Please send to Nan any Census questions that you would like answers to by Feb. 15th.
3. REMINDER: If anyone gets media requests, contact Sanseverino prior to doing an interview.
4. The next in-person meeting will be June 6 in Pitt County. If you have agenda topics, please send them to Sanseverino by May 15.

The meeting adjourned at approximately 2:00 p.m.

Respectfully submitted,

Shannon Vickery