



State of North Carolina  
NC Department of Administration

## MINUTES OF MEETING

**North Carolina Complete Count Commission  
Tuesday, October 23, 2018  
Department of Insurance, Rom. #245, Raleigh, NC**

**Members Present:** Secretary Machel Sanders, Chair; Al Austin; Wayne Bostick; James Cofield; Ali Farard; Dr. Harry Ghee; Kim Mitchell; Rep. Amos Quick; Dr. Denauvo Robinson; Maytee Sanz; Carolyn Smith; Sai Sudhini; and Whitney Tucker.

**Members Not Present:** Sen. Deanna Ballard; Rabbi Lucy Dinner; Pam Hemminger; Rep. Cody Henson; Kevin McLaughlin; Aidil Ortiz; Greg Richardson; Allison Riggs; Sen. Erica Smith; Heather Strickland; Donna Tipton-Rogers; and John Wei. (Note: New members will be announced during next meeting.)

At 10:00 A.M., Machel Sanders, Secretary of the North Carolina Department of Administration (DOA) and Chair of the North Carolina Complete Count Commission (NC CCC), welcomed all in attendance to the first meeting of the NC CCC. Secretary Sanders shared her enthusiasm for working with the Commission to help raise awareness of the benefits of participating in the U.S. 2020 Census in North Carolina, talked of the need for diversity and inclusion of messaging and materials to reach all state demographics, and affirmed Governor Cooper's priority of ensuring that all North Carolina residents are counted as specified in Executive Order 79, issued on October 23, 2018.

Justice Michael R. Morgan, Supreme Court of North Carolina, led a swearing in ceremony for Commission members. Commission members were assembled for group photos and were presented with a certificate commemorating appointment to the Commission.

Next, Secretary Sanders led a period of self-introductions by each of the attending Commission members, speakers, members of the Governor's Office and DOA staff, as well as other participants present at the meeting.

Secretary Sanders then presented an overview of the U.S. Census and the economic, political and social benefits of participation; detailed the Commission charge held within Executive Order 79; and outlined the mission, duties and ethical requirements of the Commission.

Bob Coats, Governor's Census Liaison, N.C. Office of State Budget and Management, led a presentation on "Census 2020: Who, What, When, Where and Why?" which featured historical Census research and data, online tools and resources for outreach and engagement, the

importance of the census, anticipated timeline for census work, and other expectations and guidance for the Commission.

Michael Cline, State Demographer, N.C. Office of State Budget and Management, led a presentation on “North Carolina Census Data and Demographics,” which provided an overview of data-driven census research for North Carolina’s populations.

During a working lunch, Secretary Machel Sanders introduced proposed priorities and subcommittee focus groups for the Commission’s consideration and ranking. The members then ranked each of the subcommittee themes, selecting the top six focus areas for the next quarter.

After lunch, Nan Sanseverino, Communications Director for N.C. Department of Administration led a subcommittee selection exercise and then facilitated a discussion on initial subcommittee themes and objectives. The Commission divided into subcommittees to discuss their assigned subcommittee focus areas and exchange feedback regarding audience, potential partners, awareness opportunities, challenges and barriers. Each subcommittee then reported out, sharing a summary of their discussion with the Commission.

Lastly, Secretary Sanders closed with final remarks and assigned several actions items to be completed by the next meeting.

Action Items:

1. The DOA Communications Office will establish an internal, online resource site for the Commission and share meeting minutes, agendas, presentations, and other census informational materials for their use.
2. The Commission will convene a follow-up conference call on December 12, 2018, whereby they will report out on progress of action items to date (progress template attached) including: list of contacts/possible partnership for Census 2020 awareness and upcoming engagement/speaking opportunities at professional/organizational meeting, convenings, or material sharing (i.e. sharing Census 2020 information at County Commissioners Meeting).
3. The next in-person Commission meeting is scheduled for February 6, 2019.
4. The Commission will select a commission secretary at the next in-person meeting

The meeting adjourned at 2:30 p.m.

Respectfully submitted,

Nan Sanseverino