



State Complete Count Committee

Meeting Minutes **Approved on 6/22/2020 May 15, 2020 at 10:00 a.m.**

Zoom teleconference ID #: 882 502 671

1. Call to Order / Roll Call / Welcome

Statement of Compliance with 56 O.S. §162.1b affirming the date, time, and place of this public meeting of the Oklahoma Complete Count Committee was timely provided to be posted on the website of the Oklahoma Secretary of State.

- Committee Chairman, Brent Kisling, Executive Director of the Oklahoma Department of Commerce, called the meeting to order at 10:01 a.m.
- Members joining: Hannah Davis, Lisa Greenlee, Brent Kisling, Brian McClain, Kyle Ofori, Becky Reynolds, Carolyn Thompson, Valerie Thompson
- Members not joining: Kara Berst, Russell Boyd, Ty Burns, Jason Dunnington, Shannon Fleck, Chuck Hall, Kevin Matthews, Francellies Otero, Lisa Powell, Adam Soltani, Marnie Taylor, Matt White
- Others joining: U.S. Census – Nyree Cunningham-Pullen, Jeronimo Gallegos, Mary Gossett, Mary Jenkins, Emily Kelley, Chris Landis, Melonie Mayes-Tyler; Tracy Mohler, Timothy Trimble, Corie Wells, Tricia Woodward; Congresswoman Kendra Horn’s Office – Luzi Torres; Oklahoma Institute for Child Advocacy (OICA) – Joe Dorman; Oklahoma Center for Nonprofits (OCNP)– Dan Billingsley [Matt Cordray]; Staplegun – Philip Baker, Rebecca Roper; Oklahoma Dept. of Commerce (ODOC) – Kristin Goodale, Kirk Martin, Josh McGoldrick, Holly Miller; Oklahoma Dept. of Agriculture (ODAFF) – Meriruth Cohenour; Oklahoma Dept. of Career & Technical Education (ODCTE)- Justin Lockwood; Oklahoma State Dept. of Health (OSDH) – Adrienne Rollins, Kaitlin Pope; Oklahoma Health Care Authority (OHCA) – April Aronsen; Oklahoma Dept. of Libraries (ODL) – Susan Woitte; Oklahoma State Regents for Higher Education (OSRHE) – Debbie Blanke.

2. Approval of Minutes from previous meeting

- Lisa Greenlee moved to approve the meeting minutes from April 17, 2020. Motion passed.

3. Remarks from Chairman Brent Kisling

- Oklahoma is ranked 44th nationally on response rate. Earlier this year, we added a very large number of new addresses to the Census Bureau’s Master Address List. We think this strategy will pay off in the long run.
- Even as budget constraints increase for all state agencies, Commerce hopes to rely on more partners and find will also try to find some additional funding in its existing budget to extend its marketing outreach.
- Commerce ends each of its 4 weekly industry conference calls (with about 200 participants each) by promoting the Census.
- Oklahoma Workforce Centers are promoting Census jobs.

4. Remarks from Dan Billingsley for Vice-Chair Marnie Taylor

- Many nonprofits across the state have been running their own Census campaigns, including United Ways in several local areas. Increasing outreach to larger social service nonprofits and tribal governments throughout the state. Focus on rural areas.
- The Oklahoma Center for Nonprofits will run an ad campaign in The Journal Record for 6 weeks, with quarter-page ads. Social media very important. Extend into summer, probably into August.
- More op/eds will appear over the next 30-60 days.
- Any company willing to donate in-kind advertising (e.g., billboards, like the Chesapeake billboard at NW 63rd & Classen) can channel donations through OCNP for a tax deduction.

5. Presentation by Emily Kelley from U.S. Census Bureau, on ongoing Census operations (10-15 minutes)

- Operations have resumed at Area Census Offices (ACOs). This includes the Update Leave program, which is 45% complete in Cleveland County, 52% complete in Oklahoma City, and 24% complete in Tulsa. ACOs in Oklahoma re-opened a week earlier than those in Kansas, so Oklahoma will implement the revised schedule a little earlier.
- Fraud Alert: look out for and report any Census-related scams or fraudulent efforts.
- Pulse Surveys by Census (not the same as the decennial Census) are now being conducted for a select number of households and businesses regarding the impact of COVID-19; via email; encourage participation and explain that it's important, but different from the 2020 Census.
- Briefed Oklahoma Congressional offices to review response rates. Some will do outreach to their constituents.
- Partnering with the NextDoor app to remind people to respond to the 2020 Census.
- Census Bureau continues virtual engagements, but no in-person engagements for now; that will probably change in the next few weeks. Social media promotion continues to be encouraged and effective.
- Still hiring for non-response follow-up (enumerators). We had attrition because of COVID-19; many previous applicants will be hearing from the Bureau soon.
- Lisa Greenlee: How will we know when Update Leave has started in our area?
 - Everyone should have their Q in the next few weeks.
- Dan Billingsley: Congressional Mullins's district has historically low response rates. Have they engaged?
 - Yes, Mike on his staff is interested in doing more outreach/engagement in the area.
- Joe Dorman: How to download community-level Response Rates from site?
 - Emily will check and try to provide.
- Brent Kisling: What to do if you have 2 homes and get a Census questionnaire at both?
 - Fill it out for your primary residence (where you spend the most time); fill it out for your secondary residence showing zero residents there.

6. Presentation by Josh McGoldrick, Oklahoma Dept. of Commerce, on Commerce Census Operations (5-10 minutes)

- Each week, Commerce sends an email with a detailed response rates spreadsheet to about 300 Census partners. In addition, we email a weekly newsletter to 900+ community partners.
- Taking into consideration the extended schedule of Census operations, local response rates, gradual reopening across the state, and where funding has been committed by partners, Commerce is looking at rebooting the focus of its Census ground game, targeting, & marketing.

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

- Census materials ordered previously may be picked up between 9-4 on May 26 & 27. It will be safe, easy, & quick. 4-5 people per 30-minute timeslot; one-way; text us upon arrival; we'll load for you. At ODOC warehouse in Oklahoma City. Otherwise, we'll try to coordinate with our field staff (RDSs) to arrange for deliveries closer to you.
- Melonie Mayes-Tyler: Are materials available in Spanish?
 - Yes, some materials are available in Spanish.
- Digital ads: in April, we refocused to earn more engagement (at cost of reach). Worked very well.
- Social media ads: 700-1,200 link clicks daily. After April 17, we began targeting lower-responding counties & Hard-to-Reach areas; will continue in May.
- Google ads (paid search & YouTube ads): metrics are way up; 1.8M impressions in March to 4.6M in April.
- Shift in strategy: Original plan was to run ads from March-May, ramping down in June; however, with extension of Census timelines due to COVID-10, we need to advertise longer, but our budget will be spent by late May/early June. \$56K/month with no change. \$56K/month with no change.
- If we continue ads, may shift to Western OK (because Choctaws, Tulsa, & OKC have ongoing marketing efforts). \$25K/mo with all ad types. Can pare down. Input invited.
- Must identify how to pay for any extension of ad period.
- Jeronimo Gallegos: Competitive/rival challenges are effective (as with OKC vs. Tulsa & Norman vs. Stillwater). Please encourage local leaders to mention Census during Zoom sessions, conference calls, etc.

8. 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

- Hannah Davis – Farm Bureau continues to promote via web & magazine. Glad Update Leave is resuming. Have considered sending post cards to members with non-city-style addresses.
- Lisa Greenlee – Many people confused by not yet getting their Census packets. The Jackson County CCC will discuss a reboot at its 5/20 meeting. Update Leave resumption should help our response rates.
- Brian McClain – The Choctaw Nation did receive some CARES Act relief funding, but it was low because it was based on 2010 population counts for the tribe, which were greatly undercounted. Placed a \$135,000 ad buy to promote Census. Chief recorded a video on Facebook and it's been shared 800+ times. Participating this afternoon on a call with all tribal nations in Oklahoma.
- Kyle Ofori – City of Tulsa extended the timeline for Tulsa vs. Oklahoma City response rate challenge to end of May. Partnering with other nonprofits to cross-tag on social media census posts. Using local political leaders more to promote. Posting more videos of community members for social media. Ran an op/ed in The Black Wall Street Times. Working on in-person activities to reach people who aren't on social media.
- Becky Reynolds – Little Dixie Community Action Agency's Weatherization workers started a social media campaign to promote Census, with prizes including T-shirts and toilet paper. Two factors hurt response rates in our area: (1) limited broadband access and (2) the number of people who struggle to complete forms, like the Census questionnaire, so they may need to rely on enumerators.
- Carolyn Thompson – SDE continues to promote Census on its web & online platforms. Although most schools have adjourned, feeding programs and summer school remain a means to promote Census.

- Joe Dorman – OICA is partnering with the Oklahoma Municipal League & Oklahoma Press Association to issue and promote community response rate challenges – getting mayors & school superintendents to challenge their sports rivals, e.g., Elgin/Cache, Enid/Ponca City/Stillwater. Working to fund a cash prize for the community with the Most Improved response rate. Will try to involve sports writers at local papers and school kids over the summer.
- Debbie Blanke – The State Regents office contacted all student affairs officers in its system to promote Census to higher education students.
- Meriruth Cohenour – The Oklahoma Agriculture Dept. distributed Census one-sheets through its inspectors and now through Farmers Markets, as they re-open. We've promoted YouTube videos. Our Ag in the Classroom program developed online curriculum educating kids about the Census. Sharing with ag groups.
- April Anonsen – Oklahoma Health Care Authority's Communications Dept. continues its census promotion/outreach to members via social media.
- Justin Lockwood – CareerTech is continuing its social media promotion of the Census. On the agenda of the system's Marketing committee.

9. Announcements

- Hiring info for Census has been forwarded to our Workforce Centers.
- On May 19, Commerce will brief the Governor's staff on Census efforts and results.
- Please promote Census on Zoom meetings you participate in.
- Census-themed Zoom backgrounds are being developed (in Kansas); Emily will share with Kristin.
- Next regularly scheduled meeting: June 19, 2020.

10. Discussion of possible agenda items for next meeting

- No discussion.

11. Adjournment

- Chairman Kisling adjourned the meeting at 11:13 p.m.