



## **State Complete Count Committee**

### **Meeting Minutes**

**Monday, June 22, 2020 at 1:00 p.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 1:02 p.m.
- Members joining: Kara Berst, Russell Boyd, Lisa Greenlee, Chuck Hall, Kyle Ofori
- Members not joining: Ty Burns, Jason Dunnington, Shannon Fleck, Hannah Davis, Kevin Matthews, Brian McClain, Francellies Otero, Lisa Powell, Becky Reynolds, Adam Soltani, Marnie Taylor, Carolyn Thompson, Valerie Thompson, Matt White
- Others joining: **U.S. Census** – Nyree Cunningham-Pullen, Emily Kelley, Tracy Mohler, Tricia Woodward; **Oklahoma Dept. of Commerce** – Leslie Blair, Kristin Goodale, Kirk Martin, Josh McGoldrick, Holly Miller; **Oklahoma Center for Nonprofits** – Dan Billingsley; **Enid Regional Development Authority** – Trent Misak; **Office of Disability Concerns** – Valencia Stiggers; **United Way of Central Oklahoma** – Melanie Anthony; **Oklahoma Policy Institute/Together Oklahoma** – Jasha Lyons Echo-Hawk; **State Regents for Higher Education** – Debbie Blanke; **Oklahoma State Dept. of Health** – Adrienne Rollins; **Choctaw Nation of Oklahoma** – [580-924-8280]

#### **2. \* Approval of Minutes from previous meeting**

- Lisa Greenlee moved to approve the meeting minutes from May 15, 2020. Motion passed.

#### **3. Remarks from Chairman Brent Kisling**

- Commerce briefed Governor's staff, then Legislators, many of whom followed up to get messaging, etc. Choctaw Nation has really stepped up – lots of ads. Governor Stitt plans to emphasize, especially June 27-July 4.

#### **4. Remarks from Vice-Chair Marnie Taylor**

- [Dan Billingsley for Marnie Taylor] Many nonprofits are winding down their fiscal years, so we'll see less activity for a while. Partnering with philanthropic partners, especially in low response rate areas. We're doing more op/eds – Oklahoma Center for Nonprofits will have ads & op/eds in Journal Record, 2-4X/mo.

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

- Staff are focusing on low response rate areas. Doing targeted mailing by Census Tract. Still hiring in some areas. [www.2020Census/Jobs](http://www.2020Census/Jobs)
- Idea to promote engagement: Census *loteria*, online game in Spanish, following example in Kansas.
- [Tricia Woodward] Working with county commissioners in Western Oklahoma are promoting Census via Facebook & social media.

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

- None.

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

- We redirected some more agency funds to extend our marketing effort, July – Sept (3 mos.). Focus on counties with combination of lower response rate & higher population, for maximum impact for the state.
- OK Ag Network radio program (statewide) will be helping to get out the word.
- Marketing packets for communities distributed. Still some left. Let us know if you need some.

**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**

- Chickasaw Nation, Kara Berst. Continuing outreach; reopened gaming center; back-of-house messaging for employees; full-page ad in tribal newspaper; radio spots; Facebook. Targeting counties with low response rates.
- Dept. of Human Services, Russell Boyd. Recent shut-down slowed us down. Regrouping to continue the conversation.
- Southwest Oklahoma, Lisa Greenlee. Local Complete Count Committee organized a business leader breakfast. Altus city administrator helping with social media & events. Doing local radio promotions & Facebook Live sessions (7/9 in pm). 3 new members on CCC have close ties to Hispanic population. Plan email outreach to small communities.
- State Senate, St. Sen. Chuck Hall. Most legislators are focused on primary election on 6/30, then we hope they'll re-focus on Census. Communications staff of State Senate is helping.
- Tulsa area, Kyle Ofori. New – Tulsa Public Schools is handing out census postcards at meal distribution sites. Community dash. Begin targeted outreach at neighborhood level.
- Northwest Oklahoma, Trent Misak, Enid Regional Development Alliance. Distributing materials at downtown event soon. Coordinating with local United Way. Will be at a home show this weekend.
- Oklahoma State Dept. of Health, Adrienne Rollins. Using social media on county sites, not just state site.
- Oklahoma Policy Institute, Jasha Lyons Echo-Hawk. Focusing on low response rate areas (SE & NW OK). Using digital outreach, YouTube, Facebook, & Twitter. Holding weekly virtual events, including June Pride Census events/LGBTQ+; radio events; and bi-lingual Census *loteria*. Trying to be info-taining.
- U.S. Census Bureau, Tricia Woodward. On 6/25, Mayor Calvin of Spencer will be live on Facebook at 6pm. Representatives from both U.S. Senators are promoting Census. Special push among Faith Community this weekend.
- Office of Disability Concerns, Valencia Stiggers. The disability communities are looking forward to completing the 2020 Census, and how it will help their communities/State of Oklahoma. ODC will continue its support of the 2020 Census for Oklahoma.

**9. Announcements**

- Next regularly scheduled meeting: ~~July 17, 2020~~ August 21, 2020

**10. Discussion of possible agenda items for next meeting**

- None.

**11. Adjournment**

- Chairman Kisling adjourned the meeting at 1:42 p.m.

**\* Indicates anticipated action.**

Approved by State Complete Count Committee on May 21, 2021.