



# California Complete Count Committee

Access and Outreach Working Group

December 3, 2018 1:30 pm - 2:30 pm



## Members Present:

### **Tho Vinh Banh (Chair)**

Disability Rights California

### **Carolyn Coleman**

League of California Cities

### **Nicholas Hatten**

San Joaquin Pride Center

### **Regina Brown Wilson**

California Black Media

### **Efrain Escobedo**

California Community Foundation

## Members Absent:

### **Kate Kendell**

National Center for Lesbian Rights

### **Eloy Ortiz Oakley**

California Community Colleges

### **Jennifer Rodriguez**

Youth Law Center

### **Christopher Wilson**

Alliance San Diego

## Other Committee Members, Staff:

### **California Complete Count Committee**

Ditas Katague, Director

### **California State University, Sacramento**

Dave Ceppos

## Handouts and Presentations:

- Agenda
- September 7th Working Group Draft Meeting Minutes
- November 5<sup>th</sup> Working Group Draft Informational Meeting Minutes
- Working Group Goals Worksheet
- Working Group Goals Illustrative Example



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### 1. Opening Procedures

Chair Tho Vinh Banh called the meeting to order and referred to Dave Ceppos, Sacramento State's Consensus and Collaboration Program's (CCP), for a roll call. A quorum was established with five members present and four absent.

Note: Due to timing constraints with the prior California Complete Count Committee (Committee) meeting, this Working Group meeting began at 1:45.

Chair Banh encouraged members of the Working Group to review the September 7<sup>th</sup> and November 5<sup>th</sup> meeting minutes and reminded the group that the September 7<sup>th</sup> minutes could not be approved in November because there was not a quorum at that meeting. Discussion ensued about the September 7<sup>th</sup> minutes to confirm that prior suggested revisions had been made. The CCP note taker confirmed that changes had been made. Chair Banh asked if any revisions were proposed. No revision to the draft September 7<sup>th</sup> minutes were proposed. Chair Banh asked if there were public comments in reference to the September 7<sup>th</sup> meeting minutes. There were no public comments. Efrain Escobeda moved to approve the minutes. The motion was seconded by Carolyn Coleman. The September 7<sup>th</sup> meeting minutes were unanimously approved.

Similar discussion ensued about the November 5<sup>th</sup> minutes. Chair Banh asked if any revisions were proposed. No revision to the draft minutes were proposed. Chair Banh asked if there were public comments in reference to the November 5<sup>th</sup> meeting minutes. There were no public comments. Regina Wilson moved to approve the minutes. The motion was seconded by Carolyn Coleman. The November 5<sup>th</sup> meeting minutes were unanimously approved.

### 2. Discuss Approach to 2019 Working Group Goals and Objectives

Chair Banh drew members' attention to the Working Group Goals Worksheet Template, inviting discussion on the Working Group's goals and objectives for 2019. She also called attention to the participation of Ditas Katague, Director of State Census and reminded the group of the discussion in November wherein Director Katague presented the proposed structure and ideas for the Working Group's efforts in 2019. Chair Banh oriented members to the organization of the worksheet template and suggested that the Group principally needs to populate suggestions for Objectives and Tasks for each quarter.

#### Quarter 1 – "Get Smart"

The Group discussed their goals for this quarter and the need to identify experts that can attend future Working Group meetings and provide insights on key communication topics such as the diversity of language speakers in California and the need to ensure Census access to as many of



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these speakers as possible, the associated needs to achieve and maintain cultural competency and humility when communicating about Census, the options being considered and employed to maximize digital accessibility with hard to count (HTC) groups, the roles and goals of stakeholders advising the State and federal Census about message testing and consistency, and the process to recruit and hire enumerators and how said processes are maximizing awareness about the topics listed above. In this context, the specific recommendations from the Working Group to be entered into the worksheet template were the following:

- Identify experts and coordinate meeting dates for presentations including:
  - Language access experts from:
    - U.S. Census Bureau (USCB) (*suggested expert - Jenny Kim*)
    - California Secretary of State's Office
  - Cultural competency / humility
  - Representatives from the current message testing group regarding messages and messengers with a specific focus on culturally relevant media
  - The Committee's Housing Working Group for discussion of Group Quarters, Service Enumeration, and emergency response and displacement
  - Digital media for HTC communities.
  - Census enumerator recruitment and hiring process experts
  - Disability competence and accessibility

### Quarter 2 – “Document your Influence”

The Group discussed the responsibilities of the full Committee in the second quarter of 2019, the proposed second round of regional convenings in spring and summer 2019, and the associated opportunity and need for the Group (and by extension the Committee) to capitalize on its collective network of relationships as a means to expand knowledge of and participation in Census activities. The Group identified the following tasks:

- Individual Committee members think about their respective spheres of influence and relationships and bring recommendations to the Committee about networks and contacts to be accessed.
- Census staff document all networks and known influences / trusted messengers to better advance access and outreach.

### Quarter 3 – “Engage and Activate”

The Group discussed in greater detail, the challenges of accessing HTC communities to respond to Census solicitations and the necessary steps to authentically engage such communities. More specifically, they discussed opportunities to help target HTC stakeholders not solely to minimize



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low count conditions in various parts of the State but to also better engage HTC stakeholders throughout the Census process. They again discussed the second round of regional convenings and how with appropriate levels of outreach and communication, these next convenings can be an opportune time to expand direct involvement with HTC communities. In that context, the Group agreed to define the following objective and task in Quarter 3:

- Access and Outreach Working Group members review HTC maps, recommend outreach to HTC communities, recommend appropriate attendees to regional convenings and will attend regional convenings (when possible)

### “Quarter 4 – “Deeper Dive, Focusing on areas that Need Extra Support

For the fourth quarter, the Group discussed steps they can take that will maximize the success of the State Census outreach program as it transitions from planning and preparation to full launch. In particular, the Group discussed how they can better understand, and then provide their collective expertise to upcoming State Census decision making on milestones such as CBO funding and performance, and similar milestones. They also discussed the planning and agenda development for the overall Committee meeting and how to capitalize on the full Committee meeting in Quarter 4 to help confirm readiness to begin a highly successful outreach effort. Lastly, the group discussed the importance to avoid redundancies and oversights between outreach efforts implemented by the State Census, and related outreach taken on by other groups such as CBOs and philanthropic organizations. The Group discussed the importance of communication between various organizations and programs to ensure that outreach programs are aligned, efficient and not redundant. In this context, the following were the Group’s recommendations for Quarter 4 objectives and tasks.

- Review State Census Regional Program Manager reviews of proposed outreach approaches from CBOs, etc. and provide insights/fill gaps.
- Leverage the Quarter 4 Committee meeting to finalize a status check / readiness check to launch the full outreach program in 2020.
- Convene with philanthropic sector representatives to confirm readiness and alignment with the broader State Census outreach program.

Based on the total outcomes of the discussion, Chair Banh asked the notetaker to read all tentative objectives as they were entered into the Worksheet. Chair Banh asked for public comments. There were none. Chair Banh asked the Working Group if they had any revisions to the preliminary items in the Worksheet and if not whether they could take an action to approve the list as final. There were no further comments from the Working Group.



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### **3. Public Comment**

Chair Banh asked for public comments. There were none.

### **4. Consider All Items Discussed**

Regina Wilson moved to approve the combined set of objectives and tasks. The motion was seconded by Carolyn Coleman. A vote was called and there was unanimous support by the Committee to approve the recommended objectives and tasks.

The meeting was adjourned at 2:45 pm.