

Census 2020 Complete Count Committee for Oklahoma

Committee Chair, Brent Kising, Executive Director of the Oklahoma Department of Commerce, called the meeting to order at 12:15 p.m.

Members Attending

Brent Kising, Chair	Jason Dunnington	Bill Lance
Marnie Taylor, Vice Chair	Shannon Fleck	Jodi Lewis
Russell Boyd	Lisa Greenlee	Lisa Powell
Ty Burns	Chuck Hall	Becky Reynolds
David Castillo	Eran Harrill	Adam Soltani

Members not present

Mike Cooper	Christina da Silva	Kevin Matthews
Cindy Truong		

Presenters, Guest, and Staff

Tricia Woodward		
Donna-Murray Brown	Kristin Goodale, ODOC	Holly Miller, ODOC
Jon Chiappe	Kirk Martin, ODOC	
Dan Billingsley, OCNP	Josh McGoldrick, ODOC	

Members introduced themselves, then Director Kising gave opening remarks:

- Get to know who is on this committee and why.
- Share information.
- This committee's role is strategy and communication.
- **If you haven't yet done so, please complete your online application so the Governor's office can finalize your appointment to this committee.**

Committee Vice-Chair, Marnie Taylor, President and CEO of the Oklahoma Center for Nonprofits, gave opening remarks.

- The nonprofit sector in Oklahoma enjoys a high trust factor with the public, making them key partners in reaching people hesitant to participate in the Census.

Jon Chiappe, Director of Research and Economic Analysis at the Oklahoma Department of Commerce, presented on events leading up to the 2020 Census. (His presentation will be emailed to members.)

- Commerce serves as the State Data Center for the U.S. Census Bureau. The Research division has been working on data components (primarily address lists and boundaries for census tracts) for the Census over the last 18 months.

Tricia Woodward, Oklahoma Partnership Specialist with the U.S. Census Bureau, presented on the 2020 Complete Count Campaign.

- Ponca City/Kay County already has an active local Complete Count Committee and campaign.
- The Census Bureau needs 5,000 applicants for enumerators in Oklahoma to find enough to hire. Must be at least 18 years old. Go to: [2020Census.gov/jobs](https://2020census.gov/jobs)
- People may complete their Census form online (new this year), by mail, or by phone.

Donna Murray-Brown, President and CEO of the Michigan Nonprofit Association, presented on 2020 Census Efforts in Michigan. (Her presentation will be emailed to members.)

- In MI, they think of the Census as a catalytic - -not episodic – event for citizen engagement.
- They began their effort in 2017 and already have a budget of more than \$11 million.
- They have a multi-sector approach and coordinate efforts.
- Now is the time to raise awareness and build organizational capacity.
- Highly recommends having a speakers' bureau.

Director Kisling led a discussion on potential marketing efforts concerning Oklahoma and the 2020 Census.

- Who else to include in outreach efforts? How to share with local efforts?
 - Commerce Advisory Councils
 - State Superintendent of Public Instruction, Joy Hofmeister (Tricia Woodward)
 - *Handout*: contact information for people targeted for earlier outreach efforts by Commerce (sorted by County, then City; copy will be emailed to members).
- What is our message? What are the methods of communicating?
 - focus groups (Jason Dunnington)
 - website; swag; radio; print; PSAs; videos; marketing pieces; etc.
 - contract out?
 - re-educate the Hispanic community now that citizenship question will not be included (David Castillo)
- Oklahoma's effort needs a slogan. Email your ideas; ODOC Marketing division will review them and the committee will vote.
- What kind of budget is needed? Who will contribute?

Next meeting date and location

Monday, November 4, 2019, 1-3 p.m. in Room 1-1 of the Oklahoma Department of Commerce, 900 N Stiles Ave, Oklahoma City, OK.

Director Kisling provided closing remarks and thanked participants.

- Kristin Goodale distributed Census posters.

Director Kisling adjourned the meeting at 2:05 p.m.

Submitted by: Kirk Martin