



California Complete Count Census Staff

Ditas Katague (Director) – The Director provides leadership and direction to effectively deliver the California Complete Count Census 2020 program. Directs strategic management and advises the Administration on the statewide program reaching over 13 million households and 40 million residents to ensure a complete and accurate census count. Collaborates and communicates with the Administration and U.S. Census Bureau's Decennial Directorate and leverages established trusted partnerships with foundations, key statewide stakeholders and community based organizations.

Adelina G. Zendejas (Deputy Director) – The Deputy Director, serves as the Chief Operating Officer and collaborates with the Director, Assistant Directors and Administration to effectively deliver California's Census 2020 program. Provides leadership and direction to develop and implement the Complete Count's Statewide Outreach and Communication Strategy. Creates and documents policies and procedures to ensure compliance with state rules and regulations.

Patricia Vazquez-Topete (California Complete Count Committee (CCCC) Liaison and Office Manager) – The Liaison and Office manager plans, communicates and collaborates with the Committee Chair and members for Committee participation of quarterly meetings. The Liaison serves as the contact for Committee members, and future Committee Work Group participants, regarding questions, concerns and travel logistics. Also, serves as the California Complete Count Census 2020 Office Manager.

Alana Golden (Assistant Director, Marketing and Communications) – The Assistant Director, Marketing and Communication plans, develops and leads the marketing strategy and manages marketing and advertising paid contracts with media buyers and public relations agencies. Develops and implements Request for Proposals and procurements. Creates and evaluates marketing and advertising strategies including message testing, media planning and creative agency management opposition.

Assistant Director, External and Media Relations (TDB) – The Assistant Director, External and Media Relations plans, develops and leads the California Statewide Census 2020 public affairs and media strategy. Assists the Executive Team in building and managing key external relationships and partnerships and educate California's diverse populations on the Census 2020 program and goals. Ensures Executive Team coordinated effort on overall approach to effective outreach and communication strategy. Oversees the Public Information Officer and Language Content Multi- Lingual Coordinator to address crisis communication and digital content. Ensures the Census 2020 website is reflective of current efforts.

Assistant Director, Outreach (TBD) – The Assistant Director, Outreach plans, develops and coordinates strategic direction and oversight of program managers and office outreach activities. Collaborates with community leaders and government officials to facilitate a complete and accurate statewide 2020 Census count. Develops and implements Request for Proposals (RFP's) and establishes contracts with counties and regional community based organizations. Develops and evaluates marketing and advertising strategies including message testing and media planning in collaboration with the Assistant Director, Marketing and Communications. Oversees regional outreach teams to ensure all required contractual obligations are met.

Be Counted, California!