

**Oklahoma's State Complete Count Committee for 2020 Census
Amended Minutes of meeting on November 4, 2019**

**Oklahoma Department of Commerce, 900 N. Stiles Ave., Oklahoma City, OK
Gallery 1-1**

1. Roll Call / Call to Order

- Committee Chairman, Brent Kisling, Executive Director of the Oklahoma Department of Commerce, called the meeting to order at 1:12 p.m.
- Members present: Brent Kisling; Marnie Taylor; Ty Burns; Shannon Fleck; Lisa Greenlee; Chuck Hall; Kevin Matthews; Lisa Powell; Valerie Thompson.
- Members not present: Jason Dunnington; Becky Reynolds; Adam Soltani; Cindy Truong; Matt White.
- Presenters, Guests, and Staff: U.S. Census - Tricia Woodward & Corie Wells; OK Dept. of Human Services - Russell Boyd; OK Center for Nonprofits - Dan Billingsley; LegisOK – Christina Hanley; City of Tulsa - Kyle Ofori, City of Tulsa; OKC Black Chamber – Eran Harrill; Staplegun - Corey Lucero; ODOC - Jon Chiappe, Kristin Goodale, Josh McGoldrick, Leslie Blair, Kirk Martin.

2. Approval of Minutes from previous meeting

- **Lisa Powell** moved to approve the meeting minutes from Oct. 4, 2019; motion passed.

3. Remarks from Chairman Brent Kisling

- Today, we'll review the marketing plan, select a slogan, discuss fundraising, and make recommendations to the Governor and his Cabinet.

4. Remarks from Vice-Chair Marnie Taylor

- The months between now and April 1 will slip by quickly.
- The Nonprofit Complete Count Committee will hold its initial meeting on Thursday, Nov. 7.

5. Presentation by Tricia Woodward on hiring for the Census and an update on Census Operations (5-10 minutes)

- **Tricia Woodward**, Oklahoma Partnership Specialist for the U.S. Census Bureau, introduced **Corie Wells**, the new Partnership Specialist for NW Oklahoma and the Panhandle.
- The Census Bureau needs 5,000 people to apply for Census jobs in Oklahoma. So far, more than 1,500 Oklahomans have applied – the most of any state!
- Appeal to committee members: Please post a link to 2020census.gov/jobs on your websites as soon as possible. Through these jobs, people 18 and over can earn extra income while helping their community.

6. Presentation by Jon Chiappe on new construction addresses (5-10 minutes)

- **Jon Chiappe**, Director of Research and Economic Analysis for ODOC, presented a number of slides explaining the scope and results of efforts by the Research division at ODOC regarding the 2020 Census New Construction Program. In the portion of the state where local governments had not signed on to provide such data, his team identified 15,247 new residential addresses.
- The New Construction Program follows the LUCA program (Local Update of Census Addresses). ODOC's Research division submitted 352,000 addresses previously not in Census data files.

- The next phase will be the Count Review Operation, beginning in January 2020, to identify and incorporate housing units that are missing from the Census Master Address File. To further this process, ODOC Research will be contacting all county assessors in the state to request their address files and will then geo-code and map them.
- Commendation: **Vice-Chair Marnie Taylor** remarked that **Donna Murray-Brown**, who presented to the committee last month, gave high praise to ODOC's Research team on the important work they've done to improve the address files for Oklahoma that the Census will use.

7. Presentation by Kristin Goodale on potential marketing strategies for the 2020 Census (10-20 minutes)

- Handout: "In Oklahoma, everyone counts – Marketing Strategy Recommendations."
- **Kristin Goodale**, Director of Marketing and Communications for ODOC, presented a marketing plan to promote participation in the Census in Oklahoma that was developed in concert with Staplegun, an advertising agency in Oklahoma City & Tulsa. She emphasized the need to partner with other organizations, especially those with strong ties to hard-to-count populations and individuals (page 4 of Marketing Plan).
- Remarks:
 - **Dan Billingsley** – Plan for earned media, op/ed pieces, TV stories, etc. A good resource for information and messaging is www.censuscounts.org.
 - **Valerie Thompson** – Get feedback early from partners to tweak messaging for target audiences.
 - **Eran Harrill** – It's important to have diverse representation on local complete count committees, especially to tweak the messaging; sell how the Census benefits individuals.
 - **Vice-Chair Marnie Taylor** – Coordination of state, tribal, and local CCC efforts and messaging and spending is important for getting best results and stretching our dollars.
 - **Kyle Ofori** – For some groups, it's extremely important to emphasize that the citizenship question will NOT be asked.
 - **State Senator Kevin Matthews** – We need to count those in prison (included in group quarters) and those recently released.
 - **Tricia Woodward** – Census workers will work through July to get responses from those not responding by April 1.
 - **Josh McGoldrick** – We may extend the marketing campaign through July, targeting areas and populations with lower response rates.

8. Discussion and potential action concerning selection of a statewide Census 2020 slogan

- The committee considered several potential slogans for the. The two most favored were "Make Oklahoma Count!" and "OK, Let's Count!" After discussion, **State Senator Kevin Matthews** moved to select "OK, Let's Count!" as Oklahoma's slogan for the 2020 Census; motion passed.

9. Discussion and potential action concerning potential marketing efforts for the 2020 Census

- **Chairman Brent Kisling** stated that he considered the Marketing Plan presented today to be "a living document," subject to refinement over time.

10. Presentation by Josh McGoldrick on local community Complete Count Committee efforts. (5-10 minutes)

- **Josh McGoldrick**, General Counsel and Chief of Staff for ODOC, reported that the agency is promoting the creation of more local and tribal Complete Count Committees by hosting a meeting in each quadrant of the state in mid-November. Each will feature 3 perspectives – state, tribal, and local.
- ODOC’s goal is to have CCCs in 65 of 77 counties and 20 of 38 tribal nations by the end of the year.
- Appeal to committee members: If you know good candidates for forming a CCC, please send us their name and contact information.

11. Discussion and potential action concerning strategies for achieving local community involvement for the 2020 Census.

- Item deferred to next meeting.

12. Discussion and potential action concerning committee member roles in preparation for the 2020 Census.

- Chairman Brent Kisling noted that the Governor appointed each member of the committee for a purpose.
- Item deferred to next month.

13. Discussion and potential action concerning fundraising efforts for the 2020 Census

- Remarks:
 - **Brent Kisling** – ODOC has identified about \$50,000 from carry-over funds and the Marketing division’s current budget that we can allocate to production costs identified in the Marketing Plan. And, next week, I’ll ask for \$150,000 from a nonprofit group, primarily for media buys.
 - **Marnie Taylor** – Brent and I will be asking a lot of different potential funders to give, but because the Legislature didn’t appropriate money for the Census, it makes it more difficult to ask them to give.
 - **Dan Billingsley** – As we proceed (especially with planning and fundraising), we need to be developing a template for 2027, when our efforts for the 2030 Census should begin.
 - **Kyle Ofori** – Some local CCCs may be asking for funding from the same groups the state CCC will be asking.
 - **Kevin Matthews** – I’ll help in talking to chambers of commerce. Let’s frame our appeal as helping to move the state forward.
- Task: Form a subcommittee to brainstorm on fundraising. (**Brent Kisling**)
- Task: Have Staplegun prepare a “one-sheeter” for potential funders. (**Kristin Goodale**)

14. Discussion and approval of recommendations to the Governor and Cabinet Secretaries on how to best achieve a complete and accurate 2020 Census count.

- The committee considered the draft recommendations prepared by ODOC staff. After discussion, Boyd Russell moved to approve; motion passed.

15. New Business

- Schedule of regular meetings. Future meetings will be held at the Oklahoma Department of Commerce from 10:00 a.m. to Noon on the 3rd Friday of each month, until the end of 2020 or until the committee finalizes its work.

For remainder of 2019:

12/20

For 2020:

1/17	5/15	9/18
2/21	6/19	10/16
3/20	7/17	11/20
4/17	8/21	12/18

- **State Representative Ty Burns** reported that he had contacted **State Superintendent of Public Instruction Joy Hofmeister** to ask her to support the committee’s efforts. She was receptive and inquired specifically about digital information.

16. Adjournment

- Chairman Kisling adjourned the meeting at 2:47 p.m.

Submitted by: Kirk Martin