

**Oklahoma Complete Count Committee
Meeting Minutes
December 20, 2019 at 10:00 a.m.
900 N. Stiles Ave., Gallery 1-1
Oklahoma City, OK 73104**

1. Roll Call / Call to Order

- Committee Chairman, Brent Kisling, Executive Director of the Oklahoma Department of Commerce, called the meeting to order at 10:08 a.m.
- Members present: Brent Kisling; Kara Berst; Jason Dunnington; Kevin Matthews; Francellies Otero-Berrios; Lisa Powell; Becky Reynolds; Adam Soltani; Carolyn Thompson; Valerie Thompson.
- Members not present: Marnie Taylor; Russell Boyd; Ty Burns; Shannon Fleck; Lisa Greenlee; Chuck Hall; Kyle Ofori; Matt White.
- Presenters, Guests, and Staff: U.S. Census – Emily Kelley, Jeronimo Gallegos, Tricia Woodward, & Susan Hughett; OK Center for Nonprofits - Dan Billingsley; Staplegun - Corey Lucero; ODOC – Leslie Blair, Kristin Goodale, Kirk Martin, Josh McGoldrick.

2. Introduction of New Members

- **Kara Berst**, Chickasaw Nation of Oklahoma
- **Francellies Otero-Berrios**, Greater OKC Hispanic Chamber of Commerce
- **Carolyn Thompson**, Oklahoma State Department of Education

3. Approval of Minutes from previous meeting

- **Valerie Thompson** moved to approve the meeting minutes from Nov. 4, 2019; motion passed.

4. Remarks from Chairman Kisling

- Welcome. Thank you all for coming right before the holidays. We've been busy at Commerce on Census. There are 3 phases to our effort: (1) Data Collection/Preparation; (2) Partnership Development; & (3) Marketing Campaign. We'll hear reports today about each.
- I want to commend the Oklahoma State Senate for forming their own Complete Count Committee. I'll be meeting with them soon to offer support.

5. Remarks from Vice-Chair Taylor

- **Dan Billingsley** presented on behalf of Marnie Taylor.
- The Oklahoma Center for Nonprofits has held 6 regional meetings across Oklahoma, mostly with United Way organizations, to coordinate Census promotion efforts.
- Met with Oklahoma Secretary of Agriculture, **Blayne Arthur**, to engage major employers Seaboard (in the Panhandle) and Tyson Foods (in northeast Oklahoma) to promote participation in the Census among their largely minority employees.
- The Nonprofit Complete Count Committee will have an electronic campaign to promote the Census.

6. Presentation by Emily Kelley, U.S. Census Bureau, on ongoing U.S. Census operations (5-10 minutes)

- The Census Bureau is hiring and needs 5,000 people to apply for Census jobs in Oklahoma. These are temporary jobs. Some are full-time; most are part-time with flexible hours. Pay ranges from \$12-15/hour.
- Job seekers can check the status of their applications online or by phone. They can also opt-in for text messages. The Census Bureau will call applicants through February.
- **Susan Hughett**, recruiting manager for the Oklahoma City Census office, brought materials about Census jobs for everyone to take to distribute in their communities.
- **Corie Wells**, Partnership Specialist in Northwest Oklahoma, has engaged people in several counties without a Complete Count Committee.
- You can help the Census Bureau by helping to identify where homeless people are located.

7. **Presentation by Jon Chiappe, Oklahoma Dept. of Commerce, on research team's Census efforts (5-10 minutes)**

- **Brent Kisling** presented on behalf of Jon Chiappe.
- Commerce's Research team submitted 350,000 new addresses to the Census Bureau, which accepted 340,000 of them. We think this is more new addresses than any other state has submitted!
- We're engaging County Assessors across Oklahoma to provide address data as part of the Count Review Program. **[See map handout]**

8. **Presentation by Kristin Goodale, Oklahoma Dept. of Commerce, on marketing strategies for the 2020 Census (10-15 minutes)**

- Commerce has worked with Staplegun, a local advertising agency, to develop a brand logo for the state's slogan "OK, Let's Count!" and other materials for use by CCCs and others in Oklahoma.
- We need trusted faces of Oklahomans for our print and video materials. Contact Kristin Goodale at kristin.goodale@okcommerce.gov for details.
- Members specifically recommended faces that look familiar to different hard-to-count groups to represent older people, babies, Muslims, farmers, etc.
- We need translation assistance, preferably by people experienced in translating for advertising and preferably at no cost. Priority languages are: Spanish, French, Vietnamese, Arabic, & Tagalog.
- Materials with brand logo and messaging will be available by January 2, 2020, on the Commerce website. Local groups can download these to print/produce materials for distribution.
- The brand logo can be used on posters, rack cards, billboards, window clings, yard signs, lapel pins, pop-up banners, digital ads, post cards, etc.
- **Adam Soltani** will contact a printing company he knows to ask about in-kind contributions and/or a discounted rate.
- Members discussed the desirability of being able to order Oklahoma Census-branded products online and of making purchases together, to get better rates.
- Commerce will begin sending weekly emails to individuals identified as interested in supporting Census efforts (600+ statewide) providing action items and tips to use at the local level for engagement. State Committee members are on this list.
- Kristin presented a preview of the agency's Census website.
- **Jason Dunnington** suggested adding a "Find a Job/Work for the Census" button in the top navigation.

- **Jeronimo Gallegos** suggested translating the navigation buttons or adding a “select a language” option for the website.
- Members suggested including on the website images of what the Census form looks like and what the envelope containing the form looks like. **Emily Kelley** suggested adding a link to a video demo, already prepared by the U.S. Census, of how to complete the form.
- **Senator Matthews** asked to clear up confusion between ongoing Census surveys – such as the American Community Survey (ACS) “long form” mailings – and the decennial enumeration effort that this committee is working on for April. **Emily Kelley** helped distinguish different efforts and forms. Many other members expressed appreciation for the explanation and clarification.
- **Valerie Thompson** asked about the significance of March 12, 2020. **Emily Kelley** explained that that is when the Census Bureau will begin phased mailings of the 2020 Census forms.
- **Valerie Thompson** recommended that the website and marketing materials emphasize that the decennial Census is a “once in ten years” opportunity to be counted, so don’t put it off!
- **Carolyn Thompson** asked about hashtags for social media. We will use **#OKLetsCount** and the national **#2020Census**.
- Commerce will create a private social media page for CCCs in Oklahoma to share info and success stories.
- Kristin shared a “one-sheet” with talking points specifically made for partnership organizations. **[See Census 2020 handout]**

9. Presentation by Josh McGoldrick, Oklahoma Dept. of Commerce, on local Complete Count Committee efforts (5-10 minutes)

- Commerce hosted a statewide Census Kick-off in August and 4 quadrant meetings (in Durant, Tulsa, Lawton, & Woodward) during November to promote the creation of local Complete Count Committees.
- 62 of 77 counties are covered by Complete Count Committees. **[See spreadsheet handout]**

10. Discussion by Committee Members on individual member efforts made toward promoting Census since last meeting within their communities and individual member efforts to undertake prior to next meeting

- **Brent Kisling** asked each member present to report.
- **Francellies Otero** – The Hispanic Chamber has met with Tyler Media, pastors, and the Latino Community Development Agency (LCDA) to engage them all.
- **Carolyn Thompson** – The State Dept. of Education can help on a number of fronts, especially with outreach. Also, State Superintendent **Joy Hofmeister** serves on the board of the Oklahoma Educational Television Authority (OETA) and has a regular show on it called *Education Matters*. **Emily Kelley** said her team has been talking with OETA about helping to educate viewers about the Census.
- **Kara Berst** – Our CCC has focused messaging on Why, How, and What to look for.
- **Valerie Thompson** – We’ve formed an African-American Census Coalition in Oklahoma City, co-chaired by me and State Senator George Young.
- **Adam Soltani** – There are about 40,000 Muslims in Oklahoma. We’re organizing Census efforts, Facebook Live sessions, etc. I like Valerie’s idea of a Census coalition and will try to establish one among Muslim organizations in the state.

- **Lisa Powell** – Enid’s CCC in underway. We’re using our Young Professionals organization as a volunteer base. We’re also working with the Northwest Oklahoma Alliance, an economic development group, to promote engagement and messaging.
- **Becky Reynolds** – We’re working through our Head Start (early childhood education) program and our transit system to reach a lot of under-served, hard-to-count individuals. We’re also reaching out to homeschoolers during the holidays.
- **Senator Matthews** – I want Tulsa groups to cooperate with the efforts of the African-American Census Coalition. The Oklahoma Legislative Black Caucus can play a key part in engaging appropriate partners. I appreciate the leadership provided by Commerce and the Governor regarding this Census. The state has not had such efforts for the past 2 Censuses. We need to prepare a document of findings based on this year’s experience to prepare future leaders to prepare better for the 2030 Census.
- **Dan Billingsley** – The Oklahoma Policy Institute has received a substantial Census-related grant and part of it will be used to do a “post mortem” analysis of the state’s efforts for the 2020 Census, **Josh McGoldrick** added that this committee will continue to meet well after April and May to capture lessons learned, what worked well, what didn’t, etc.
- **Brent Kisling** – I’ve spoken recently at the Farm Bureau convention and at the Oklahoma Council for Public Affairs (OCPA) about the Census and our efforts.

11. Discussion of possible agenda items for January meeting

- 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 when the committee finalizes its work.

For 2020:

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|---------|---------|---------|---------|
| Jan. 17 | Feb. 21 | Mar. 20 | Apr. 17 |
| May 15 | Jun. 19 | Jul. 17 | Aug. 21 |
| Sep. 18 | Oct. 16 | Nov. 20 | Dec. 18 |

12. Adjournment

- **Chairman Kisling** adjourned the meeting at 11:55 a.m.

Submitted by: Kirk Martin