

MINUTES OF MEETING

North Carolina Complete Count Commission
Thursday, June 6, 2019 | 10:00 A.M. – 2:00 P.M.
East Carolina University, New Student Center, Room 253
909 Lawrence St., Greenville, NC

At 10 A.M., Secretary Machel Sanders welcomed everyone to East Carolina University for the North Carolina Complete Count Commission meeting. Each person present then gave a brief introduction. Secretary Sanders shared updates since the last commission conference call. Since the last meeting, members have worked to position NC for the most accurate and complete count. Secretary Sanders and her team have reached out across state government and been working on partnerships. They are evaluating what partnerships are available and how we can use partnerships for communications and raising awareness of Census 2020.

Other updates since the Commission's April conference call included:

- Discussions with faith-based organizations about partnerships.
- Governor Roy Cooper requested \$1.5 million in his budget to help with Census 2020.
- Fiscal year 2020 budget negotiations are ongoing. Funding in the state budget would help accelerate communications and outreach work for hard-to-count populations.
- Also met with Bauman Foundation about how they may be able to further support work.
- Currently have 83 complete count committees at the county level.

Following the updates, the minutes for the February 6, 2019 Complete Count Commission Meeting and the April 11, 2019 Conference Call were approved.

Secretary Sanders then introduced guests joining the meeting and new member of the commission. Lisa Mumma recently joined the team and Mickayla McCann from UNC-CH is interning with the NC Department of Administration this summer.

At 10:17 A.M., Bob Coats, the Governor's Census Liaison with the North Carolina Office of State Budget and Management, provided updates on the Census. Coats reminded Commission members that the US Supreme Court did hear the citizenship question and they may have a ruling by the end of June. This ruling is important because the printing of the Census forms are scheduled to start in mid-June. Coats will be meeting with the Census Bureau leadership next week.

Coats shared that Mumma is working to put more content on website at www.census.nc.gov. Other Census 2020 updates included:

- The Voting District Verification file was received on June 5, 2019.
- Counties are now looking at how they want to divide up census data geographically through the Participant Statistical Areas Program. Counties need to go ahead and respond with information before the end of June.
- The local update of Census 2020 addresses has been completed by local governments. Starting in late July/early August, the US Census Bureau will provide feedback to local governments, including an appeals window for local governments.
- The registration period for new construction is happening now.

- The US Census partnership group has been working with local council of governments with additional meetings scheduled.
- Coats is also attending Hometown Strong meetings and will attend an outreach meeting at the Western Residence on June 19, 2019 to provide Census 2020 information.

Coats also reported that he is getting a better picture of the Complete Count Committees being formed across the state. Currently there are 83 Complete Count Committees so far with a goal of 100. Commission members noted that they would like more information on the representatives on the local committees. McCann will work on mapping out subcommittees for the local Complete Count Committees and the membership representation on the hard-to-count subcommittees. More details about local committee outreach plans will be added to the website.

There are still many job opportunities, more than 5,000 positions available in NC, with the US Census Bureau in a wide variety of positions. More information is available at 1-855-JOBS2020 and on the Census website.

At 10:51 A.M., subcommittee report outs were provided. Mumma will start reaching out to subcommittee chairs to re-evaluate the subcommittees and help facilitate discussions for more coordination.

Wayne Bostick provided an update on the Community-Based, Faith-Based Subcommittee. He has spoken at three locations, including NCCU Academic Community Affairs Partnership Symposium and Wake County Council of Veterans Organizations in Raleigh. He also would like to have a table at the Juneteenth Celebration in Durham to provide information about Census 2020.

Whitney Tucker reported out on the Education and Youth meeting held on April 24th. Updates for this subcommittee included:

- Committee members have been giving presentations and webinars.
- NC Child has put out a brief about young Latino children and the Census.
- Focusing right now on kids under age 5 aligned with work of NC Child.
- The committee plans to do more outreach to higher education groups.
- Looking for promotional materials for higher education organizations to use.

Following this report out, commission members were updated on communications efforts related to the Census and providing additional information. Nan Sanseverino, Director of Communications with NC Dept. of Administration, reported that Twitter, Instagram and Facebook accounts have been created for the Census in NC and work will ramp up on distributing information this way. Mumma and McCann will also work on talking points and frequently asked questions related to the Census and have it ready by July 1st.

Several Commission members shared that there is particular concern about the citizenship question and whether there will be repercussions from how the Census is filled out. The Census partnership specialists reported that they are focusing on the importance of trust in communities so that people feel comfortable filling out the Census 2020 questionnaire.

Commission members then supported a July promotional campaign to highlight the Census during activities related to July 4th and other summer activities. This effort coincides with a series lunch-and-learns for state employees about Census 2020 in July that Coats and Mumma will host. A toolkit will be developed for use in these activities.

Another opportunity for Census 2020 education is with school children and back-to-school activities in August. Secretary Sanders would like to get students involved with a poster contest or some other engagement activity for K-12 students. The Census Bureau has a subcommittee looking at engagement with schools and kids. Commission members are looking at opportunities with the first day of school and providing information at school kickoff activities. There is a Census in the Schools program with lesson plans and activities for different grade levels. This information can be sent to the schools for teachers to use.

Also, the Commission is planning to do outreach to college students as part of campus welcome weeks in August and homecoming activities in the fall. Coats reported that in the past there have been campus-based challenges to encourage college student participation in Census activities and that the commission will need to push Census information to college students during Spring 2020. By end of July, outreach plans will be developed for K-12 and higher education, as well as related promotional materials.

Committee members should continue to provide information about engagement opportunities and ideas of potential partnerships with other groups wanting to do work around Census 2020.

Sanseverino then discussed social media efforts (@nccensus on Twitter, Facebook and Instagram). She encouraged everyone to join the accounts and when posting on social media use #makencount and @nccensus as tags.

At Noon, Juvencio Rocha-Peralta welcomed everyone and introduced James Rhodes, Planning Director, Pitt County, who made a presentation about Census 2020 efforts in Pitt County. Pitt County includes 10 municipalities with a population of 178,017. 35% of the county is rural. Pitt County leaders have identified communities where it will be critical to get information out about the Census including:

- College students
- Minority groups
- Homeless population
- Rural citizens
- Senior citizens
- Children under age 5
- Low income residents

Pitt County's goal for Census 2020 is 82% participation, which is also the state goal. The Pitt County Commissioners have approved a 2020 Complete County Committee, and they are currently recruiting members and will do training in July. More information can be found at www.pittcountync.gov/census2020.

At 12:23 P.M., Juvencio Rocha-Peralta shared a presentation on Latino Outreach Census 2020 and the need to help partners navigate the hard-to-count communities in the state. He made the following recommendations:

- Assure the Latino population that their immigration status will not be impacted and be culture sensitive to this population.
- Need for bilingual operators and a proper explanation of the purpose of the Census.
- Need for the involvement of Latino community partners
- Need to encourage cross-county collaborations

At 12:31 P.M., the commission took a break for lunch.

At 12:47 P.M., Stacey Carless, executive director of the NC Counts Coalition, presented on her organization's work with Census 2020. She reported that NC is one of the leading states in the nation when it comes to Census planning. The NC Counts Coalition operates as conveners, connectors and coordinators for the Census. The organization will be hiring a community outreach director and census outreach coordinators in communities to help with Census 2020 outreach. The priority counties for their work include:

- Mecklenburg
- Robeson
- Cumberland
- Onslow
- Lenoir
- Craven
- Beaufort
- Edgecombe
- Wilson
- Vance
- Wake
- Durham
- Guilford
- Forsyth

More information can be found at www.nccensus.org.

At 1:05 P.M., Coats and Mumma led a breakout session about Strategic Partner Organizations to promote Census 2020. They shared more information about a strategic partnership meeting recently held. They discussed using libraries as trusted access points. Coats will speak at the NC Library Annual Meeting in October to discuss the library's role with Census 2020.

Coats and Mumma also discussed the need to involve businesses in Census 2020 promotion and as funding partners. They would like to develop a business roundtable or a business summit to discuss the importance of the Census to them and get their help with outreach. They are currently working on a framework for business partnerships.

At 1:18 P.M., the commission broke into small groups to discuss partner opportunities and shared written notes with Mumma on their discussions.

At 1:39 P.M, Secretary Sanders brought the group back together and thanked everyone for their participation in the meeting. She also recapped numerous action items outlined below:

Action items:

Next step regarding County Committees:

- McCann will work on mapping out subcommittees for the local Complete Count Committees and the membership representation on the hard-to-count subcommittees.
- Will plan a special forum or forums for complete count committees to participate in to foster communications and lessons learned, as well as partnership opportunities. We will be looking for locations for the forum or forums.

Next steps regarding Complete Count Commission Subcommittees:

- Mumma will start reaching out to subcommittee chairs to re-evaluate the subcommittees and help facilitate discussions for more coordination.
- Also let Mumma know if any of the subcommittee groups can use the help of an intern this summer.

Next Steps: Frequently Asked Questions:

- We will develop talking points and FAQs. Mumma and McCann will work on this task and have first draft ready by July 1st. Please submit frequently asked questions to Mumma.

Next Steps: Census Promotion around July 4th/Summer Events:

- The education and youth subcommittee will identify a couple of actions to take in developing a campaign around July 4th and identify resources to include in a July 4th toolkit. They will get materials out to commission members by July 1st.
- If anyone knows of events coming up at end of June/first of July, send them to Whitney Tucker by the end of this week.

Next Steps: K-12 and College Census Promotion:

- Meet to determine what materials are available for students about the Census and how to get them to schools.
- By end of July, identify the outreach plans for K-12 and higher education, as well as Census 2020 collateral materials.
- Will target back-to-school as a major outreach opportunity for K-12 and move in weekends and homecoming for college students.

Next Steps: Partnerships/Promotion:

- Commission members should continue to provide information about engagement opportunities and ideas of potential partnerships for promotion and funding for other groups wanting to do work around Census.
- Everyone is encouraged to join the NC Census social media accounts and when posting on social media use #makencount and @nccensus as tags.
- Everyone should continue to raise awareness about the Census and its importance to make sure everyone in NC is counted.

The Commission will meet again on August 28, 2019 via conference call. The next in-person meeting is tentatively set for October 23, 2019. A final date will be shared upon confirmation.

Respectfully Submitted,

Shannon Vickery