



California Complete Count Committee

Content and Citizenship Working Group



July 2, 2018 10:00am-12:00pm

Members Present:

John Joanino (Chair)

Advancement Project California

Tom Wong

University of California, San Diego

Loren Kaye

California Chamber of Commerce

Gita Amar

PMK BNC

Members Absent:

Kathleen Domingo

Archdiocese of Los Angeles

1. Call meeting to order

Chair John Joanino calls meeting to order. He welcomes the CCCC and refers to Patricia Vazquez-Topete, Census staff Liaison, for a roll call. Need three members present to establish a quorum, four members are counted as present, one is absent.

2. Role of the content and citizenship working group

John Joanino states that the role of the California Complete Count Committee (CCCC) is to collaborate, to offer expertise, insights and knowledge in reaching hard to count (HTC) communities, to identify and help coordinate effective outreach efforts in local communities, leverage statewide connections to facilitate outreach and support grassroots efforts across the state. Each working group will define topics they will focus on and address. Our main task applies to the citizen question, which has not yet been finalized and there are current lawsuits filed by some state's attorney generals to remove it. Our purpose is to provide useful recommendations to ensure a complete and accurate count for the upcoming 2020 Census.

John Joanino states that the key question that he perceives for this working group is how can we (CCCC) motivate families who are fearful to still consider filling out the Census?

John Joanino asks if there are any public comments at this time. There are none.

Tom Wong comments that he is worried about the Committee only referencing existing Census research, giving that these data may lack research on how the new citizenship question will impact the rate response.



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John Joanino agrees that there is currently a lack of qualitative testing. He expresses the importance of becoming experts on this topic and to include research from community organizations who have a better understanding of their community and how they might respond to the citizenship question.

Tom Wong suggests we could develop mailing correspondence tests from federal government, state government, and community organizations to measure the difference in these type of response rates. These would include question(s) regarding citizenship status. We can table this idea and revisit.

Loren Kaye expresses interest in doing research around the topic of how specific groups will be impacted by the citizenship and which groups will these be.

Tom Wong suggests compiling a bibliography of studies/surveys of data that exists.

3. Working group scheduling and call frequency

John Joanino suggests that this working group meets once a month, on the first week of each month in order to fit the timeline.

4. Discuss working group report out for July 30th CCCC meeting

John Joanino explains that the will go over potential experts to reach out to on the July 30, 2018 meeting. Gita Amar adds that she would like to see the current media plan and outreach strategies if they are available to be presented at the July 30th meeting.

5. Motion to adjourn

Gita Amar makes a motion to adjourn the meeting.

Tom Wong seconds the motion.

The meeting is adjourned at 10:45am.