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Pam Schenker (FL)
Secretary

NATIONAL STATE DATA CENTER STEERING COMMITTEE

*Representing a Network of 1,800
SDC/BIDC Data Centers and Affiliates Nationwide*

Julie Hoang (CA)
Barbara Ronningen (MN)
Robert Scardamalia (NY)
Jane Traynham (MD)
Dan Veroff (WI)

We Bring Value-Added Census Data and Education to the User

State Data Center Conference Call Meeting Minutes Tuesday, November 13, 2007

The conference call meeting commenced at 3:00 pm EDT. Steering committee members present were, Xan Wedel, Pam Harris, Pam Schenker, Julie Hoang, Jane Traynham, Barbara Ronningen, and Bob Scardamalia. Sai Mullapudi represented the CICs. The CLMSO was represented by Lisa Blumerman and Barbara LaFleur. Tasha Boone from the C2PO also joined the call.

The agenda items for this conference call were:

- Annual Meeting feedback
- Communications 2010 Census Contract
- Other Items

Annual Meeting Feedback

The committee discussed the compilation of evaluations from the Annual meeting provided by CLMSO. Some committee members have not looked at the documents yet; others noted some specific items that need to be addressed by the next annual meeting. The Steering Committee will use these documents as a guideline for planning the next annual meeting.

Communications 2010 Census Contract

Tasha Boone, from the C2PO gave the committee an overview of the Communications contract for the 2010 Census. This decade the Communications contract will be an integrated communication campaign and the contractor will develop the communications plan which will be implemented by the Census Bureau and Draftfcb. There are three main contract goals to support the 2010 Census goals:

1. Increase mail response
2. Improve cooperation with enumerators
3. Improve overall accuracy and reduce the differential undercount

Jennifer Marks and Kendall (Oliphant) Jackson are returning staff from the 2000 communications contract and will bring their experience to the 2010 contract. The prime contractor is Draftfcb with the following sub-contractors who are involved in all aspects of developing and creating the 2010 plan:

- Public relations: [Weber Shandwick](#)
- Media buyer: [Initiative](#)
- African-American: [GlobalHue](#)
- Hispanic: [GlobalHue](#) Latino
- Asian-American: [IW Group](#)*
- American Indian / Alaska Native and Native Hawaiian/Pacific Islander: [G&G](#)*
- Emerging markets: [Allied Media](#)*
- Experiential marketing: [Jack Morton](#)
- Recruitment: [Marcom Group](#)*
- Design: [Zona Design](#)*
- Puerto Rico: Draftfcb Puerto Rico

*small business

Partners in this process will be Public Information Office (PIO), Field Offices, CLMSO (including the CICs and the SDCs). The communications group sees the SDCs as 2010 Census Ambassadors to help educate the public about the 2010 Census and encourage participation. The Bureau realizes that they need to get stakeholder input sooner rather than later. C2PO will give another update on status of the contract to the Steering Committee at the February meeting.

Learnings from Census 2000 was to maximize the use of research. The Census Bureau has done some analysis of tract-level data from the planning database to develop the audience segmentation model. The audience segmentation model will show the likelihood of responding by mail back or response to enumeration. The Bureau has identified three distinct clusters of hard to count 1) economically disadvantaged 2) unattached, single, and mobile 3) high density areas with ethnic enclave. Draftfcb will conduct focus groups to validate this analysis.

Another lesson learned was to measure the effectiveness of the campaign with real time measurements so corrections can be made immediately. The plan will build this into the campaign.

The need for integration was another census learning from 2000. Draftfcb will create a road map for the entire campaign which will include advertising, partnership, media and promotional materials. Part of the work will be to get the promotional materials to the right place at the right time. One suggestion is to create an electronic fulfillment system which would make materials available electronically, so that individuals, organizations can print their own specific items or order specific quantities of a particular item. The goal is to be more efficient and economical.

Draftfcb will conduct a listening and learning tour through the Bureau to visit with various divisions and offices i.e. PIO, CLMSO, Regional Offices (will meet with all 12 regions in 6 separate locations), Joint Advisory Commission meetings, including seeking input from the SDC Steering Committee and CIC Steering Committee.

Plan schedule:

- Early February - draft plan
- Mid-March - deliver final communication plan
- End of March - SDCs see plan
- April meeting in New Orleans - plan promoted at 2010 Census Kick-off meeting

Tasha concluded by announcing that the communications group is accepting comments and input on the following:

- types of materials and tools you need to help you reach your specific communities
- provide suggestions on how best to reach your specific hard-to-count communities

until November 30th. The email address is c2p0.integrated.communications.program@census.gov. If this email is shared with the SDC network, the staff asks that the Steering Committee collect/compile the responses and send on to the Communications group.

Other Items

The Steering Committee members had some questions for CLMSO about the mailing of LUCA materials. Some regions seem to be receiving materials while others are still waiting on materials to be shipped. No one really knows what the exact mailing schedule is currently. The committee decided to send a letter to Jay Waite voicing our concerns about the delay and what that means to local governments. Everyone acknowledged that the Geography Bureau staff are working as hard and fast as they can to keep LUCA on schedule, but the Steering Committee still felt that these concerns should be heard. Xan will finalize the draft for committee review and then send.

Conference call ended 4:00pm EDT.