



Oklahoma Complete Count Committee

Meeting Minutes (Approved 04/17/2020)

February 21, 2020 at 10:00 a.m.

900 N. Stiles Ave., Gallery 1-1

Oklahoma City, OK 73104

1. Call to Order / Roll Call / Welcome

- Committee Chairman, Brent Kisling, Executive Director of the Oklahoma Department of Commerce, called the meeting to order at 10:05 a.m.
- Members present: Kara Berst; Russell Boyd; Ty Burns; Hannah Davis; Jason Dunnington; Shannon Fleck; Brent Kisling; Brian McClain; Kyle Ofori; Lisa Powell; Becky Reynolds; Adam Soltani; Marnie Taylor; Carolyn Thompson; and Valerie Thompson.
- Members not present: Lisa Greenlee; Chuck Hall; Kevin Matthews; Francellies Otero; and Matt White.
- Others present: U.S. Census – Nyree Cunningham-Pullen and Jeronimo Gallegos; Congresswoman Kendra Horn’s Office – Rachel Morse; Oklahoma Dept. of Commerce – Kristin Goodale, Kirk Martin, Josh McGoldrick, and Susan Riley; Staplegun – Brent McCutchen and Cole McCutchen.

2. * Approval of Minutes from previous meeting

- Lisa Powell moved to approve the meeting minutes from Jan. 17, 2020. Motion passed.

3. Remarks from Chairman Kisling

- Welcome. Thank you all for coming. We’ve been busy at Commerce on the Census.
- Governor Stitt appreciates the work of this committee and each of its members. Please find in front of you a certificate of appreciation signed by the Governor and me. You’ll also find a lapel pin with the state’s new brand logo.
- Last month, I asked each of you to prepare an op/ed piece to promote Census participation. As these appear, we’ll post them in the Blog section of our Census website, www.OKLetsCount.org.
- Jeronimo Gallegos and I did a radio interview on KISS-FM this week.
- Everyone at Commerce is now using an email signature with a Census message. My bio for introductions now mentions this committee, so at events I get lots of questions about the Census.
- At the request of the chair, all in attendance introduced themselves and mentioned the organization they represent.

4. Remarks from Vice-Chair Taylor

- Brent Kisling moderated a panel on the Census earlier this week at the Leadership Oklahoma forum. The panelists were Kyle Ofori, City of Tulsa; Dan Billingsley, Oklahoma Center for Nonprofits; and Joe Dorman, Oklahoma Institute for Child Advocacy.

- Chesapeake Energy has a billboard near NW 63rd and N Western in Oklahoma City which they often make available to nonprofits; they might put up a Census message.
- Upcoming charitable events / opportunities to promote Census – online calendar at: www.oklahomacenterfornonprofits.org/connect/charitable-events-calendar.

5. Presentation by Jeronimo Gallegos, U.S. Census Bureau, on ongoing Census operations (5-10 minutes)

- **Complete Count Committees** can identify partners for **Questionnaire Assistance Sites (QACs)**. **Local Area Census Offices (ACOs)** will staff Mobile Questionnaire Assistance Sites. Low Response Score area maps are available.
- **Response Outreach Area Mapper (ROAM)**: The Census Bureau developed this web mapping application to make it easier to identify hard-to-survey areas and to provide socioeconomic and demographic profiles, by Census tract, based on American Community Survey (ACS) estimates and showing the Low Response Score (LRS) of an area.
- **Statistics in Schools (SIS)** curriculum for schools. Working with the State Superintendent, Tulsa Public Schools, Oklahoma City Public Schools, and others. Find more at www.census.gov/programs-surveys/sis and www.census.gov/programs-surveys/sis/resources/data-tools/state-facts.
- **Faith Communities** Census Weekend of Action is March 27-29, 2020. See the Faith Communities Action Guide at www.2020census.gov/content/dam/2020census/materials/partners/2020-02/Faith_Communities_Action_Guide.pdf.
- **Language support**: The Census Bureau provides translated web pages and guides in 59 non-English languages, including American Sign Language, as well as guides in Braille and large print. Find out more at www.2020Census.gov/en/languages.
- **Grab and go messaging for CCCs** to include in bills from utility companies, doctors, clinics, etc. Visit: www.2020census.gov/content/dam/2020census/materials/partners/2019-07/Sample_Messages_for_Bills_and_Receipts.pdf.
- **Hiring for Census jobs** continues to be a high priority. All 77 counties have reached or exceeded 50% of their goal. Find out more at www.2020census.gov/en/jobs.
- **Census Questionnaires** will be sent to households the week of March 12-20.

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

- No report; Jon in Norman this morning.

7. Presentation by Josh McGoldrick, Oklahoma Dept. of Commerce, on Census Ambassadors initiative and local Complete Count Committees (5-10 minutes)

- **Census Ambassadors**: Representatives from 16 state agencies dealing with hard-to-count populations met last month to share ideas and activities for promoting Census. Two examples: OESC's Unemployment Insurance group has a Census-related on-hold phone message; the Office of Juvenile Affairs is working with Census staff on counting residents in group quarters.
- **Complete Count Committees**: 71 of 77 counties have CCC activity. Charles Tippeconnic of the Census Bureau reports that 12 tribal governments have formal CCCs, but all have Census-related activities underway.

- **Partners/Allies:** The Greater Oklahoma City Hispanic Chamber of Commerce is placing ads on Univision and will host a Questionnaire Assistance Center (QAC).
- **Sponsorships:** Because of procurement laws and rules, Commerce cannot sponsor events, but we can consider your request to print materials. See Kristin Goodale.

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

- [Because of scheduling issues, Kristin’s presentation followed Marnie Taylor’s agenda item.]
- **Op/Ed pieces:** These are now live at www.OKLetsCount.org/blog.
- **Videos:** These are in the final production phase.
- **Paid media plan:** Brent McCutchen. Gooden Group. \$400,000 from budget of Commerce.
- **To order print materials:** Use the form available here today or contact Kristin Goodale at kristin.goodale@okcommerce.gov.
- **Twitter chat:** Susan Riley, Social Media manager for Commerce, discussed the Twitter Chat set for next Thursday, February 27, and encouraged all to participate in it and also encourage others to.
- **Copy of PowerPoint presentation:** Anyone needing a copy, please request directly from Kristin.

9. 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

- **Kyle Ofori, City of Tulsa:** Coordinating with various partners, schools, and churches. Arranged a Tulsa vs. Oklahoma City Response Rate Challenge.
- **Lisa Powell, Enid Regional Development Authority:** Will have 2 digital billboards in Enid. Partnership with 2 hospitals in Enid to provide Census onesies to all newborns (March 12-April 1). Doing outreach to Micronesian population in Enid. Printed “I counted” stickers to hand out at community events.
- **Becky Reynolds, Little Dixie Community Action Agency:** Focusing a lot on face-to-face outreach because many in area don’t have internet access. 5,000 “fill out the Census” pens; T-shirts; post cards. Working with schools and grocery stores.
- **Adam Soltani, Oklahoma chapter of the Council on American-Islamic Relations (CAIR-OK):** Printed 10,000 postcards. Videos. Targeted social media messaging, graphics, and ads. Promoting Census at Muslim-owned businesses with window clings, flyers, table tents, etc.
- **Carolyn Thompson, Oklahoma State Dept. of Education (SDE):** Have promoted Census in 2 newsletters to school administrators so far. March episode of State Superintendent’s TV show on OETA will focus on Census. Coordinating with Commerce on Talking Points & Action Items for school leaders to share with parents. Promoting on social media, where SDE has 12,000 followers.
- **Valerie Thompson, Urban League:** “Real talk” from the African-American Census Coalition – Many in the African-American community are feeling forgotten or overlooked by the Census Bureau’s efforts. State Senator George Young met with the City of Oklahoma City and he is not happy with their Census marketing efforts. There is a seeming lack of resources provided to promote Census outreach to the African-American community. And many applicants for Census jobs experience lengthy waits to get call-backs. Together, these have led to harmful conspiracy theories. Direct efforts to reach the African-American community are needed. For example: a Census booth at the Women of Color Expo in April and the Cowboys of Color Rodeo in May; help with printing expenses at churches for Census-related bulletin inserts; a visible presence at the Urban League’s Census & Food Truck Block Party on March 28; paid media buys with outlets that serve the

African-American community (e.g., Perry Publishing and The Oklahoma Eagle). On the Good News front – The Urban League’s offices in Oklahoma City will be a Questionnaire Assistance Center (QAC).

- **Kara Berst, Chickasaw Nation:** Using gas pump signage to promote Census; billboard in Thackerville. Educating employees and tribal members about Census. Will soon begin reaching out to general public.
- **Russell Boyd, Oklahoma Dept. of Human Services (DHS):** Educating employees weekly. Each division is developing a plan to reach their clients.
- **Marnie Taylor, Oklahoma Center for Nonprofits:** The Nonprofit Complete Count Committee meets monthly; members around the state are engaged. My op/ed piece will appear soon in *The Journal Record*.
- **Hannah Davis, Oklahoma Farm Bureau:** Brent Kislning spoke at our recent statewide meeting. We’re training field reps, posting on social media, and printing pieces for distribution by our agents.
- **Jason Dunnington, House of Representatives:** Conversation with U.S. Senator James Lankford about talking about immigration in a way that doesn’t discourage participation in the Census; the Oklahoma House may issue a joint news release near Census Day, April 1.
- **Ty Burns, House of Representatives:** House members can help encourage school superintendents to show Census videos in schools.
- **Shannon Fleck, Oklahoma Conference of Churches:** Printing mailers and bulletin inserts for about 1,200 congregations and places of worship. Producing videos. Partnering with the Oklahoma Policy Institute to make a Methodist church in Idabel a Census hub. Promoting “Census Sabbath” activities. Toolkit at www.censuscounts.org/messaging-and-media/census-sabbath-kit.
- **Brian McClain, Choctaw Nation of Oklahoma:** CNO’s PR strategy has begun. Focus on teaching Choctaw members how to complete the Census form to be counted as Choctaw. (More than 159,000 of 199,410 Choctaws were not counted in 2010.) Chief Batton talks about Census in all his speeches. CNO has Census billboards going up next week in Broken Bow, Colbert, Durant, Hugo, and Poteau.
- Upcoming events / opportunities to promote Census:
 - Feb. 28-29 State Wrestling Tournament in Oklahoma City at State Fairgrounds Arena.
 - Mar. 2 Muslim Day at the Capitol. See Adam Soltani.
 - Mar. 5-7 State Basketball Tournaments in OKC area.
 - Mar. 9-20 Oklahoma Youth Expo in Oklahoma City. See Hannah Davis.
 - Mar. 12-14 State Basketball Tournaments in Tulsa area.
 - Mar. 28 Census & Food Truck Block Party in Oklahoma City. See Valerie Thompson.
 - Mar. 28 CAIR-OK Annual Awards Banquet in Edmond. See Adam Soltani.
 - Apr. 4 Women of Color Expo in Oklahoma City. See Valerie Thompson.
 - May 2 Cowboys of Color Rodeo in Oklahoma City. See Valerie Thompson.

10. Announcements

- Jeronimo Gallegos said many Census job applicants – not just people of color – have experienced long waits for call-backs. Expectations on wait times were not managed as well as they could’ve been. This is evidenced by comments on the “Census Jobs” Facebook Page. Encourage people to “answer the call” even if they don’t recognize the calling telephone number – it could be the Census calling about their job application.
- Rachel Morse from Congresswoman Kendra Horn’s office reported that Rep. Horn recorded a public service announcement for the Census and will introduce a resolution on the House floor next week encouraging Native Americans to participate in the Census.
- Final date to respond to Census is July 30, 2020.
- Next regularly scheduled meeting: March 20, 2020 (Friday of Spring Break, so may be rescheduled)

- 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:

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

11. Discussion of possible agenda items for next meeting

- No discussion.

12. Adjournment

- Chairman Kisling adjourned the meeting at 11:44 a.m.

* Indicates anticipated action.

Submitted by: Kirk Martin